

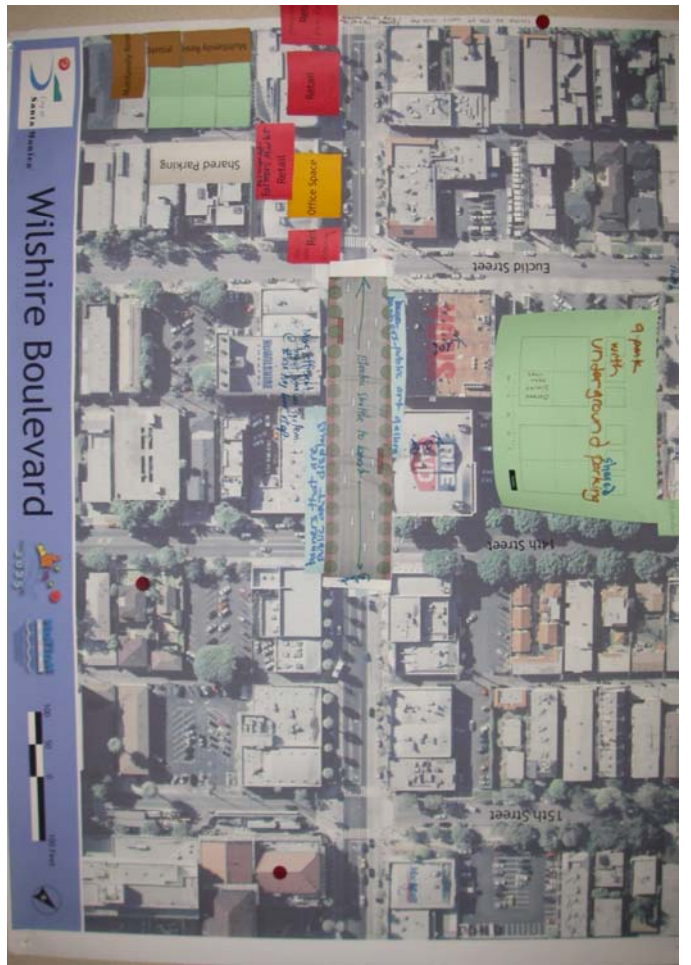


Wilshire / Mid-Cities Neighborhood Placemaking Workshop March 28, 2007 Lincoln Middle School



Wall Graphic Notes from Placemaking Workshops

WILSHIRE BOULEVARD - WORKSHOP #2				
Transportation, Connections & Parking	Streetscape / The Blvd.	Design & Zoning	Services / Amenities	Other notes
<ul style="list-style-type: none"> • Pedestrian & bicycle oriented • Bike lanes* • Bus lanes • Metro • Synchronize street lights • Mass transit • No parking during AM Peak traffic • Better crosswalk identification • Think regionally, but protect neighborhoods • Less auto dependency • Neighborhood shuttles * • Incentives program not to use your car • Metro card • Hidden parking - under utilized commercial parking available for residents? • Shared parking*** • Free parking for public use • Diagonal parking on 15th street • Transit, legal impact current and future solutions (shuttle service from beach, PR for existing bus service, tax landlords who rent parking spaces, lower parking costs for residents, limit parking requirements) • New structures? (Montana / Wildoats and the Vons site) • Existing spaces (use the alleys?, diagonal parking) • Striping!! 	<ul style="list-style-type: none"> • More green landscaping • More park area • More public art • Trees and green blvd. • Pedestrian paving @ crosswalks 	<ul style="list-style-type: none"> • Greater setback • Mixed use * retail, residential • Smart growth • Taller buildings ok, recessed from the street • Wider sidewalks • Better street lighting • Increase in street wall ok with community benefit agreement 	<ul style="list-style-type: none"> • Limit adult use • Appropriate neighborhood uses • Joint use facilities • Clustering of uses • Public restrooms • More cafes and retail and restaurants • Dual purpose buildings (like Montana) • Preserve small businesses • Public kiosk • More pedestrian uses • Outdoor seating • Bike parking 	<ul style="list-style-type: none"> • "A village within a City" • Wilshire is more affordable • No 'there'...there • Get rid of graffiti • Not clean!! / make it cleaner • Vons not pedestrian friendly • "car free zones?"





Wilshire

- Electric Shuttle bus on Wilshire + around town
- Widen sidewalks to allow outdoor dining
- Replace Palm Trees w/ Native Shady trees
- City should purchase more land for parks (on Wilshire)
- Park behind Vons -
Vons site: Underground parking
Extra stories
- Underground parking: Better design so it is used!

Wilshire

- look for parking that is "hidden" where people work during day but is available at night
- workers should park at beach lots & Shuttle to MT
- car sharing
- buy res. spots during doxtime work hrs.
- build parking structure on mt w/retail on bottom (hidden cars)
- shuttles -

Wilshire

- Shopper Shuttle on mt (if party structure existed)
- fee for landlords who don't let tenants use parking

- shuttles -

Wilshire

* - Rehab -

PARKING HERE

- Why allow private parking owners to charge high prices?
- too many cars / not enough spaces
- party passes - 25 too much
- have a destination (parking structure)
- shuttles -

Wilshire

⊗ Rehab of sites.

- too much free parking after 6pm
- ~~build p~~
- NOT enough parking for visitors
- better ^{public} transit (Restrict parking → better p. trans)
- need solution today
- land lords should be forced to let tenants park in
- alleys are underutilized public space

Wilshire

⊗ Rehab of sites.

⊗ Selectivity of uses

- Incentives for right uses
- Ashford/14th - Make sure those spaces are vital.
- Uses - Banks, more?
- * Parking are essential. → other road configurations possible after parking provided.
- 1 to 2 stories max height. ex: Shoppo Lange. 31st - 32nd.
- Better lighting for safety. / security
- Residential uses, such as lofts, OK. on Pico
- Uses: Outdoor Cafes.
- No Body shops/light manufacturing
- Walkable areas - create more.

Wilshire

- More transportation choices.

TO IMPROVE BUS TRANSPORT EFFICIENCY

- HAVE A WIRELESS POLLING STATION AT EACH EXISTING BUSS STOP TO RELAY NUMBER OF PEOPLE WAITING (PUNCH IN PERSONAL I.D.)
- BLUELINE CENTRAL OFFICE TO EVALUATE PEOPLE ~~WAT~~ DENSITY AT EACH LOCATION & DISPATCH BUSES ACCORDINGLY.

- ANOTHER MATTER - CULTURAL SUPPORT THE MUSEUM OF FLYING PROGRESS (DEVELOPMENT) IN SANTA MONICA

Limit density.
we have met out ~~the~~ having production goals

Wilshire

• Variation in height

• Improved buildings

(aka Mid-century)
Crest Santa Monica Seabreeze East - Best park for info + water park for an ~~amusement~~ - should have few additional open - Park buildings

More bike parking on every commercial block

Cable Cars on major streets - Wilshire, Santa Monica, Pico, Ocean Park, Lincoln, Main

Wilshire

- STREET BEAUTIFICATION
- COURTYARD BUILDINGS
- LINEAR PARK SYSTEM
- NO "THERE, THERE"
 - TOO LONG.
- 5M ZONE
- WILSHIRE STILL FEELS AFFORDABLE.
- TREE TRIMMERS PAY

Uses

- limit auto-related ^{business} ^{offer} ^{free} ^{parking}
- eliminate adult use
- 24/7 operations (businesses) need to be considerate of adj. res.
- pursue more joint use of school facilities (better collaboration)
- cluster essential services/recreations

DESIGN

- strategic placement of landscaping to act as more of a ^{set} buffer to resident development from res.

MISC:

- graffiti abatement

- Neigh Focus may be schools not necessarily comm. areas

- plant selection to avoid "plant mess"

- ~~more~~ set buffer standards

Transportation-

- elevated bike ramps / separate bike lanes
- Solar monorail
- trolley along major corridors

- Slow down traffic (ie ~~streets~~)
- Remove surface parking replace w/ parking structure
- Mass transit "people movers" up/down 14th

- More left turn lane signals on 14th + Broadway spec Santa Monica + Wilshire Boulevards

- Preserve small businesses

- Limit FAR/mass of buildings along commercial areas

- Greater setbacks no building to prop line

- Marine based mass transit (boats, ferries)

- ^{change} More home based businesses

self-disinfecting inexpensive

- Public kiosks placed throughout the city
bathrooms
- Smart growth for comm. vehicle cars only
- More efficient transit subway, ded bus lanes, trolleys
- Metal bars on recycle bins to keep closed
cut down on graffiti
- Smart growth mixed use, parking + multi-residential
- ~~New~~ ^{Future} development should consider/complement existing + new development

Additional Comments Summarized by Planners from Their Tables at the Wilshire Workshop

- ⇒ Look for parking that is “hidden” where people work during day but is available at night
- ⇒ Workers could park at beach lots and shuttle to City of Santa Monica car sharing
- ⇒ Buy residential spots during daytime work hours
- ⇒ Build parking structure on Montana with retail on bottom
- ⇒ Shopper shuttle on Montana (if parking structure existed)
- ⇒ Fee/tax landlords who don't let tenants use parking
- ⇒ Why allow private parking owners to charge high prices?
- ⇒ Too many cars/ not enough spaces
- ⇒ Party passes—25 too much
- ⇒ Build a parking structure on Wilshire
- ⇒ Too much free parking after 6 PM
- ⇒ Alleys are underutilized as a public space
- ⇒ Selectivity of uses (incentives for preferred uses)
- ⇒ Better lighting for safety
- ⇒ Residential uses, such as lofts are OK
- ⇒ Outdoor cafes
- ⇒ Wireless polling stations at each existing bus stop to relay number of people waiting, and to evaluate density of each location.
- ⇒ Limit density (we have already met our housing production goals)
- ⇒ Variation in height
- ⇒ Improve built environment
- ⇒ Bike parking on every commercial block
- ⇒ Cable cars on major streets
- ⇒ Street beautification
- ⇒ Courtyard buildings
- ⇒ Linear park system
- ⇒ No “there, there”
- ⇒ Wilshire still feels affordable. Keep it this way
- ⇒ Preserve neighborhood aesthetic, don't cut down the trees.
- ⇒ Public uses should offer free parking
- ⇒ Limit auto-related businesses
- ⇒ Eliminate adult uses
- ⇒ 24/7 businesses need to be considerate of adjacent residences
- ⇒ Pursue more joint use of school and institutional facilities
- ⇒ Cluster essential services
- ⇒ Strategic placement of landscaping to act as more of a buffer to residential set step back of development from residential
- ⇒ Get rid of graffiti
- ⇒ Neighborhood focus may be schools, not necessarily commercial areas
- ⇒ Plant palette should avoid plant mess
- ⇒ Set buffer standards
- ⇒ Elevated bike ramps; separate bike lanes
- ⇒ Solar monorail

- ⇒ Trolley along major corridors
- ⇒ Public restrooms badly needed
- ⇒ Clean up sidewalks, alleys, storefronts and graffiti
- ⇒ Bike lanes on 14th
- ⇒ A library on Wilshire
- ⇒ Wrap retail and restaurant uses on and around Wilshire
- ⇒ Low impact landscaping (fruitless)
- ⇒ Shuttle to the beach
- ⇒ Bike parking
- ⇒ Ride share incentive programs
- ⇒ Remove surface parking and replace with parking structures
- ⇒ More left turn lane signals on 14th and Broadway
- ⇒ Limit FAR/mass of buildings along commercial areas
- ⇒ Greeter setbacks. No building to property line
- ⇒ Marine based mass transit
- ⇒ Encourage more home based businesses
- ⇒ Public kiosks placed throughout the city
- ⇒ Dedicated bus lanes
- ⇒ Smart growth, mixed use, parking and multi-family
- ⇒ Electric shuttle bus
- ⇒ Widen sidewalks to allow more outdoor dining
- ⇒ Replace Palm trees with native shady trees
- ⇒ City should purchase more land for parks on Wilshire
- ⇒ Underground parking for Von's
- ⇒ Shared parking so more restaurants can go in without onsite parking
- ⇒ Bike racks
- ⇒ Require projects to provide quality landscaping and amenities
- ⇒ Require art
- ⇒ Remove art piece at California Incline
- ⇒ Keep it cleaner
- ⇒ Vary paving materials to slow down car and indicate "pedestrian zone."
- ⇒ Encourage better architecture
- ⇒ Residential OK if it comes with providing new open space
- ⇒ Walk streets instead of alleys

Map Comments

Table 1

Streetscape/Transportation:

- Wider sidewalks and more trees that are better maintained
- Maintain landscaping
- Retail frontage on Wilshire
- Linear landscaping along Euclid
- Option #2 on 14th with wider sidewalks and street parking in both directions
- Wrap retail and restaurants from Wilshire onto Euclid and 14th streets
- Open up big box stores like Von's and Rite-Aid

On **north side** of Wilshire:

- Non-chain retail

- Underground and above ground (structure) parking facilities on Von's lot
- Mixed night/day uses in parking lot
- Park off of Wilshire and 14th activated by retail and restaurant uses (on site of Rite-Aid)
- Preservation of local businesses (such as Tehran Market)
- Outdoor dining on Wilshire
- Keep courtyard-style housing in Wilshire neighborhood

On **south side** of Wilshire:

- Mixed-use with public open space at Wilshire and 14th
- Mixed-use center with NuWilshire as the anchor tenant. Lots of public open space and courtyard
- Additional sidewalk width and landscaping along Wilshire.

General comments:

- Keep the movie theater
- Underground parking
- Better transit options
- Workforce housing for UCLA hospital workers

Table 2

Streetscape/Transportation:

- Increase setback requirements to break down larger buildings
- More pedestrian scaled, smaller buildings on Wilshire

On **north** side of Wilshire

- Smaller, finer-grained retail
- Shared parking facilities on Von's/Rite-Aid lots
- Share parking behind MacMall (15th and Wilshire)

On **south** side of Wilshire

- Shared parking facilities on City lots
- Small mixed use retail/residential projects
- Entertainment uses on Wilshire

Table 3

Streetscape/Transportation:

- Break down size/scale of buildings
- Bike lanes on 14th
- Increase sidewalk width on Wilshire by stepping back commercial buildings (Von's/Rite-Aid)

On **north** side of Wilshire:

- Maintain grocery stores, but use the parking lots for more housing.
- Use shared parking structure to accommodate both commercial and residential vehicles.

On **south** side of Pico:

- Preserve NuWilshire theater

General comments:

- Smaller buildings. Pedestrian scaled

Table 4

Streetscape/Transportation:

- Landscaped median on Wilshire Blvd.
- Bike racks and bike lanes on Wilshire
- Large shade trees on Wilshire between 14th and 15th

On **north** side of Wilshire:

- Shared parking structure wrapped by commercial and retail interests
- Bike racks
- Shade trees
- Large parks (1/2 size of Von's parking lot)
- Use of alley between Von's and Rite-Aid. Build a restaurant along a tree lined alley.
- Community Center/YMCA in Von's parking lot

On **south** side of Wilshire:

- Shade trees
- Large pocket parks off of Wilshire (buffering commercial/residential)
- Bike racks

General Comments:

- Bike racks

Table 5

Streetscape/Transportation:

- Option that includes bike lanes, wider sidewalks, parking lane and two lanes of traffic/ each direction
- Public art banners announcing a "district"
- More efficient transit with less system.

On **north** side of Wilshire:

- Keep grocery store uses
- A park with shared underground parking over entire Von's/Rite-Aid parking site. Outdoor dining in the park.
- Free shuttle between 15th and 4th streets until 10 PM
- A public art gallery

On **south** side of Wilshire:

- A permanent farmers market
- Affordable retail
- Shared parking facilities
- Multi-family residential with large, park-like open space benefit

General Comments:

- Electric shuttle to the beach



Youth Program: Urban Design/Placemaking

In order to hear the perspective of Santa Monica's future residents in the year 2025, Planning & Community Development's planners met with some of them to talk about Placemaking and to get some of their ideas about changes and activities that should be on Wilshire Boulevard.

These maps are the work of the PAL (Police Activities League) Teen Leadership Group. The kids live all around Santa Monica and attend John Adams, Lincoln and Santa Monica High School.



PAL Teen Leadership Program

Map: Wilshire Blvd. from 12th to 15th Streets

Land Uses

- Vons/Rite Aid site:
 - Group 1: Move Vons across the street and at Vons site have a center with a café, CD/video store, clothing & perfume stores, cigar bar and other shops. Add a larger restaurant in parking lot behind Vons.
 - Group 2: At Vons site: add restaurant, parking structure underground, Community services satellite building (where you could get bus cards, other city services, etc.)
- Baskin-Robbins & Laundromat with coffee station at corner of 14th & Wilshire
- Community services (not specified) at corner of 15th and Wilshire
- Parking structure behind SE corner building on 14th Street
- Community park with a fountain behind the NuWilshire
- SW corner of Wilshire & 14th:
 - Group 1: Coffee shop, EB Games, El Pollo Loco, Chinese restaurant
 - Group 2: Movie theaters with IMAX
- In & Out Burger
- McDonald's w/play center at Wilshire and 12th.
- Hookah bar and internet café at SW corner of Euclid & Wilshire
- Keep Blockbuster
- Keep NuWilshire Theater
- Parking structure at hospital property
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Transportation/ROW comments

- Extend sidewalk on south side of Wilshire between 14th & 15th
- Extend sidewalk on 14th Street, next to Laundromat/cafe

Landscaping/Parks & other

- Community Park on 12th Street
- Between 14th & 15th on south side of street: close up mid-block north-south alley and together with surface lots behind, create a park with dog park, basketball, drinking fountain, soccer, shaded areas. Ensure that residential alley to the rear is separated by a wall to increase park security.
- Open front MacMall entrance to be pedestrian friendly