CITY OF SANTA MONICA

Lincoln Neighborhood Corridor Plan
“The LiNC”

COMMUNITY WORKSHOP #2
August 6, 2015

COMMUNITY DESIGN + ARCHITECTURE TEAM:
Community Design + Architecture
Iteris
Studio 111
Urban Place Consulting
Studio of Tad Savinar
Agenda

• Welcome
• 7:00 “The LiNC” Open House
• 7:30 Welcome from the Taskforce
• 7:30-8:15 Presentation on Progress
  » Overview
  » Streetscape Vignettes
  » Transportation Enhancements
  » Business Improvements
• 8:15-9 Town Hall Discussion on Tradeoffs
Project Boundaries

- Fwy I-10 Overpass
- 1.25 Miles of Right-of-Way
- Gateway at Los Angeles
- PNA
- Lincoln Blvd.
- OPA
- FOSP
- Ocean Park Blvd.
Community Concerns

WHAT WE’VE HEARD

- “Stinkin Lincoln”
- Visual Blight
- Poor pedestrian environment
- Limited crossings
- Heavy congestion
- Limited landscaping
- Code violations
- Need more neighborhood uses
Project Scope

DEVELOP A NEW MODEL FOR A LOCAL-SERVING NEIGHBORHOOD CORRIDOR

- Detailed Streetscape Design and Improvements
- Transportation Network Enhancements
- Business Improvements and Beautification
Project Goals

STREETSCAPE

- Reduce Barriers to Access and Comfort
- Improve Connections to Destinations
- Improve and Diversify Landscaping & Tree Canopy
TRANSPORTATION NETWORK

- Maintain and Improve Vehicle Flow
- Enhance Transit Ridership and Efficiency
- Improve Bicycle Connectors
Project Goals

BUSINESS IMPROVEMENT AND BEAUTIFICATION

- Enhance Land Uses that Serve Neighborhoods
- Support Façade Maintenance and Public Realm Improvements
- Help Create Cohesive Business Community
End Product: A phased program of improvements that can be rolled out over time, as funding allows.
City Team

- Planning
- Public Works
- Big Blue Bus
- Economic Development
- Community and Cultural Services

* Includes input from Police, Fire and Maintenance
Outreach

PUBLIC OUTREACH

- Workshops
- Stakeholder Interviews
- Letters to Property Owners
- Focus Groups
- Social Media
- Demonstration Projects and Pop-up Events
- MySidewlk Public Participation Tools
- Collaboration with Lincoln Boulevard Taskforce
February 23rd Workshop

GROUP FEEDBACK

- 70+ participants
  - Neighborhood Folks
  - Property Owners
  - Businesses
  - School District
  - Bicycle Advocates
  - Council Members and
  - Commissioners
- Over 30 concepts Presented
- Group Exercise “Fund It” to Prioritize Investments
- Direction to Project Team to Move Forward with Design and Programs
February 23rd Workshop
Streetscape
Medians have been added to beautify Lincoln Boulevard wherever compatible with the desire to improve vehicle flow.

Pedestrian refuges are provided where a median is located at a crosswalk, providing a protected space when additional time is needed to cross the street.
MEDIANS

- **Option 1**: Minimal medians with minimal impact on left turns
- **Option 2**: Maximal medians with some impact on left turns to/from driveways and side streets with lower turn volumes

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<th>MINIMAL PLACEMENT</th>
<th>MAXIMIZED PLACEMENT</th>
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<tr>
<td></td>
<td>Approx. 1,000 total linear feet</td>
<td>Approx. 2,000 total linear feet</td>
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<td><strong>PROS</strong></td>
<td>Maintain left-turn movements onto side-streets and private driveways.</td>
<td>Improves traffic flow by eliminating many points of conflict.</td>
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<td>Provides increased amount of median area available for landscaping and pedestrian safety facilities.</td>
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<td><strong>CONS</strong></td>
<td>Limited area reduces opportunity for greening and incorporation of medians into existing and proposed crosswalks.</td>
<td>Restricts left-turning movements onto side-streets (potentially up to 5 locations) and into some private driveways.</td>
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**Legend**
- ✗ Prohibited Left Turn
- 📢 Allowed U-Turn
STREET TREES

- Provide visual interest for pedestrians
- Absorb and retain stormwater
- Give shade and reduce urban ‘heat island’ effect
- Increases biodiversity, wildlife habitat
- Add color variety and texture
- Provides an added buffer from vehicles, especially on stretches with no parking
PARKWAYS

• Create additional parkways to beautify Lincoln Boulevard, wherever possible

• Promote tree and plant growth by making parkways a minimum of 4 feet wide and 10 feet long

• Create parkways at red curbs of sufficient length that are not bus stops

• Locate parkways that include stormwater Best Management Practices upstream from catch basins

• Where parkways are adjacent to on-street parking, provide a paved walkway, grate or other level walking surface across the parkway for each parking space

Total number of new parkways added – 100 (Approx.)
Length of new parkway proposed – 3100 feet (Approx.)
STORMWATER INTERVENTION – CURB EXTENSIONS

- Locate curb extensions on side streets intersecting Lincoln where existing curb-to-curb width exceeds 40 feet
- Locate curb extensions on Lincoln Boulevard in areas where peak-period dedicated bus lanes are not planned (i.e. north of Pico), at existing red curbs
- Design curb extensions to be a minimum of 7 feet wide to accommodate planting and trees, where appropriate
CROSSWALKS

- Directional curb ramps guide pedestrian flow in the direction of safe travel

Rectangular Rapid Flashing Beacon

- Warning beacon used to alert drivers to yield to pedestrians at unsignalized crosswalks

- Actuated by a pedestrian push button, beacon flashes for a predetermined amount of time, to allow a pedestrian to cross the roadway

- RRFBs do not themselves create a legal requirement for a vehicle to stop when they are flashing

- CA Vehicle Code 21950(A) requires vehicles to yield to pedestrians in crosswalks
CROSSWALKS

Existing

Proposed

- Pedestrian-scale Lighting
- Rectangular Rapid Flashing Beacon (RRFB) at Crosswalk through Pedestrian Refuge
- Median Landscaping
- Parkway Landscaping
CURB CUT REDUCTIONS

- Create sidewalk improvements to replace unused and redundant driveways
- Work with property owners to consolidate access if properties are redeveloped
- Supports LUCE goal of minimizing curb cuts on Lincoln Blvd.
- Provide property access from side streets and alleys where possible

Length of new sidewalk returned from curb-cut reduction — 350 feet (Approx.)
LIGHTING

- Replace existing cobra-head roadway lighting fixtures with dual-head fixtures that provide both roadway and pedestrian lighting.
- Provide new pedestrian-scaled lighting fixtures at intervals not exceeding 50 feet at regular intervals between existing fixtures.
- Use a coordinated design palette for auto-scale and pedestrian lighting fixtures.

![Diagram of lighting system with roadway and pedestrian lights.](image-url)
LIGHTING – ROADWAY
LIGHTING – PEDESTRIAN

[Images of various pedestrian lighting poles and a map showing existing and proposed pedestrian lighting on a street.]
STREET FURNITURE – SEATING/TRASH RECEPTACLE

- Provide seating and trash receptacles together wherever possible
- At intervals of no more than 750 feet
- Near pedestrian crossings of Lincoln Boulevard
- Near eating and drinking establishments and stores selling food and beverages
- Maintain existing locations for benches and trash receptacles at bus stops, but consider upgrading benches and receptacles to a standard design for the LiNC

Number of new benches proposed — 18 (Approx.)
Number of new trash receptacles proposed — 15 (Approx.)
STREET FURNITURE – SEATING

Existing

Other Options
GATEWAY – NORTHERN – BRIDGE IMPROVEMENTS

[Image 1: Photograph of a bridge with potted plants on the side.
Image 2: Schematic diagram showing pedestrian-scale lighting, fence, and raised planter.
Image 3: A view of a multi-lane highway with a bridge in the background.]
GATEWAY – SOUTHERN – PAINTED BULB-OUT

• Visual cue to drivers that they are entering the City of Santa Monica and the LiNC.

• Short-term, cost effective solution that still offers the many benefits of permanent bulb-outs.

• Easily removed if bus lanes extended into City of Los Angeles.
GATEWAY AMENITIES

• String Lighting
• Bollard Lighting
• Banners
• Landscape
WAYFINDING

• Directs visitors to key destinations
• Includes walking routes and walk times
• Downtown, beach, parks, schools, transit…
WAYFINDING
WAYFINDING

- Walk [Santa Monica] helps you boost your community’s walkability, linking informational street signs for people with web-based campaign management and data collection to complement traditional approaches to wayfinding.

  IT’S A 9 MINUTE WALK TO OZONE PARK

  IT’S A 22 MINUTE WALK TO SANTA MONICA PIER

  IT’S A 16 MINUTE WALK TO THE BEACH

  IT’S A 10 MINUTE WALK TO MAIN STREET

  IT’S A 14 MINUTE WALK TO CITY HALL
Transportation Network Enhancements
PEAK-PERIOD DEDICATED BUS LANES

Existing

8’ Through Zone
4’ Parking
8’ Sidewalk

12’ Drive Lane
12’ Drive Lane
12’ Center Turn Lane
12’ Drive Lane
12’ Drive Lane
8’ Parking
4’ Parking

76’ Existing Curb to Curb
100’ Existing Right-of-Way
PEAK-PERIOD DEDICATED BUS LANES

AM peak northbound bus lane / southbound parking

Existing Curb to Curb:
100'

Existing Right-of-Way:
76'
PEAK-PERIOD DEDICATED BUS LANES

PM peak southbound bus lane / northbound parking
PEAK-PERIOD DEDICATED BUS LANES

Off-peak parking both sides
BUS LANE TRAVEL TIME SAVINGS

Estimated average vehicle travel times* (excluding delays due to congestion, traffic signals, driveway and left-turn queueing, and bus stopping for boarding/alighting):

**AM Peak Period northbound** 14 minute average vehicle travel time*

- Approximately 2 minutes at the posted speed limit of 35 mph,
  or a savings of approximately 12 minutes.

- Approximately 4 minutes at the measured average speed of 18 mph,
  or a savings of approximately 10 minutes.

**PM Peak Period southbound** 15 minute average vehicle travel time*

- Approximately 2 minutes at the posted speed limit of 35 mph,
  or a savings of approximately 13 minutes.

- Approximately 5 minutes at the measured average speed of 14.4 mph,
  or a savings of approximately 10 minutes

*Estimated BBB Travel Time in a dedicated lane
BUS LANE BENEFITS TO TRANSIT

- Estimated cost savings to BBB resulting from fewer delays: $300,000 PER YEAR.

- Ability for BBB to run more buses on the Boulevard: INCREASE IN RIDERSHIP

- More buses in the bus lane: LESS BUSES IN TRAFFIC. BETTER VEHICLE FLOW.

*Estimated BBB Travel Time in a dedicated lane*
Business Improvement
BALANCE BETWEEN “TACTICAL URBANISM” AND LONG-RANGE INITIATIVES

- Short-Term Projects for Immediate Implementation
  - Storefront Façade Enhancements
  - Adoption Opportunities
  - “Pop-Up Placemaking”
- Long-Term Projects for Future Implementation
  - Adaptive Reuse Concept
  - Business Improvement District
STOREFRONT FAÇADE IMPROVEMENTS

- DRAFT inventory of over 30 potential low-cost façade projects
- Several concept designs for building types
- For use in inspiring property owners (or for potential match funding?)
ADOPT-A-STREET OPPORTUNITIES

LOCAL BUSINESS OPPORTUNITIES

- Utility Boxes

Student Artists

Local Business $$

Utility Box

Public Art Mentors

Adopt a Utility Box Program (in development)

THE PROJECT

The Lincoln Boulevard Utility Box project is designed to provide Olympic High School students with an outlet to use often overlooked or neglected objects on Lincoln Blvd. as a canvas for their creative expression.

Through coordination with Olympic High School’s art program, individuals or teams of students will have the opportunity to design and refine artwork that will be displayed on highly visible traffic signal utility boxes on Lincoln Boulevard between the 140 Freeway and City Limits at Ocean Avenue. Artwork will be temporarily displayed on the utility boxes, potentially for up to a one-year period or more.

WHAT: Public Art Utility Box Project
WHO: Student Artists from Olympic High School
WHERE: 8 Locations along Lincoln
WHEN: Launching Fall 2015

HOW LINCOLN BUSINESSES CAN GET INVOLVED

This project will be funded in partnership with Lincoln Boulevard businesses. Businesses have the opportunity to sponsor the creation of a high-quality vinyl wrap of the student artwork. The vinyl wrap will be professionally applied to the utility box and will be treated with graffiti resistant coating.

**Sponsor businesses will have their business name and logo displayed on the utility box.

WHY SUPPORT THIS BEAUTIFICATION EFFORT?

The meetings you have participated in over the past year have elucidated the need to improve the visual character of Lincoln Boulevard. This simple and low-cost program seeks to establish a replicable enhancement initiative that also encourages local youth to be a part of making Lincoln Boulevard a more pedestrian-friendly and aesthetically pleasing street. Your support for this initiative is a first step in being proactive as a business community to beautify Lincoln.

visit www.lincsm.net for more information on this and other projects
ADOPT-A-STREET OPPORTUNITIES

LOCAL BUSINESS OPPORTUNITIES

- Curbside Planters

1. Pre-selected Materials
2. Local Business $$(
3. Installers (TBD)
4. Curbside Planter Box

Adopt a Planter Program (in development)

THE PROJECT
The Adopt-a-Planter program provides streetscape beautification and greenery through easily replicable, environmentally responsible methods. It is designed to complement the efforts of Lincoln Boulevard property and business owners to promote an attractive environment for pedestrian activities, and present an image of a well-maintained district that is comfortable and welcoming. Guidelines are provided to assist with the selection of drought-tolerant landscaping. The Adopt-a-Planter Program is a community effort generating street-level vitality and greatly enhancing the ambiance along the street.

HOW LINCOLN BUSINESSES CAN GET INVOLVED
Through the LINC Project, the City of Santa Monica is encouraging businesses to adopt a planter on Lincoln Boulevard. By working together, we can greatly enhance the streets appearance for businesses, residents and visitors.

Steps for adopting planter:
Business owners fill out the application form, which includes a maintenance agreement and guidance on landscaping. Once processed by the City, the sponsor is notified of the placement timeline. Once plants are placed, sponsors’ responsibilities begin immediately. The cost for this program is still in development.

Location of planters:
Planters will be located on sidewalk in public right away, at designated curb locations that conform to City accessibility and urban forest management criteria. Curb locations on Lincoln Boulevard provide an ample opportunity for additional greening and can serve as gateway features to local neighborhood streets adding visual interest and beauty.

WHAT ARE THE BENEFITS OF SIDEWALK PLANTERS?
- Adds visual beauty and greenery to the Boulevard
- Helps to create a green character-defining element
- Reduces noise from traffic
- Creates a buffer for pedestrians that increases comfort and security
- Could be incorporated into seating elements
- Easy and fun to maintain

WHY SUPPORT THIS BEAUTIFICATION EFFORT?
This is a low-cost, high-impact placemaking initiative that can produce results immediately. Over the past year, local businesses have identified the need to improve the sidewalk environment and address issues of pedestrian comfort and security. The benefits of sidewalk planters align with the goals of the emerging business association and the Lincoln Neighborhood Corridor Plan.

visit www.lincsm.net for more information on this and other projects
“COLOR SPLASH”

“POP-UP PLACEMAKING”

- Use of existing street furniture
- Recycled furniture from City “Bone Yards”
- Simple “Color Splash” enhancements using paint and other cheap materials
LONG-RANGE INITIATIVES

- Adaptive Reuse Guidelines
  - Façade Treatments and Materials
  - Landscaping and Open Space
  - Circulation and Parking
  - Signage and Wayfinding
  - Outdoor Seating
  - Branding and Identity
- Designed to Inspire!
ADAPTIVE REUSE CONCEPT – EXISTING
ADAPTIVE REUSE CONCEPT – PHASE 1

PHASE 1
SITE AND FACADE IMPROVEMENT WITH EXISTING TENANTS
ADAPTIVE REUSE CONCEPT - PHASE 2

PHASE 2
SITE IMPROVEMENTS WITH ADAPTIVE REUSE IN BUILDING 1 (EXISTING TENANTS IN BUILDINGS 2 AND 3)
ADAPTIVE REUSE CONCEPT – PHASE 3

SITE IMPROVEMENTS WITH ADAPTIVE REUSE IN BUILDINGS 1 AND 2 (EXISTING TENANT IN BUILDING 3)
ADAPTIVE REUSE CONCEPT – PHASE 4

SITE IMPROVEMENTS WITH ADAPTIVE REUSE IN BUILDINGS 1, 2 AND 3 (ALL NEW TENANTS)
Business Improvement District Formation

- Process for formation
  - Dozens of Stakeholder Interviews
  - 5 Focus Group Meetings
  - Formation of informal “Steering Committee”
- Property-Based BID identified as preferred
- Timeline for establishment of PBID – 12-18 months
### Business Improvement District Formation
- BID Activities

### Initial Focus (Survey Results)
- Maintenance
- Security
- Streetscape
- Marketing
- Economic Development

### LONG-RANGE INITIATIVES

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<td>Image and Communications</td>
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<td>Façade Improvements</td>
<td>Placemaking</td>
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Next Steps

REFINEMENT AND OUTREACH

▪ Concept Refinements and Consolidation
  ▪ Development of Preferred Alternative
  ▪ Implementation of Short-Term Projects
  ▪ Plan Formation and Policy Recommendations

▪ Upcoming Meetings
  ▪ August 28th: Architectural Review Board
  ▪ September 2nd: Planning Commission
  ▪ September 23rd: Urban Forest Task Force
  ▪ November: City Council
  ▪ January 2016: Public Workshop
Visit us at **www.lincsm.net**

- Project updates
- Social media links
- Notifications

Also at:

- [www.mysidewalk.com/linc](http://www.mysidewalk.com/linc)
- [https://twitter.com/LiNC_SM](https://twitter.com/LiNC_SM)
- [https://www.facebook.com/lincsm](https://www.facebook.com/lincsm)