MEMORIAL PARK ACTIVITY CENTER LOW OVERLAY

The lower-scale Memorial Park Activity Center Low Overlay is bounded by 17th Street on the east, Euclid Court on the west, properties fronting on Colorado Avenue to the north, and the I-10 Freeway to the south. The area includes Memorial Park and the Expo Light Rail Station at 17th Street. The Memorial Park Activity Center Low Overlay capitalizes on the attributes of these two key resources to create an active mixed-use neighborhood. The activity center low overlay provides the opportunity for a joint-development program incorporating City, Metro, Santa Monica-Malibu Unified School District (SMMUSD) and perhaps private land to construct new school district offices and educational facilities, other offices, and a range of residential units, and local-serving retail and services. Most significantly, there is an opportunity to extend the park open space across the freeway between 14th and 17th Streets by decking over the freeway.

Through the creation of the area plan, a parking district is established to create a shared parking facility to serve these new uses as well as the park and surrounding smaller parcels too small to efficiently meet parking requirements. Further, the City’s new infrastructure requirements, such as the underground water reservoir, are planned and implemented concurrently with the area plan and the expansion and revitalization of Memorial Park.

With the City’s ownership of the Fisher Lumber property and Metro’s acquisition of the property at the corner of Colorado Avenue and 17th Street, Colorado Avenue has the potential to open onto Memorial Park, allowing the park to be viewed and the open space to be enjoyed from the surrounding streets. The activity center overlay will be complemented by its physical proximity to the park’s recreational activities, new transit facilities and the visual amenity of the park’s expansive open space. The insertion of new local retail, a variety of residential units and the potential joint development to accommodate new school district offices and shared parking will combine to form a new urban neighborhood around an expanded and enhanced Memorial Park.
MEMORIAL PARK ACTIVITY CENTER LOW OVERLAY GOALS AND POLICIES

GOAL AC5: Create a lower-scale activity center overlay at Memorial Park.

POLICIES:

AC5.1 The Memorial Park Activity Center Low Overlay shall involve collaborative planning and implementation over time with the Memorial Park Light Rail Station and the revitalization and expansion of Memorial Park, including the potential to deck over the freeway.

AC5.2 Involved parties should consider a joint venture to bring together the land resources of the private sector, the City, the SMMUSD and Metro to provide offices and educational facilities for the school district, additional open space, other local-serving offices and retail, and affordable and workforce housing to serve nearby employment centers including the school district and the healthcare community.

AC5.3 The Memorial Park Activity Center Low Overlay shall include local-serving retail and services at the street with enhanced pedestrian walkways and open space to improve the street life and to create a more active pedestrian environment and enhance use of the light rail.

The redevelopment of the area adjacent to Memorial Park on Colorado Avenue and 14th Street will create opportunities for underground parking, an enhanced sidewalk experience, ground floor retail, and affordable and workforce housing. Decking over I-10 from 17th Street to 14th Street will reconnect the Pico neighborhood to the larger city fabric, while creating an additional recreational amenity for all of Santa Monica.

The Freeway Park in Seattle provides a space where residents, shoppers, office workers, hotel visitors and an array of people from all backgrounds who make up the downtown population come together to enjoy the social elements of a city park.
AC5.4  The Memorial Park Activity Center Low Overlay shall include a shared parking district that provides efficiently sized and managed shared parking facilities either underground or in a surface parking lot that is screened from public view.

AC5.5  Enhanced transit services on 17th Street and Colorado Avenue to support the light rail station with new transit facilities integrated into the streetscape and implementation of TDM programs to minimize new vehicle trips shall be included in the development of the Memorial Park Activity Center Low Overlay.

AC56.5  With the approval of an area plan and with the approval of a Development Agreement and appropriate community benefit requirements, the height may be increased up to one residential floor or 10 feet with compliance to step back and setback conditions for the underlying land use district and the FAR increased by 0.75 FAR. Additional front setbacks or additional sidewalk width along the boulevard may be required to accommodate the expected increase in pedestrian activity.

Artist’s rendering of an expanded Memorial Park that is encircled by mixed-use housing and a variety of services and amenities.