DTSP Community Meeting Memorandum
July 11, 2012

To: Sarah LeJeune, Principal Planner, City of Santa Monica
From: Torti Gallas and Partners
CC: Travis Page, Joanna Hankamer, Francie Stefan
Date: 08/20/2012
Re: Downtown Specific Plan Community Outreach Meeting, July 11, 2012

Overview
On July 11th, the Strategic and Transportation Planning Division and Planning Commission hosted the second Downtown Specific Plan (DTSP) community meeting from 7-9pm at the Santa Monica Civic Auditorium to discuss and identify desired amenities and significant additional community benefits for Downtown. Over 110 community members attended, including residents, business owners, property owners and managers, bicyclists, and citizens interested in activity in the Downtown and the Miramar project. The meeting was divided into two parts: an opening presentation followed by focused discussion at break-out tables. Neal Payton of Torti Gallas, the lead planning and design firm, started the presentation with the central planning ideas created from initial community input:

- Make it easy to get from the Expo Station to the heart of Downtown, beach, and Civic Center
- It should be delightful to walk and bike in Downtown
- Ocean Avenue has the potential to be a great ocean view promenade, better connected to the park
- Guide investment so that Lincoln looks, feels, and acts like part of the Downtown
- Encourage residents to use Downtown
- Enliven the north end of Downtown (Wilshire/3rd)
- Provide more public gathering spaces with landscaping
- New development should serve the community’s needs and enliven the streets/public realm

Neal also presented the substantial work underway on:

- A physical planning framework/vision for the Downtown area that supports a sense of place, wayfinding, cohesiveness, and circulation
- Refinements to community benefits/facilities that can serve all the users Downtown (new residents, visitors, workforce)
- Preliminary guidelines for key streets (emphasis on Lincoln Blvd. and Wilshire Blvd.)
- Design concepts to shape the urban form and enhance the public realm
Participants were then invited to join small tables of eight to ten people for a discussion on community benefits and amenities in Downtown. Led by a facilitator, the participants at each table were tasked to identify their top eight significant community benefits for the Downtown area and locate them on a Downtown map with stars (see Attachment A for annotated maps). At the end of the exercise, one member of each break-out table then presented the group’s key discussion points and priorities to the Planning Commission.

Community Input
The exercise led to robust conversations that gave each participant the chance to voice their personal opinions, while also allowing the opportunity to build consensus on what is most important for our Downtown. There was significant agreement among all groups that continuing to promote walkability, wayfinding, and connections to the future Expo Station was a priority, and that calming vehicle movement would improve the experience of walking and biking in Downtown, which many felt can be a stressful or intense experience. Community members were engaged and creative in their discussions of how best to allocate finite resources, providing a range of ideas including iconic architecture, open space (landscaped plazas, parklets, and human-scale gathering areas), conservation of unique facades/buildings, sidewalk improvements, public parking located at the edges of Downtown, public art, and additional public restrooms. The meeting provided great feedback to inform PCD’s next steps in the process of developing the Downtown Specific Plan.

Circulation improvements emerged as the primary issue of the evening. The list below represents the top five community benefits, compiled from the groups’ list of prioritized amenities. Some benefits/amenities received the same number of tallies or “tied”, as indicated below.

- Better circulation in Downtown (#1)
- Open Space (#1)
- Smaller gathering spaces (parklets, pocket parks, plazas) (#2)
- Historic Preservation/Adaptive Re-use (#3)
- Parking Improvements (#3)
- Performance Space/Cultural Facility (#4)
- Streetscape Improvements (#4)
- Wayfinding (#4)
- Downtown Circulator/Trolley/Shuttle (#5)

Community Benefit Priorities
Below is a summary of the major discussion points recorded at each table. Attachment A includes annotated maps with the top community benefits identified by each table.

**Table #1 Community Benefit Priorities**

1. Interesting innovative architecture (creative, lively, iconic)
   a. If widespread, could delay projects moving through the development process
2. Flexible performance space
3. Pocket parks/plazas and “smaller gathering space”
4. Outdoor Cafes (along Ocean Ave)
5. Parking (along the periphery of Downtown with different parking rates and access to Expo station)
6. Local serving uses (on north end of Wilshire, adjacent to residential area)
7. Natural, unconfined open space
8. Local access for residents (more circulation options for residents on north side of town, i.e. two-way traffic flow on incline or an additional I-10 exit)

Most Discussed – Improved architecture (from great to iconic) and increased shared parking along the peripheries

Table # 1 Additional Comments
- Ocean Ave should have a stronger emphasis
- DTSP should conserve the local “feel” of Palisades Park on the north side of Downtown
- Sidewalks should be more welcoming

Table # 2 Community Benefit Priorities
1. Circulation/Wayfinding improvements
2. Parklets/open space
3. Circulation/traffic improvements
4. Open space (2nd Street, 4th Street, 5th Street)
5. Historic Preservation
6. Open Space
7. Historic Preservation
8. Wide sidewalks (along west end of Wilshire Blvd)

Most Discussed – Circulation for all modes, flexible programmable open space

Table #2 Additional Comments
- Parking:
  o Minimize parking to incentivize other modes
  o Developers could provide comparable parking rates to public parking garage via Developer Agreement
  o City could leases private parking
  o Downtown public valet parking like Pasadena and West Hollywood
- Circulation
  o Shuttle for Downtown employees, even if it runs at a deficit
  o 4th Street: Remove on-street parking between Colorado and Wilshire if it could be replaced in public garages
  o 2nd Street should be a priority
  o More crosswalks (i.e. scramble at 4th and Colorado / 2nd and Santa Monica Blvd/2nd Street, raised crosswalks at Pier)
  o Open air trolley bus, “hop on, hop off,” pedestrian accelerator
- Improve pedestrian quality
- Reduce parking
- Implement good transportation plan
- Bike share
- Provide more access
- Big Blue Bus

**Open Space:**
- Activate open space, should be purposeful and programmed
- Wider sidewalks and more trees
- Wilshire Blvd streetscape concept: support ideas presented by Neal Payton but would like to maintain a “transition” from the Promenade to the neighborhood. Wilshire should have pedestrian emphasis
- Ocean Ave: more cafes, landscaping

**Infrastructure:**
- Benches, light poles,
- Public restrooms (stand-alone and included in new buildings)
- Landscaping around the Light Rail
- “Everything we building should have a beautiful aesthetic.”

**Arts**
- Iconic architecture/building – near Miramar and Lincoln
- Public Art: should be substantial, destination piece, iconic, functional, iconic architecture
- No cultural facility

**Density concerns**

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**Table #3 Community Benefit Priorities**
1. Plaza
2. Streetscape improvements
3. Outdoor performance space/area
4. Public art
5. Public parking
6. Affordable housing
7. Open Space
8. Historic Preservation

*Most Discussed – Outdoor public space, places for performances, public art, parks, etc.*

**Table #3 Additional Comments**
- Museum
- Fixed route trolley / shuttle
- Traffic control
- Sustainable Design (above and beyond)

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**Table #4 Community Benefit Priorities**
1. Downtown circulator (to take people to key places, not sure what the route should be)
2. Preserve open space and “quiet” residential character of north side of Downtown along Wilshire
3. Restrict car traffic in Downtown
4. Support a gradient of activity and energy in Downtown (with tourist related activities to south and more resident-oriented uses to north end)
5. Improve public parking garages
6. Significant public art piece (rather than multiple small works of public art)
7. Improve bicycle facilities and infrastructure
8. More resident-oriented retail and commercial uses in Downtown (i.e. better movie theater, outdoor dining, coffee shops, neighborhood restaurants) rather than uses that cater to tourists

Table # 4 Additional Comments
- Downtown Uses:
  - Lincoln Blvd could be a good neighborhood (i.e. non-tourist) street with resident-serving uses
  - Wilshire Blvd should be oriented to residents with neighborhood uses, rather than tourist uses
  - Downtown needs more uses that serve the residents (the movie theaters used to bring residents Downtown, but now they are falling apart)
  - Downtown needs more outdoor cafes, coffee shops, restaurants that cater to the community like Main Street area or Abbot Kinney
  - Open space and greenery should be protected/preserved on north side of town
- Circulation
  - Downtown public parking needs better design and management, not necessarily more parking. It takes “forever” to get out of the parking garages
  - Broadway could be a good neighborhood/community street with pedestrian and bike amenities
  - Downtown should have less cars. “Less cars is a community benefit”. Downtown could have congestion charging, improved multi-modal infrastructure, or a gate at the perimeter to only allow a certain number of cars in the area a day.

Table # 5 Community Benefit Priorities
1. Cultural facility
2. Outdoor cafes and dining
3. Historic preservation (central tower)
4. “Park once”/shared parking
5. Adaptive reuse
6. Open space/pocket park
7. Street improvements
8. Better circulation for Downtown

Most Discussed – Circulation and related street improvements to provide multi-modal balance

Table # 5 Additional Comments
- Variety of architecture
- Circulation:
  - DASH-type circulator
  - Pedestrians, bike improvements, crosswalks
  - Slow down Ocean Ave
  - Most important routes to improve for cars: Lincoln/Wilshire
  - Most important routes to improve for bikes: Arizona, Broadway, Ocean N/S etc.
- Parking:
- Shared Parking / “Park Once
- Not just building more, but making better use and management of what we have
- Technology: smart apps and real-time signage
- Pricing policies
- No park & ride for Expo

- Street Improvements
  - Avoiding conflicts between cars, bikes, people for better safety
  - Roundabout at 3rd/Wilshire, to make a big statement
  - Balance facilities for bikes, pedestrians and cars, need different solutions at different places

- Historic Preservation
  - Adaptive Reuse
  - Ordinance strengthened for both landmarks and others with more incentives

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**Table # 6 Community Benefit Priorities**

1. Affordable and accessible senior housing and/or center (integrated better with public areas, i.e. commercial centers, and co-located with public transit)
2. Parklet opportunities (integrated into commercial and residential uses, in alleys or between buildings)
3. Open Space (music, performance, gathering space, sustainable)
4. Performance art space (using transfer of development rights)
5. Pedestrian circulation (well integrated transit, trolleys and shuttles, pedestrian oriented)

**Most Discussed – Open space and community gathering/cultural arts opportunities and ped/vehicular circulation improvements well integrated with the light rail station**

**Table # 6 Additional Comments**

- **Circulation:**
  - Need to think about parking at light rail
  - Use of one-way streets to complement shuttle/trolley service
  - Closure of major streets for circulation only
  - Lincoln and Ocean are dedicated arteries for vehicular traffic
  - 4th street needs improvement! (i.e. make it one-way and remove on-street parking)
  - Pedestrian orientation on major commercial boulevards
  - Bike sharing
  - Trolleys/shuttles
  - Well integrated transit

- **Open Space:**
  - Gathering areas (i.e. amphitheater)
  - Community gardens within residential developments
  - Outdoor private open space for commercial and residential
  - Music/performance gathering spaces
  - More creative/productive use of open space for ancillary routes and transit route
  - More greenery
  - Urban forest
  - Greenery that incorporates water

- **Other**
  - Lack of venue opportunities for creative arts population (i.e. video, music, performance)
Would like to eliminate surface parking lots
Opportunities for transfer of development rights
Farmers Market (fixed) that could allow for multi-use
Historic Preservation
Senior Centers

**Table # 7 Community Benefit Priorities**

1. Circulation improvements
2. Bike sharing
3. Improve vehicle circulation (from Interstate 10 to Montana)
4. Parklets
5. Wayfinding Signs (integrated with circulation improvements)
6. Light and air
7. Bike parking (along Lincoln)
8. Iconic architecture

**Most Discussed – Circulation Improvement**

**Table # 7 Additional Comments**

- Circulation
  - Bike sharing
  - Reduced vehicle trips
  - More public parking
- Open Space
  - Open space for children
  - Landscaping in the public realm
- Other
  - Sustainability
  - Destination-oriented ground floor uses

**Table # 8 Community Benefit Priorities**

1. More parks and open space, placemaking
2. Tram/circulator
3. Multi-modal improvements (fewer cars, increased bike and multi-modal service)
4. Historic preservation/adaptive re-use
5. Cultural facility
6. Parking (and parking management/TOD)
7. Enhanced pedestrian environment and wider sidewalks
8. Trees and landscaping (along Wilshire from Ocean Ave)

**Most Discussed – Pedestrian enhancements (wider sidewalks). Parking and Circulation- well managed parking and increased circulation for all modes.**

**Table # 8 Additional Comments**

- Circulation
- Pedestrian/car conflicts at intersections
- Parking spaces need management, not necessarily more new parking
- Accessible walkways
- Fewer cars in Downtown core

- **Public Realm**
  - Trees/landscaping
  - Expansion of Downtown core
  - Improve the street environment at Wilshire and 3rd Street

- **Affordable workforce housing**

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**Table # 9 Community Benefit Priorities**

1. Transit (“make transit sexy”)
2. Small gathering spaces (replace existing parking)
3. Parking (thoughtfully placed)
4. Pervasive wayfinding (prioritize for auto navigation around 3rd Street)
5. Affordable housing
6. Pedestrian improvements, especially near surface parking
7. Cultural facility
8. Trolley

*Most Discussed: Pedestrian environment and right amount of parking*

**Table # 9 Additional Comments**

- **Circulation**
  - More and better parking, get rid of old parking
  - Concern that more people in Downtown will equal more cars
  - Rideshare
  - Reduce trips through bike facilities
  - Better management of parking / proper wayfinding
  - Think smart about where to put parking
  - Use parking more effectively
  - Better parking (not necessarily more)
  - Bike facilities, bike share
  - Prioritize public transit

- **Open Space**
  - Parklets
  - Like small gathering spots
  - Pocket park that works as connector
  - Small gathering space
  - Traffic circles w/ pocket parks?
  - Toddler park

- **Public Realm**
  - Sidewalks w/ landscaping and building frontages that work
  - Pedestrian experience is vital, more parking is wrong thing
  - Sidewalks should be better and bigger
  - Blocks too big, need mid-block crossing
  - Concern w/ developers have to give up space, how to make setbacks work
  - Benches
  - Animate existing dead spaces (e.g. Plaza of office building 4th/Wilshire, Fred Segal parking lot)
Pedestrian realm design: not all streets should be equal (i.e. 5th/6th streets should differ from 3rd/4th)
Problem areas at 5th/Wilshire and 2nd/Colorado
Wide sidewalks, more landscaping, better street to building interface

- Wayfinding
  - Circulation and wayfinding (direction and distance)
  - Need signs to beach on Promenade
  - Signs should be persuasive

- Other
  - Affordable housing
  - Housing (every kind, affordable)
  - 4th/5th can radiate vibrancy
  - Concern regarding how Downtown can handle more people: need transit improvements and Downtown housing
  - Ground floor retail and office

Table # 10 Community Benefit Priorities

1. Orientation kiosk at Expo station
2. Public Restrooms
3. Iconic Architecture
4. Landscaping/cafes along Ocean Ave
5. Purposeful open space
6. Wayfinding/ functional public art/iconic architecture/bike racks
7. Remove on-street parking along 4th Street (only if you can replace it in garage), lease private parking and implement public valet parking
8. “Hop on” shuttle with cafe

Table #10 Additional Comments

- Circulation
  - Ensure efficient circulation – all modes must improve from Expo Station (both AM and PM)
  - Wider, slower, enhancements for all modes, less cars
  - Carsharing
  - Establish parking on perimeter – small, easy to use
  - Connector transit is a must, hop on and off for quick trips
  - Expand bike sharing throughout downtown
  - 4th Street is best for bikes N/S right now

- Open Space
  - Small-scale landscape and seating areas
  - Human scale play/seating and landscape areas
  - Open space, parklets, café seating
  - Landscaping and alley enhancements

- Historic Preservation
  - Highlight presence of Downtown’s Historic Resources
  - Sidewalk plaques, markers, and other pedestrian enhancements
  - Historic Preservation…including SM businesses like Norm’s
  - Highlight our resources, enhance visual experience
  - Preserve historic character with less of a “branded” feel

- Public Realm
  - Landscaping should have unified and over-arching design concept in development standards
- Widen sidewalks and enhance public realm so people can enjoy space without spending money
- Wilshire/Promenade: traffic circle with central water feature or public art
- Visual hub at north end of Downtown
- Unified treatment to streets/public realm from expo station, including lighting, at 4th Street/Colorado
- Unified aesthetic standards for buildings and landscaping
- Create ‘alternate’ activity streets” along 2nd or 4th? Like Promenade but geared toward different crowd, i.e. could be resident focused?

- **Wayfinding**
  - District identity with signage at gateways
  - Coordinated wayfinding and circulation enhancements for residents and tourists
  - Signage for bikes, pedestrians, etc. (including on the ground)
  - Link beach and Promenade visually and with wayfinding (i.e. pavement patterns, guides, view corridors)
  - Branding / identity / signage

- **Uses**
  - Entertainment venue for late night
  - Music/jazz club, etc.
  - Balanced mix of uses/businesses encourage compatible uses in proximity
  - Resident-serving uses like Target
  - Hold commercial uses at Wilshire, no commercial uses north of Wilshire
  - Concern about the proposed density of new projects along Lincoln Blvd.
  - Keep post office at 5th/Arizona
  - Additional hotel capacity will create revenue to reinvest in community
  - More diversity of unique uses (residents and tourists)
  - Sustainable design should be a base requirement, not a community benefit
  - Cultural events by season

For more information about the Downtown Specific Plan, please visit our project website at www.downtownsmplan.net.
Attachment A

Annotated Maps
Community Benefits Group Exercise Table #1

Top 8 Significant Community Benefits Identified by Group

1. Interesting innovative architecture
2. Performance space
3. Pocket parks/plaza gathering space
4. Outdoor Cafes (along Ocean Ave)
5. Parking (along periphery of Downtown with different rates and access to Expo station)
6. Local serving uses (on north end of Wilshire)
### Community Benefits Group Exercise Table #2

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#### Other Desired Infrastructure Improvements
- [Expokit Station Site](#)
- [Civic Center Parking Garage](#)
- [Public Library Parking](#)
- [Public Parking #1](#)
- [Public Parking #2](#)
- [Public Parking #3](#)
- [Public Parking #4](#)
- [Public Parking #5](#)
- [Public Parking #6](#)
- [Public Parking #7](#)
- [Public Parking #8](#)
- [S.M. Place](#)
- [3rd Street Promenade](#)
- [Colorado Avenue](#)
- [Ocean Avenue](#)
- [Lincoln Boulevard](#)
- [7th Street](#)
- [6th Street](#)
- [5th Street](#)
- [4th Street](#)
- [3rd Street](#)
- [2nd Street](#)
- [1st Street](#)

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**Downtown Santa Monica Specific Plan**
**City of Santa Monica**

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Feedback from Downtown Specific Plan Community Workshop | July 11, 2012
Feedback from Downtown Specific Plan Community Workshop | July 11, 2012

Community Benefits Group Exercise Table #3

Top 8 Significant Community Benefits Identified by Group

1. Plaza
2. Streetscape improvements
3. Outdoor performance space/area
4. Public art
5. Public parking
6. Affordable housing
7. Open Space
8. Historic Preservation

Note: Star(s) along bottom of page are not site specific, but apply to Downtown district in general.
Top 8 Significant Community Benefits Identified by Group

1. Downtown circulator
2. Preserve open space and quiet residential character of north side of Downtown along Wilshire
3. Restrict car traffic in Downtown (via congestion pricing and/or improved multi-modal infrastructure)
4. Support a gradient of activity and energy in Downtown (with tourist related activities to south and more resident-oriented uses at north end)
5. Improve public parking garages
6. Significant public art piece
7. Improve bicycle facilities and infrastructure
8. Resident-oriented retail and commercial uses in Downtown (i.e. better movie theater, outdoor dining, coffee shops, neighborhood restaurants)

Note: Star(s) along bottom of page are not site specific, but apply to Downtown district in general.
Top 8 Significant Community Benefits Identified by Group:

1. Cultural facility
2. Outdoor cafes and dining
3. Historic preservation (central tower)
4. “Park once”/shared parking
5. Adaptive reuse
6. Open space/pocket park
7. Street improvements
8. Better circulation for Downtown

Other Desired Infrastructure Improvements:

- Slower traffic with traffic calming strategies & bike lanes

Note: Star(s) along bottom of page are not site specific, but apply to Downtown district in general.
### Top 8 Significant Community Benefits Identified by Group

1. Affordable and accessible senior housing and/or center
2. Parklet opportunities (integrated into commercial and residential uses)
3. Open Space (music, performance, gathering space, sustainable)
4. Performance art space (using transfer of development rights)
5. Pedestrian circulation (well integrated transit, trolleys and shuttles, pedestrian oriented)

### Other Desired Infrastructure Improvements
- [ ] Affordable and accessible senior housing and/or center
- [ ] Parklet opportunities (integrated into commercial and residential uses)
- [ ] Open Space (music, performance, gathering space, sustainable)
- [ ] Performance art space (using transfer of development rights)
- [ ] Pedestrian circulation (well integrated transit, trolleys and shuttles, pedestrian oriented)
Feedback from Downtown Specific Plan Community Workshop | July 11, 2012

Community Benefits Group Exercise Table #7

Top 8 Significant Community Benefits Identified by Group

1. Circulation improvements
2. Bike sharing
3. Interstate 10 to Montana circulation improvements
4. Parklets
5. Wayfinding Signs
6. Light and air
7. Bike parking (along Lincoln)
8. Iconic architecture

Other Desired Infrastructure Improvements

Note: Star(s) along bottom of page are not site specific, but apply to Downtown district in general.
Feedback from Downtown Specific Plan Community Workshop | July 11, 2012

Community Benefits Group Exercise Table #8

Top 8 Significant Community Benefits Identified by Group

1. More parks and open space
2. Tram/circulator
3. Multi-modal improvements (fewer cars)
4. Historic preservation/adaptive re-use
5. Cultural facility
6. Parking (and parking management/TOD)
7. Enhanced pedestrian environment and wider sidewalks
8. Trees and landscaping (along Wilshire from Ocean Ave)

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Scramble intersection
Multi-modal improvements along 4th Street
Tram/circulator route
Public Parking #1
Public Parking #2
Public Parking #3
Public Parking #4
Public Parking #5
Public Parking #6
Public Parking #7
Public Parking #8

Other Desired Infrastructure Improvements
Feedback from Downtown Specific Plan Community Workshop | July 11, 2012

Community Benefits Group Exercise Table #9

Top 8 Significant Community Benefits Identified by Group

1. Transit (“make transit sexy”)
2. Small gathering spaces (replace existing parking)
3. Parking (thoughtfully placed)
4. Pervasive wayfinding (prioritize for auto navigation around 3rd Street)
5. Affordable housing
6. Pedestrian improvements, especially near surface parking
7. Cultural facility
8. Trolley

Note: Star(s) along bottom of page are not site specific, but apply to Downtown district in general.
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Community Benefits Group Exercise Table #10

Top 8 Significant Community Benefits Identified by Group

1. Orientation kiosk at Expo station
2. Public Restrooms
3. Iconic Architecture
4. Landscaping/cafes along Ocean Ave
5. Purposeful open space
6. Wayfinding/functional public art/iconic architecture/bike racks
7. Remove on-street parking along 4th Street (only if you can replace it in garage), lease private parking and implement public valet parking
8. “Hop on” shuttle (Downtown side) with cafe

Downtown Santa Monica Specific Plan
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Street Infrastructure Improvements
Pedestrian Improvements
Scramble intersection
Remove on-street parking
Mid-block connection

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COMMUNITY WORKSHOP #2

DOWNTOWN SPECIFIC PLAN | JULY 11, 2012
Meeting Agenda

Presentation: Update on Specific Plan Process
- Downtown Vision + Strategy
- Development Standards Approach
- Concepts for Pedestrian Enhancements
- Preliminary Community Benefits & Opportunity

Site Criteria

Group Exercise
- Prioritize community benefits and amenities
- Identify potential locations for improvements
- Complete survey
The LUCE Vision

• Protect Santa Monica neighborhoods by encouraging land use changes in commercial areas

• Maintain economic vitality with no net new trips by
  – Prioritizing the pedestrian experience
  – Focusing investment around transit
  – Managing parking and distributing traffic
  – Creating a mix of uses
  – Promoting walking, biking and one stop parking

• Require community benefits for new development
A mixed-use, pedestrian-oriented, multi-modal district where creative, innovative design is infused into the streetscape, architecture, landscape, art, and transportation network.
It should be easy to get from the Expo Station to the heart of Downtown, the beach and Civic Center
Things we’ve heard...

*It should be delightful to walk and bike in Downtown*
Things we’ve heard...

Ocean Ave should be one of the great ocean view promenades in the world.
Guide investment so Lincoln looks, feels, and acts like part of Downtown
Things we’ve heard

Wilshire Blvd and the north end of Downtown need more energy.
Downtown needs more public gathering spaces
Things we’ve heard...

New development should serve the community’s needs and enliven the public realm
Downtown Vision and Strategy

Map showing various urban design elements such as pedestrian zones, major and minor urban design focuses, EXPO station areas, and open space opportunities.
Key Implementation Tools

1. Development Standards
   create urban amenities

2. Significant Additional Community Benefits
Development Standards

Begin with the design of the public realm

Pedestrian Realm

Street Wall
Pedestrian Realm Composed of -

1. Private Frontages (Zones 1+2)

2. Public Frontages (Zones 2+3)

* Public and Private Frontages MUST be coordinated.
Block-by-Block Strategy

*Each Street has a Menu of Options*
Private Frontages: Zone 1 + 2

Menu of Private Frontage Options

Shopfront
Shopfront Cafe
Raised Terrace
Dooryard
Stoop
Public Frontages: Zone 2 + 3

Menu of Public Frontage Options

Urban Street
Urban Parklet
Urban Landscape
Dining Terrace
Urban Allee
Key Street Concept- Lincoln Blvd

**The Vision**

**The Opportunities**

**Status:**
- Significant new development in pipeline
- Under-utilized parcels
- Robust market for new development

**Opportunity:**
- Create development standards to transform street and link Lincoln to Downtown core
Lincoln Blvd: Existing

Sidewalk conditions are less than ideal along Lincoln
Lincoln Blvd: Proposed

Opportunity: Use development standards to create pedestrian realm

20' WIDENED SIDEWALK

LINCOLN BLVD

(NO CHANGE TO ROADWAY)

20' WIDENED SIDEWALK
Key Street Concept - Ocean

**Status:**
- Competition for curb space
- Frequent curb cuts
- Underwhelming pedestrian experience

**Opportunity:**
- Introduce bulbouts and widen sidewalk
- Consolidate bike lanes to create cycle track
- Reconfigure valet parking
Ocean Ave: Existing
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**Status:**
- Lack of energy on north end of Downtown

**Opportunity:**
- Reconfigure street to extend energy of Promenade to Wilshire
- Implement design standards for outdoor dining and pedestrian amenities
Wilshire Blvd: Existing

Data shows Less traffic along Wilshire west of 4th Street
Wilshire Blvd: Concept

Opportunity: Widen sidewalks and remove one travel lane
Wilshire Blvd & 3rd Street - Today
Potential Additional Significant Comm. Benefits

- open space
- circulation
- public art
- parking
- cultural facility
- other

what else do you suggest?
1. New Affordable and Workforce Housing

2. Measures to Reduce GHG Emissions and Congestion (i.e. shuttles, transit passes, shared parking)

3. Community Physical Improvements (i.e. pedestrian and bike connections, gathering spaces, etc)

4. Social, Cultural & Educational Facilities (i.e. child care, senior care, youth services, etc)

5. Historic Preservation
Downtown Case Study: 4th/5th and Arizona

What we’ve heard...

- Public Parking
- Community Gathering Space
- Public Art
- Cultural Facilities
- Affordable Housing
Community Benefits

• What type of community benefits and amenities do you want to see in Downtown?

• What are your top priorities?

• Where can Downtown accommodate these items?

• What benefits support an increasing number of residents?
How Do We Locate Significant Benefits?

Building on LUCE the DTSP process refines criteria for sites which create opportunities for additional significant benefits.

- Accessible to transit
- Accommodate mixed use development
- Contribute to the pedestrian environment
- Support substantial community benefits
- Large lot (30,000 – 100,000 sf) with opportunity for open space, cultural facility and/or public parking

What other criteria should we consider?
Group Exercise

1. Prioritize amenities and additional significant community benefits.

2. Identify potential locations for amenities and additional significant community benefits.

3. Complete individual survey
Potential Additional Significant Comm. Benefits

- Open space
- Circulation
- Public art
- Parking
- Cultural facility
- Other

What else do you suggest?