

# Santa Monica's New General Plan

Adopted July 6, 2010

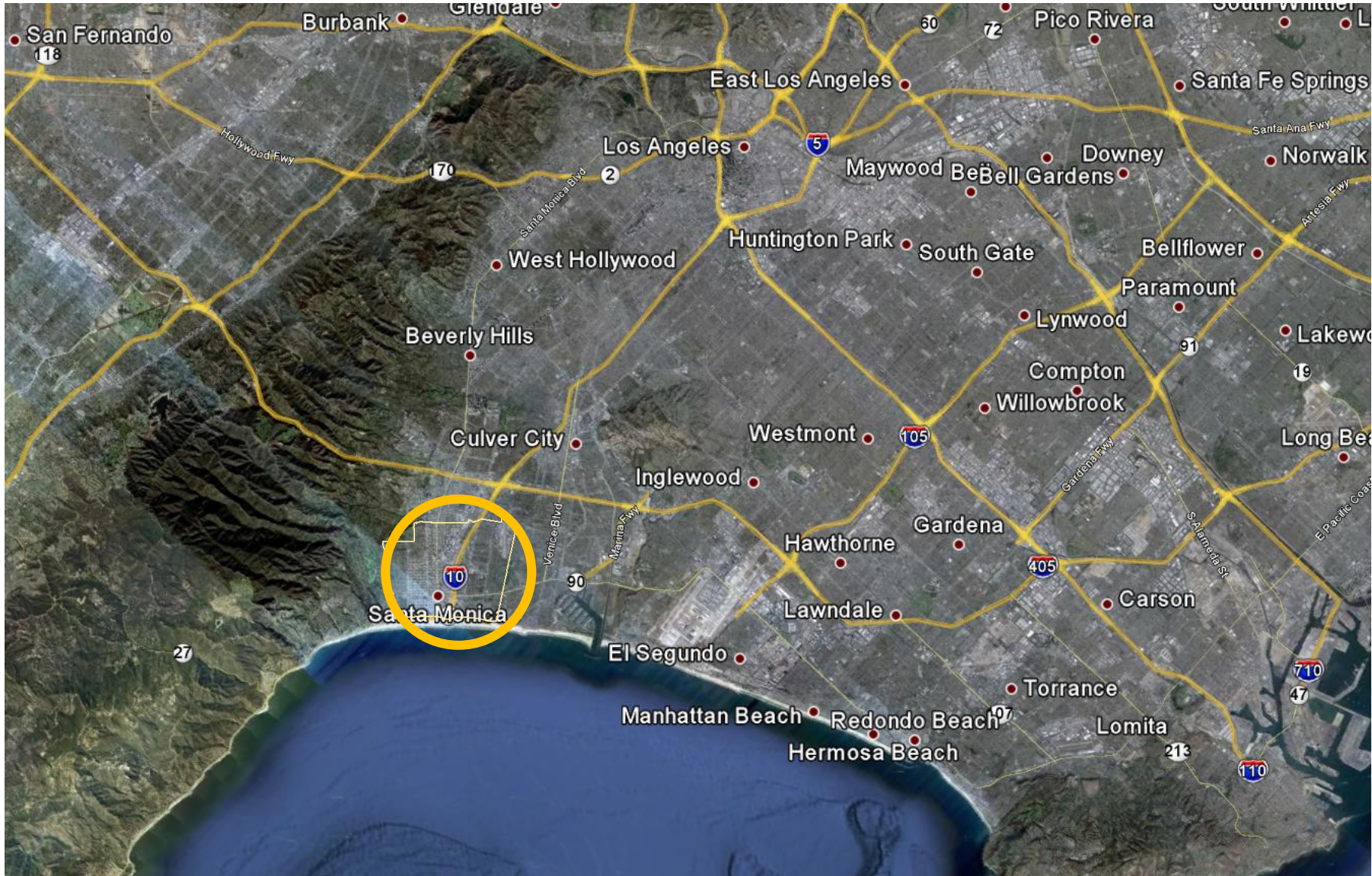


Infilling  
California  
April 21, 2011

## The LUCE – New Approaches To Urban Infill, Transportation And CEQA

Eileen Fogarty, Director, Planning and Community Development







## The City

- Surrounded on 3 sides by LA
- Urban issues
- Diverse neighborhoods
- 2nd most dense city in LA County
- Leadership: Rent Control, Environmental & Social Issues

## Demographics

- 90,000 residents
- 100,000 jobs
- 5 million annual visitors
- Daytime population 250,000+

## Land Use

- Urban Infill Development
- Single Family Neighborhoods
- Mixed-Use
- Healthy Downtown Area



## HISTORY OF CONTENTION

- General Plan stalled after 3 years
- Anti-growth ballot measures

## CONSENSUS BUILDING

- 30+ public hearings
- Dozens of community workshops over 3.5 years
- Thousands of residents, businesses, institutions and interest groups involved

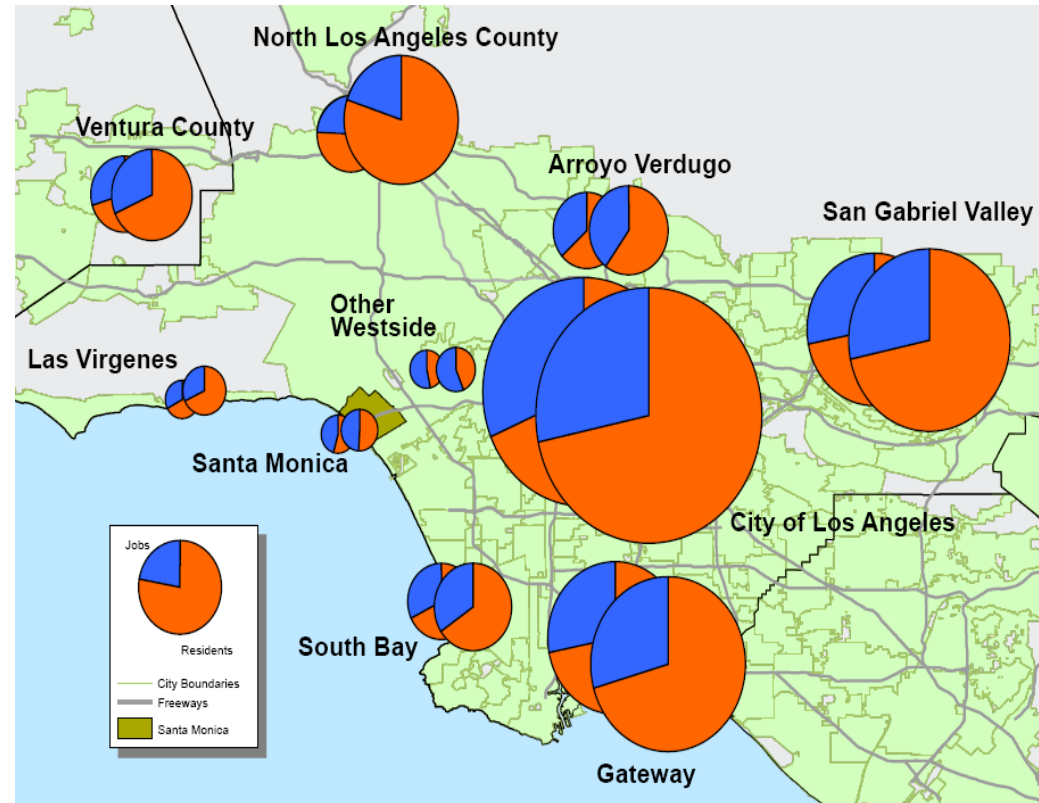
**RESULT:** *Community ownership of a balanced General Plan*





## CREATING A SUSTAINABLE CITY WITHIN A REGION

- Majority of existing and future traffic stems from regional pass-through trips
- Any potential change in Santa Monica is minuscule compared to the growth/traffic surrounding Santa Monica
- Regional traffic will fill any less traveled streets
- Santa Monica has to create proactive tools for managing congestion.



## GUIDANCE ON LAND USE AND TRANSPORTATION PLANNING

- **Ahwahnee Principles**
- **AB32 – Reduce greenhouse gas emissions**
- **SB375 – Reduce vehicle trips**
- **Air Resources Board**
- **Attorney General (reduce greenhouse gas emissions - June 2009)**



- Land Use and Transportation planning for compact mixed-use development.
- Higher residential/employment densities strategically located near transit.
- Creation of “Complete Neighborhoods.”
- Transportation Demand Management (TDM) to reduce vehicle trips.

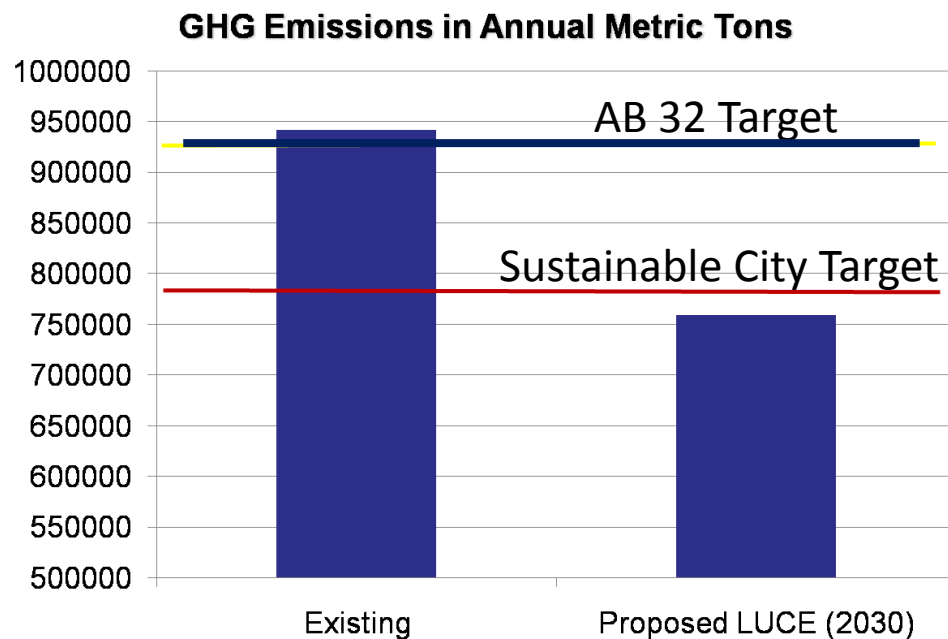


**LUCE – a model of planning that outperforms GHG reduction requirements set by Federal and State agencies.**

## **AWARDS FOR SUSTAINABILITY**

- **California APA** - Outstanding Comprehensive Plan 2010
- **Los Angeles APA** - Outstanding Comprehensive Plan 2010
- **Southern California Association of Government** – Compass Blueprint Award for Excellence
- **Grants for sustainable planning (\$1.2 million)** – HUD and State
  
- **Santa Monica Conservancy** – Historic Preservation Award

## **GHG Emissions in Annual Metric Tons**

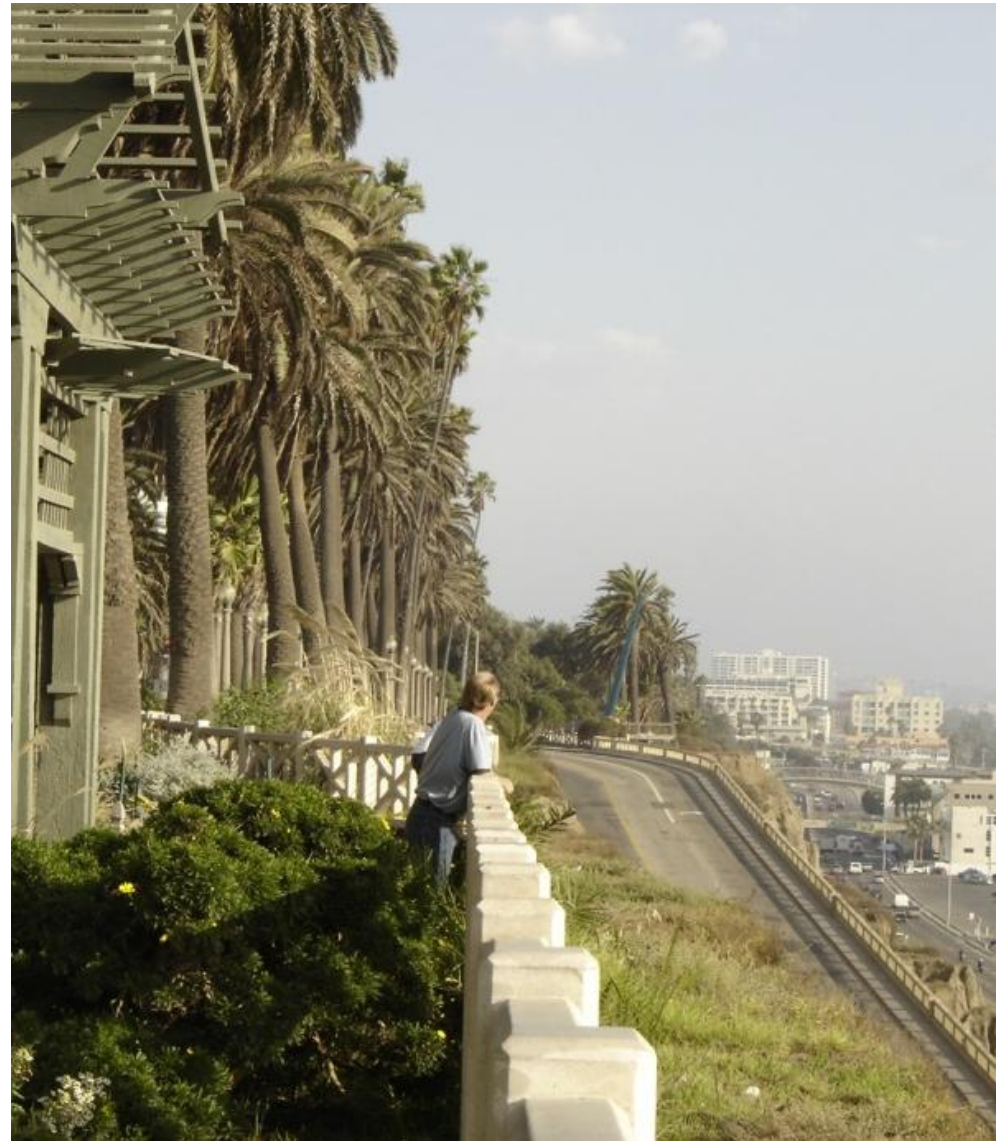


- **Certified FEIR** – Regional perspective
- **CEQA Limitations** – CEQA typically equates density and development with significant traffic impacts
- **INNOVATIVE APPROACH** –
  - Project Goals and Objectives established sustainable compact urban form and efficient transportation as criteria for preferred alternative.
  - **Analysis** –local No Growth policies shift growth to other areas in region, resulting in increased VMT and GHG
  - **Alternatives** –lower density infill reduces efficiency of transportation in urban centers



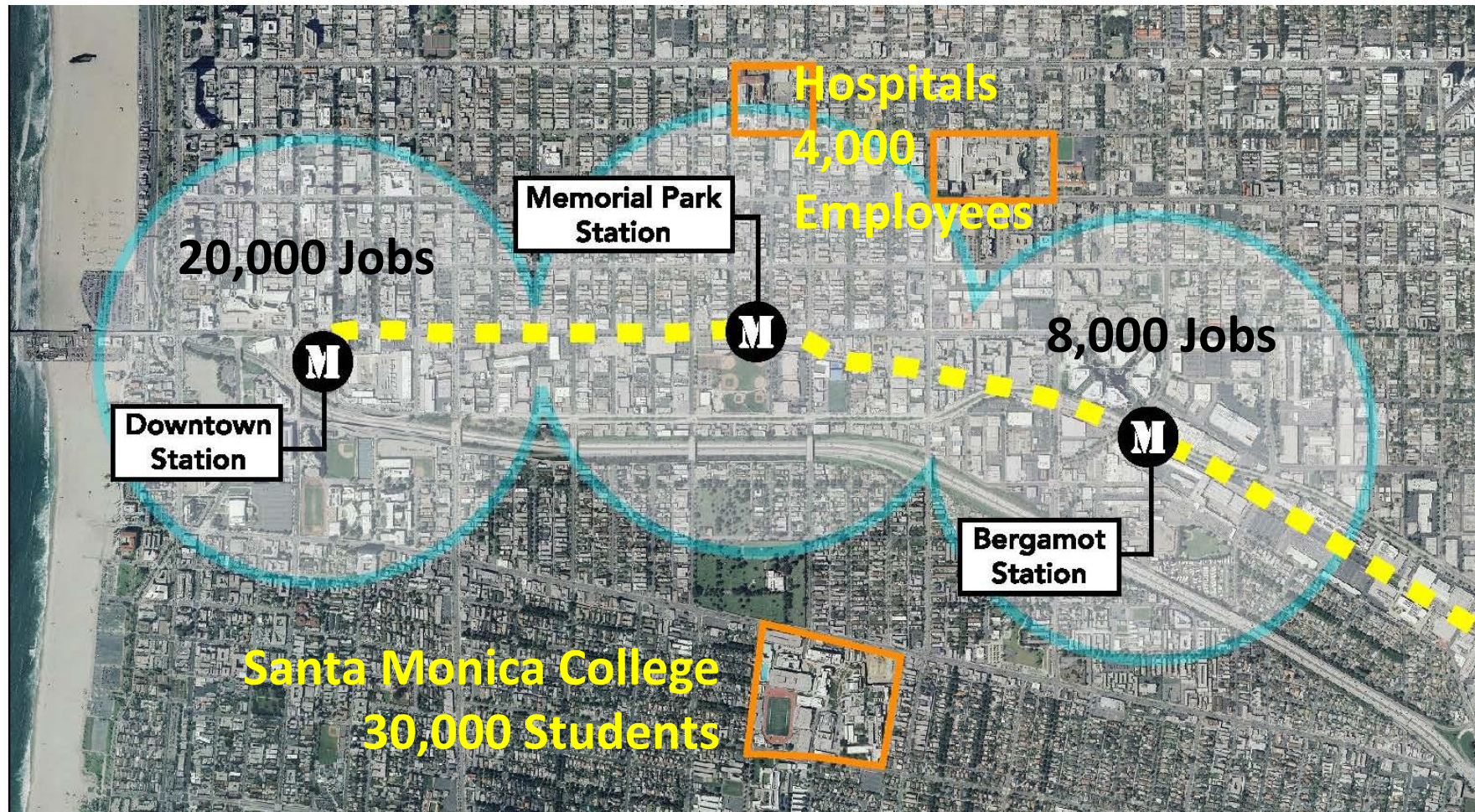


- Provides **sustainable framework** to achieve long-term fiscal health of City
- **Integrates** land use and circulation
- **Protects and preserves** city's unique identity and character
- **No Net New Trips –** Overarching Goal
- Establishes **performance-based approach** to achieve **public benefits**





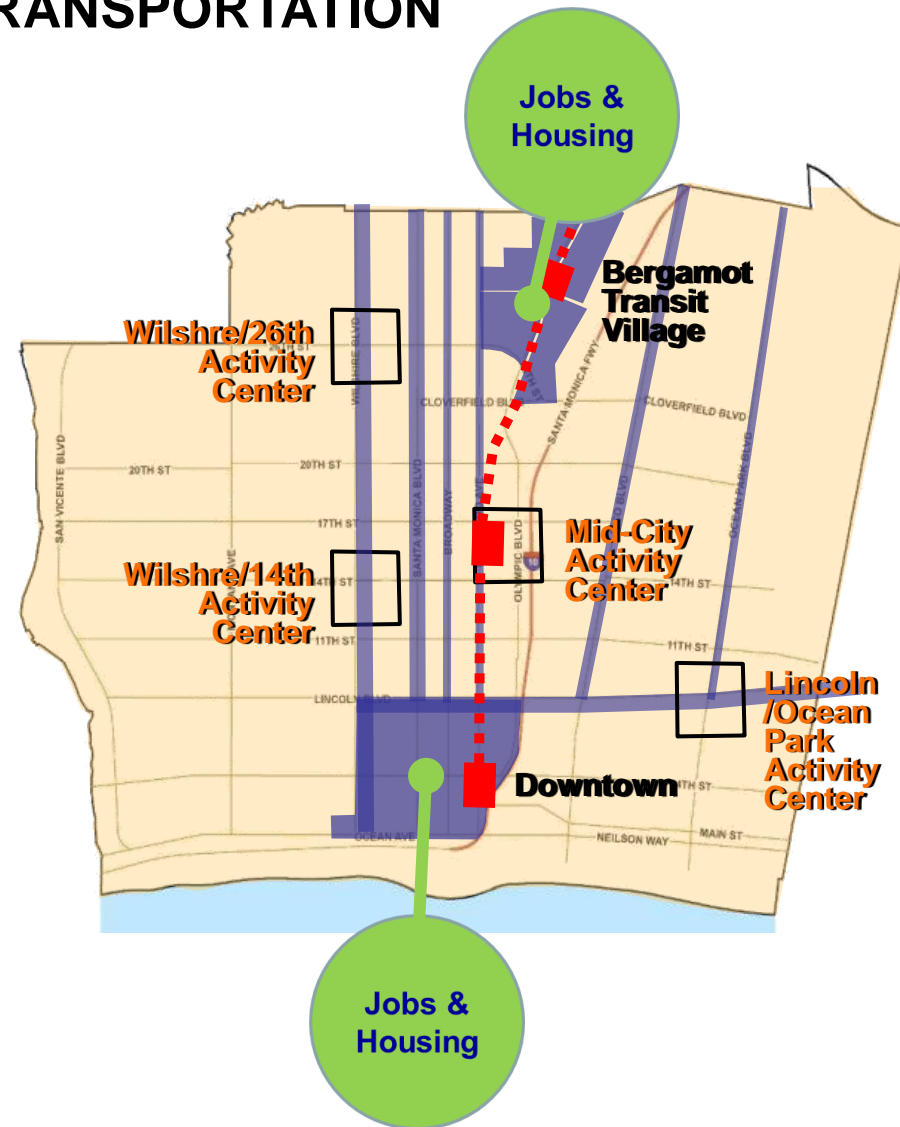
- 3 EXPO LIGHT RAIL STATION AREAS
- 40 YEARS INVESTMENT IN CITYWIDE TRANSIT





## INTEGRATING LAND USE WITH TRANSPORTATION

- Redirect pressure away from the neighborhoods
- Land use change and increased density focused on Expo stations and Transit Corridors
- New mixed-use housing strategically located along transit corridors
- Economic development opportunities located near Expo Transit Villages



## CONSERVING SCALE & CHARACTER WHILE SUPPORTING ECONOMIC GROWTH

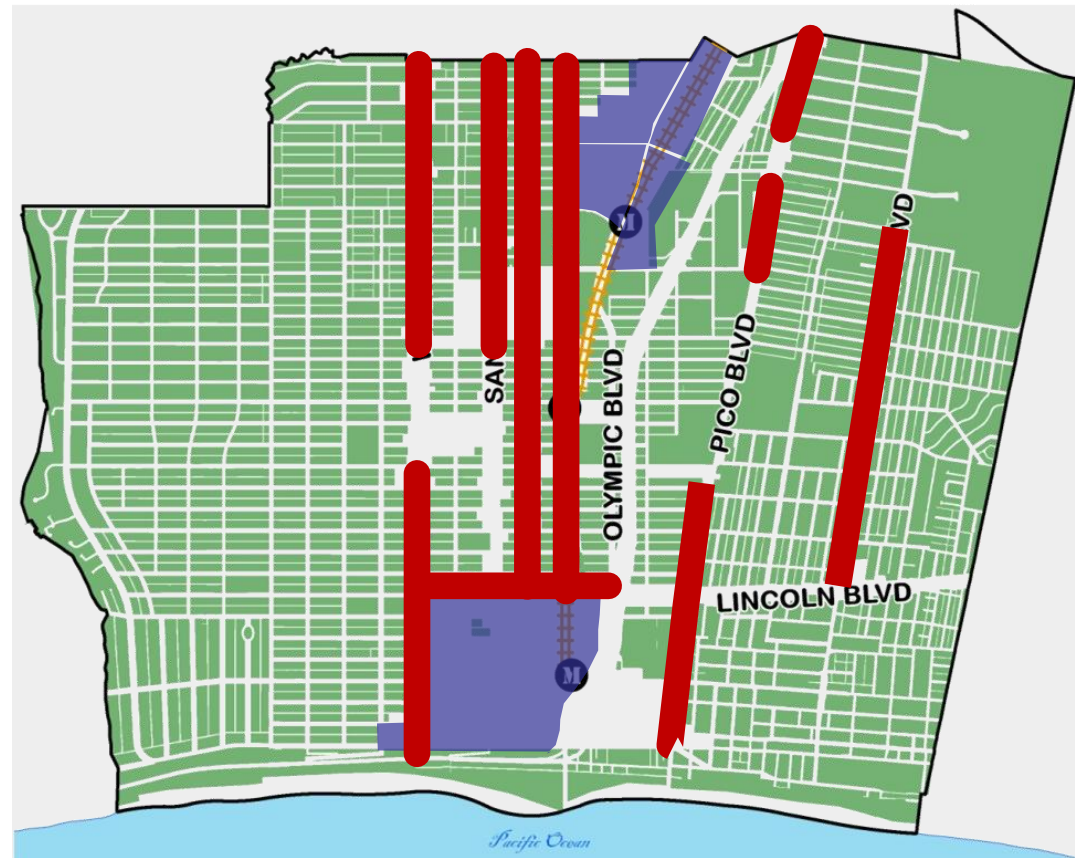
- Preserves 96% of the City
- Reduces amount of land area available for change





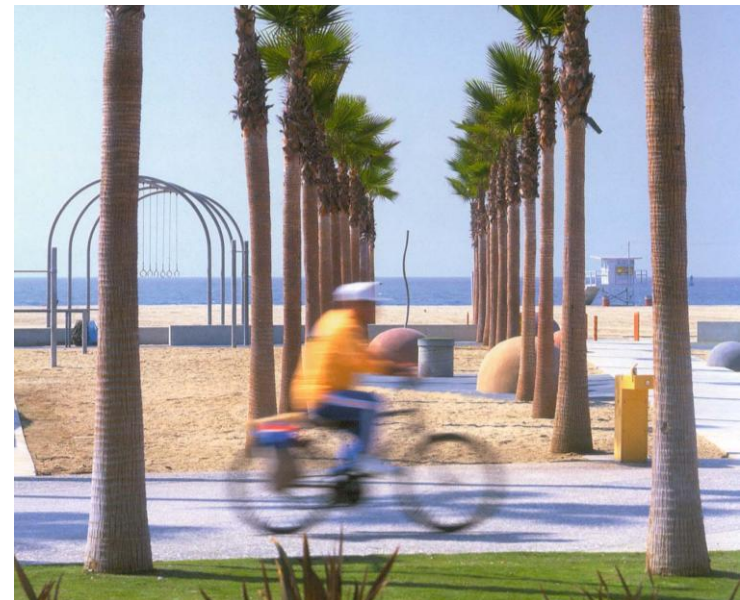
## CONSERVING SCALE & CHARACTER WHILE SUPPORTING ECONOMIC GROWTH

- More compact, transit-oriented model for future growth
- Environmentally superior land use strategy
  - Conserves City neighborhoods
  - Encourages new housing
  - Support innovative jobs in right location



## No Net New PM Trips

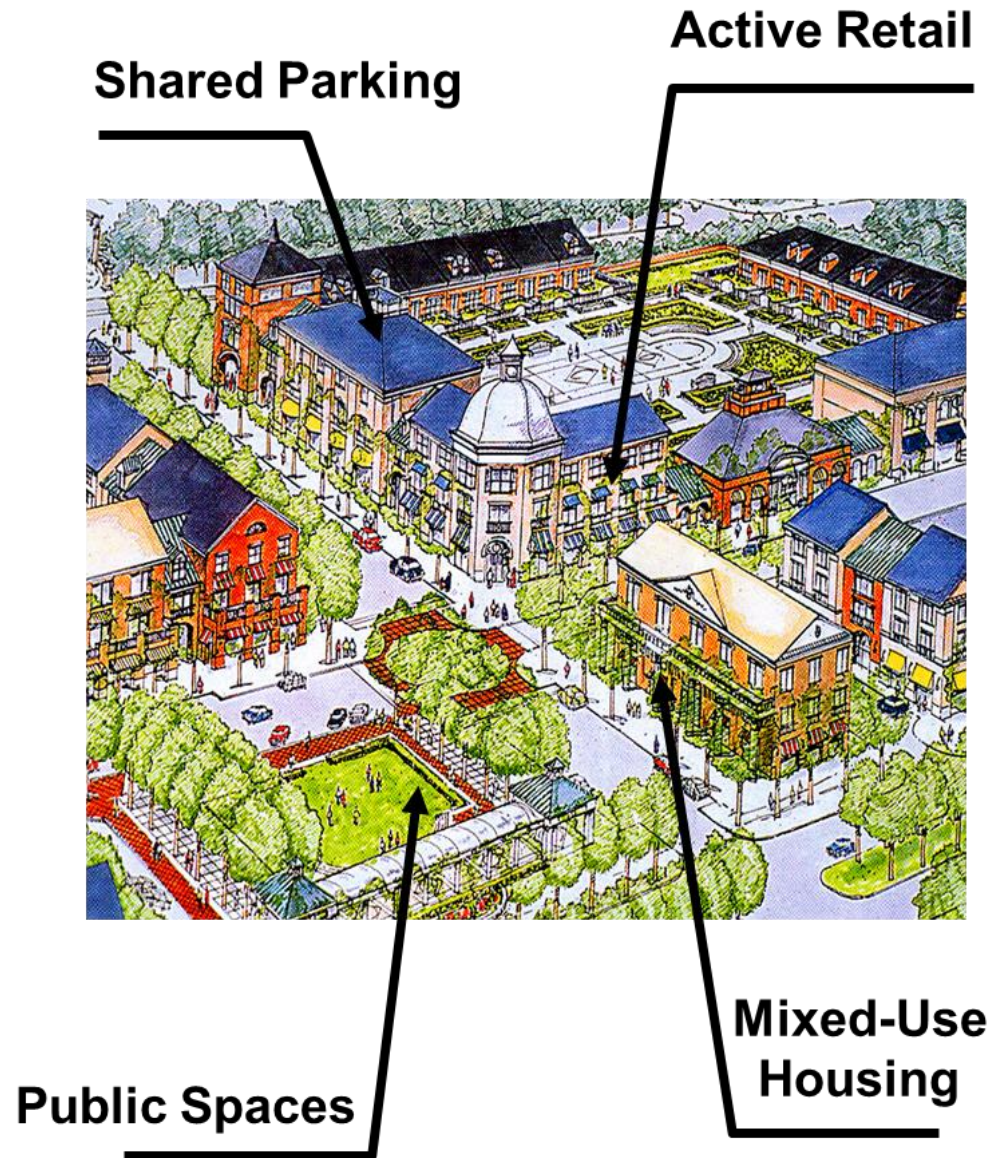
- Aggressive demand management (TDM) of existing/new employee trips
  - New TDM Districts
- Re-connecting street grid pattern
- Cohesive pedestrian and bike system
- Comprehensive transit systems
- Shared Parking opportunities
- Accessible transit alternatives
- Transportation facilities fee: sharing costs to support networks





## CREATE COMPLETE NEIGHBORHOODS

- New connections for pedestrian and bike access to daily needs and transit stations.
- Accessible open space
- Shared parking resources
- Diversity of housing opportunities
- Local-serving retail/services





## CREATE ACTIVE QUALITY PLACES

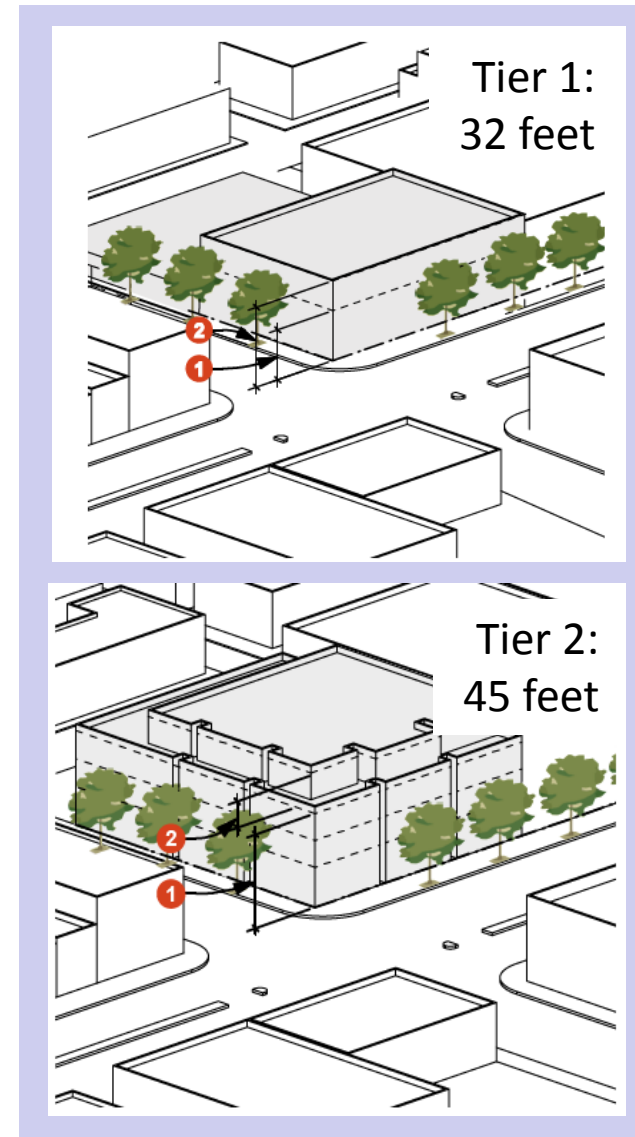
- Building design and uses create community “Places”
- Residential uses mixed with creative jobs for 17 hour/ 7 day activity
- Wider sidewalks/human-scaled city blocks
- Active local serving ground floor uses to create ambiance and life



**Community Benefits ensure that projects leave the community better and create complete neighborhoods**

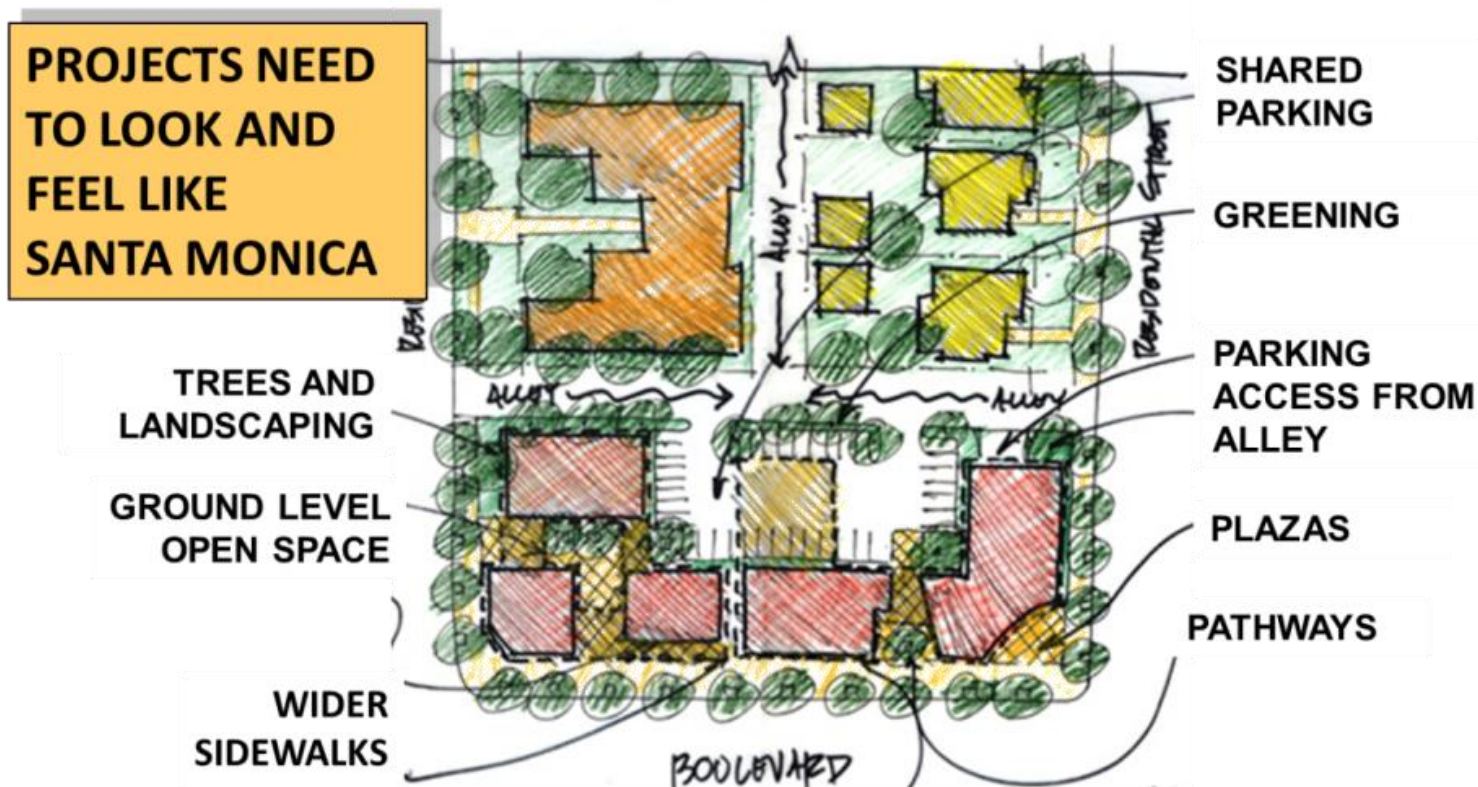
## Tiered Performance Strategy

- Require new development to provide community benefits
  - Affordable/workforce housing
  - Transportation Demand Management
  - Historic Preservation – TDRs
  - Social Services/Creative Arts
  - Essential Infrastructure and open space



## IMPLEMENTED BY DEVELOPMENT AGREEMENTS

- Projects contribute to meaningful “placemaking”
- Reduce automobile dependence
- Contribute traffic management and trip reduction strategy
- Enhance open space, gathering areas





- **Transit Villages:**  
Plans guide transit-oriented development envisioned by LUCE
- **Station Access and Connections:**  
Plans ensure strong pedestrian and bicycle connections and maximum access to stations.



## VISION: A NEW VIBRANT, TRANSIT ORIENTED NEIGHBORHOOD THAT PRESERVES AND BUILDS ON THE EXISTING BERGAMOT STATION CHARACTER

- Focus on jobs/employment – 60/40 target
- Creative arts, biotech
- Create a new parking district
- Reconnect street grid
- Local serving retail locations
- Enhance Arts Center
- Integrate Light Rail Station



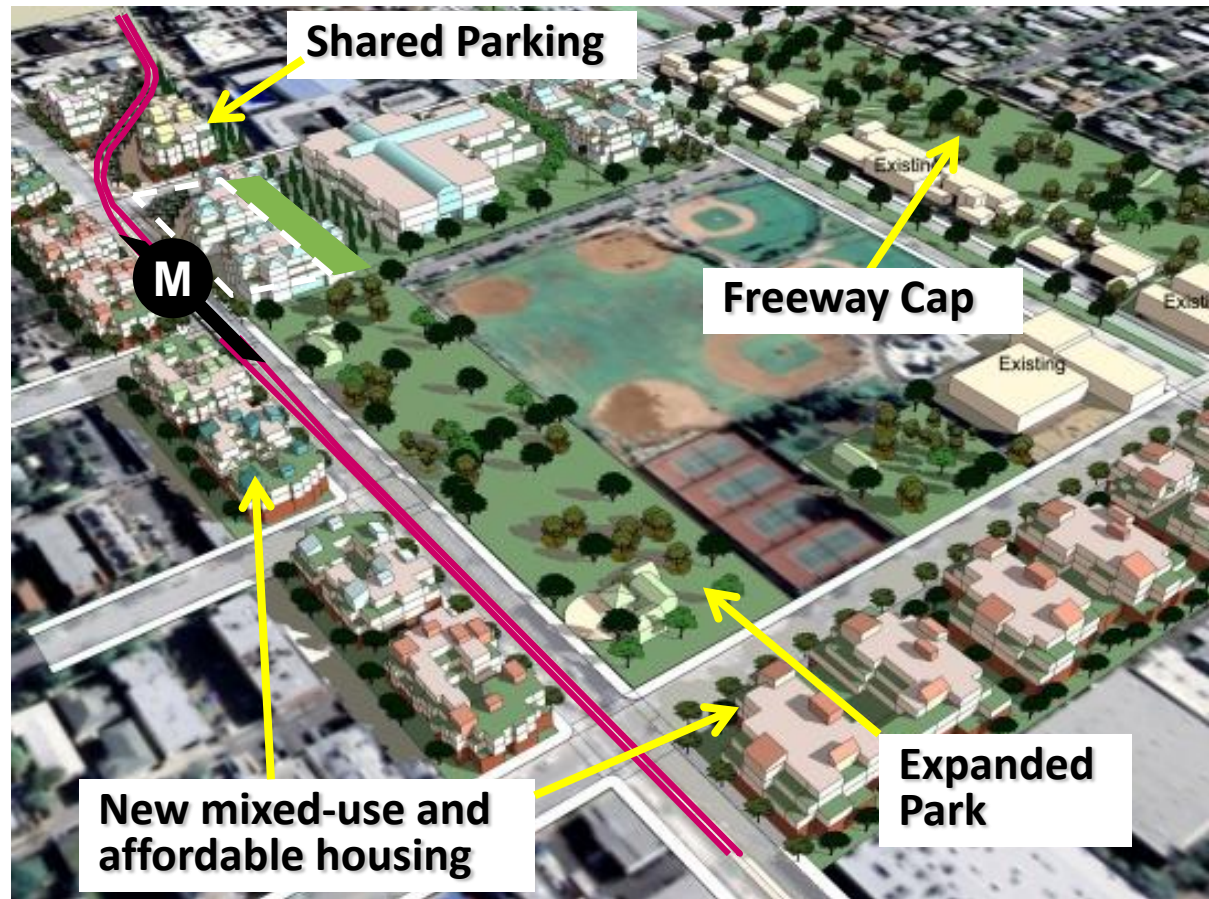






**VISION: A NEW MIXED-USE URBAN NEIGHBORHOOD ON THE PARK WITH TRANSIT CONNECTIONS TO THE COLLEGE, THE HOSPITALS AND EMPLOYMENT CENTERS**

- Variety of housing types, including Workforce
- Small businesses and retail
- Shared parking
- **Master Plan**  
**\$550K Prop. 84**  
**(State) funded grant**



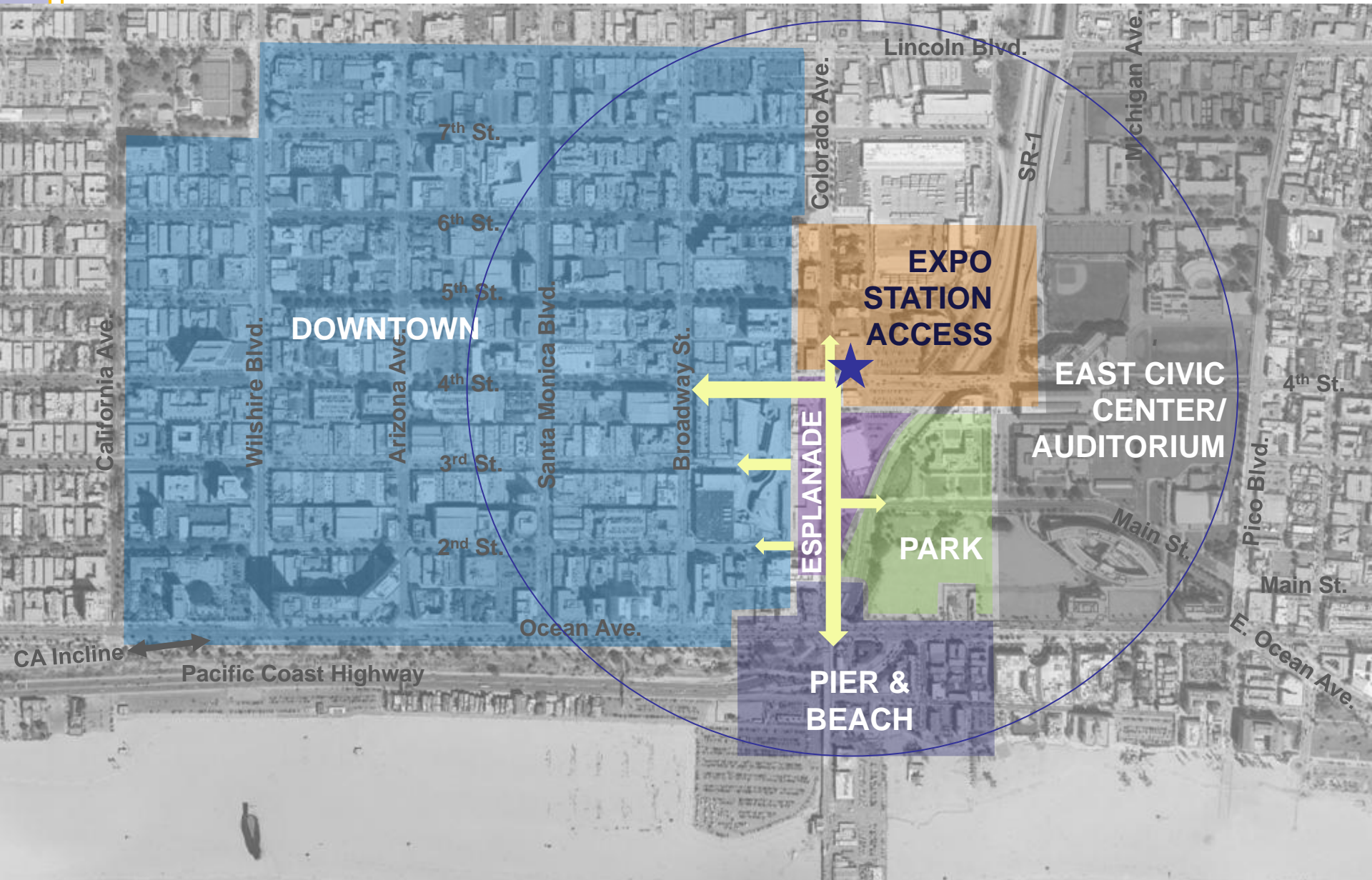
## SANTA MONICA PLACE & EXPO STATION TRANSFORMING DOWNTOWN

- Specific plan guides public/private market
- Pedestrian and bicycle system enhancements for 3-5,000 new Expo passengers
- Hotel, residential and commercial development
  - Nearly 2 million sq-ft
- Integrate Downtown, Beach and Civic Center with gateway projects:
  - Freeway Capping
  - Colorado Esplanade
  - Station site TOD
  - Large public & private sites



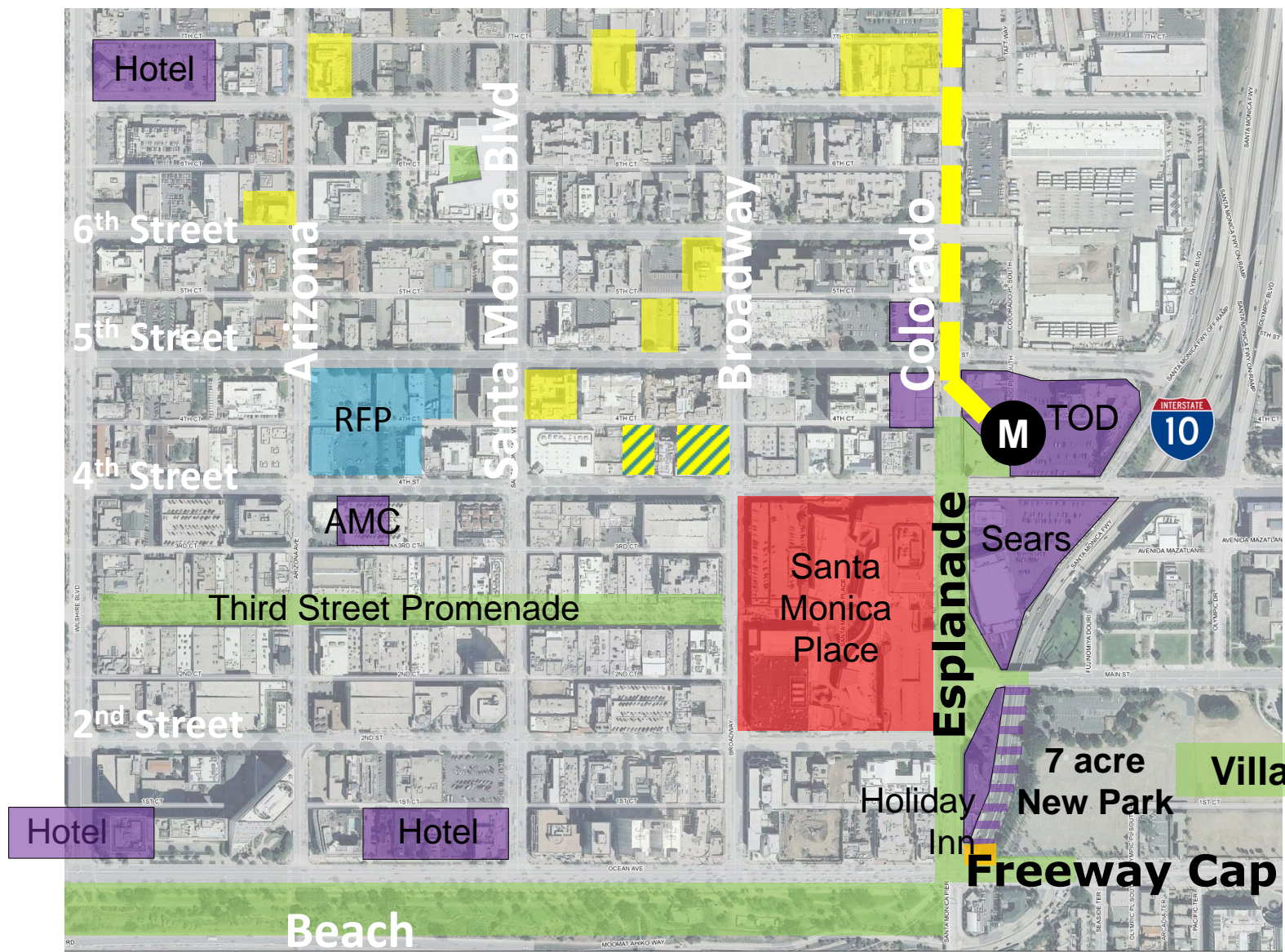


# LIGHT RAIL IS THE HUB FOR DOWNTOWN



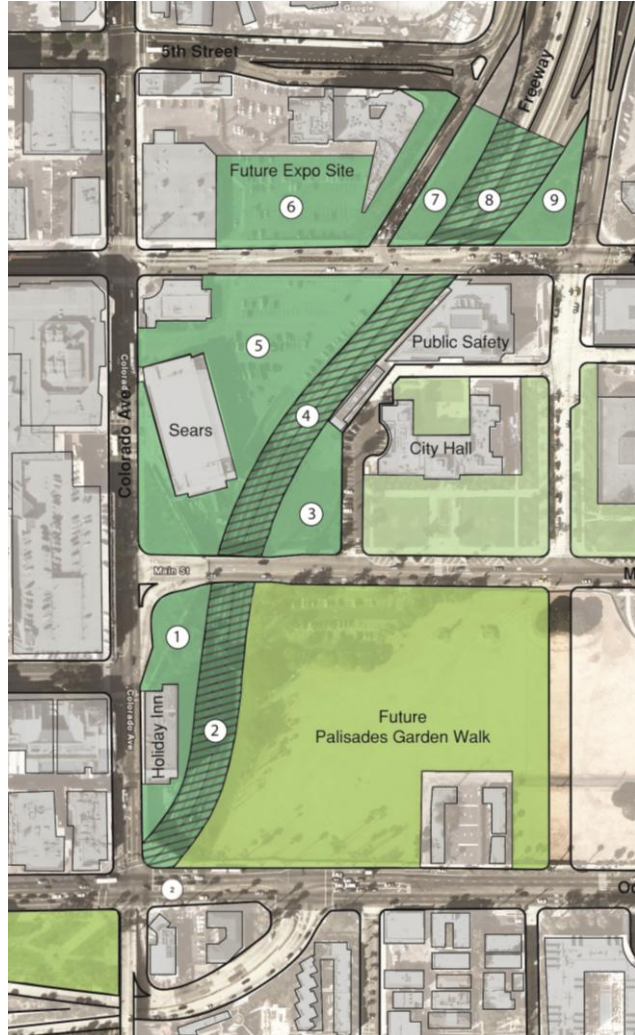


# DOWNTOWN SANTA MONICA GATEWAY





## Freeway Capping



## Colorado Esplanade

- Generous sidewalks, landscaping, public art & lighting
- Bike lanes and connection to Bike Transit Center



## The Legacy

**This vision supports our economic sustainability, jobs creation, carbon emissions reduction and responsibility to improve the quality of life for Santa Monicans for this generation and those to follow.**

**We are stewards of our future, and have the opportunity to maintain our legacy as a world-class city.**





# Transportation and the LUCE

What did citizens tell us?

- Problem: Traffic Congestion.
- Solutions:
  - Decide where to put congestion
  - Provide better choices for Santa Monica residents and employees
  - No Net New Trips policy
  - Work with regional agencies for systemic solutions



# Transportation and the LUCE

What did citizens tell us?

- Problem: Parking is hard to find.
- Solutions:
  - Better management of existing supply
  - Sharing
  - Pricing
  - Add supply where needed





What did citizens tell us?

- Problem: How do we know all this will work?
- Solutions:
  - New Transportation Demand Management Ordinance
  - New Transportation Impact Fee
  - More discretionary review
  - Better travel demand model
  - More ongoing performance measurement
  - Most importantly: The EIR *requires* us to.

### How does it work?

- Starts with right land uses in right places
- Improves conditions for walking, biking and transit
- Forces new development to do more to reduce trips
- Charges development to offset remaining trips by reducing existing trips
- Collects ongoing performance data and reports back to you.



# Walking

Brentwood  
(City of Los Angeles)



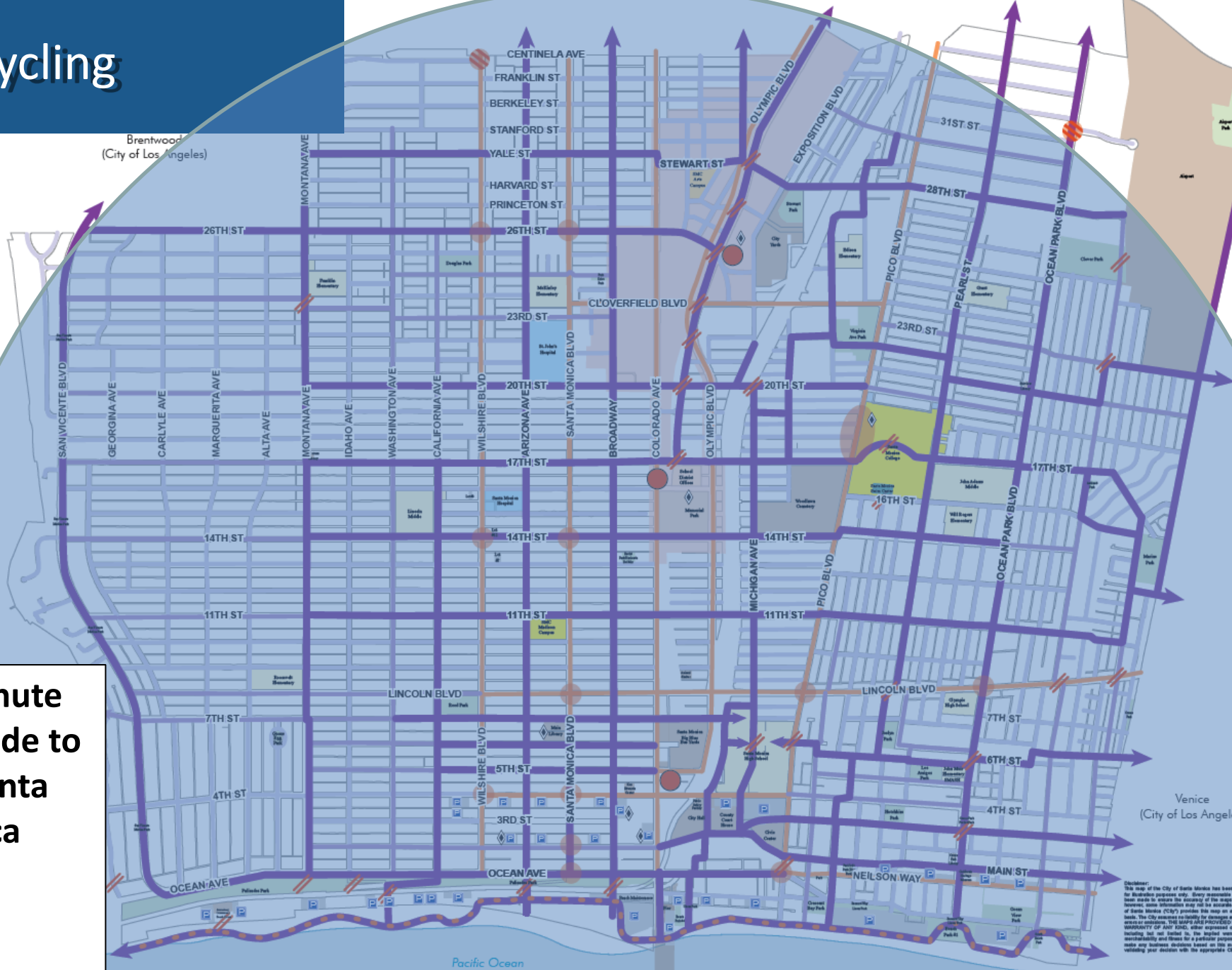
**10 minute  
walk to  
Neigh-  
borhood  
Shopping**

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# Bicycling

Brentwood  
(City of Los Angeles)

**10 minute  
bike ride to  
3<sup>rd</sup>/Santa  
Monica  
Blvd.**



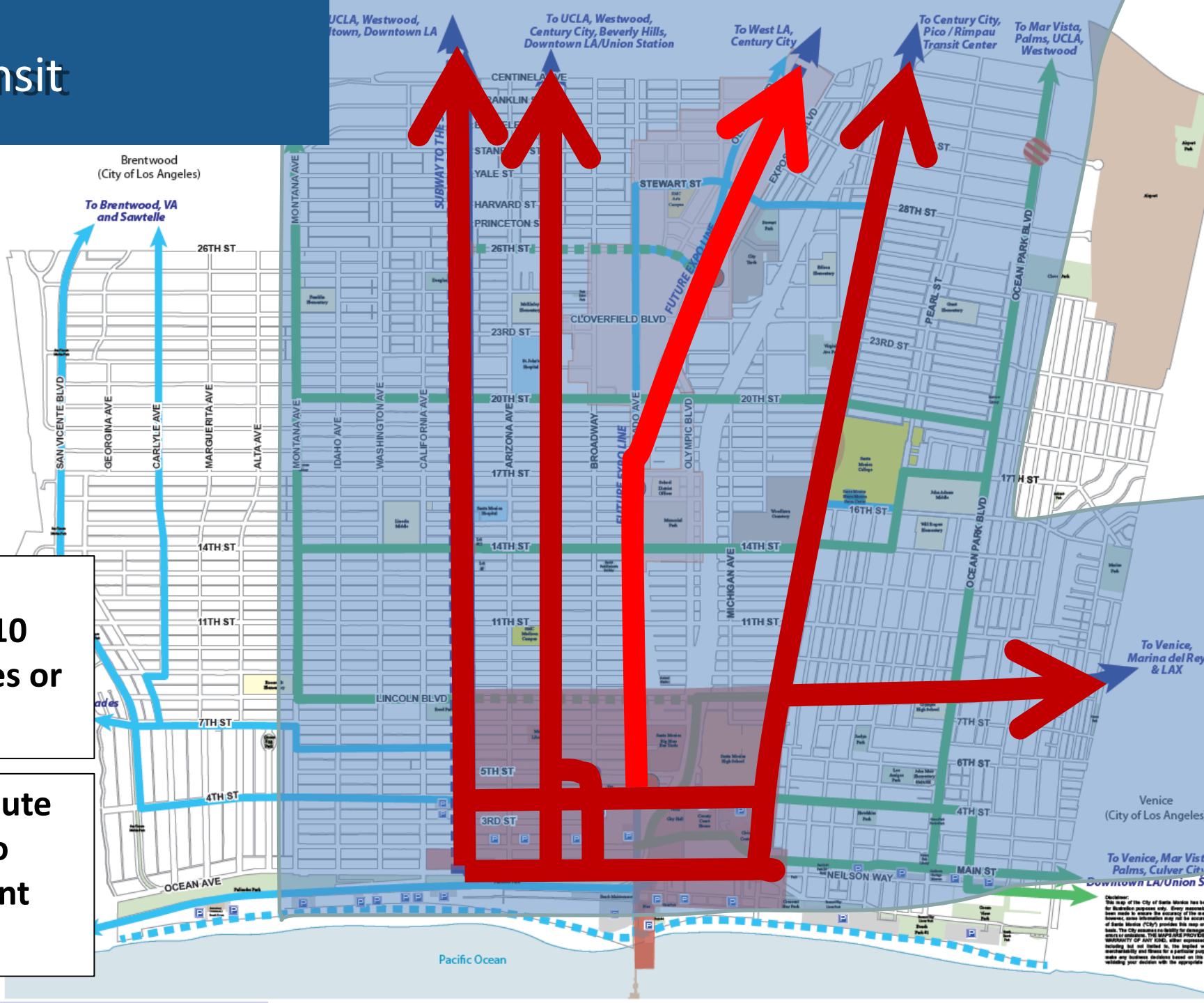
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# Transit

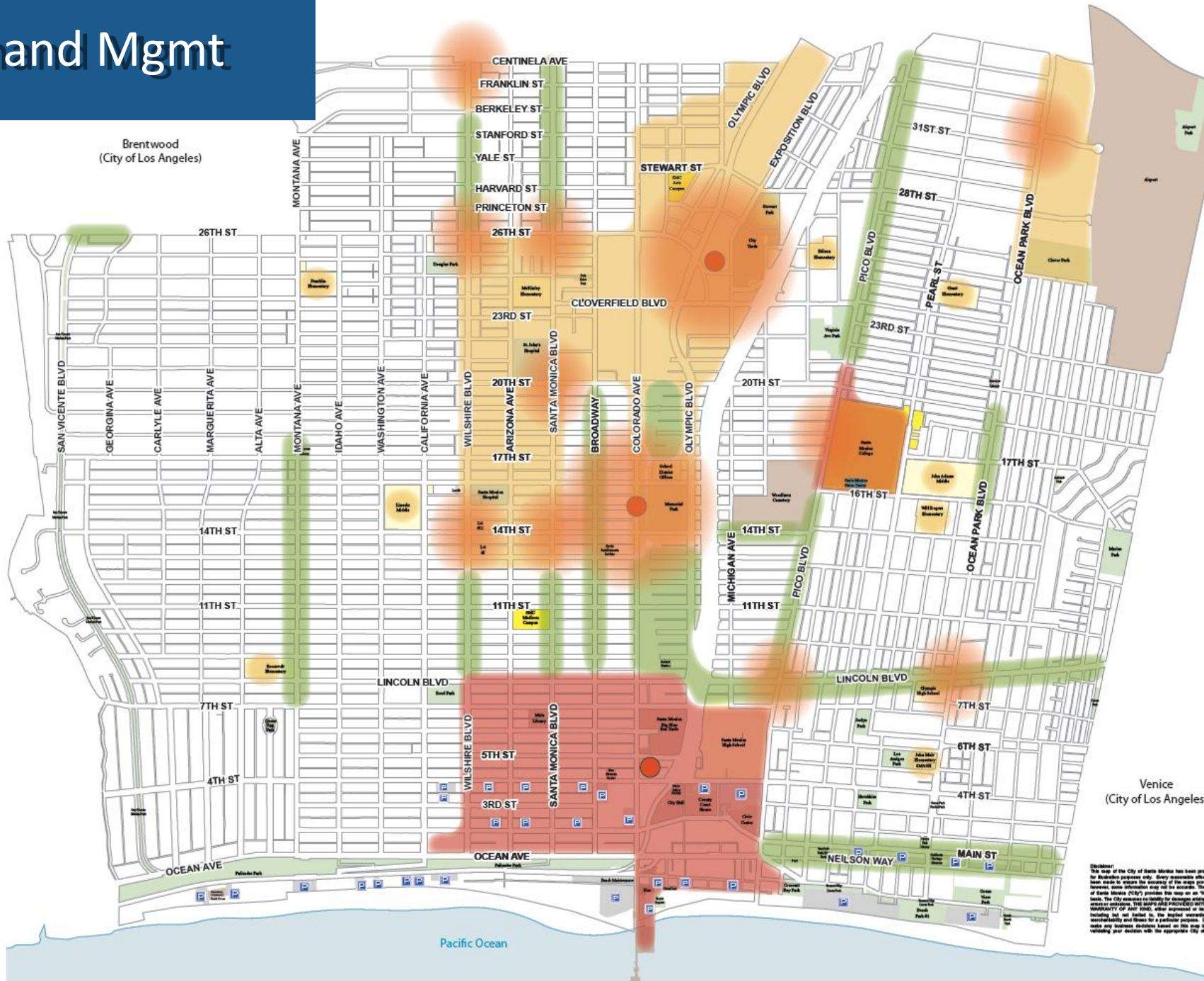
Transit every 10 minutes or better

10 minute walk to frequent transit



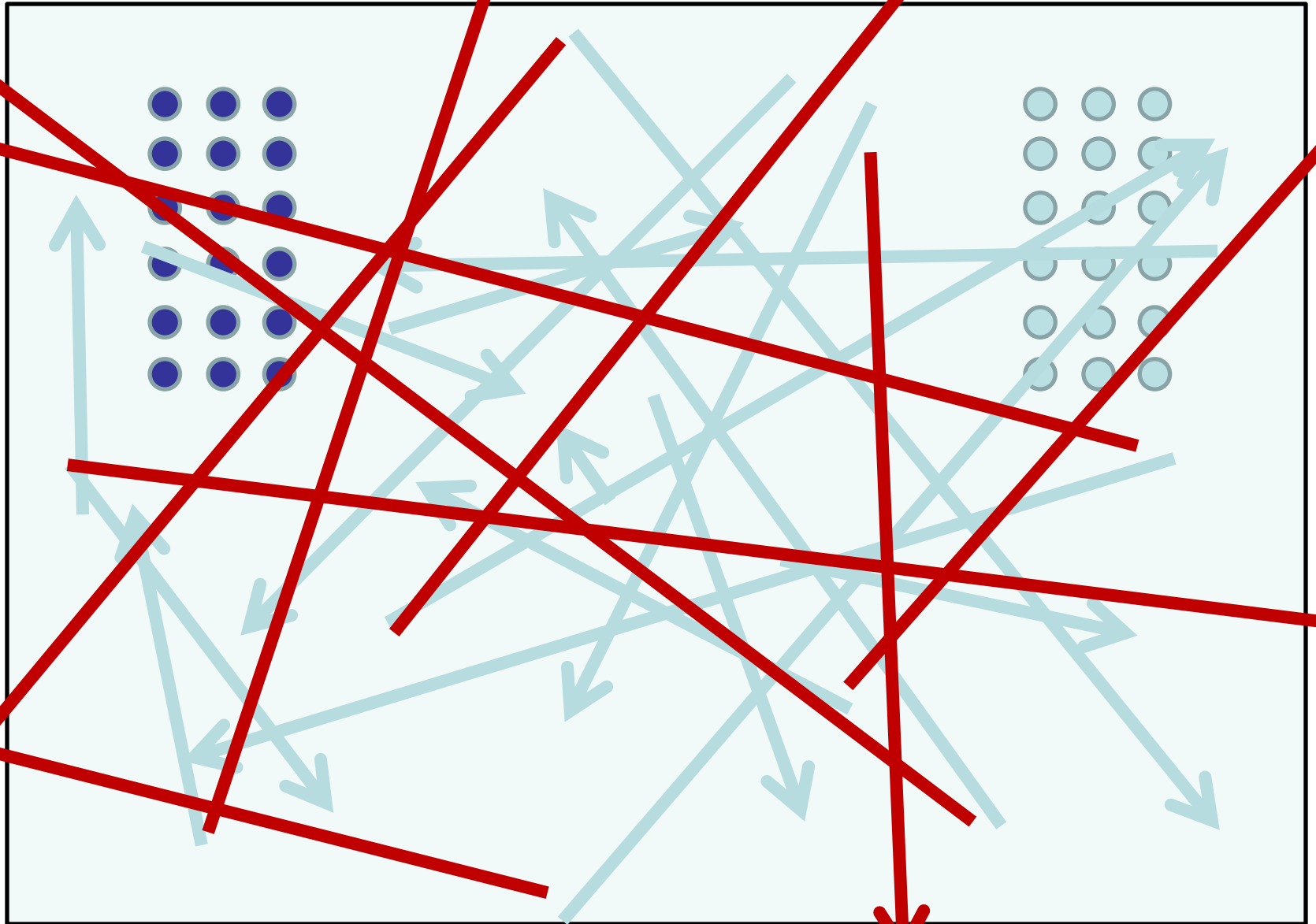
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# Demand Mgmt

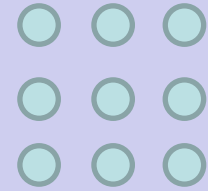
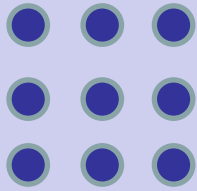
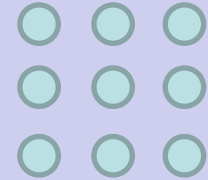
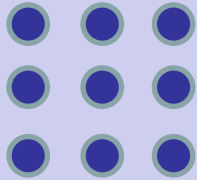




What about Jobs/Housing Balance?

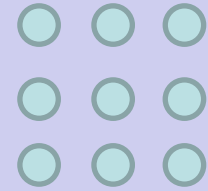
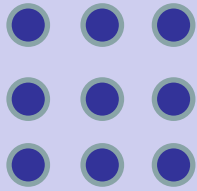
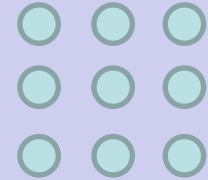
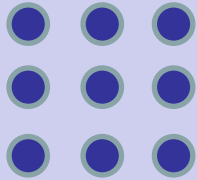


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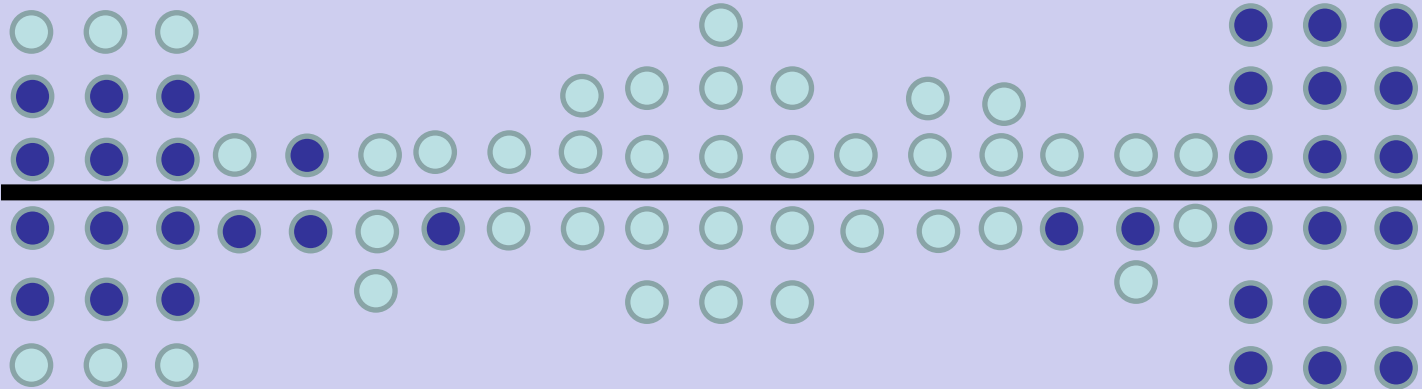




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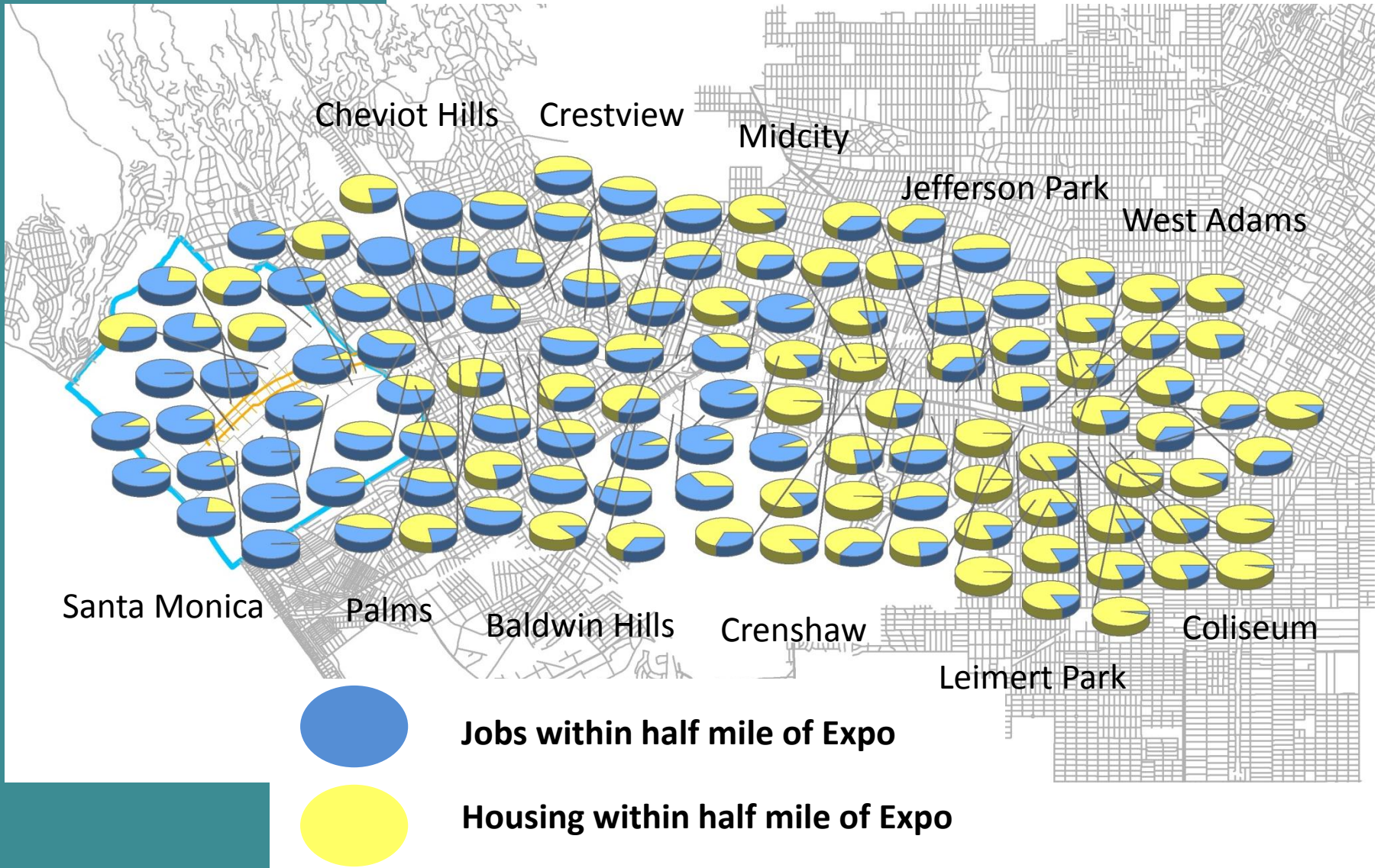


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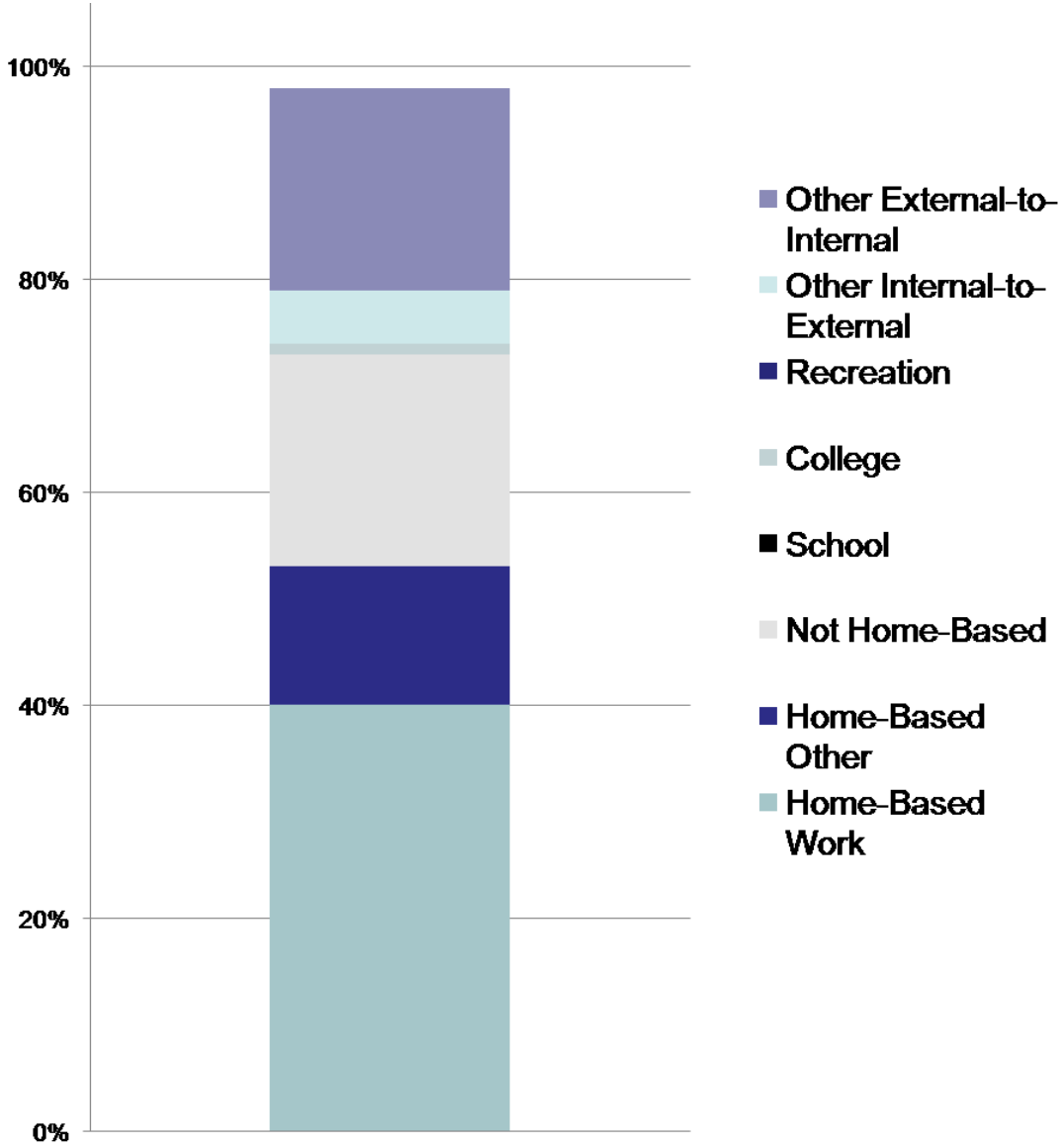


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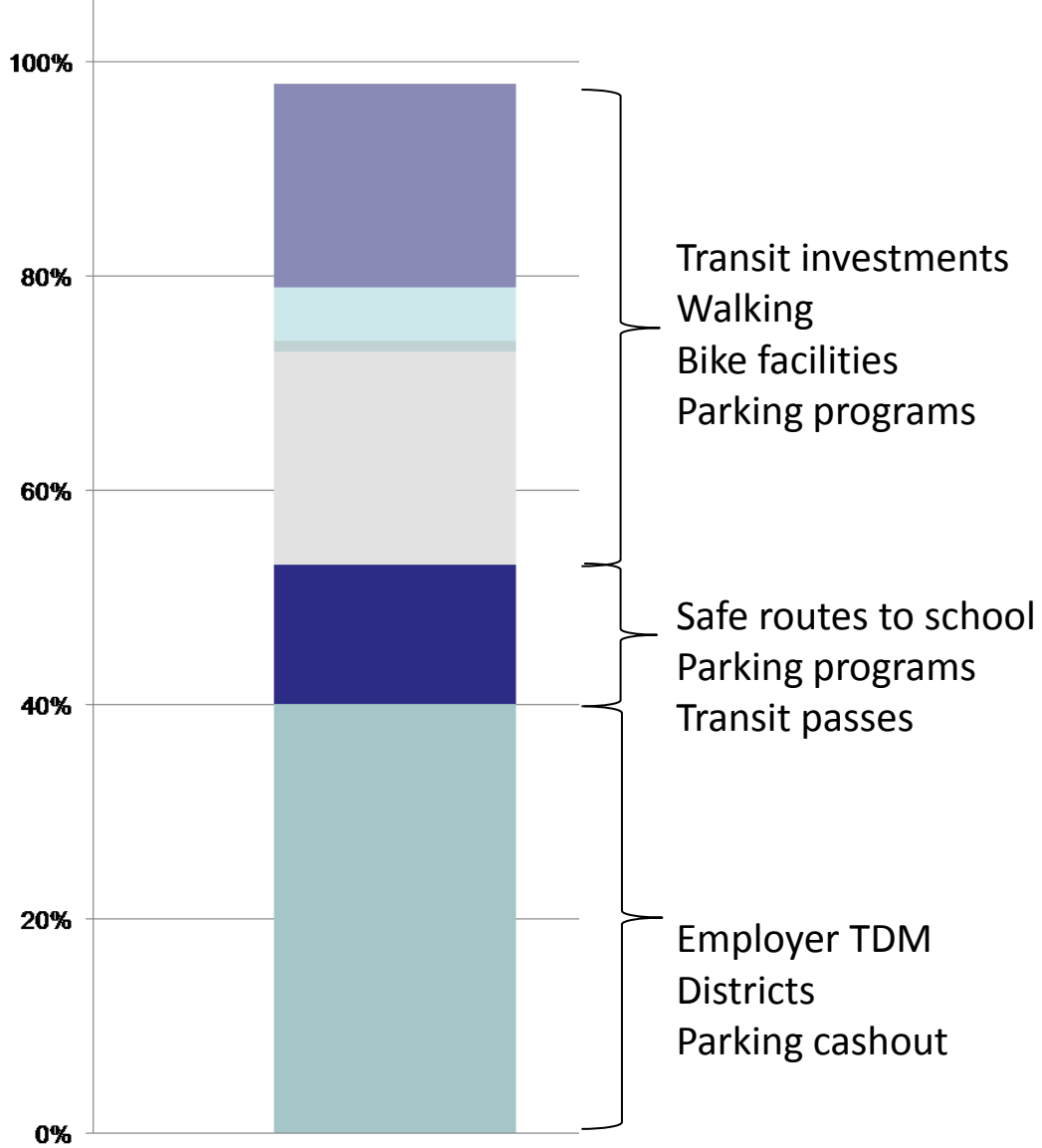
## Where are PM peak trips going?

- 40% are commute
- About same share are errands, visiting, etc.



## Different programs target different trips?

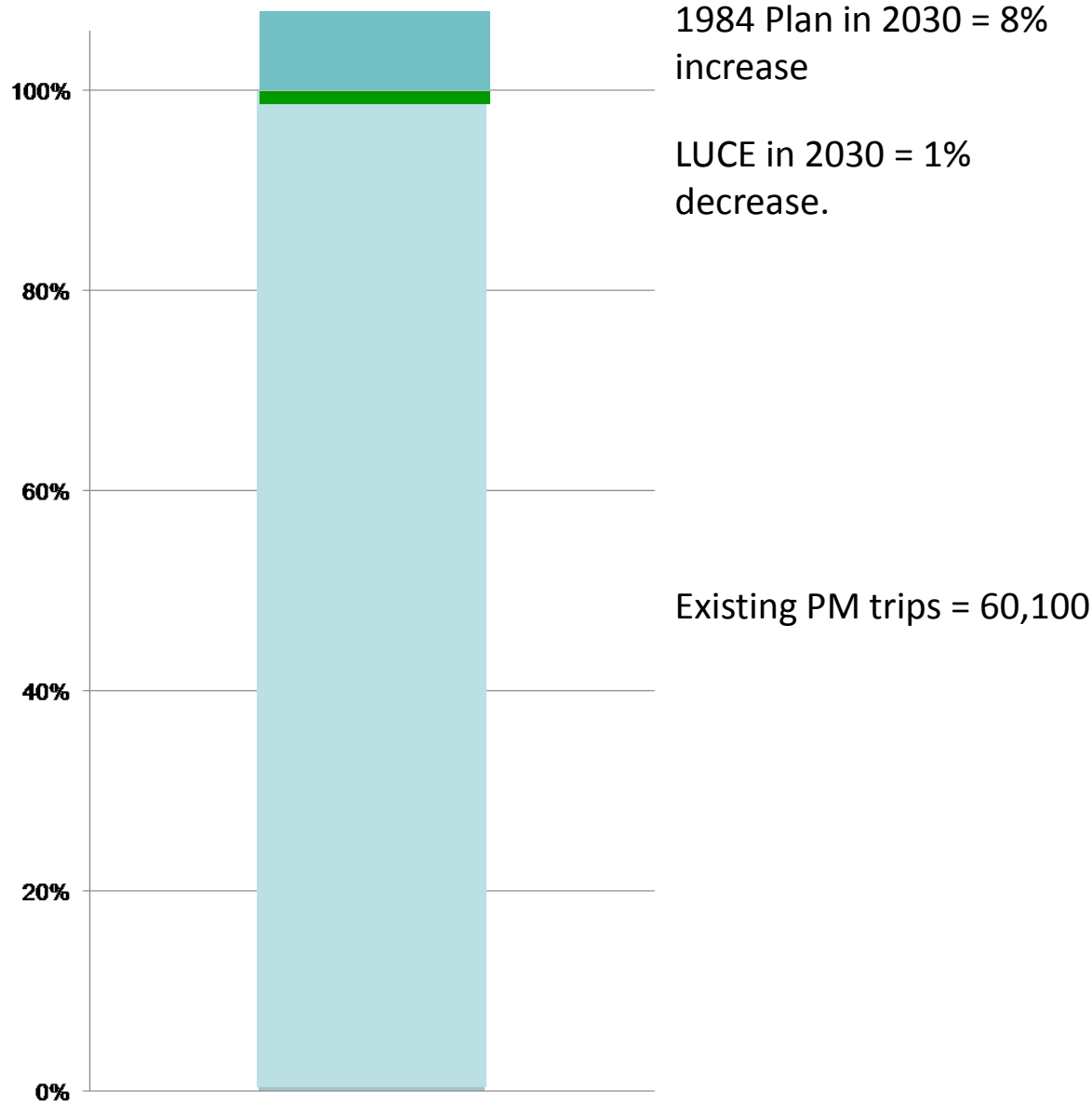
- 40% are commute
- About same share are errands, visiting, etc.





# No Net New Trips

Less than 10% mode shift required citywide to accomplish NNNT goal



## New programs required in EIR

- Parking policies
  - More parking cashout
  - Public parking pricing
- Transportation System Improvements
  - Bikes
  - Pedestrians
  - Transit
- Transportation Demand Management
  - Subsidized transit passes
  - Car sharing
  - Bike sharing
- Mode Shift Policies
  - Safe routes to schools
  - Carpooling
  - Telecommuting
  - Transportation Management Associations

# No Net New Trips

Location: 4 Ds

- Residential parking
- Commercial parking management
- Transit pass program
- Safe routes to schools
- Transit improvements
- Bike improvements
- Pedestrian improvements
- Carpooling/Telecommuting
- Parking cashout

Transportation Management Assns

Up to 17% commute trip reduction in TDM zones.

Up to 5% non-commute trip reduction



# Greenhouse Gas Emissions

