CHAPTER 1 INTRODUCTION

A VISION FOR THE FUTURE

Walking through the streets of Downtown streets in 20 years, successful implementation of the DCP will be marked by a sense that Downtown fosters the well-being of its resident and employee community, planning is all around you. The overall scale has changed little, although some striking new architectural landmarks dot the district, compliment the well-preserved historic fabric of Santa Monica’s civic heart. The vitality of the Downtown core is larger and you know now extends well beyond the Third Street Promenade and Ocean Avenue. You have arrived a sense of arrival when you see vibrant activity on Lincoln Boulevard and spurred on by new housing apartment projects and witness scores of pedestrians strolling down the widened sidewalks on Wilshire Boulevard. If you are coming from another part of Santa Monica, you might go Downtown on the “Circulator” Trolley that connects with the neighborhood commercial centers on Montana Avenue have a myriad of choices of how to get there. Walking, biking, transit and driverless cars all offer pleasant and Main Streetconvenient options for getting around.

The Expo Line Station, now the most common way to enter Downtown for thousands of residents and especially employees iconic Downtown access point, is a hub of pedestrian activity, with people moving up and down. People throng the Esplanade, guided by easy-to-follow colorful signage on their way to Downtown destinations, the Santa Monica Pier, Downtown destinations and the seamlessly connected Civic Center. In fact, there is more bustling pedestrian foot-traffic everywhere Downtown, people of all ages safely mingling with those on bicycles, skateboards, Segways and other non-motorized vehicles. There is ample space for everyone on and nearby neighborhoods. Everyone loves the energy on Downtown’s sidewalks, which have been widened near new development and on some streets using redesigned “access zones” that were utilized only for street parking in the past. With improved roadway designs that put people first, everyone is accommodated and has learned to live with and respect each other. As a result, it is particularly noticeable that conflicts with automobiles have gone down and safety is much improved.

Although alleys and public spaces, but there are many transit choices, some people still drive Downtown, and for them there is also improvement as they enter Downtown through more “gateways” and are guided quickly to a host of parking options by clear and efficient signage, and by technology in their cars that connects them to the real-time parking information. Most choose to park on the edge where parking is cheaper and walk a few blocks down pleasant tree-lined streets to their final destinations. quiet green respites (that complement urban life).

Santa Monica Place, the Third Street Promenade and the surrounding Downtown core continue to be thoughtfully managed to stay fresh and relevant well-maintained, clean and safe, with new public artwork and a host of venues for live performances cultural and entertainment. The Downtown scene has something for everyone, and along with youth enjoying Youth fill the nightclubs, the clubs, theaters and unique local restaurants, while Baby Boomers (now in their 60’s-80’s) are out in force, enjoying active retirement years and fueling the vibrant cultural scene through subscribing to seasonal theater tickets and supporting the arts in other ways and savor outdoor life in Downtown’s cafes, parks, public plazas and farmers markets. Generations come together at the outdoor ice rink in the winter – a cherished tradition that goes back to the time before the City dedicated an open space to include the rink in its catalyst development at 4th, 5th, and Arizona brings out longtime residents and eager newcomers. New Downtown museums that have opened as a result of DCP policies and the policies in the 2017 Downtown Community Plan. Downtown remains a “hometown Downtown,” the center of active community efforts are enjoyed by all, including Santa Monica school groups, and have become additional “must-do” life with a rich range of civic, educational, spiritual and artistic activities to squeeze into a visit to Downtown Santa Monica.
Downtown is an even more successful economic engine for the community. Co-working spaces have transformed the face of business and when and how people work. The five-day week has morphed into a flexible confluence of emerging entrepreneurs and established companies co-existing in a symbiotic relationship that caters to both flourishing local interchange and Santa Monica’s global connections. Talent is drawn like a magnet to Downtown, ensuring opportunities for every young person coming out of our world-class schools and Santa Monica College – and new educational institutions drawn to Santa Monica’s reputation a place to “Learn + Thrive.”

Downtown also continues to be a place where visitors from all over the world come to enjoy the natural beauty and the “sustainability first” lifestyle of a unique coastal community. When you search “sustainable tourism” on the internet, your smart device and Santa Monica comes up again and again tops the list as a place where you can stay car-free, enjoy clean gorgeous beaches and patronize green businesses. The search turns up articles in numerous news and travel publications that highlight the achievements of a zero-waste community and images of Downtown buildings that exemplify not only. They also show the beautiful architecture but also of Downtown’s buildings as well as their energy-efficiency, on-site power generation, and cutting-edge water conservation features. More visitors are able to stay at the range of hotels, all within walking distance of transit and Breeze bike share. Residents and visitors, as well as the many people employed in the Downtown, enjoy the network of Great Streets that link seamlessly to the district’s multiple parks and pathways and make destinations like Palisades Park, Tongva Park and even the beach feel close. Fresh air, a mellow temperature, and the lure of taking on the many sights and sounds of the Downtown entice them from their homes, hotel rooms and workplaces to go out and take a stroll on a characteristically beautiful day feature.

With all this vibrant activity, it is remarkable that Downtown accommodates more people – residents, employees, and visitors – but with approximately the same number of fewer automobiles as a typical day back in 2014. But the trip seems more efficient because of the circulation improvements that are carefully tracked through the City’s monitoring program. Because of policies and incentives included in the Downtown Community Plan, the Downtown residential population has substantially increased, and grown, yet many residents use their cars irregularly, leaving them in the garage to make most trips by other means, including the daily commute frequently. Some live car-free, taking advantage of carshare opportunities that provide them with wheels when they need them. Residents who don’t own a car appreciate that they can reduce their rent by not paying for parking they don’t need. For some, this makes the difference, along with other transportation savings, in affording to rent an apartment in Downtown Santa Monica. They also appreciate the safe bicycle storage required for all residential buildings – one less item to find room for in their apartments.

And those who are blogging about social equity, while lamenting the housing market in which it is still difficult for a moderate income family to buy a home on the Westside, note that citizen activists take pride in the fact that a significant number of deed-restricted housing units for low, moderate-income and some “middle class” households have been built in Santa Monica, including the coveted Downtown district, through programs conceived twenty years ago that were called “community benefits” along with the City’s own revitalized Affordable Housing Production Program. The efforts have resulted in some opportunities has consistently pursued creative tools to make life affordable for people of all economic stations to take part in the rich and culturally-diverse Downtown community.

This vision, brought to you from the future, starts with the policies and actions to be found in the ensuing pages of this Plan.
SANTA MONICA’S DOWNTOWN COMMUNITY PLAN

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

As the heart of the local community, Downtown is visited more than once per week by 60% of Santa Monica residents for its shops, restaurants and movie theaters, or simply to part in the City’s favorite form of recreation and exercise: walking (source: DTSM 2013 survey). The Downtown Santa Monica experience is punctuated by weekly and special events and festivals that bring people together, like the twice-weekly farmers market, winter ice rink and activities organized around holidays or happenings like the LA Marathon.

To continue the success that has marked Santa Monica’s Downtown over the past several decades, the City should have a clear and realistic vision of what Downtown is and can become. Plan Boundaries and Setting

Downtown Santa Monica is one of Los Angeles county’s most recognizable city centers. Framed by the Santa Monica Bay and mountains, the Downtown is located centrally at the western edge of the city, providing convenient retail, entertainment and employee destination for all of the city’s neighborhoods. The Downtown area is bounded by the Wilshire Boulevard corridor along its northern edge, Lincoln Boulevard along its eastern edge, the I-10 Freeway to the south, and Ocean Avenue and Palisades Park to the west. The designated Downtown boundaries established by the Land Use and Circulation Elements (LUCE) and reinforced by the DCP encompass Santa Monica’s urban core, and are significantly larger than the area considered by previous General Plans and Zoning Ordinances. The DCP also evaluates the edges of the planning area to consider boundaries and appropriate ways to transition to the lower-intensity residential areas.

Purpose

A planning legacy stretching back half a century has facilitated the success of Santa Monica’s Downtown, and has provided the context for the Downtown Community Plan (DCP) to address the challenges of modern day. The Downtown Community Plan (DCP) builds on the strengths of previous planning efforts geared at revitalizing that have given shape to this important community center, in which generations of activists, planners, and city leaders have worked collaboratively to incentivize housing, revitalize the Third Street Promenade, preserve historic assets, stimulate art and cultural activities, and address the need for sustainability. It to guide future decisions. The DCP expands on the expectations of adopted documents, like the 1996 Bayside District Specific Plan, which expressed clear goals to generate pedestrian activity, incentivize new housing projects and to maintain the area’s character while allowing for its continued evolution. The DCP adds specific results-oriented actions to make Downtown more vibrant and accessible to a larger section of residents and visitors, and it promotes urban sustainability by accommodating future residential and employee populations within a pedestrian-friendly and transit-oriented district.

Plan
HISTORIC PLANNING CONTEXT AND SETTING

Downtown Santa Monica is one of Los Angeles' most recognizable city centers. Adjacent to the Santa Monica Bay and mountains, the Downtown was developed as the heart of a blossoming community that – over time – has taken on regional significance across a variety of sectors.

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

What Will Change in 20 Years? A question that is commonly asked and debated about the Downtown in the context of the DCP planning effort is “what will the Plan change in the next 15 years?” While the answer to this question is a matter of speculation, the Plan’s focus is on providing guidance to public and private entities when change is proposed. This includes providing City departments with an adopted framework to take on new public works and infrastructure projects, cultural arts and entertainment initiatives, circulation and streetscape improvements, and other City-led efforts that will support existing and new residential and commercial populations as the need for change builds within the Downtown.

The Plan also anticipates a level of change to occur on private property – though on less than 5% of all Downtown parcels – so the DCP provides clear requirements for development and mandates the need for community benefits to not only support new mixed-use or commercial projects that replace existing buildings, but to complement the efforts of the City in nurturing a long-term community space that is enriched by any number of amenities, events and experiences.

The 1957 General Plan

In 1957, the Council adopted new General Plan Land Use and Circulation Elements that envisioned a highly urbanized future anticipating the I-10’s arrival and focusing of the I-10 freeway. It focused on development in the coastal area including Downtown, particularly Ocean Avenue, together with Ocean Park redevelopment. The 1957 Plan also envisioned higher, denser buildings with goals typical of this period that were characterized by a nationwide optimism about going beyond previous boundaries and limitations. Although it took a decade, the vision began to come to fruition in the 1970s on the northwestern edge of Downtown, with the construction of some of the city’s tallest buildings, some nearly as large at 300 feet high. However, while new office buildings brought more jobs and people to the Downtown, their construction coincided with an era of environmental awareness. The preservation movement began to grow, galvanized by a Council decision to demolish the Santa Monica Pier. In 1976, a Landmarks Ordinance was adopted by a Council that pledged to save and restore the Pier. By the early 1980s, the community’s concerns about changes in Ocean Park spurred a change in policy. The Council put the brakes on the 1957 vision, and in 1982, the Planning Department was directed to prepare new Land Use and Circulation Elements with a different way forward, culminating in adoption of the 1984 Land Use and Circulation Elements.

The 1984 General Plan and the 1990-1996 Bayside District Specific Plan

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

The 2010 General Plan Vision
The adoption of The 2010 Land Use and Circulation Element (LUCE) set forth goals and policies for an expanded Downtown and called for the DCP to propose strategies to create the conditions for a sustainable urban lifestyle environment. This vision included expanding cultural arts offerings, and adding both intimate and larger open spaces to a growing residential community, and addressing traffic, congestion and pedestrian safety by upgrading streetscapes, optimizing the circulation network, deeply and integrating the Exposition Light Rail into the physical and social fabric of the community in order meet the needs of all people navigating the Downtown. Priority was specified for public improvements that would enhance the pedestrian experience and for standards and programs to foster trip reduction goals by encouraging transit, walking, and biking as well as. Transportation Demand Management (TDM) measures are central features of the LUCE.

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

THE FOCUSED STRATEGY
Since declaring its commitment to sustainability through the adoption of the 1994 Sustainable City Program, Santa Monica’s policy decisions have been based on the essential goal of sustainability: “to ensure that Santa Monica can continue to meet its current needs – environmental, economic and social – without compromising the ability of future generations to do the same.” The DCP’s central objective is to realize this goal within the context of the Downtown and
all that it has to offer to existing and future generations. Six core strategies derived from the Plan’s principles form the framework from which goals, policies and — most importantly — future actions are generated to usher Downtown into its next era.

Nurturing a Complete Community

Planning policy contained within the Plan recognizes the need for Downtown to be home to a long-term community. The seemingly separate, but Through the lens of the Well-being Index, this plan joins together the interconnected spheres of residential and work life are joined together in this document, and are complemented by provides complementary actions that expand existing cultural offerings. These include new places, events and activities, and publicly or privately-sponsored programs that will help to round out the daily routine, and could optimistically set the stage for Downtown to become one of the city’s most exciting neighborhoods.

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

Creating a Variety of Places

The community’s expectation for the Downtown to continue its transition into a high quality urban neighborhood is addressed through careful land-use planning and the creation of new “sub-areas.” These six distinct land-use districts nurture a variety of experiences, places and buildings and are supported by specific standards and land-use regulations. In many cases, The vision for each sub-area is derived from its existing character and geographic location.

Preserving Character and History

The careful integration of the new with the best of the old is a significant aspect of sustainability. The DCP aims to carefully maintain and nurture Downtown’s character and sense of the past through enhanced historic preservation incentives and protective measures that include landmark designation, adaptive reuse and context sensitive infill, as well as the creation of a Neighborhood Conservation Overlay District in the historic heart of Downtown.

Ensuring High Quality Development and Community Benefits

The expectation for new development is that it to build sustainably and contribute to — and not detract from — the City’s sustainability achievements, and leave improvement of Downtown through the City a better place than before. This Plan represents an important step in provision of new public spaces, cultural experiences and destinations, circulation improvements and affordable housing. The DCP supports the continuum of Santa Monica’s sustainability efforts and showcases them in the heart of the community by supporting innovative, high quality evolution of memorable streets and interesting architecture and urban design. Development public spaces, framed by elegant, human-scaled buildings. Standards and land-use regulations that are context specific to the Downtown’s unique conditions and setting are included in Chapter 4.

Making Streets and Public Spaces Great
Downtown’s streets were first laid out in the late 1800’s, establishing Downtown as the entertainment, shopping and strolling center successful models of the City ever since. Public spaces – some lively, some quiet – exist within Third Street Promenade, Palisades Park and the Colorado Esplanade, the Downtown and around its perimeter. DCP identifies new streetscape and infrastructure projects identified in this Plan, and a solid strategy for increasing the amount of active – and public – open space within the Downtown combine to create a network of attractive pathways to vibrant and energetic destinations for all modes and users entering or moving through the Downtown.

A New Model for Mobility

It is the goal of this Plan to encourage more car users – and especially commuters – to get to Downtown a different way. This Plan optimizes future investments through a focus on strategic physical and operational interventions to keep the flow of traffic moving – whether that traffic is on foot or on any number of wheels. The DCP builds on the bike and pedestrian improvements identified by the City’s Action Plan for Downtown locations and encourages everyone to access Downtown by alternate transportation. The emphasis is on moving people in every mode, with the goal of getting everyone safely and comfortably to their destinations, including publicly accessible parking facilities.

WHAT WILL CHANGE IN 20 YEARS?

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

The answer to this question may seem surprising: Less than 20% of Downtown’s property area will likely see change. This conclusion is based on extensive analysis of Downtown’s largely built-out condition, which was conducted for the DCP EIR. Each new project will be guided and reviewed so that it complies with the intent and requirements of the DCP. Significantly, this relatively small number of major projects will be required to provide community benefits and a mix of residential and commercial uses, including affordable housing and new cultural and public open space amenities. New projects will be required to contribute funding for parks and transportation improvements. They also must be designed for large and small open spaces, better connectivity and safety and other features that benefit the community.

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

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

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

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

Debate over the future character and composition of Downtown has been spirited. It has shaped the vision of this Plan through numerous community workshops, stakeholder interviews, focus groups, meetings with the business community, design charrettes, online surveys as well as public hearings with many Boards and Commissions and the City Council.

Five Years in the Making
The community, the Planning Commission, the City Council and professional staff have contributed to an active discussion of the Downtown Specific Plan since early 2012. Since that time, public outreach has included a wide range of events and public input opportunities that have provided valuable input to this Plan.

In 2016, staff led a major effort to reinvigorate the conversation on Downtown, and deployed an unprecedented outreach effort that involved many different formats including online participation, social media and in-person workshop events.

Topical community workshops focusing on placemaking, preservation, development and mobility. Many workshops were hosted by the Planning Commission
Numerous presentations and study sessions at the Planning Commission provided insight and direction on the Plan’s formation and gave the community an opportunity to voice concerns or suggestions
Presentations and study sessions with the City Council to receive direction on the Plan’s core concepts
Multiple meetings with Landmarks, ARB, Disabilities Commission, Housing Commission, Social Services Commission, Recreation and Parks Commission, Commission on the Status of Women, Arts Commission, Senior Commission, Coastal Commission and the Pier Board
Over 50 presentations to neighborhood groups, local advocacy groups, employees, non-profits, service organizations and property owners
Walking Tours of the Downtown in coordination with the Santa Monica Conservancy
Seminars with the Senior Community at various Downtown residences
“Community Conversations” focus groups that address the challenging issues of height Downtown
Online questionnaires and surveys
Online and social media outreach, logging over 5 million impressions

What We Learned
• We ♥ Downtown! Downtown Santa Monica is clearly a favored part of the city for residents, employees and visitor alike. Recent outreach and online surveys revealed that locals visit Downtown with great frequency and participate in a variety of activities that are highly social, such as shopping, dining, entertainment, coastal viewing and people watching.
• Let’s Keep It Local. One of Downtown’s inherent tensions is the degree to which it caters to the diverse needs of residents, visitors and employees. Because Downtown is now an established residential neighborhood as well as a local and regional entertainment center and an international tourist destination, the challenge ahead is to ensure that it remains a place that works for everyone. We learned that both locals and visitors alike prefer smaller
scale land uses that serve daily needs. Visitors want to go where the locals go. This preference is also colored by a desire to see more independent business operators and to foster local entrepreneurialism.

- **Maintain Our Sense of History.** Historic preservation is important to Santa Monicaans. Popular walking areas, such as the Third Street Promenade and neighboring 2nd and 4th Streets largely retain a number of older, character-defining buildings, which will be preserved through the Plan’s adaptive reuse incentives and conservation measures.

- **We Need More Public Spaces.** Because Downtown was largely developed as a commercial district it contains very few dedicated public spaces where groups can congregate. We heard that enhancement or creation of public space is the number one priority for Downtown’s evolution. Smaller scale public spaces, such as pocket parks, courtyards and plazas generated more interest than larger open spaces such as a central park or recreation fields. Additionally, you want to improve the quality of Downtown’s streetscapes, emphasizing their role as public spaces and the opportunity they provide to make walking more comfortable, safe and enjoyable through wider sidewalks, improved street lighting, a larger more verdant urban forest and street furnishings.

- **Walking Is How We Get Around.** The top three ways people arrive Downtown is on foot, on a bike or in a car. However, once in Downtown, over 70% get around by walking. Pedestrian counts collected in 2013 and 2015 confirm that walking is trending upwards. Downtown and on many streets there are more people on foot than there are people in vehicles. To this end, you prioritized improved pedestrian crossings and sidewalks above many other infrastructure projects, and identified key pedestrian thoroughfares for streetscape enhancements, such as Wilshire, Lincoln and Santa Monica Boulevards, as well as 4th Street.

- **There Are a lot of Ideas About Height.** Overall, the broad community is generally supportive of the building height strategy represented in the DCP to limit height in the historic core anchored by the Third Street Promenade, and to establish higher densities near the transit station. However, the community demonstrated a wide range of opinions on the subject of whether to continue the 84-foot height limit of the last 30 years. Many support increased heights in return for more public open space, while others seek generally lower heights than 84 feet.

**ABOUT STANDARDS AND GUIDELINES**

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

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

**Authority**

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

The Downtown Community Plan represents the implementation of the General Plan’s goals and policies for Downtown Santa Monica. The Downtown Community Plan establishes the area’s regulations and standards and shall guide all land use and development and circulation-related decision-making processes for the area. It replaces regulations contained in the Santa Monica Municipal Code.
The Community Plan does not replace or augment building safety codes or other non-planning related codes. All applications for new construction, substantial modifications to existing buildings and changes in land use shall be reviewed for conformance with this Community Plan and other City code provisions.

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

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

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

**Chapter 1: Introduction**
This chapter introduces the vision for Downtown Santa Monica, and provides some background for the development of the principles that guide the Plan’s goals and policies. This chapter is useful to the reader who wishes to understand the larger planning context and anticipated outcomes over the 20 year time horizon of the Downtown Community Plan.

**Chapter 2A: Downtown Districts**
This chapter introduces the Downtown’s six land-use districts and provides information on the community’s priorities for benefits. The process and structure of the DCP benefit system is also described.

**Chapter 2B: Community, Culture, Prosperity**
This chapter describes the Plan’s overarching commitment to developing a long-term, sustainable community Downtown. It provides detail on strategies for improving housing choices and maintaining and enhancing Downtown’s existing diversity of businesses and economic health now and into the future. This substantive chapter also outlines the importance of building upon the existing public art and event program to nurture cultural activities, including an anchor museum, live music and performances, theater and cinema and other creative enterprises.

**Chapter 2C: Historic Preservation**
History plays a central role in Downtown’s character. This chapter underlines the importance of Downtown’s historic resources, and describes strategies to raise the profile of historic or potentially historic contributors through new programs and strategies.

**Chapter 2D: Pathways and Public Spaces**
Sidewalks form the framework for pedestrian movement through the city, often to public places for gathering, recreation or entertainment. This chapter strengthens the relationship between sidewalks and public spaces with guidance for design, orientation and access.

**Chapter 2E: Supportive Infrastructure**
This chapter examines the condition of existing utilities Downtown and provides strategies for implementing improvements necessary for realizing the Plan’s vision.

**Chapter 3: Access and Mobility**
People get to — and move throughout — the Downtown in many different ways. This chapter looks at Downtown circulation as a network of interconnected parts and defines a coordinated set of actions for creating a walkable and transit-oriented neighborhood that connects to regional circulation networks, optimizes access to light rail, addresses vehicle congestion, and supports bicycling and walking as well as first- and last-mile connections.

**Chapter 4: Standards and Regulations**
For property owners and designers, this Chapter defines the standards regulating site changes for new and renovated buildings. Standards and requirements outline allowable density, building height, open space and sidewalk widths.

**Chapter 5: Design Guidelines**
Instructive design guidelines provide a framework for high-quality urban design.

**Chapter 6: Implementation Actions**
Outlines the strategies for funding and financing the implementation of the Downtown Community Plan, and provides a comprehensive phasing recommendation for the combined actions.
CHAPTER 2A. DOWNTOWN DISTRICTS

INSIDE THE DOWNTOWN DISTRICTS CHAPTER

DOWNTOWN’S NEW LAND-USE DISTRICTS

This chapter describes the land-use districts established by the Downtown Community Plan. In addition to defining the location and setting for each land use district, this chapter also outlines the desired character and uses to provide a basis for the land use regulations and development standards included in Chapter 4 as well as the design guidelines that are included in Chapter 5. The six land-use districts are the following:

- Mixed-Use Boulevard
- Neighborhood Village
- Transit Adjacent
- Bayside Conservation
- Wilshire Transition
- Ocean Transition

THE GATEWAY MASTER PLAN

Santa Monica’s City Council identified the area adjacent to the I-10 freeway as possessing special conditions that require additional analysis and planning to help resolve critical circulation and access issues. Serious consideration will be given to capping over some or all of the I-10 Freeway to better link the Downtown with the Civic Center and Main Street. This section discusses an upcoming effort, the Gateway Master Plan, which will be led by a public process to identify critical access improvements and exploration of various funding models for implementation, which may include participation by properties within the Gateway Master Plan area.

INTRODUCTION TO THE DCP’S ENTITLEMENT, COMMUNITY BENEFITS AND FEE PROGRAMS

This chapter also includes a discussion of the process thresholds for various development types as well as the required community benefits and fees. Housing, particularly Affordable Housing, is strongly desired Downtown, and therefore encouraged through standards, such as a 0.5 floor area ratio increase, and process incentives. Private property owners and/or developers should read this section before commencement of design, to better understand what permit type to apply for, and what the City might require from projects to meet the community’s long-term expectations. Community benefit formulas for Tier 2 and non-negotiated Tier 3 housing projects are included in Chapter 4, Standards and Regulations.

2A.1 DOWNTOWN LAND-USE DISTRICTS

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

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

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

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

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

2.32A.1.A MIXED-USE BOULEVARD (MUB)

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

Defining Character and Uses
As this former state highway continues to evolve as the eastern gateway to the Downtown District, the pedestrian realm and open-space standards presented in Chapter 2D; Sidewalks: Pathways and Open Space; Public Spaces, will guide new investment Lincoln Boulevard a more walkable street that comfortably serves the growing residential population while still performing as a major vehicular and transit connector. The DCP continues to encourage the creation of multi-family housing to increase the vibrancy of the boulevard, create foot traffic for local shops and services, and allow convenient access to transit. To that end, a height and floor area ratio incentive is provided for housing projects to promote new residential uses in this district. Ground floor uses for this area should activate the street and serve the local-serving in nature, containing community with a mixture of cafes, smaller restaurants, grocery stores and convenient shops and services. Office and other uses that are not intended for walk-up services should include pedestrian-oriented design and animate the street. Additional pedestrian amenities such as street trees and landscaping will enliven the character and
provide physical buffers between pedestrians on the sidewalk and cars in the street. On Lincoln Boulevard’s eastern edge, where it abuts the mid-city neighborhood, height and density standards guide a sensitive transition in building form so as not to overshadow adjacent one-, two- and three-story residential uses.

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

2.3  
2A.1.B NEIGHBORHOOD VILLAGE (NV)  
Location and Setting  
This area district extends from 7th Court to 4th Court and from the south side of Wilshire Boulevard to Broadway between 7th Court and 6th Street, then to Santa Monica Boulevard from 6th Street to 4th Court. This area consists mostly of older residential, small floor plate office, retail, religious, and restaurant uses, as well as civic and neighborhood serving uses such as the Main Library and the YMCA.

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

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

2.3A.1.C TRANSIT ADJACENT (TA)  
Location and Setting  
The Transit Adjacent district roughly covers the area within a two-and-a-half-block radius from the Light Rail Station at the intersection of 4th Street and Colorado Avenue. The approximate boundaries of this district are the I-10 freeway on the southern edge (including all freeway adjacent properties southwest of 7th Court), 7th Court to the east, Santa Monica Boulevard to the north and the eastern part of 4th Street (where it intersects with the Bayside Conservation District) and Santa Monica Place to the west. This area encompasses a number of different character areas of the Downtown,
ranging from the Bayside Conservation district, through transitional mixed-use areas, to the primarily residential sections on the eastern edge of Downtown. It encompasses the Big Blue Bus yards and freeway-adjacent sites, including the Light Rail terminus station, all of which will be discussed in greater detail through the Gateway Access Master Plan. The Light Rail terminus station will be discussed in greater detail through the Gateway Access Master Plan. The Gateway Master Plan is discussed later in operation beginning in 2016 and provide new opportunities and challenges for the area. The completion of the Colorado Esplanade will be a key factor in accommodating the anticipated increase of pedestrians as they become transit patrons entering and exiting the station.

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

The Esplanade, completed in 2016, realigns 2nd and Main Streets, allowing a seamless transition and completing It completes 2nd Street as a north/south route, improving and improves direct local access between Downtown and the Civic Center. In the future, the DCP circulation plan strategy calls for off-ramp improvements and the Olympic Crossover freeway bridge that would allow vehicle traffic to exit the freeway and proceed directly to Main Street and/or Ocean Avenue via the newly completed Olympic Drive extension, allowing through traffic may bypass the station area. This will relieve pressure on the intersections at 4th and Colorado and 5th and Colorado, and allow it to shift character to accommodate additional pedestrians and Downtown-destined vehicles. These strategies, including the potential for capping the I-10 Freeway will be explored in the Gateway Master Plan process.

2.32A.1 D BAYSIDE CONSERVATION (BCD)
Location and Setting
This district extends from 4th Court to the east side of 2nd Street and the south side of Wilshire Boulevard to the east side of Broadway. The Bayside Conservation district is considered the pedestrian and economic heart of the City. Anchored by the Third Street Promenade and branded by, it is a vibrant urban atmosphere supported by a broad mix of building types, office space, entertainment, retail, restaurants, cafes, salons and exercise studios. The DCP supports the continued expansion of the central retail district which, by increasing the energy and pedestrian traffic on streets around the Promenade. The Bayside Conservation district has three to four City Landmarks and several identified as potentially eligible for designation. The district is well served by the largest concentration of public parking in the city with municipal parking structures #1-#10 located on 2nd and 4th Streets. Fourth Street is currently Downtown's transit priority street,
and is also a main vehicle access route to the I-10 Freeway. Even so, this area hosts a high concentration of pedestrians who outnumber vehicles at some intersections during peak hours. 2nd Street also has a mixture of small floor plate and office space interspersed with small retail including restaurants, cafes, yoga studios and a newly renovated art-house theater. Housing multiple public parking structures, including the recently reconstructed and expanded Structure #6, and active ground floor uses, this street is busy with pedestrian and vehicle movement. It also serves as a key transition from Downtown to the Beach and Palisades Park. With the completion of the Esplanade this street has become an even more critical north/south route for many vehicles, bicycles and pedestrians as it provides direct local access to the Civic Center and the freeway via the Olympic Drive extension.

The Promenade

The iconic Promenade is one of the most successful urban environments in Southern California. It is a central three-block-long pedestrian open space located in the Bayside Conservation district between Wilshire Boulevard and Broadway. With active storefronts, restaurants, services and regular street entertainment, the Promenade is a walk street that provides whose vitality that radiates outward to the rest of the district with active storefronts, restaurants, services and regular street entertainment. The southern end of the Promenade connects seamlessly to Santa Monica Place, the City’s urban mall, which re-opened as an open-sky shopping center in August 2010. The Promenade resulted from the closure of a vehicular street that was converted to a pedestrian walk street in 1965. The authentic urban retail, dining and cinema experience has proven to be extremely successful and is enjoyed year-round due to Santa Monica’s generally mild weather conditions. The success of the Promenade also relies on the human-scale environment created by the buildings, representing the traditional height and scale of the early 20th century. Some of these buildings retain their historic façades at ground level or on upper floors. Newer building forms are set back at upper floors to maintain the Promenade’s historic scale. It is generally considered that the Promenade’s success is also based on the city’s parking strategy, which 50 years ago produced the multiple parking structures adjacent to the Promenade, providing. These provide an easily accessible “park once” opportunity that allows visitors to leave their car in one place and enjoy multiple activities.

Defining Character and Uses

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

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

### 2.3.G2A.1.E WILSHIRE TRANSITION (WT)

**Location and Setting**

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

**Defining Character and Uses**

This area should continue to support the smaller local serving uses that provide easily accessible goods and services to the surrounding neighborhood. The proposed urban scale is designed to be complementary to the area and steps down to the adjacent residential uses. There is an opportunity to invigorate the area with a program to allow the vacant courtyard space at 401 Wilshire Boulevard to be enlivened with convenient goods and activities (see Chapter 2D: Open Space, Illustration 4D.5) through the privately-owned public spaces revitalization program (“POPS”) which allows for the addition of pedestrian-oriented uses at the ground floor along existing urban plazas as long as certain guidelines were met.

### 2.3.H2A.1.F OCEAN TRANSITION (OT)

**Location and Setting**

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

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

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

2.4 GATEWAY MASTER PLAN (GMP) PROJECTS

The Gateway Master Plan will address the comprehensive planning for the area adjacent to the I-10 Freeway that links Downtown to the Civic Center. There is a unique opportunity for a full or partial capping of the airspace over the freeway right of way. This would provide multiple benefits, including:

- Mitigate noise and pollution from through-traffic
- Seamlessly link the historic Downtown and historic Civic Center, removing a visual and physical divide
- Allow for better freeway entry and exit, relieving the often congested traffic bottlenecks
- Provide peripheral parking opportunities that could reduce vehicular impacts on the Downtown core
- Create beautiful new park and parklife through new public open spaces
- Provide a framework for orderly development of currently vacant or underutilized areas

Development of the Gateway Master Plan will be an open process facilitated by staff, and include participation from the community, land owners, and decision-makers as priorities for the area are refined. Entering the city from this key location should become an experience that reflects the city’s values of community, sustainability and pride of place. The Gateway Master Plan would provide a roadmap for a phased, comprehensive evolution of circulation improvements and provide decision-makers with a clear path for maintaining a balance between protection, conservation, and growth. It allows for opportunities to aggregate community benefits for the benefit of the City as a whole. It also provides a key opportunity to tie into the regional circulation systems of the 1-10 freeway, the Big Blue Bus and the Expo Light Rail terminus site.

Community benefits requirements for development projects shape an environment that reflects the values of a City’s community. These benefits

The GMP will provide an opportunity to determine how properties within the Plan area can participate in implementation of the necessary access and circulation improvements. Community discussion has shown a desire for extra planning efforts to ensure properties within the GMP area work together efficiently and effectively to improve circulation, re-allocate density where necessary and provide amenities such as open space, shared parking and preservation of historic structures. Besides designing circulation improvements and exploring the feasibility of freeway capping alternatives, the Gateway Master Plan will coordinate with the DCP for regulation of land use and zoning. Existing technical and feasibility analyses from the City-owned Expo terminus site (4CO) will be used as the basis for working with Caltrans and addressing...
freeway bridging, capping and off-ramp relocation. The 4CO work will underlie the urban design, land use and policy process of the GMP.

Pending completion of the Gateway Master plan, interim development standards for properties within the GMP boundaries can be found in Chapter 4.

2.3 PROJECT REQUIREMENTS AND NEGOTIATED COMMUNITY BENEFITS

Project requirements for development projects reflect the priorities of a community. These requirements can have many forms, but typically support programs, services and physical improvements that achieve public objectives under city policy. Recognizing the provision of community benefits, such as Recognizing that all development, rather than just negotiated development improvements, should be tasked with improving the community, the Land Use and Circulation Element identified public open space, trip reduction, and affordable housing, to be instrumental to Santa Monica’s long-term success and viability. The DCP includes a system outlined in the Land Use and Circulation Element (LUCE) that tasks all development with improving the community. The tiering system, The LUCE sets development baselines that align with lower intensity development, and allows for increase in height and density within congruent with the area context, with the provision of increased community benefits in accordance with a tiering system.

In addition, the City of Santa Monica has historically negotiated with landowners and developers to provide community facilities and services through the state approved development agreement process. Some of the most visible benefits derived from these agreements have been public spaces, including the Santa Monica Swim Center, public art, affordable housing, community meeting spaces, and child-care facilities such as Hill and Dale and Bright Horizons. Less visible, but also important, are contributions for numerous community-oriented endeavors such as local hiring programs, living wages afforded to workers, funding for the city’s public arts program, and critical public infrastructure improvements. Negotiated community benefits can fund or provide a number of different improvements, ranging from affordable and middle-income housing to targeted streetscape enhancements. Negotiated benefits may be used in conjunction with other funding and financing mechanisms where appropriate. However, negotiations for community benefits have a downside as well. Lack of certainty and clarity on what is expected from new development can create lengthy and contentious disagreements about the nature and value of specific community benefits. To the maximum extent possible, therefore, the DCP seeks to establish a policy-based approach to setting transparent and consistent expectations for negotiated community benefits. Each development would be expected to have supplemental economic analyses that provide a general sense of the scale of community benefits that could be negotiated beyond those required by local and state law.

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

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

The Community Benefits system of project requirements and negotiated community benefits laid out in this chapter creates the opportunity to meet the public objectives for an equitable and beneficial environment in keeping with the
long-standing community traditions of creating complete neighborhoods, circulation improvements, affordable housing and other programs that support a Santa Monica that is enjoyed by people of all economic strata. These benefits are measured by the extent they exceed the minimal mandatory requirements, such as minimum open space, building setbacks, pedestrian realm improvements, and affordable housing required by the City’s Affordable Housing Production Program (AHPP). They are intended to protect the public welfare and achieve the community’s vision of an exemplary environment.

2.4A3A NEGOTIATED COMMUNITY BENEFIT PRIORITIES FOR DOWNTOWN
As part of the Downtown Specific Community Plan outreach process, the City and Planning Commission hosted many community workshops and public hearings in addition to focus groups and one-on-one meetings and online surveys. Community members voiced their top priorities for improvements to be provided in the Downtown area at these workshops in addition to providing written comments. While the community outreach process elicited a broad and varying range of desired enhancements for the Downtown, the most significant items that were discussed as priorities were:

Publicly Accessible Open Space. Add outdoor open space where local residents can gather and enjoy a “back yard” type of space within a very short walk from where they live and pedestrians can enjoy amenities that add greenery, art and public gathering places.

Affordable Housing. Provide a range of housing options at varying affordability levels to accommodate the city’s diverse residents and workforce.

Mobility and Circulation. Improve and diversify circulation through incentive programs and facilities for active transportation (walking, biking, skating, etc.), circulation network upgrades (wayfinding and ramps), and provision of a Downtown circulator that allows easier access to and throughout the Downtown.

Developing Cultural Institutions. Develop a museum, performance space and a few signature art pieces of the level of the public art in Millennium Park in Chicago.

1. Adding outdoor open space where local residents can gather and enjoy a “back yard” type of space within a very short walk from where they live

Historic Preservation. Allow for the preservation and adaptive reuse of landmarked and/or character-defining structures identified on the Historic Resource Inventory (HRI).

2.4B4 DCP ENTITLEMENT AND TIER SYSTEM
The LUCE addresses the Downtown area from a broad policy perspective, outlining goals and objectives, but defers the specific land-use standards to the completion of the Downtown Community Plan. The Downtown Community Plan DCP implements a modified version of the LUCE Tiering program as described above, and integrates the Zoning Ordinance’s codified system, which provides distinct entitlement processes for Tier 2 discretionary projects to comply with community benefits requirements. Additionally, the DCP provides a non-negotiated Tier 3 program of certain sizes and/or land uses.

The DCP entitlement system differentiates between housing projects and commercial projects, and relies upon process thresholds to create distinct entitlement pathways for each project type, which are summarized in Chapter 4, 9.10.050, Application Thresholds Table and provided as a reference in Table 2A.2 below. Downtown housing projects are strongly encouraged to support a strong and economically diverse residential neighborhood component to Downtown vitality. These are consequently provided more generous floor area thresholds than their commercial counterpart. Housing projects are defined in Chapter 4, Standards and Regulations, 9.10.050.
Table 2A.2 DCP Entitlement Thresholds

<table>
<thead>
<tr>
<th>Entitlement Process</th>
<th>Housing</th>
<th>Commercial</th>
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</thead>
<tbody>
<tr>
<td>Base Projects – Administrative Approval</td>
<td>Tier 1 projects up to 29,999 sq. ft.</td>
<td>Tier 1 projects up to 14,999 sq. ft.</td>
</tr>
<tr>
<td>Development Review Permit</td>
<td>All Tier 2 projects</td>
<td>Tier 2 projects between 15,000-30,000 sq. ft.</td>
</tr>
<tr>
<td>Development Agreement</td>
<td>Tier 3 projects greater than 60,000 sq. ft.</td>
<td>All projects greater than 30,000 sq. ft.</td>
</tr>
</tbody>
</table>

**Tier 1. Tier 1 “Base” Projects**

*Typically,* developments that conform to Tier 1 standards are referred to as “base” projects. Base projects are not required to provide community benefits but still must meet minimum project requirements for setbacks, design, and open space, and pay adopted fees for items such as affordable housing, trip reduction, cultural arts and child-care fees. Projects that provide the *required* percentage of Affordable Housing Production Program (AHPP required affordable housing on site or within close proximity along the transit corridors) *onsite* are allowed an additional floor of housing for a maximum of three (3) stories and 39 feet.

1. **Non-Negotiated Tier 2 & 3. Non-negotiated Housing Projects**
   
   **Tier 1 up to 29,999 sq. ft.** Housing projects up to 29,999 square feet that conform to Tier 1 standards may be processed through an Administrative Approval.

2. **Commercial Projects**
   
   **Tier 1 up to 14,999 sq. ft.** Commercial projects up to 14,999 square feet that conform to Tier 1 standards may be processed through an Administrative Approval.

**Discretionary Review Projects**

All Tier 2 and Tier 3 projects are projects that propose height and FAR above the Tier 1 base standards, but are less than 100,000 SF. These non-negotiated projects are subject to discretionary review and are required to contribute to the community benefits program. Specific formulas for achieving a non-negotiated Tier 2 or certain Tier 3 project are provided in Chapter 4, Development Standards.

Tier 2 and Tier 3 housing projects proposed up to 100,000 square feet are permitted by Development Review (DR Permit (DRP), allowing *typical* mixed-use housing projects typical of the Downtown to be approved through discretionary review with *hand* a Planning Commission public hearing that gives community members a venue to share thoughts and input on proposed projects—. By law, Planning Commission decisions are appealable to the City Council. The project requirements for Tier 2 and non-negotiated Tier 3 housing projects are unique to Downtown. This system of project requirements is intended to incentivize and place a priority on the development of housing in Downtown, implement affordable housing requirements that result in a greater number and a more diverse unit mix, and ensure greater discretionary review for commercial projects.

**Negotiated Projects.** Future public and private improvements on*Two types of projects qualify for Discretionary Review within the DCP.*
1. Housing Projects

**Tier 2.** Tier 2 housing projects are considered non-negotiated discretionary projects. These projects are required to comply with affordable housing requirements and affordability mix as established in Chapter 4, Standards and Regulations, 9.10.070 and must also contribute augmented fees at Tier 2 levels.

**Tier 3.** In the Transit Adjacent Zone only, housing projects between 30,000-60,000 square feet that conform to Tier 3 height standards are considered non-negotiated discretionary projects. These projects are required to comply with affordable housing requirements and affordability mix as established in Chapter 4, Standards and Regulations, 9.10.070 and must also contribute augmented fees at Tier 3 levels.

2. Commercial Projects

**Tier 2.** Tier 2 non-residential projects between 15,000-30,000 square feet are considered non-negotiated discretionary projects that must contribute to the community benefits program at Tier 2 levels.

**Development Agreement Projects**

Development Agreements are used to process specific properties where special conditions of size, shape, geography or existing or desired development require particular attention and additional analysis beyond other anticipated infill sites. Special care needs to be taken. This approach allows the city to address the specific physical conditions and challenges posed by these sites and present key strategies for their successful integration into the fabric of the area and the temporal context of the day. Negotiate for significant benefits from larger individual development projects. In the Downtown district, any several project proposed that is greater than 100,000 square feet will require a negotiated development agreement, regardless of proposed height and tier, with negotiated community benefits approved by the City Council. This approach will allow the City to negotiate for significant benefits from larger individual development projects even at a lower height. Guidelines for onsite benefits that are aligned with the community benefit priorities for Downtown are listed in Table 2A.

2.4C process for projects exceeding 100,000 Square feet and 84’ feet in height

The development standards and entitlement processes described in Chapter 4, Standards and Regulations, apply to all projects in the Downtown. The Plan’s corresponding Environmental Impact Report provides environmental clearance for the increment of growth projected by the Plan, which includes a variety of mixed-use and commercial projects being developed to a maximum height of 84 feet over the next 20 years. Project design proposals that exceed the Plan’s height limits will require a special process of evaluation, community input, and potentially, environmental clearance.

In some cases, private property owners of infill benefit sites have approached the City with projects that exceed certain parameters identified in City code. These sites generally involve special site conditions or adjacencies that make them unique as compared to the standard parcelization pattern found in the Downtown. Many of the sites identified in Illustration 8.1 include multiple parcels as well, and offer the opportunity to comprehensively design exceptional projects at the block level with exceptional community serving features. This chapter introduces a “precise planning” strategy for the large sites outlined by Illustration 8.1, that sets priorities for community benefits that must be provided when projects are proposed for those individual sites.

The Infill precise planning process provides a voluntary development option under which applicants, for a limited number of development projects in the Downtown Community Plan area, may agree to certain obligations the City could not otherwise impose in return for certain processing benefits. This method of planning larger infill sites removes the back and forth negotiations between the City and project applicants and provides increased predictability for the applicant, the City, as well as the community, as to what needs to be provided for these projects to move forward. An application for processing pursuant to the Infill precise planning process shall include the information required by this
chapter for the entitlement sought, as well as the applicant’s commitment to enter into a binding Development Agreement to satisfy all applicable requirements set forth in this Chapter if the application is approved.

1. The number of projects throughout the life of the DCP eligible to develop beyond 100 Housing Projects within Transit Adjacent District.
   
   **Tier 3.** Residential projects greater than 60,000 square feet within the Downtown Community Plan area boundaries, and thereby allowed that conform to Tier 3 height and FAR standards shall be required to be processed through a development agreement, is limited to the eight (8) sites listed in table 8.1. Any future applicants that propose a project beyond 100.

2. **Commercial Projects.**
   
   **All Tiers.** Non-residential commercial projects greater than 30,000 square feet on a site not listed in table 8.1 must apply for a Text Amendment to the DCP which must be approved by the City Council before the request will of floor area shall be required to be processed through a development agreement. Under no circumstances shall projects be considered for increases beyond height or FAR standards set forth in this Plan.

All development agreement projects are expected to provide community benefits that contribute to Downtown’s priorities and fees in excess of Tier 3 fee requirements. Table 2A.3 provides guidelines to priority areas that should guide development agreement negotiations.

### Table 2A.3 Community Benefit and Fee Priorities for Development Agreements

<table>
<thead>
<tr>
<th>LEED® Certification</th>
<th>Developer should design the Project so that, at a minimum, the Project should achieve LEED® “Platinum” certification under the LEED® Rating System</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affordable Housing</td>
<td>Housing Projects should provide substantially more affordable units than required for qualified Tier 3 projects by the DCP</td>
</tr>
<tr>
<td>Middle-Class Housing</td>
<td>No less than 10% of the units should be available for residents who make 130% - 180% of AMI</td>
</tr>
<tr>
<td>Local Hiring</td>
<td>Contractors should make a good faith effort to hire qualified individuals who are residents of the City of Santa Monica to comprise not less than 25% of each contractors’ total construction workforce</td>
</tr>
<tr>
<td>Water Conservation</td>
<td>In addition to water neutrality requirements, developer should achieve a Water Conservation Requirement, defined as (i) fifty percent (50%) below the CALGreen (Title 24) baseline for exterior water use and landscaping, and (ii) thirty percent (30%) below the CALGreen (Title 24) baseline, for interior building water use</td>
</tr>
<tr>
<td>Energy Conservation</td>
<td>Developer should install photovoltaic panels on the roof deck of the Project sufficient to generate energy to power the Project’s common areas, excluding elevator shafts. The Project should be designed to use and should achieve 15% less energy than required by the California Energy Code.</td>
</tr>
<tr>
<td>Transportation Demand</td>
<td>For employees of the commercial tenants, Developer should achieve an average vehicle ridership (AVR) of 2.2 within two years of Certificate of Occupancy. The 2.2 AVR should continue to be achieved and maintained thereafter.</td>
</tr>
</tbody>
</table>
Established Large Site Overlay.

The DCP identifies three sites in the Downtown that, given parcel size and development standards, could potentially provide significant community benefits for the circulation, open space and cultural facilities that would otherwise not be anticipated from smaller projects. These significant enhancements are identified as part of an overall strategy for potential economic and functional improvements to address anticipated future needs.

The maximum height for the Downtown is 84’. The DCP establishes a rigorous public process for projects on Established Large Sites to request consideration up to an absolute height limit of 130 feet, subject to the following requirements:

1. Shall be processed through a development agreement
2. Voter approval or supermajority approval of the City Council
3. Additional environmental review
4. Shade and Shadow analysis of the project’s impacts on adjacent uses
5. Include in the application submittal comprehensive responses to how the project meets each of the priorities described in the Downtown Districts Chapter.

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

Table 2A.4 Preferred Onsite Community Benefits for Established Large Sites Overlay

<table>
<thead>
<tr>
<th>ESTABLISHED LARGE SITES</th>
<th>PREFERRED ONSITE COMMUNITY BENEFITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>4th Street &amp; Arizona Avenue</td>
<td>Affordable Housing, Public Open Space, Cultural Institution</td>
</tr>
<tr>
<td>1133 Ocean Avenue</td>
<td>Affordable Housing, Open Space, Historic Preservation</td>
</tr>
<tr>
<td>101 Santa Monica Boulevard</td>
<td>Affordable Housing, Cultural institution, Historic Preservation</td>
</tr>
<tr>
<td>710 Broadway</td>
<td>Affordable Housing, Open Space</td>
</tr>
</tbody>
</table>

Goals and Policies

The goals and policies in this chapter are based on the guiding principles to preserve and enhance Downtown’s legacy and character. These encourage the design of inspiring, people-oriented urbanism that makes an inviting and memorable public realm, prioritizing the pedestrian experience and encouraging a diversity of complementary land uses.
DOWNTOWN DISTRICTS - GOALS AND POLICIES

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

Policy LU1.1: Accommodate the development of public, civic and private 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, childcare facilities, parks, senior and youth facilities and meeting facilities, while adhering to the desired scale and character of development.

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

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

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

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

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

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

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

Policy LU3.2: Provide increased cultural and visitor-serving uses while encouraging a range of accommodation types and affordability levels to provide overnight accommodations to the broadest spectrum of visitors.
**Policy LU3.3** For the portion of the Downtown that is located in the Coastal Zone, strive to achieve the goals of the State Coastal Act in regard to low-cost visitor accommodations.

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

**Policy LU4.1** Encourage the production of new housing projects through standards and process incentives.

**Policy LU4.2** Expand Affordable and Middle-class Housing opportunities available for families, seniors and others in the Downtown area.

**Policy LU4.3** Accommodate a significant portion of Santa Monica’s share of regional housing growth as defined by Regional Housing Needs Assessments (RHNA) within the Downtown Specific Community Plan Area, as compared with other appropriate areas in the City.

**Policy LU4.4** Work with the business community to understand and incorporate the housing needs of their employees and gain support for marketing efforts toward Downtown employees.

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

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

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

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

**Policy LU5.4** Explore options for the flexible, adaptive reuse of buildings over the life of the Plan.

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

**Goal LU6: The scale and character of existing adjacent residential neighborhoods are respected through transitions in building form and intensity of activity.**
Policy **LU6.1** Provide appropriate reductions in building mass for properties that abut existing residential districts.

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

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

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

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

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

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

Policy **LU7.5** Encourage the restoration, rehabilitation and adaptive reuse of historic resources, both designated and those identified on the Historic Resource Inventory, to ensure that the physical fabric of Downtown integrates and respects our historic assets as it continues to evolve.
CHAPTER 2B. COMMUNITY, CULTURE AND PROSPERITY
INSIDE THE COMMUNITY, CULTURE, PROSPERITY CHAPTER

CREATING A LONG-TERM DOWNTOWN COMMUNITY
Downtown is already home to thousands of individuals. In the coming years, a new supply of residential units will add even more diversity and character to this growing neighborhood. This chapter provides information for private property owners, developers and the city about ways to better serve the needs of these existing and future populations in ways that contribute to their well-being, from affordable housing to community services and local-oriented land uses.

JOBS AND ECONOMIC SUSTAINABILITY
The Downtown workforce constitutes 25% of the city’s total employee population. In addition, many services that residents and visitors need are located in Downtown. To remain a vital economic engine, Downtown will be tasked to expand options and experiences centered around office, retail, dining and entertainment, and hospitality and tourism. This chapter defines Downtown’s needs for economic health, and qualifies the types of land uses and spaces that are desired most by Downtown consumers.

ARTS, CULTURE AND ENTERTAINMENT
As the Downtown community grows, so will the need for additional arts, culture and entertainment options to support a vibrant urban neighborhood. New facilities, cultural institutions, public art and festivals and other program details are described in this chapter.

2B.1 AN INCLUSIVE COMMUNITY
Since the mid-1990s, Downtown has emerged as one of the City’s newest and most existing vibrant neighborhoods, featuring a growing array of housing, job employment and entertainment options that appeal to many members of our community. Individuals seeking a walkable urban lifestyle have come to Downtown to live, work and play within the heart of the Santa Monica, and to relish in the varied cultural and entertainment experiences that are built in to the daily routine. What makes it all work for the Downtown’s nearly five thousand Downtown-residents they carry the easy transition with ease between home life, work and entertainment. This quality is unique, and represents an opportunity for the city to support the expansion this lifestyle choice to a broader section of Santa Monica through the Downtown Community Plan.

This chapter provides the framework for nurturing a complete and long-term Downtown community, which includes an appreciation of how housing, jobs, services, cultural institutions and other activities all relate to one another and contribute to the well-being of residents. Policies and actions found at the end of this chapter prioritize a range of housing (affordable, middle class income and family sized) as much as they do new cultural venues and programs. Skills training, entrepreneurial development and job creation are also tied to building community, as many employees may choose to live in the Downtown and become residents as well, or participate in sustaining fostering “work local businesses” opportunities for Downtown’s resident base and aspiring entrepreneurs. Similarly, it is important to create more opportunities for Downtown’s business owners and employees to find housing opportunities within the city so that they can “live local.” This chapter also seeks to strengthen Downtown as
a civic space for the broader Santa Monica community who enjoy coming here to dine, shop, or be entertained. Additional
Downtown experiences, and new places to go and new create exciting reasons to be here are needed to provide for the
city’s seven distinct neighborhoods with an alternative space for residents to come together and spend a few hours away from
home—Downtown.

2B.1A A RESIDENTIAL NEIGHBORHOOD

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

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

Community Well-being

The City’s Well-being Project is a public initiative that uses the science of well-being to better understand the community
by looking beyond traditional performance measures or economic indicators and using a new method to gain an
understanding of how all of these factors interact and affect residents’ quality of life. The core of the project is the Well-
being Index, which provides the city with a snapshot of its current well-being strengths and needs by analyzing data
collected from residents, city departments and social media to gain a robust understanding of how the people of Santa
Monica are doing across multiple measures known to influence well-being.

As the heart of the city, Downtown plays a vital role in helping the community balance these objectives by providing
opportunities for upward mobility in an environment that is safe, beautiful and equitable. Nurturing this “social capital”
can provide the community with strong connections among inhabitants to flourish in good times and withstand the tough
ones. An analysis of the results of the Well-being Index for zip code 90401, which wholly encompasses Downtown and 4-
square blocks of the mid-city neighborhood demonstrate that Downtown residents benefit from many positive dimensions
measured in the Well-being Index, such as access to healthy food, proximity to culturally enriching experiences and
institutions, use and enjoyment of Downtown’s outdoor spaces, and frequent use of the many mobility options provided.
However, the Index also points to areas of concern that highlight the growing pains of a residential neighborhood. The
metrics for stress, stability and work-life balance all register slightly higher Downtown than any other neighborhood in the
city. One indicator of particular concern to the planning team reveals that Downtown residents do not feel connected to
one another in the way that fosters community, trust among neighbors, and social interaction.
Identifying these strengths and weaknesses provides the opportunity to envision the Downtown Community Plan with an eye toward improving the well-being of its residents. Tying the results of the Index to Plan policies and standards strengthens the logic for prioritizing affordable housing, public open space, new neighborhood serving uses, and youth and senior services.

**Housing Mix**

The vision for the Downtown neighborhood includes a range of housing options that cater to individuals, couples and roommates, and embraces families with children. Similarly, residential options for people beginning their adult life to seniors enjoying their golden years should be encouraged and provided. The studio and single bedroom units that have been developed over the past half-decade are a desired residential type and appropriate to Downtown for people seeking fewer maintenance demands, more independence from driving, and better access to entertainment and cultural venues; however, these unit types do not cater to all living situations that would nurture a complete and long-term community. Further, the new housing stock is almost entirely rental units, and expensive. Current Downtown monthly rents, which average about $3,125 for a 2-bedroom unit, typically are not a viable option for lower and middle-income households (this Plan considers 130%-180% AMI to be middle income), and very few for-sale units are available or being developed. Strategies and requirements for increased housing affordability is discussed in the next section. This Plan envisions a greater mix of housing options.

In addition, the mix of studio, one-bedroom and increasingly two-bedroom new housing stock is almost entirely rental units, larger units of three or more bedrooms are desired in the market rate housing is priced at the high end of the market. Current Downtown to accommodate multiple roommates or families monthly rents are not a typically viable option for lower- and middle-income households (See Table 2B.1A.1), and very few for-sale units are currently available or being developed. Strategies and requirements for increased housing affordability is discussed in the next section. A Spectrum of Affordability.

Families with children occupy less than 3 percent of existing units Downtown, compared to 17 percent citywide. Two-bedroom units, and some larger units of three or more bedrooms are needed. Accessible units, too, that meet the needs of accommodate seniors and persons with disabilities should also be included in development proposals. As one of the most significant areas for new developments, Downtown has the greatest opportunity to accommodate new housing construction in the city. Implementing the following requirements and policies will be important to create promote housing variety and a stock of "stabilized" units for both low-income and middle-income individuals and households, as well as households with multiple occupants.

**Bedroom Mix Requirements**

*(see Chapter 4, Standards and Regulations)*

- **Non-negotiated** - Tier 2 and Tier 3 "average bedroom factor" requirements will result in a larger diversity of units within the Downtown. Tier 2 and Tier 3 projects must incorporate a minimum average of 1.2-1.5 bedrooms in their unit mix, regardless of project size.

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

In addition to conforming to the Tier 2 and Tier 3 average bedroom factor requirements, negotiated projects provide an opportunity to increase the number of larger units suitable for families to the maximum extent feasible.
These additional units could be paired with deed-restrictions on rent to make them accessible to a wider cross-section of the workforce and middle-income households.

Incentives for Housing Construction
(see Chapter 4, Standards and Regulations)
To encourage the production of housing in the Downtown, projects proposing more than 50 percent residential uses above the ground floor may qualify for a floor area ratio bonus of 0.5 FAR.

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

A Spectrum of Housing Affordability
Downtown is a microcosm of the Santa Monica housing market, and an example of the challenges that the City faces to maintain diversity and inclusivity. High land values, low vacancy rates and the market’s appetite for luxury housing have resulted in the highest rent levels and occupancy rates in Los Angeles County. Many moderate- and lower-income households are priced out of Downtown. As a result, and up to 91 percent of Downtown’s workforce, even those in the “middle-income” range, live elsewhere.

The City’s Affordable Housing Production Program (AHPP) has been instrumental in adding to Downtown’s inventory of permanently affordable units, but deeper involvement and contributions from the market/private development are necessary to create a more consistent range of units affordable to all income levels. The 2013-2021 Housing Element reinforces the city’s commitment to providing a range of housing types and affordability levels, particularly for those employed in the city as a means to shorten commutes and reduce congestion.

### Table 28.2 Workers and Employed Residents: Downtown and the City of Santa Monica

<table>
<thead>
<tr>
<th></th>
<th>Downtown</th>
<th>City of Santa Monica</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Workers</td>
<td>Employed Residents</td>
</tr>
<tr>
<td></td>
<td>Count</td>
<td>% of Total</td>
</tr>
<tr>
<td>Total Jobs</td>
<td>22,064</td>
<td>100%</td>
</tr>
<tr>
<td></td>
<td>86,520</td>
<td>100%</td>
</tr>
<tr>
<td>Jobs by Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>29 or younger</td>
<td>6,917</td>
<td>31%</td>
</tr>
<tr>
<td></td>
<td>20,560</td>
<td>24%</td>
</tr>
<tr>
<td>30 to 54</td>
<td>11,958</td>
<td>54%</td>
</tr>
<tr>
<td></td>
<td>50,274</td>
<td>58%</td>
</tr>
</tbody>
</table>
### Table 2B.3 Middle Income Housing Affordability

<table>
<thead>
<tr>
<th>FAMILY SIZE</th>
<th>PERCENT OF AMI</th>
<th>MAX HOUSEHOLD INCOME</th>
<th>MAXIMUM RENT (2 BDR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 members</td>
<td>130%</td>
<td>$75,816</td>
<td>$1,895</td>
</tr>
<tr>
<td>3 members</td>
<td>150%</td>
<td>$87,480</td>
<td>$2,187</td>
</tr>
<tr>
<td>3 members</td>
<td>180%</td>
<td>$104,976</td>
<td>$2,624</td>
</tr>
</tbody>
</table>

Renters constitute the other 96 percent of Downtown households, compared to 73 percent citywide. In Downtown, nearly 60 percent of where rents average $2,700 – $3,300 per month for a one-bedroom apartment, over half of households spend at least one-third of their income on housing costs, and some spend with many spending upwards of half their income on housing alone. Rents average $2,800-$3,500 per month for a one-bedroom apartment. New developments...
are not included under rent control, and rents may increase unpredictably as dictated by the market. While the AHPP program requires the construction of deed-restricted, below-market units, it does not provide assistance to the large number of households just above the restricted-income levels who do not qualify for subsidized housing.

Ownership housing in Downtown is virtually non-existent. In the Downtown, roughly 100 out of 3,000 existing units, or 4 percent, are owner-occupied. Renters constitute the other 96 percent of Downtown households, compared to 73 percent of all households citywide. In response to their response to community input heard during the outreach effort, this Plan provides a mechanism to fill the gap in the housing market for middle-income households as a means to achieving a more permanent and stabilized Downtown community.

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

Negotiated projects are encouraged to include some residential units deed-restricted to 130%–180% of Area Median Income (AMI) with regulated minimal rent increases. This approach provides financial assurance to persons and families at lower-middle income levels and creates the long-term opportunity to remain in Downtown as part of the neighborhood community. Table 2B.2.1 uses 2013 affordability measures provided by the State and modified for the Los Angeles region, and extrapolates further to understand how much middle-income earners can afford to pay in rent (a family of three individuals is used as an example).

**Deed-Restricted Affordable Housing**

Pressures on the existing housing stock in Santa Monica from market forces and changes to state and federal laws impact affordable housing opportunities for low- and moderate-income persons and families. This is true for existing residential properties and residents living in the Downtown. The City’s Housing Division works with private affordable housing developers and multifamily property owners to ensure that economic diversity, a hallmark of Santa Monica, continues to flourish and that longtime residents can remain in their households.

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

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

Non-negotiated Tier 2 and Tier 3 housing and mixed-use projects are required to provide at least 50 percent more augmented percentage of onsite or offsite deed-restricted below-market units in excess of, in accordance with the AHPP.

**Community Benefits – Negotiated Projects**
*(see Chapter 2, Land Use 2A, Downtown Districts and Community Benefits identifies)*

Chapter 2A prioritizes Affordable Housing as the city’s number one priority. Negotiated projects should provide substantially more affordable housing than otherwise required by base standards, and non-negotiated Tier 2 and Tier 3 levels, possibly above 100 percent more units than required by the AHPP.
Community Services

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

As the Downtown neighborhood grows over time to include a wider range of households, the city and its partners will need to evaluate the sufficiency of existing services. These include childcare and early education centers, an expansion to the WISE senior assistance programs, employment training and placement organizations, physical and mental health care services such as OPCC, recovery services and support for families and individuals challenged by physical disabilities. Similarly, as more children are raised within Downtown, the city and the Santa Monica Malibu Unified School District should monitor the availability of classrooms for this demographic. Currently, adequate school facilities exist within the city, and Proximity to the city’s public schools — Roosevelt Elementary, Lincoln Middle School and Santa Monica High School — as well as a number of private schools, provide sufficient opportunities and access to nearby academic facilities for families that choose to live in Downtown.

Community Wellbeing

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

28.2 A DIVERSE AND SUSTAINABLE ECONOMY

Downtown’s economic success is a major component of the city’s fiscal sustainability, and which supports high levels of community infrastructure, financial support to the local school district, and social services, events and programs that Santa Monicans enjoy on a daily basis. This plan promotes an economic vision that supports the continuity of local businesses while welcoming new investment to serve Downtown’s local community and visitors. The combination of a world-class retail district encompassing the Third Street Promenade and Santa Monica Place, a variety of different types of office building, work places and hotels, and a growing residential market — all in a walkable, beach proximate setting — provides a solid economic base for the City. However, this economic ecosystem must be nurtured to maintain the benefit of these advantages.

Over the past few decades, Downtown Santa Monica has evolved into a unique and popular place, particularly among the “Silicon Beach,” attracting a growing number of high-tech creative businesses and entrepreneurs that are attracted to the walkability, accessibility and services that Downtown offers. These businesses have formed a cluster known as “Silicon Beach.” As these businesses grow, they will need additional spaces to remain in Downtown Santa Monica. This need must be considered in the context of Downtown’s emergence as one of the premier real estate markets in the country. Rents in Downtown’s stock of housing costs, commercial office and rental apartments have risen significantly in recent years, exceeding the increases in occupancy rates, absorption, and rent levels experienced in neighboring submarkets and Los Angeles County as a whole. The scarcity of available office space and the shortage of space with the
characteristics and amenities offered to creative businesses elsewhere in the region poses a challenge to Downtown’s economic sustainability in the coming years.

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

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

Employment

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

Business Development

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

In the last decade, Santa Monica has gained the nickname “Silicon Beach” for its ability to attract and grow technology companies. With a limited supply of Class-A office space in a walkable, mixed-use urban environment, Downtown occupancy rates are holding at 93.14% percent compared to 87.93 percent for both the westside market and 90 percent for Los Angeles County (Source: CoStar). Office rents in Downtown Santa Monica average 40.59 percent higher than countywide averages. This is true despite the aging quality of the office supply, in part because the increasing continued increases in demand for space exists in an environment in which there has been almost no additional office space added [entitled or constructed] in the last 20 years. The City Downtown has already experienced the loss of several growing significant employers, including Google and Riot Games due to lack of available office space, and many others to accommodate their growth needs. Many other local businesses are constrained by their spatial needs the lack of larger contiguous work space availability and are at risk of leaving. Limited space also drives higher rents, which poses barriers to entry. Small businesses, in particular, face a challenge in entering the westside office market due to high rents and limited availability of space that are suitable for start-up ventures. This shortage is exacerbated when office space is lost through redevelopment and/or conversion to residential or hotel use. As long as demand continues to exceed supply, the rents will continue to escalate further thereby, running the risk of pricing out local businesses of any size. This, in turn, impacts the quantity of available jobs and services for the city’s residents and impacts the city’s overall fiscal health.
Furthermore, Downtown has lost some of its current office supply as the aging office space stock is being replaced by other uses, such as housing, through new development, repurposing and competing demands. Recognizing the importance of these uses for the city’s economic sustainability, this Plan’s policies are supportive of retaining a wide spectrum of jobs and remain consistent with the City’s Strategy for a Sustainable Local Economy.

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

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

Creative Office and Local Education:
Santa Monica’s youth are the future creative workforce. The Los Angeles High Impact Information Technology, Entertainment & Entrepreneurship, and Communications Hubs (LA HI-TECH) Regional Consortium works with Santa Monica High School students to prepare them for higher education in the technology field. This innovative entity provides students with pathways towards the following areas: 1) Design, Visual, and Media Arts; 2) Information Support and Services; and 3) Software Systems and Development, and the Information and Communication Technology (ICT) Industry. Many success stories can be attributed to LA HI-TECH efforts and with nearly 2,000 SMC students anticipated to graduate this year in 2017—some with Associates Degrees, others with certificates—many will move on to universities while others will go directly into the job market. In 2014-2015 there were 86 total tech and related field graduates (the number of unique students). Santa Monica’s Silicon Beach firms are also placing emphasis on hiring local and fostering the important work-life balance and quality of life that Santa Monica offers. A major factor in locating to Santa Monica is the high-quality, skilled local workforce and the locational benefit that Santa Monica offers in helping these companies recruit top talent from the region and globe.

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

Downtown is Santa Monica’s premier retail and entertainment district, with effective significant pedestrian activity and market-setting rents and sales per square foot. Performance reportedly among the top tier of U.S. retail districts. Downtown’s retail sector:

Provides a wide array of goods and services for local residents

Serves as a source of recreation and entertainment for both residents and visitors.
Offers an important source of employment at a range of skill levels

Generates retail sales taxes that currently constitute 12-14% of the City’s General Fund.

Generates 34% of the City’s total taxable sales

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

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

The Third Street Promenade

The center of Downtown activity is focused on the Third Street Promenade, which deserves special consideration in discussing Downtown’s economic sustainability. The Promenade’s success is well established, largely in part to the management of Downtown Santa Monica, Inc., (DTSM) the business improvement district whose mission is to maintain promote and market the area. It also maintains the physical spaces, as well as and enhances the pedestrian environment, through programming, signage and special events. Building off the Promenade’s wide array of retail and dining experiences, DTSM has successfully nurtured a vibrant street life by managing and monitoring outdoor performers, who appeal to a diverse audience, both local and non-local. In 2016, DTSM recorded over 16 million footfalls on the Promenade alone.

The Third Street Promenade is anchored on the south end by Santa Monica Place, the city’s only shopping center. The 2010 “open-sky” remodel of Santa Monica Place, created a seamless connection to the Promenade, further strengthening the Promenade’s vibrancy, particularly along the southern blocks. Once This area benefits from the Expo begins operation in 2016, the Promenade’s southern blocks will likely experience even more foot traffic Light Rail transit system and Downtown station. It will be important in the future for the Promenade’s management to continually reevaluate and refresh this important open public space so that it remains attractive and exciting. Opportunity exists to continue to strengthen the vibrancy of the northernmost block of the Promenade, between Arizona and Wilshire Boulevard, because it is generally less active than other sections despite quality retail and restaurant destinations (some independently owned and local-serving) both on the Promenade and along Wilshire Boulevard.

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

A key ingredient of the Downtown’s success has been its concentration of movie theaters, which were sited on the Third Street Promenade to serve as a catalyst for pedestrian-oriented activity. This Plan encourages the continued retention and further renovation of the two existing Third Street movie theaters to reinforce the Promenade’s position as an entertainment center. Additionally, in order to offer a variety of cinema experiences and expand the area of pedestrian activity to other possible Downtown sites, new cinemas might be added in other locations in the Downtown, including at the site of Parking Structure #3 on 4th Street. In 2016, a new multi-screen ArcLight theater was added to Santa Monica Place. As cinemas evolve, Santa Monica should continue to provide state-of-the-art entertainment venues.

Hospitality

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

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

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

2B.3 A CULTURE OF CREATIVITY

Santa Monica’s residents have a strong interest in the arts, as more than 40 percent of working residents are employed in arts-related fields, creative industries. Reflecting this statistic, Santa Monica’s reputation as a leading node of the Los Angeles arts and entertainment community has grown over the past several decades, and has resulted in many film and media, art gallery, theater, internet and non-profit organizations relocating to the former industrial lands of opening in Santa Monica, especially in the Bergamot Plan area and the Olympic Boulevard corridor. Within the past several years, many have also moved into Downtown has emerged as a new center of the creative economy, and is sometimes referred to as “Silicon Beach-Santa Monica. As more creative businesses locate in the Downtown, the demand for new
and more diverse art, cultural and entertainment activities is increasing. **This Plan aims to stimulate the creation of new facilities and programs to further**

**To establish Downtown’s identity as a creative major cultural center.**

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

### Table 2B.4 Tourism and Visitor Profile

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Annual Visitors</strong></td>
<td>7,311,000</td>
<td>7,298,857</td>
</tr>
<tr>
<td><strong>International</strong></td>
<td>4,136,567</td>
<td>3,880,100</td>
</tr>
<tr>
<td><strong>U.S. Domestic</strong></td>
<td>3,174,373</td>
<td>3,418,800</td>
</tr>
<tr>
<td><strong>Total Overnight</strong></td>
<td>916,977</td>
<td>962,380</td>
</tr>
<tr>
<td><strong>Annual Spending</strong></td>
<td>$694,934,500</td>
<td>$827,667,000</td>
</tr>
<tr>
<td><strong>Daily Per Person</strong></td>
<td>$286</td>
<td>$310</td>
</tr>
</tbody>
</table>

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

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

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

Downtown is also fortunate to have exceptional architectural and historic assets. Moving forward, it will be important to build on the foundation that these assets represent, as Downtown’s cultural competitiveness depends on the unique sense of place that its historic and architectural treasures afford.

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

**Museum or Cultural Anchor**

The community expressed a desire for an anchor institution, such as an art museum or children’s museum, to provide an alternative attraction to the Downtown. Illustration 2B.1 identifies possible museum sites that would be appealing to potential institutions and would meaningfully integrate and enhance the vitality of the Downtown district. These identified sites could help to catalyze and provide synergies with other activities around it. The city-owned site at 4th/5th and Arizona is a critical site to consider, because a project at this location would anchor the northern edge of Downtown. Another key site is a grouping of eleven parcels at 101 Santa Monica Boulevard, which presents the opportunity to integrate a cultural space into a comprehensively designed site that also includes eleven parcels under single ownership that could support substantial community benefits, such as a new museum that incorporates the adaptive reuse and revitalization of two historic structures, preservation, multifamily housing, open space and possibly a hotel.

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

**Major Works of Art**

Infusing the visual arts into the Downtown experience by thoughtfully siting major public art pieces is a component of the urban design strategy that has been underway for some time. Recent additions to the City’s public art inventory at Santa Monica Place and Tongva Park, as well as public art integrated into Downtown Parking Structures are examples of how the City is already beautifying Downtown’s public buildings and public spaces. As Downtown’s contemporary design renaissance attracts a wider range of major architects, attracting the same level of interest from major public artists to celebrate the arts and showcase the harmony between culture and commerce in Santa Monica should be encouraged.

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

**CALL OUT BOX:** Conceptual sites for a signature piece of public art (see Illustration 4B.2):

- 3rd Street/Wilshire Blvd: for a work of art to define and anchor the north end of the Promenade to be coordinated with DTSM Wayfinding improvements.
- 4th/5th & Arizona: opportunity for a creative work to be integrated into future public project.
- Ocean Avenue and Wilshire Boulevard: to provide a visual attraction to connect the northern edges of Ocean Avenue, Wilshire Boulevard.
- Colorado and Lincoln: power sub-station opportunity
- Vons

**CALL OUT BOX:**
- Host a competition for one (1) or more pieces of signature art, to be funded through voluntary aggregate contributions, at one (1) or more of the specified sites.
- Set curatorial priorities for the Downtown, including site-specific requirements with a preferred order of acquisition, recognizing that the emergence of benefactors and contributors may alter the order.

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

**Street Furniture**
Street furniture typically takes on a utilitarian purpose within streetscape design, providing seating, lighting and trash/recycling functions. However, opportunities exist to customize these objects into functional art that serves a variety of purposes beyond their original use. Streetlights that are artistically designed, such as those on 4th Street between Colorado and Broadway, could dramatically transform the pedestrian experience Downtown. In some instances it may be appropriate to add charging stations for mobile phones to the functionality of a streetlight, too.

**Festivals and Events**
To strengthen and diversify Downtown’s reputation as a vital event and activity space, the City and major Downtown stakeholders could develop a program of activities to complement the City’s regularly sponsored events such as GlowCoast, the Twilight Dance Series, weekly farmers markets, Library programs, and gardening and eco-themed programs. Additional events and festivals geared to the unique context of the beloved community gathering places, like the Third Street Promenade, Santa Monica Place, and other landmark Downtown destinations would help to enhance Downtown’s cultural prominence. Key event related concepts include:

**Art Festivals, Street Festivals and Open Air Events.** With a mild climate and a communal appreciation for experiencing the outdoors, Santa Monica’s Downtown could be an ideal place for open-air events, like Outdoor art shows, pop-up installations organized by top museum curators and gallery directors, music festivals, food festivals and other outside expressions that could enliven Downtown public open spaces and streets. Opportunities to showcase local businesses and Santa Monica artists are also encouraged.
**Horticulture and Gardening Events.** Santa Monica’s mild climate and verdant natural setting have provided inspiration to generations of gardeners. City programs targeted to horticulture sciences are extremely popular, and have set the tone for sustainable, climate-appropriate gardening throughout the region. Downtown could host a regional symposium or retail event geared toward native and other eco-friendly plantings.

**Culinary Events and Food Festivals.** The City is renowned for its multitude of dining establishments. Top-end eateries that focus on fresh, local ingredients combine with local favorites to provide an extraordinary menu of dining options. Similarly, fresh local produce and seafood are abundant, which has made Santa Monica’s farmers markets the subject of national attention in the last few years. Events that celebrate the city’s culinary scene would help to enhance the variety of cultural offerings in the Downtown.

**Horticulture and Gardening Events.** Santa Monica’s mild climate has also provided inspiration to generations of gardeners. City programs targeted to horticulture sciences are extremely popular, and have set the tone for sustainable, climate-appropriate gardening throughout the region. Downtown could host a regional symposium or retail event geared toward native and other eco-friendly plantings.

**Live Performances and Theater**

One of the often-repeated themes heard during Plan outreach was the need for more night-time entertainment choices, particularly live performance spaces for theater and live music. Historically, zoning in the Downtown area has prohibited live music venues out of concerns about noise, so these spaces are currently limited to a handful of grandfathered venues such as Harvelle’s on 4th Street.

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

**Creative Space in New Development**

Downtown’s creative identity should be enhanced by including spaces for creative and arts-related uses in new or existing developments. Flexible spaces that incorporate creative uses into ground floor, basement space or upper level spaces (where appropriate) could contribute to Downtown’s land-use diversity and help to further integrate the arts into the community fabric. New development projects have the option of satisfy the cultural arts requirement of the Municipal code, including incorporating below-market creative rental space and/or providing an annual arts programming on-site.

New developments proposing projects at the Development Agreement level may consider the provision of permanently deed-restricted subsidized below-market rental space for arts-related uses as a community benefit, including:

- **Arts & Craft Center** Space for non-profit arts organization(s) utilized for programmed activities and/or office space
- **Art - Crafts Handmade Gallery / Retail Space.** This will include established criteria approved by the Arts Commission to ensure quality
- **Non-profit** A performance or theater space, including basement uses
- **Artist Studios** or live/work spaces in upper levels
- **Also, a photographic studio (appropriate for basements and upper level spaces)**
Art Walks and Artistic Wayfinding

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

Culturally Compatible Uses

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

Goals and Policies

This Downtown Specific Plan goals and policies build on the 2010 Land Use and Circulation Element. The goals and policies presented in the DSP provide the basis for implementing specific actions to achieve the adopted goals of the LUCE.

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

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

Action CCP1.1A Adopt DCP which anticipates up to 2500 new units in the Downtown area.
Lead Agency: City Council
Timeframe: Ongoing

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

Action CCP1.2A Require Tier 2 and Tier 3 projects to provide an increased average bedroom factor of at least 1.2.
Lead Agency: PCD
Timeframe: Ongoing

Action CCP1.2B Evaluate possible tools and incentives for encouraging housing for persons who are elderly and/or have disabilities, especially those that incorporate supportive services. Apply the most promising tools and incentives to Downtown.
Lead Agency: PCD
Supporting Agency: CCS
Timeframe: Short-Term

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

**Action CCP1.3A** Prioritize achieving a minimum of 30% Affordable and Middle-income Housing as part of Community Benefits package for residential development proposals.
Lead Agency: PCD
Timeframe: Ongoing

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

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

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

**Action CCP1.6A** Interview Downtown employers to understand the housing needs of their employees and to support programs and marketing efforts to help Downtown employees move into Downtown.
Lead Agency: HED
Supporting Agency: PCD, DTSM
Timeframe: Mid-Short-Term

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

**Policy CCP2.1** Continue to recognize, in regulations and policies, the unique position of Downtown within the City, not only as a neighborhood in itself, but as a district serving all of Santa Monica and the greater Los Angeles region.

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

**Action CCP2.1A** Partner with merchants, property owners, residents and community supporters of Downtown Santa Monica to share responsibility for implementing this Specific Community Plan and achieving its goals.
Lead Agency: All
Timeframe: Ongoing

**Policy CCP2.2** Incorporate a complementary range of commercial, cultural and institutional uses to establish around-the-clock activity and promote tourism.
Policy CCP2.2 Leverage the economic value of the Expo Line terminus by providing for additional mixed-use development on nearby sites that can provide new jobs and retail activity.

Policy CCP2.4 Accommodate emerging businesses, such as co-working or new forms of creative businesses that can benefit the local economy and are compatible with other Downtown uses.

Policy CCP2.5 Continue to attract top level businesses and employers to Downtown by nurturing an environment that puts people first and emphasizes a walkable district.

Action CCP2.5A Continually work with existing and support entrepreneurial activity and emerging industries, such as co-working spaces to determine specific needs necessary to promote continued job growth.
Lead Agency: HED, Library
Supporting Agency: PCD
Timeframe: Short-Term

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

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

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

Action CCP3.1B Evaluate potential to reduce or eliminate parking requirements, permit fees or other obstacles for local-serving or locally-owned businesses under 5,000 square feet.
Lead Agency: HED, PCD
Timeframe: Mid-Term

Action CCP3.1C Conduct surveys to identify retail businesses for which there may be market demand, such as retailers that would serve Santa Monica residents, workers, and students.
Lead Agency: HED
Timeframe: Short-Term

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

Action CCP3.2A Monitor demand for farmers' markets to identify need for expansion of Downtown’s twice weekly markets.
Lead Agency: HED  
Timeframe: Ongoing

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

**Lead Agency:** HED/PCD  
**Supporting Agency:** PW  
**Agencies:** HED, DTSM, CAO  
**Timeframe:** Ongoing  

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

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

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

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

**Action CCP4.1A** Continue to partner with local agencies to ensure the active management and maintenance of Downtown public spaces.

**Lead Agency:** HED  
**Timeframe:** Ongoing

**Policy CCP4.2** Encourage the revitalization or redevelopment of major entertainment uses, including new state-of-the-art cinema complexes in appropriate Downtown locations.

**Policy CCP4.3** When new cultural uses, such as museums and live performance spaces, are developed, seek to include features that will further enhance their ability to leverage economic benefits for the Downtown business and residential community.

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

**Policy CCP5.1** Encourage and support efforts to continually refresh the Third Street Promenade to maintain its attractiveness for brick and mortar shopping, social interaction and community gathering.
**Action CCP5.1A** Develop a matrix of physical upgrades and program improvements to public spaces and right-of-way for evaluation by a joint committee of DTSM and City representatives.

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

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

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

**Action CCP5.1B** Identify funding sources and partnership opportunities to implement physical upgrades.

Lead Agency: Finance
Supporting Agencies: DTSM, PW, HED
Timeframe: Mid-Term

**Action CCP5CCP4.1C** Reevaluate event and activity guidelines and regulations to identify potential for more joint sponsorship of events on the Third Street Promenade and other public spaces between the City and non-governmental agencies, such as DTSM.

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

**Policy CCP6** Develop the public realm along Wilshire Boulevard near the Third Street Promenade with pedestrian-oriented, locally-focused improvements to enliven the northern end of the Promenade and support local-serving businesses.

**Action CCPCCP4.2A** Implement Signature Sidewalk project on Wilshire Boulevard.

Lead Agencies: PCD, PW
Timeframe: Mid-Term

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**Goal CCP6**: High quality artwork enhances public spaces and creates an overall cultural identity for the Downtown.

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

**Policy CCP6CCP5.1** New public art should be encouraged and located to enhance the pedestrian experience, and signify entryways to Downtown and pathways into the City, and create an immersive arts experience.
Action CCP6.CCP5.1A Install Pathway Art, Banners and Urban Design Features to support the walking experience and to promote awareness of Downtown’s cultural offerings.

Lead Agencies: CCS
Supporting Agencies: DTSM, PCD, HED
Timeframe: Mid-Term (before 2022)

Policy CCP6.CCP5.2 Consider opportunity for negotiated development agreement art contributions to be aggregated in order to facilitate the acquisition of significant public art pieces.

Action CCP6.CCP5.2A Develop standard language for art contributions associated with negotiated development agreements to allow for aggregating funds.

Lead Agencies: CCS, Finance
Supporting Agency: PCD
Timeframe: Short-Term (immediately)

**ACTION CCP6.2B SET CURATORIAL PRIORITIES FOR THE DOWNTOWN, INCLUDING SITE SPECIFIC REQUIREMENTS WITH A PREFERRED ORDER OF ACQUISITION.**

Lead Agencies: CCS
Supporting Agency: PCD
Timeframe: Short-Term (immediately)

**ACTION CCP6.2C DEVELOP A PROCESS TO SELECT AN ARTWORK FOR THE OPTIMAL LOCATION.**

Lead Agencies: CCS
Supporting Agency: PCD
Timeframe: Mid-Term (before 2022)

Action CCP6.2D Aggregate the Arts contributions made through development agreement negotiations to acquire a major work or works of art.

Lead Agencies: Finance
Supporting Agency: PCD
Timeframe: Mid-Term (before 2022)

**Goal CCP7.CCP6: Downtown offers a wide variety of entertainment, including both live performance and cinema.**

Policy CCP7.CCP6.1 Encourage live entertainment venues in the Downtown if they include features that avoid reduce/mitigate noise and other impacts on surrounding neighbors.

Action CCP7.2ACCP6.1A Identify and create special review procedure and conditions of approval for live theater, and live entertainment in below-grade spaces to mitigate hours, noise, public safety and other potential adverse impacts.
Lead Agencies: PCD  
Timeframe: Mid-Term

**Action CCP6.1B** Establish regulations to enable existing restaurants to provide amplified music in a non-stage setting.  
Lead Agencies: PCD  
Timeframe: Mid-Term

**Policy CCP7.4** Encourage multiple types of cinemas and entertainment venues with a broad range of appeal, including but not limited to, an art house cinema.  

**Action CCP7.4** Recruit uses that complement Downtown as an evening destination, including new cinemas, restaurants and art and entertainment venues.  
Lead Agencies: HED, DTSM  
Supporting Agency: PCD  
Timeframe: Ongoing

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**Goal CCP7.5** Santa Monica continues to be known for its role in the arts and its high-quality cultural events, activities and institutions.

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

**Action CCP7.1A** Seek and identify appropriate parties who are interested in bringing a new museum to Downtown Santa Monica.  
Lead Agencies: CCS, HED  
Supporting Agency: PCD  
Timeframe: Mid-Term (before 2022)

**Action CCP7.1B** Prioritize assistance to Assist potential museum partners with a feasible business plan for demonstrating capital and ongoing operations funding viability.  
Lead Agencies: CCS, HED  
Supporting Agency: PCD  
Timeframe: Mid-Term (before 2022)

**Policy CCP7.2** Guide art investment in accordance with the goals of the Public Art Master Plan and Creative Capital, the city’s cultural programming vision document.  

**Action CCP7.2A** Update Creative Capital Plan.  
Lead Agencies: CCS  
Timeframe: Short-Mid-Term (immediately)
**Policy CCP8.3** Support the ability for non-city entities to consider/propose a program of recurring events, such as the city produced **Glow Festival Coast**, which enhance the Santa Monica's reputation as an exciting *arts and cultural* venue.

**Action CCP8.3A** With DTSM and SMTT explore the idea of creating a cultural marketing task force to develop strategies and partnerships between Downtown Santa Monica Inc., Santa Monica Travel and Tourism and the City to market the Downtown and its environs as a cultural destination.

- **Lead Agencies:** CCS, DTSM, SMTT
- **Supporting Agency:** HED
- **Timeframe:** Short-Term (immediately)

**Action CCP8.3B** Coordinate with DTSM and SMTT to evaluate opportunities to promote *events and festivals* and cultural programs that capitalize on the City's unique cultural strengths.

- **Lead Agencies:** DTSM, CCS
- **Supporting Agencies:** CAO, HED
- **Timeframe:** Mid-Term (before 2022)

**Action CCP8.3C** Develop a Public Art Master Plan that incorporates a process for temporary artworks, events and installations, and identify specific opportunities in the Downtown.

- **Lead Agency:** CCS
- **Timeframe:** Short-Term (immediately)

**Action CCP8.3D** Provide ongoing support to City partners to hold additional fine arts events and competitions for temporary installations in Downtown locations throughout the year, *as identified in the Public Art Plan*.

- **Lead Agency:** CCS
- **Timeframe:** Ongoing

**Policy CCP8.4** Projects that propose open space as Community Benefits should be encouraged to sponsor events such as *outdoor theater, crafts fairs and other cultural events*.

**Policy CCP8.5** Encourage small and medium-sized gathering spaces in new developments to be utilized for a range of art activities, including both visual and performance art.

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

- **Lead Agency:** PCD
- **Supporting Agencies:** CCS, PW
- **Timeframe:** Ongoing
2C.1 EMBRACING DOWNTOWN’S CHAPTER 2C. HISTORIC PRESERVATION

INSIDE THE HISTORIC PRESERVATION CHAPTER

HISTORY AND SETTING OF DOWNTOWN SANTA MONICA

Downtown has experienced several major changes throughout the life of the City, with each era helping to shape the form, character and quality of this beloved community space. This chapter explores Downtown’s past, and makes the case for respecting the scale and character of Downtown by preserving critical resources as a way to maintain a connection to Santa Monica’s rich heritage of buildings, open spaces and cultural experiences. It also highlights the need to sharpen our tools for the preservation and maintenance of historic resources through new review processes, incentives and funding mechanisms, as well as the formal establishment of standards and guidelines to protect Downtown’s historic core.

Advocates of Historic Preservation as well as property owners who own historic resources should review the toolkit that is described in this chapter, and familiarize themselves with the policies that guide site improvements. Historic resources include those properties identified on the City’s Historic Resources Inventory (“HRI-listed properties”) and designated Landmarks and Structures of Merit (“City-designated historic resources”). Owners of properties within the Bayside Conservation District should pay attention to policies and actions directed at the creation of a Neighborhood Conservation Overlay in the 43 acre area bound by Wilshire and Broadway, and 4th Court to 1st Court.

Property owners who own historic resources may also find direction within this chapter for how to design projects in a way that is sensitive to the scale, views and context of an historic resource.

2C.1 DOWNTOWN’S HISTORY AND RESOURCES

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

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

Preservation of Downtown’s most important structures is an integral component of the planning process. The City’s existing Historic Preservation program includes the Historic Preservation Element that is implemented by the Landmarks and Historic District Ordinances. Designated Landmarks are considered to have the highest level of individual social, cultural or architectural significance. Therefore, along with contributing buildings located within historic districts, Landmarks are offered the highest protection with respect to alterations and demolitions. Structures of Merit are historic
resources with a more limited degree of individual significance with limited protections in place. This designation requires special review for demolition permits.

By embracing preservation strategies and protecting Downtown’s historic resources, the City can successfully evolve in a way that preserves character and allows the thoughtful introduction of new buildings, public open spaces, and streetscape elements that support the District’s economic development and vitality as a social center.

2C.2 COASTAL RESORT BEGINNINGS
Santa Monica’s beginnings as a modern town famously began with an auction. In July 1875, at which the City founders, John P. Jones and Colonel R.S. Baker, began to sell off their land holdings, with the promise of promising sunsets, sailboats, a perfect climate and the delivery of rail lines to connect this paradise by the sea to downtown Los Angeles. Santa Monica instantly became a diverse community, with properties purchased by people from many different countries, religions and parts of the U.S. The first residential and commercial buildings followed quickly in what would become Downtown Santa Monica, including a small brick commercial building erected in 1875 by William Rapp on Second Street. Today, the Rapp Saloon is a remnant of this era, recalling both the humble beginnings and the hopes and dreams of the emerging community in Santa Monica. On its 100th birthday, it would eventually be honored as the first City-designated Landmark.

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

A Rich Past
Among Downtown’s few remaining 19th century structures is the Romanesque Revival-style Keller Block, built on the corner of Third Street and Broadway in 1893 and designated as a City Landmark in 2008. Featured in photographs from the City’s earliest days, this building with its brick façade and distinctive corner tower illustrates the highs and lows of Downtown’s history. The Keller Block opened as a grand structure containing the Clarendon Hotel and a corner drug store. The hotel changed ownership and was operated as the Santa Monica Hotel (and furnished rooms) until the 1960s. Street-level uses changed over time, with a series of businesses including tailors, pawn brokers and barbers and, in the 1950s an Army-Navy surplus store dominated the corner as the white-painted building bore witness to an economically depressed Downtown. A 1980s restoration, spurred by the City’s revitalization efforts, brought the Keller Block back to its original glory, adjacent to the contemporary Santa Monica Place. Since the open-sky remodel of Santa Monica Place, the mixed retail/office building that anchors the 3rd Street Promenade is now a highly visible Landmark.

The Roaring 20s – and 30s!
As early as 1896, a reliable interurban rail line made it possible to commute to Los Angeles. As a permanent population settled into new neighborhoods to the north, a mixed batch of commercial buildings sprang up. In 1929, two important buildings were completed: on Santa Monica Boulevard, the City’s first tall building was built at a height of 196 feet (Bay Cities Guaranty or clock tower building); and the 102-foot high Art Deco Central Tower building on 4th Street. Both are now designated Landmarks.
Hotels were constructed all over the Downtown as Santa Monica held its popularity as a resort community. While not a designated historic resource, The Carmel (1922) on 2nd Street is one of the earlier examples existing today. Other multi-story structures to follow included the Georgian Hotel at 1415 Ocean Avenue and the Lido Hotel at 1455 4th Street (both designated Landmarks, built in 1931) and several apartment hotels, including the Sovereign, Charmont, El Cortez and Embassy in the residential blocks north of Downtown. The Palisades Wing of the Miramar Hotel (a designated Landmark) was built at this time at the corner of Wilshire Boulevard and Ocean Avenue. Although the former mansion of John P. Jones was demolished in the process, the grand Moreton Bay fig tree he planted was retained and incorporated into the hotel’s site design. The Moreton Bay fig was designated as a Landmark in 1976 and is known as “The Founders Tree.”

Lower-scale two and three-story structures in various revival styles filled up the Downtown blocks in the years leading up to World War II, and many of these buildings, although altered and remodeled over the years, still line the Third Street Promenade and other Downtown streets. The City built a Mission Revival-style City Hall in a central location at 4th Street and Santa Monica Boulevard. The building was demolished sometime after the City moved to accommodate growing space needs in 1938. The new Art Deco-style City Hall was placed south of Downtown in what would become Santa Monica’s new Civic Center.

It is evident by Santa Monica’s Landmarks from this era that Downtown was a bustling business environment and a popular tourist destination, attracting a diversity of scale and a variety of architectural styles, even through the Depression years. This entire era, from City establishment through the 30s and early 40s has generally been considered Downtown’s “period of significance” for evaluating historic resource eligibility Downtown, although new potential resources have recently been identified that are outside of this time frame. Downtown’s remaining historic structures resources consist of 88 buildings, 76 properties listed on the City’s Historic Resources Inventory, of which 23/24 are properties with City-designated landmark historic resources.

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

Regional decentralization and automobile-oriented shopping patterns ushered in Downtown’s lowest least prosperous era, spanning a good part of the next two (2) to three (3) decades. These years were characterized by vacant storefronts, limited uses occupying occupation of buildings and a general loss of economic vitality in the Downtown. The area around Broadway was known as “skid row,” dividing the core retail area in two, and further disconnecting it from the Civic Center. As the City got to work in the mid-50s to consider how to address its problems, the Central Business District was considered an area of blight and depreciation.

The ‘60s and ‘70s also saw the city in the midst of overall commercial expansion including the transformation of Wilshire Boulevard into a location for high-rise financial services and corporate headquarters in the city. Two such examples are the 21-story General Telephone Co. Headquarters building at 100 Wilshire Boulevard and the 7-story City National Bank Plaza (now Soka Gakkai International - USA) at the corner of 6[th] Street and Wilshire Boulevard. In the same era, interest also grew in the Downtown for high-rise multi-family development with examples such as the 13-story Christian Towers senior apartments at 1233 6[th] Street, the 15-story Pacific Plaza apartments at 1431 Ocean Avenue, and the 16-story Champagne Towers at 1221 Ocean Avenue.
The Third Street Promenade

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

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

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

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

Growing Success, More Pedestrians

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

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

The Bayside District Specific Plan (BDSP1996) and the Downtown Urban Design Plan (adopted by the Council in 1997) illustrates the changed attitudes towards Downtown traffic:
Congestion is a fact of life in successful urban places [...] and the physical changes required to increase traffic capacity inevitably degrade and diffuse the street-level pedestrian environment [...] (Design Principles, p.3)

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

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

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

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

Buildings and Remodels

2C.3 A BALANCED STRATEGY FOR URBAN DESIGN

Through the ups, downs, and changes that have characterized Downtown Santa Monica’s history, an economic, social and architectural vitality has emerged that today is the envy of most cities of similar size. An integral part of that vitality can be attributed to the continued marriage of old and new, blending over time with new additions, some of which have become remarkable in their own right. Downtown contains a historic core anchored by the Third Street Promenade, which has a strong visual identity, in part due to concentrations of older-era buildings. This visual identity also extends to 2nd and 4th Streets. Other Downtown subareas contain fewer historic buildings and lack a strong visual identity, which is a consequence of the substantial demolition and rebuilding that characterized much of the Downtown during the 1950s and 60s. In these areas, parking lots and other underutilized sites interrupt the urban fabric.

This Plan seeks to actively embrace and protect Downtown’s historic character and celebrate the diversity and visual interest that they create. As Downtown heads into its next era, the DSPDCP provides a framework and approach that takes its cue from Santa Monica’s history to support new buildings that embody the quality of timeless architecture and design. This Plan supports the preservation of existing resources and context sensitive infill on underutilized parcels through a balanced urban design strategy that:
2C.2 A BALANCED STRATEGY FOR URBAN DESIGN

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

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

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

Conserves the character of buildings and subareas that have a strong historic identity, while recognizing that context sensitive infill development and, in appropriate cases, additions to designated Landmarks can occur; and

Directs much of Downtown’s new development into subareas, like the areas adjacent to the Expo Line, such as the Transit Adjacent zone, now lacking a strong visual identity.

Adaptive Reuse

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

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

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

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

Context Sensitive Infill

New development should reinforce the character of Downtown’s commercial and mixed-use streets. The orientation, design, and scale of new buildings should take into account neighboring structures and public spaces. Infill buildings in the Downtown maintain existing street walls and should be brought up to the sidewalk, maintain continuous storefronts,
continue dominant rhythms for structural bays or windows, and continue dominant cornice lines. While contextual design can be perceived as limiting, solutions can be highly creative.

2C.3 TOOLS FOR HISTORIC PRESERVATION

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

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

2C.4 TOOLS FOR HISTORIC PRESERVATION
The DCP’s approach to implementing the urban design strategy includes both regulatory protections and incentives for adaptive re-use.

Protections

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

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

When used in the processing of development applications, the HRI provides clues to help the City to avoid the complete loss or degradation of structures that contribute to the community’s historic character. Preservation does not necessarily freeze a building in time, but rather carefully guides development so that a building can continue to be used in different ways while still preserving its exterior character-defining features. The Plan includes Action HP1.2D that requires the Downtown HRI be submitted to the State Office of Historic Preservation within 45 days of the effective date of the Plan. This means that the HRI-listed properties are presumptive historic resources pursuant to the California Environmental Quality Act and therefore, alterations must comply with the Secretary of the Interior’s Standards for which it was identified as a resource— the Treatment of Historic Properties.

Procedural Change to Demolition Review
As an application submittal requirement, a project that proposes demolition of any property over 40 years old would require Landmarks Commission review of a demolition permit application, prior to Planning Commission review as a means to identify whether the property warrants designation as a City-Designated Historic Resource prior to submitting
an application. This would have the effect of identifying potential historic resources much earlier in the Planning process. In addition, because applications for demolition permits expire one year from the date the permit application is filed, this is often insufficient time for an applicant to complete the entitlement and plan check process, which has acted as a disincentive to seek early Landmarks Commission demolition permit review. In order to accommodate this process change, an increase to the lifespan of a demolition permit application would be required.

Bayside Conservation District Special Standards
Special standards applicable to the Bayside Conservation District recognize that Downtown’s historic core is a unique place. Compared to existing height regulations, the maximum allowable height has been lowered to 60 feet except for City-operated parking structures on 2nd and 4th Streets. In order to maintain the predominant 3-story street wall, no building modulation is required below 39 feet. On the Third Street Promenade, no open space or minimum side interior stepback is required.

Future Regulatory Actions
In order to ensure that historic resources are provided with the appropriate protections, two future actions have been included in the Plan:

- Neighborhood Conservation Overlay District (NCOD): The NCOD is a zoning tool for a specific geographic area that can be used to maintain existing character. Building from the special standards applicable to the Bayside Conservation District, the NCOD will encompass the Bayside Conservation District and identify unifying design features such as dominant rhythms for structural bays or windows, cornice lines, materials, texture, and landscaping.
- Update to Landmarks Ordinance: An update to the Landmarks Ordinance is needed to explore additional pathways for HRI-listed properties to become City-designated historic resources. An additional possibility is to explore strengthening of the review process for the Structure of Merit designation.

The City’s first effort to develop a comprehensive HRI was initiated in 1983. The City of Santa Monica Historic Resources Inventory, Phases I and II Final Report, which included documentation of potentially eligible historic structures in the Downtown area, was released in 1985. In addition to potential individual Landmarks, structures throughout Downtown were identified as contributing to a “Central Business District” potential historic district. Following the 1994 Northridge earthquake, an Inventory Update was undertaken in the Central Business District (1995), noting buildings that had either lost their historic integrity or had been destroyed by the earthquake. A comprehensive Downtown HRI update, released in 2017, evaluated all structures constructed by 1977 for possible historic significance. Altogether, 17 ineligible properties were removed and 8 newly identified potential landmark structures or structures of merit were added. Importantly, the HRI Update also found that sufficient integrity does not exist to continue to identify a potential Downtown Historic District. As a result, properties included in the inventory have been identified as individually eligible instead of potential District contributors. The HRI now identifies 76 properties within the Downtown Community Plan boundaries as being potentially significant. The Downtown HRI will be submitted to the State Office of Historic Preservation pursuant to Action HP1.2D.

Incentives
Historic preservation is not solely about regulations that prevent inappropriate change to historic resources. Successful historic preservation programs also make available positive incentives, providing property owners financial and technical tools that help give new life to historic properties.
Economic incentives are available to historic preservation projects at the local, state and federal levels. The Historical Property Contract (Mills Act) Program provides property tax abatement to qualified City-designated historic resources. The Federal government offers rehabilitation tax credits. In the last decade, the City’s Landmarks Commission has undertaken a focused effort to preserve Downtown, systematically considering many of its most significant structures for designation. As of January 2016, 22 of the Downtown properties listed on the HRI (26%) were designated as City Landmarks.

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

Landmarks and Structures of Merit

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

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

- to qualified projects and properties. Property owners often find that property values increase when historic preservation standards are used in rehabilitating their buildings.
- Technical incentives are those that allow flexibility in restoring a historic buildings. These structures are often made of older materials that can be rehabilitated to increase their useful lifespan. Chapter 4, Standards and Regulations, Table 4.4, contains a variety of these technical incentives for HRI-listed and/or City-Designated Historic Resources addressing parking, open space, and certain use regulations that would create barriers to adaptive reuse. Other technical incentives are available through state-level programs such as the California Historical Building Code, which recognizes older buildings often have additional needs in meeting fire and life safety requirements.

California Historical Building Code

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

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

HISTORIC PRESERVATION: GOALS, POLICIES & ACTIONS
Goal HP1: Downtown’s historic resources are protected and maintained, and development and alterations on properties with potential historic resources are done in a compatible manner that meets the Secretary of Interior’s Standards for the Treatment of Historic Properties.

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

Action HP1.1A Establish a Neighborhood Conservation Overlay District over the Bayside Conservation District to preserve features of scale, massing, materials and landscaping, and streetscape.
Lead Agency: PCD
Supporting Agency: CAO
Timeframe: Mid-Term

Action HP1.1B Update the City’s Landmark Ordinance (SMMC 9.56) to refine the process and criteria for the designation of different classifications of historic resources.
Lead Agency: PCD
Supporting Agency: CAO
Timeframe: Short-term

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

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

Action HP1.2B Provide a height incentive on City-designated Landmark properties historic resources in conjunction with preservation of the resource.
Lead Agency: PCD
Timeframe: Ongoing

Policy HP1.3 Projects on HRI-listed properties should be reviewed by the Landmarks Commission for designation for conformance with the Secretary of the Interior’s Standards for the Treatment of Historic Properties when alterations to the exterior or to interior space regularly open to the general public or demolition of any historic structure is proposed.

Action HP1.3A Review potential for the retention or reveal of historic facades in the Downtown, including those with ground level or upper level features.
**Policy HP1.34** Owners of HRI-listed properties with a designation status code of 5S3 or 5S3* should be encouraged to apply for consideration by the Landmarks Commission.

**Action HP1.3A** When an application is submitted on properties that contain a 5S3 structure, have the Landmarks Commission consider designation these structures.

*Lead Agency: PCD  
Timeframe: Ongoing*

**Action HP1.3B** Evaluate the Landmarks Commission recommendation to include the Structure of Merit classification as a permanent second-tier designation.

*Lead Agency: PCD  
Timeframe: Short-Term*

**Policy HP1.45** Historic properties should be encouraged to maintain and upgrade for their energy efficiency to ensure their long-term usefulness and value.

**Action HP1.4A** Provide information and incentives for improving energy efficiency of historic structures, such as the Secretary of the Interior’s Guidelines for Sustainability in Historic Properties.

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

**Policy HP1.56** When substantial repairs or alterations are proposed for structures on the HRI to historic resources, the City will encourage the restoration and repair of any lost or damaged historic features when feasible and appropriate.

**Action HP1.5A** Allow flexibility in parking, green building, and other zoning standards, such as exemption from on-site parking and open space requirements, when buildings are substantially and appropriately preserved or restored as part of a development project. Review and, if necessary, revise standards that may discourage historic rehabilitation and adaptive reuse.

*Lead Agency: PCD  
Supporting Agencies: PW, OSE  
Timeframe: Ongoing*

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

*Lead Agency: PCD  
Timeframe: Ongoing*

**Action HP1.5C** Evaluate and, if needed, strengthen recommendations relating to substantial alterations contained within the Downtown Design Guidelines.

*Lead Agency: PCD*
**Action HP1.5D6D** For the most common practices and alterations, encourage interaction with the Santa Monica Conservancy and its new Preservation Resource Center to compile reference materials that describe appropriate maintenance and façade improvements *in a document*. Make these materials available to property owners, contractors, and architects.

Lead Agency: PCD-SMC

Timeframe: Short-Term

**Action HP1.5E6E** Encourage property owners, developers, and other stakeholders to use preservation architects when involving a building for projects on the HRI-listed properties. Encourage use of archives and other resources to guide the design of appropriate restorations and repairs. Support the maintenance of and encourage public access to archives with information on older Downtown buildings.

Lead Agency: PCD

Timeframe: Ongoing

**Action HP1.6F** When an application is submitted on HRI-listed properties with a status code of 5S3, encourage the applicant to seek courtesy feedback from the Landmarks Commission.

Lead Agency: PCD

Timeframe: Ongoing

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

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

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

**Action HP2.2A** Work with preservation organizations, such as the Santa Monica Conservancy, to develop a program to highlight City-designated historic resources within Downtown landmarks, including place recognition, an educational component and information to direct visitors to find points of historic interest.

Lead Agency: Santa Monica Conservancy PCD

Supporting Agency: PCD, ISD, CMO

Timeframe: Ongoing

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

Lead Agency: PW

Supporting Agency: PCD

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

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

  - **Lead Agency:** Santa Monica Conservancy
  - **Supporting Agency:** PCD
  - **Timeframe:** Ongoing

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

  - **Lead Agency:** Santa Monica Conservancy
  - **Supporting Agency:** PCD
  - **Timeframe:** Ongoing

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

  - **Lead Agency:** PW
  - **Supporting Agency:** PCD
  - **Timeframe:** Ongoing

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

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

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

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

  - **Lead Agency:** PCD
  - **Timeframe:** Mid-Term

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

  - **Lead Agency:** Finance
  - **Supporting Agency:** PCD
  - **Timeframe:** Mid-Term
Policy HP3.2 The City should pursue funding opportunities for Downtown preservation activities including grants, community benefits, partnership opportunities and other sources available to the City.
INSIDE THE PATHWAYS AND PUBLIC SPACES CHAPTER

INCLUSIVE PUBLIC SPACES

Publicly accessible and inclusive open space is necessary in all communal environments. Downtown Santa Monica is home to several existing gathering spaces that cater to residents, visitors and employees, but requires more to meet the needs of a growing urban neighborhood. In fact, a 2016 citywide survey found that the number one priority identified for Downtown was new public open space. Several opportunities to realize this vision are discussed in this chapter, and key locations for potential new public or privately-owned open spaces are identified.

This chapter also discusses how enhancements to Downtown’s existing public spaces, often underutilized, can be facilitated and encouraged through new incentives that generate activity and interest.

PATHWAYS AND SIDEWALKS

The largest public open space Downtown is, in fact, the network of public sidewalks. Recognizing this, the DCP’s public space strategy focuses on making sidewalks perform better for pedestrians of all abilities as they journey from destination to destination. Designers, property owners and City staff will want to read about the "Signature Sidewalks" concept, which proposes four new streetscape projects on Ocean Avenue, Wilshire Boulevard, Lincoln Boulevard and 4th Street. A future action of this Plan is the Downtown Streets Manual, which will provide high-level guidance on the design, materials, furnishings and amenities of future streetscape projects conducted within Downtown.

Similarly, guidance is provided on improving existing sidewalks and building setbacks with landscaping, lighting and pedestrian-friendly activity, like outdoor dining.

2D.1 DOWNTOWN’S PUBLIC REALM NETWORK

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

The Downtown Community Plan approaches the question of a public realm that achieves a hometown community character in multiple ways, beginning with recognizing that everyone is a pedestrian while they are Downtown, regardless of how they arrive. The design and quality of our streets, sidewalks, open spaces, building facades, and outdoor cafes create an inviting public realm and some of the most interesting and visited areas throughout the City.
Downtown Santa Monica contains significant public spaces along its periphery, but needs such as Palisades Park, Tongva Park, Reed Park and the Pier and Beach. However, more public spaces are needed within Downtown to support the growing needs of its residents and employee populations, as well as the community at large and those who visit the city and visitors. This Plan recognizes the benefits of this investment, and seeks to increase the amount of public spaces within the Downtown through a framework network of interconnected courtyards, plazas, and other public spaces woven together through improved streets, sidewalks and pathways. Leveraging existing assets, the DCP seeks a more complete public space network by providing a series of strategies to increase the inventory of community gathering spaces and strengthen the connections that serve them, which include:

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

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

2D.1A PUBLICLY ACCESSIBLE SPACES

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

Not all Downtown’s existing publicly accessible spaces are owned and maintained by the City. Many Downtown plazas, courtyards and walkways are on private land. On the Third Street Promenade, several paseos that connect the City’s parking structures to the Promenade’s retail activity cut through private property, where access has been negotiated or voluntarily provided. These privately-owned public spaces, called “POPS” (identified in Illustration 2D.1) are sprinkled throughout the Downtown, and represent early attempts at providing pedestrian linkages within the Downtown. In examining these spaces today, it is clear that while they lack the amenities and furnishings that would be included in most new projects, they have potential to be reimagined and revitalized. The DCP provides guidelines for redesigning and activating these spaces, and also creates targeted exemptions from certain standards to allow for small-land uses, events and other programming that serve the community.

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

2D.1.B NEW PUBLIC SPACES

In a 2016 survey conducted for this Plan, the creation of new public spaces Downtown was identified as a top priority. To accomplish this within a mostly built-out environment, several strategies must be pursued that take advantage of public and private opportunities. While the exact location, orientation and size of many future public open spaces are unknown,
the DCP anticipates several new public spaces to be introduced throughout the District over the next 20 years. As new projects are proposed, including redevelopment on City-owned land, applicants will be encouraged to incorporate public open space into their package of community benefits and work with the City on a comprehensive design process to ensure access and activation of the space. While the exact location, orientation and size of many future public open spaces are unknown, the DCP anticipates several new public spaces to be introduced throughout the District over the next 20 years. Illustration 2D.2 identifies six potential sites on both public and private property, which are based on their strategic location, size of property, and likelihood for redevelopment. Potential opportunities for new public spaces in the Downtown include:

**Public/Private Partnerships**

These opportunities can be shaped by City participation and investment in coordination with private development interests.

4th/5th and Arizona – a City-owned property with the potential for sizable public activities and gathering spaces, such as a permanent ice rink and major public plaza and landscaped green spaces

Expo TOD Site – a City-owned property whose character will be greatly influenced by transit users who will need a dynamic range of services, sitting areas and mixing zones

**Private Development and Community Benefits**

These new publicly accessible small parks or plazas can be created through community benefit contributions.

5th and Broadway – a large assembly of parcels where housing, retail and public space has the potential to nurture Downtown’s livability and community focus.

Ocean and Wilshire (The Miramar) – potential exists to make public a sizable area of the Miramar property through redevelopment and tie into connection with the activity of both the Third Street Promenade and Palisades Park.

Lincoln and Broadway (Vons) – Lincoln Boulevard’s incorporation into the Downtown district may result in this 2.5-acre site redeveloping to serve new residents, as well as those in adjacent neighborhoods. Public space and art have been identified as priorities at this site.

101 Santa Monica Boulevard – this 11-parcel site has the ability to provide a cultural institution as well as a significant amount of public space, including mid-block paseos and pathways.

The identified sites are located so most Downtown residents and employees would be within a 2 ½ minute walk of opportunities for passive recreation and/or places where children can play. A 2 ½ minute walk, or approximately 1/8 mile, is understood as the range that urban residents, especially those with living with children in a multi-family dwelling, will typically walk to access public open space. Thus, a distribution of usable green space toward the east side of Downtown is particularly necessary, as the largest concentration of residences are located between 4th Street and Lincoln Boulevard.

**Public/Private Partnerships**

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

4th/5th and Arizona
The multi-year community visioning process for this City-owned property has identified a number of desired community benefits, including the permanent addition of a seasonal community ice rink that would occupy a large public gathering space. During warmer weather, this public space could be programmed with events and activities to relate in conjunction with the Promenade. This project, which would likely will be required to follow the set of standards and requirements proposed in section 9.010.XX of Chapter 4, Standards and Regulations 2A, Downtown Districts for negotiated projects Established Large Sites.

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

Privately Owned Public Spaces (POPS)
Better use of existing POPS throughout Downtown is strongly encouraged. Small, but significant incentives are offered through the DCPs development standards to assist property owners in activating underutilized plazas and courtyards.

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

The allowance of outdoor dining areas fronting the publicly accessible plaza without a requirement for additional parking.

The ability to install small structures of 1,500 square feet or less within an existing plaza regardless of the site’s existing floor area ratio (FAR); the height of these small structures shall be no greater than 15 feet.

The ability to stage temporary events, such as farmers markets or craft fairs within a publicly accessible plaza.

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

While the specific process for implementing this policy is a future action recommended within this chapter’s goals and policies (see Action PPS2.1C), Guidelines for POPS improvements are further described in Chapter 5, Design Guidelines. Those guidelines establish use, transparency, location, height, and signage preferences.
2D.1C PUBLIC SPACE AMENITIES AND ACTIVITIES

As ideas for these new and existing spaces evolve, designers should consider amenities and programming that are currently under-provided in Downtown. This Plan’s focus on building a long-term community requires variety, and suggests the need for new courtyards, plazas, children’s play areas, a seasonal skating rink, and flexible outdoor spaces to accommodate performances, event programming, and street vendors. In these locations, moveable tables and chairs, water features, landscaping and shading should be provided to allow for comfortable and meaningful gathering during all seasons and times of day.

Guidelines given in Chapter 5 provide a set of parameters for programming elements that have been identified as most desired by local Santa Monicans, and which could provide a valuable contribution to the public space network in Downtown Santa Monica, including:

- **Playgrounds**
NEW INFOGRAPHIC: WHAT IS INCLUSIVE PUBLIC SPACE DESIGN?

The ideals of public spaces are that they are open and free to enjoy by all. Public spaces in theory do not exclude anyone from using them, but in reality their design doesn’t always meet everyone’s needs. One way to help protect the foundation of public space for all is inclusionary design. Inclusive design is consciously designing a space so that a diversity of users, whether women, men, children, elderly, or people with limited abilities, feel comfortable and safe. Six core inclusive design principles will guide the creation of new public spaces Downtown.

1. **Good lighting and clear signs in public spaces and along exit paths.**

   Lighting helps users see who else is using the space as well as be seen, making them feel safer in the space. Clear and ample signage helps users find their way through the space so that they feel safe in knowing how big the space is and where it leads.

2. **Transportation access to public spaces that is safe and inclusive of disabilities.**

   Public transportation to public spaces should include shelters to protect from the weather (especially sun and wind in Santa Monica) which reduces barriers to accessing public spaces. Transit stops should also include seating (especially accommodating the elderly population), emergency phones to provide safety and security, and a screen displaying the next arriving time of bus or train. This helps people feel safer as they know when someone is coming, especially if there is no else at the stop. This also helps people plan their trips better and makes them more willing to embark on the outing.

3. **Sensitive staff stationed at the public spaces.**

   Staff stationed at the public spaces should be sensitive to situations and when offering assistance or stepping in when needed. Staff need to make all people feel welcome to the use the space, while still cautioning or discouraging unsafe behavior.

4. **Uncluttered and smooth pathways for entering and navigating the public spaces.**

   Pathways should be smooth and flat to allow for mobility challenged peoples to easily traverse throughout the space, and offer transitions into elements of the park that are wheelchair accessible. Clear paths help with easy navigation along with being able to clearly see other people within the space. Trees and tall hedges should not be planted near pathways to help with this, and will help to create better sightlines throughout the space.

5. **Eliminate hiding places in public spaces.**

   Reducing areas in a space where someone could wait unseen will make women and all users feel safer in the space. This most targets landscaping and design decisions regarding plant type and location, and walls or enclosures in the space.

6. **Location and amenities matter.**

   The public space needs to be surrounded by mixed uses so diverse user groups can occupy the space at different times of day and week, ensuring users are continuously in the space. This reduces the amount of unsafe and criminal behavior in the space, as well as users’ perceptions of feeling unsafe. The location of the space should allow it to have many exits so users don’t feel trapped in the space. Traffic around the public spaces should be slow moving in order to make elderly and caretakers with children feel safer accessing and being in the space. Spaces need to be well maintained and clean, along with access to toilet facilities that accommodate mobility-assisting instruments and space for changing/nursing children.

These six core principles will help ensure more people feel that they can be part of the space and the Downtown Santa Monica community. Principles addressing lighting, signage and location may support feelings of safety and security. Clear and ample signage, in addition to open and smooth pathways, can help those with limited abilities navigate through the space better. Providing transportation access with safety amenities such as emergency lights, and with more points of access to the public space offers more reasons for people to step out the door and enjoy their backyard.

**Courtyards.** Courtyards are exceptional amenities unroofed areas that gather people are completely or mostly enclosed by the walls of many ages and a large building. They often serve families. A small playground or tot lot requires at least
As gathering space and/or outdoor dining spaces with potential for scheduled performances, fairs or movie screenings. Space needs vary by venue, but should be a minimum of 50 feet in width.

**Plazas.** Plazas are open hardscapes that are typically incorporated into the ground floor of a development, and which are designed and programmed for recreational or entertainment uses. Ranging between 7,500 - 20,000 square feet and should be universally accessible and include amenities for shade, a plaza is infinitely rearrangeable to serve seasonal needs, or temporary programming.

**Pocket Park.** These small open spaces are typically framed by buildings on at least two sides, and provide a break from the streetwall at opportune moments. Typically at least 7,500 square feet, a pocket park is roughly the size of a single lot parking lot Downtown, which could be converted to open space use through minimal landscaping and seating interventions.

**Parklets.** A parklet is a small seating area or green space created as a public amenity on or alongside a sidewalk, especially in a former roadside parking space. As this space is part of the right-of-way and the local transportation network, no vendors or privatized use is permitted in a parklet.

**Craft/Artisan Fair.** Wide-open spaces like unused plazas or parking lots provide an opportunity for temporary events and festivals. Pop-up booths, tables and vendor carts can easily turn a quiet corner into a bustling marketplace. This use could be accommodated in an area of 4,000-12,000 square feet.

**Outdoor Performance Venue.** Requiring some seating and shading amenities, an outdoor performance venue can be temporary or permanent in nature. Consistent with the community’s desire for more live music and performance, spaces within POPS and public parks should be considered for this type of activity. Space needs vary by venue.

— **Snippets.** Of varying sizes, a snippet is a small, sunny place to sit and comes in many varying sizes. Snippets attract people to relax and enjoy the space and passerby.

— **Community Gardens.** Santa Monica has a total of 121 individual community garden plots; however, no plots are located within Downtown. Opportunities for gardening should be explored by new development and the City, either on rooftops or within available space on public land.

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

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

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

2D.2 THE PEDESTRIAN REALM

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

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

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

This section provides guidance on sidewalk design and function to designers of private projects affecting the right-of-way, as well as Planning and Public Works staff who may be responsible for future streetscape improvement projects. The “Signature Sidewalk” concept proposed for Wilshire Boulevard, Ocean Avenue and Lincoln Boulevard recommends a set of design requirements to enhance the pedestrian realm as new development occurs or as the City determines in the course of more detailed studies. A major action of this chapter is to create a comprehensive streetscape manual for the future renovation or development of Downtown streets, and to provide guidance on the various elements of streetscape design so that the function, aesthetics and management of Downtown right-of-way spaces are coordinated (see Action PPS1.1A).

2D.2.A IMPROVING THE SIDEWALK WIDTH EXPERIENCE

The majority of Downtown sidewalks are unchanged from their original construction, which occurred when residential, employee and visitor populations in the District were far less than they are today. A handful have been widened or updated with trees, lighting, or street furniture as part of a streetscape project, such as on 2nd and 4th Streets, but by and large Downtown’s sidewalks, especially those on major Boulevards, do not allow several people to walk side-by-side together. A number of different sidewalk conditions are documented in Illustrations 2.54 - 2.109 to provide examples of how sidewalk width affects the quality of experience for pedestrians.

Incremental enhancements to the sidewalk widening and streetscape enhancement experience will be realized by a combination of public investment in streetscape projects and requirements for private development. There are two ways to achieve wider sidewalks — through development standards that require increased setbacks at the ground-floor, and by annexing portions of the roadway into the pedestrian realm (similar to the Colorado Esplanade). Except for the Signature Sidewalk proposed on Wilshire Boulevard between 4th Street and Ocean Avenue, which utilizes available roadway space, all other sidewalks increases in improvements to the sidewalk experience will be provided through setback requirements as properties turn over on private property as redevelopment occurs. The sidewalk widths desired curb-to-building width is documented in Illustration 4D.3 for incremental sidewalk enhancements are taken from the Proposed
Building Frontage Line Map from Chapter 4, *Standards and Regulations*, which specifies exactly where and how much buildings shall be setback in order to achieve desired-potentially more space at the sidewalk widths throughout Downtown. These sidewalks are of particular interest due to the likelihood for new development to determine how that space is used and the potential necessity of streetscape guidelines to create either as an extension of the sidewalk itself, or as outdoor dining, vending space or other features that promote a more cohesive pedestrian experience.

Sidewalk design and function is discussed on the following pages so that over time, as new private development occurs throughout Downtown, it is clear what kind of streetscape amenities and enhancements are needed, and what is the desired curb-to-building width of each sidewalk in the Downtown. Since being proposed in 2012, the expanded sidewalk setback requirements have been applied successfully to numerous projects.

**2D.2.B SIDEWALK DESIGN AND FUNCTION**

Great sidewalks are not solely defined by their width but by their composition and amenities. Within the curb-to-building face lies three zones, as shown in Illustration 2.24:

Zone 1 is adjacent to the curb,

Zone 2 is the traditional sidewalk or pedestrian path of travel, and

Zone 3 is the space next to buildings or private property.

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

**Zone 1**

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

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

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

*Signage/Wayfinding*. Wayfinding helps visitors navigate the Downtown. Properly scaled and of a consistent palette, these signs will direct pedestrians to significant landmarks and amenities in the Downtown and to the beach, Pier, and Civic Center.

**Zone 2**

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

**Zone 3**

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

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

**2D.2.C PASEOS AND PARKLETS**

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

Parklets are located within an on-street parking lane with raised seating at grade with the sidewalk, as shown in Illustration XX2D.8. Tactical insertions of parklets, with no more than two per block, are a great way to provide more capacity to a narrow sidewalk or activate the space. The City recently approved several parklets on Main Street that will be managed by adjacent businesses, but will be open to anyone as an extension of the City’s public space network. Parklets are suggested especially along 2nd and 4th Streets between Colorado and Wilshire.

**2D.3.E SIGNATURE SIDEWALK CONCEPT**

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

**Ocean Avenue**

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

**Wilshire Boulevard**
Though Wilshire Boulevard is the grand street of Los Angeles, at this termination point the roadway space is not as highly utilized by automobiles, and vehicle trips drop off significantly west of 4th Street. Thus, an opportunity exists to culminate the Boulevard by creating an esplanade experience and better connect the Promenade to Palisades Park and Ocean Avenue. Widening the sidewalk and improving the interface between Wilshire and Third Street would allow for expanded outdoor dining, public art, transit stops, tour and local bus access, street vendors, and other outdoor activity, thereby providing the grand culmination at the Pacific Ocean that Wilshire Boulevard deserves.

Lincoln Boulevard

A thoughtful streetscape on Lincoln Boulevard would improve the pedestrian experience for the expanding residential neighborhood and the neighborhood directly east of Downtown while creating new gateways from Lincoln Boulevard to the Downtown core. Anticipated land use changes and expanded sidewalk areas, as prescribed in Chapter 4, *Standards and Regulations*, will accommodate pedestrians walking from the new residential buildings on Lincoln Boulevard to the nearby Expo Light Rail station. Attractive streetscape amenities, per Sections 4D.2A-B, such as a double ale of street trees, decorative lighting, pedestrian-oriented ground floors, and bus service accommodation, will encourage people to walk to the station.

4th Street

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

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**PATHWAYS AND PUBLIC SPACES - GOALS, POLICIES & ACTIONS**

**Goal PPS1**: Downtown’s public space network is composed of a variety of public open spaces linked through comfortable and inviting pedestrian-friendly sidewalks, pathways and passages.

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

**Action PPS1.1A** Develop a Downtown Streets Manual for Planning, Public Works and private development to follow when changes to the public right-of-way are considered as part of a capital project, or a redevelopment effort.

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

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

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

Lead Agency: PCD
Timeframe: Ongoing
**Action PPS1.2B** Ensure Zone 2, the Pedestrian Pathway, is at least 8’8 feet wide, where practicable, except on 6th and 7th Street where it must be 6’6 feet wide.

Lead Agency: PW

Timeframe: Ongoing

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

Lead Agency: Private Property Owners as new projects are built

Timeframe: Ongoing

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

**Action PPS1.3A** Provide paseos on new development sites that benefit from through-block linkages and connections to other public space or where building frontages exceed 150’ in length to improve sidewalk appeal and rhythm. Where lacking, paseos may count toward open space requirements in new developments.

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

Lead Agency: Private Property Owners

Supporting Agency: PD

Timeframe: Ongoing

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

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

Lead Agency: PCD

Timeframe: Short-Term

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

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

Lead Agencies: PW, PCD

Timeframe: Mid-Term

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

Lead Agencies: PW

Timeframe: Mid-to Long-Term

**Goal RRPPS 2**: Downtown Santa Monica has a diverse and balanced system of high-quality, inclusive public open spaces that are well-utilized and enjoyed by a diverse constituency of residents and visitors.
Policy PPS2.1 Expand the inventory of publicly accessible community gathering spaces so that all residents are within a short walking distance of a park or recreational area.

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

Lead Agencies: PCD, CCS
Supporting Agency: PD
Timeframe: Ongoing

**Action PPS2.1B** Expand the open space network by encouraging or requiring identified sites to include a portion of the site for use as a publicly accessible open space or plaza.

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

Lead Agency: CCS
Supporting Agency: PCD, PD
Timeframe: Ongoing

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

Lead Agency: CCSPCCD
Supporting Agency: PCDCCS
Timeframe: Mid-Term

**Action PPS2.1D** Evaluate the potential to vacate Arizona avenue from 2nd Court to 4th Street for pedestrian use only.

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

Policy PPS2.2 Enable new public spaces to be easily programmable and accessible.

**Action PPS2.2A** Direct private property owners to follow the Public Open Space guidelines presented in Chapter 5, Design Guidelines.

Lead Agency: PCD
Timeframe: Ongoing

Policy PPS2.3 Ensure that new public spaces add to the variety of public space types and are appropriate to location, use, and size, including hardscape plazas, active parks, passive space, play lots.

**Action PPS2.3A2A** Provide opportunities for passive recreation and places where children can play in Downtown's public space network, and develop agreements with private property owners that clarify use, role of public safety, as per Action PPS2.1B.

Lead Agency: Private Property Owners
Supporting Agency: CCS, PD
Timeframe: Ongoing

**Action PPS2.3B2B** Incorporate art and cultural event opportunities into the design of publicly accessible open space.
Lead Agency: Private Property Owners
Supporting Agency: CCS
Timeframe: Ongoing

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

**Policy PPS3.1** Provide well-considered landscaping as part of the public space network.

**Action PPS3.1A** Actively plant Maintain the urban forest by planting new street trees, as needed, of the species and size required in the City’s Urban Forest Master Plan in empty tree wells or in areas that can accommodate additional trees.
Lead Agency: PW
Timeframe: Ongoing

**Action PPS3.1B** Where sidewalk widths are at least 18 feet, provide native or climatically adapted, low-growing landscape as part of the “Zone 3” of the streetscape and in accordance with the Downtown Streets Manual for Planning, Public Works per **Action PPS1.1A**.
Lead Agency: PW
Timeframe: Ongoing

**Policy PPS3.2** Facilitate a more sustainable streetscape and public space network.

**Action PPS3.2A** Develop a stormwater management plan for Downtown to facilitate rainwater storage and infiltration in sidewalk landscaping, including in curb extensions to the extent practicable in areas where infiltration is desired.
Lead Agency: PW
Timeframe: Short-Term

**Action PPS3.2B** Create a new policy for sustainably irrigating vegetation in the public space network.
Lead Agency: PW
Timeframe: Short-Term

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**Goal PRPPS 4: Downtown’s public space network is operated, maintained, and managed well.**

**Policy PPS4.1** New public spaces created as a result of these policies, should have dedicated funding sources for operation and maintenance, whether maintained by the City, another public agency, or a private entity.
Policy PPS4.2 Continue to support active management practices by Downtown’s assessment district (DTSM INC, Inc.) to ensure that public spaces are clean, safe, well-lit, and accessible to users of all capabilities.

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

Action PPS4.3A Continue to work with DTSM INC, Inc. to evaluate the necessary upgrades to Third Street Promenade.
Lead Agencies: PCD, PW, HED, CCS, PD
Timeframe: Ongoing
CHAPTER 2E SUPPORTIVE INFRASTRUCTURE

INSIDE THE SUPPORTIVE INFRASTRUCTURE CHAPTER

This chapter provides an analysis of and information on the ability of the City’s existing utility infrastructure networks to service Downtown through the 15-20 year time horizon of the Downtown Community Plan (Plan). This chapter also identifies key actions that the City will implement during this period to maintain a supportive infrastructure system. Because the Downtown Community Plan is a living document designed to accommodate both identified and emerging challenges City staff will periodically review this chapter utilizing forecasting and backcasting methods to keep the Plan relevant. In this way the Plan will be a useful reference for future Capital Improvement Program (CIP) Projects and for grant and other funding and project applications. The utility systems and programs described in this chapter include:

WATER SUPPLY AND CONSERVATION – A reliable, drought resilient and sustainable supply of potable water made possible by forward-thinking conservation measures and the innovative use and reuse of all locally available water resources.

WATER DISTRIBUTION SYSTEM - The planning, improvement and maintenance of water treatment infrastructure and water distribution lines with adequate capacity to meet the forecasted demand for potable and non-potable water throughout the City.

STORM WATER MANAGEMENT – The harvesting, treatment and reuse of storm water to assist the City in meeting its triple objectives of independence from the environmentally costly practice of importing water from distant watersheds, improving beach water quality by reducing discharges to the ocean, and the reuse of all local water resources to help meet forecasted water demand.

WASTEWATER AND SANITARY SYSTEM – The planning, improvement and maintenance of a wastewater treatment and collection system with sufficient capacity to accommodate forecasted wastewater flows as well as the pursuit of new advanced facilities to reuse treated wastewater as permitted by State law.

ENERGY – An economically feasible and reliable source of grid power and associated electrical distribution system, in tandem with the continued expansion of solar and other alternative sources of sustainable energy throughout the City.

WIRED AND WIRELESS BROADBAND - Expansion of CityNet fiber network and City Wi-Fi services to support broadband to residents and businesses. This includes offering service to cellular carriers, providing free Wi-Fi within public open spaces, supporting public safety cameras, smart bus shelters and kiosks, EV charging stations, pedestrian counters and smart city assets.
RESOURCE RECOVERY AND RECYCLING - A comprehensive trash and recycling program that services the Downtown and helps the City achieve the targets established in the Zero Waste Strategic Plan.

2E.1 A SUPPORTIVE INFRASTRUCTURE NETWORK

This As envisioned in the Plan contemplates a 15-20 year evolution of Santa Monica’s Downtown, during which time, new residential and commercial buildings, new land uses and development along with exciting cultural venues, and new visitor experiences will shape the districtDowntown into a more diverse community space than at any other time in the past. All active and complete district. The DCP realizes that this vision of Downtown will require essential investments into the City’s public infrastructure to support the area and to ensure that the basic service needs of future residents, workers and visitors are considered in the Plan’s strategic improvements and implementation measures.

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

Table 2E.1 Infrastructure Adequacy Assessment

<table>
<thead>
<tr>
<th>UTILITY</th>
<th>METHOD OF ASSESSMENT</th>
<th>RESULT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water</td>
<td>Water Distribution System numerical modeling, Geographic Information System (GIS) mapping of existing water infrastructure and potential demand.</td>
<td>Anticipated need for pipe “upsizing” and booster pumps to be provided by new development to increase static pressure in some locations.</td>
</tr>
</tbody>
</table>
Sewer  
Sewage flow modeling and analysis of existing and future needs.  
Anticipated need for sewer infrastructure upgrades to increase hydraulic capacity. Further, when completed, the Sustainable Water Infrastructure Project (SWIP) will produce 1MGD of advanced treated water for immediate non-potable reuse, and when properly permitted, for indirect potable reuse via aquifer recharge.

Gas  
In-house assessment by SoCal Gas.  
Macro distribution system deemed adequate, but new projects will trigger need for localized gas service upgrades.

Electricity  
GIS mapping, field observation and Southern California Edison performed an in-house assessment.  
Macro distribution system deemed adequate, but new projects will trigger need for localized power service upgrades.

Storm Drain  
GIS mapping of existing storm drain infrastructure framework.  
Macro distribution system is adequate as is, but additional project-specific opportunities, such as the Clean Beaches Initiative Project and the Sustainable Water Infrastructure Project (SWIP) will enhance water quality and beneficial reuse.

Fiber Optic/Wireless  
GIS mapping of existing fiber optic infrastructure framework coupled with City ISD assessment.  
Macro distribution system does not cover Plan Area and recommended extensions of the fiber optics ‘backbone’ and local wireless hub stations.

The DCP’s sustainable infrastructure plan includes the following parts:

- Water Supply and Conservation: an adequate, and self-sufficient supply of potable water coupled with rigorous conservation measures
- Water Distribution System: sufficient water lines of appropriate size and pressure to service the demand for potable and non-potable water in future projects
- Storm Water Management: adequate capture and conveyance systems to direct stormwater to proper catchment locations, including the Santa Monica Urban Runoff Recycling Facility (SMURRF)
- Wastewater and Sanitary Sewer System: sufficient pipe sizing and capacity to accommodate future wastewater generation
- Energy: a stable electrical distribution system, as well as some on-site energy production or recycling systems on private property
• **Wired and Wireless Broadband**: Expansion of CityNet fiber network and CityWi-Fi wireless services for broadband services to support broadband to businesses, free internet services for the public, HD video, smart bus shelters and kiosks, EV charging stations, people counters and smart streetlights.

• **Resource Recovery & Recycling**: A comprehensive trash and recycling program that services the Downtown and helps the City achieve the targets established in the Zero Waste Strategic Plan.

### 2E.2 Water supply and conservation

The City’s Water Resources Division and Office of Sustainability and the Environment are jointly exploring innovative options for water supply reliability and conservation, including water recycling and reuse and ways for new development to offset existing water demand to help the City meet its water neutrality objectives. Implementation of current water reduction policies, including the recently adopted Water Shortage Response Plan, will expand the capacity of the water system to serve future needs and is a key component of the City’s drive for long-term sustainability. The Water Shortage Response Plan was enacted by Council in January 2015 in response to extended drought conditions in California and is subject to modification, or rescission, as drought conditions require. All projects that are developed in the DCP area will be required to meet Cal Green interior and exterior water usage standards.

### 2E.1A WATER SUPPLY AND CONSERVATION

The City has long recognized that water is an important natural resource that must be conserved and managed efficiently. In 2014, the City adopted the Sustainable Water Master Plan which outlines a plan to achieve water self-sufficiency (i.e., no reliance on imported water) by 2020. In support of the City’s water self-sufficiency goal, the City’s Water Resources Division and Office of Sustainability and the Environment (OSE) are jointly exploring innovative solutions to improve water supply reliability and promote water conservation. The City has embarked on a multifaceted strategy that employs the conjunctive reuse of non-conventional water resources such as stormwater runoff and/or wastewater, new ground water supply and distributed treatment, and innovative conservation programs and policies to encourage developers to incorporate water saving devices into their designs. This combined approach will have the effect of increasing local supply while simultaneously moderating demand and prolonging the useful life of the City’s existing infrastructure.

### Existing Conditions

The Downtown is underlain by the City’s primary source of water supply includes groundwater drawn from the 50.2-square mile Santa Monica Groundwater Basin (SMGB), which covers western portions of Los Angeles County including the cities of Santa Monica, Culver City, Beverly Hills, and western Los Angeles. Faulting and differing geology divides the SMGB into five sub-basins: Arcadia Sub-Basin; Olympic Sub-Basin; South Santa Monica or Coastal Sub-Basin; Charnock Sub-Basin; and Crestal Sub-Basin (City of Santa Monica 2010). The City operates 10 wells within three of the sub-basins of SMGB. The SMGB and its sub-basins provide local groundwater resources for approximately 70% of the City’s water supply, including the Downtown. The City operates 10 wells within three of the sub-basins of SMGB.
remainder of the City’s water supply currently comes from imported water with a small percentage (less
than 8%) coming from the Santa Monica Urban Runoff Recycling Facility (SMURFF).

In recent years, the state of California experienced the worst drought in over a century. As a result of
historically low rainfall, water supplies were reduced to critically low levels. Despite the heavy rainfall
experienced in the winter of 2016-2017, the City will continue to be a leader in setting aggressive water
conservation and water efficiency regulations. In response to extended drought conditions, the City
mandatory water conservation regulations and has been a key component in reducing water use during
the drought. Additionally, the City is taking steps towards adoption of a new Water Neutrality Ordinance.
Anticipated to be adopted in Summer 2017, the Water Neutrality Ordinance will require new development
projects to offset net new water demand.

Anticipated Need
Water demand city-wide is anticipated to increase anywhere from 1% (2014 Sustainable Water Master
Plan) to 7.5% (2010 LUCE Water Supply Assessment) by 2030. In the downtown area, water demand may
exceed this growth, however, water conservation requirements and possible water demand offsets are
expected to maintain overall city water demand within projections established in other recent planning
efforts. The City’s water self-sufficiency plan established a goal to meet the city’s demand entirely through
local sources (wells, conservation, recycled water, etc.) by 2020. The City’s 2015 Urban Water
Management Plan concludes that future water demand through 2040 can be accommodated through a
combination of local groundwater supplies, imported MWD water, and implementation of the Sustainable
Water Master Plan and other water reuse projects in planning.

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

However, meeting the City’s 100% water self-sufficiency goal, will require more than water conservation
efforts alone. Recent drought conditions, which affect the natural recharge to the City’s groundwater
aquifers, has emphasized the need to supplement the City’s groundwater supply with a drought resilient
and sustainable source of local water. The City is actively seeking alternative sources of local water,
including the construction of small scale, distributed projects that blend into the City’s built environment,
and which treat and reuse all non-conventional water resources available for beneficial reuse as permitted
by State law (i.e. runoff, brackish groundwater and municipal waste water). As an example, the City is
currently pursuing the Clean Beaches Initiative Project (CBI) and the Sustainable Water Infrastructure
Project (SWIP), which will increase opportunities for water recycling and reuse. The CBI Project will harvest
up to 1.6 MG of stormwater runoff from any single storm for treatment and reuse at the City’s SMURRF.
The CBI project is currently in design with construction set to begin in summer 2017. The SWIP will involve upgrades to the SMURRF with the installation of a reverse osmosis unit, the construction of a below grade 1MGD recycled advanced water treatment facility beneath the Civic Center parking lot, and installation of two below grade stormwater harvest tanks at the Civic Center and Memorial Park with a combined capacity of 4.5MG. Taken together the SWIP elements will have the ability to produce up to 1,680 acre feet per year (AFY) of advanced treated water for immediate non-potable reuse, and when properly permitted, for potential indirect potable reuse via aquifer recharge. The City is currently in the process of securing State funding for the SWIP, with a planned start to design in winter 2017.

The DCP supports the proactive approach that the City continues to take toward water conservation and sustainable water projects. New projects Downtown will be required to meet, at the very least, CalGreen water efficiency standards. Furthermore, adoption of the Water Neutrality Ordinance will ensure that new projects Downtown will not further strain the City’s water resources.

2E.3 WATER DISTRIBUTION SYSTEM

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

Existing Conditions

Existing Downtown is served by approximately 67,000 linear feet of water lines, ranging in 6 to 16 inches in diameter. Water lines within Downtown generally follow the grid-pattern within existing streets and alleys. A preliminary analysis of Downtown’s water distribution system pipe sizes were reviewed in order to identify potentially undersized pipes for the Downtown area. Based on discussion with the Public Works Department, at this time deficiencies are not known to exist in the Downtown area and existing water lines are considered adequate to serve existing uses. However, hydraulic model, as it becomes available, will be utilized to address specific new demand in the Downtown area in order to identify possible deficiencies in the water distribution system for this area.

Static and its ability to accommodate existing water demands. The preliminary analysis also analyzed static water pressure was also reviewed for this analysis in the distribution system. Illustration 4E.1 WHERE IS THIS ILLUSTRATION?) and Table 2E.2, indicates present the, static pressure zones relevant to the Downtown area and identify areas of potential low pressure. Although some zones within the Downtown area may be identified as having low water pressure, this in itself does not indicate always a need to replace or upgrade the existing water distribution system because water pressure deficiencies can often be resolved through established operational measures. For example, static pressure zones that fall below 50 psi, considered to be low (but not unusable), may be effectively improved using an on-site pump or by building a loop line to ensure adequate flows to a property as part of a development.
Based on currently available data, static water pressure in the Downtown area is not considered to constitute a problem for the future within accepted industry operational parameters.

Anticipated Need

The City’s 2010 Asset Management Plan identified water main deficiencies city-wide. The Asset Management Plan did not identify deficiencies in the Downtown area. However, based on evaluation of proposed Plan development and expected demand increase, along with a hydraulic analysis to be completed once the hydraulic modeling capability is available, some Downtown water lines may be deficient to meet future demand. As development occurs in Downtown through the life of the DCP, water demand is expected to increase. A preliminary analysis was conducted to determine if the water system would have capacity to accommodate forecasted water demand. The analysis used mapping and planning level comparison of the capacity of existing systems against forecasted water demand in Downtown. A preliminary analysis of the Downtown’s water distribution system did not identify any existing deficiencies in Downtown’s water system at this time. For the purpose of the Plan, deficiency is defined as the inability of a water distribution line to provide adequate dynamic pressure under peak day demands or to provide the required fire flow. Recently, a segment of water line, along 3rd Court extending from Wilshire Boulevard to Broadway, was upgraded (FY2009/10). In addition, as part of the Expo Light Rail construction, the water line along Colorado Avenue was upgraded to a 12-inch line; this line was formerly a 10-inch line.

As a second-level analysis, a hydraulic model of the distribution system is currently being developed and will serve as the baseline for future infrastructure planning efforts. When the hydraulic model becomes available, the City will continue to assess water demand and the capacity of the system, utilizing its results to determine any necessary improvements to the water distribution system. Water main infrastructure needs will also be updated and revised as necessary as part of the review of the aforementioned hydraulic modeling and reviews of any planned future development in the Downtown area.

Table 2E.2 Low Static Pressure (minimum estimates*)

<table>
<thead>
<tr>
<th>LOCATION OF WATER LINE</th>
<th>LIMITS</th>
<th>PIPE DIAMETER</th>
<th>PRESSURE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wilshire Boulevard</td>
<td>Lincoln Boulevard/3rd Street</td>
<td>16”</td>
<td>35-45 psi</td>
</tr>
<tr>
<td>7th Court</td>
<td>Wilshire Boulevard/Arizona Avenue</td>
<td>12”</td>
<td>35-65 psi</td>
</tr>
<tr>
<td>6th Court</td>
<td>Wilshire Boulevard/Arizona Avenue</td>
<td>12”</td>
<td>35-65 psi</td>
</tr>
<tr>
<td>5th Court</td>
<td>Wilshire Boulevard/Arizona Avenue</td>
<td>12”</td>
<td>35-65 psi</td>
</tr>
</tbody>
</table>
2E.1C STORMWATER MANAGEMENT

Existing Conditions
Stormwater runoff within the study area Downtown is collected in a municipal separate storm sewer system (MS4). The MS4 is comprised of streets, all the various channels, gutters, drains, catch basins and underground storm drain pipes that join with other regional stormwater drains and which convey stormwater discharge to the Santa Monica Bay. The majority of the Downtown area drains to the Pico-Kenter Storm Drain, which discharges at the west end of Pico Boulevard. Areas west of 4th Street, from Wilshire Boulevard to Colorado Avenue, drain to the Pier storm drain which discharges at the Santa Monica Pier extension of Colorado Avenue. Stormwater.

Dry weather runoff refers to runoff when there is no precipitation. Dry weather runoff occurs from excess irrigation, spills, construction sites, pool draining, car washing, washing down paved areas and residual wet weather runoff. Dry weather runoff from the Pico-Kenter and Pier storm drain systems is treated by the SMURRF before release to the Santa Monica Bay. The SMURRF treats dry weather urban runoff to remove pollutants, including sediment, oil, grease and pathogens. The processed non-potable water is sold to the City and corporate customers for irrigation and toilet operations at a cost rate equal to potable water rates.

Anticipated Need
The City’s strategy and policy direction is to reduce stormwater and dry weather runoff discharges through investments into new city-owned rainwater harvest and treatment projects, improvement of existing stormdrain systems, and ensuring that new developments incorporate design features to minimize stormwater runoff (e.g., bioswales, rainwater harvest basins, etc.). Development and redevelopment projects Downtown will consider design provisions to enable onsite non-potable water uses such as irrigation and toilet flushing.

Urban runoff (stormwater and dry weather) represents a large untapped water resource which the City plans to harvest for beneficial reuse in the coming years. Recently, the City received a $3.8 million grant from the State Water Board to help fund the CBI Project. The CBI project consists of subgrade tanks 1.6MG below grade stormwater harvest tank to be constructed immediately north of the Pier, which are capable of retaining 1.6 million gallons of runoff from any single storm event. Harvested runoff in these tanks will be supplied to the Santa Monica Urban Runoff Recycling Facility (SMURRF) for treatment and eventual distribution for non-potable uses such as irrigation and toilet flushing. These tanks, known as the Clean Beaches Initiative Project, are in design with construction. The CBI Project is anticipated to be completed by 2018. Besides providing an additional source of water for treatment and reuse, begin
construction in summer 2017. The harvesting of this stormwater will improve beach water quality by virtually eliminating all discharges at the Pier Outfall. Two additional projects in other areas of the City, which will harvest an additional 4.5 million gallons of stormwater for treatment and reuse, are contemplated by 2020. In addition, the City’s SWIP project will harvest and advance treat an additional 4.5MG from any single storm event for immediate non-potable reuse, and when properly permitted for indirect potable reuse via aquifer recharge. The SWIP is in the process of securing construction funding from the State. Design is expected to begin in winter 2017, and the project is scheduled to be completed by winter 2020. Together these projects will provide approximately 1,680AFY of new water. To maximize the opportunities for reusing treated urban runoff, especially for the purpose of aquifer recharge, there is a need to expand the current recycled water (i.e., purple pipe) distribution system.

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

Several existing documents already guide the City’s stormwater policies that will be incorporated into the DCP:
The following documents establish the City’s stormwater policies and will serve as the foundation for the planning and design of future public and private development projects within the Downtown area:

- **The City’s Urban Runoff Pollution Control Ordinance** requires all new development to implement stormwater infiltration runoff capture and treatment, permeable paving, water recycling and other mitigation measures to decrease runoff quantities, reduce pollution in receiving waters caused by urban runoff, and to avoid exceeding capacity on the existing storm drain infrastructure best management practices (BMPs) to contain, infiltrate and/or treat and reuse rainwater.

- **The Watershed Management Plan** identifies minor deficiencies in storm drain infrastructure segments along Santa Monica Boulevard, Lincoln Boulevard, Ocean Avenue, 3rd Street, 4th Street, Broadway and Colorado Avenue. However, it is anticipated that no upgrade or replacement of the City’s storm water collection system will be required as a result of will help identify potential future land use changes based on this plan. The plan upgrades to the City’s MS4 necessary to keep pace with forecasted development Downtown and city-wide. It also provides for the implementation of Green Streets, parking lot retrofits BMPs, tree well infiltration pits, below grade street storage, and rain barrels and cisterns.
The Santa Monica Bay Jurisdictional Groups 2 and 3 Enhanced Watershed Management Program (EWMP) provides for the implementation of multi-benefit regional projects, green streets, and other low impact development strategies in a watershed wide effort to prevent discharge of the first flush (defined as the runoff volume generated by an 85th percentile, 24-hour storm event) into the Santa Monica Bay and sub-regional harvest and reuse projects such as the City's innovative CBI Project and the SWIP. Writ large, the objective of the EWMP is to improve beach water quality by significantly reducing discharges of stormwater to the ocean.

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

4E.5 California Regional Water Quality Control Board Order No. R4-2012-0175, NPDES Permit No. CAS004001, establishes the waste discharge and monitoring requirements for MS4 discharges within the coastal watersheds of Los Angeles County (except Long Beach). The CBI Project and the SWIP are, among other benefits, specifically designed to help the City meet non-point source discharge regulatory requirements.

2E.1D WASTEWATER AND SANITARY SEWER

Existing Conditions

Sewage (municipal wastewater) from the Downtown is collected by the City’s wastewater system and is generally conveyed southwest to the City of Los Angeles’ Hyperion Treatment Plant for treatment. The City actively monitors and maintains the sanitary sewer system elements to ensure that there is sufficient capacity for dry weather peak flow conditions, as well as for appropriate design for storm or wet weather events.

Downtown is served by 192 sewer pipe segments, totaling 49,338 linear feet (9.3 miles). Sewer pipes in the Downtown range in size from 6 to 36 inches in diameter. The sewer system in Downtown convey wastewater from a variety of residential, commercial, institutional and mixed-use buildings. They run southerly to the Colorado Ocean Relief Sewer, an approximately 500-foot section of sewer line consisting of two sewer segments each of which exit the Downtown carrying wastewater south from two points along Colorado Boulevard between 1st Street and 2nd Street.
A planning level analysis, including limited sewer flow monitoring, was prepared to assess the City of Santa Monica’s wastewater collection system and its ability to accommodate future wastewater generation anticipated by the Downtown Specific Plan.

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

Downtown’s sewer system. A 2015 flow monitoring study was conducted at 25 key locations within the City’s collection system. This assessment provides a planning-level review of existing infrastructure capacity serving the Downtown area assessing only the performance of the conveyance systems (sewer lines), and an estimation of future water demand and wastewater generation from the proposed Downtown Specific Plan. The results of the flow monitoring demonstrated that in 2015 during dry weather, sewer system determined that only four sewer monitoring locations had peak d/D day depth of flow to pipe diameter (d/D) ratios greater than 0.5 (or 50% design capacity), the City’s ideal maximum for sewage capacity for any given line. No segments exceeded 0.75 (or 75% capacity), d/D, the City’s screening criteria for short-term peak flow in any given sewer line which is a typical indication that a particular segment should be prioritized for replacement (see Table XX2E.3).

Table XX (2015) Existing Sewer Locations with d/D Greater Than 0.5 (DCP Draft EIR)

Another component of Downtown’s sewer line capacity is a segment of sewer pipe crossing under the I-10 Freeway at Colorado and 2nd Street, referred to as the Colorado Ocean Relief Sewer (CORS). This inverted siphon sewer was built between 2008 and 2009 to relieve an existing 30” sewer, approximately 200 feet west of CORS, which was damaged in the 1994 Northridge earthquake. As a part of the CORS project, the 30” gravity sewer line was relined and the two (2) sewer lines convey flows outside of the Downtown for treatment to the Hyperion Treatment Plant. As an inverted siphon sewer line, the CORS is meant to always have full flows and therefore, currently operates within capacity.

In addition to the four sewer segments facing existing constraints within the Downtown, there are also sewer segments outside the Downtown that are tangentially affected by flows traveling from Downtown Santa Monica to the Hyperion Treatment Plant. After wastewater is carried out of Downtown by the CORS and the adjacent 30-inch gravity sewer line, these two (2) lines discharge into the Ocean/Main Corridor. These include a 1.2-mile section of sewer lines leading from just outside the southern edge of the Downtown to the southern edge of the city. This corridor runs from the intersection of Ocean Avenue and Seaside Terrace, along Ocean Avenue to Pico Boulevard, east along Pico Boulevard to Main Street, and then along Main Street from its intersection with Pico Boulevard until it exits the city to the south.
**Anticipated Need**

As development occurs in Downtown through the life of the DCP, increased wastewater flow volumes will be generated to the sewer systems. Preliminary analysis indicates that additional flows anticipated Downtown are expected to result in some sewer segments approaching or exceeding the ideal maximum d/D of 0.5 or greater. Taking into account future wastewater loads from land-use changes occurring as a result of the Plan, some segments of sewer lines in or adjacent to the Downtown, including the Ocean/Main Corridor, will eventually require upgrading and/or replacement.

The City is currently developing a City’s planned hydraulic model that will provide more refined information regarding the existing and future projected flow capacity of the wastewater systems, and any additional improvements that may be necessary. This future sewer systems model will incorporate past studies and ongoing sewer monitoring to help quantify project-related wastewater flows for developments under the proposed Downtown Specific Plan. Taking into account future wastewater loads from land use changes occurring under the Plan, some segments of sewer lines in the Downtown would need to be upgraded or replaced. In addition, it is anticipated that the Ocean/Main Corridor would be potentially deficient with Plan development. An innovative small scale below grade municipal wastewater recycling facility is currently in preliminary design. The facility would be capable of harvesting Downtown Community Plan. Sewer infrastructure needs will also be updated and revised as necessary as part of the review of the aforementioned hydraulic modeling and reviews of any future development in the Downtown area.

It is expected that construction of the future SWIP, which will mine approximately 1.0 million gallons/day (1MGD) of municipal wastewater from selected City sewers for treatment and reuse. When constructed, this facility would mine the force main on Ocean Boulevard near Vicente Terrace, will provide for some additional hydraulic capacity in relief to several of the sewer lines utilized to source the treatment plant with elevated d/D ratios. The City SWIP is now in the process of applying for State funding for this project. The City and development applicants will determine the applicable, Assuming funding for growth-related projects based on the need for improvements as related to new development is provided, construction is scheduled to begin in 2018.

**Table 2E.3 Existing Sewer Line Deficiencies (minimum estimates*)**

<table>
<thead>
<tr>
<th>MANHOLE ID</th>
<th>LOCATIONS</th>
<th>PIPE DIAMETER</th>
<th>d/D RATIO</th>
</tr>
</thead>
<tbody>
<tr>
<td>11-330 (N)</td>
<td>2nd Street at Broadway</td>
<td>27&quot;</td>
<td>0.52</td>
</tr>
<tr>
<td>11-330 (S)</td>
<td>2nd Street at Broadway</td>
<td>10&quot;</td>
<td>0.54</td>
</tr>
<tr>
<td>17-707</td>
<td>Broadway at Lincoln Court</td>
<td>12&quot;</td>
<td>0.54</td>
</tr>
</tbody>
</table>
2E.3 Electricity

2E.1E ELECTRICITY

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

Existing Conditions

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

Anticipated Need

Increased density in Downtown, there will require more electricity to support lighting, heating and cooling, plug loads an increased demand for energy and electric vehicle charging. Additionally, warmer temperatures due to climate change will add increased demand for a building's cooling load. These factors will increase demand, which could require additional utility infrastructure, which would be borne in large part by the Southern California Edison utility provider.

Innovated

Increased demand may require additional utility infrastructure, which is the responsibility of the Southern California Edison utility provider. Innovative energy production and recycling systems like solar and battery storage also be utilized to create microgrids that can help meet increased demand, improve grid reliability and resilience, as well as support building loads during outages or emergencies. District-scale systems that supply heating and cooling can also significantly reduce building energy load to a network of buildings, freeing up valuable rooftop space for other uses like solar photovoltaic or pedestrian activity.

2E.4 Wired and Wireless Broadband

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

2E.1F WIRED AND WIRELESS BROADBAND

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

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

**Anticipated Need**

Today’s businesses increasingly rely on data and internet connections that are fast, reliable, and secure. Future broadband needs for these industries are only expected to increase and require additional fiber optic infrastructure to meet those needs. The emergence of new Technology, Post Production, Financial, and Digital Media companies locating offices in the Downtown area, require a globally competitive broadband infrastructure to ensure their global network operations meet operational demands. Tech companies with operational requirements to host their online services require both primary and diverse redundant physical network connections as a best practices standard infrastructure route for redundancy. In addition, there has been much interest by Wireless Communication companies to construct install micro-cellular network nodes throughout the city, including Downtown, that route cellular data to and from fiber networks, the surrounding areas. With limited space in the public right-of-way that is used to accommodate traditional infrastructure assets such as water, sewer, electricity, etc..., it is prudent for a Downtown Area Fiber Expansion project to designate and construct fiber optic infrastructure in traditional and non-traditional public right-of-way, including sidewalks. New and expanded services supported by expansion of the CityNet’s fiber network include broadband to businesses, free internet Wi-Fi services for the public, additional HD video public safety cameras, smart bus shelters and kiosks, real time and directional parking signage and smart grids, EV charging stations, people pedestrian and bike counters and smart streetlights City assets.
2E.51G RESOURCE RECOVERY AND RECYCLING

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

- Requiring sufficient trash enclosure space. Due to mandatory State recycling and organics regulations, businesses and institutions are required to divert recyclables and organics from their trash. To be in compliance with these regulations all new construction and tenant improvement projects shall plan for sufficient trash enclosure space to separately collect solid waste, recycling and organics. Sufficient space is based on the quantity of materials generated by the tenants on the property. The Resource Recovery and Recycling staff can help determine sufficient space.

- Developing a sustainable strategy and investing in programs that address waste management to. Include alternative organics processing technologies onsite at restaurants and hotels.

- Requiring food establishments to participate in the City’s food scraps diversion program (restaurants could denote their participation with a window sticker).

- Requiring hotels in the Downtown area as well as those near the beach to implement a recycling program in all guest rooms and common areas.

- Developing educational materials for residents and requiring multi-family building managers to inform tenants about recycling resources upon move-in.

- Construction recycling: however, these requirements are already in place, but Downtown construction recycling could be analyzed with the goal of exceeding the City’s minimum standards.

- Installing recycling and composting containers on all city blocks in the Downtown district.

Anticipated Need

The City’s Resource Recovery and Recycling Division provides solid waste management and services to Santa Monica residents and businesses including collecting, sorting, processing green waste, and e-waste collections. Currently, Santa Monica achieves a high diversion rate of approximately 75 percent. The Zero Waste Strategic Operations Plan, intended to identify the policies, programs and infrastructure that will enable the City to reach its Zero Waste goal of 95 percent diversion, will further reduce per capita solid waste and reduce the effect of residents, visitors and employees on required land fill.

Goals
Goal SI1: Water use in Downtown Santa Monica is reduced through water efficiency and Policies

The goals, conservation programs, and policies presented in the DCP provide the basis for implementing specific actions to achieve the adopted goals of the LUCE.

Goal I1: Standards consistent with the City’s Climate Action Plan, Downtown Santa Monica utilizes and conserves water efficiently, helping the City achieve its goal of achieving water self-sufficiency by 2020.

Policy I1SI1.1 Require new development to meet or exceed the City’s water conservation standards and water neutrality requirements of the water self-sufficiency programs.

Action I1SI1.1A Incorporate Cal Green interior and exterior water usage standards into the requirements for all projects developing in the Downtown.
Lead Agency: PCD
Supporting Agency: OSE
Timeframe: Short-Term (immediately)

Action I1SI1.1B Coordinate with the Office of Sustainability and Public Works on all new development proposals to ensure each project is doing its share to help the City achieve water self-sufficiency.
Lead Agency: PCD
Supporting Agency: OSE
Timeframe: Ongoing

Action I1SI1.1C Create marketing materials to Downtown residential and commercial tenants, including hotels, demonstrating ways to reduce water demand through small changes in habits and behaviors.
Lead Agency: OSE
Supporting Agency: PCD
Timeframe: Short-Term (immediately)

Policy I1SI1.2 Where purple pipe is accessible to new development, require the use of recycled water for irrigation.

Action I1SI1.2A Expand purple pipe network throughout the Downtown to provide more recycled water to future development projects, with participation by project applicants, as appropriate.
The developer and/or City can demonstrate that all necessary facilities will be adequately financed and installed prior to project occupancy (through fees or other means); and The Facilities improvements are consistent with applicable facility plans approved by the City or other agencies in which the City is a participant.

Lead Agency: PW  
Timeframe: Ongoing

**Goal I2**: Santa Monica’s water distribution system has adequate capacity to serve Downtown’s growing future residential and commercial uses.

**Policy I2 SI2.1** Include water system upgrades in the City’s Capital Improvement Program (CIP) as necessary to serve development increased demand in the Downtown area.

**Action I2 SI2.1A** Monitor the growth of water demand to ensure that generation and transmission facilities are considered adequate to serve new uses, and replace water lines as necessary as future conditions dictate.

Lead Agency: PW  
Timeframe: Ongoing

**Policy I2 SI2.2** Maintain and enhance public utility systems in partnership with utility providers to promote good urban design.

**Action I2 SI2.2A** Explore undergrounding of utilities in Downtown alleys and develop cost estimates for phasing purposes.

Lead Agency: PW  
Supporting Agencies: Edison  
Timeframe: Mid-Term

**Goal I3 SI3**: Consistent with the City’s Watershed Management Plan and the Santa Monica Bay Jurisdictional Groups 2 and 3 Enhanced Watershed Management Program, Downtown Santa Monica’s dry weather and first flush wet weather runoff is harvested wherever possible to reduce runoff pollution in the Santa Monica Bay.

**Policy I3 SI3.1** Maintain or enhance stormwater management systems, including infiltration planters at feasible locations within the public right-of-way to reduce storm water runoff volume and provide first flush capture capabilities.
**Action I3.SI3.A** When sidewalk improvements and potential curb extensions are proposed, analyze the feasibility for maximizing stormwater treatment, capture and/or infiltration.

*Lead Agency: PCDPW*  
*Supporting Agency: PWPCD*  
*Timeframe: Ongoing*

**Policy I3SI3.2** Require that new development meet or exceed the City’s Green Building standards for stormwater retention/infiltration, and encourage consideration of new technologies and superior practices in Tier 2 and 3 projects and on large sites with potential to incorporate such facilities.

**Policy I3SI3.3** Ensure that all development complies with the requirements of the City’s Urban Runoff Pollution Ordinance.

**Action I3SI3.3A** Require all development in the areas bounded by Ocean Avenue, 4th Street, Colorado Avenue and Wilshire Boulevard to consider all BMP (Best Management Practices) options, except infiltration strategies to prevent subsurface water increase close to the Palisades Bluff.

*Lead Agency: PW*  
*Timeframe: Ongoing*

**Policy I3SI3.4** Collaborate with Developers to implement the requirements of the Santa Monica Bay Jurisdictional Groups 2 and 3 Enhance Watershed Management Program.

**Action I3.4.AI3SI3.4A** Require developers of parcels greater than 20,000 sq. ft. to capture offsite street runoff for infiltration or for treatment and non-potable use onsite.

*Lead Agency: PW*  
*Supporting Agency: OSE*  
*Timeframe: Ongoing*

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**Goal I4SI4:** Santa Monica’s wastewater and sewer system has capacity to serve Downtown’s growing residential and commercial uses.

**Policy I4SI4.1** Provide adequate wastewater and services to serve new development and maintain current levels of service.

**Action I4SI4.1A** Where existing facilities are inadequate, new development shall only be approved when:
The developer and/or City can demonstrate that all necessary facilities will be adequately financed and installed prior to project occupancy (through fees, potential Downtown infrastructure financing program, security bonds or other means); and

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

Lead Agency: PW
Timeframe: Ongoing

**Action I4.BSI4.1B** Include sanitary sewer upgrades in the City’s Capital Improvement Program (CIP) as required to serve development in the Downtown area.

Lead Agency: PW
Timeframe: Ongoing

**Action I5.3AS14.1C** Continue to develop, and update as necessary, a hydraulic model that will provide more refined information regarding the existing and future capacity of the sanitary sewer system, and any additional improvements that may be necessary.

Lead Agency: PW
Timeframe: Short-Term

**Action I5.3BS14.1D** Monitor sewer lines that have been identified as deficient under future conditions to determine whether improvements are necessary as future conditions evolve.

Lead Agency: PW
Timeframe: Ongoing

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**Goal I5SI5:** Consistent with the City’s Climate Action Plan and Sustainable City Plan, Downtown maximizes opportunities at the building and neighborhood scale to create a low-carbon and low-energy district.

**Policy I5SI5.1** Explore the feasibility of district energy systems to serve building heating and cooling loads.

**Action I5SI5.1A** Develop a demonstration project and toolkit to promote microgrids.

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

**Policy I5.2Action SI5.1B** Establish a challenge program that would encourage buildings over 25,000 sq. ft. to benchmark and disclose their energy usage and reduce their energy consumption.

Lead Agency: OSE
Supporting Agency: PW  
Timeframe: Mid-Term

**Policy I5.3SI5.2** Promote virtual net-metering to building landlords as an option to provide solar for building tenants.

**Policy I5.4SI5.3** Encourage private property owners to partner with the City to reduce carbon and energy consumption.

**Action I5.4SI5.3A** Work with building landlords to install electric vehicle charging stations with cost-recovery systems.
Lead Agency: OSE, HED  
Timeframe: Ongoing

**Action I2.7SI5.3B** Establish a pilot program to facilitate the deployment of solar and battery storage systems to improve building resilience and energy independence.
Lead Agency: OSE  
Timeframe: Short-Term

**Action I2.8SI5.3C** Develop unique partnerships with the private sector to deliver interactive energy programs and projects (i.e., solar phone charging stations, EV charging streetlights, kinetic charging tiles, etc.)
Lead Agency: OSE  
Timeframe: Ongoing

**Action I2.9SI5.3D** Develop a green lease program to educate and encourage landlords to incorporate energy and water efficiency into leases, removing the problem of the split incentive.
Lead Agency: HED  
Supporting Agency: OSE  
Timeframe: Short-Term

**Policy I2.8SI5.4** Encourage businesses to keep their doors closed to prevent the loss of cooling or heating.

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**Goal I6SI6:** Downtown maintains a globally competitive broadband infrastructure to meet the global network demands of today's businesses for internet connections that are fast, reliable and secure.
Policy I6S16.1 Continue expansion of CityNet, the City's broadband network by installing fiber optic cable and new outside plant (OSP) equipment to meet the broadband needs of businesses and residents in the Downtown.

Policy I6S16.2 The Downtown area's CityNet dark fiber service grid network should be completed with service provided along all north-south streets with pullboxes and fiber enclosures being installed every 200 linear feet along new fiber paths. New north-south routes should be built along: 2nd Street between Wilshire Blvd. and Colorado Ave., 3rd Street Promenade between Wilshire Blvd. and Broadway, 5th Street between Wilshire Blvd. and Colorado Ave., 6th Street between Wilshire Blvd. and Colorado Ave., and 7th Street between Wilshire Blvd. and Colorado Ave.

Action I6S16.2A Initiate a feasibility study for a Dark Fiber Expansion project to designate and construct fiber optic infrastructure to complete north-south routes to connect to existing infrastructure running west-east.

Lead Agency: ISD
Supporting Agency: PW
Timeframe: Short-Term

Policy I6S16.3 Include Expand CityNet broadband service to include “fiber to the home” and digital inclusion services.

Action I6S16.3A Connect all new affordable housing buildings in the CityNet fiber optic pilot project.

Policy I6S16.4 Lead Agency: ISD
Timeframe: Short-Term

Action I6S16.3B Connect mixed-use buildings with high-speed broadband services in close proximity to the CityNet fiber network.

Lead Agency: ISD
Timeframe: Long-Term

Policy I6S16.4 Provide free City Wi-Fi in public locations, and along the public right-of-way, including existing and new Downtown open spaces

Action I6S16.4A Install infrastructure to provide free City Wi-Fi within designated open spaces and along transit corridors within the Downtown.

Lead Agency: ISD
Timeframe: Short-Term
Policy I6.6 Construct fiber optic cable to connect to HD video, smart bus shelters and kiosks, EV charging stations, people counters and smart streetlights and opportunities exist.

ACTION I6.6A Conduct a study of where HD video, smart bus shelters and kiosks, EV charging stations, people counters and smart streetlights are to be located or are feasible and connect them to the CityNet fiber optic network.

Lead Agency: ISD
Timeframe: Short-Term

Policy SI6.5 Construct fiber optic cable to connect to public safety cameras, smart bus shelters and kiosks, EV charging stations, pedestrian and bike counters and smart City assets.

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

Lead Agency: ISD
Timeframe: Short-Term

Policy 16.6 Require all new development to construct fiber infrastructure including vaults, primary and redundant conduit systems internal and extending to the City’s outside plant fiber network infrastructure in the public right-of-way.

Action SI6.6A Continue to enforce fiber optic network infrastructure in Planning review of new residential, commercial and mixed-use development.

Lead Agency: PCD
Timeframe: Ongoing

Goal I7S17: The Downtown community is educated about and actively participates in measures to achieve the City’s zero-waste target by the year 2030.

Policy I7S17.1 Consider using Downtown as a showcase area for certain strategies included in the recently adopted Zero Waste Strategic Plan.

Action I7S17.1A Provide educational outreach that can provide enhanced technical assistance to owners and managers of multi-family complexes in order to encourage them to initiate or expand recycling and waste reduction practices at their complexes, and to make tenants aware of the move-in/move-out program.

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

Action I7.18 Provide [customer service guidelines for] Downtown businesses to determine trash enclosure space needed to separately collect solid waste, recycling and organics based on expected output of materials.
Lead Agency: RRRPW
Supporting Agency: OSE
Timeframe: Short-Term

Action I7.1C Identify techniques and develop an implementable strategy to address waste management at restaurants and hotels to include alternative organics processing technologies onsite.
Lead Agency: RRRPW
Supporting Agency: OSE
Timeframe: Short-Term

Here are our comments for R3 activities, I also took the liberty to develop some energy stuff if you are able to incorporate it:

- Establish a container reuse program with local employers and housing providers for employees and residents who frequent DTSM area restaurants
- Establish a take-away tax to encourage dining in or reusable containers
- Establish a materials ban on non-recyclable packaging and containers
- Establish waste sorting stations that include landfill, recycling and compost
- Encourage a bulk store to establish itself in DTSM (bulk foods, hygienic products, cleaning products)
- Encourage/Require/Work with stores to ‘take-back’ items (electronics, lights)
- Work with Library to establish a tool lending library
- Work with companies like TerraCycle to establish district recycling programs for hard-to-recycle items
- Work with Travel and Tourism to create visitor reuse kits (kits that include reusable items like mugs, water bottles & bags) and develop a discount program for using the items in the district. Hotels can charge a fee for items kept.
- Ban water delivery service

Thanks for the opportunity.
CHAPTER 3 ACCESS AND MOBILITY

3.1 INTRODUCTION

Santa Monica residents deeply value the Downtown, making one trip for every ten to or from Downtown and frequenting it at least once per week on average. The Downtown also welcomes a growing residential population, employees of all sectors, from service to executive; and millions of visitors. This is due in part to the desirability of its climate, natural context adjacent to the Pacific Ocean, and the vibrancy of its walkable streets. The Santa Monica Pier, which another popular destination is directly adjacent to Downtown, welcomes over 7 million visitors per year. As a result, even though it is a mid-sized city with just over 90,000 residents, Santa Monica experiences urban transportation challenges typical of much larger cities.

The character of Downtown is fundamentally defined by its walkability; it is well known as a place that people go specifically to walk, often with friends and family, and to enjoy a social experience that is accessible and affordable to all. Downtown is a transportation hub well-served by public transit, on-demand services, and active transportation that provide many options for getting around. The Big Blue Bus (BBB) plays a key role in Downtown access, providing over 10,000 daily trips in and out of Downtown. Expo Light Rail serves over 50,000 daily trips on weekdays and over 35,000 daily on weekends, and public transit is particularly well used among employees Downtown. LA Metro also serves Downtown with seven bus routes, terminating three major Rapid routes that extend to Downtown Los Angeles. Bike trips to and within Downtown are rising steadily, along with new on-demand car services.

There are approximately 6,400 spaces in Downtown public parking structures used by shoppers, visitors, and employees, plus 980 on-street spaces and an estimated 5,200 parking spaces at private facilities, of which may be used by the public. Downtown parking demand is consistently high as peak weekend traffic volumes, particularly at key entry intersections.

Downtown flourished in the early 20th Century as a beachfront community and visitor destination accessible because of Los Angeles’s extensive street car system. In 2016 the Expo Light Rail reconnected Santa Monica to a budding countywide rail system. Santa Monicans can now reach Downtown Los Angeles in a reliable 50 minute ride, and West LA and Culver City in even less time. The Downtown Station is a hub of activity, serving thousands of people a day as they connect to and from the station on foot, bicycle, or bus. The Colorado Esplanade frames the views to the Pier and welcomes people Downtown. Even once quieter sidewalks in Downtown are now abuzz with people walking throughout the day and into evening.

Ubiquitous mobile information and curated smart phones applications enable people to discover things, navigate, and communicate quickly whether they are new to Downtown or have been going there their whole lives.

### INSERT CALL OUT WITH TABLE: PERCENT OF RESIDENT TRIPS BY MODE

Santa Monicans took a resident travel survey in 2016, before Expo Light Rail opened. The survey gives a glimpse into how people travel throughout their day – what mode they choose, how far they travel and for what purposes. The survey confirmed that Santa Monica’s love to walk – choosing walking for almost 1 in 5 trips overall and 1 in 3 trips to or from Downtown. Just over half of trips Downtown were driving, and seven percent by bicycle.

<table>
<thead>
<tr>
<th>To/Downtown</th>
<th>From Downtown</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive: 57%</td>
<td>Drive: 57%</td>
</tr>
<tr>
<td>Walk: 30%</td>
<td>Walk: 30%</td>
</tr>
<tr>
<td>Bike: 7%</td>
<td>Bike: 7%</td>
</tr>
<tr>
<td>Public Transit: 4%</td>
<td>Public Transit: 4%</td>
</tr>
</tbody>
</table>
Motorcycle/moped/scooter: 1%
Taxi/Ride Hailing: 1%

All other Trips
Drive: 72%
Walk: 18%
Bike: 5%
Public Transit: 3%
Motorcycle/moped/scooter: 1%
Taxi/Ride Hailing: 1%

Source: City of Santa Monica Transportation Survey, February 2017

The nature of how people get around will continue to change—changing. For many trips, people are looking for options that are faster, cheaper and more convenient, efficient, enjoyable and reliable. Expo Light Rail, Breeze Bike Share, and Big Blue Bus have introduced added mobility options for people to get to and around Downtown especially for short trips. Flexible on-demand services are also growing in use from ride-hailing car services (Lyft and Uber) to carsharing (ZipCar, WaiveCar) and the Free Ride. Technology and software development has unleashed new ways to move including autonomous vehicles, and Santa Monica is well-served by these new options. These inventions advance Santa Monica’s community values of sustainability, diversity and well-being. Carefully directing this innovation to meet civic goals will ensure Downtown’s long-term resilience and success.

In the future, the superlative pedestrian experience of the Third Street Promenade will have spread to all corners of Downtown. This is already evidenced by the changes visible on 7th Street, with the renovation of the Verizon Building to include popular restaurants, and the Santa Monica Professional building into a new hotel on Wilshire Boulevard and the developments near the Downtown Expo Station. These projects have enhanced the pedestrian realm, sometimes with wider sidewalks, and in each case with added vibrancy and safety by adding eyes on the street. The stitching together of Downtown into a cohesive, walkable whole will continue with parklets to provide visual interest, public art, and added public space: wayfinding signage throughout to help visitors easily find their way; and signature sidewalks.

As with any thriving downtown, streets will still experience congestion in the peak periods, but locals and visitors alike will have more options than ever to travel with ease. Ongoing improvements to bus stops and routes, even new dedicated lanes, make transit a fast and convenient option. The continue rapid evolution in transportation technology and communications support shared trips and vehicles, and put it all at your fingertips. Additional bike trips into and around Downtown will bring more destinations into reach while making everyone on two wheels feel more comfortable in numbers.

As with any thriving downtown, streets will still experience congestion in the peak periods, but locals and visitors alike will have more options than ever to travel with ease. With employers and developers meeting stringent new trip-reduction goals, transit options like Big Blue Bus, Breeze Bike Share, and Expo are heavily used and generating additional pedestrian activity as people make the first and last mile trips from the station to work, home, and other destinations. Additional bike and pedestrian trips into and out of the Downtown will further bolster the newly improved Lincoln Boulevard with peak-period bus only lanes and other corridors such as Broadway and Main Street, enhancing the vibrancy and resiliency of the neighborhoods they travel through as well.

Expanded car share and new-resident transportation marketing and incentives will make Downtown among the most exciting beautiful places to live a car-lite lifestyle in...
Southern California. Neighbors gather and connect while walking in parks and at farmers markets. While this lifestyle is not for everyone, millennials and empty nesters are increasingly seeking these types of opportunities and will add to the residential population of Downtown. Businesses that meet the necessities of daily life such as will follow, likely bringing added markets, gyms, bakeries, and restaurants to create an exciting home one need rarely leave. The mix of uses will benefit area employees as well, allowing them to grab a meal and run errands without ever hopping in the car. On-demand shared rides services integrated parking resources and clear wayfinding. Coupling this reduction in demand with an enhanced parking wayfinding system makes navigating downtown by car more predictable and less stressful.

An extensive network of electric vehicle chargers and increased use of transit, walking and biking, contributes to improved community health, not just for Downtown residents, but all of Santa Monica and the LA region as a whole. Two-thirds of the greenhouse gas emissions in Santa Monica come from transportation, but in the future, the community will meet sustainability goals and current cases of adult onset asthma are down. The views of Catalina and the Santa Monica Mountains are clearer than they have been in years.

3.2 EXISTING CONDITIONS

Physical Layout
Downtown Santa Monica is crisscrossed with a regular grid of north-south and east-west streets. Within the grid is the pedestrian-only Third Street Promenade and the double-block consisting of Santa Monica Place. This layout creates pressure on 2nd and 4th Streets – exacerbated by their function to provide access to more than 4,000 public parking spaces in parking structures 1 through 9.

4th Street is also the Downtown’s busiest transit corridor, accommodating most high frequency Big Blue Bus lines as well as major Metro bus lines. A Transit Mall with dedicated bus lanes and wide sidewalks was created in the 1990s along Santa Monica Boulevard and Broadway, between 5th Street and Ocean Avenue.

The Downtown is bordered on two sides by major features that block access – the Pacific Ocean and the I-10/Pacific Coast Highway. This creates pressure at certain freeway gateways, such as 4th Street and Lincoln Boulevard. Drivers often experience congested conditions at these locations as they transition from the freeway to downtown surface streets. For trips on local streets, the Main Street bridge and Ocean Avenue connection over PCH relieve some of the pressure.

Downtown streets are classified in the LUCE as a combination of Boulevards and Commercial...
Streets. Boulevards like Wilshire, Santa Monica and Ocean Avenue provide regional connections with transit and walking priority, and Commercial Streets emphasize site access via all modes.

**Employee Community**

Many Downtown businesses, particularly large employers, have successful programs to incentivize employees to commute by means other than driving alone during peak traffic periods. Per the Transportation Demand Management Ordinance (Santa Monica Municipal Code, chapter 9.53), employers with 30 or more employees must annually report Average Vehicle Ridership (AVR), and consistently offer employees assistance and incentives to reduce the frequency of driving alone to work. Increasing AVR can help to reduce parking demand, greenhouse gas emissions, and vehicle miles travelled. Data for 2016 show Downtown employers with 50 or more employees achieved an average of 1.63 during the evening peak period.

**CALLOUT**

**What is Average Vehicle Ridership?**

Average Vehicle Ridership (AVR) is a measure of workplace commuting patterns calculated by dividing the number of employees at a given worksite by the number of vehicles driven by those employees. A higher AVR indicates that more people are ridesharing, taking transit, walking or biking to work. AVR only includes employees who report to work during peak hours (6am-10am and 3pm-7pm) and it is calculated over a five-day survey period.

**Pedestrians**

People walking often outnumber all other modes of transportation in the Downtown. Walking Downtown is both a recreational and a functional activity, and walking is a way that many families and groups spend time together. Tourists and residents throughout Santa Monica walk to Downtown, and people who arrive via other modes rely on walking for the remainder of their visit. Among Santa Monica residents, 31% of trips to Downtown and 29% of trips from Downtown are made by walking. Sidewalks are provided on almost 95% of Santa Monica’s streets. While some commercial corridors have sidewalks up to 12 feet wide, 31% of the citywide street network warrants sidewalk improvements. This includes many sidewalks in Downtown that may need increased width to meet changing demand. About 100 reported injury collisions occurred citywide per year between 2001 and 2012. Vigilance by all road users combined with changes to the streets are essential to make walking even more safe.

In the Summer of 2016, pedestrian scrambles were installed to enhance safety at intersections by reducing conflicts. Scrambles stop vehicular traffic and allow pedestrians to cross in every direction, including diagonally, at the same time. These changes to intersections along 2nd Street and 4th Street from Colorado Avenue to Wilshire Boulevard can reduce vehicle and pedestrian conflicts, long a tension Downtown.

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Parking Resources — Public, Shared, and Private

The guiding transportation philosophy in the second half of the 20th Century promoted parking once and enjoying all the Downtown has to offer on foot. Dubbed ‘Park Once, Pedestrians First,’ this set the stage for shared parking and walkability in Downtown. There are approximately 6,300 spaces in Downtown public parking structures used by shoppers, visitors, and employees, plus 980 on-street spaces and an estimated 5,200 parking spaces at private facilities, 3,800 of which are available to the public. The public parking structures experience high utilization, especially during the weekend. On a typical weekday, utilization for public parking structures is approximately 67%, around 50% for on-street metered spaces, and about 70% for privately owned public parking facilities. Parking fees for short-term users have been free or kept low-cost, and pricing is an increasingly used viable strategy to manage this valuable resource in a way that uses it efficiently for visitors, residents and employees.

Bus Service

Buses are highly utilized in Downtown Santa Monica, carrying tens of thousands of people to and from Downtown daily. Almost all major boulevards in Downtown are served by bus transit and many BBB and Metro bus lines run in Downtown. This creates a transit hub, enabling travelers to reach many parts of greater Los Angeles with direct service and fewer transfers. Twelve BBB lines serve Downtown, providing access across Santa Monica and the region, including Pacific Palisades, UCLA and Westwood, Century City, Metro Purple Line and Expo Line stations, Venice, and LAX. BBB serves more than 51 square miles of greater Los Angeles, moving more than 15 million riders per year. Metro’s highly utilized 720 and 733 rapid bus lines connect Downtown to the Wilshire Boulevard and Venice Boulevard corridors.

In addition to major regional rapid bus and express service, Metro Local offers additional service for frequent stop, local bus service that provides late night and early morning trips.

With the addition on the Expo Light Rail station, 18 BBB routes reoriented their routes to create transfer points with the station, increasing the bus presence on the streets around the station.

Expo Light Rail

The 6.6 mile extension of Metro’s Expo Light Rail along the old Pacific Electric Exposition right-of-way from Culver City into Downtown Santa Monica brought passenger rail back to Santa Monica for the first time in over 50 years. Three Expo Line Stations are located in Santa Monica: 26th St/Bergamot, 17th St/Santa Monica College, and 4th Street/Downtown Santa Monica. In 2017, approximately 50,000 people per day board the Expo Line on weekdays and 35,000 per day on weekends, many of which use the Downtown Santa Monica Station.

Expo Light Rail runs high capacity trains every six minutes during peak periods and 12 minutes off-peak, and provides service from 4 AM to 1 AM daily. The Downtown Station is Santa Monica’s most heavily used station, and generates significant activity as people walk, bike and ride transit to and from the station. People using the Expo Line have increased demand for other modes as well, as they transfer or simply choose a different way to return home.

People travelling within Santa Monica and West Los Angeles can use the Expo Line for local travel
but the service also connects to the regional network providing access to destinations across Los Angeles County. With the passage of Measure M (a half-cent sales tax for transportation) in 2016, the regional transit network will expand at an accelerated rate, making access to this network a long-term growing asset for mobility in Downtown Santa Monica.

Parking Resources — Public, Shared and Private
The guiding transportation philosophy at the end of the 20th Century promoted parking once and enjoying all Downtown has to offer on foot. Dubbed ‘Park Once, Pedestrians First,’ this set the stage for shared parking and walkability in Downtown. There are approximately 6,300 spaces in Downtown public parking structures used by shoppers, visitors, and employees, plus 980 on-street spaces and an estimated 5,200 parking spaces at private facilities, 3,800 of which are available to the public. The public parking structures experience high utilization, especially during the weekend. On a typical weekday, utilization for public parking structures is approximately 67%, around 50% for on-street metered spaces, and about 70% for privately owned public parking facilities. Parking fees for short-term users have been free or kept low-cost. Pricing is an increasingly effective strategy to manage this valuable resource efficiently for visitors, residents, and employees.

Bikes and Bike Share
The number of people riding bicycles to and within Downtown is on the rise. Bicycles are unencumbered by congestion and able to navigate freely even during the busiest times. New bicycle lanes and facilities on Colorado Avenue, 2nd, 6th, and 7th Streets reinforce the ability to bicycle in the city’s most popular destination. Bikes provide a convenient way to traverse Downtown without searching for parking or waiting for transit, or function as a “pedestrian accelerator” for those in a hurry. Bikes travel unencumbered by congestion like a pedestrian but at a faster speed. The Bike Center is located in Downtown and serves commuters and thousands of annual users who also enjoy its repair services, bike valet, and shower facilities.

Breeze Bike Share enables users to quickly sign-up on the spot and the ability to ride immediately. This which helps encourages people to spontaneously choose to ride a bike for short trips around downtown and complements trips that may also include public transit, shared ride, or other mode. Breeze Bike Share provides 17 stations in Downtown, the highest concentration of bike share stations in the service area. In its first year of operations Breeze riders traveled over 630,000 miles in 285,846 trips. 38% of Breeze trips were taken to, from or within Downtown Santa Monica. Santa Monica residents made up roughly 20% of Breeze members, but rode 45% of the total Breeze trips in the first year. Bike share also supports the “park once” Downtown, unlocking access to more distant destinations without the need to drive.

Car Share
Car sharing services are present in Downtown, including a pilot partnership with ZipCar that provides a range of vehicle types available for use by the hour. Cars are available in Downtown at the Main Library and in other citywide public parking spaces. ZipCar works with private property owners to create additional off-street publicly-accessible shared cars. Waive Car is a private car sharing operator with its headquarters Downtown, offering a fully electric fleet. Waive Car operations are typically point-to-point, meaning that vehicles can be released in locations other than the pick-up space.

Shared Mobility and Other Users — Tour Bus, Shuttle, Taxi, and Delivery Services
Many visitors reach Downtown via tour buses, shuttles, and taxis. Starline Tours offers six stations and numerous other tour companies provide regular service. Downtown and utilizes Tour bus
services have long been a part of Downtown circulation and curb space allocation. The explosion of demand-based transportation technology, advances such as Lyft and Uber, are challenging existing policy, regulatory, and curb management practices. Newer demand for curb space is felt from ride-hailing services like Lyft and Uber, that provide a lot of service to Downtown. These companies provide a highly convenient and flexible service at a price that is currently competitive with taxis. Cities have few regulatory tools with for these services but are increasingly engaged in cooperative efforts to encourage safer pick-up and drop-off practices, data sharing, as well as and incentives to encourage services to disabled, low-income, and first/last mile passengers.

Car sharing services are present in Downtown, including a current pilot partnership with ZipCar that provides a range of vehicle types available for use by the hour. Cars are available in Downtown at the Main Library, and in other citywide public parking spaces. ZipCar works with private property owners to create additional off-street publicly accessible shared cars. Waive Car is a private car sharing operator with its headquarters Downtown, offering a fully electric fleet. Waive Car operations are typically point-to-point, meaning that vehicles can be released in locations other than the pick-up space.

Commercial Delivery, Service, and Alley Use
Downtown users need commercial goods loading (delivery and customer pick-up) and services such as solid waste collection that occur throughout the day. Much of the loading and back-of-house service occurs in Downtown alleys. City vehicles service each alley Downtown multiple times a day for solid waste and recycling collection and maintenance services. Many alleys are busy during peak hours and provide important vehicle access as well; which reduces conflicts with pedestrians at the sidewalk. Some commercial loading and delivery still tries to use curb space or center turn lanes, which can pose circulation conflicts.

Vehicle System Performance
Automobiles are accommodated everywhere Downtown with the exception of the pedestrian-only Third Street Promenade. Vehicle circulation and parking use the majority of public roadway. Most streets provide curbside parking and three to five vehicle travel and turn lanes. Freeway access is provided at Lincoln Boulevard, 4th Street, 5th Street, and Moomat Ahiko.

In spite of the significant allocation of space to vehicles, it is common that on busy weekends roadway lanes are full and the freeway traffic, Pacific Coast Highway congestion and special events can make travelling by car a frustrating experience.

Downtown has a state of the art traffic signal management system that can accommodate complex programming and be remotely monitored. The system is connected with data communications and video to a Traffic Management Center at City Hall. This allows for real-time traffic flow observation and adjustments to facilitate peak events or adjust to unexpected conditions. Downtown streets are classified in the LUCE as a combination of Boulevards and Commercial Streets. Boulevards like Wilshire, Santa Monica, and Ocean Avenue provide regional connections with transit and walking priority, and Commercial Streets emphasize site access via all modes.

In spite of the significant allocation of space to vehicles, it is common that on busy weekends, the freeway traffic, Pacific Coast Highway congestion, and special events can make travelling by car a frustrating experience.

Intersections that cause the longest delay for...
drivers are those closest to the freeway exits and entrances. Unlike other urban downtowns, summer weekends experience the most congested conditions and delay. Santa Monica’s Downtown traffic signals are integrated into a signal control network that can be adjusted in real time. In addition to baseline investment in signal synchronization, the ability to control flow in real time from a central office have enabled staff to better manage peak period congestion. A program called “Go With the Flow” has been created for summer weekend and holidays, and is increasingly deployed for special events emphasizing circulation patterns that reduce conflicts and improves flow as people move in and out of Downtown. Communications and marketing go out to prepare visitors, and day of management includes staffing of the control center, additional police traffic officers to manage at intersections, and management of parking structure driveways. Go With the Flow emphasizes circulation patterns that reduce conflicts and improves flow as people move in and out of the Downtown.

**Emerging Mobility Technology**

Advances in mobile and mobility technology require municipal and private sector investments in communication assets such as conduits, signal boxes, and broadband fiber. Many of these assets are in the public right-of-way. In order for the digital infrastructure to meet performance expectations, rapid connection speeds need to be available to everyone. The City of Santa Monica has ample supply of interconnected broadband fiber in the right-of-way, which is anticipated to meet future demand placed on it by communication and transportation providers.

**CALLOUT**

### Smart Street Furniture

Some cities provide street-level broadband service through smart furniture, such as kiosks. LyncNYC's program provides access to city services, maps and directions, free phone calls, dedicated 911 access, phone charging, and a platform to view public service announcements.

**GoSaMo Mobility Campaign Outreach**

In Spring 2016, Santa Monica launched the GoSaMo communication and awareness campaign outreach concurrently with the arrival to of the Expo Light Rail. GoSaMo promotes Santa Monica’s mobility options and complements the City’s investments in new facilities and services with outreach that increases use and awareness. GoSaMo includes a visual identity that increases use and awareness through foundational tools of “Map, App, and TAP” your ride, high visibility activations, event, and leveraged social media campaigns such as #CarFreeFriday. While the initial campaign was rooted in the introduction of Expo Light Rail, Breeze and new BBB service, GoSaMo created a strong mobility identity that organizes on-going outreach and efforts. The GoSaMo look and feel was adopted by the City’s Transportation Management Organization which was also formed in 2016.

**GoSaMo Transportation Management Organization (TMO)**

The GoSaMo TMO works to reduce drive-alone trips by promoting the increased use of transit, carpooling, ridesharing, biking, skateboarding, and walking. It works with employers, residents and visitors to make getting around Santa Monica easier, safer, and more sustainable. The Downtown offices of the TMO provide a venue for public-private partnerships, leveraging business and government resources to provide innovative mobility options. The TMO creates a forum for communication and collaboration, provides efficiencies in service provision and can work specifically with Downtown stakeholders, such as employers and property managers to with the goal of educating.
equipingequipping, and exciting commuters, residents, and visitors to make the most of the many mobility opportunities the city has to offer.

CALLOUT

Travel Choices and Information: When people are experiencing life transitions such as a new job or apartment, they are often open to new habits. There are unique opportunities to build habits of active transportation and auto independence for Downtown residents because many activities are close together with ample mobility options available. The TMO is reaching out to new residents Downtown with care packages that included transportation information, and incentives such as a free hour on Breeze and a Big Blue Bus pass. This program was conceived by the TMO Advisory Board as a first step in communicating travel choices, and could be extended to other Santa Monicans who are making decisions about mobility as they enter new chapters of life.

DOWNTOWN IN TRANSITION

The nature of how people meet their daily needs is changing. Cars are no longer the only option; people are also choosing to walk, take transit or bicycle. How a person arrives in Downtown no longer means they will leave Downtown the same way. It’s not unusual to walk or bicycle to Downtown and then take transit or a car service to their next destination. And with the proliferation of online shopping, it is possible to meet more daily needs from home, changing not only how and why people travel, but what purpose the Downtown serves.

Nevertheless, Downtown remains a destination for residents and visitors alike for its unique character and combination of activities, entertainment, stores and restaurants. Downtown’s variety of uses and continued embrace by the Santa Monica community, including Downtown’s own growing number of residents, create an authentic and walkable environment. That experience may start or end with a combination of driving one’s own vehicle, hailing a ride, walking, bicycling or taking transit.

The land use and transportation landscape of Downtown is maturing to include a greater number of options, the most dramatic and transformative of which has been the arrival of Expo Light Rail. Like the Santa Monica Freeway, Expo symbolizes Santa Monica’s link to the greater Los Angeles region, providing fixed-route transit service that has not been available in over a generation. Its frequency and high capacity has proven valuable as evidenced by the over 50,000 people riding daily, and creating new walkers, bikers and transit riders in Downtown.

Santa Monica enthusiastically prepared for the arrival of light rail service, reinforcing traditional and new pathways in Downtown. The Colorado Esplanade project, from 5th Street to Ocean Avenue, creates a safer and more gracious space for the thousands of pedestrians and bicyclists who travel daily to and from the Expo Station to destinations on the Pier, Tongva Park, on Main Street and in Downtown. The Esplanade also resolved a frustration of the physical disconnect of streets by realigning Main Street with Second Street. This project redefines a street that was difficult to navigate for people walking and biking, and also functioned poorly for drivers even though the majority of the right of way was dedicated to them.

A Continued History of Investments

Downtown is poised to become one of the most diverse transportation environments in Los Angeles County as it provides travel options that are more efficient, convenient, reliable, flexible, social and relaxing. This is not just a sustainable ideal, but will be an economic strength and advantage for Downtown Santa Monica. Attention must be paid to actively coordinating this shift so it serves the area and its people in the best way possible.
Investments in transportation will need to continue as demand increases. There will be a need for innovation in services to move people effectively, and management techniques to orchestrate the growing diversity of travel options and information sources. Management will become increasingly crucial to create an environment in which the easiest choice is also the most sustainable and healthy.

Streets and infrastructure will also evolve as new circulation patterns caused by the Expo Light Rail continue to mature. The reconfiguration of the Expo station adjacent property and the Streets will need to adapt to more people walking, and the demands of new transportation services and communications. New connections will be needed like the “Olympic Crossover,” a redesign of the freeway entrances and exits at 4th and 5th Streets, expected in the future. The Gateway Master Plan will provide a broader analysis of freeway capping and bridging opportunities circulation immediately south of the Downtown between Colorado Avenue and Olympic Drive and will look for new connections across the freeway that historically divided the area and created bottlenecks.

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

Local users—residents, businesses, and employees—and many types of visitors will rely on an effective and resilient Downtown circulation system that provides for these multiple users who arrive and get around in many different ways.

3.3 THE WAY FORWARD

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

With more options than ever before, the Downtown of the future will offer a safe and reliable transportation network. It will be easier for travelers to avoid peak period congestion by riding a Breeze bike in a protected bikeway, walking along a wide sidewalk with parklets and public art to provide interest, or riding a bus zipping along in a bus-only lane. Shared rides will help with traveling along with friends and family or when parking is a peak price or inconvenient. And when driving, signage will help navigate quickly to a parking space so you can quickly begin to enjoy what you came to do Downtown.

This Plan reaches beyond single-issue safety and mode-based improvements to envision that all mobility options are well-integrated into one system and evaluated on the basis of how this system works for people, not just a single vehicle or bus or bicycle. The Plan proposes that mobility, urban design, arts and land uses are implemented as an ensemble to result in an optimally effective network. For example, this Chapter lays the foundation for the Open Space and Pathways improvements described in Chapter 2, defining the circulation approach that underlies these efforts to create great places for people and cultural
experiences. The Plan also looks to measure performance through multimodal metrics including:

- **Congestion Reduction**: Achieve a 65% non-SOV mode share among employees, and target a 50% mode share for visitors.

- **Safety and Health**: Achieve zero roadway fatalities and serious injuries of people walking, biking, and driving in Downtown.

- **Person Capacity**: Increase the proportion of people walking, biking, and using public transit Downtown.

- **Sustainability**: Reduce per-capita **Vehicles Miles Traveled (VMT)** below 2008 levels and achieve net zero **Greenhouse Gas Emissions (GHG)** emissions by 2050.

Each of these measures requires a coordination of action and intent. The following sections describe the approach to transportation planning in Downtown that would support achieving the desired measures. The approach is organized into the following sections:

A. **Transportation is a key part of realizing Community Values.**

B. **Prioritize Pedestrians.**

C. **Reduce the frustration of vehicle congestion by increasing reliability and shortening driving distances.**

D. **Increase the carrying-capacity of public streets for all users.**

E. **Create a Downtown that enjoys the richest diversity of transportation options.**

F. **Lead innovation and strategically incorporate meaningful new technologies.**

G. **Complete, high-quality, and safe streets for all modes.**

H. **Carefully manage parking as part of the transportation system.**

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

How we design our streets says a lot about who we are as a community. They are our front door, and one of our primary shared community resources. Some may look at a street and see nothing more than asphalt—however, a more thorough reading reveals the community values at the core of Santa Monica:

- **Sustainability**: Transportation accounts for 64% of Santa Monica’s greenhouse gas emissions due to decades of investment in vehicle lanes and parking spaces. In recent years, Santa Monica started redesigning streets to include green bike lanes, improved sidewalks and additional trees. Improving the experience for shared, sustainable trips is part of the plan to reduce emissions and stem climate change along with investments in transit service.

- **Well-being**: Santa Monica’s Well-being project highlights how human well-being is impacted by our physical, social, and cognitive environment. Today only half of Santa Monica residents get enough physical activity. Walking or biking as part of one’s commute is the easiest way to add more **activity** to your routine. Human-scale streets can be both your commute and your gym.

- **Safety**: Santa Monica loses community members every year in roadway crashes, with seniors and children...
disproportionately represented in collisions. The days of accepting deaths and injuries as an inevitable part of traveling on our roads are over, as evidenced by the City Council’s commitment to Vision Zero. Road design improves safety by reducing conflicts and dangerous behaviors, and by increasing awareness.

- Inclusivity and Diversity: Providing limited options leaves our most vulnerable neighbors behind. The costs of owning, maintaining, insuring, parking and filling up a car eat up money that could be used on rent, education and food. Boomers and Millennials are increasingly seeking communities that provide choice, and the ability to reach jobs, schools, friends and family on foot, bike, bus and shared modes. Transportation services and walkable places that connect people and places and jobs, school, friends, and family create the foundation for opportunity and well-being diversity.

- Innovation: Technology continues rapidly changing our world. Some new technology simply provides entertainment, but transportation innovation can have bigger impacts on our climate, equity and safety for the better or for the worse. Santa Monica’s transportation policy, approaches and roadway testing can align with our community values to encourage a more sustainable, diverse and healthy future. Strategic selection of technology, careful monitoring and conscious alignment can lead to implementation that serves people and the planet.

3.3B. PRIORITIZE PEDESTRIANS

Pedestrians come first in Downtown. People walking outnumber vehicles. Pedestrians outnumber vehicles at many intersections. Families come from all over our city and the region to enjoy walking as a no-cost social activity in Downtown’s friendly environment.

Every trip starts and ends with a walk — even if another mode is used for the majority of the trip. Walking is essential, whether to a bus stop or parked car. A safe pedestrian realm for people of all abilities and ages is fundamental to a successful multi-modal transportation system because every trip starts and ends on foot. The sidewalk is the public place where pedestrians connect. This Plan works together with the Pedestrian Action Plan to support pedestrians.

Great Streets and Sidewalks

Downtown should have great streets and sidewalks that feel safe and comfortable, provide enough width to meet growing demand and allow people to walk side-by-side, and they should provide such an interesting environment that distance goes unnoticed and people end up walking further than expected. They can be beautiful and inviting places to be, with landscaping, vibrant street art, and whimsical features that invite you to enjoy the trip.

The Plan takes a systematic approach to defining and creating the pedestrian experience. Chapter 2 discusses the preferred width and character of every sidewalk in Downtown to create a pedestrian-friendly network and improve mobility. Sidewalk improvements will be realized by a combination of public investment in streetscape projects and requirements for private development. Chapter 2 discusses the priorities for these enhancements, including four key streetscape improvement projects: 4th Street, Ocean Avenue, Wilshire Boulevard, and Lincoln Boulevard — that spur a new character of...
Downtown as a place where pedestrians come first.

**Bridges**
Although so close to the ocean, Downtown is separated from the beach to the west by the dramatic elevation of the Palisades bluffs and the Pacific Coast Highway (PCH) immediately below. To the south, the I-10/PCH cuts Downtown off from the Civic Center and Main Street Commercial District. The limited connections at Lincoln Boulevard, 4th Street and Main Street have very narrow sidewalks and low lighting. Bridges across the I-10/PCH have very narrow sidewalks and are not very comfortable for pedestrians. For example, 4th Street lacks lighting and creates a sense of vulnerability due to fast-moving vehicles, multiple freeway ramps, and the relatively low balustrade. Bridge improvements should be a priority starting with lighting, widening and art on existing bridges such as and comfort, with a mid-term goal to widen sidewalks on 4th Street, and Main Street and Lincoln Boulevard—bridges. In the long-term, look at freeway capping and additional bridges over I-10/PCH would-to create meaningful and valuable connections between Downtown, and the Civic Center, and the Beach beach in places like 7th Street and 2nd Street.

**Lighting**
Existing lighting Downtown is predominantly safety lighting for automobiles or private property illumination. Consistent pedestrian-oriented sidewalk lighting would vastly improve the experience for pedestrians, whether walking for pleasure, to their vehicle, to transit, or to another destination. Projects to increase pedestrian lighting Downtown should be implemented to increase feelings of comfort while walking and reduce the need for people to depend upon vehicles for evening travel.

### 3.3C. REDUCE THE FRUSTRATION

**OF VEHICLE CONGESTION BY INCREASING RELIABILITY AND SHORTENING DRIVING DISTANCES**

Private vehicles, including cars, taxis and trucks, are vital components of Downtown’s transportation system. As a major destination, the movement—management of private vehicles prioritizes getting to Downtown rather than traversing the district to reach outside destinations. Proactive management of vehicles helps to avoid gridlock, and supports access and commercial loading needs. The Plan approaches traffic flow by considering the overall need for people to get where they are going in a predictable way. The goal is to direct drivers along the most efficient and reliable path to their destinations.

Santa Monica’s commitment to No Net New Peak Hour Trips is a guiding principle behind the management of limited roadway space by encouraging transit, ridesharing, walking and biking. This approach releases roadway capacity so that vehicles on the road move more efficiently. The Plan leverages Downtown’s streets with new services and infrastructure to support the 10% shift away from single-occupancy vehicles to other modes identified in the LUCE. This shift is integral to preserving vehicle-throughput (vehicle throughput is defined as the number of distinct vehicles able to enter or exit the system) in the Downtown network and facilitating network flow.

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

**Signal Timing and Active Management of Vehicle Travel**

Santa Monica’s Advanced Traffic Management Systems (ATMS) enables staff to remotely monitor roadway conditions and make continual adjustments to traffic signal and metering systems to optimize vehicle flow. Downtown has a state of the art system that can accommodate complex programming and be remotely monitored. ATMS has had an immediate effect on traffic flow and will continue to be an important tool for monitoring, adjusting, and improving efficiency, reliability and safety. The system will better support emergency and event operations and services along with regular updates to corridor traffic signal timing.

ATMS can utilize features such as transit signal priority and pre-emption to improve transit operations. The system is connected to a Transportation Management Center (TMC) at City Hall. The TMC should be used to actively manage vehicle flow, such as the evening flush of exiting vehicles or redirecting vehicles around congested intersections and moving transit vehicles through digital communications and dynamic signage as well as moving transit vehicles. It can also support efficient transit operations and emergency service.

To ensure a balanced transportation system that offers choices for residents and visitors within the district, the management system should prioritize the needs of trips that start and/or end in Downtown over those that use Downtown streets as a through route.

**Balanced Event, Holiday, and Peak Period Traffic Management**

Downtown’s popularity on peak summer days, holidays, and for special events requires careful management to keep streets flowing for all users while preserving the wonderful walkability and human scale of Downtown. A comprehensive set of transportation management and wayfinding tools can help people access and exit parking, Downtown streets, and serve a wide range of users and trip types. Downtown benefits from its diversity of activities from early morning to evening. Tools to manage peak periods should leverage Downtown’s mobility options if carefully designed and implemented, without harming and reinforcing Downtown’s appeal as a place made for people. A predictive program should be developed that considers holidays, seasons, events and weather conditions to determine the level of peak period management to deploy.

The City has engaged in active peak period management through the success implemented full periodic “Go with the Flow” traffic management system since summer 2014. This program was initially defined to move vehicles more quickly through the network and could be enhanced through coordination with transit and multi-modal alternatives, coupled with high-impact traveler information distribution. A data-driven evaluation of the program should be undertaken to inform ongoing changes. The extended program should also actively consider impacts on pedestrian quality and comfort.

**Wayfinding**

Wayfinding helps people navigate, reducing confusion and the length of time that drivers must cruise to find parking. Direct routing reduces demand at intersections and improves the driving experience. Downtown drivers will utilize static and dynamic signs to get real-time parking availability and routing, and dynamic message signs at Downtown’s perimeter provide information on unusual street or event conditions. The next advancement is complex technology-based communication strategies on smart phones that provide real-time information. Over time, as vehicle-to-infrastructure and vehicle-to-human
communication increases, these messages can be transmitted to vehicles directly for earlier decision making. An integrated system should provide guidance to all motorists, transit riders, cyclists, and pedestrians.

**Gateway Master Plan**

Among the few opportunities to expand the street network in Downtown is freeway capping and bridging along Downtown’s southern border, primarily in the southern part of Downtown. Larger sites near the freeway can accommodate new connections and enable construction of bridges that would otherwise be difficult or impossible to construct. This Plan supports the creation of a Gateway Master Plan to identify opportunities and strategies for new connections to improve circulation and reconnect the street grid along the south side of Downtown. Reconnect destinations, add open space and significantly move parking to Downtown’s periphery (see call out page 1436).

**Maintenance and Timing**

Curb space is one of the Downtown’s most sought-after transportation resources. Competition is high among new transportation services, bus stops, short-term parking, commercial delivery, valet, bike parking and much more. Actively managing the public right-of-way means allocation of curb usage that is dynamic and being updated consistently. Management should strategically encourage and attract desired services and uses, and discourage conflicts that add congestion and frustration. Enforcement will be needed to minimize abuse, especially during periods of change.

Downtown’s popularity takes a toll on infrastructure. Regular maintenance is needed to keep streets, sidewalks and public spaces in a state of good repair. Partnership with Downtown Santa Monica Inc. continues to bring valuable focused attention and resources to ensure Downtown’s appeal and economic strength.

The City will continue to manage the way deliveries are made, the way resource recovery operations are conducted, and the timing of construction projects. The City and its partners must anticipate and prepare for new concepts for use of the Downtown right-of-way, like parklets.

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

Downtown has limited roadway space. It is an established city-district with a fixed street grid, so Santa Monica must focus on using the existing streets and sidewalks in the most efficient way possible. This means prioritizing the movement of people with the smallest footprint to enable all vehicles to move more effectively. This means filling empty vehicle seats through ride-sharing, facilitating the movement of buses and shuttles carrying 10 to 100 people each, and making room for people traveling without vehicles.

For decades engineers have evaluated roadways in terms of “vehicle capacity” regardless of the number of passengers per vehicle. Instead the Plan outlines an evaluation of “person capacity” which considers how many people are moving along a roadway. A person-capacity approach designs and operates roadways to serve the most people in the most efficient modes. It also uses demand management strategies like incentives and pricing, as well as outreach and encouragement to shift the timing or mode of some trips. This reduces surges and the frustration everyone feels from congestion. In addition to promoting resource management, person capacity supports values of sustainability and safety.

The complex network of multi-modal options and the constrained physical condition of Downtown requires a more systematic and integrated review...
of resources in terms of “person capacity.” A person-capacity approach designs streets and intersections to serve the most people, in the most efficient modes. Physical and demand management opportunities to improve person capacity should be considered throughout the life of the Plan. For example, many Downtown streets currently have two through lanes, a center turn lane, and street parking, and a 10-foot sidewalk. The central turn lane and/or street parking could be converted into a dedicated bus lane, a wider sidewalk, or a bicycle lane. These alternatives would increase person carrying capacity within the same right of way.

Bus & Rail System

Transit is a critical element of Downtown mobility and with the arrival of the Expo Light Rail was a catalytic event. More than just a connection to eastern stations on the Expo Line, this connection unlocks access to the countywide rail transit network. Now—thousands of additional weekday and weekend pedestrians arrive without a personal vehicle looking for quality sidewalks and well-lit pathways to the station, and for connections to bus, bike or shared ride services to get to their destination. Providing space for these people walking and transferring will for these services can support people making the choice to arrive on Expo Light Rail and bus.

The City of Santa Monica currently has one of the most extensive public bus systems of any city of its size in the nation. Buses operated by BBB and Metro are highly utilized in Downtown Santa Monica, carrying tens of thousands of people to and from Downtown, daily, extending the range of activity for Santa Monica residents. These transit services provide access to jobs, housing, essential services and recreation and reduce the traffic and vehicle congestion. The existing Transit Mall supports on-time bus service by reducing buses sitting in traffic congestion during peak periods, but buses are routinely competing with private vehicles. Continued investment in dedicated facilities and well-located stops and layover zones will increase reliability and ridership, decrease travel times, and ensure rider safety and comfort on all legs of the journey.

Transportation Demand Management

Transportation Demand Management (TDM) seeks to maximize travel options through strategic incentives, programs and products, policies, and services aimed at reducing single-occupancy car trips. TDM communications and outreach can inspire people to use multiple ways to get around, leveraging investments in services and infrastructure. The Plan strengthens the role and availability of TDM programs hand-in-hand with installing better networks and facilities for non-motorized modes so the system is well-used and works as a whole. Sustained TDM efforts will allow more people per vehicle to access the downtown, thus increasing the person capacity of the network.

GoSaMo created an easy to identify and understand mobility communications tool. Continued expansion of the GoSaMo toolkit and expanded TDM programs can reach more businesses and a broader spectrum of trip types beyond the journey to work, including these include recreational, social, school, medical, shopping and other trips, and others. With a high volume of regional visitors, Downtown would benefit from visitor-oriented TDM that could be done in concert with regional partners to reduce peak seasonal congestion without reducing access. The TDM program is intended to be ongoing, building over time. A concerted effort is necessary to maintain existing investments, with the TMO incorporating new ideas, technologies, and innovations as they become available.

CALLOUT

Santa Monica’s TDM Ordinance

With the adoption of the City’s Transportation
Demand Management Ordinance, employers with 30 or more employees are tasked with striving for an Average Vehicle Ridership (AVR) of 2.2, while developers are required to provide additional TDM program strategies and the achievement of a 2.2 AVR for non-residential projects. This means for every five employees arriving to a worksite alone by car, an additional six employees must arrive at the worksite without a vehicle. The recently formed GoSaMo TMO, in collaboration with the City, will continue to assist in the formation of carpools and vanpools, promotion of transit services, shifting trips to bicycling and walking, making telecommuting and alternative work schedules viable to appropriate businesses, and providing information about local housing opportunities to employees.

Bicycles
Bicycles can provide mobility at a low cost, generally provide front-door parking, and can bypass congestion. Bicycling is also beneficial economically, because it brings customers to Downtown businesses without the tremendous expense of providing automobile parking. Bicycling presents opportunities for Downtown mobility that support a higher “person capacity” and can grow with the right encouragement and support.

Downtown bicycle usage has been on the rise as bike lanes have grown. Citywide bike lanes extend into Downtown from every direction, and the Downtown bike network works well in some locations but also has gaps that should be closed. Residents consistently ask for a greater sense of security when riding, which indicates a need for more physically protected facilities. Identifying safe places for bicycles on all Downtown streets will help to ensure cyclists are not tempted to ride on sidewalks. Additional bike capacity may be found by allowing bicyclists to ride in transit-only lanes.

Breeze Bike Share’s concentration of stations Downtown and ability to lock up anywhere makes the system perfect for short, convenient trips. Breeze can continue to expand in Downtown with bikes on public and private properties and increased use of employee bulk purchase discounts to promote ridership. Continued marketing of Breeze to visitors through DTSM Inc, and Santa Monica Travel and Tourism can increase awareness for regional and other travelers who chose to be car-lite.

People on bikes also need secure parking.

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

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

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

Downtown currently enjoys the most diverse array of transportation options available in Santa Monica and arguably the entire Westside. What other locations allow you to arrive on regional light rail and transfer to a pedicab or a free electric on-
demand mini-shuttle? New services are exploding through private sector and technological innovation, creating an even richer transportation environment. Downtown should The Plan recommends continuing to expand transportation options for people of all needs, abilities, and incomes. Downtown is uniquely positioned to test new strategies, facilitate integration of modes, and catalyze innovation to improve the experience of mobility. The City of L.A. recently proposed an Urban Mobility Strategy that looks at “transportation happiness” which would measure the convenience, quality and customer experience of mobility. A reframing of mobility efforts around the consumer, expanded choice, and creating a high-quality and seamless service can help guide efforts to create Downtown’s new model of mobility. Downtown is uniquely positioned with a dynamic transportation environment and technology cluster to refine and adapt new transportation options to better serve customer needs.

Prioritizing the Customer Experience

The meteoric rise of on-demand car services revealed a latent demand for convenient alternatives to driving alone that offer flexibility, real-time communication, and integrated payment. Public services have been moving in that direction with real-time arrival information and TAP cards, but slowly. Continued efforts to integrate payment, communicate regularly and accurately with customers, and tailor service can increase use of options. The Plan encourages ongoing public efforts to improve integrated real-time information, cashless fare payment, and convenient services for the benefit of travelers. Key to the efforts are providing tools to evaluate options efficiently. Tools should help people can understand tradeoffs of time, cost, and emissions/efficiency. This integration is key to the high quality of service that mobility customers would expect in Downtown. Downtown can also develop goods delivery or travel concierge help services to support multi-modal travel. The TMO can play a role in mobility outreach and training.

Communications

Downtown is a crossroads of residents, employees, and visitors from places near and far—each with a different understanding of the transportation network. Communication is essential to convey safety and service information, including choices that address diverse user mobility needs as well as and languages. Downtown should continue to update physical signage and wayfinding that uses recognizable images and symbols, along with the increase in virtual communications. Signs can include real time service displays and integrated providers services like Transit Screen that show multiple options available nearby. With an increasing dependence on smart phones, travelers who run out of power will be like cars out of gas, and efforts should be made to provide opportunities for recharging to help people get on their way again.

Continue Expanding Travel Options

Many in the community have expressed support for greater creating a circulator that provides a transit option to get quickly from one end of Downtown to the other, and particularly to the Expo Station. A circulator would be particularly helpful for new people and those unable to walk long distances. It could have its own unique look for easy identification, such as a small bus or tram, or build upon existing services like the Free Ride.

Metro has discussed a “Subway to the Sea” for decades, although current projections show it advancing only to the Veteran’s Administration property in spite of studies that show significant ridership. Downtown area residents would benefit from the ability to connect to destinations along Wilshire Boulevard. While Expo and a Subway to the Sea appear close in Santa Monica, they diverge quickly in West L.A., to serve very distinct and
physically separate areas. The Plan encourages continued advocacy for the subway to extend all the way to the sea, as well as exploration of regional connections in the bay such as a water-based ferry.

**Car Services**

Taxis and car services (Uber, Lyft, Hop/Skip/Drive, GoGoGrandparent) all serve various transportation needs and provide people with choices. Santa Monica should continue to work with regional agencies and State-regulated providers to identify functional improvements, such as creating more predictable pick-up and drop-off locations, as well as identifying partnerships for data sharing and subsidy for services that meet unmet transportation needs.

3.3F. **LEAD INNOVATION AND STRATEGICALLY INCORPORATE MEANINGFUL NEW TECHNOLOGIES**

The list of new technologies impacting transportation expands every day, and more than any other innovation, the smart phone has changed the way we travel. People can use it to find the closest Breeze Bike, determine when the next bus will arrive, hail a ride, and read the news on their way. And changes in communications and technology are changing the architecture of our transportation network, even if the roadways still look the same. Being able to anticipate the changes of tomorrow, while still meeting the mobility needs of today requires a focused goal to innovate. The DCP outlines approaches to evaluate new mobility technologies and actions to test, evaluate, and strategically incorporate them.

Using Data to Inform Change

Big Data is becoming increasingly available to understand how people move and, in turn, help them do so efficiently. Transit and Bike Share systems across the country are already making their data publicly available so developers can use it to create the next “must-have” app. Cellular phones and vehicle navigation systems are creating private data about travel speed, trip origins and destinations, and flow that are available for purchase. The Plan encourages integrating these sources so they can be effectively used, and transportation planners need to continue working on systems that can standardize new data across agencies and service providers. Data can be a powerful tool once it is analyzed, and once structures exist to effectively apply the information to old areas of business.

**Private and Public Sector Collaboration**

The private sector is impacting the world of transportation in new and more far-reaching ways. They are adding more options for people through car services and bike share/car share, adding more tools through smart phone apps, creating new tools and services, automating existing functions, and collecting more information about how we travel. Government and private sectors working together...
can create a framework that merges commercial innovation with civic goals such as effective options for the working poor, reduced vehicle miles traveled, and roadway safety. Collaboration will also help government establish appropriate rules and practices. The Plan recommends regular communication and flexible working groups to engage and collaborate. Similar collaboration across government agencies can increase the effectiveness of public sector advocacy as well as consistency and efficiency across boundaries, which aids the work of each agency.

Influencing Outcomes
New transportation options want to use the public right-of-way, which is regulated for public safety and in the public interest. In Downtown, strategies to manage lanes and curb space in the public right-of-way can be deployed as tools to serve public goals and work toward desired outcomes of affordability, diversity, sustainability and access.

The area of the street adjacent to the curb is an access zone. Space in the access zone is limited and valuable – it supports sidewalk function, and is required for buses, drop-off, valet, shared cars and bikes, and loading. Access zones in Downtown should be designed to prevent impact on adjacent traffic flow and to improve visibility among motorists, buses, bikes, and pedestrians. They should ensure that green, low-impact and higher-capacity transportation modes have preferential treatment such as bus and public shuttle, consolidated valet, car and bike share, public bike parking, and shared rides. They should also function to protect pedestrians or provide complete street features using elements such as bike corrals and bike share stations. Located curbside to buffer pedestrians, and parklets are proposed to provide an additional buffer.

Vehicle Automation, Electrification and Sharing
Nowhere is the need for government and private sector collaboration felt more strongly than in the development of autonomous vehicles. Autonomous vehicles are in the news daily as the private sector is jockeying through the partnerships necessary to bring this technology to market. How cities deploy and manage these changes will make the difference between whether it results in improved mobility or simply increased congestion. Possible advantages await in increased mobility for people living with disability, reduced injury from roadway crashes, increased roadway efficiency from smaller vehicles and closer spacing, and reduced vehicle ownership. Possible disadvantages are increased commute distances, congestion, vehicle miles traveled and associated greenhouse gas emissions. Automation could also undermine the transit networks that move people most efficiently.

Vehicles are regulated by a complex landscape of federal, state and local government. The Plan recommends creating a transportation planning team to carefully follow this regulatory landscape, to identify strategic actions that can support local goals (including incentives and/or regulations), while also recognizing the need for vehicle standards and rules that are consistent state and nation-wide. The focus should be on strategies to and opportunities to create an electrified, shared, and transit-supportive implementation that increases access for people of all abilities and incomes.

Technology is also driving trends for vehicle electrification and vehicle connectivity. While many of these technologies are in testing phases now, the integration of advanced technology into vehicles will lead to even more options. Vehicles will be increasingly available in electric, fuel cell and hybrid powertrain technology. Regulations and climate change require communities to proactively provide the infrastructure to enable electric...
vehicle (EV) adoption. Under new environmental legislation, 15% of all new vehicles sold by manufacturers must be zero- or near-zero emissions by 2025. This would bring a significant increase of electric vehicles within less than 10 years. Downtown is an appropriate location to build out the EV-charging network.

**Smart and Connected Community**

Technologies such as wireless sensors, digital government portals, crowdsourcing and mobile phone apps create efficiencies across all sectors of administration. As technologies and data systems advance, Santa Monica city services will be increasingly connected by smart technologies, leading to new opportunities for innovation, improved services, and enhanced quality of life. Santa Monica can harness these technologies to benefit Downtown’s future. The Plan outlines initial steps and recommends ongoing work in local and regional partnerships to stay abreast of this changing landscape.

A smart and connected city can use data to understand where, how and why crashes or events are occurring and develop more effective street design solutions targeted to eliminate them. Data will be an essential way that we collectively manage and continually improve the Downtown. Finally, Downtown streets are conduits for digital communications, fiber, and connectivity tools providing an accessible grid for city residents and businesses that reduce the digital divide.

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

The Complete Streets movement, which seeks to reverse decades of street design catering predominantly to the needs of motorists at the expense of others, has begun to gain momentum in the United States. This new approach to street design ensures that transportation planners and engineers consistently design and operate roads for all users, including bicyclists, transit riders, pedestrians of all ages and abilities, and drivers. This results in streets that are safer, more livable, and welcoming to everyone.

Santa Monica is committed to Complete Streets, but yet some streets are still uncomfortable for vulnerable users and each year people are involved in fatal crashes. The Plan seeks to design streets and intersections and manage vehicle speeds so that they are appealing to people regardless of their mode of travel and to support efforts to achieve Vision Zero—the community strategy of eliminating all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all. A complete streets approach underlies the Signature Sidewalks strategies in Chapter 2. Additionally, efforts to increase “person capacity” through bike lanes, transit facilities, and pedestrian improvements are essential to the Complete Streets approach.

**Manage Vehicle Speed for Safety and Efficiency**

The Downtown can emphasize safety through vehicle speed management by designing streets to meet target speeds of 20 to 25 miles per hour or less. Lower vehicle speeds result in fewer severe crashes while providing operational benefits for automobiles. Many people believe that lower speeds result in more congestion, but in most instances this is not true. The stop-and-go nature of urban driving, combined with the limits of intersection capacity, results in an optimum urban street capacity at a speed of approximately 20-25 mph. Speed limits in excess of 25 mph should be evaluated to assess the trade-offs between travel time and safety.

**Intersections**

...
Intersections are the most common location for crashes. Designs should provide space for everyone waiting, especially in areas of high peak demand, and increase the visibility of those on foot and bike. Intersections should have generous visible crosswalks and, where appropriate, have bulb-outs and medians to shorten pedestrian crossing times and serve as refuge areas. Reducing vehicle and pedestrian conflicts may also include programming traffic signals with leading pedestrian intervals to give pedestrians a head start to cross the intersection.

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

The Plan seeks to manage the overall Downtown parking supply to provide the right amount of parking at the right price to serve the needs of people living, working and visiting Downtown. This will be achieved by continuing the emphasis on shared parking, expanding the in-lieu fee district, and pricing strategies.

Downtown parking should be actively managed, in terms of availability, price and maintenance. On and off-street parking data can be regularly reviewed and adjustments made to encourage efficient use. Ensuring that parking facilities are maintained, well-lit, attractively designed, clearly designated with signs, and located to reduce traffic congestion can help improve sharing and efficient utilization. As a valuable resource for the Downtown, parking should be managed to discourage use as Park and Ride for Expo riders.

The Plan encourages shared public parking facilities because they require less parking overall than, if each use or business provided its own parking and improve urban design. Studies have found that shared parking Downtown is very efficient, since a single parking space may be utilized by several different users in one day. Shared parking has helped encourage vibrant storefronts and a pedestrian-oriented urban form.

Expanding Shared Parking Opportunities

Parking construction is not the only way to increase supply. With thousands of existing private parking spaces in the Downtown, the Plan seeks to unlock these spaces which remain underutilized even during peak periods. Encouraging private parking lots to open to the public at market rates during evenings and weekends by displaying City-issued signs can increase supply without the major public capital investment required to build new parking. Districtwide valet parking can also increase parking supply with benefits to users and businesses alike. As the Civic Center, with its parking reservoir, evolves and connectivity with Downtown grows, it is important to consider how best to tie it into the Downtown network.

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

In order to encourage more shared parking, the Plan anticipates continued outreach to private property owners as well as permitting pathways that facilitate opening parking spaces to additional use during underutilized periods. The Plan recommends a detailed evaluation of operational needs to do this work consistently and effectively such staffing, insurance, communications, or hardware and software. The goal will be to with a
The goal of encouraging private property owners to provide public parking spaces that are seamlessly incorporated into the City’s shared public parking network so they can be dynamically used and managed.

Additional public parking may be negotiated through development agreements to develop public parking on private property that would then function as part of the City’s public parking network. This could involve agreements to finance and privately build parking that operates as part of the overall public network or a model for partnership, like Parking Structure #9. These spaces consider overconcentration that could degrade the pedestrian environment and tax the vehicle network, and the need for spaces as mobility options change.

Expanding In-lieu Fee Parking District
Downtown pioneered an in-lieu fee parking district in the 1980s, which was updated in 2013 with contemporary costs. The update Plan recommends expansion of the parking district to the new DCP boundaries, and that recommendation is incorporated into the Plan. So new buildings and businesses could meet demand using shared parking instead of building single-use parking spaces. Over the life of the Plan, the fees are expected to generate seed money for at least one additional parking structure, and depending on parking requirements, it is anticipated that approximately 800 additional public parking spaces will need to be added to the public network to keep pace with land use changes that opt into the parking in-lieu fee program. Most of this new parking should be built in peripheral locations at the edges of Downtown, such as Lincoln Boulevard and near freeway exits, to reduce surface parking lots and vehicle trips into the center of the District. Caution should also guide new capital parking investments given the uncertain impact of driverless cars. Already rideshare companies are altering the amount of parking demand from trips to, from, and within Downtown.

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

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

ONE-WAY STREETS
Extensive work was done during development of the Downtown Community Plan on circulation alternatives that could improve the consistency and
reliability of vehicle flow in the Downtown. Starting in 2012 a team of staff and industry professionals from Transportation, Parking Traffic Engineering, Economic Development and Transit began meeting to identify options. The team identified a number of alternative roadway treatments, connections and pathways, intersection operations, parking structure operations and one-way streets options. One-way streets were included in the toolbox of treatments, resulting in studies of 4 primary configurations that included:

A couplet of northbound 2nd Street and southbound 4th Street
A couplet of northbound 5th Street and southbound 4th Street
A network of streets including: northbound 2nd and 5th Streets and southbound 4th and 6th Streets, westbound Colorado and Santa Monica and eastbound Broadway and Arizona.

Each was studied using Santa Monica’s detailed Travel Demand forecast model. A sample of 18 intersections were studied for the first couplet option, finding that it did not significantly improve the intersection Level of Service (LOS) nor increase the person capacity of the intersections. Seven intersections functioned at LOS E or F with or without the one-way street conversion.

The lack of improved performance generated additional investigation into alternatives that might address the issue. A second couplet was studied for 4th and 5th Streets, using a total of 44 study intersections and this analysis was included in the DCP Draft Program EIR. This analysis showed similar results for existing conditions, and future conditions with approximately 13 to 16 intersections operating at LOS D, E or F regardless of the one-way street conversion.

After the initial release of the draft Downtown Specific Plan, public input led to the analysis of network of one-way streets in Downtown. This alternative included the following one-ways in Downtown: Arizona Avenue eastbound, Santa Monica Boulevard westbound, Broadway eastbound, 2nd Street northbound, 4th Street southbound, 5th Street northbound. Counter flow transit lanes were included on Santa Monica, Broadway and 4th Street to allow buses to continue to efficiently route and reach the stops.

Similar to the prior analyses, this network expansion of one-way streets resulted in a similar number of impacts as without the one-way network, although the location of impacts would differ and be more severe in some gateway intersections. This analysis again studied at least 44 intersections and is included in the DCP Draft Program EIR. It showed increased turning movements at the termini of the one-way street segments, such as 4th and Broadway, 5th and Wilshire, 4th and Wilshire, Broadway and Lincoln, and Lincoln and Santa Monica. These intersection operations degraded under pressure.

One-way streets also do not provide the most direct routes to destinations, increasing the average driving distance between origin and destination. This increases the number of intersections that each trip uses, and the duration of trips. Even with the same number of trips using the system, estimated daily Vehicle Miles Traveled would increase due to increased round-the-block travel to access destinations along the one-way corridors.

Furthermore, the expanded one-way street operation would result in greater motorist confusion as drivers try to navigate to their destination(s). This could be particularly problematic for Downtown, which is a popular destination for out-of-town visitors who are not familiar with the transportation network. Drivers are more likely to be distracted as a result of one-way streets and there may be a greater potential for conflicts with other vehicles and pedestrians. Converting the existing...
two-way streets to one-way would require effective wayfinding and a high level of driver alertness to detect and understand signage.

Of particular concern is the effect on the perception of character and safety. One-way streets can result in increased automobile speeds that could create potential safety concerns and an uninviting environment for pedestrians and bicyclists. Pedestrians also prefer crossing two-way streets since drivers tend to travel more slowly on them and vehicular conditions and movements are more predictable with less driver distraction. One-way street networks can also cause confusion for transit riders. On two-way streets, transit riders can easily locate the transit stop for a return trip—in almost all cases, the bus stop is located across the street. On one-way networks, however, the stop for the return trip is usually on another street, which may confuse visitors and cause them to get lost.

GATEWAY MASTER PLAN

Capping the Santa Monica Freeway adjacent to Downtown is an opportunity to explore identified through the DCP process. The DCP identifies the need for a comprehensive planning effort that evaluates the unique access, site configuration, and circulation challenges and opportunities for the freeway-adjacent sites to better link the Downtown to the Civic Center through a series of landscaped pathways and road connections. The study area includes the properties between Colorado Avenue and the I-10 freeway from Ocean Avenue to 5th Street and a portion of the Big Blue Bus site. These sites are currently home to the Expo Downtown terminus station at 4th Street and Colorado Avenue, the Wyndham Hotel, and Sears building. This planning effort will be an open process facilitated by staff, and include participation from the community, land owners, and decision-makers as priorities for the area are refined.

Community discussion to date has shown a desire for extra planning efforts to ensure the sites work together efficiently and effectively to achieve improved circulation, and provide amenities such as open space, shared parking, and preservation of historic structures. A Gateway Master Plan would provide a roadmap for a phased, comprehensive evolution of those sites with opportunities to aggregate community benefits for the benefit of the city as a whole, and tie into the regional circulation systems of the 1-10 freeway, the Big Blue Bus, and the Expo station.

The Gateway Master Plan will coordinate with the DCP for regulation of land use and zoning, and they will also coordinate the ongoing 4th/Colorado Station Site Studies (4CO) project for the technical and feasibility analysis for working with Caltrans and addressing freeway bridging, capping, and off-ramp relocation. The 4CO work will underlie the urban design, land use, and policy processes of the Gateway Master Plan. Opportunities for connections, open space, and pathways to be explored in the Gateway Master Plan include:

- New connections through the transit-oriented 4CO site adjacent to the Expo station
- New 4th Street and/or 5th Street signalized intersection(s) to facilitate vehicle circulation in the vicinity of the 4CO and BBB sites
- New connection through the BBB site to link 5th Street to 6th Street
- Additional connections across the freeway between the 4th Street and Main Street bridges, including potential coordination with the 4CO and Sears sites
- Landscaped space for passive and organized recreation

The Gateway Master Plan will provide guidance to accomplish a community vision provided for these catalyst sites that would create a main portal to the Downtown while enhancing circulation. Entering the city from this key location should become an experience that reflects the City’s values of...
The Colorado Esplanade is an example of advance planning that synthesizes circulation, multi-modal transportation, and urban design for placemaking and station access. The Esplanade uses the roadway changes being made by the light rail to create space for pedestrians, a protected bike facility, and streamlined vehicle flows. When completed, the Esplanade will fully integrate multiple travel modes to guide all users to key destinations. The Gateway Master Plan should invite similar exceptional design and pride of place to the station area, making circulation legible, efficient, and safe for everyone.
Goal AM1: People come first in Downtown. Streets are designed and operated so that people want to walk because it feels enjoyable, social, comfortable and safe.

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

Action AM1.1A Design and manage sidewalks to accommodate multiple pedestrians walking together. Consolidate or remove street furniture and other infrastructure to expand capacity.
Lead Agency: PW
Supporting Agencies: PCD, DTSM
Timeframe: Short-Term

Action AM1.1B Require frontage line setbacks on private property to expand usable space for people walking.
Lead Agency: PCD
Timeframe: Ongoing

Action AM1.1C Widen sidewalks and make operational changes at driveways and intersections necessary to accommodate changing pedestrian demand.
Lead Agency: PCD
Supporting Agencies: PW, Caltrans
Timeframe: Long-Term

Action AM1.1DE Regularly collect and evaluate information about people walking Downtown.
Lead Agency: PCD
Supporting Agencies: DTSM
Timeframe: Ongoing

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

Action AM1.2A Establish street design criteria that provide buffers that protect people from vehicle traffic with tools such as parking, bike lanes, street trees, street furniture, etc.
Lead Agency: PCD
Supporting Agency: PW
Timeframe: Mid-Term

Action AM1.2B Install pedestrian scaled lighting in phases throughout Downtown. Work with property owners to provide complementary sidewalk illumination.
Lead Agency: PW/PCD
Supporting Agency: DTSM
Timeframe: Mid-Term

Action AM1.2C Modify signals or turn restrictions to facilitate pedestrian access and reduce vehicle conflicts such as:
- Implement leading pedestrian interval signalization
- Extend the crossing time for seniors and people living with disabilities
- Eliminate yielding left turns
- Expand pedestrian scramble network.
Lead Agency: PCD
Supporting Agency: PW
Timeframe: Mid-Term

Action AM1.2D Program signals throughout Downtown to provide the ‘walk’ indication without having to push the button.
Lead Agency: PCD
Supporting Agencies: None
Timeframe: Short-term

Action AM1.2E Minimize temporary disruption of sidewalks and bikeways, and provide direct and well-marked alternative routes when closures are necessary.
Lead Agency: PW
Supporting Agencies: DTSM, PCD
Policy AM1.3 Encourage people to walk throughout Downtown to explore its range of uses and activities that complement the Third Street Promenade.

Action AM1.3A Promote walking in Downtown as a recreational and social activity, linked to well-being and the district’s unique experience, in marketing materials.
   Lead Agency: DTSM
   Supporting Agencies: PCD, SMTT, CCS
   Timeframe: Ongoing

Action AM1.3B Maintain pedestrian wayfinding throughout Downtown that identifies points of interest and major transportation connections.
   Lead Agency: PCD
   Supporting Agencies: PW, DTSM
   Timeframe: Ongoing

Action AM1.3C Identify and promote walking paths and programs in Downtown, such as historic walking tours, fitness walks, Safe Routes for Seniors and other activities.
   Lead Agency: DTSM
   Supporting Agencies: PCD, SMTT, CCS
   Timeframe: Short-Term

Action AM1.3D Incorporate Downtown into open streets events to encourage walking and biking.
   Lead Agency: CCS/PCD
   Supporting Agencies: Police, Fire, PW, DTSM
   Timeframe: Mid-Term

Action AM1.3E Locate and design open spaces and public art to provide visual interest and human scale landmarks to encourage walking.
   Lead Agency: CCS
   Supporting Agencies: DTSM, PCD, PW
   Timeframe: Mid-Term

Action AM1.3F Develop an improvement program for the Third Street Promenade that maintains its iconic role in the Downtown.
   Lead Agency: PW
   Supporting Agencies: PCD, CCS, DTSM, HED
   Timeframe: Mid-Term

Action AM1.3G Install parklets in Downtown to enhance the pedestrian and visitor on-street experience.
   Lead Agency: PCD
   Supporting Agencies: DTSM, PW, Police
   Timeframe: Short-Term

Action AM1.3HG Pilot creative physical installations and activities that surprise and delight people walking, such as parklets.
   Lead Agency: PCD
   Supporting Agencies: DTSM, PW, Police
   Timeframe: Ongoing

Policy AM1.4 Complete streets is the guiding principle for all changes on public streets and sidewalks. Complete streets support multiple needs including placemaking, multi-modal mobility, sustainability, emergency access, social gathering and economic strength.

Action AM1.4A Implement Signature Sidewalks.
   Lead Agency: PCD
   Supporting Agency: PW
   Timeframe: Long-Term

Action AM1.4B Develop and maintain great new public places, city streets and sidewalks that convey the identity of the Downtown, consistent with ‘Pathways and Public Spaces’
Action AM1.41CD Require new construction and maintenance projects to reduce redundant equipment and to design solutions that meet multiple user needs with a priority on people traveling on the facility.

Lead Agency: PW
Supporting Agencies: PCD, DTSM
Timeframe: Long-Term

Action AM1.4DC Invest in amenities, including seating, water fountains, and landscaping and publicly accessible bathrooms.

Lead Agency: PW
Supporting Agency: DTSM
Timeframe: Long-Term

Action AM1.4ED Develop a data-driven methodology for evaluating trade-offs specific to downtown street design decisions, including consideration of person-capacity, safety and quality of experience.

Lead Agency: PCD
Supporting Agencies: PW, BBB, HED, Police
Timeframe: Mid-Term

Action AM1.4FE Coordinate projects so that when a street is resurfaced, improvements called for in City policy documents are incorporated.

Lead Agency: PW
Supporting Agency: PCD
Timeframe: Ongoing

Action AM1.4GF Work with emergency services and Public Works to promote human-scaled streets with equipment and operational changes (such as modified vehicles and substations) to continue to provide adequate services and emergency response.

Lead Agency: Fire
Supporting Agencies: PW, PCD
Timeframe: Mid-Term
Goal AM2: Downtown is renowned for mobility options and low Single Occupancy Vehicle (SOV) travel, particularly during peak periods. Downtown achieves 65% of commute trips and 50% of non-commute trips by modes other than SOV.

Policy AM2.1 Reduce employee SOV commute trips to Downtown through the City's TDM program.

Action AM2.1A Expand employer TDM education, outreach and program auditing.
Lead Agency: PCD/TMO
Supporting Agencies: DTSM, BBB, Metro, Bike Center, Breeze, SCAQMD
Timeframe: Short-Term

Action AM2.1B Expand GoSaMo Transportation Management Organization (TMO) to market and promote trip reduction programs, policies, products, and services, and develop a sustainable long-term operations plan.
Lead Agency: PCD
Supporting Agencies: OOC, DTSM
Timeframe: Ongoing

Action AM2.1C Create partnerships with employers, organizations and service providers to increase transit ridership.
Lead Agency: PCD
Supporting Agencies: DTSM, BBB, Metro, TMO
Timeframe: Short-Term

Action AM2.1D Require all new development to implement 100 percent employee transportation allowance programs.
Lead Agency: PCD
Supporting Agencies: Metro, BBB, TMO
Timeframe: Short-Term

Action AM2.1E Facilitate the utilization of ride matching platforms to support carpooling and vanpooling.
Lead Agency: PCD/TMO
Supporting Agencies: DTSM, Metro
Timeframe: Short-Term

Action AM2.1EE Develop a platform to monitor the performance of employer TDM programs and mode share to identify what works and identify new opportunities to fill gaps, such as a regional commuter service. Track performance of employee non-SOV travel annually.
Lead Agency: PCD/TMO
Supporting Agencies: DTSM
Timeframe: Ongoing

Policy AM2.2 Increase visitors and customers using active, public and sustainable travel modes.

Action AM2.2A Develop a framework for regularly collecting and evaluating visitor and customer travel mode share data.
Lead Agency: PCD
Supporting Agencies: DTSM, BBB, Other service providers (e.g., Free Ride, Taxis, Metro, Uber, Lyft)
Timeframe: Ongoing

Action AM2.2B Require events to provide bike valet, coordinate shared ride access, encourage transit use, and promote easy access for pedestrians and bicyclists.
Lead Agency: PCD
Supporting Agencies: DTSM, HED, CCS
Timeframe: Short-Term

Action AM2.2C Actively market and promote mobility options to visitors.
Lead Agency: PCD
Supporting Agencies: DTSM, SMTT, TMO, BBB, Metro
Timeframe: Short-Term
Action AM2.2D Encourage the provision of visitor and customer-focused incentives for non-SOV travel with increased incentives for the busiest times in Downtown. 
Lead Agency: PCD/TMO 
Supporting Agencies: DTSM, HED Timeframe: Short-Term

Action AM2.2E Develop and implement strategies and marketing for regional and long-distance visitors to avoid car use within Santa Monica. Promote Santa Monica’s public transit accessibility to other Los Angeles attractions, and bike-friendly environment. 
Lead Agency: PCD 
Supporting Agencies: DTSM, SMTT, BBB, Metro Timeframe: Short-Term

Action AM2.2F Integrate active living and well-being into Downtown’s mobility marketing. 
Lead Agency: PCD 
Supporting Agencies: DTSM, Metro, SMTT Timeframe: Short-Term

Action AM2.2G Refine consumer marketing messages targeted at youth and senior travel through the GoSaMo consumer marketing programs. 
Lead Agency: PCD 
Supporting Agencies: DTSM Timeframe: Ongoing On-Going

Action AM2.2H Facilitate “seamless” journey combinations between travel modes, and overlapping options to meet many user needs. Look at virtual and physical integration, open data, services and products. 
Lead Agency: PCD 
Supporting Agencies: Metro, BBB, Service Provers Timeframe: Ongoing On-Going

Action AM2.2I Equip Downtown Santa Monica, Inc. ambassadors to provide robust travel and mobility information. 
Lead Agency: Downtown Santa Monica, Inc. 
Supporting Agencies: PCD Timeframe: Ongoing On-Going

Policy AM2.3 Expand TDM programs for resident access and mobility options Downtown.

Action AM2.3A Require all new development to implement 100 percent resident transportation allowance programs. 
Lead Agency: PCD 
Supporting Agencies: Metro, BBB, TMO Timeframe: Short-Term

Action AM2.3B Facilitate the provision of shared mobility facilities in developments such as car share, bike share and ride share. 
Lead Agency: PCD 
Supporting Agency: DTSM Timeframe: Short-Term

Action AM2.3C Require development projects to contribute to support multi-modal public infrastructure, implement project and employer TDM measures, pay development impact fees, and provide additional circulation benefits. 
Lead Agency: PCD 
Supporting Agencies: PW, BBB, PW, TMO Timeframe: Ongoing On-Going

Goal AM3: People in vehicles experience improved reliability and predictability while traveling on Downtown streets.

Policy AM3.1 Move people efficiently and safely in Downtown, prioritizing trips that start and/or end in Downtown over those that use Downtown as a through route.
**Action AM3.1A** Maintain updated traffic signal technology including Advanced Traffic Management Systems (ATMS), traffic signals and controllers, and active management practices that support predictable flow.
Lead Agency: PCD Supporting Agency: PW
Timeframe: Short-Term

**Action AM3.1B** Establish Traffic Management Center operations protocol during peak periods and events to better manage traffic, prioritize transit service, and provide incident response.
Lead Agency: PCD
Supporting Agencies: Police, PW
Timeframe: Mid-Term

**Action AM3.1C** Manage vehicle speeds through design and enforcement.
Lead Agency: PCD
Supporting Agency: Police
Timeframe: Ongoing

**Action AM3.1D** Capture and share real time information for parking, transit, bike share, car share, and traffic conditions.
Lead Agency: PCD
Supporting Agencies: PW, DTSM
Timeframe: Mid-Term

**Action AM3.1E** Expand use of Lincoln Boulevard as an entry into Downtown and new peripheral parking location to relieve pressure on congestion points.
Lead Agency: PCD
Supporting Agencies: PW, DTSM, Caltrans
Timeframe: Short-Term

**Action AM3.1F** Evaluate Resource Recovery and Recycling pick up timing in relation to peak traffic hours.
Lead Agency: PW Supporting Agency: PCD
Timeframe: Mid-Term

**Action AM3.1G** Review and revise commercial delivery policy.
Lead Agency: PCD Supporting Agency: Police
Timeframe: Mid-Term

**Action AM3.1H** Implement Council direction to reinvest a portion of public parking revenues into sustainable mobility options including transit, walking, biking and electric ride-sharing.
Lead Agency: PCD
Supporting Agencies: DTSM, FIN
Timeframe: Short-Term

**Action AM3.1I** Install traffic signal cameras for point-to-point enforcement.
Lead Agency: PW, Police
Supporting Agencies: None
Timeframe: Short-Term

**Policy AM3.2** Increase “person capacity” of the roads to move people more efficiently, especially during special events and peak periods. Seek to maintain public transit performance during peak times.

**Action AM3.2A** Develop and deploy special management protocols for multi-modal circulation during special events and peak periods, and collect data to inform operations.
Lead Agency: PCD
Supporting Agencies: PW, Police, BBB
Timeframe: Short-Term

**Action AM3.2B** Maintain bicycle, pedestrian and transit facilities and pursue additional dedicated lanes/facilities during special events and peak periods.
Lead Agency: PCD
Supporting Agencies: Police, DTSM, BBB, PW
Timeframe: Short-Term
**Action AM3.2C** Use parking pricing and access tools to manage vehicle behavior for special events and peak periods.
Lead Agency: PCD
Supporting Agency: Police
Timeframe: Short-Term

**Action AM3.2D** Collect and evaluate data from special events and peak periods to inform mobility decision-making.
Lead Agency: PCD
Supporting Agencies: PW, Police, Fire, DTSM
Timeframe: Short-Term

**Policy AM3.3** Reduce gaps in the circulation grid along Downtown’s I-10/PCH edges to improve connections to the Civic Center and Beach.

**Action AM3.3A** Create a Gateway Master Plan that examines feasibility of full or partial freeway capping studies potential opportunities for public right-of-way and large sites adjacent to the I-10 Freeway to improve mobility, connectivity, and multi-modal transit access through new streets and pathways, including:
- Connections through the publicly-owned site adjacent to the Downtown Expo station
- Signalized crossings on 4th and 5th Streets
- Freeway crossings between Ocean Avenue and Lincoln Boulevard.
Lead Agency: PCD
Supporting Agencies: PW, CCS, BBB, Caltrans
Timeframe: Long-Term

**Action AM3.3BC** Pursue realignment of the Fourth Street off ramp with Olympic Drive.
Lead Agency: PCD
Supporting Agencies: PW, Caltrans
Timeframe: Short-Term

**Action AM3.3CD** Study Lincoln Boulevard I-10/PCH interchange improvement options.
Lead Agency: PCD
Supporting Agencies: PW, Caltrans
Timeframe: Long-Term

**Action AM3.3DE** Improve pedestrian and bike facilities on the Main Street, Fourth Street and Lincoln Boulevard bridges.
Lead Agency: PCD
Supporting Agencies: PW, Caltrans
Timeframe: Mid-Term

**Action AM3.3EF** Monitor conditions on Olympic Drive and consider peak hour or permanent use of curb lanes for vehicle traffic between 4th and Ocean to create additional east and westbound through-lanes.
Lead Agency: PCD
Supporting Agencies: PW, Police
Timeframe: Short-Term

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

**Action AM3.4A** Maintain dynamic parking wayfinding that directs drivers to available spaces efficiently, with signage located at all highway and major boulevard entrances Downtown.
Lead Agency: PCD
Supporting Agencies: PW, DTSM
Timeframe: Short-Term

**Action AM3.4A** Implement a comprehensive multi-modal wayfinding program, consider the needs of international visitors.
Lead Agency: PCD
Supporting Agency: PW, DTSM
Timeframe: Short-Term
**Policy AM3.5** Maximize the use of existing parking to address parking needs and avoid development of excess parking contributing to vehicle congestion.

**Action AM3.5A** Require shared parking be open to all drivers, regardless of whether they are destined for a building, with the same parking prices, restrictions, and privileges as building occupants. Pursue mechanisms to address management, zoning ordinance changes, signage, access controls, and overall integration of parking on private property with City-owned parking facilities.

Lead Agency: PCD
Supporting Agencies: DTSM, HED
Timeframe: Ongoing

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

Lead Agency: PW
Supporting Agencies: PCD, DTSM, Santa Monica Place
Timeframe: Ongoing

**Action AM3.5C** Expand the parking in-lieu fee district to reflect current Downtown boundaries with an appropriate fee and flexible expenditure plan.

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

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

Lead Agency: PCD
Timeframe: Ongoing

**Action AM3.5E** Develop a handbook for private property representatives to assist in creating publicly-available parking such as revenue control equipment function, pedestrian access, payment options, utilization tracking and differentiation by user, real-time data and signage.

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

**Action AM3.5F** Evaluate what management systems are needed to facilitate shared parking, identify options, estimate staff and resources needs, and propose a strategy that can increase the efficient use of existing parking.

Lead Agency: PCD
Supporting Agency: DTSM
Timeframe: DTSM

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

**Action AM3.6A** Establish parking pricing incentives including demand-sensitive variable pricing and marketing to encourage area employees who park in public structures to park near the periphery of Downtown.

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

**Action AM3.6B** Maintain higher on-street parking rates to reflect its increased convenience and desired turnover, and expand the program to 5th, 6th, and 7th Streets.

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

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

Lead Agency: PCD
Supporting Agencies: PW, FIN, HED
Timeframe: Short-Term

**Action AM3.6D** Evaluate pricing impacts on vehicle congestion especially during peak periods.

Lead Agency: PCD
Supporting Agencies: DTSM
Timeframe: Ongoing

**Action AM3.6E** Pursue using the increased revenue generated as parking fees rise to exclusively fund transportation improvements in Downtown.

Lead Agency: PCD
Supporting Agencies: DTSM, FIN
Timeframe: Ongoing

**Action AM3.6F** Coordinate marketing of transportation options and parking pricing for Downtown and the beach in order to facilitate public access.

Lead Agency: PCD
Supporting Agencies: DTSM, CCS
Timeframe: Ongoing

**Policy AM3.7** Manage curb space to increase transportation options, prioritize shared and public transit, and fairly allocate this valuable resource.

**Action AM3.7A** Develop a curbside management strategy and monitor performance. Provide flexibility to respond to unique situations like the Expo station, and priority for sustainable and high capacity mobility modes.

Lead Agency: PCD
Supporting Agencies: Police, BBB, Metro, PW
Timeframe: Short-Term

**Action AM3.7B** Create curb space for new mobility modes as part of a coordinated approach such as bike corrals, ride sharing shared EVs, car share, and shuttles.

Lead Agency: PCD
Supporting Agencies: PW, Police
Timeframe: Short-Term

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

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

**Action AM3.7D** Limit on-street commercial loading to early morning hours if alley-accessed loading is not sufficient. Work to reduce double parking of delivery vehicles in the travel lanes and bicycle lanes.
Lead Agency: PCD
Supporting Agency: Police
Timeframe: Short-Term

**Action AM3.7E** Define taxi stand and rideshare drop-off and pick-up locations focusing primarily on major destinations and revise periodically to address changing demand.
Lead Agency: PCD
Supporting Agencies: FIN,
Police Timeframe: Short-Term

**Action AM3.7F** Pursue and encourage coordinated valet services.
Lead Agency: DTSM
Supporting Agencies: PCD,
Police Timeframe: Short-Term

**Action AM3.7G** Pilot test smaller delivery vehicles and/or human powered transport, including cargo bikes, for goods distribution.
Lead Agency: PCD
Supporting Agency: DTSM
Timeframe: Long-Term
Goal AM4: Downtown is an outstanding hub of local and regional mobility, providing an excellent experience for all customers travelling there.

Policy AM4.1 Provide diverse and connected high-quality mobility options for all users in Downtown and maximize the utility of the rail line beyond the half-mile mile radius.

Action AM4.1A Expand and diversify GoSaMo outreach and marketing efforts to increase awareness and sustained utilization of mobility options, and leverage investments in facilities and services.
Lead Agency: PCD
Supporting Agencies: OOC, TMO, DTSM, SMTT
Timeframe: Ongoing On-Going

Action AM4.1B Expand bike share, car share, car-pool and van-pool, shared rides, shuttle, and transit service, in downtown, in locations that are visible and identifiable.
Lead Agency: PCD
Supporting Agencies: DTSM, BBB
Timeframe: Short-Term

Action AM4.1C Study the feasibility of a circulator that provides trips at a competitive price per passenger and coordinates with Big Blue Bus service. Lead Agency: DTSM
Supporting Agency: PCD
Timeframe: Long-Term

Action AM4.1D Develop an iconic transportation options map for Downtown coordinated with the wayfinding system with corresponding online applications.
Lead Agency: PCD
Supporting Agencies: PW, DTSM
Timeframe: Short-Term

Action AM4.1E Consider all transportation options and their prices to ensure that sustainable and high-capacity modes are competitively priced and positioned to be the most convenient.
Lead Agency: PCD
Supporting Agency: BBB
Timeframe: Short-Term

Action AM4.1F Update City policies and procedures regarding transportation for hire services (taxi, pedicab, etc.) to address new types and increased demand for connections near the Expo station. Prioritize low and no-emission vehicles and shared rides.
Lead Agency: PCD
Supporting Agency: DTSM
Timeframe: Short-Term

Action AM4.1G Develop a policy and framework to collect anonymized data to improve government and private sector decision making. Work with private companies and regional entities to participate in an open data sharing portal.
Lead Agency: PCD
Supporting Agency: ISD
Timeframe: Mid-Term

Action AM4.1H Develop uniform guidance on street maintenance, street scaping design, and management that pays special attention to sustainable and higher capacity modes such as walking, bicycling, and transit.
Lead Agency: PCD
Supporting Agency: PW
Timeframe: Mid-Term
Action AM4.1I Integrate smart and connected infrastructure into the streetscape, such as having mobile device charging and interactivity portals in street furniture or EV charging stations.
Lead Agency: PCD
Timeframe: Long-Term

Action AM4.1J Facilitate and assist businesses interested in pooling resources to create transportation amenities (bike valet, guaranteed ride home, shuttles, etc.).
Lead Agency: TMO
Supporting Agencies: PCD, HED
Timeframe: Ongoing On-going

Action AM4.1K Utilize National Association of City Transportation Officials (NACTO) or city-specific design guidelines for roadway design and streetscape elements.
Lead Agency: PCD
Timeframe: Ongoing On-going

Action AM4.1L Pursue creation of a Santa Monica resident transportation pass or credit usable for selected mobility services and parking access Downtown, especially during off-peak periods.
Lead Agency: TMO
Supporting Agencies: DTSM
Timeframe: Mid-Term

Policy AM4.2 Maintain Downtown as a hub of public transit in Santa Monica with excellent connections locally and regionally.

Action AM4.2A Maintain bus stops in locations that encourage ridership, support system operations and reduce delays from stopping and loading. Incorporate concerns of seniors, disabled and transferring riders.
Lead Agency: BBB
Supporting Agencies: PCD, Police, BBB, Metro, PW
Timeframe: Ongoing On-going

Action AM4.2B Ensure bus stops have real-time arrival signs, better seating and lighting. Consider additional rider amenities such as charging and destination information.
Lead Agency: BBB
Supporting Agencies: PW, Metro
Timeframe: Mid-Term

Action AM4.2C Prioritize public transit. Pursue operational improvements that make public transit convenience, cost and time competitive such as:
- Bus queue jumps at intersections
- Stop relocations
- Curb extensions
- Transit signal priority for bus and emergency vehicles
- Dedicated lanes in high demand and service corridors
- Targeted enforcement of lanes and stops so buses can operate effectively
- Layover zones that minimize vehicles miles.
Lead Agency: PCD
Supporting Agencies: PW, BBB, Metro
Timeframe: Mid-Term

Action AM4.2D Consider providing BBB service on Lincoln Boulevard in Downtown area. Adjust dedicated bus facilities to align with highest demand BBB service areas.
Lead Agency: BBB
Supporting Agency: PCD
Timeframe: Mid-Term

Action AM4.2E Support youth and teen use of transit Downtown through engagement, amenities and incentives.
Lead Agency: BBB
Supporting Agencies: PCD,
Metro Timeframe: Ongoing

**Action AM4.2F** Pursue the siting of a Metro rider relief application center Downtown to facilitate applications for reduced transit fares.

Lead Agency: BBB
Supporting Agencies: Metro, PCD
Timeframe: Mid-Term

**Action AM4.2G** Pilot new fare payment technologies and integrated payment options to increase transit convenience.

Lead Agency: BBB
Supporting Agencies: Metro, PCD
Timeframe: Mid-Term

**Policy AM4.3** Provide a robust bicycle network in Downtown that is comfortable for riders of diverse ages and abilities.

**Action AM4.3A** Eliminate bicycle network gaps in Downtown including Broadway bike lane west of 6th Street and connections to the Expo Light Rail station.

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

**Action AM4.3B** Enhance protection of bike facilities on Ocean Avenue and evaluate the potential for other streets to convert to protected or buffered facilities such as Arizona Avenue, 6th and 7th Streets.

Lead Agency: PCD
Supporting Agencies: PW, Police
Timeframe: Mid-Term

**Action AM4.3C** Clarify state law regarding bicycle riding in dedicated bus only lanes for consistency with area local agencies.

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

**Action AM4.3D** Increase enforcement of bike lane blockage by valet and delivery vehicles; minimize temporary closures of bike facilities and provide direct alternate routing.

Lead Agency: Police
Supporting Agencies: PCD, Police
Timeframe: Ongoing

**Action AM4.3E** Expand bike parking to meet growing demand, including high capacity and service facilities like the Bike Center, and bike parking corrals to preserve sidewalk space for pedestrians.

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

**Policy AM4.4** Promote and strengthen Downtown’s connections to regional mobility networks that provide access to destinations in all directions.

**Action AM4.4A** Continuously expand travel information to residents, visitors and employees through coordinated outreach, signage, marketing, maps and digital communications.

Lead Agency: PCD/TMO
Supporting Agencies: DTSM, SMTT, BBB, Metro
Timeframe: Mid-Term

**Actions AM4.4B** Create Transit Screen displays at 10 sites to distribute access to transit information, and raise awareness of options.

Lead Agency: PCD
Supporting Agencies: PW, BBB, HED, DTSM
Timeframe: Mid-Term
Action AM4.4C Strengthen connections from the Pier, including water-based mobility options.
   Lead Agency: PCD
   Supporting Agencies: PW, Pier, Metro
   Timeframe: Long-Term

Action AM4.4D Advocate for extension of the Subway to the Sea so that it extends fully to Downtown Santa Monica.
   Lead Agency: PCD
   Supporting Agencies: DTSM, Chamber, BBB
   Timeframe: Long-Term

Action AM4.4E Pursue regional express transit service to high demand employer and visitor destinations outside Santa Monica with regional partners and funders.
   Lead Agency: PCD
   Supporting Agencies: Police, HED
   Timeframe: Short-Term

Policy AM4.5 Engage private development to contribute to mobility network options and service quality.

Action AM4.5A Require new development to provide physical and/or programmatic improvements, and include additional circulation improvements as primary community benefits.
   Lead Agency: PCD
   Supporting Agency: HED
   Timeframe: Ongoing

Action AM4.5B Distribute short-term bike parking, bike rooms, bike share and car share on private property throughout Downtown.
   Lead Agency: PCD Supporting Agency: HED
   Timeframe: Long-Term

Action AM4.5C Facilitate collaboration among individual employer and developer TDM efforts to pool resources for greater impact.
   Lead Agency: TMO
   Supporting Agencies: PCD, HED
   Timeframe: Short-Term

Action AM4.5D Provide private property access via alleys. Maintain updated regulations for loading of goods and people that consider changing technologies and trends, and emergency vehicle access.
   Lead Agency: PCD
   Supporting Agency: PW
   Timeframe: Ongoing

Action AM4.5E Seek solutions to reduce the impact of commercial delivery on network function such as coordinated times, restricted hours, mandatory alley access, and additional enforcement.
   Lead Agencies: PCD Supporting Agencies: Police, PW
   Timeframe: Mid-Term
Goal AM5: Downtown streets are well managed, maintained and regulated for people as they are walking, bicycling, riding transit, driving, and ride-sharing.

Policy AM5.1 Reduce exposure to crashes that result in severe and fatal injuries to any road user.

**Action AM5.1A** Evaluate crash data regularly, identify appropriate and effective countermeasures, and implement feasible modifications to reduce exposure.
Lead Agency: PCD
Supporting Agencies: Police, PW, Fire
Timeframe: Ongoing

**Action AM5.1B** Use design and administrative techniques to influence speeds of passenger vehicles when in free flow conditions, to increase the ability for vehicles to avoid collision and reduce severity of injuries when crashes occur, in coordination with emergency personnel.
Lead Agency: PCD
Supporting Agencies: Police, PW, Fire
Timeframe: Mid-Term

**Action AM5.1CD** Maintain pavement markings, replace aging signs, upgrade crosswalks and add lighting to enhance visibility and increase safety.
Lead Agency: PCD
Supporting Agencies: Police, PW
Timeframe: Ongoing

**Action AM5.1DE** Pursue improvements that reduce exposure to crashes and conflicts such as:
- Consolidated curb cuts
- Driveway access from the alley
- Shorter pedestrian crossing distances
- Protected bikeways
- Leading or dedicated pedestrian signal phases
- Removal of yielding left turns
Lead Agency: PCD
Supporting Agencies: Police, PW
Timeframe: Ongoing

**Action AM5.1EE** Continue to assess and repair damaged sidewalks quickly taking into consideration the high volume of usage.
Lead Agency: PW
Supporting Agency: DTSM
Timeframe: Short-Term

Policy AM5.2 Decrease dangerous behaviors that threaten other roadway users.

**Action AM5.2A** Conduct routine enforcement of unsafe driving practices in areas with high crash rates.
Lead Agency: Police
Supporting Agency: PCD
Timeframe: Ongoing

**Action AM5.2B** Discourage bicycling on the sidewalk by providing continuous bicycle lanes on streets, removing network gaps and expanding protected bicycle facilities.
Lead Agency: PCD
Supporting Agencies: Police, PW
Timeframe: Mid-Term
**Action AM5.2C** Educate drivers and enforce laws to reduce blockage of loading zones, transit stops and lanes, bike lanes, and crosswalks.
Lead Agency: Police
Supporting Agencies: PCD, DTSM
Timeframe: Short-Term

**Action AM5.2D** Provide education programs to help all road users use legal best practices to travel safely and efficiently.
Lead Agency: PCD
Supporting Agencies: Police, DTSM, TMO
Timeframe: Mid-Term

**Policy AM5.3** Use regular communications and technology upgrades to improve roadway safety.

**Action AM5.3A** Implement ongoing public information and marketing campaigns to encourage mutual respect among all road users.
Lead Agency: PCD
Supporting Agencies: Police, DTSM, BBB, Metro
Timeframe: Short-Term

**Action AM5.3B** Modify signal timing to favor pedestrians with consideration of emergency response. Use new traffic engineering practices as they become available to create a safer travel environment.
Lead Agency: PCD
Supporting Agencies: Police, Fire
Timeframe: Ongoing

**Action AM5.3C** Monitor and incorporate new vehicle technology that fosters sustainable, shared mobility and that can improve access, efficiency and safety for all roadway users.
Lead Agency: PCD
Supporting Agencies: Police, ISD, PW
Timeframe: Mid-Term
Goal AM6: Downtown is prepared for emerging mobility and technology changes that serve a meaningful purpose and support Santa Monica’s values such as sustainability, well-being, safety, and diversity.

Policy AM6.1 Expand the accessibility of real-time transportation information for services and amenities in the Downtown (transit, bike share, car share, Transportation Network Company services, taxi, bike routes and parking, loading zones, LAX flyaway routes, and demand-response services).

Action AM6.1A Extend the availability of information through real time information displays, Transit Screens, etc. and create a consolidated customer-focused City website for one-stop mobility information.
Co-Lead Agency: PCD, ISD
Supporting Agencies: DTSM, PW, HED, BBB Timeframe: Short-Term

Action AM6.1B Track availability of broadband network capacity to meet transportation data needs.
Lead Agency: ISD
Supporting Agencies: PCD, PW, Police Timeframe: Ongoing

Action AM6.1C Continue the City’s General Bikeshare Feed Specification (GBFS) and General Transit Feed Specification (GTFS) efforts. Consider releasing additional transportation data streams as they become available (ride-sharing, employer shuttles, demand-response services, connected vehicles, etc.).
Lead Agency: ISD
Supporting Agencies: BBB, PCD Timeframe: Ongoing

Action AM6.1D As vehicle-to-infrastructure, vehicle-to-vehicle, and vehicle-to-human communication improves, look for opportunities to collect data to inform and improve system performance.
Lead Agency: ISD
Supporting Agency: PSD, DTSM, PW
Timeframe: Ongoing

Policy AM6.2 Prepare for critical emerging initiatives by creating and empowering a transportation innovations team to address initiatives that require a nimble, cross-departmental approach. Prioritize efforts that advance community values.

Action AM6.2A Explore automated transit vehicles and the use of battery-powered electric or low-emissions fleets to reduce carbon emissions. Partner with regional transit providers, cities and other potential partners.
Lead Agency: PCD
Supporting Agencies: BBB, PW, Metro Timeframe: Mid-Term

Action AM6.2B Work with local employers, business representatives and other agencies on the provision of micro-transit or demand-response services.
Lead Agency: PCD
Supporting Agencies: HED, PW, BBB Timeframe: Short-Term

Action AM6.2C Explore the provision of water-based transportation services, electric powered transportation, and alternative power vehicles.
Lead Agency: PCD
Supporting Agencies: BBB, PW Timeframe: Long-Term

Action AM6.2D Establish a transportation innovations team to actively monitor transportation technology and communication advances and new services and evaluate for appropriateness in
Downtown.
Lead Agency: PCD
Supporting Agencies: PW, BBB Timeframe: Long-Term

**Action AM6.2E** Participate in regional efforts and interagency groups to share knowledge, build consistency between systems, develop harmonious policy and share in problem-solving for issues that cross jurisdictional boundaries such as data systems, safety, and mobility services.
Lead Agency: PCD
Supporting Agencies: BBB, ISD Timeframe: Ongoing

**Action AM6.2F** Develop a policy to a practice to routinely scope projects to be ready for future technology and mobility changes, such as zero-emission technologies, automation, ITS, and new mobility service models, particularly when making long-term capital intensive investments Downtown. Allow for future flexibility in the allocation of City resources in the Downtown in support of innovations in the transportation industry that are in-line with the City values.
Lead Agency: PCD
Supporting Agencies: PW, BBB
Timeframe: Long-Term

**Policy AM6.3** Monitor the performance of mobility services and mobility patterns in Downtown.

**Action AM6.3A** Conduct biennial citywide and Downtown vehicle, pedestrian, and bicycle trip counts and track data trends.
Lead Agency: PCD
Supporting Agency: ISD
Timeframe: On-Going

**Action AM6.3B** Monitor on-street parking occupancy and utilization to guide decision and pricing to ensure efficient parking utilization, making on ensuring adequate parking availability.
Lead Agency: PCD
Supporting Agency: ISD
Timeframe: Ongoing

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DOWNTOWN COMMUNITY PLAN |
**Action AM6.3C** Develop a downtown mobility report card that captures a snapshot of system performance over time, such as mode share, program evaluation, and customer service.  
Lead Agency: PCD  
Supporting Agencies: ISD, DTSM, TMO  
Timeframe: On-Going

**Action AM6.3D** Seek new data sources from private entities and regional agencies and incorporate new data that can meaningfully inform decisions supportive of City goals.  
Lead Agency: PCD  
Supporting Agencies: ISD, TMO  
Timeframe: Ongoing On-Going

**Policy AM6.4** Support the adoption and use of electric vehicles (EVs).

**Action AM6.4A** Install public EV charging infrastructure that is available to residents, employees, and visitors.  
Agency: PW  
Supporting Agency: PCD  
Timeframe: Medium-Term

**Action AM6.4B** Implement a rebate program for EV supply equipment (EVSE) installation in multi-unit dwellings.  
Lead Agency: PW  
Supporting Agency: PCD  
Timeframe: Short-Term

**Action AM6.4C** Pilot EV charging through streetlights, meters or other existing street furniture.  
Lead Agency: PW  
Supporting Agency: PCD  
Timeframe: Short-Term

**Action AM6.4D** Update parking policies and practices to promote efficient charging station use and mobility.  
Lead Agency: PW  
Supporting Agency: PCD  
Timeframe: Short-term

**Action AM6.4E** Promote advanced energy technologies like energy storage and solar photovoltaic (PV) to augment electric vehicle charging.  
Lead Agency: PW  
Timeframe: Ongoing On-Going

**Action AM6.4F** Market available EV resources and provide information to local residents, property owners, and business owners.  
Lead Agency: PW  
Supporting Agency: PCD  
Timeframe: Ongoing On-Going
CHAPTER 4 DEVELOPMENT STANDARDS AND REGULATIONS

CHAPTER 4 – DOWNTOWN COMMUNITY PLAN DEVELOPMENT STANDARDS AND REGULATIONS

9.10 Title and Authority
Chapter 4 of the City of Santa Monica Downtown Community Plan shall be known and cited as the “Downtown Community Plan Development Standards and Regulations”, “DCP Development Standards and Regulations”.

The City of Santa Monica Downtown Community Plan is adopted pursuant to its corporate powers as a Charter City, California Constitution, Article XI, Sections 5 and 7, and the authority contained in Section 65850 of the California Government Code. In addition, the provisions of this Chapter 4 relating to the regulation and control of subdivisions are adopted pursuant to the authority contained in Title 7, Division 2 of the California Government Code, commencing with Section 66410, hereinafter referred to as the “Subdivision Map Act,” as may be amended from time to time, and pursuant to the City’s authority to regulate subdivisions not regulated by the Subdivision Map Act as authorized by Government Code Section 66411.

9.10.010 Purpose
The purposes of the “Downtown” Districts are to:

Maintain Downtown’s competitive advantage as a premier local and regional shopping, dining, and entertainment destination, and support its evolution to respond to changing market conditions.

Ensure that new development is transit- and pedestrian-oriented and enhances the overall image of Downtown as an enticing destination for Santa Monica residents, employers, and visitors.

Ensure adequate light, air, privacy, and open space for all who live, work, or visit the area.

Increase housing for all income levels and encourage a mix of uses that promote convenience, economic vitality, fiscal stability, and a pleasant quality of life.

Maintain and enhance the beach area as an important visitor-serving destination with lodging, restaurants, shopping, and recreation that support it as a regional, national, and international tourist destination.

Transform auto-oriented boulevards into “Great Streets” complete streets that 1) are framed by appropriately scaled buildings and ground floor frontages with pedestrian-scaled detail; and 2) are lined by sidewalks of sufficient dimension to support pedestrian amenities in order to that achieve an active social environment and promote a culture of walking.

Ensure that new development enhances pedestrian activity by improving the attractiveness of the public realm and providing places for relaxation, shopping, living, and dining.
Ensure that new development and alterations to existing structures are sensitive to the area’s existing sense of place and character and provide respectful transitions that minimize impacts on or disruptions to adjacent residential structures – Wil-Mont and Mid-City.

Ensure that new development enhances pedestrian activity by improving the attractiveness of the public realm (e.g., the street) and providing places for relaxation, shopping, living, and dining.

Encourage preservation, adaptation, and/or reuse of historic buildings and buildings of architectural merit City-designated historic resources and HRI-listed properties that reflect the historic significance of Santa Monica’s past by providing flexibility to for parking, open space, and other requirements.

The specific designations and the additional purposes of the Mixed-Use and Commercial Districts are:

Mixed-Use Boulevard (MUB). This Zoning District is intended to facilitate the transformation of underutilized and auto-oriented sections of Lincoln Boulevard into a vibrant, diverse, and pedestrian-friendly mixed-use boulevard that supports local-serving retail and a diversity of housing types. The Mixed-Use Boulevard District provides an environment that will accommodate housing and mixed-use development that steps down in height and mass when adjacent to residential neighborhoods to the east, and provide a variety of commercial uses. Allowable ground floor uses include local-serving retail uses, ground floor open spaces such as small parks and plazas, service-oriented commercial uses, and some small-scale office uses with housing on upper building floors.

Bayside Conservation (BC Promenade). This Zoning District is intended support the existing mix of pedestrian-oriented retail, restaurant, and services on the Third Street Promenade and maintain the human-scale environment created by the buildings, representing the traditional height and scale of the early 20th century. Some of these buildings retain their historic façades at ground level or on upper building floors. Newer building forms are required to be set back at upper floors to maintain the Promenade’s historic scale.

Bayside Conservation (2nd and 4th Streets). This Zoning District is intended to preserve the ambiance of this well-loved, human scaled environment along 2nd and 4th Streets in the Downtown. This District supports a lively mix of active storefronts, restaurants, pedestrian-oriented services with the opportunity for housing and office uses on upper building floors. This District promotes adaptive re-use of existing buildings and maintenance of the traditional storefront development pattern at the ground floor.

Neighborhood Village (NV). This Zoning District is intended to maintain the existing mix of housing and commercial uses and provide more opportunities for local serving pedestrian-activating uses to activate the street. Ground-floor residential uses are desired for mid-block projects, and all new uses should be incorporated in a way that respects existing residential uses in the District.

Transit Adjacent (TA). This Zoning District is intended to support increased activity near the Expo Light Rail. This area includes large properties adjacent to the freeway and the light rail station that can accommodate a broad mix of uses and services such as local and regional serving retail, multi-family housing, Class-A office, creative employment, hospitality uses, and community gathering spaces. This District provides a mix of convenient goods and services in proximity to transit serving residents and visitors so they may shop on their walk to and from the station. Additional employment sites are accommodated near transit so employees may commute to and from work via light rail to reduce single-occupancy vehicle trips associated with office and other employment uses.
**Wilshire Transition (WT).** This Zoning District is intended to support the smaller, local-serving uses that provide easily-accessible goods and services to the surrounding neighborhood and also to provide opportunity for housing above the ground floor of new development. The proposed scale for the District is established to be complementary to its urban context in the Downtown and provide new buildings that are consistent with the scale of nearby residential uses.

**Ocean Transition (OT).** This Zoning District is intended to promote public and private enhancements to make Ocean Avenue a more consistently enjoyable walking experience and more integrated into the larger Downtown multi-modal circulation network. Standards for the District support the overall improvement of the pedestrian experience, restaurants with outdoor dining, small-scale retail and services, and housing and office uses on upper floors.

### 9.10.020 Types of Regulations

**A. Types of Regulations.** This Chapter includes five types of regulations that control the use and development of property in the Downtown Community Plan area:

1. **Land Use Regulations.** The Zoning Districts created in this Chapter and shown on Illustration 4.1 ("Downtown Districts") permit many of the uses that have been traditionally allowed in the Downtown. However, certain new uses have been added to reflect the needs of the expanding Downtown residential, employee, and visitor populations. These regulations specify the land uses that are permitted or conditionally permitted in each Zoning District, and include special limitations, if any, applicable to specific uses.

2. **Development Standards.** These regulations control the height, bulk, location, and appearance of structures and site improvements on development sites in the Downtown Community Plan area. Development standards for base Zoning Districts and Overlay Districts are set forth in this Chapter 4. Certain development standards applicable to some or all Districts and/or specific uses are set forth in Santa Monica Municipal Code Article 9 ("Zoning Ordinance"). These include general site development regulations, performance standards, standards applicable to specific land uses, and regulations for parking, signs, telecommunications facilities, and nonconforming structures.

3. **Administrative Regulations.** These regulations contain procedures for the administration of this Chapter 4 of the Downtown Community Plan. They include procedures, processes, standards, and findings for discretionary entitlement applications and other permits and may also refer to administrative regulations set forth in Division 4 of Santa Monica Municipal Code Article 9 ("Zoning Ordinance").

4. **Definition of General Terms and Use Classifications.** Chapter 4 of the Downtown Community Plan sets forth definitions of general terms that specifically apply to the Downtown Districts. Division 5 of Santa Monica Municipal Code Article 9 ("Zoning Ordinance") provides a list of and definitions for use classifications and a list of terms and definitions used in the Zoning Ordinance and are also applicable to the Downtown Community Plan.

### 9.10.030 Applicability and Relationship to Santa Monica Municipal Code and Other Regulations

**A. Applicability.** The Downtown Community Plan establishes the area’s regulations and standards and shall guide all land use and development and circulation-related decision-making processes for the Plan area.

**B. Relationship to Santa Monica Municipal Code and Other Regulations.**
1. **General.** If provisions in the Downtown Community Plan and Article 9 of the Santa Monica Municipal Code ("Zoning Ordinance") are in conflict, the provisions in the Downtown Community Plan shall be applied. Where development standards, administrative regulations, and general terms and definitions are not specifically addressed by the Downtown Community Plan, Article 9 of the Santa Monica Municipal Code ("Zoning Ordinance") shall be applied.

2. **Permit Streamlining Act.** All actions taken by the decision-making body pursuant to this Downtown Community Plan shall be consistent with the provisions of Government Ordinance Section 65920 et seq. (the Permit Streamlining Act) to the extent applicable.

3. **Relation to Private Agreements.** Where this Downtown Community Plan imposes greater restriction than imposed by an easement, covenant, or agreement, this Downtown Community Plan shall control.

4. **Relation to Prior Specific Plan.** The provisions of this Downtown Community Plan supersede all prior Specific Plans and regulations and development standards previously codified in Article 9 of the Santa Monica Municipal Code and all prior amendments and interim ordinances applicable to the Downtown Community Plan area. No provision of this Downtown Community Plan shall validate any land use or structure established, constructed, or maintained in violation of the prior regulations, unless such validation is specifically authorized herein.

5. **Application during Local Emergency.** The City Council may authorize a deviation from a provision of this Downtown Community Plan during a local emergency declared and ratified under the Santa Monica Municipal Code.

C. **Consistency with the General Plan.** The Downtown Community Plan and any amendment thereto shall be consistent in principle with the goals, objectives, policies, land uses, and programs specified in the adopted General Plan.

D. **Effect on Previously Approved Projects and Projects in Progress.** The following projects shall have a vested right to proceed without complying with this Downtown Community Plan:

1. **Previously Approved Development.** The erection, construction, enlargement, demolition, moving, conversion of, and excavation and grading for any building or structure for which a valid permit or building permit was issued prior to the effective date of this Downtown Community Plan and which does not subsequently expire. A permit that does not contain an express limit on the time for exercising the permit shall be deemed valid only if a building permit is obtained within one year of the effective date of this Downtown Community Plan;

2. **Development Agreement.** Development in accordance with the terms and conditions of a development agreement approved by the City Council pursuant to Chapter 9.60 of the Municipal Code and effective prior to the effective date of this Downtown Community Plan;

3. **Vesting Tentative Maps.** Any residential project for which a vesting tentative map application was determined complete prior to the effective date of this Downtown Community Plan; and

4. **Applications for Projects in Progress.** Any application for a Planning entitlement, except a Development Agreement application, determined complete on or before November 16, 2016 OR for which land use approvals have been obtained prior to the adoption of this Downtown Community Plan.
9.10.040 Land Use Regulations

Table 4.1 ("Land Use Regulations – Downtown Districts") prescribes the land use regulations for Downtown Districts. The regulations for each district are established by letter designations listed below. These designations apply strictly to the permissibility of land uses; applications for buildings or structures may require discretionary review.

“P” designates permitted uses.
“L(#)” designates limited uses, which are permitted by right, provided they comply with specific limitations listed at the end of the table.
“MUP” designates use classifications that are permitted after review and approval of a Minor Use Permit.
“CUP” designates use classifications that are permitted after review and approval of a Conditional Use Permit.
“-” designates uses that are not permitted.

Land uses are defined in Chapter 9.51 ("Use Classifications") of Article 9 of the Santa Monica Municipal Code ("Zoning Ordinance."). Use classifications and sub-classifications not listed in the table are prohibited. Accessory uses are permissible when they are determined by the Zoning Administrator to be necessary and customarily associated with and appropriate, incidental, and subordinate to, the principal uses and which are consistent and not more disturbing or disruptive than permitted uses. The table also notes additional use regulations that apply to various uses. Section numbers in the right-hand column refer to other applicable sections of the Zoning Ordinance set forth in Article 9 of the Santa Monica Municipal Code.

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<th>Use Classification</th>
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<th>BC (2nd &amp; 4th Streets)</th>
<th>TA</th>
<th>OT</th>
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### Table 4.1 Land Use Regulations—Downtown Districts

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### Table 4.1 Land Use Regulations—Downtown Districts

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#### Commercial Uses

**Animal Care, Sales, and Services**

- See sub-classifications below.

**Grooming and Pet Stores**

- L(5)/CUP  
- L(5)/CUP  
- L(5)/CUP  
- L(5)/CUP  
- L(5)/CUP  
- L(5)/CUP  
- L(5)/CUP  

- No more than 10 dogs or cats can be kept overnight.

**Pet Day Care Services**

- MUP  
- MUP  
- MUP  
- MUP  
- MUP  
- MUP  
- MUP  

**Veterinary Services**

- MUP  
- MUP  
- MUP  
- MUP  
- MUP  

**Automobile/Vehicle Sales and Service**

- See sub-classifications below.

**Alternative Fuels and Recharging Facilities**

- CUP/ L(19)  
- CUP/ L(19)  
- -  
- -  
- CUP/ L(19)  
- -  

**Automobile Rental**

- L(10)  
- L(10)  
- L(10)  
- L(10)  
- L(10)  
- L(10)  

**Automobile Storage Use**

- -  
- -  
- -  
- -  
- -  
- -  

**New Automobile/Vehicle Sales and Leasing**

- L(8), L(5)/CUP  
- L(8), L(5)/CUP  
- L(8), L(5)/CUP  
- L(8), L(5)/CUP  
- -  
- -  

**Additions 7,500 square feet or less to Automobile/Vehicle Sales and Leasing buildings existing as of 07/06/2010**

- L(20)/ MUP  
- -  
- -  
- -  
- -  
- -  
- -  

**Additions larger than 7,500 square feet to Automobile/Vehicle Sales and Leasing**

- L(20)/CUP  
- -  
- -  
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- -  

**Additions larger than 9,31.070.**

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SMMC Section 9.31.040, Alcoholic Beverage Sales
SMMC Section 9.31.280, Restaurants, Limited Service, and Take-Out Only
SMMC Section 9.31.200, Outdoor Dining and Seating

SMMC Section 9.31.040, Alcoholic Beverage Sales
SMMC Section 9.31.280, Restaurants, Limited Service, and Take-Out Only
SMMC Section 9.31.200, Outdoor Dining and Seating
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## Table 4.1 Land Use Regulations-- Downtown Districts

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**Specific Limitations:**

1. **Limited to Upper Floors and rear 75 feet of parcel**
2. **on the ground floor where the entire tenant space including the primary entry shall be located at least 50 feet from the front property line, except for residential units shall be limited to upper floors on Third Street Promenade only.**
3. **Reserved**
4. **Permitted except no ground floor tenant space shall exceed 20 linear feet of ground floor street frontage without a Conditional Use Permit.**
5. **Permitted if within buildings existing as of the date this Ordinance is effective, except:**
• No individual ground floor tenant space shall occupy more than 7,500 square feet of all other parcels, except on Third Street Promenade floor area and/or exceed 50 linear feet of ground floor street frontage without a Conditional Use Permit.

(4) Limited to 2nd Street Only
(5) Limited to Basement or Upper Floors
  - Ground floor tenant spaces in the Santa Monica Place are not subject to size limitations.

(6) Limited to sites to shelters containing less than 55 beds; Conditional Use Permit required for emergency shelters with Frontage on East-West Streets
(7) Limited to Basement or Upper Floors except that up to 5,000 sf may occupy the ground floor more beds.
(7) Limited to Basement or Upper Floors except that up to 5,000 sf may occupy the ground floor more beds.
(8) Limited to All-electric alternative fuel vehicle Automobile Dealer showrooms only.
(9) (Reserved)
(10) Permitted as an ancillary use to support a primary use.
(11) Limited to Public Parking Facilities only.
(12) General Markets greater than 15,000 square feet require approval of a Conditional Use Permit, except general markets in the Mixed-Use Boulevard district greater than 25,000 square feet require approval of a Conditional Use Permit.
(13) If the commercial use requires a MUP or CUP, an application shall be required in accordance with SMMC, Chapter 9.41. Even if the commercial use would otherwise be permitted, no such use shall be approved where, given the design or proposed design of the Live-Work unit, there would be the potential for adverse health impacts from the proposed use on Third Street Promenade the people residing in the unit. An example of a potential health impact is the potential for food contamination from uses that generate airborne particulates in a unit with an unenclosed kitchen.

*Business Services: Photocopy Shops, Insurance Offices, Real Estate Offices
**Personal Services include: Appliance Repair Shops, Barber or Beauty Shops, Cleaners, Laundromats, Shoe Repair Shops, and Tailors

Other District Use Specifications
-(14) All new construction requires approval of a Conditional Use Permit or permitted if within buildings existing as of the date this Ordinance is effective, except:
  - New additions of 50% or more additional square footage to an existing building at any one time, or incrementally, after the effective date of this Ordinance, requires approval of a Conditional Use Permit.
  - No ground floor, street-fronting, non-office or non-Media Production Support Facility use, non-medical or non-dental office use tenant space shall be changed to an individual office use or Media Production Support Facility use, or individual medical or dental office use occupying more than 7,500 square feet of floor area and/or exceeding 50 linear feet of street frontage without the approval of a Conditional Use Permit.
(15) (Reserved)
(16) Limited to public parking facilities only.
(17) Youth-serving Personal Services, Physical Training requires review and approval of a passenger loading and drop-off plan by the Director.
Limited to electric distribution substations.

Limited to legally established existing uses as of the date this Specific Plan is effective.

Auto dealerships existing as of July 6, 2010 are considered permitted uses. Expansions to existing dealerships conforming to the Urban Auto Dealership Format Standards in Section 9.31.070, Automobile/Vehicle Sales, Leasing, and Storage are permitted. Expansions to existing dealerships of 7,500 Sf or less that do not conform to the Urban Auto Dealership Format standards shall require an MUP. Expansions to existing dealerships larger than 7,500 SF that do not conform to the Urban Auto Dealership Format standards shall require a CUP.

Conversion of Any Portion of an Eating and Drinking Establishment to Any Other New or Expanded Use Located on the Ground Floor within the BC (Promenade) District

The conversion of any portion of a food use eating and drinking establishment in existence as of January 24, 2006 to any other new or expanded use located on the ground floor level adjacent to within the BC (Third Street Promenade) District shall obtain a Conditional Use Permit pursuant to SMMC Section 9.04.08.16.040. subject to the following additional findings being made in the affirmative:

- Buildings (a) The proposed use would preserve the unique mixture of restaurants, retail, and entertainment on the Third Street Promenade and maintain the vitality and diversity of the Promenade;
  
  b) The proposed use would retain at least 50% of the existing use not designed to accommodate ground floor retail and historic structures may allow office at ground floor.

- c) For tenant spaces located on a corner, the eating and drinking establishment use must remain entirely on the Third Street Promenade frontage. For tenant spaces not located on a corner, the non-eating and drinking establishment use does not occupy more than 33% of the Promenade frontage.

9.10.030 Development Tiers with Provision of Community Benefits for Proposed Buildings of less than 100,000 outdoor dining or 500 square feet, whichever is greater

- c) For tenant spaces located on a corner, the eating and drinking establishment use must remain entirely on the Third Street Promenade frontage. For tenant spaces not located on a corner, the non-eating and drinking establishment use does not occupy more than 33% of the Promenade frontage.

9.10.050 Application Thresholds Table

<table>
<thead>
<tr>
<th></th>
<th>Housing Project</th>
<th>All Other Projects</th>
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</thead>
<tbody>
<tr>
<td>Administrative Approval</td>
<td>Less than 30,000 sf</td>
<td>Less than 15,000 sf</td>
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<tr>
<td>Development Review Permit</td>
<td>All Tier 2</td>
<td>15,000 – 29,999 sf</td>
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<tr>
<td>Tier 3: 30,000 - 59,999 sf</td>
<td>Tier 3 greater than 60,000 sf</td>
<td>Greater than 30,000 sf</td>
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</tbody>
</table>

The purpose of this section is to establish and describe regulations for implementing policies of the General Plan intended to establish a base height and Floor Area Ratio (FAR) to be known as Tier 1 and that new development is allowed to exceed the base height and FAR of Tier 1 in return for the provision of community benefits that enhance Santa Monica’s highly valued community character.
More specifically, these regulations will implement LUCE policies, which require that, as development is approved above the base FAR and height, it must be accompanied by a range of community benefits from four priority categories: Affordable Housing, Trip Reduction and Traffic Management, Community Physical Improvements, and Social and Cultural Facilities. In addition to promoting the development of additional on-site affordable housing and to maintaining existing City programs that provide incentives for the production of affordable housing, these requirements are intended to reduce the additional burdens more intense development allowed by the General Plan will impose on the City by requiring applicants to pay additional fees to mitigate project impacts or, in specific instances, allowing applicants to incorporate features into their projects.

Applicability. Except for 100% Affordable Housing Projects, the requirements of this Chapter apply to all projects involving new development and additions for which applicants propose to exceed the maximum base floor area or height allowed for Tier 1 projects. The provisions of this Chapter establish the requirements under which additional floor area and height may be allowed up to the Tier 2 or Tier 3 maximum standards established in this Ordinance.

Qualifying Benefits. An applicant seeking approval for a project that exceeds the base floor area or height allowed in the district where the project is located shall provide community benefits in each of the following categories.

**Housing.** All Tier 2 and Tier 3 projects must meet the following requirements:

**Affordable Housing.** Applicants proposing residential and mixed-use projects shall incorporate the following:

- **Tier 2**—At least 50 percent more affordable housing units than would be required pursuant to SMMC Section 9.64.050. Any fractional affordable housing unit that results from this formula shall be provided as a whole affordable housing unit (i.e., any resulting fraction shall be rounded up to the next larger integer).

- **Tier 3**—At least ___ percent more affordable housing units than would be required pursuant to SMMC Section 9.64.050. Any fractional affordable housing unit that results from this formula shall be provided as a whole affordable housing unit (i.e., any resulting fraction shall be rounded up to the next larger integer).

**Tier 2**—On-site affordable housing units shall be affordable to 30%, 50%, or 80% income households depending on the percentage of affordable units being provided and shall not include any Moderate Income units, as defined by SMMC Section 9.64.020. Subject to the modifications contained in this subsection (A), all of the affordable units shall comply with the provisions of SMMC Chapter 9.64.

**Tier 3**—On-site affordable housing units shall be affordable to ___% income households depending on the percentage of affordable units being provided and shall not include any Moderate Income units, as defined by SMMC Section 9.64.020. Subject to the modifications contained in this subsection (A), all of the affordable units shall comply with the provisions of SMMC Chapter 9.64.

Affordable housing units required by this subsection (A) may be provided offsite, pursuant to SMMC Section 9.64.060, if the affordable housing units are owned in whole or part and operated by a non-profit housing provider for the life of the project, and the Final Construction Permit Sign Off or Certificate of Occupancy for the affordable units is issued prior to or concurrently with the Tier 2 project.

**Unit Mix.** Applicants proposing residential and mixed-use projects shall incorporate the following:

For market rate units:
At least 15% of the units shall be three-bedroom units; 
At least 20% of the units shall be two-bedroom units; 
No more than 15% of the units shall be studio units; 
The average number of bedrooms for all of the market rate units combined shall be at least 1.2; and 
Notwithstanding subsections (B)(1)(a)(i) and (ii) above, any fractional housing unit less than 0.5 that results from this unit mix shall be rounded down to the next lower integer. Any fractional housing unit of 0.5 or more that results from this unit mix shall be rounded up to the next larger integer.

For affordable housing units:

The average number of bedrooms for all of the affordable housing units combined shall be equal to or greater than the average number of bedrooms provided for all of the market rate units pursuant to subsection (B)(1)(a) of this Section.

The Director may grant a waiver from this unit mix requirement pursuant to the requirements and procedures for Waivers in SMMC Chapter 9.43. 
The requirements of subsection (B)(1) of this Section shall not apply to project applications filed prior to the effective date of this Ordinance.

**Impact Fees.** Applicants proposing projects above Tier 1 shall pay the following additional fees.

**Mitigation Fee.** Tier 2—Applicants proposing nonresidential and mixed-use projects shall pay a housing mitigation fee 14 percent above the base fee as required by SMMC Chapter 9.68, Affordable Housing Fee for Commercial Development Program for that portion of the floor area above the maximum Tier___________ 1_________ floor_________ area_________ allowed_________ by_________ this_________ Ordinance.

Tier 3—Applicants proposing nonresidential and mixed-use projects shall pay a housing mitigation fee ___ percent above the base fee as required by SMMC Chapter 9.68, Affordable Housing Fee for Commercial Development Program for that portion of the floor area above the maximum Tier 1 floor area allowed by this Ordinance.

**Transportation Impact Fee.** Tier 2—Projects shall pay an additional Transportation Impact Fee (TIF) 14 percent above the base fee required by SMMC Chapter 9.66, Transportation Impact Fee Program, for that portion of the floor area above the maximum Tier 1 floor area allowed by this Ordinance.

Tier 3—Projects shall pay an additional Transportation Impact Fee (TIF) ___% above the base fee required by SMMC Chapter 9.66, Transportation Impact Fee Program, for that portion of the floor area above the maximum Tier 1 floor area allowed by this Ordinance.

**Open Space.** Tier 2—Projects shall pay an additional Open Space Fee (OSF) 14 percent above the base fee required by SMMC Chapter 9.67, Open Space Fee Program, for that portion of the floor area above the maximum Tier 1 floor area allowed by this Ordinance.

Tier 3—Projects shall pay an additional Open Space Fee (OSF) ___% percent above the base fee required by SMMC Chapter 9.67, Open Space Fee Program, for that portion of the floor area above the maximum Tier 1 floor area allowed by this Ordinance.

**Transportation Demand Management.** All Tier 2 and Tier 3 Projects shall include the following Transportation Demand Management measures in addition to those required by SMMC Chapter 9.53, Transportation Demand Management:

For nonresidential components of projects, provide the following:

**Tier 2.** A Transportation Allowance equivalent to at least 75% of the cost of a monthly regional transit pass, in accordance with SMMC Section 9.53.130(B)(2)(b)(viii).
For residential components of projects, provide the following:

**Tier 2** – A Transportation Allowance equivalent to at least 75% of the cost of a monthly regional transit pass, in accordance with SMMC Section 9.53.130(B)(2)(c)(iv).

**Tier 3** – A Transportation Allowance equivalent to at least 100% of the cost of a monthly regional transit pass, in accordance with SMMC Section 9.53.130(B)(2)(c)(iv).

Free on-site shared bicycles intended for resident and guest use. This shall be optional if Citywide bikeshare is available within a 2-block radius of the project site.

**9.10.040 Requirements for Designated Infill Benefit Sites with Qualifying Proposed Buildings of more than 100,000 square feet**

The purpose of this section is to identify future public and private improvements on specific properties where special conditions of size, shape, geography or existing or desired development require particular attention and additional analysis beyond other anticipated sites. Special care needs to be taken to address the specific physical conditions and challenges posed by these sites and present strategies for their successful integration into the fabric of the area and the temporal context of the day. The development of the infill benefit sites identified in Table 4.2 could provide significant community benefits for the circulation, open space, and cultural facilities that would otherwise not be anticipated from smaller projects. These significant enhancements are identified as part of an overall strategy for economic and functional improvements to address anticipated future needs. Projects that propose 100,000 square feet of development or more will be processed as a development agreement and must provide at minimum Tier 3 Community Benefits, the additional onsite benefits listed in Table 4.2, the additional fees listed in Table 4.3, and a significant improvement such as significant public open space, a cultural facility, or significant circulation element.

On August 27, 2013 the City Council determined that the DCP Program Environmental Impact Report should evaluate eight specific larger sites at a maximum height of 84 feet and an FAR of 4.0 (see Illustration XXX), and include an incentive bonus of 1.0 FAR for a total 5.0 FAR for uses that generate less automobile trips and/or projects that provide major circulation improvements. While the DCP EIR evaluates these maximums, the DCP adjusts them in recognition of unique-site conditions that preserve the setting of historic resources, to allow for necessary additional roadways that achieve circulation goals, to acknowledge the submitted lower FARs of specific submitted applications, and to achieve no net new PM peak hour trips. This scenario is reflected in Table 4.2.

Applicability. The DCP identifies eight sites that are considered Infill Benefit sites (see Table 4.2) and this chapter provides development standards, community benefit requirements and significant improvement requirements for five of the sites that are located outside of the GAMP project area. The number of projects throughout the life of the DCP eligible to develop beyond 100,000 square feet within the Downtown Community Plan area boundaries, and thereby allowed to be processed through a development agreement, is limited to the eight sites identified in Table 4.2. Any future applicants that propose a project beyond 100,000
square feet on a site not listed in Table 4.2 must apply for a Text Amendment to the DCP which must be approved by the City Council before the request will be processed.

All new projects proposing buildings over 100,000 square feet must provide onsite, at a minimum, the following:

All new projects proposing buildings over 100,000 square feet must provide Open Space Fees, Transportation Impact Fees, Housing Linkage Fees, based on the Tier 3 formula. In addition to standard Tier 3 requirements, all new project proposing buildings over 100,000 square feet must provide the following fees:

9.10.050

“Housing Project” means a use consisting of any of the following:

a) Residential units only
b) Mixed-use developments consisting of residential and nonresidential uses in which nonresidential uses that do not exceed 25% of the total building square footage and are limited to neighborhood commercial uses and to the first floor of buildings that are two or more stories. As used in this paragraph, “neighborhood commercial” means small-scale or specialty stores that furnish goods and services primarily to residents of the neighborhood.

c) Transitional or Supportive Housing

9.10.060 Development Standards

Table 4.2 prescribes the development standards for Downtown districts. Additional regulations are denoted with Section numbers in the right hand column or with individual letters in parentheses. Section numbers refer to other Sections of this Ordinance, while individual letters in parentheses refer to subsections that directly follow the table.
### Table 4.2 Development Standards—Downtown Districts

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<td>2.75</td>
<td>3.0</td>
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<td>2.75</td>
<td>3.25</td>
<td>2.75</td>
<td>3.5</td>
<td>3.5</td>
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<td><strong>Building Form and Location</strong></td>
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<tr>
<td>Maximum Building Height (ft.)</td>
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<tr>
<td>Tier 1—Base Standard</td>
<td>32’</td>
<td>32’</td>
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<td>32’</td>
<td>32’</td>
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</tr>
<tr>
<td>Tier 1- Projects Including On-Site Affordable Housing In Compliance with AHPP</td>
<td>39’</td>
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<td>Tier 2</td>
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<tr>
<td>Standard</td>
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<td>BC (Promenade)</td>
<td>BC (2nd &amp; 4th Streets)</td>
<td>TA</td>
<td>OT</td>
<td>WT</td>
<td>Additional Regulations</td>
</tr>
<tr>
<td>----------</td>
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<td>-------------------------</td>
<td>----</td>
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<td>------------------------</td>
</tr>
<tr>
<td>Lincoln Court – 40’; Between 7th Court and Lincoln Boulevard - 50’</td>
<td></td>
<td></td>
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<td></td>
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<td></td>
</tr>
<tr>
<td>Tier 2 – With Housing</td>
<td>Between Lincoln Boulevard and Lincoln Court – 50’; Between 7th Court and Lincoln Boulevard – 60’</td>
<td>60’</td>
<td>60’</td>
<td>60’</td>
<td>60’</td>
<td>50’</td>
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<tr>
<td>Tier 3 – With Housing</td>
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<td>-</td>
<td>84’</td>
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<td>Height Transitions to Residential Districts</td>
<td>See (A)(1)</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>See (A)(1)</td>
<td>SMMC Section 9.21.060, Height Exceptions</td>
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<tr>
<td>Minimum Ground Floor Height</td>
<td>11’</td>
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<td>Maximum Ground Floor Height</td>
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<td>16’</td>
<td>16’</td>
<td>16’</td>
<td>16’</td>
<td></td>
</tr>
</tbody>
</table>

**Building Form Regulated by Building Type**

<p>| Minimum Stepbacks (ft.) | 15% of façade | 15% of façade | None required | None required | 15% of façade | 15% of façade | 15% of façade | See (D)(2) |
| Build-To Line |  |  |  |  |  |  |  |  | See (C)(1) |</p>
<table>
<thead>
<tr>
<th>Standard</th>
<th>MUB</th>
<th>NV</th>
<th>BC (Promenade)</th>
<th>BC (2nd &amp; 4th Streets)</th>
<th>TA</th>
<th>OT</th>
<th>WT</th>
<th>Additional Regulations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum Upper Level Stepbacks</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>35% of façade, see (C)(3)</td>
</tr>
<tr>
<td>Minimum Open Space</td>
<td>Varies by lot width, see (B)(1)</td>
<td>Varies by lot width, see (B)(1)</td>
<td>N/A</td>
<td>Varies by lot width, see (B)(1)</td>
<td>Varies by lot width, see (B)(1)</td>
<td>Varies by lot width, see (B)(1)</td>
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</tr>
<tr>
<td>Minimum Side Interior</td>
<td>15% of façade, see (C)(5)</td>
<td>15% of façade, see (C)(5)</td>
<td>N/A</td>
<td>15% of façade, see (C)(5)</td>
<td>15% of façade, see (C)(5)</td>
<td>15% of façade, see (C)(5)</td>
<td>15% of façade, see (C)(5)</td>
<td></td>
</tr>
<tr>
<td>Maximum Unbroken Primary Façade Length</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>10’ wide by 5’ depth, see (C)(6)</td>
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</table>

### Setbacks

<table>
<thead>
<tr>
<th>Building Frontage Line (Ground Floor Setback)</th>
<th>See (D)</th>
<th>See (D)</th>
<th>See (D)</th>
<th>See (D)</th>
<th>See (D)</th>
<th>See (D)</th>
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</thead>
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<tr>
<td>Minimum Interior Side and Rear—Adjacent to Residential District</td>
<td>10’ see (A)(1) Illustr 4.3</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>10’ see (A)(1) Illustr 4.3</td>
</tr>
</tbody>
</table>

| Rear Adjacent to Alley                             | 2’ for first 17’ of building height |

### Parking

| Parking                                           | See SMMC Section 9.28 Parking, Loading, and Circulation |

### Active Design

<table>
<thead>
<tr>
<th>Active Design</th>
<th>See (E)</th>
<th>See (E)</th>
<th>See (E)</th>
<th>See (E)</th>
<th>See (E)</th>
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</thead>
<tbody>
<tr>
<td>Pedestrian Oriented Design</td>
<td>See (E)</td>
<td>See (E)</td>
<td>See (E)</td>
<td>See (E)</td>
<td>See (E)</td>
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Table 4.2 Development Standards—Downtown Districts

<table>
<thead>
<tr>
<th>Standard</th>
<th>MUB</th>
<th>NV</th>
<th>BC (Promenade)</th>
<th>BC (2nd &amp; 4th Streets)</th>
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<th>WT</th>
<th>Additional Regulations</th>
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<td>Accessory Food Service</td>
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<td>SMMC Section 9.31.030, Accessory Food Service</td>
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<td>Accessory Structures</td>
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<td>SMMC Section 9.21.020, Accessory Buildings and Structures</td>
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<td>Automobile/ Vehicle Sales, Leasing, and Storage</td>
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<td></td>
<td>SMMC Section 9.31.070, Automobile/Vehicle Sales, Leasing, and Storage</td>
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<td>Exceptions to Height Limits</td>
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<td></td>
<td></td>
<td></td>
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<td>SMMC Section 9.21.060, Height Exceptions</td>
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<tr>
<td>Fences, Walls, and Hedges</td>
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<td>SMMC Section 9.21.050</td>
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<td>Home Occupation</td>
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<td>SMMC Section 9.31.160, Home Occupation</td>
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<td>Landscaping and Street Trees</td>
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<td>SMMC Subsection 9.11.030(F), Chapter 9.26, Landscaping</td>
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<td>Lighting</td>
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<td>SMMC Section 9.21.080, Lighting</td>
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<td>Off-Street Parking and Loading</td>
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<td>SMMC Chapter 9.28, Parking, Loading, and Circulation</td>
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<tr>
<td>Signs</td>
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<td>SMMC Chapter 9.61, Signs</td>
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<td>Screening</td>
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<td>SMMC Section 9.21.140, Screening</td>
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<td>Refuse and Recycling Screening and Enclosure</td>
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<td>SMMC Section 9.21.130, Resource Recovery and Recycling Standards</td>
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<td>Sustainability</td>
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<td></td>
<td></td>
<td></td>
<td>SMMC Chapter 8.106, Green Building Standards Code</td>
</tr>
</tbody>
</table>

The modification process established in SMMC Chapter 9.43 shall be used for minor and major modifications to the dimensional requirements, design standards, and other requirements of the Downtown Specific Plan.

**BUILDING FORM**
Maximum Average Height. In order to allow flexibility to the designer and create a varied rooftscape, the Maximum Average Height of a project is calculated per Illustration 4.2, except that:

At no time may any portion of a building exceed 84 feet in height, excluding ornamental features. Calculation of the Average Height shall not include Open Space and, for the purposes of this calculation, no portion of the building shall be considered to be less than 39 feet in height.

Ornamental features such as parapets, turrets, corner towers, architectural and landscape screening of mechanical and roof equipment, and sustainability elements such as photo voltaic cells and stormwater catchment equipment shall be exempt from building height requirements, provided their height does not exceed 16 feet above the roof plan on which they sit and they cover no more than 20% of the roof area.

90% of a Primary Facade shall be a minimum of 21 feet in height.

Height Transition to Residential Districts
A. BUILDING HEIGHT TRANSITION TO RESIDENTIAL DISTRICTS

1. In the Wilshire Transition District and along the east side of Lincoln Boulevard, buildings shall not extend above a plane starting at 30 feet in height directly above the parcel line abutting any residentially-zoned parcel, or where there is an alley, the centerline of the alley, and from that point, extending in at a 45-degree angle from vertical toward the interior of the site, up to the maximum building height. (see Illustration 4.3). The 30 foot height measurement shall be taken from the same reference grade as determined for the subject site pursuant to SMMC Section 9.04.050.

Building Type Standards define a menu of project types categorized by lot size and, in some cases, by intended use. They recognize the small increment by which Santa Monica developed and provide incentives for infill on the small lots that remain. By contrast, because very large lots have such a profound effect on the pedestrian experience, they recognize the need for additional regulation of building mass and pedestrian-level experience. Certain building types such as grocery stores, movie theaters, and above ground parking structures have unique requirements to allow them to function well. Corresponding standards for those Special Building Types recognize these requirements, yet ensure a vital pedestrian experience. Subsections B-E describe Small, Medium, Large and Special Building Types.

Maximum Unbroken Primary Facade Length.

All new or modified buildings shall orient the Primary Facade to front the Frontage Line. Secondary Facades front side and rear yards.

Corner buildings shall have a Primary Facade fronting each sidewalk.

For Large Building Types, no building frontage shall be longer than 150 feet. Frontages greater than 150 feet shall have breaks measuring at least 15’ wide by 15’ deep, running the full height of the building frontage, except that:

- Breaks in the Mixed-Use Boulevard District must be at least 20’ wide;
- Breaks in the Wilshire Transition and Ocean Transition Districts must be at least 30’ wide;
- Where buildings are lined with Stoop Frontages or Studio Entry Frontages, as described in subsections (H)(6-7), the maximum frontage may be increased to 300 feet without a break.

For Special Building Types, no building frontage shall be longer than 300 feet. Frontages greater than 300 feet shall have breaks measuring at least 15’ wide by 15’ deep, running the full height of the building frontage, except that:

- Breaks in the Mixed-Use Boulevard District must be at least 20’ wide;
- Breaks in the Wilshire Transition District must be at least 30’ wide.

These breaks must allow pedestrian access to a paseo, courtyard, building lobby, or commercial space.

Maximum Floor Plate Ratios. In order to modulate building mass, maximum floor plate ratios have been established for floors 3-7. A maximum floor plate ratio is the amount of floor plate divided by total Buildable Area expressed as a percentage. Floors 1 and 2 are assumed at 100% for the purposes of averaging.

The maximum floor plate ratios for Floors 3 and 4 or Floors 4 and 5 may be averaged and applied to those floors included in the average.

Maximum Upper Level Building Frontage Occupancy. The average Building Frontage Occupancy on portions of a building in excess of 54 feet in height (excluding parapets) shall not exceed the Occupancy established in the tables defined by Building Type and Districts found in subsections (B-E)(3).
standard is to maintain the quality of light and air easily accessible to the pedestrian and is tailored for smaller parcels to achieve a higher proportion of building mass at upper levels, intersections, and along east-west streets.

The portion of building in excess of the permitted Frontage Occupancy shall be setback at least 20’ behind the Building Frontage Line.

This Standard is only applicable on north–south streets.

Where a project proposes preserving historic structures on site, the percentage of Frontage Occupancy only need apply to the portion of the site with the new building(s).

**B. OPEN SPACE**

1. **Minimum Open Space—Requirements, per (B)(2)**

<table>
<thead>
<tr>
<th>Lot width of 50 feet or less</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lot width between 51 and 150 feet</td>
<td>20% total: 10% located at Ground Floor or Podium at 1 or 2 Levels above Ground and 10% without regulated location</td>
</tr>
<tr>
<td>Lot widths greater than 150 feet</td>
<td>25% total: 12.5% located at Ground Floor or Podium at 1 or 2 Levels above Ground and 12.5% without regulated location</td>
</tr>
</tbody>
</table>
2. The minimum area required for open space is expressed as a percentage of the buildable area (i.e., remaining parcel after required setbacks) and is based on Building Type. Unless otherwise noted, this open space may be public or private.

3. Required open space can be accommodated at-grade, on a podium one (1) level or two levels above the ground floor, in private exterior balconies that are a minimum of 35 sf each, roof gardens, or any combination thereof.

4. Widened sidewalks resulting from compliance with subsection (E) shall not be counted towards compliance with this requirement. Sidewalk widening that exceeds the minimum requirement, excluding areas used for averaging, may be included towards compliance with this requirement, provided any overhanging encroachments have a minimum vertical clearance below equivalent to the floor to floor minimum or maximum ground floor height requirement.

5. Stepbacks resulting from compliance with subsections (C)(2) and (C)(3) may be counted towards compliance with this requirement.

5.6. The maximum height to width ratio of any Courtyard is 1.7:1 (e.g., a Courtyard within a 60’ tall structure must have a minimum dimension of 35’). Where sides of a Courtyard are unequal in height, they may be averaged to determine the effective height. The minimum Courtyard dimension on any side shall be 20 feet.

6.7. Projections and Encroachments into the Courtyard are permitted on all sides, provided that the minimum dimension of 20’ is maintained. Freestanding Encroachments (e.g., shade structures) are permitted within the Courtyard, provided that the sum of dimensions on both sides of the Encroachment satisfies the minimum dimension required for the Courtyard, or it has open sides.

7.8. Breaks in buildings required by Maximum Unbroken Primary Facade Length (A)(4 of subsection (C)(6), shall count toward Open Space Requirements. The 1.7:1 height to width ratio does not apply to these Breaks.

8.9. All visible portions of a required setback, not used for vehicular or pedestrian access to the building, shall consist of hardscape, planting areas, and/or pedestrian amenities like entry courtyards, plazas, entries, outdoor eating and display areas, or other uncovered areas designed and accessible for public use.

**SMALLC. BUILDING TYPE MODULATION STANDARDS**

In order to modulate building mass, new buildings or additions to existing buildings shall be designed in three dimensions on the front and sides to ensure light and air into buildings and down to the street.

1. **Build-To Line.** Buildings with nonresidential uses on the ground floor and not facing a residential district shall be constructed at the building frontage line for 70 percent of linear street frontage. This requirement may be waived or modified subject to a discretionary approval upon finding that:

   An alternative configuration can be approved based on the findings in Chapter 9.43 Small Building Types are those with lot widths of 50 feet or less. Above, a building 50 feet in width occupies one typical lot.

   Maximum Floor Plate Ratio, per (A)(5)

   Maximum Upper Level Building Frontage Occupancy, per (A)(6)
**Minimum Open Space**, per (A)(7). There are no open space requirements for Small Building Types.

**Special Exemptions**: Small buildings are exempt from 50% of the parking requirements as prescribed in Table 4.3.

**Medium Building Type**

Medium Building Types are those with lot widths between 51 feet and 150 feet. Above, a building 150 feet in width occupies three typical lots.

**Maximum Floor Plate Ratio**, per (A)(5)

**Maximum Upper Level Building Frontage Occupancy**, per (A)(6)

**Minimum Open Space**, per (A)(7)

**Large Building Type**

Large Building Types are those with lot widths greater than 150 feet. Above, a building 200 feet in width occupies four typical lots.

**Maximum Floor Plate Ratio**, per (A)(5)

**Maximum Upper Level Building Frontage Occupancy**, per (A)(6)

**Minimum Open Space**, per (A)(7)

**Designated Infill Benefit Sites with Qualifying Proposed Buildings of More Than 100,000 Square Feet**
Buildings totaling more than 100,000 square feet on any of the eight infill sites identified in Chapter XX and for which the qualifying community benefits have been met have specific development standards.

**Maximum Floor Plate Ratio**, per (A)(5)

**Maximum Upper Level Building Frontage Occupancy**, per (A)(6)

**Minimum Open Space**, per (A)(7)

**SPECIAL BUILDING TYPES**

**Special Building Types** include Urban “Large Format,” Urban Theater, Sites with Proposed Buildings of more than 100,000 square feet, and Public Parking Structure. Items (E)(2-4) are Form Based Standards applicable to all Special Buildings. Items (E)(5-7) describe standards specific to each Special Building Type.

**Maximum Floor Plate Ratio**, per (A)(5)

**Maximum Upper Level Building Frontage Occupancy**, per (A)(6)

- **a. Minimum Open Space.** Where Residential or Office Uses are accommodated above the Special Use, requirements for Large Building Types apply, Modifications and Waivers, and the objectives of the DCP Design Guidelines; and

- **b.** Entry courtyards, plazas, small parks, entries, outdoor eating and display areas, or other uncovered areas designed and accessible for public use are located between the build-to line and building, provided that the buildings are built to the edge of the courtyard, plaza, small park, or dining area; and

- **c.** The building incorporates an alternative entrance design that creates a pedestrian-oriented entry feature facing the street.

2. **Minimum Required Stepbacks Above Ground Floor.**

- **a.** Districts with 50 feet or 60 feet maximum allowable height limit. Minimum required stepbacks from the building frontage line are established above the ground floor. The Minimum Required Stepback Above the Ground Floor and below 39 feet shall be 15% of the front façade area. Stepbacks shall be a minimum of 3 feet and are not required to be open to the sky. Projections into the required stepbacks are permitted pursuant to 9.10.120(A).
b. **Districts with 84 feet maximum allowable height limit.** Minimum required stepbacks from the building frontage line are established above the ground floor. The Minimum Required Stepback Above the Ground Floor and below 60 feet shall be 15% of the front façade area. Stepbacks shall be a minimum of 3 feet and are not required to be open to the sky. Projections into the required stepbacks are permitted pursuant to 9.10.120(A).

c. **Bayside Conservation District.** In order to maintain a consistent streetwall, a stepback is not required below 39 feet.

3. **Minimum Upper Level Stepbacks.**

   a. **Bayside Conservation District and Districts with 50 feet or 60 feet maximum allowable height limit.** Minimum required stepbacks from the building frontage line are established for the upper levels of proposed buildings. The Minimum Upper Level Stepback above 39 feet shall be 35% of the front façade area. Stepbacks shall be a minimum of 3 feet and are not required to be open to the sky. Projections into the required stepbacks are permitted pursuant to 9.10.120(A).

   b. **Districts with 84 feet maximum allowable height limit.** Minimum required stepbacks from the building frontage line are established for the upper levels of proposed buildings. The Minimum Upper Level Stepback above 60 feet shall be 35% of the front façade area. Stepbacks shall be a minimum of 3 feet and are not required to be open to the sky. Projections into the required stepbacks are permitted pursuant to 9.10.120(A).

4. **Alternative Stepback Compliance for Districts with 50 feet or 60 feet maximum allowable height limit.** In order to provide flexibility for compliance with the stepback requirements in subsections (C)(2) and (C)(3), the Planning Commission, Architectural Review Board, or Landmarks Commission, whichever is the first reviewing authority of an application, may approve building modulation above the ground floor for 25% of the front façade area subject to the following findings:

   a. The Planning Commission/Architectural Review Board/Landmarks Commission finds that the alternative compliance creates a three-dimensional frontage which reinforces the architectural concept and is appropriate to its unique location and context.

5. **Minimum Side Interior Stepback.** A minimum of 15% of the side interior building façade area shall be setback a minimum of 5 feet from the side property line.

6. **Maximum Unbroken Primary Facade Length.**

   a. All new or modified buildings shall orient the primary facade to the Frontage Line. Secondary facades orient to the side and rear yards.

   b. Corner buildings shall have a primary facade fronting each sidewalk.

   c. For projects with lot widths of greater than 150 feet, a building wall facing the street having a length greater than 150 feet shall have a minimum of one significant break that extends from above the ground for 60 percent of the height of the project. The break is not required to be continuous. A significant break is a recess or projection with a minimum of 10 feet width and 5 feet deep from the building frontage line. The significant break shall not be counted in the building modulation requirements established by (C)(2) and (C)(3).

7. **Special Building Types.**

   a. **Urban “Large Format” Type.** A building defined by its simple square, “L” or “U” shape that allows for large scale retail, office, or entertainment uses of at least 40,000 square feet per floor for a single tenant, like a grocery or department store. For a quality pedestrian realm, parking is accommodated below ground or is integrated into the building so that it is not visible from the street. Unlike “Big Boxes” in more suburban areas, these typically have storefronts, that create a pedestrian scaled environment, and they may have other uses above, like office or residential.
i. Parking and service should be accommodated to reduce pedestrian conflicts by minimizing curb cuts and façade breaks for garage entries for pedestrian safety. Parking should be located in a below grade garage, on the roof, or integrated into the building so as to be not visible from the street.

ii. The driveway opening of public parking accessed from the street must be 24’ or less, subject to circulation review.

iii. When separate garage entries are provided for other uses, they should be off of an alley.

iv. Service access should be from an existing alley or access driveway. Truck docks should be screened from public view.

For Maximum Floor Plate Ratios, even when the primary use is “wrapped” by two stories of other uses, it will count as one floor.

v. Ensure a high-quality pedestrian environment by adequately framing the streets and other public spaces with sufficient building enclosure particularly on the first two floors.

vi. Maintain visual interest by avoiding blank, windowless or opaque glazing and display cases that are divided from the store interior (like department store windows). No more than 30% of the Primary Façade should be blank.

vii. Entrances to upper floors should be accessed through an interior lobby directly via a public sidewalk or publicly accessible Open Space to animate the ground floor.

viii. If ground floor residential units or office tenant spaces are part of the project, they should be accessed directly from the sidewalk.

b. Urban Theater. A multi-story building that allows for a set of auditorium spaces of differing sizes, with a large floor to ceiling height and common lobby areas. Transparency is rarely provided beyond the main theater entrance, though secondary lobbies above the first floor may provide some. Loading is typically accommodated off an alley. Unlike suburban-style multiplexes, Urban Theaters should be lined with storefronts of other retailers to avoid blank walls. While this building type is defined by its internal volumes and primary uses, it is possible to have other uses connected to it or within it, including restaurants and cafes. Retail may be accommodated below the theater and office and residential may be accommodated above.

Subsections (5) apply to the Urban Theater Building Type.

Primary Façades should preferably have a theater marquee. Encroaching elements should cumulatively occupy at least 20% of the Façade.

i. Display cases, like for movie posters, are appropriate for blank frontages, where present, and should be oriented to pedestrians.

ii. At least one entrance per Primary Frontage should be provided directly from the public sidewalk.

iv. Access to accessory retail tenant spaces should also be provided directly from the public sidewalk to animate the building edges along the ground floor.

c. Public Parking Structure. An above ground structure for municipal vehicle public parking designed to accommodate ground floor retail or office space facing a public street. This building type accommodates shared public parking. Additional public uses should be considered for the top floor where pleasant views may occur.

i. Only one primary facade can be parking.

ii. Vehicular entrances/exits should be no more than three lanes or 30’ wide at the sidewalk. They are best located off alleys where adequate Signage and alley clearance permits.
iii. Ticket and payment machines should be recessed to allow significant stacking room within the structure.

iv. Service access should be from an existing alley or access driveway.

v. Upper level parking should have architectural/green screening.

vi. Where possible, parking levels above the mixed-use ground floor should be set back at least 10’ so it becomes secondary. This provides room for planters and/or other screening devices.

vii. Adequately frame the streets and public spaces with sufficient building enclosure particularly on the first floor.

viii. The ground floor should be lined with retail or office uses having their own entry from the sidewalk.

ix. Primary Entries to ground floor tenant spaces should occur a maximum interval of 60 feet in order to animate the ground floor.

XXX.

A building or use may cross property lines only if:

The building site shall be subject to all requirements of this Specific Plan as though the total area comprised in the site were a single parcel; and

A covenant by the owner(s) of the parcels shall be filed with the Director and recorded with the County Recorder’s office before any use or combination of parcels occurs. The covenant shall state the intention of the owner(s) to develop the parcels as a single building site and shall be in the form required by the Director.

A proposed mixed use development that includes multi-family housing above ground floor commercial uses may cross property lines for parking and access purposes without complying with (G)(1) above, provided it satisfies the following criteria:

The proposed project is located on a single parcel that does not exceed 7,500 square feet of lot area;

The proposed project is located adjacent to an existing mixed use or multi-family housing development with subterranean parking;

The proposed project would share a combined subterranean garage with the adjacent, existing mixed use/residential development that would only cross lot lines below grade; and

Access to the combined subterranean parking garage would occur only from the adjacent, existing mixed use/residential project site.

A mixed use development with multi-family residential units above ground floor commercial uses that satisfies criteria 1-4 above shall be treated as an independent development project for the purpose of applying all applicable Specific Plan development standards.

FRONT SETBACK.

d. The width of sidewalks is General Requirements.

i. Minimum Open Space. Special Building Types are exempt from Open Space requirements. Where Residential or Office Uses are accommodated above the special use, requirements for lot widths of greater than 150’ apply.

D. BUILDING FRONTAGE LINE.
Building setbacks and stepbacks are not dependent on District. Rather, Illustration 4.912 prescribes the desired width of sidewalks required setback from curb to Building Frontage Line, by block. **The Minimum**

**Illustration 4.12 Proposed Building Frontage Lines**

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E. Pedestrian **Level Frontage Occupancy** requires that the portion of a Building Frontage below 32’ in height shall occupy a minimum percentage of the Frontage Line, prescribed in Table 4.2.

- The minimum percentage of Required Frontage Line Occupancy may be further modified, within a range, as long as the average equals the Sidewalk Width prescribed by the Proposed Building Frontage Lines in Illustration 4.9.
  - For Sidewalk Widths of 15 feet, the distance from curb to Building Frontage Line can never be less than 13.5 feet.
  - For Sidewalk Widths of 18 feet, the distance from curb to Building Frontage Line can never be less than 16 feet.
  - For Sidewalk Widths of 20 feet, the distance from curb to Building Frontage Line can never be less than 18 feet.
  - For Sidewalk Widths of 25 feet, the distance from curb to Building Frontage Line can never be less than 22.5 feet.

- The ground floor area of Breaks required by Maximum Unbroken Primary Facade can be excluded from the Minimum Pedestrian Level Building Frontage Occupancy and its averaging.

This requirement may be waived or modified subject to a discretionary approval upon finding that:

- Entry courtyards, plazas, small parks, entries, outdoor eating and display areas, or other uncovered areas designed and accessible for public use are located between the build-to line and building, provided that the buildings are built to the edge of the courtyard, plaza, small park, or dining area.
Where a project proposes preserving historic structures on site, the percentage of Frontage Occupancy only need apply to the portion of the site with the new building(s).

**-ORIENTED/ACTIVE COMMERCIAL DESIGN STANDARDS.**

The ground-floor street frontage of buildings with required Active Commercial Frontages, as shown in Illustration 4.10, are required throughout the Downtown and shall be designed to accommodate commercial uses and activities, subject to the following:

A minimum average of 50’ depth of commercial space shall be provided in the Mixed-Use Boulevard, Neighborhood, and Wilshire Transition Districts.

A minimum average of 60’ depth of commercial space shall be provided in the Transit Adjacent, Ocean Transition, and Bayside Conservation Districts.

1. **Outdoor Dining.** Dining areas may encroach the sidewalk into building setbacks as long as a minimum unobstructed pedestrian pathway of 8’ in width is maintained. On 6th and 7th Streets, the minimum width is 6’.
   a. **Allow encroachments On the Promenade, dining may encroach up to 12 feet into the Promenade from the abutting property frontage to accommodate outdoor dining.** Uses located in the Promenade encroachment zone shall be in accordance with approved 3rd Street Promenade outdoor dining standards and subject to an encroachment permit.

To encourage the continuity of “live” retail sales and services, at least 70% of the total width for the first 18 feet of elevation of any new or reconstructed building, parallel to and facing the Promenade, shall be devoted to entrances, show windows, or other displays which are of interest to pedestrians, unless precluded by the presence of significant existing architectural features.

Clear untinted glass shall be used at the

2. **Active Design (Applicable to New Development Only).**

A minimum of 50’ depth of ground floor Promenade level to allow maximum visual access to the interior of buildings. Mirrored and highly reflective glass shall not be permitted at any level of the structure.

On Third Street Promenade, walk-up facilities shall be recessed and provide adequate queuing commercial space to avoid interruption of the pedestrian flow.

Active Commercial Frontages are permitted throughout the Downtown area, including those streets where they are not required.

a. **The Shopfront/Cafe** is an Active Commercial Frontage Type permitted shall be provided in all the Mixed-Use Boulevard, Neighborhood Village, and Wilshire Transition Districts. They may have café dining areas located in Zone 3 and are suitable for Restaurant uses.

The minimum floor-to-floor height of the ground floor is 18 feet in all Districts; up to a 10% variation is permitted

b. A minimum of 65% of a required Active Commercial Frontage shall be transparent and include windows, doors, and other openings.
   i. Sill height should be no higher than 2.5’ and head height should be no lower than 8’ above finished grade.
   ii. Openings shall have transparent glazing or openings that provide views into work, display, or sales areas, lobbies, or similar active spaces, or into windows displaying merchandise or items other than signs. Such display windows shall be at least 3’ deep. This requirement may be modified by the Architectural Review Board if it can be demonstrated that the fulfillment of this requirement materially interferes with the project’s ability to meet the requirements of Municipal Code Chapter 8.36 – The Energy Code.
Buildings with Shopfront/Cafés. A minimum of 65% of a required Active Commercial Frontage shall be transparent and include windows, doors, and other openings.

*Building* Frontages shall be designed to be divided into 30 foot bays or less for commercial leasing flexibility and functionality and to create a fine-grained rhythm along the street.

Shopfront/Café Frontages may not be recessed more than 8’ from the Frontage Line.

*Awnings* shall only cover windows and doors.

Shopfront/Cafés may have special paving and/or a row of planters, bollards, or a low fence to delineate the dining space or building entrance, but designed with primary consideration of the public right-of-way.

A minimum of one pedestrian entrance along the Active Commercial Frontage shall be provided at least every 60’. Special Building Types are exempt from this requirement.

Entrances to upper floors should be accessed through an interior lobby directly via a public sidewalk or publicly accessible Open Space to animate the ground floor.

The **Raised Terrace** is an Active Commercial Frontage Type permitted in the Ocean Transition District. They are defined by raised shop frontages with café dining in Zone 3, so the eye of the sitter is approximately at level with walking passerby.

The raised platform shall be between 7 and 36 inches in height as measured from the sidewalk grade.

This type is suitable for Restaurant and Hotel uses.

The floor to floor height of the Raised Terrace Frontage shall be between 16 to 21 feet tall as measured from the terrace grade to the top of the finished floor.

Fenestration shall be a minimum of 65% of the Facade’s first floor wall area.

*Awnings* shall only cover windows and doors.

The dining area shall be enclosed with a permeable fence and or a row of planters to delineate the space.

Primary pedestrian access to upper stories with Ground Floor Active Frontages is flexible and maybe from the raised terrace, from a side, or any other pedestrian space.

### 2.3 Pedestrian-Oriented Design. *(Applicable to New and Existing Development)*

Pedestrian-Oriented Frontages are permitted where Active Commercial Frontages are not required.

Pedestrian-Oriented Frontages may accommodate any use permitted in the district including retail, office, residential, or any combination thereof.

On Third Street Promenade, the ground floor of a structure may be divided to accommodate uses that provide primary access from the alley as long as those spaces:

- Incorporate the alley address on the building facing the alley and,
- Include an entry, identification sign, and windows which are compatible with the overall design character of the building.
All new development not required to have active commercial frontages shall include the following pedestrian-oriented standards:

a. No more than **2015%** of a building’s street-level frontage, but in no case exceeding **40’25’**, may be continuously blank or featureless.

b. New development shall incorporate the following design elements shall be incorporated into the street-facing façades at the ground floor level:
   
i. Articulated façades at the ground floor street frontage, which may include, but not necessarily require, such measures as indentation in plane, change of materials in a complimentary manner, sensitive composition and juxtaposition of openings and solid wall and/or building frame and projecting elements such as awnings and marquees to provide shade and shelter;
   
ii. Exterior lighting which provides for a secure nighttime pedestrian environment by reinforcing entrances, public sidewalks and open areas with a safe level of illumination which avoids off-site glare;

c. Residential uses at the ground floor street frontage shall incorporate **primary entries, which may include** planted areas, porches, front stairs and/or other elements that contribute to a pleasant pedestrian environment. Pedestrian-oriented design elements may also include street furniture or other seating surfaces on private property and design amenities scaled to the pedestrian such as awnings, drinking fountains, paseos, **arcades, colonnades, plazas, noncommercial community bulletin boards, public or private art and alternative paving materials in areas of pedestrian access.**

*Urban Entries* are suitable for residential lobbies or commercial/office uses, defined by a recess from the Frontage Line at grade, characterized by landscaping or a hardscape material that differs from the sidewalk paver.

d. Clear untinted glass shall be used at the ground floor level to allow maximum visual access to the interior of buildings. Mirrored and highly reflective glass shall not be permitted at any level of the structure.

d.e. Entries shall be spaced at a maximum of **200100** feet.

d.e.f. Entries shall be articulated by one or more of the following: a canopy, awning or other covering, signage, or recessed doorway.

d.e.f.g. When storefront security grates or grilles are provided, they shall be: located inside exterior windows; retractable into pockets or overhead cylinders; and completely concealed when retracted.

h. The **Studio Entry, Raised Terrace** is a sub-frontage type, is characterized permitted in the Ocean Transition District. They are defined by individualized living or work spaces (or live-work), raised shop frontages with each café dining in Zone 3, so the eye of the sitter is approximately at level with walking passersby.
   
i. The raised platform shall be between 7 and 36 inches in height as measured from the sidewalk grade.
   
ii. This type is suitable for Restaurant and Hotel uses.
   
iii. The floor to floor height of the Raised Terrace Frontage shall be between 16 to 21 feet tall as measured from the terrace grade to the top of the finished floor.
   
iv. Fenestration shall be a minimum of 65% of the Facade’s first floor wall area.
   
v. Awnings shall only cover windows and doors.
   
vi. The dining area shall be enclosed with a permeable fence and or a row of planters to delineate the space having a.
vii. **Primary pedestrian entry.** Where the access to upper stories with Ground Floor Active Frontages is flexible and may be from the raised terrace, from a side, or any other pedestrian space.

i. Materials for fences, walls, and gates should be durable and complement the building and site design. Vinyl shall not be used.

**F. HISTORIC PRESERVATION**

1. **Review of Proposed Alterations to City-Designated Historic Resources and HRI-Listed Properties.** The Zoning Ordinance and Downtown Community Plan provide development incentives for HRI-listed properties and City-designated historic resources as listed in Table 4.3. Projects that include proposed alterations to City-designated historic resources and HRI-listed properties are subject to review as listed in Table 4.4.

   a. Demolition is defined and demolition applications shall be reviewed and processed pursuant to SMMC Chapter 9.25. Note that as an application submittal requirement for a project that proposes demolition of any property over 40 years old, Landmarks Commission review of a demolition permit application is required as a means to identify whether the property warrants designation as a City-designated historic resource.

2. **Provision of a Historic Landmark Plaque.** Prior to final permit issuance, projects involving City-Designated Historic Resources— that obtain Landmarks Commission approval of a Certificate of Appropriateness shall require the installation of a historic plaque with design, language, and placement approved by the Landmarks Commission. Staff-approved Certificates of Appropriateness and properties already containing a historic plaque shall be exempt from this requirement.

3. **Height Limits for Tier 2 Projects on City-Designated Historic Resource Parcels.** Tier 2 projects on parcels that contain a City-Designated Historic Resource may extend up to the Tier 3 height maximum of the underlying district provided the project complies with all other Tier 2 thresholds and requirements and that the project is consistent with the Secretary of the Interior’s Standards for the Treatment of Historic Properties and the project design preserves the setting and views of the character-defining features of the on-site City-Designated Historic Resource.

4. **Adaptive Reuse Incentives for HRI-Listed Properties and City-Designated Historic Resources in the Downtown.** When a project is consistent with the Secretary of the Interior’s Standards for the Treatment of Historic Properties, the following incentives are provided in the Downtown, in addition to the incentives provided by the Zoning Ordinance as listed in Table 4.3:

   a. **Open Space.** The project shall retain all existing open space, but shall not be required to provide additional open space as required by in DCP 4.3.

   b. **Parking, HRI-Listed Properties.** For a change of use within a HRI-Listed Property, the project shall provide additional parking in accordance with the following:

      i. Parking shall be provided on-site for new commercial uses at a parking ratio of 1 space per 500 sq. ft. If on-site parking is not feasible, required additional parking shall be met through payment of 50% of the parking in-lieu fee.

   c. **Extended Time to Resume Abandoned Nonconforming Use.** Resumption, reestablishment, or reopening of a nonconforming use shall comply with SMMC Section 9.27.050 except as modified by this Section F(4). If a nonconforming use of a building, structure, or parcel on a City-designated historic resource or HRI-listed property ceases for a continuous period of two years or more, the use shall be considered abandoned and the building, structure or parcel shall thereafter be used only in accordance with the regulations for the District in which it is located.

**Table 4.3 Incentives for HRI-Listed Properties and City-Designated Historic Resources**
Table 4.4 Historic Preservation Requirements

<table>
<thead>
<tr>
<th>RESOURCE</th>
<th>ALTERATIONS - REVIEW AUTHORITY</th>
<th>PROJECT REQUIREMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>City-Designated Historic Resources - Landmarks</td>
<td>Landmarks Commission</td>
<td>Scope of Work: Any exterior alteration to a Landmark: Certificate of Appropriateness requirements set forth in SMMC Chapter 9.56 (Landmarks Ordinance)</td>
</tr>
<tr>
<td>City-Designated Historic Resources – Structures of Merit</td>
<td>Architectural Review Board</td>
<td>Scope of Work: Exterior in-kind replacement to a Structure of Merit: Proposed in-kind replacement that complies with the Secretary of the Interior’s Standards for the Treatment of Historic Properties requires review by the ARB or ARB Liaison in consultation with the Landmarks Commission Secretary. Scope of Work: All other alterations and additions to Structure of Merit:</td>
</tr>
</tbody>
</table>
The proposed project must meet the Secretary of the Interior’s Standards for the Treatment of Historic Properties. The project application must include a written evaluation of the project’s compliance with the Standards prepared by a qualified professional who meets the Secretary of the Interior’s Historic Preservation Professional Qualification Standards. This evaluation report shall be provided to the ARB to assist in the evaluation of the proposed project.

Scope of Work: In-kind replacement to HRI-listed properties:
Proposed in-kind replacement and that complies with the Secretary of Interior’s Standards for the Treatment of Historic Properties requires review by the ARB or ARB Liaison in consultation with the Landmarks Commission Secretary.

Scope of Work: For All other Alterations and Additions to HRI-listed properties:
The proposed project must meet the Secretary of Interior’s Standards for the Treatment of Historic Properties. The project application must include a written evaluation of the project’s compliance with the Standards prepared by a qualified professional who meets the Secretary of the Interior’s Historic Preservation Professional Qualification Standards. This evaluation report shall be provided to the ARB to assist in the evaluation of the proposed project.

A. Purpose. The purpose of this section is to establish and describe regulations for implementing policies of the General Plan intended to establish a base height and Floor Area Ratio (FAR) to be known as Tier 1. New development is allowed to exceed the base height and FAR of Tier 1 in return for the provision of additional project requirements that enhance Santa Monica’s highly valued community character.

More specifically, these regulations will implement LUCE policies which require that as development is approved above the base FAR and height, it must be accompanied by a range of community benefits from four priority categories: Affordable Housing, Trip Reduction and Traffic Management, Community Physical Improvements, and Social and Cultural Facilities. In addition to promoting the development of additional on-site affordable housing and to maintaining existing City programs that provide incentives for the production of affordable housing, these requirements are intended to reduce the additional burdens more intense development allowed by the General Plan will impose on the City by requiring applicants to pay additional fees to mitigate project impacts or, in specific instances, allowing applicants to incorporate features into their projects.
B. **Applicability.** Except for 100% Affordable Housing Projects, the requirements of this Chapter apply to all projects involving new development and additions for which applicants propose to exceed the maximum base floor area or height allowed for Tier 1 projects. The provisions of this Chapter establish the requirements under which additional floor area and height may be allowed up to the Tier 2 or Tier 3 maximum standards established in this chapter.

C. **Housing Projects Qualifying Benefits.** An applicant seeking approval for a housing project that exceeds the base floor area ratio or height allowed in the district where the project is located shall provide community benefits in each of the following categories.

1. **Housing.** All Tier 2 and qualifying Tier 3 projects must meet the following requirements:
   a. **Affordable Housing.** Subject to the modifications contained in this Section 9.10.070, all of the affordable units shall comply with the provisions of Chapter 9.64. Applicants proposing residential and mixed-use projects shall incorporate the following:
      i. **Tier 2 up to 50 feet** - 15% of the total length of a building frontage may number of units in the project shall be deed-restricted as on-site affordable housing units. Any fractional affordable housing unit that results from this formula shall be provided as a whole affordable housing unit (i.e., any resulting fraction shall be rounded up to the next larger integer). Affordable housing units may be provided offsite pursuant to Section 9.64.060 except that the total number of affordable housing units shall be increased to 20% of the total number of units in the project, if:
         • the affordable housing units are owned in whole or part and operated by a non-profit housing provider for the life of the project;
         • the Final Construction Permit Sign Off or Certificate of Occupancy for the affordable units is issued prior to or concurrently with the Tier 2 project; and
         • the location of the offsite location shall be within 500 feet of the subject property.
      ii. **Tier 2 up to 60 feet and Tier 3 less than 60,000 square feet** - 20% of the total number of units in the project shall be deed-restricted as on-site affordable housing units. Any fractional affordable housing unit that results from this formula shall be provided as a whole affordable housing unit (i.e., any resulting fraction shall be rounded up to the next larger integer). Affordable housing units may be provided offsite pursuant to Section 9.64.060 except that the total number of affordable housing units shall be increased to 25% of the total number of units in the project, if:
         • the affordable housing units are owned in whole or part and operated by a non-profit housing provider for the life of the project;
         • the Final Construction Permit Sign Off or Certificate of Occupancy for the affordable units is issued prior to or concurrently with the Tier 2 project; and
         • the location of the offsite location shall be within 500 feet of the Tier 2 project.
      iii. The total number of affordable housing units shall incorporate the affordability mix specified in Table 4.5.

   ![Table 4.5: Affordability](image-url)

<table>
<thead>
<tr>
<th>Affordability Level</th>
<th>Affordability Mix of Total Number of Affordable Housing Units</th>
</tr>
</thead>
</table>

   DOWNTOWN COMMUNITY PLAN | 41
<table>
<thead>
<tr>
<th>Income Household</th>
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<tr>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>50%</td>
<td>20%</td>
</tr>
<tr>
<td>80%</td>
<td>30%</td>
</tr>
<tr>
<td>Moderate</td>
<td>30%</td>
</tr>
</tbody>
</table>

- Any fractional affordable housing units that result from the percentage mix of total affordable housing units shall be aggregated into whole affordable housing units (i.e., any resulting fraction shall be added to other resulting fractions). The resulting whole units may be provided at 30%, 50%, 80%, or Moderate-income household affordability levels.

2. **Unit Mix.** Applicants proposing residential and mixed-use projects shall incorporate the following:
   a. For market rate units:
      i. At least 15% of the units shall be three-bedroom units;
      ii. At least 20% of the units shall be two-bedroom units;
      iii. No more than 15% of the units shall be studio units;
      iv. The average number of bedrooms for all of the market rate units combined shall be 1.2 or greater; and
      v. Notwithstanding subsections (C)(2)(a)(i) and (ii) above, any fractional housing unit less than 0.5 that results from this unit mix shall be rounded down to the next lower integer. Any fractional housing unit of 0.5 or more that results from this unit mix shall be rounded up to the next larger integer.
   b. For affordable housing units:
      i. The average number of bedrooms for all of the affordable housing units combined shall be equal to or greater than the average number of bedrooms provided for all of the market rate units pursuant to subsection (C)(2)(a) of this Section.
      ii. The Director may grant a waiver from this unit mix requirement pursuant to the requirements and procedures for Waivers in SMMC Chapter 9.43.

3. **Transportation Impact Fee.**
   a. **All Tier 2 and Tier 3 less than 60,000 square feet** - Projects shall pay an additional Transportation Impact Fee (TIF) of 90% of the maximum allowable fee established in the Transportation Impact Fee nexus study, for that portion of the floor area above the maximum Tier 1 floor area allowed by this Plan.

4. **Open Space.**
a. **All Tier 2 and Tier 3 less than 60,000 square feet** - Projects shall pay an additional Parks and Recreation Development Impact Fee of 90% of the maximum allowable fee established in the Parks and Recreation Fee nexus study for that portion of the floor area above the maximum Tier 1 floor area allowed by this Plan.

5. **Transportation Demand Management.** All Tier 2 and Tier 3 less than 60,000 square feet Housing Projects shall include the following Transportation Demand Management measures in addition to those required by SMMC Chapter 9.53, Transportation Demand Management:

   a. For nonresidential components of projects, provide the following:
      i. Bike valet, free of charge, during all automobile valet operating hours.

   b. For residential components of projects, provide the following:
      i. **Tier 2** - A Transportation Allowance equivalent to at least 75% of the cost of a monthly regional transit pass, in accordance with SMMC Section 9.53.130(B)(2)(c)(iv).
      ii. **Tier 3** - A Transportation Allowance equivalent to at least 100% of the cost of a monthly regional transit pass, in accordance with SMMC Section 9.53.130(B)(2)(c)(iv).
      iii. Free on-site shared bicycles intended for resident and guest use. This shall be optional if Citywide bikeshare is available within a 2-block radius of the project site.

D. **All Other Projects Qualifying Benefits.** An applicant seeking approval for projects that are not housing projects that exceed the base floor area or height allowed in the district where the project is located shall provide community benefits in each of the following categories.

1. **Impact Fees.** Applicants proposing projects above Tier 1 shall pay the following additional fees.
   a. **Affordable Housing Commercial Linkage Fee.**
      i. **Tier 2 and Tier 3 15,000-29,999 square feet** - Applicants proposing nonresidential and the commercial portion of mixed-use projects shall pay a housing mitigation fee 23 percent above the base fee as required by SMMC Chapter 9.68, Affordable Housing Commercial Linkage Fee Program for that portion of the floor area above the maximum Tier 1 floor area allowed by this Plan.

   b. **Transportation Impact Fee.**
      i. **Tier 2 and Tier 3 15,000-29,999 square feet** - Projects shall pay an additional Transportation Impact Fee (TIF) 23 percent above the base fee required by SMMC Chapter 9.66, Transportation Impact Fee Program, for that portion of the floor area above the maximum Tier 1 floor area allowed by this Plan.

2. **Open Space.**
   a. **Tier 2 and Tier 3 15,000-29,999 square feet** - Projects shall pay an additional Parks and Recreation Development Impact Fee 23 percent above the base fee required by SMMC Chapter 9.67, Parks and Recreation Fee Program, for that portion of the floor area above the maximum Tier 1 floor area allowed by this Plan.

3. **Transportation Demand Management.** All Tier 2 and Tier 3 Projects shall include the following Transportation Demand Management measures in addition to those required by SMMC Chapter 9.53, Transportation Demand Management:
a. Bike valet, free of charge, during all automobile valet operating hours.

9.10.080 ESTABLISHED LARGE SITES OVERLAY

Projects within the Established Large Sites Overlay will be processed as a development agreement. These projects must provide, at minimum, Tier 3 project requirements and community benefits. Additional onsite uses, features, fees, programs or benefits expected for these projects are described in Chapter 2, Downtown Districts. Projects within Established Large Sites shall only be required to comply with development standards for Height Limit, Maximum Floor Area, and Open Space as required by 9.10.080.

A. Height Limit. The maximum height for the Downtown is 84’. Projects on Established Large Sites may be authorized up to an absolute height limit of 130’ subject to the following requirements:

1. Shall be processed through a development agreement

2. [OPTIONS FOR PUBLIC DISCUSSION]

   OPTION A: Voter Approval required (may be changed with approval of Specific Plan Amendment by future Council)

   OPTION B: Voter Approval as approved through ballot measure (will require placing ballot measure on special election or next general election)

   OPTION C: Supermajority Approval of the City Council (requires Charter Amendment)

3. Additional environmental review to the extent not analyzed in the Downtown Community Plan Final EIR

4. Shade and Shadow analysis of the project’s impacts on adjacent uses

5. Include in the application submittal comprehensive responses to how the project meets each of the priorities described in the Downtown Districts Chapter

B. Maximum Floor Area.

1. 1133 Ocean Avenue shall have a maximum Floor Area Ratio of 3.0.

2. 101 Santa Monica Boulevard shall have a maximum Floor Area Ratio of 4.0.

3. 4th Street/Arizona Avenue shall have a maximum Floor Area Ratio of 3.5.

C. Open Space Requirements.

1. 50% of total parcel area comprised of the following: 25% located at Ground Floor and 25% without a break regulated location.

Stoops are elevated entry porches with stairs placed close to the Frontage Line where the ground floor entry is elevated from the sidewalk. The Stoop is characterized by its repetitive nature, providing access to individualized living or work spaces, with each space having a separate entry or every few spaces sharing an entry. Because windows and doors are raised from the ground floor, a sense of privacy and security is provided to the tenants. As Stoops are
typically associated with sitting, they may help to provide “eyes on the street.” It is suitable for ground-floor residential uses with shallow setbacks from the Frontage Line.

A porch or shed roof may cover the Stoop.

The Stoop shall be at least 4 feet wide to assure sufficient space for pedestrian entry.

The finished floor of the Stoop may not exceed a height of 3 feet from the sidewalk grade.

Fences or walls defining the Stoop shall not exceed 3 feet in height as measured from the finished grade of the Stoop.

Stoops should not extend more than 8’ from the building face. Stoops should never extend beyond the Property Line. And, the required clearance for pedestrian pathway must be maintained.

Where the maximum width between Stoops is no greater than 25 feet, the total length of a building frontage may be increased to 200 feet without a break.

Where Stoops are parallel to the sidewalk, the total combined length of Stoops should not exceed 40% of the Building Frontage.

Where Stoops are perpendicular to the sidewalk, they may be combined with non-encroaching raised planters.

**9.10.090  VOTER APPROVAL OF SPECIFIC PLAN AMENDMENTS.**

**OPTIONS FOR PUBLIC DISCUSSION**

**OPTION A:** Specific Plan Amendments for building height or FAR within 7 years after the effective date of the Plan shall require voter approval (may be changed with approval of Specific Plan Amendment by future Council)

**OPTION B:** Specific Plan Amendments for building height or FAR within 7 years after the effective date of the Plan shall require voter approval as approved through ballot measure (will require placing ballot measure on special elections or next general election)

**OPTION C:** Specific Plan Amendments for building height or FAR within 7 years after the effective date of the Plan shall require supermajority approval of the Council (requires Charter Amendment)

**9.10.100  GATEWAY MASTER PLAN INTERIM STANDARDS**

Pending completion of the Gateway Master Plan, all projects on parcels within the Gateway Master Plan area may request Tier 2 development standards.

**9.10.110  MODIFICATIONS TO STANDARDS**

**A.** The procedures established in SMMC Chapter 9.43 for modifications shall be used for Minor and Major modifications to the following development standards established in 9.10.060:

1. **Minor Modifications.**
a. **Parking, Loading, and Circulation.** Modifications to dimensional and design standards that do not result in a reduction of required parking and loading spaces.

b. **Maximum Ground Floor Height.** Maximum ground floor height up to 2 feet.

c. **Minimum depth of commercial space in Mixed Use Boulevard, Neighborhood Village, and Wilshire Transition Districts.** Up to 20 percent of the required minimum depth of commercial space.

2. **Major Modifications.**

a. **Maximum Ground Floor Height.** Maximum ground floor height up to 4 feet.

b. **Minimum Ground Floor Height.** Minimum ground floor height up to 1 foot.

B. **Development Agreements.**

Development Agreements may negotiate modifications to any standard except for height and FAR.

9.10.120 **GENERAL REGULATIONS**

A. **Projections.**

Architectural elements that may not extend beyond the building face may not extend façade or into the public right-of-way except as provided below. The Projections should be as indicated:

1. **Awnings/Canopies** should project no more than 8 feet from the building face or 33% of the distance between the building face and the curb, whichever is less. Minimum vertical clearance for awnings and canopies should be 8 feet if it is removable or retractable and 12 feet if it is fixed or permanent.

2. **Theater Marquees** can encroach beyond the Property Line to within 6’ of the curb line, provided there is adequate height clearance over the public right-of-way.

3. **Signage.** Where the width from the curb to the building face is 18’ or less, signage should not project more than 3’ from the building face. Where the width from the curb to the building face is greater than 18’, signage should not project more than 4’ from the building face. Where signage sits on a canopy, KG(1) applies and see Awnings/Canopies above.

**Habitable Projecting Space** is any portion of a building used by occupants that are enclosed by walls and a roof that extends beyond the building face, like bay windows and other architectural Projections.
It shall never extend beyond the Property Line. Where the width from the curb to the building face is 18’ or less, Habitable Space should not project more than 3’ from the building face. Where the width from the curb to the building face is greater than 18’, Habitable Space should not project more than 4’ from the building face.

Each space should not exceed 15 feet in length.

Non-Habitable Projecting Space is any portion of a building used by occupants that are not enclosed by walls and a roof, like balconies. Non-Habitable Space should never extend beyond the Property Line and not more than 6’ from the building face.

On commercial frontages, the minimum vertical clearance below permitted Habitable and Non-Habitable Space projected should be equivalent to the floor to floor ground floor height requirement.

4. Combined Length of Habitable and Non-Habitable Spaces. The total combined length of Habitable and Non-Habitable Projecting Spaces along projections into the building face should not exceed 67.65% of the building face to which they are attached. However, no more than 40% of this combined length may be Habitable Projecting Space.

5. Underground Parking. Underground parking may extend past the building frontage line, up to the property line (see Illustration 7.4).

FLOOR AREA RATIO AND HEIGHT FOR THE BAYSIDE CONSERVATION DISTRICT

FAR

The maximum FAR in this District for Tier 2 is 3.0 and for Tier 2 - With Housing is 3.5. However, for Third Street Promenade, the maximum FAR may never exceed 2.75.

The maximum FAR in this District for Tier 3 is 4.0, with approval of a Development Review Permit and provided that uses above the first floor include one or more of the following uses:

- Residential housing (with all inclusionary units provided on site)
- Shared parking structure
- Movie theaters

Height

The maximum height in this District for Tier 2 is 60’, Third Street Promenade may never exceed this height.

The maximum height for the remainder of the District for Tier 3 is 84’, with approval of a Development Review Permit and provided that uses above the first floor include one or more of the following uses:

- Residential housing (with all inclusionary units provided on site)
- Shared parking structure
- Movie theaters
**HISTORIC PRESERVATION.**

Review of Proposed Alterations to Landmarks and Resources on the HRI. Demolition shall be defined and demolition applications reviewed and processed pursuant to SMMC Chapter 9.25. Applicants should identify a property’s HRI status early in the development process and properly incorporate applicable historic resources into any proposal. Proposed alterations to historic resources shall be reviewed according to Table 6.11.

Provision of a Historic Landmark Plaque. Prior to final permit issuance, projects on Landmarks-designated properties that obtain Landmarks Commission approval of a Certificate of Appropriateness (CofA) shall require the installation of a historic plaque with design, language and placement approved by the Landmarks Commission. Staff-approved CofAs and properties already containing a historic plaque shall be exempt from this requirement.

Height Limits for Tier 2 Projects on City-Designated Landmark Parcels or Located Adjacent to a City-Designated Landmark. Tier 2 projects in these locations may extend up to the Tier 3 height maximum of the underlying Sub-Area provided the project complies with all other Tier 2 thresholds and requirements and that the design preserves the setting and views of the character-defining features of the Landmark structure on or adjacent to the project site.

**B. ALLOW FLEXIBILITY IN PARKING, GREEN BUILDING, AND OTHER ZONING STANDARDS, SUCH AS EXEMPTION FROM ON-SITE PARKING AND OPEN SPACE REQUIREMENTS, WHEN BUILDINGS ARE SUBSTANTIALLY AND APPROPRIATELY PRESERVED OR RESTORED AS PART OF A DEVELOPMENT PROJECT.** Development on Multiple Parcels.

1. A building or use may cross property lines only if:
   a. The building site shall be subject to all requirements of this Specific Plan as though the total area comprised in the site were a single parcel; and
   b. A covenant by the owner(s) of the parcels shall be filed with the Director and recorded with the County Recorder’s office before any use or combination of parcels occurs. The covenant shall state the intention of the owner(s) to develop the parcels as a single building site and shall be in the form required by the Director.

2. A proposed mixed use development that includes multi-family housing above ground floor commercial uses may cross property lines for parking and access purposes without complying with (I)(1) above, provided it satisfies the following criteria:
   a. The proposed project is located on a single parcel that does not exceed 7,500 square feet of lot area;
   b. The proposed project is located adjacent to an existing mixed use or multi-family housing development with subterranean parking;
   c. The proposed project would share a combined subterranean garage with the adjacent, existing mixed use/residential development that would only cross lot lines below grade; and
   d. Access to the combined subterranean parking garage would occur only from the adjacent, existing mixed use/residential project site.

3. A mixed use development with multi-family residential units above ground floor commercial uses that satisfies criteria 1-4 above shall be treated as an independent development project for the purpose of applying all applicable Specific Plan development standards.

**9.10.130 Downtown Community Plan Definition of General Terms.**

A. **Building Frontage.** The portion of a building that faces a street.
B. **Building Frontage Line.** A line on a parcel that extends the maximum allowable height of the building, parallel to a street frontage, where the required building setback is established between a building frontage and the street curb face.

C. **Pedestrian Level Building Frontage Occupancy.** The portion of a building frontage below 32 feet in height that is located at the building frontage line.

D. **Unbroken Primary Façade Length.** The horizontal distance of a building wall located at the Building Frontage Line without any break or change in the wall plane of more than 10 feet wide, as measured perpendicular to the street frontage. Typical architectural features such as windows, doors, or other physical elements of the building façade shall be considered part of the building wall.

E. **Stepback.** An area of exterior wall that is recessed from the primary exterior wall of a building.

F. **Floor Area Ratio.** See SMMC Section 9.04.090, Determining Floor Area Ratio. The following shall not be included when calculating a project's floor area ratio (FAR): structures under 750 square feet at existing Publicly-Accessible Private Open Spaces (POPS) are exempt from Floor Area Ratio calculations.

G. **Mid-Block Parcel.** A parcel of land on a numbered street (e.g. 5th, 6th, or 7th Street) that is not a Corner Parcel.
7.1 GREAT BUILDINGS AND STREETS

CHAPTER 5 DESIGN GUIDELINES

INSIDE THE DESIGN GUIDELINES CHAPTER

The design guidelines chapter provides a range of advice on project design, landscaping, public space and historic preservation techniques. This chapter is not prescriptive, but aims to provide guidance to property owners, architects, design professionals, residents and other interested parties. It includes the following topics:

- Building Guidelines
- Publicly Accessible Space Guidelines
- Public Space Types
- Open Space Amenities
- Open Space Furnishings
- Historic Preservation Guidelines

The Design Guidelines for Downtown Santa Monica are intended to promote an attractive and inviting public realm with active building frontages, lush landscaped streets, interesting façades, and design excellence in architecture and urban design.

7.25.1 BUILDING GUIDELINES

The Guidelines fulfill objectives as outlined below, which guide development to embody high standards for urban design. These objectives are:

- **Objective 1:** Maximize architectural integrity and quality.

- **Objective 2:** Create human-scaled buildings that contribute to a pedestrian-oriented public realm.

- **Objective 3:** Create visual interest and variety, especially above the ground floor, and ensure streets have adequate access to light and air in building design along every street.

- **Objective 4:** Animate building edges on the ground floor to create an inviting public realm.

- **Objective 5:** Respect the small-scale increment of development in the Downtown, based on a historical parcel width of 50 feet, which provides more variety and visual interest for the pedestrian.

- **Objective 6:** Create ambiance and a safe environment along the street at night that encourages pedestrians to linger and stroll.

- **Objective 7:** Create enjoyable shared private open spaces.
How to Use these Guidelines

Those involved with developing, designing, approving, and constructing buildings in the Downtown Community Plan area should be familiar with these Guidelines. They provide criteria for fulfilling the community’s vision of a Downtown characterized by generous and well-landscaped pedestrian spaces, framed by human-scaled buildings. As proposals come before the Architectural Review Board, the Planning Commission, and/or the City Council, these Guidelines will provide a predictable set of advisory criteria by which to review the submission.

As Guidelines, they are discretionary. Proposers may suggest alternatives to these Guidelines, but should be prepared to explain how the alternate solution meets the corresponding Objective.

Most of the guidelines are specific in nature, while others are a matter for broad interpretation; however, none should be confused with mandating a specific style or motif.

7.25.1.A ARCHITECTURAL STYLE
There is no preferred style or historic period for buildings in the Downtown area. However, where an Historic Architectural Style is proposed, the applicant should document how the proposed building is in keeping with that style, particularly in regards to: overall massing, materials and finishes, overhangs, expressions of structure, wall thickness, etc.

Objective 5.1.

7.2.B PEDESTRIAN ACCESS
Primary pedestrian access to buildings should be provided along the sidewalk or permitted Open Spaces. Primary entries to ground floor tenant spaces or residential units should be directly accessible from the sidewalk and occur at a maximum interval of 60 feet. Frontages with retail uses should provide tenant spaces with their own entry from the sidewalk, open space, or from a pedestrian paseo, where one is provided.

Paseos
Parcels longer than 300400 feet should be developed with a mid-block pedestrian paseo or open space. Where paseospedestrian passages are utilized, the placement of the paseo should be placed to connect to other paseospassages, alleys, or mid-block crossings for greater street grid connectivity.

Pedestrian paseospassages should be no less than 15 feet wide.

If pedestrian paseospassages are covered, the floor to ceiling height must be between 2 to 3 at least 1.5 times the width of the paseo.

Objectives 2, 4, and 5.

7.2

5.1.C GROUND FLOOR PERMEABILITY
Window & Entry
On corner sites, residential lobby entries should be on north/south streets where practicable in keeping with their quieter nature, allowing uninterrupted retail frontages on east/west streets. The exception to this is for corner sites along Lincoln Boulevard where residential lobbies should be accessed from east/west streets, where practicable.
Residential entries should be designed to have architectural hierarchy within the façade, be well-marked and easy to find. For example, recessed entry doors articulate the entrance, adding depth to the façade and ensuring doors do not swing into the sidewalk.

Residential and/or Hotel pedestrian entries may be accessed from courtyards, which provide additional richness to the streetscape experience.

**Fenestration should occupy a minimum of 65% of the Façade’s ground floor wall area.**

Window glazing should be transparent with clear or limited UV tint to provide sight lines into and out of the building. Highly-reflective, mirrored, heavily-tinted, and opaque glazing is strongly discouraged (except that opaque glazing can be used as spandrel glass).

Large expanses of glass (or curtain walls) at the ground floor should be subdivided.

**Windows should be recessed.** **Recessed windows are encouraged** to increase the depth of the shadow that is cast.

Emphasizing wall thickness provides an impression of mass and stability.

Windows should be oriented to maximize cross-ventilation, cooling, and day-lighting.

Upper-story windows should be operable and are typically smaller than ground floor windows.

Lintels, transoms, sills, shutters, special trim detail and/or heavy duty mullions should be encouraged to enhance window elements.

If exterior shutters are used, they should be sized and mounted appropriately to fit the window, with appropriate hardware even if non-operable.

**Objectives 1, 2, and 4.**

**Storefronts**

Building entries should be at regular intervals. Ideally, storefronts should be designed to be subdivided at 30 foot intervals for commercial leasing flexibility/functionality and to create a fine-grained rhythm along the street.

A transition between storefronts, such as a change in plane with the addition of a column or other vertical trim element should be provided between storefronts.

Transoms, which can accommodate a business address, should be incorporated above entry doors.

Entry doors should be commercial grade with clear glazing framed in metal, wood or woodframeless. Consider using awnings, canopies, architectural lighting, and pedestrian signage to articulate shop entrances.

**Objectives 1, 4, and 5.**

**Interior Courtyards**

When provided, interior courtyards should include:

- Seating and planting areas.
  - Low walls and steps may be used for seating.
  - Landscaping should include shade trees or shading devices, where space permits. **Lighting**
  - **Planters** should **not** be provided that illuminate too tall as to fill the courtyard usable space. 18” high planters are optimal as edges can be used as seat walls.

- **Lighting**
  - Should illuminate the Courtyard, but does not negatively impact surrounding buildings.
  - Lighting should illuminate walkways, planting areas and architectural and landscape features.

Blank walls should be avoided inside the perimeter of the courtyard.

**Objectives 6 and 7.**

7.2
5.1.D ROOF TOPS

“Cool roofs,” using white paint or other lightly colored surfaces to reflect the sun and reduce building temperatures and need for cooling, are recommended.

Roof forms and materials should keep be kept in character with the rest of the building. Consider “green roofs,” which treat stormwater and provide a visual amenity.

Roof top mechanical equipment and roof-vent penetrations should be setback 10 feet from the edge of the building and properly screened behind a parapet or in an enclosure so it is not visible from the street in order to improve building appearance from other taller buildings.

Rooftop equipment not within an enclosure should be painted to match the roof top. Encourage rooftop use and provide rooftop articulation. Rooftop amenities such as swimming pools are permitted. Use of roofs as amenity spaces is encouraged, provided impacts on neighboring properties are minimized. Place noise-generating amenities away from neighboring buildings. Provide landscaping around edges of occupied roofs to provide a buffer to neighboring properties.

Hotels are encouraged to provide publicly accessible rooftops, such as sitting areas, restaurants, and bars.

Objectives 1, 3, and 7.

7.2

5.1.E FAÇADE ARTICULATION

Massing Offsets

Break the building mass with differing heights and widths to avoid monolithic buildings.

Regular breaks along the building façade should create a visual rhythm along the street with offsets, recesses, stepped façades, varying materials or colors, and architectural ornaments such as balconies, awnings, projections, etc.

Corner buildings require unique architectural treatments like increased height and/or building mass or interesting entry designs, such as angled entries, to help “anchor” corner buildings and further define the street.

Objectives 1, 2, 3, and 5.

Colors and Materials

Changes of exterior color, texture or material should be accompanied by changes in plane– or occur at an inside corner. Recommended materials are those durable and quality materials that give the building a sense of authenticity, weight, texture, and mass, such as:

Precast concrete or poured-in-place concrete, unitized ceramic panels, high quality metal panels, stone, brick, “Hardie” planks (upper floors of residential components only), sand stucco (upper floors only), (full or face brick), cementitious panel siding, wood panel planks or siding, smooth plaster, tile, terrazzo, granite stone veneer and low reflectivity glass, and other durable, high quality materials should be used.

Discouraged building materials and elements:

Plywood siding, T-1-11 siding, vinyl siding, wood shingles, and thin layers of stone or unit masonry that appear veneer-like should not be used.

Objectives 1, 2, and 3.

Awnings and Shade Devices

Mounting hardware should complement building hardware.

Colors should complement the building.

Placement should be limited to above windows and doors, not walls in between, and should not interfere with pedestrian signage for shops and businesses.
Awning mounting heights should be consistent along the façade, unless supporting architectural concept. Colors should complement the building. Durable materials that complement other building materials are recommended, like:
- Canvas, high quality fabric, and metal
Discouraged materials:
- Vinyl and plastic

**Objectives 1, 2, and 3.**
Mounting hardware should complement building hardware.

**Balconies**
Balconies should be closely integrated into building design and not create a confusing and cluttered street wall. Projecting balconies should not dominate the façade. Recessed balconies are an option for providing outdoor space without dominating the façade.

- Residential balconies should have a minimum occupiable depth of at least 5 feet.
- Balcony railings should be transparent by using thin metal railings or glazing.

**Objectives 1 and 3.**

### 7.2.G.F ARCHITECTURAL LIGHTING
Frontages, entrances, arcades, pathways, and adjacent pedestrian public rights-of-way should be illuminated for pedestrian safety.
- **Building lighting for paseos, courtyards, roof gardens, and corner plazas should be pedestrian scaled and tamper-proof.**
- **Architectural lighting, incorporated into building design, should highlight and accent architectural details.**

Decorative lighting should be added at shop front entrances and window displays to activate pedestrian realm at night. **Architectural lighting, incorporated into building design, should highlight and accent architectural details.**

Light fixtures should complement the style and age of the building.
- **Building lighting for pedestrian passages, courtyards, roof gardens and corner plazas should be focused on serving the pedestrian and also be tamper-proof.**
- Lighting along alleys should be connected to a separate circuit. Operate independently of other lighting in and around the building. Lighting sources should be shielded, aiming light downward or back to the building wall, to reduce glare.

Recommended Materials:
- LED lighting and solar-powered lights
Discouraged Materials:
- Incandescent exterior lights and high-pressure sodium lights

**Objectives 5, 1, 2, 3, 4, and 6.**

### 7.2.J.G SERVICE AND AUXILIARY CRITERIA
Service, utility, and mechanical functions, including retail loading, should be located in alleys whenever present. When alleys are not present, service functions should be placed behind buildings. **Building design should accommodate equipment with niches or insets.**

Service, utility, and mechanical equipment (e.g., utility box transformers and standpipes) that is visible from the street should be screened from view with landscaping or enclosures.
Screening should be compatible with the architecture, materials, and colors of adjacent buildings. Trash and storage enclosures should be architecturally compatible with the project design. Landscaping should be provided adjacent to enclosures for screening and deterring graffiti. Trash enclosures and retail loading areas should be sited to minimize nuisance to adjacent properties. The location of trash enclosures should be easily accessible for trash collection and should not impede general site circulation patterns during loading operations.

Mechanical equipment should vent to an alley wherever possible.

### OBJECTIVES

5.2, and 4.

### 7.4 PUBLIC SPACE GUIDELINES

Public space is a key component of any livable city and a public benefit signaling the quality of downtown. The DCP seeks to provide a variety of open spaces, and variety within those spaces, to accommodate different activities and needs. These public spaces are intended to provide relief from the hardscape and intensity of the rest of the downtown and reinforce Santa Monica’s outdoor/indoor living style. Open spaces can aid wayfinding throughout downtown by accenting the typical streetscape and orienting pedestrians. The following guidelines promote user comfort by discussing scale, spatial definition, shade, seating, lighting, etc.

7.4 The ideals of public spaces are that they are open and free to be enjoyed by all. Public spaces do not exclude anyone from using them, but in reality design doesn’t always meet everyone’s needs. One way to help protect the foundation of public space for all is inclusive design. Inclusive design is consciously designing a space so that a diversity of users, whether women, men, children, elderly, or people with limited abilities, feel comfortable and safe in public spaces. Inclusive design principles will guide the creation of new public spaces Downtown, and will help ensure more people feel they can be part of the space and the Downtown Santa Monica community. Principles addressing lighting, signage, and location alleviate feelings of safety and security. Clear and ample signage helps everyone and those with limited abilities to navigate through the space better; in addition to open and smooth pathways. Providing transportation access with safety amenities such as emergency lights, and with more points of access to the public space offers more reasons for people to step out the door and enjoy public space as if it were their backyard.

### 5.2 A PUBLIC SPACE GUIDELINES

#### Size and Location

Small, intimate spaces can offer respite from daily activities, while larger, active open spaces can offer a place for meeting people or for events. Select the type of open space that fits best with the scale and use of the surrounding buildings. A minimum size of 7,500 square feet is adequate to create a functional small park, however larger areas twice that size or more are preferable. Smaller spaces, along with pedestrian passages for example, might be smaller and more intimate. Public space should be surrounded by mixed-uses to maintain diverse users throughout the day and week. Design all new public spaces around a “purpose.” Categories of purposes could include education, socializing, exercise and relaxation. The location should allow the space to have multiple entrances and exits.

#### Design

Design all new Public Spaces around a “purpose.” Categories of purposes could include education, socializing, exercise, and relaxation.

Integrate the design of the public space with the overall design and architectural character of surrounding buildings.
Limit public space designs with walls and enclosures to reduce places where someone might hide. This also helps keep the space open and accessible with clear sightlines of entrances and exits.

From landscaping to seating to paving, everything about the design of the space should consider long-term implementation—for durability and maintenance.

Access

Public space must be accessible from the public right-of-way and also be inviting. Public spaces must meet Americans with Disabilities Act (ADA) requirements so that they are accessible to all citizens. Public transportation providing access to and from public spaces should include shelters to protect from weather, especially sun and wind in Santa Monica. Transit stops should also include seating, emergency phones for safety and security, and a screen displaying the time of the next arriving train or bus. This helps people plan their trips better, feel safe when traveling, and reduces barriers to accessing public spaces making them more willing to embark on the outing.

Signage

Direct pedestrians to the space and provide information about the spaces. Install wayfinding signage along the sidewalk to direct pedestrians to open spaces and transit access; Install an informational plaque within the spaces. The plaque should be a minimum of 21 inches by 21 inches; made of a non-reflective material; and the lettering should be easy to read. The information on the plaque should include: “the space is for public use,” the name of the owner of the building; the name, address, and phone number of the person designated to maintain the open space; and a statement that complaints regarding the open space may be addressed to named City agencies.

Art and Amenities

Open spaces should integrate public art and amenities. Public restroom facilities that accommodate mobility-assisting instruments and changing tables, or signs to the nearest public restroom not located in the public space, should be provided. Art should be fully integrated into design of public space. “Plop Art” should be avoided.

Landscaping

Because landscaping has a significant impact on the experience, texture, and temperature of an open space, it needs to be appropriate to the intended use of the space, and be comfortable, attractive, and complimentary with the surrounding architecture.

Open spaces should include landscaping and trees. They should be appropriately selected based on location, volume, and use, etc. Open spaces should provide both shaded and sunlit areas. Shade can be provided with trees, shade structures, awnings, canopies, and/or umbrellas. Planters should not be so tall as to fill the usable space. 18” high planters are optimal as edges can be used as seat walls. Less voluminous and tall landscaping should be planted near the pathways, and tall trees and hedges should be planted away from pathways to maintain clear sightlines throughout the space and reduce hiding places that might make users feel unsafe. Landscaping should be used to activate building facades, soften building contours, highlight important architectural features, screen less attractive elements, add color, texture, and visual interest, and provide shade.
Sustainability

Where possible, design Sustainability is an important City goal and should consider ecological functionality. Be fully incorporated into all and public spaces. Landscaping and appropriate paving strategies can contribute to local stormwater management strategies. Plazas, especially, as open expanses of paved material, can capture, filter, and recycle rainwater from their surface and adjacent buildings. Consider permeable paving and stormwater retention areas. Native and drought-resistant landscaping is preferred should be used.

Paving

Paving should complement the architectural character and materials of surrounding buildings. Paving should not be slippery when wet. Utility grills and vents should be in character with paving and character of surrounding buildings. Paving should be smooth and flat to assist the mobility challenged to easily move throughout and enter and exit the space.

Seating

Public spaces should include an abundance of well-designed seating of different varieties. Ideas for seating include: seat walls, planter ledges, free-standing elements, fountain borders, benches, moveable seating, fixed seating and seating steps. Movable seating provides people with the flexibility to sit in groups or alone and be in the sun or shade. Seating should also accommodate those who are wheelchair-bound, offering tables where a wheelchair can be situated and used. Seating can also be incorporated in free-flowing, sculptural forms that are part of the landscape design. Seating should be appropriate to the scale of the space, as well as designed to human proportions for comfort. On the other hand, when integrated as public art, seating may play with scale and form.

Lighting

Open spaces should be designed for day and nighttime use and include a sufficient amount of lighting. Lighting fixtures and systems should act as an integral part of the open space design. Lighting helps users see who else is using the space as well as be seen, making them feel safer. Beyond ensuring sufficient light levels, lighting is encouraged to be used as public art. Lighting should illuminate the open space, but not negatively impact surrounding buildings. Lighting should illuminate walkways, planting areas and architectural and landscape features.

Art

Open spaces should integrate public art.

7.4.B GUIDELINES FOR NEW ENCLOSED AREAS OF 5.2.B PRIVATELY OWNED PUBLIC SPACE (NOT COUNTED TOWARDPOPS) GUIDELINES (EXEMPT FROM FAR)

Land Use

Uses should be limited to cafes, (including small restaurants and bars), bike shares and bike stations, art galleries, newsstands, bookshops, florists and tourist information centers. Other uses not listed here may be appropriate and should be subject to the approval of the Director of Planning or his/her designee.
Design
Permanent structures should be designed with significant transparency, with as many operable doors and windows as practical so as to minimize the barrier between inside and out.
   “Back of house” operations, like kitchens, requiring less transparency, should be oriented away from the sidewalk.
   Shading devices should not diminish the apparent transparency.
   Uses requiring sunlight control, such as gallery spaces, should make the effort to allow transparency into the structure.

Location
Permanent structures should be detached from the primary building on the site.
   Where connections are required for proper operation, the connection should be minimal so as to appear like a pavilion addition to the space.
   Where the existing space is narrow, direct attachment to the primary building is permitted if it is the only way to provide the new amenity.
   These conditions should be reviewed by the Director of Planning—or his/her designee.

Height
The height of any permanent structure that is added into an existing POPS should generally be limited to 20 feet. In some instances, small portions of the structure may exceed that height, particularly where the roof of the structure can be occupied for seating.

Signage
The City should design and adopt a logo and a plaque for all POPS that have been incentivized under this rule to help the public understand the individual spaces as part of a larger network. Installing the plaque at every pedestrian entrance will direct the public to these spaces.

75.3 Historic Preservation Guidelines
The DCP area contains a number of historic resources. In addition to the general guidelines, the following are specific guidelines for any new construction, addition, or alteration affecting historic resources.
   Retain the existing built fabric and historic resources to the greatest extent feasible. New development is even encouraged to reuse or add on to existing buildings, including by building on top of existing buildings.
   New buildings, additions, or alterations should respect the form and materials of the existing buildings. It is also possible to be responsive to the historic resources by juxtaposing different but complementary forms and materials to distinguish between old and new.
   Respect the existing patterns of use and spatial configuration.
   Location and mass of tall buildings should consider scale and shading impacts on open space. Tall buildings abutting a City-owned parcel should step back from the City-owned parcel above the second story.

7.5 PUBLIC SPACE TYPES AND AMENITIES
Privately owned and publicly accessible open spaces (POPS) come in many different sizes, ranging from a small pocket park to a large ground floor plaza. Each is a valuable contribution to the Open Space Network in Downtown Santa Monica. The DSP Open Space Plan Program of Actions (see Chapter 4D, Open Space) proposes the creation of six new public open spaces at strategic sites in the Downtown Area.
FOUR (4). Many of THEM may potentially be sited on privately-owned property, but should function like public parks based on Development Agreement negotiations. The following guidelines apply to these various open space types:

Green
Plaza
Courtyard
Pocket Park
Sun Deck/View Terrace
Parklet
Paseo
Esplanade

7.5.3.A GREEN

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<tr>
<td><strong>Seating</strong></td>
</tr>
<tr>
<td><strong>Sunlight/Wind</strong></td>
</tr>
<tr>
<td><strong>Public Art</strong></td>
</tr>
</tbody>
</table>

5.3.B PLAZA
## OPEN SPACE GUIDELINES

<table>
<thead>
<tr>
<th>Description</th>
<th>Designed and programmed for recreational uses.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Size</strong></td>
<td>7,500 - 12,000 sq. ft.</td>
</tr>
<tr>
<td><strong>Access</strong></td>
<td>From Sidewalk or Pedestrian passage.</td>
</tr>
<tr>
<td><strong>Public Availability</strong></td>
<td>All times.</td>
</tr>
<tr>
<td><strong>Vendors</strong></td>
<td>Permitted restaurant seating taking up no more than 30% of the seating provided.</td>
</tr>
<tr>
<td><strong>Landscaping</strong></td>
<td>Landscaping is generally secondary to architectural elements. Use trees to strengthen spatial definition and to create peripheral areas.</td>
</tr>
<tr>
<td><strong>Seating</strong></td>
<td>Provide formal and informal seating along pathways or in designated gardens, etc. Movable chairs desirable.</td>
</tr>
<tr>
<td><strong>Sunlight/Wind</strong></td>
<td>May include shade trees, awnings/canopies from building &amp; cafe table umbrellas.</td>
</tr>
<tr>
<td><strong>Public Art</strong></td>
<td>Incorporated in paving or furniture. May include piece of sculpture.</td>
</tr>
<tr>
<td><strong>Programming</strong></td>
<td>Gathering space with potential for scheduled performances and/or fairs.</td>
</tr>
</tbody>
</table>

### 5.3.C COURTYARD

## OPEN SPACE GUIDELINES

| Description | Primarily hardscaped open space framed by building on at least three sides. |
### 5.3.D POCKET PARK

#### OPEN SPACE GUIDELINES

<table>
<thead>
<tr>
<th>Description</th>
<th>Small open space in urban areas with shade and seating framed by buildings on at least two sides.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Size</th>
<th>Minimum 7,500 sq. ft.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access</td>
<td>From Sidewalk or Paseo per public park regulations.</td>
</tr>
<tr>
<td>Public Availability</td>
<td>Sunrise to sundown or determined by owner.</td>
</tr>
<tr>
<td>Vendors</td>
<td>Food vendors allowed. Restaurant seating taking up no more than 50% of the seating provided.</td>
</tr>
<tr>
<td>--------------</td>
<td>------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Landscaping</td>
<td>Primarily hardscape with shade tree and other landscaping.</td>
</tr>
<tr>
<td>Seating</td>
<td>Provide movable seating with tables along edges of park or near shaded areas.</td>
</tr>
<tr>
<td>Sunlight/Wind</td>
<td>May include shade trees, awnings or canopies from building, and café table.</td>
</tr>
<tr>
<td>Public Art</td>
<td>Stand-alone, iconic art as central monument or incorporated into paving, seating, landscaping or water feature.</td>
</tr>
<tr>
<td>Programming</td>
<td>Gathering space.</td>
</tr>
</tbody>
</table>

**5.3.E SUN DECK/VIEW TERRACE**

**OPEN SPACE GUIDELINES**

<table>
<thead>
<tr>
<th>Description</th>
<th>An open space that provides views of the Downtown from an elevated spaces.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>Min. 30 feet in width.</td>
</tr>
<tr>
<td>Access</td>
<td>From public stairway, elevator and/or internal private corridor.</td>
</tr>
<tr>
<td>Public Availability</td>
<td>Open during business hours or as determined by property owner.</td>
</tr>
<tr>
<td>Vendors</td>
<td>Food vendors allowed. Restaurant seating taking up no more than 30% of the seating provided.</td>
</tr>
<tr>
<td>Landscaping</td>
<td>Hardscape surface with landscaping in pots, planters, flower baskets, etc.</td>
</tr>
<tr>
<td>-------------</td>
<td>-------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Seating</td>
<td>Fixed and movable seating.</td>
</tr>
<tr>
<td>Sunlight/Wind</td>
<td>Trellis, shade structure or shade trees.</td>
</tr>
<tr>
<td>Public Art</td>
<td>Stand-alone sculptures or other public art.</td>
</tr>
<tr>
<td>Programming</td>
<td>Gathering space and/or outdoor dining space.</td>
</tr>
</tbody>
</table>

### 5.3.F PARKLET

**OPEN SPACE GUIDELINES**

<table>
<thead>
<tr>
<th>Description</th>
<th>Mini-park located within an on-street parking lane with seating that is raised to be at the sidewalk grade.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>Approx 22 feet or 44 feet in length and 8 feet in width.</td>
</tr>
<tr>
<td>Access</td>
<td>From sidewalk.</td>
</tr>
<tr>
<td>Public Availability</td>
<td>Determined by Parklet sponsor.</td>
</tr>
<tr>
<td>Vendors</td>
<td>No, except may be used for restaurant seating or cafe seating for fronting establishment.</td>
</tr>
<tr>
<td>Landscaping</td>
<td>Hardscape surface with planters or other buffer separating Parklet from street travel lanes.</td>
</tr>
<tr>
<td>Seating</td>
<td>Movable chairs and tables.</td>
</tr>
<tr>
<td>Sunlight/Wind</td>
<td>Shade structure, trellis, trees or umbrellas.</td>
</tr>
</tbody>
</table>
Public Art  | May be integrated into design of seating and landscaping or buffer between Parklet and street.
--- | ---
Programming  | Gathering space or outdoor dining space.

**5.3.G PEDESTRIAN PASEO**

**OPEN SPACE GUIDELINES**

| Description | A linear open space located between blocks with special paving, landscaping and access for pedestrians only. Encouraged where there is over 300 ft of continuous.
| Size | Min. 20 feet in width.
| Access | From sidewalk, building and/or alley.
| Public Availability | All times unless otherwise restricted by property owner.
| Vendors | Stores may front passageway.
| Landscaping | Hardscape surface with landscaping in pots, planters, flower baskets, etc.
| Seating | Fixed or movable seating along edge of Paseo facing open space.
| Sunlight/Wind | Awnings, canopies, or trellis.
| Public Art | Maybe integrated into design of paving, planters, and lighting.
| Programming | Gathering/walking space with potential for scheduled performances or fairs.

**5.3.H ESPLANADE**
OPEN SPACE GUIDELINES

**Description**
A linear open space along Colorado Ave with a generous sidewalk defined by special paving, a cycle track for bicyclists, and or one-way travel lane westbound that connects the Expo Station to...

<table>
<thead>
<tr>
<th>Size</th>
<th>Min. 25 feet of sidewalk.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access</td>
<td>From Colorado Ave or intersection street.</td>
</tr>
<tr>
<td>Public Availability</td>
<td>All times.</td>
</tr>
<tr>
<td>Vendors</td>
<td>Permitted.</td>
</tr>
<tr>
<td>Landscaping</td>
<td>Hardscape surface with iconic evergreen street trees.</td>
</tr>
<tr>
<td>Seating</td>
<td>Fixed or movable seating.</td>
</tr>
<tr>
<td>Sunlight/Wind</td>
<td>Shade trees.</td>
</tr>
<tr>
<td>Public Art</td>
<td>Maybe integrated into design of streetscape.</td>
</tr>
<tr>
<td>Programming</td>
<td>Promenading</td>
</tr>
</tbody>
</table>

5.4 OPEN SPACE AMENITIES

Open Space Amenities are major programming elements that can exist in the open space types. Each open space type can host a variety of potential permanent or temporary amenities that include:

- Playground
- Community Garden
- Snippet (Small Sunny Sitting Spot)
- Ice Rink
- Outdoor Performance Venue
- Craft / Artisan Fair

The following pages provide guidelines for each amenity space:

**Guidelines:**

- Open space type within which the amenity is appropriate
- Size of the amenity
- Access to the space
- Public availability to space
Vendors permitted in space
Landscaping within space
Seating within space
Sunlight and wind considerations in space
Public Art integrated in space

### OPEN SPACE AMENITIES

<table>
<thead>
<tr>
<th>OPEN SPACE TYPES</th>
<th>PLAYGROUND</th>
<th>COMMUNITY GARDEN</th>
<th>SNIPPET</th>
<th>ICE RINK</th>
<th>OUTDOOR PERFORMANCE VENUE</th>
<th>CRAFT/ARTISAN FAIR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plaza</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Green</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parklet</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paseo</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Esplanade</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Courtyard</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pocket Park</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sun Deck</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### 5.4.A PLAYGROUND

### PLAYGROUND GUIDELINES

<table>
<thead>
<tr>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Designed and equipped with play elements for children.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Can be located within a Plaza, Community Green, Courtyard, Sun Deck/ View Terrace or along the central axis of a</td>
</tr>
</tbody>
</table>
### 5.4.B COMMUNITY GARDEN

**COMMUNITY GARDEN GUIDELINES**

<table>
<thead>
<tr>
<th>Description</th>
<th>Garden space designed for growing fruits, vegetables, flowers, herbs, etc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Can be located within a Courtyard or Sun Deck/View Terrace.</td>
</tr>
<tr>
<td>Size</td>
<td>Varying sizes.</td>
</tr>
<tr>
<td>Access</td>
<td>From rooftop, sidewalk or Courtyard.</td>
</tr>
<tr>
<td>Public Availability</td>
<td>Determined by building owner.</td>
</tr>
<tr>
<td>Vendors</td>
<td>N/A</td>
</tr>
<tr>
<td>Landscaping</td>
<td>Landscaped areas delineated by plots or raised beds for planting. Gathering/education space may be hardscaped.</td>
</tr>
</tbody>
</table>
### 5.4.C SNIPPET

**SNIPPET GUIDELINES**

<table>
<thead>
<tr>
<th>Description</th>
<th>A small, sunny place to sit.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Can be located in any of the open space types</td>
</tr>
<tr>
<td>Size</td>
<td>Varying sizes.</td>
</tr>
<tr>
<td>Access</td>
<td>From sidewalk, Paseo, Esplanade or Courtyard.</td>
</tr>
<tr>
<td>Public Availability</td>
<td>All times unless otherwise restricted by property owner.</td>
</tr>
<tr>
<td>Vendors</td>
<td>N/A</td>
</tr>
<tr>
<td>Landscaping</td>
<td>Hardscape surface with planters, pots or trees.</td>
</tr>
<tr>
<td>Seating</td>
<td>Fixed or movable seating.</td>
</tr>
<tr>
<td>Sunlight/Wind</td>
<td>Awnings, canopies from adjacent buildings or shade trees</td>
</tr>
<tr>
<td>Public Art</td>
<td>Maybe integrated into design of seating and landscaping.</td>
</tr>
</tbody>
</table>

### 5.4.D ICE RINK

**ICE RINK GUIDELINES**
### Temporary Outdoor Ice Skating Arena

<table>
<thead>
<tr>
<th>Description</th>
<th>Temporary outdoor ice skating arena used for recreation during the winter</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Location</strong></td>
<td>Can be located within a Plaza.</td>
</tr>
<tr>
<td><strong>Size</strong></td>
<td>Approx 6,000 sq. ft. - 12,000 sq.</td>
</tr>
<tr>
<td><strong>Access</strong></td>
<td>From sidewalk, Esplanade and/or Paseo.</td>
</tr>
<tr>
<td><strong>Public Availability</strong></td>
<td>Business hours &amp; limited to the winter months.</td>
</tr>
<tr>
<td><strong>Vendors</strong></td>
<td>Food and beverage vendors permitted as well as skating equipment rental.</td>
</tr>
<tr>
<td><strong>Landscaping</strong></td>
<td>Hardscape surface with planters, pots or trees surrounding the ice rink arena</td>
</tr>
<tr>
<td><strong>Seating</strong></td>
<td>Provide formal seating facing ice rink arena for spectators to watch and informal fixed or movable seating for skaters to gather or for surrounding uses.</td>
</tr>
<tr>
<td><strong>Sunlight/Wind</strong></td>
<td>Awnings, canopies from adjacent buildings, shade trees or cafe umbrellas.</td>
</tr>
<tr>
<td><strong>Public Art</strong></td>
<td>Maybe integrated into paving, landscaping or seating of the Plaza that hosts the ice rink or as projected lighting onto the ice itself.</td>
</tr>
</tbody>
</table>

### 5.4.E OUTDOOR PERFORMANCE VENUE

<table>
<thead>
<tr>
<th>Description</th>
<th>Temporary Outdoor Performance Venue or movie screen</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Location</strong></td>
<td>Can be located within a Plaza or Community Green or Courtyard.</td>
</tr>
<tr>
<td><strong>Size</strong></td>
<td>Varying sizes.</td>
</tr>
<tr>
<td><strong>Access</strong></td>
<td>From sidewalk, Esplanade and/or Paseo.</td>
</tr>
<tr>
<td>------------</td>
<td>----------------------------------------</td>
</tr>
<tr>
<td><strong>Public Availability</strong></td>
<td>By admission.</td>
</tr>
<tr>
<td><strong>Vendors</strong></td>
<td>Permitted.</td>
</tr>
<tr>
<td><strong>Landscaping</strong></td>
<td>Landscaped areas delineated by plots or raised beds for planting. Gathering/education space may be hardscaped.</td>
</tr>
<tr>
<td><strong>Seating</strong></td>
<td>Seating requirements vary.</td>
</tr>
<tr>
<td><strong>Sunlight/Wind</strong></td>
<td>Shade structure or trellis near educational space and/or garden supply and tool storage area.</td>
</tr>
<tr>
<td><strong>Public Art</strong></td>
<td>Maybe integrated into the design of temporary stage area or lighting.</td>
</tr>
</tbody>
</table>

### 5.4.F CRAFT/ARTISAN FAIR

**CRAFT / ARTISAN FAIR GUIDELINES**

<table>
<thead>
<tr>
<th><strong>Description</strong></th>
<th>Temporary outdoor vendor fair.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Location</strong></td>
<td>Can be located within a Plaza, Community Green, Courtyard, Esplanade, or Paseo.</td>
</tr>
<tr>
<td><strong>Size</strong></td>
<td>Approx 4,000 sq. ft. - 12,000 sq. ft.</td>
</tr>
<tr>
<td><strong>Access</strong></td>
<td>From sidewalk or through a private building if located within a interior Courtyard.</td>
</tr>
<tr>
<td><strong>Public Availability</strong></td>
<td>Determined by building owner</td>
</tr>
<tr>
<td><strong>Vendors</strong></td>
<td>Craft or artisan vendors and food / beverage vendors.</td>
</tr>
<tr>
<td><strong>Landscaping</strong></td>
<td>Hardscape surface with planters, pots or trees surrounding the ice rink arena.</td>
</tr>
</tbody>
</table>
### 5.5 OPEN SPACE FURNISHINGS

Open space furnishings contribute comfort and/or utility to each open space type. Starting on page 220 example images are shown of high quality furnishings that make Downtown open space network an inviting, safe, attractive and comfortable place in which to spend time.

### 5.6 HISTORIC PRESERVATION GUIDELINES

The DCP area contains a number of historic resources. In addition to the general guidelines, the following are specific guidelines for any new construction, addition, or alteration affecting historic resources.

- Retain the existing built fabric and historic resources to the greatest extent feasible. New development is even encouraged to reuse or add on to existing buildings, including by building on top of existing buildings.
- New buildings, additions, or alterations should respect the form and materials of the existing buildings. It is also possible to be responsive to the historic resources by juxtaposing different but complementary forms and materials to distinguish between old and new.
- Respect the existing patterns of use and spatial configuration.
- Location and mass of tall buildings should consider scale and shading impacts on open space. Tall buildings abutting a City-owned parcel should step back from the City-owned parcel above the second story.
9.1 A PHASED IMPLEMENTATION PROGRAM

This Specific Plan presents a vision achieved through the implementation of actions and projects for the Downtown Plan area. Successful implementation of the actions and projects described in this Plan will ensure that the Downtown continues to evolve in a sustainable, multi-modal, pedestrian-oriented manner. Implementation strategies provide stewardship for the Downtown area, and enhance its connectivity to the Beach, and Santa Monica Pier, Tongva Park, Santa Monica High School and the neighborhoods to the north, east and south.

OVER TIME, THE PLAN’S CHAPTER 6 IMPLEMENTATION AND MONITORING

INSIDE THE IMPLEMENTATION AND MONITORING CHAPTER

This Downtown Community Plan presents a vision of a sustainable, multi-modal and vibrant Downtown that continues to retain its charms and assets while accommodating the needs of our future. This vision will be achieved through the commitment of the City, stakeholders, neighborhood groups and the community. This chapter brings together the “Actions” presented in the preceding chapters of this Plan and provides a clear roadmap for implementing, funding and measuring success of the Actions.

ACTIONS

The Plan identifies a number of Actions that aim to achieve the goals of the Plan. The Actions in the Plan can be categorized into the following:

- **Capital Projects**: streetscape and public infrastructure projects
- **Plan-wide Initiatives**: studies, analysis, monitoring or independent research projects
- **Changes in regulations and ordinances**: modifications to existing rules to help Downtown realize the community vision
- **Ongoing Programs**: programmatic activities to enhance capital investments that have been or will be made.
- **Private Sector Applications**: actions for new development subject to the requirements of this Plan and the Zoning Ordinance.

PHASING

Each Action in the Plan has a timeframe for implementation. Three timeframes have been established: 1) Short-Term, 2) Mid-Term and 3) Long-Term. These timeframes may be adjusted depending on changing priorities and/or funding.

POTENTIAL FUNDING SOURCES

Where possible, types of funding available for various projects and programs has been identified.
MEASURING & MONITORING
A measuring and monitoring program is key to ensuring that the vision of the Plan stays on track. Actions of the Plan will be measured and monitored to chart its progress toward achieving the Plan’s adopted goals. To this end, this Plan includes a requirement that the Planning Department produce five-year reports evaluating progress towards completing proposed projects and programs, as well as in-depth monitoring of new development Downtown, fees that have been collected, public and private investments in community benefits and supportive infrastructure.

6.1 A PHASED IMPLEMENTATION PROGRAM

The Plan’s Actions will be undertaken by a variety of entities – private developers, the City, DTSM, BBB, non-profit organizations, and others—and funded by a variety of sources...

In addition to coordinating efforts of many parties, ensuring that the Downtown Santa Monica continues to evolve in accordance with the Downtown Community Vision of the Plan requires the best work and cooperation of many City departments, talented designers and builders, as well as the sustained attention and support of the community and its leaders.

The critical elements in this Plan will be implemented based on Downtown Santa Monica’s significant advantages, including:

- Vision, energy and local leadership, all of which were apparent in the DCP outreach and review process.
- Public investments already underway, including the Expo Line, Colorado Esplanade, California Incline, and Pier Bridge Improvements.
- The Downtown’s popularity as a place to live, work and visit.
- Strong local economy and real estate market
- Recent and pending projects requiring provision of community benefits.

9.2 IMPLEMENTATION PROGRAM
9.2.C

6.1.A PHASING

This plan outlines a 14-year horizon to the year 2030. Most actions and projects may be identified in the Plan will be successfully completed expeditiously through immediate development compliance with the DCP standards. For example, development will, in some cases, establish new Building Frontage Lines that will have the effect of widening sidewalks. In other cases, immediate attention to project, the complexity of the projects and/or programs may necessitate pre-planning is needed in order to achieve efforts such that implementation will occur in the middle or later phases (e.g., the Olympic Crossover).
Some improvements may need to be funded by several different mechanisms. For example, while development standards require that developers’ Frontage Lines create a wider sidewalk, additional streetscape improvements may need to be funded through a community benefits program, an assessment district like DTSM, and/or through the City’s capital improvements program.

Additionally, some programs, projects and improvements described in this plan will be implemented in later phases, either due to the need to acquire financing, market fluctuations, and/or the community’s desire to implement other projects and programs as higher priorities.

Plan implementation is shown in three (3) phases. For discussion purposes, the phases are identified as separate and discrete time periods. However, in reality, these phases may be overlapping or their timing may be different, depending on such variables as development timing and funding availability from non-development driven sources. In addition, there are ongoing activities such as maintenance and monitoring that will span the life of the Specific Plan.

Accordingly, the Plan’s programs and projects are phased as follows:

Short-Term (S). To be pursued immediately upon plan adoption through 2018; Major publicly-funded projects and programs that are identified as “short-term” priority are intended to ensure that infrastructure, including pedestrian and bicycle facilities, are in place in order to realize the full benefit of the light rail and concurrent private sector development. Completion of these projects will allow immediate trip reduction to succeed.

Mid-Term (M). (Before 2022): This period encompasses those improvements that require more complete funding or phasing, and have additional pre-project actions, or will primarily be associated with and/or funded by new development.

Long-Term (L). (2022 to 2038): Long-term improvements include those that require significant coordination, project development or funding or that are associated with later development projects and funding and management mechanisms that may be established as a result of DCP policies.

Ongoing: (O-G): Ongoing improvements include new programs and those programs already in place which will span the life of the Specific Community Plan, including ongoing monitoring and maintenance.

Projects and programs in all phases can be pursued by:

- Listing a project on the Capital Improvement Plan, funded by a combination of grant or other funding sources.
- Requiring public improvements as a condition of development.
- Incorporating improvements into development agreement negotiations for private development.
Making necessary policy or regulatory adjustments.
Budgeting staff time to implement a program.

Projects that are designated as having “mid-term” or “long-term” priority may become “short-term” if sufficient funds become available. Also, certain projects that are identified to move forward in the short term may be delayed, due to changing priorities or lack of financing. The City and the community decide the priority of projects and when they proceed.

Detailed actions, projects and programs are described in more detail in their respective chapter in which they are described in the plan.

9.2.D6.1.B PUBLIC LEADERSHIP
Many public agencies and entities will have important roles in funding and managing specific elements of this Implementation program, with a primary role for the City of Santa Monica and its associated/affiliated organizations such as DTSM and SMTT. Public coordination, management and strategic investment are key roles that will contribute to the District’s success. Following up on their strong participation in the development of this Plan, these entities have important roles for many in its implementation:

Following up on their strong participation in the development of this Plan, these entities will play important roles in implementing the projects and programs identified:

Santa Monica City Departments:
- Big Blue Bus
- Community & Cultural Services
- Finance
- Housing & Economic Development
- Planning & Community Development
- Public Works
- Fire and Police Departments

Quasi Governmental Agencies
- Downtown Santa Monica, Inc.
- The Convention & Visitors Bureau
- The Chamber of Commerce

Private Interests
- Individual developers and investors
- Non-profit organizations
Other public agencies

(Metro, CalTrans, Coastal Commission)

Involvement of community members

The Chamber of Commerce

City regulations create a framework for Private investment that will have a key role in implementing the vision. These guiding regulations for the private investors are found in Chapter 4, Standards and Regulations and Chapter 5, Design Guidelines of this Community Plan and Section 9.10 of the City’s Zoning Ordinance. It is critical that public and private investments are coordinated so that the strategic investment of modest amounts of public funds are leveraged for the greatest value of the community.

9.2.E6.1.C COLLABORATION

Projects led by public entities will advance the Downtown vision, but often will require working in concert with private and nonprofit entities:

Housing and Economic Development. Affordable housing through several public and private programs.

Cultural Arts Actions. New public art installations and facilitation of a potential new museum in concert with private and non-profit operators.

Open Space Actions. Six (6) new publicly accessible parks and/or plazas and a network of pedestrian linkages between open spaces in the form of sidewalks in cooperation with private properties.

Infrastructure. As-needed upgrades to the existing infrastructure system to accommodate the uses identified by the Plan. (Chapters 4E and 5)

Circulation and Mobility Actions. Transportation Demand Management (TDMs) policies and the creation of a Transportation Management Organization (TMO) with businesses, shared parking with private property, and transit service provider actions.

9.2.G6.1.D FUNDING SOURCES

The implementation of this Specific Plan will be financed by a number of funding sources, including impact fees, assessment districts, private investment, direct City financing, and other government funding sources. In the past, the City has successfully leveraged private development to fund public improvements through the use of impact fees and development agreements. Although these tools will certainly be major component of the implementation framework for the Downtown Specific Plan, a broader set of financing mechanisms will also be required to undertake the full range of improvements proposed for the Downtown area. Each funding and financing mechanism, including community benefits, that could potentially be deployed to implement the plan has a different structure, such as rules that dictate how the mechanism can be established, when payments are collected, and how funds can be utilized.
The LUCE and Community Benefits. Using the Plan’s framework for community benefits allows the City to create greater synergies among individual development projects and engage each incremental development project to assist in achieving the Plan’s over-arching goals for the district.

Historically, the City has used development agreements to negotiate community benefits on a project-by-project basis. This Plan will apply the LUCE tiering community benefits structure which requires community benefits of most new projects. The strategy of using the DCP framework for negotiations provides the development community with a level of predictability around the desired community benefits associated with proposed projects throughout the Plan area. As projects in the Downtown Specific Community Plan area are submitted for Planning review, City staff will work with applicants to ensure that the community benefits offered to justify additional height and intensity associated with Tier 2 or Tier 3 projects match the Plan priorities and achieve its goals.

This Plan identifies specific infrastructure projects and programmatic activities that fulfill its goals and priorities and how the community benefits process will make a significant contribution towards completing these projects.

“Spectrum” of Funding and Financing Mechanisms. Beyond community benefits, the City of Santa Monica has several other tools at its disposal to pay for many of the improvements envisioned. One of these mechanisms, known as impact fees, has already been established by the City through existing policies. Other mechanisms, such as an area-wide infrastructure assessment district, or taxing mechanism, would have to follow a prescribed establishment process that will occur outside of the Plan adoption process.

Each of the major funding sources is described below and Illustration 96.2 shows how these sources work as a complete “spectrum” of opportunity for Plan implementation.

Developer Contributions. The far left column of Illustration 96.2 illustrates the multiple mechanisms used to ensure that developers contribute to area improvements in a manner that is commensurate with project impacts. The three lower mechanisms (development standards, environmental mitigation and impact fees) represent the baseline of what a developer is required to provide as part of any development project in Santa Monica, regardless of the proposed project tier.

Community benefits are provided by projects requesting height and density that exceed Tier 1 threshold, including those requiring a negotiated development agreements. Each of these mechanisms is described in detail.
**Development Standards.** Development standards regulate a project’s land uses, height, density, Building Frontage Line and associated sidewalk widths, on-site open space and other features. The standards provided in this plan and those in Chapter 9.10 of the City’s Zoning Ordinance must be satisfied in order for a project to be granted approval. These standards will significantly shape the interface between private buildings and the public realm.

**Environmental Impact Mitigation.** The environmental review process provides an assessment of the environmental impacts of a project and identifies measures to reduce or eliminate these impacts. As a requirement of approval, developers may be required to undertake a number of mitigation measures, such as off-site traffic mitigation, or payment of an infrastructure fee that pays for the necessary infrastructure upgrades to mitigate development impacts. These are not “Community Benefits” in the LUCE sense—they are measures mitigating impacts resulting from the project, and are required to be implemented when feasible in compliance with CEQA.

**Development Impact Fees** are one-time fees imposed on new developments to ensure that new development pays for facility and infrastructure improvements necessary to directly support the proportional demand created by that project. Based on the Mitigation Fee Act, the City must establish the connection between new development, the proposed improvements and the fee level; and each project must pay only its proportional share of the cost for any facility. Fee revenues cannot be used to fund existing deficiencies in infrastructure.

**In-lieu fees.** Provide the developer the choice to satisfy a design or development standard, or impact mitigation through a fee. One such example already in use in parts of the Downtown area is the Parking in-lieu fee, which has been very successful in creating a “park-once” environment and mitigating the impact of new development on parking supply. These fees provide funds to increase the number of parking spaces in Santa Monica in direct relation to the need created by new development.

**Community Benefits (CB).** CB contributions may also be used in conjunction with other funding and financing mechanisms. Community benefits can be used to fund any number of different improvements, ranging from streetscape enhancements such as the Esplanade, to publicly accessible open spaces, affordable housing, arts and cultural institutions, program and operations funding, among others. In some cases the City may choose to aggregate community benefits/financial contributions, or use them in conjunction with other funding and financing mechanisms where necessary, to pay for significant improvements.

**Public-Private Partnerships (PPP).** A PPP is a government service or private business venture which is funded and operated through a partnership of government and one or more private entities. PPPs involve a contract between a public sector authority and a private party, in which the private party provides a project and assumes substantial financial, technical and operational
risk in the project. In some types of PPPs, capital investment is made by the private sector on the basis of a contract with government to provide agreed benefits or existing assets such as land for the project.

**Area-Based Strategies**

**Assessment District (AD).** Under the Improvement Act of 1911 and the Improvement Bond Act of 1915, a city may establish an assessment district to levy additional taxes in order to issue bonds to fund public facilities and improvements that directly benefit property owners in the district. An AD is a useful tool in financing public facilities, infrastructure and maintenance and services costs that benefit a specific area. Eligible projects may include: street paving and grading; curbs and gutters; streetlights and landscaping; water supply systems; storm drains; sanitary sewers; and/or parks and recreation facilities.

Unlike a Mello-Roos district, the formation of the AD requires a majority vote of property owners that is weighted proportionate to their assessed value of their property. In addition, AD bonds may only fund improvements within the district, and a nexus must be established between the improvements to be financed and benefits to the district’s property owners. ADs are typically used as financing mechanisms for installing public improvements in areas of new development, but it is also possible to use them for existing development if a nexus can be established between the amount of the assessment, the public facility or improvement to be funded, and the benefit to property owners in the AD.

The Downtown area already has Downtown Santa Monica Inc (DTSM), and the Downtown Parking District in place covering parts of the area encompassed by the DCP. However, the boundaries of these districts could be expanded.

**Downtown Santa Monica Inc. (DTSM)** is a Business Improvement District which is a type of Assessment District that levies taxes on businesses and real property within its boundaries. Under the Property and Business Improvement District Law of 1994, revenues from its assessments may be used to fund capital improvements and maintenance costs for projects such as: street furnishings; fountains; parks; street improvements; sidewalks; plazas and wayfinding.

**Downtown Parking District.** Another type of Assessment District in the Downtown is the Downtown Parking District which contributes to financing for the development of parking facilities and trip reduction strategies. New developments in the existing district have the option of paying an in-lieu fee as a substitute for providing on-site parking. Following the adoption of this Plan, a strategy will be proposed to expand the in-lieu fee district to the LUCE defined Downtown boundaries. Revenue generated by the in-lieu fee program issued to fund the construction of parking facilities as well as maintenance and operations.
User Fees.
User fees are charged for the use of public facilities and infrastructure and can be used to cover operating and capital expenses. Existing utility fees, such as sewer and water, are one type of user fee. In Santa Monica, for example, sewer capital facilities fees are charged on a per-unit or per-square foot basis and contribute to the ongoing capital costs associated with the local sewer system. The fees do not cover expansion of the sewage system associated with larger scale development.

Parking fees at public garages and on-street meters are a type of user fee that supports the operations and maintenance of these facilities and can also provide the revenue to service bonds utilized in their construction. Parking revenues can also be invested in strategies that reduce demand such as TDM.

Outdoor cafes, whether on the sidewalk, or on a Parklet can also provide a revenue stream, as restaurants pay “rental” of the public right-of-way of this space. Typically these funds are directed at maintaining and improving the streetscapes of the area. This could include tree replacement and the cost of furnishings.

Transportation Management Organizations (TMOs), such as CommuteSM, represent yet another form of user fee. Funded by business and property developer membership fees, CommuteSM provides free transportation services to local residents, visitors and workers.

Many jurisdictions have been able to partially finance construction of new facilities such as parks, by using bonds funded through user revenues for public facilities whose principal source of financing is a public or non-profit agency. For example, selected Parklets could be “rented” by adjacent cafes, with revenues supporting additional park spaces recommended in this plan.

City Funds
Capital Improvement Program (CIP). Capital projects identified in the DCP as highest priorities need to be included in the City of Santa Monica’s Capital Improvement Program. This program uses some portion of the City’s General Fund and special fund revenues (for example, Measure V funds) and User Fees sometimes supplemented or matched by other sources listed above, to pay for improvements to City facilities such as local streets. Projects for earliest inclusion in the Capital Improvements Program in the next three (3) to five (5) years include the Pedestrian Scrambles and 4th Street streetscape projects.

Measure V Funds. Measure V funds the cost of implementing the City of Santa Monica’s Watershed Management Plan, which includes financing the operation; administration; and maintenance; and also funds improvements such as environmental restoration, storm drain conveyance system upgrades, upgrade and replacement of the existing and future storm drainage systems, installing on-site stormwater management systems and multipurpose capital improvement...
projects. Priorities for funding are stormwater management projects in the Pier Basin and Kenter Canyon Basin and other regional, multi-benefit projects that capture the 85th percentile storm runoff volume. To date, this parcel tax has funded pervious concrete alleys and street gutters, green streets, storm drain infrastructure retrofits and upgrades, rain barrel and cistern rebate programs, and regional multi-benefit projects.

Grants

Community Development Block Grants (CDBG) and HOME Investment Partnerships Program (HOME) funds. While these funds originate at the federal level and are administered by the U.S. Department of Housing and Urban Development (HUD), they are awarded annually (subject to Congressional appropriation) to local governments. Locally these funds are administered by the City’s Community and Cultural Services Department and the Housing and Economic Development Department.

Other Sources including Federal, State and Local One-Time Grants. Various federal, State and regional programs distribute grant funds for public improvement projects. For example, at the edge of the Downtown Specific Community Plan area the City has already been granted funds to improve the Colorado Esplanade linking Downtown, with the Expo station to improve “First Mile, Last Mile” station connectivity. Beyond this, the City is likely to be very competitive for transportation funds, which can be used to make local improvements for bicycle and pedestrian facilities such as those included in the DCP. Funds are typically awarded on a competitive basis through programs run by regional transportation agencies, such as Metro, CalTrans, or metropolitan planning organizations, such as the Southern California Association of Governments (SCAG).

Local Transportation Fund (LTF). Under the Transportation Development Act (TDA) of 1971, 0.25% was added to the statewide sales tax rate in order to fund local transportation. Known as the Local Transportation Fund (LTF), the State returns this revenue to its county of origin for use in operating transit systems.

Proposition 42 Funds (42). Under Proposition 42, the Transportation Congestion Improvement Act of 2002, revenue from the State sales and use tax on the sale of motor vehicle fuel is dedicated to transportation improvements and services including public transit and mass transportation, city and county street and road improvements (including road reconstruction and storm drainage repair), and state highway improvements.

Transportation Enhancement Activities (TEA) Program. The Transportation Enhancement Activities (TEA) Program receives 10% annually from each state’s Surface Transportation Program (STP). Three of the twelve categories defined within the TEA are related to bicycle and pedestrian projects.
Congestion Mitigation and Air Quality Improvement Program (CMAQ). CMAQ funds transportation projects to reduce ozone and carbon monoxide pollution and meet national ambient area air quality standards (NAAQS) in Clean Air Act non-attainment areas.

Costs for city planning documents, such as general plans and specific plans are, generally, reimbursed by pro rata allocation of fees to developers applying for development permits in the plan area. To enable continued long-range planning for the activity centers, and to recoup the significant investment in the DCP, the City should explore and prepare any studies necessary to establish a pro rata and comprehensive planning to ensure careful design and implementation of the Plan visions.

9.2.I6.1.F ONGOING IMPLEMENTATION ACTIONS: MEASURING AND MONITORING
The task of continuing achieving the expansion and evolution of the Downtown area into the type of sustainable, memorable, engaging, accessible, diverse and pedestrian-oriented environment envisioned by the LUCE and this Plan vision for Downtown is an endeavor that will span many years and involve the participation cooperation and dedication of the entire Santa Monica community. It will require ongoing oversight to ensure that the Plan area evolves at a pace that changes Downtown are consistent with the community’s expectations for careful, managed, sustainable, respectful growth that maintains an innovative, creative character and makes a positive contribution to the City, the District’s unique charm while providing for future housing needs and economic success. Monitoring the area’s performance using multiple indicators is critical to ensuring that the Plan is delivering on its intended goals and objectives is appropriate protocol for measuring the Plan area’s performance.

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 regular 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.

This Plan makes a strong Development Cap
The Plan continues the LUCE commitment to managing and monitoring change to ensuring that new projects are balanced with circulation investments, Transportation Demand Management mechanisms, programs, and congestion relief measures that will enable Santa Monica to achieve the citywide goal of No Net New PM Peak Hour Trips. The monitoring policies located by 2030. As analyzed in Chapter 6 provide a blueprint for creating the tools necessary for the City to track change, monitor progress, and make adjustments as necessary to policies that affect trip generation and transportation. As conditions change over the life of the plan, periodic review will be necessary to ensure that early indicators trigger appropriate measures to address adjustments to the 2014 projections.
the Program EIR for the Downtown Specific Plan concluded, with the implementation of the Plan actions, the Downtown could accommodate a total maximum net new development of 3.3722 million square feet could occur of net new floor area while allowing the City to achieve the goal of No Net New PM Peak Hour Trips. This number is based on traffic modeling that utilized results from the City’s travel demand forecasting model to evaluate the outcomes of potential new development square footage combined with circulation and transportation demand management improvements identified as actions in the DCP. The DCP Program EIR analyzes impacts and mitigations with the assumption that the total net new development will be a maximum of. Therefore, the Plan includes a cap of 3.3722 million square feet within the life of the Plan. The measuring and monitoring program requires the City to regularly evaluate the connection between new uses, the TDM and circulation measures, and rate of success for shifting trips to transit and bicyclist—especially following the Expo Light Rail operation in 2016—in effort to achieve No Net New PM Peak Hour trips and other circulation and congestion management goals. If bi-annual trips counts reveal unanticipated increases, the City will re-evaluate the policies that address trip generation including FAR, TDM’s and land use to assure management of potential impacts associated with new projects—of net new floor area Downtown. Any project proposal that would exceed the 3.37 million square foot results in Downtown exceeding the cap would not be approved consistent with the Plan and therefore, would not be approved until necessary additional environmental analysis and amendments to the Downtown Specific Plan have been completed.

Monitoring
To evaluate the performance of the Plan’s actions and policies, the Planning Department shall prepare a monitoring report every four years in coordination with the LUCE monitoring report detailing the housing supply and development, commercial activities, and transportation trends in Downtown. This information shall address (1) development trends in the Downtown Community Plan area, (2) the effects of that development (3) the effectiveness of the policies set forth in the Downtown Community Plan in achieving the vision set forth and (4) recommendations deemed necessary to ensure the success of the Plan.

A. Time Period and Due Date. Reporting shall be presented in coordination with the LUCE monitoring report, which is produced every five years, and shall address the preceding five years.

B. Data Sources. The Planning Department shall assemble data for the purpose of providing the reports. City records shall be used wherever possible. Outside sources shall be used when data from such sources are reliable, readily available and necessary in order to supplement City records.

C. Categories of Information for Monitoring and Reporting. The analysis of the categories Residential, Non-Residential, Mobility and Historic Preservation will compare Plan Area trends to existing conditions, citywide trends, and regional trends, when relevant. The comparisons will indicate the degree that the City is able to accommodate new development as projected within the Plan Area. Based on this data, the Department shall analyze the effectiveness of policies governing Downtown growth and shall recommend any additional measures deemed appropriate. The following categories of information shall be included:

Residential
1. **Housing.** The amount of residential units “Completed,” “Approved,” and “Under Construction” during the preceding 4 years.

2. **Unit size.** An estimate of the number and mix of unit sizes in the Plan.

3. **Affordable Housing Production.** An estimate of the number of new affordable housing units approved and constructed in the Plan Area, including development of subsidized housing, below market rate units, off-site inclusionary housing, affordable housing built with in-lieu fee payments, and other types of affordable housing.

4. **Rent Control.** The number of rent controlled units within the Downtown.
   a. Ellis Act Evictions. The number of Downtown residential units withdrawn from rent control through the Ellis Act process.

**Non-Residential**

1. **Commercial Space and Employment.** The net new amount of traditional and creative office space “Completed,” “Approved,” and “Under Construction” during the preceding five years.

2. **Retail and Restaurant Space.** An estimate of the net increment of retail and restaurant space within the Downtown.

3. **Cultural Facilities.** An estimate of the net increment of cultural space within the Downtown.

**Transportation**

4. **Mode Share Downtown Residents.** An estimate of the percentage of Downtown Residents using a particular type of transportation.

5. **Mode Share Downtown Employees.** An estimate of the percentage of Downtown Employees using a particular type of transportation.

6. **Average Vehicle Ridership.** An estimate of the average number of persons within a vehicle during a commute to work.

7. **Intersection Counts.** The number of vehicles, pedestrians or bicycles counted at a signalized Downtown intersections during peak commuting hours, which include 7:30 a.m - 9:30 a.m, and 5:00 p.m - 7:00 p.m on weekdays, and from 1:00 p.m - 5:00 p.m on weekends. Counts will be collected for the following mode types:
   a. Vehicles
   b. Pedestrians
   c. Bicycles

8. **Vehicle Parking Inventory.** An estimate of the off-street vehicle parking spaces in Downtown.


10. **Bicycle Parking Inventory.** An estimate of the off-street bicycle parking spaces in Downtown.

11. **Breeze Bikeshare Ridership.** An estimate of Breeze bicycle trips for the following:
    a. Originating in Downtown
    b. Terminating in Downtown
    c. Originating and Terminating in Downtown

12. **Transit Ridership.** An estimate of transit ridership originating or terminating Downtown.
    a. Expo Light Rail
    b. Big Blue Bus

**Historic Preservation**

1. **Landmark Designation.** Report the number of Landmark and Structures of Merit designations in the Downtown.

2. **Adaptive Reuse.** Report the number of structures adaptively reused that recorded deed-restrictions to utilize Plan exemptions/incentives for conservation.

3. **Neighborhood Conservation Overlay District.** Report on the formation of a Neighborhood Conservation Overlay District, and which features are included within its criteria.
   a. Including a report on development activity within the established Neighborhood Conservation Overlay District.

**D. Community Improvements.** The Plan outlines major community improvements in the areas of open space, pedestrian realm, public art, transportation and community services. Implementation of proposed projects and programming will be documented, including a focus on the following:

**Public Open Space**

1. New Publicly Accessible Open Spaces. An estimate of the net increase in publicly accessible open spaces created by new development or public investment.

2. Improvements to Privately Owned Public Spaces (POPs). A description of improvements to POPS, including new permitted square footage, programming activities, etc.

**Pedestrian Realm**


**Art and Culture**

1. Public Art. A report of new Public Art added to the City’s inventory that is located Downtown.

2. Cultural Facilities. A summary of cultural facilities Downtown.

**Transportation**


2. Bicycle Network Completeness.

3. Pedestrian Network Completeness.

4. Parking Programs. Report on implementation strategies, including cooperation with relevant agencies, and success of program as implemented.

**Community Services and Infrastructure**

1. Utility Infrastructure. A report on the adequacy of existing utilities and public infrastructure to support the residential, employee, and visitor populations in Downtown.

2. Water Usage Per Capita. An estimate of residential water usage per capita for Downtown residents compared to other neighborhoods throughout the city.

**E. Enforcement of Project Entitlements.** A summary of successful compliance with conditions and design standards for development projects approved in the Plan Area and any enforcement actions taken to ensure compliance or adjudicate complaints.
F. Fees. Monitor collection and expenditure of all fees. Report on studies and implementation strategies for additional fees and programming.