



Community Meeting

Mixed-Use on
Santa Monica Boulevard

August 1, 2011



Introduction and Welcome



Meeting Purpose

Meeting Purpose

- **Provide an additional opportunity for community input on the General Plan.**
- **Present and obtain feedback on a proposed alternative concept for Santa Monica Boulevard.**
- **Obtain feedback on other General Plan topics.**
- **Outcome: Written and/or spoken comments**

Agenda

- 01** Welcome/Introduction (10 min)
- 02** Meeting Purpose (5 min)
- 03** Santa Monica Boulevard Concept (15 min)
- 04** Group Discussion (30-40 min)
- 05** Public Comments (30-40 min)
- 06** Conclusion



Overview of Concept for Santa Monica Boulevard

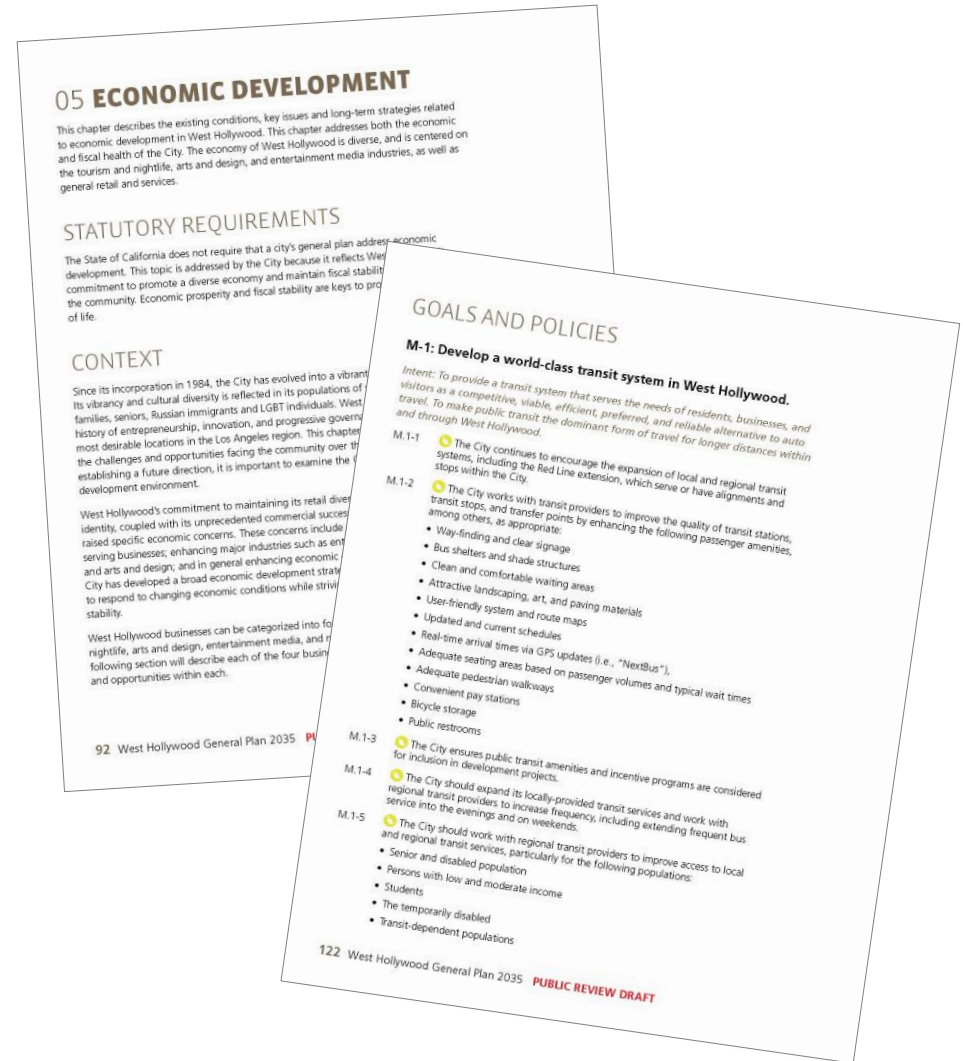
General Plan Structure

- **11 Chapters:**
 - **Introduction and Overview**
 - **Governance**
 - **Land Use and Urban Form**
 - **Historic Preservation**
 - **Economic Development**
 - **Circulation**
 - **Human Services**
 - **Parks and Recreation**
 - **Infrastructure, Resources, and Conservation**
 - **Safety and Noise**
 - **Housing Element**

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General Plan Structure

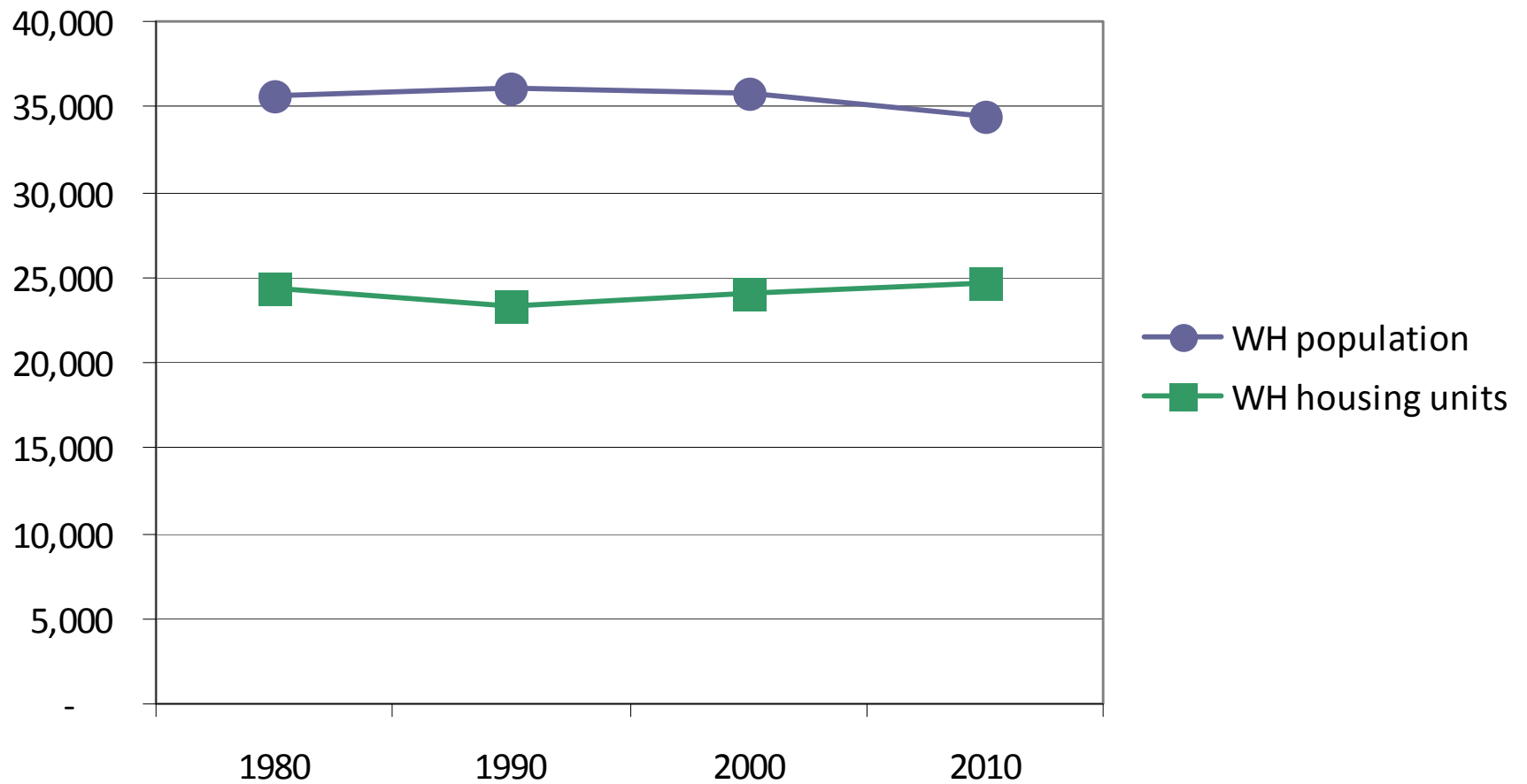
- Chapter Organization
 - Context
 - Goals
 - Intent Statements
 - Policies



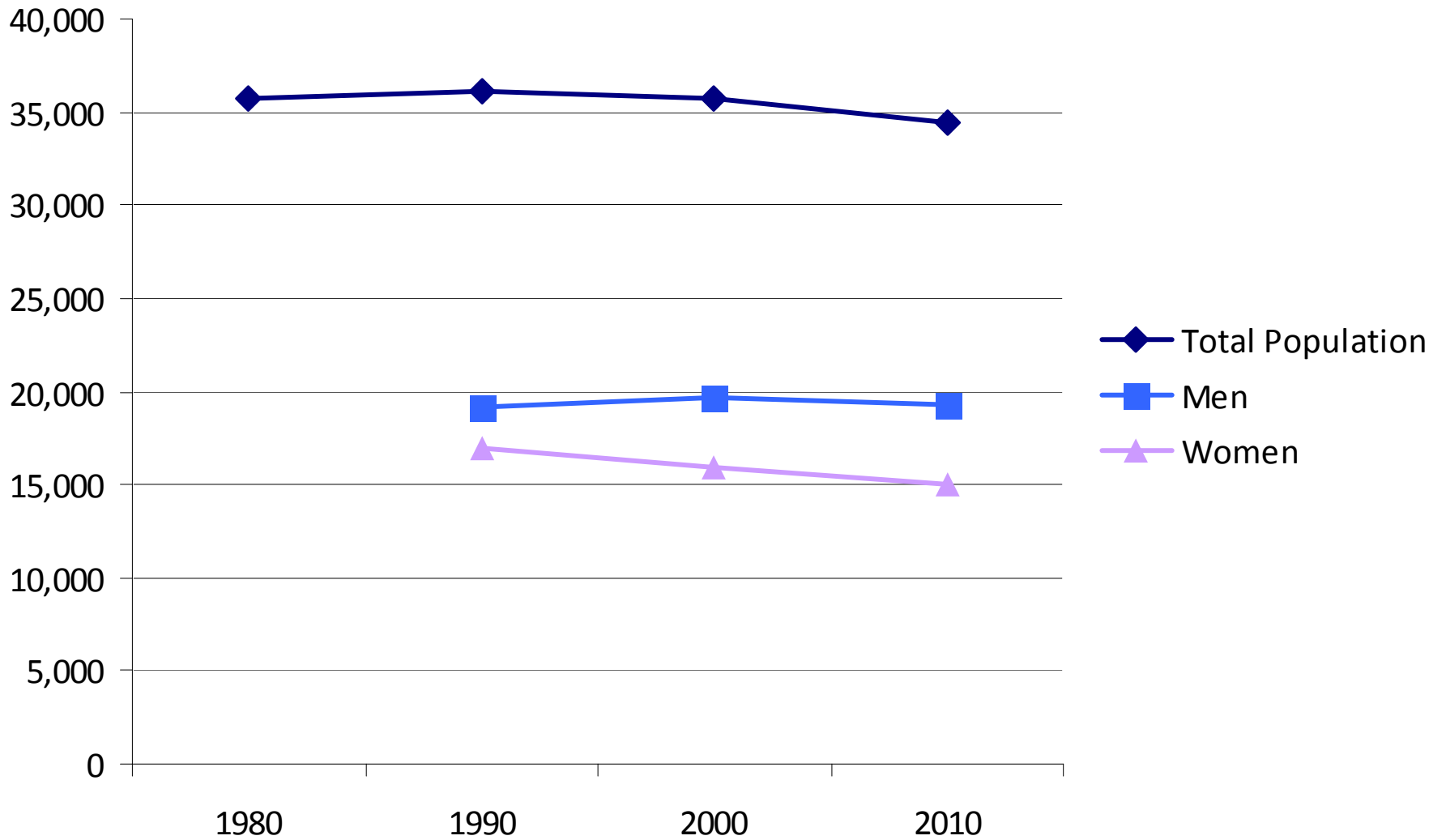
Continued Priorities

- **Neighborhood preservation**
- **Affordable, diverse and safe housing**
- **High-quality design and architecture**
- **Strong social and human services**
- **Expanding parks and open spaces**
- **Creating a multi-modal transportation network**
- **Economic diversity**
- **Arts and culture**
- **Entertainment and design hub**

Population and Housing Trends



Population Trends



Housing Trends

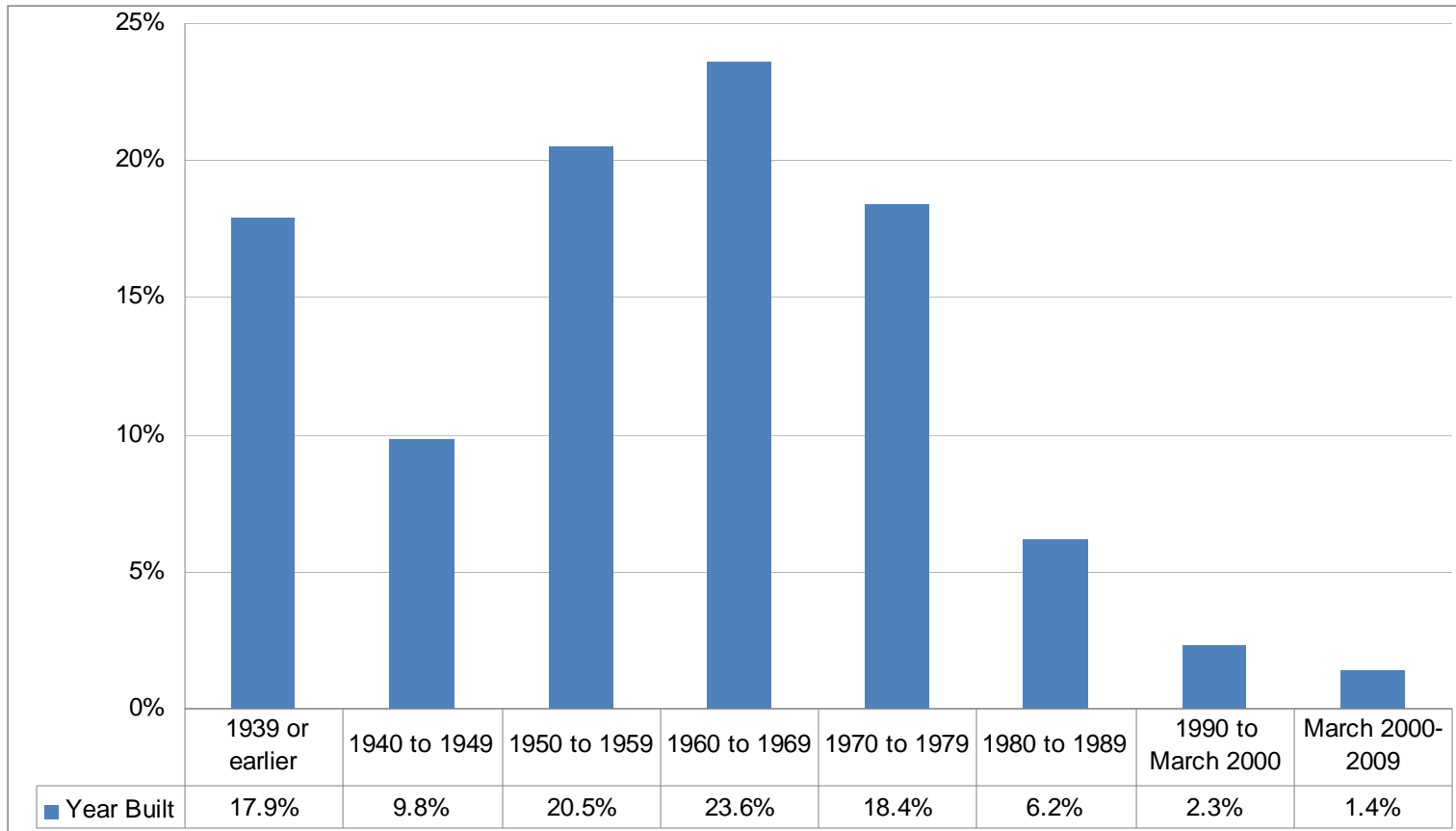
Existing Housing Units (2008)

Dwelling Type	Number
Single Family Dwelling	1,108
Multi-Family Dwelling:	
2 units	1,138
3 units	585
4 units	672
5 units or more	21,311
Total	24,814

Source: Baseline Land Use Survey, 2008

Land Use: Context

Housing Stock Year Built



Proposed General Plan Designations



Proposed General Plan Designations

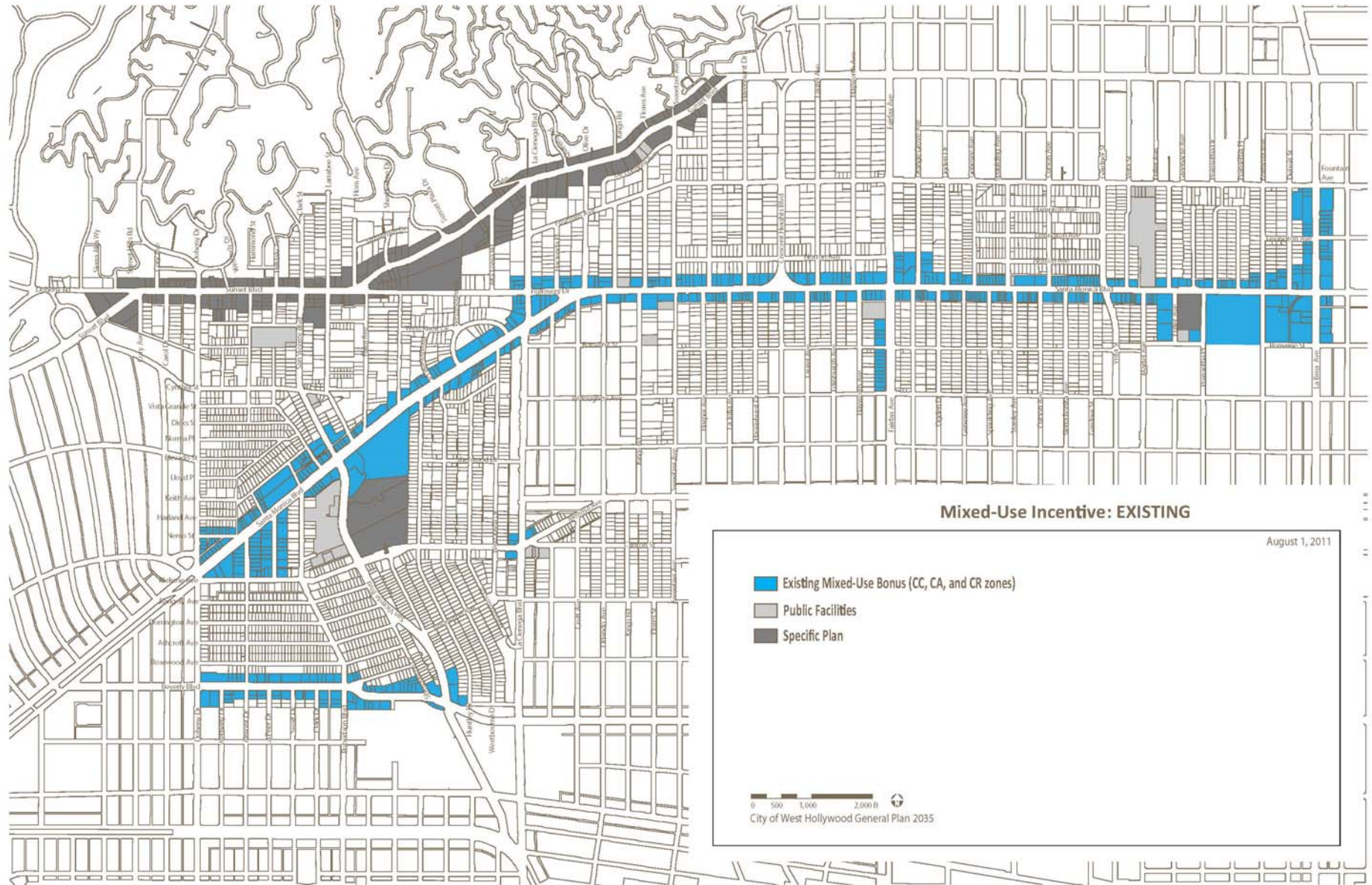
Land Use Category	Total Acres	Height (Feet)	Maximum Density/FAR w/o Applicable Bonuses	Height/Density Bonuses				
				Green Building ¹	Affordable Housing ²	Mixed-Use ³	Avenues ⁴	Gateway Mixed-Use ⁵
CN1	7.90	25	1.0	X	X			
CN2	15.55	25	1.0	X			X	
CC1	81.44	35	1.5	X	X	X		
CC2	30.84	45	2.0	X	X	X		X
CA	8.22	60	2.5	X	X	X		
CR	13.7	90	3.0	X	X	X		
Public								
PF	35.16	n/a	n/a		X			
Specific Plans								
SSP	57.55				X			
PDCSP	14.19							
MSP	2.98				X			
Total	895							

Mixed-Use Bonus

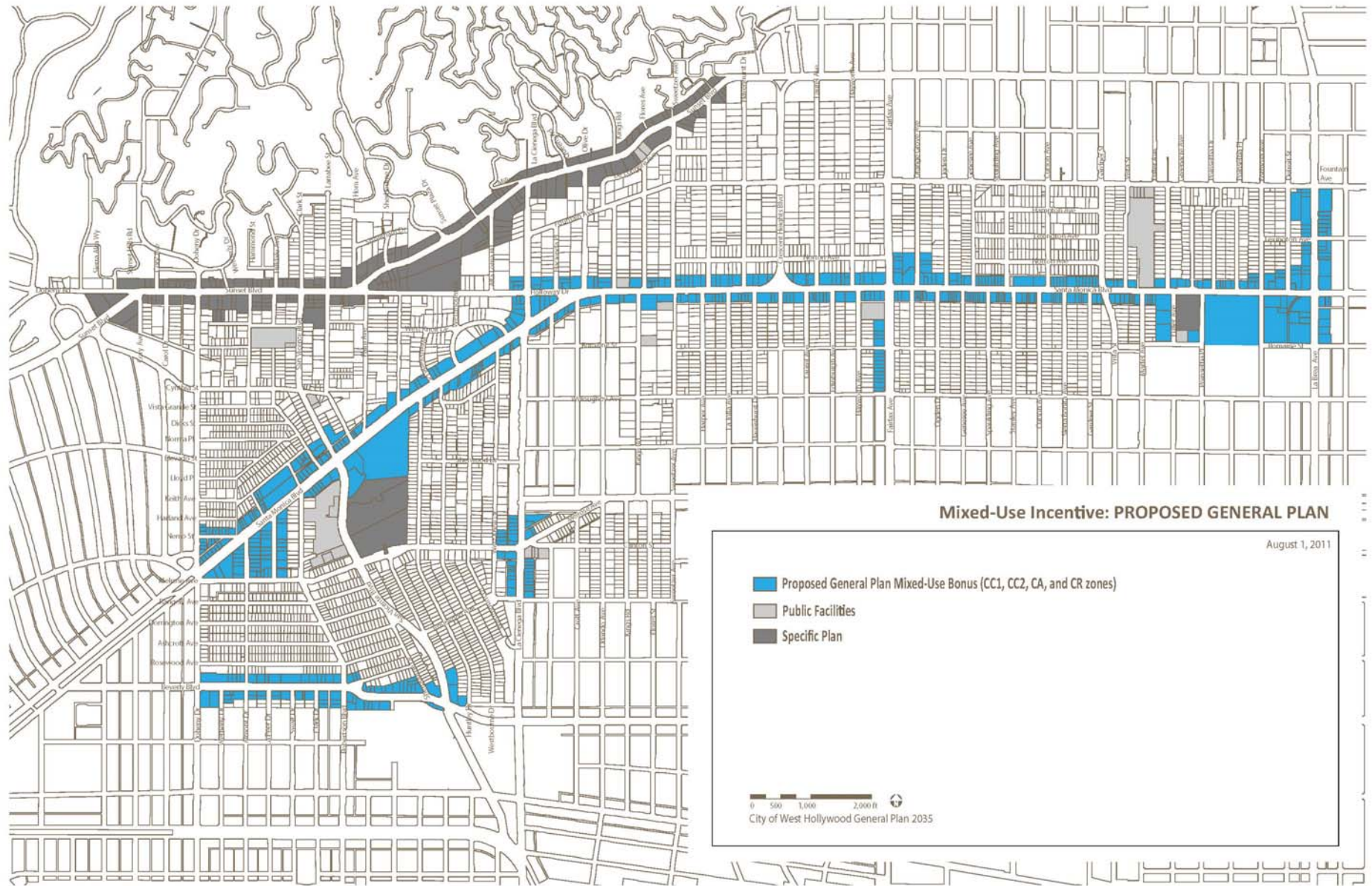
- Mixed-Use: commercial and residential uses in same project
- Bonus of 0.5FAR and 10 feet in height



Existing (Zoning) Mixed-Use Bonus



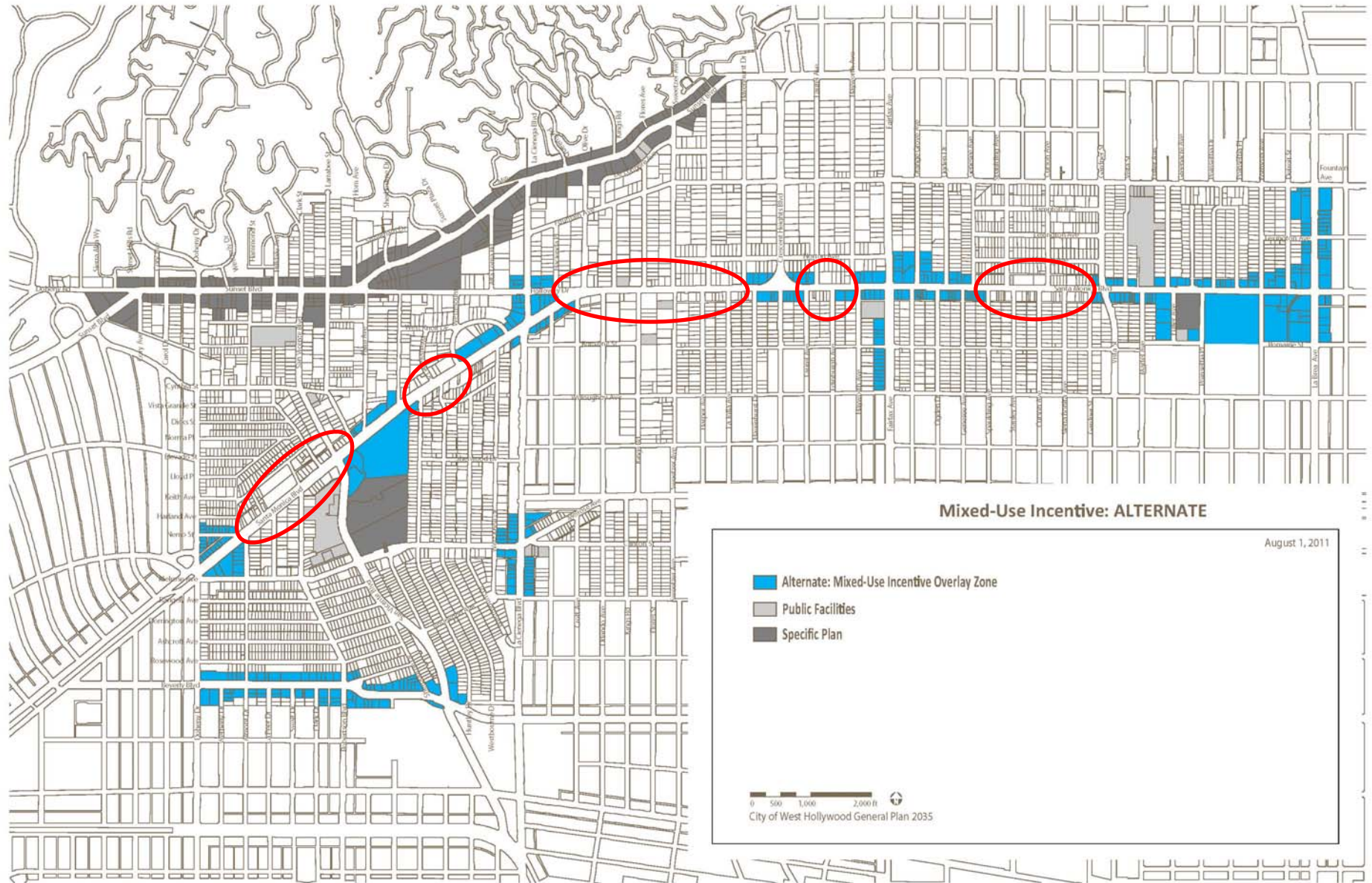
Proposed Mixed-Use Bonus



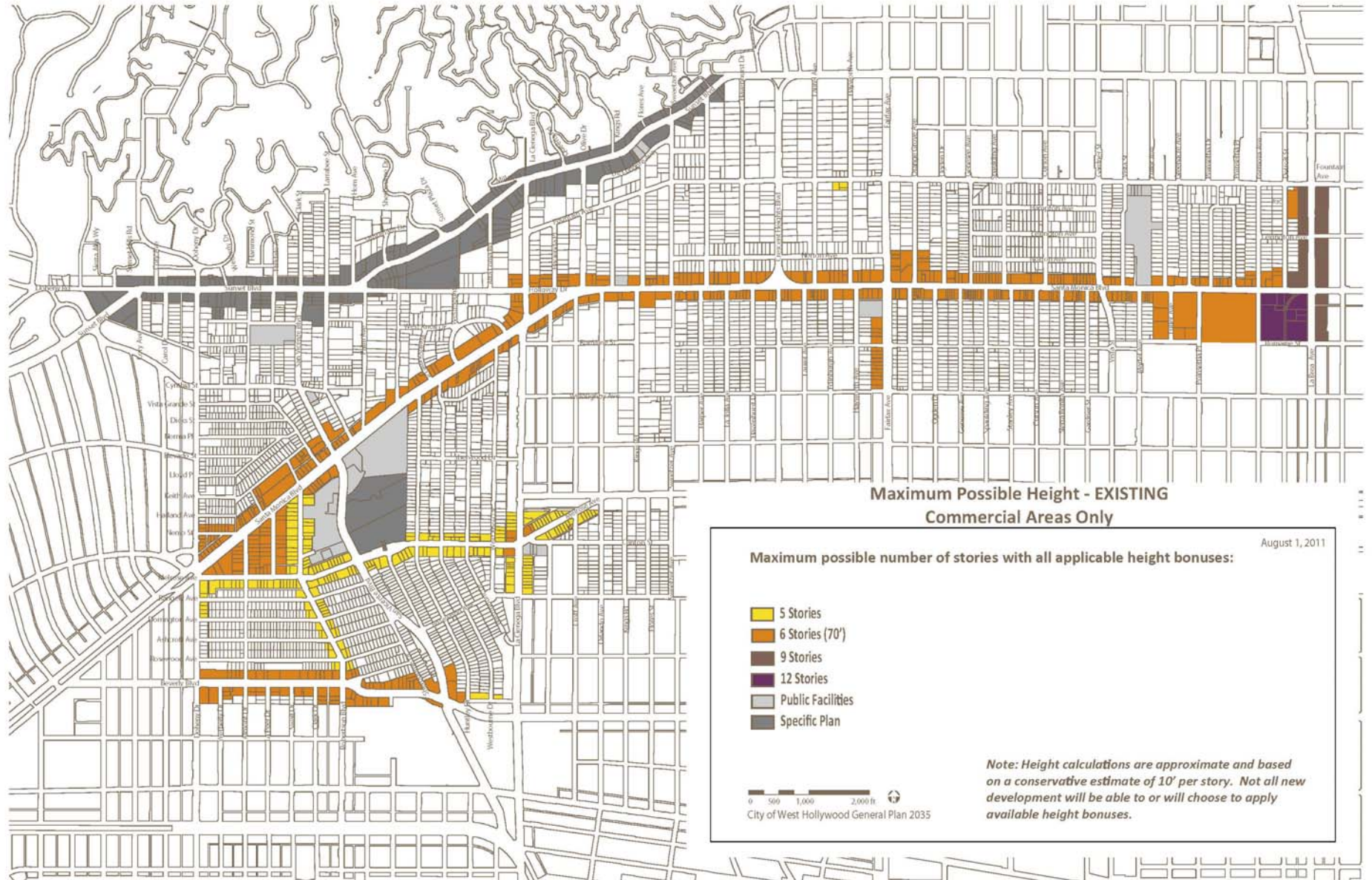
Alternative Approach

- **Incentivize mixed-use bonus in specific areas**
 - **Near high frequency transit nodes**
 - **Major cross streets**
 - **Where development should be encouraged**

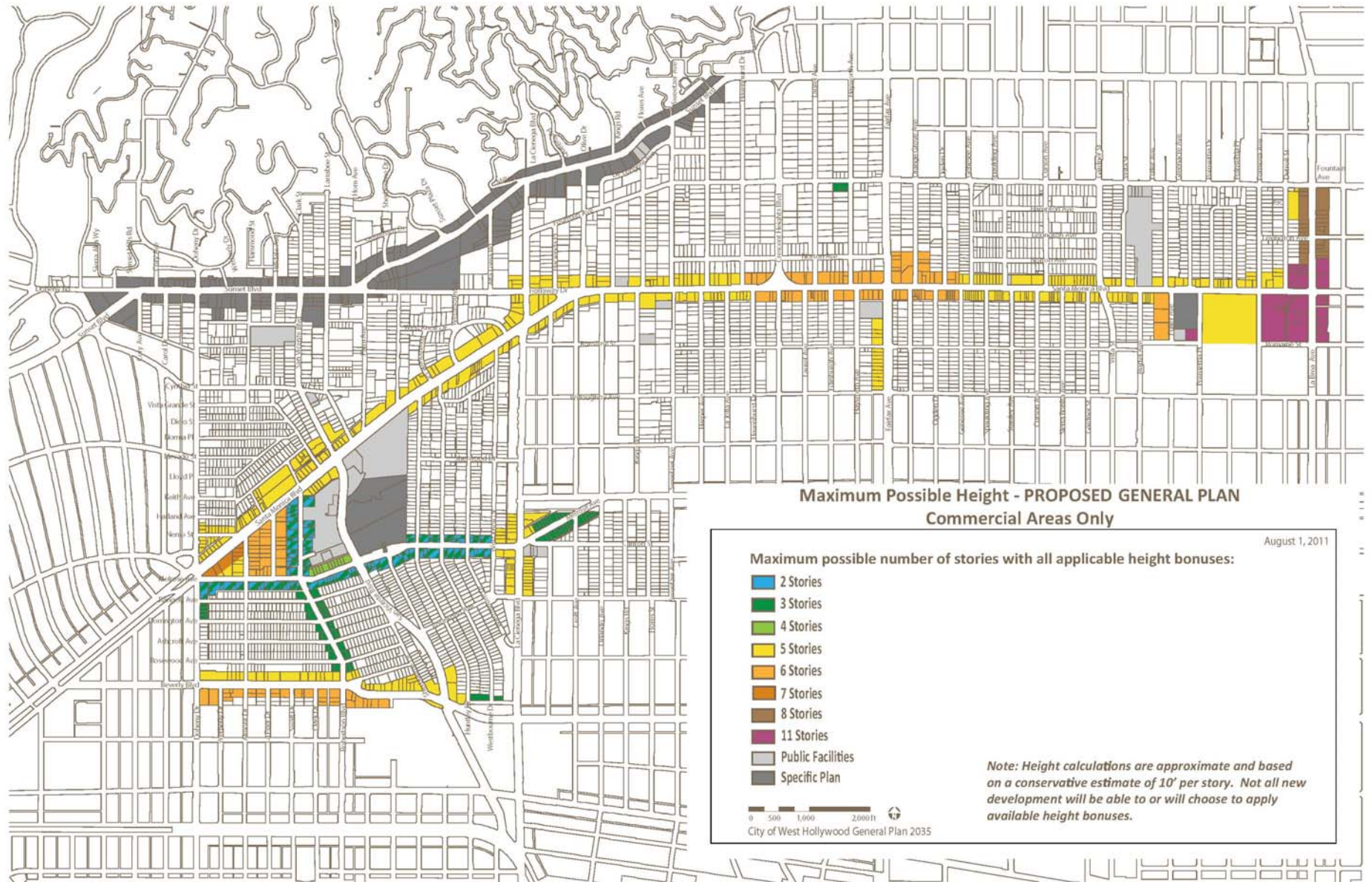
Mixed-Use Overlay Zone Concept



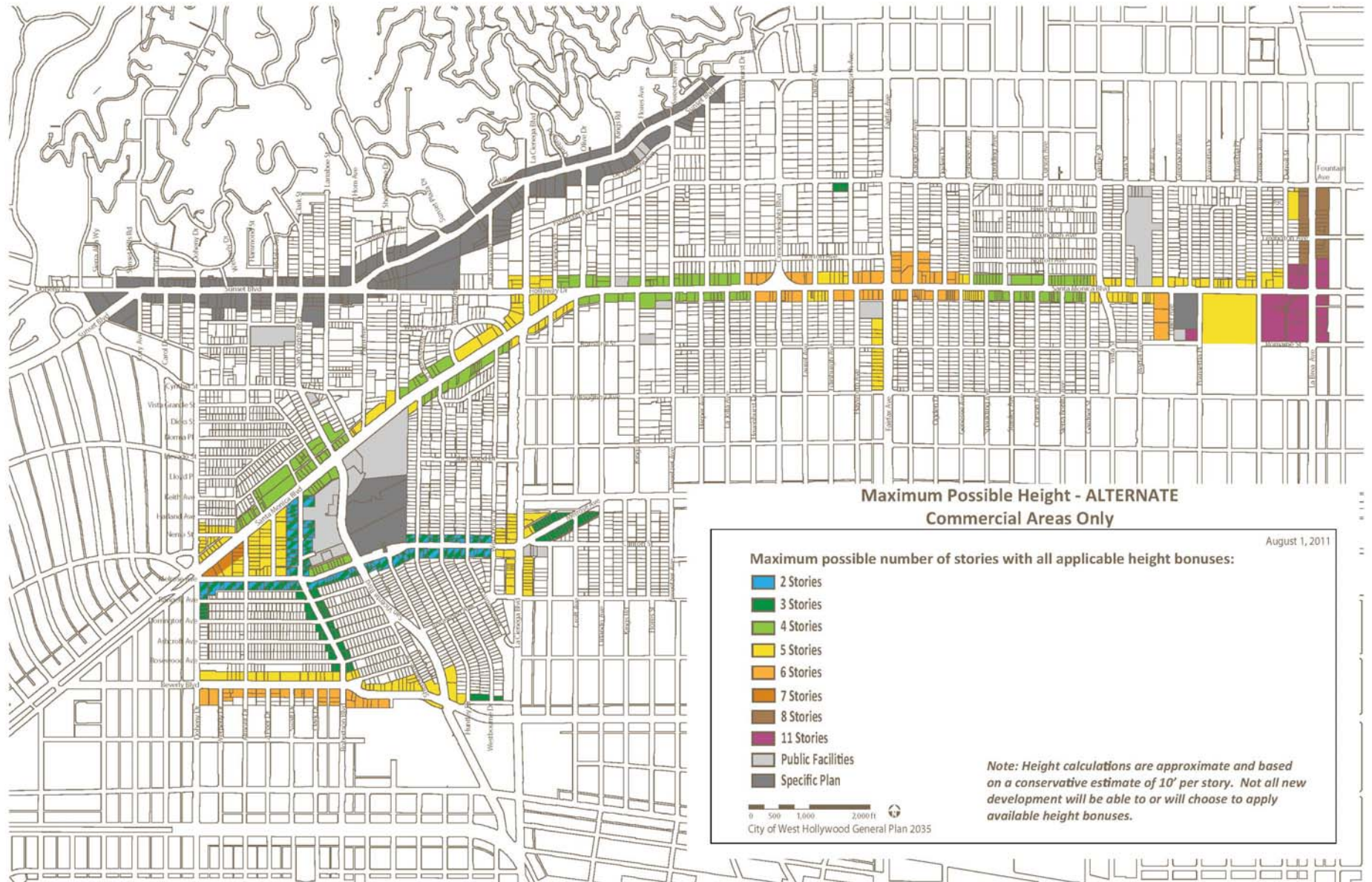
Maximum Height - Existing



Maximum Height - Proposed GP



Maximum Height - Alternate



Alternative Policy Language

- **Describes proposed alternative mixed-use approach to Santa Monica Boulevard**
- **Identifies specific text changes**
 - **Creation of Mixed-Use Overlay Incentive Zone**
 - **Changes to language of goals and policies**
- **Not yet seen by Council – opportunity for advance public input on the approach**



Group Discussion

Results/Next Steps

- **Comments (written and/or spoken transcribed) provided to the City Council**
- **City Council Hearing on General Plan – August 15**



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