

June 2007

Community Asks for a Better Santa Monica

The input from four Placemaking workshops has left staff with an informed perspective of how residents would like to see their neighborhoods evolve over the next twenty years. The next step involves looking at the industrial areas for new opportunities that will enrich the fabric of our city.

Santa Monicans Write Principles for Making Neighborhood Places

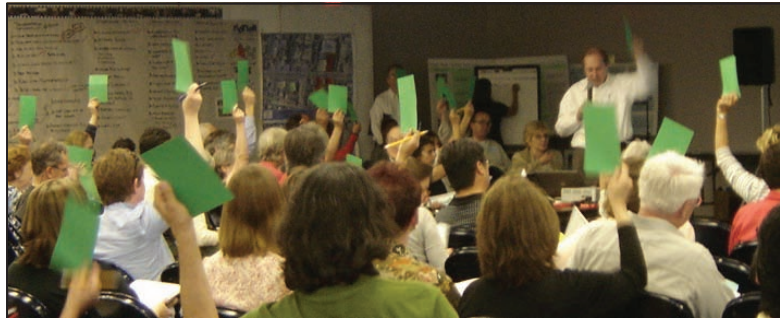
Over 100 residents, business owners, and City officials came together on **May 7th** at the Civic Auditorium to affirm urban design and placemaking principles gathered from a series of workshops held in **March and April**. Participants demonstrated a high level of support for 37 principles that addressed parking and transportation, mixed-use neighborhoods, boulevards and walkable communities. The two and a half hour workshop elicited many positive comments about alternative transportation strategies, giving pedestrians preference over the automobile, and retaining the individual characteristics that make each neighborhood unique. The meeting concluded with a brief discussion on short term actions the City can effect in each of the neighborhood study areas, which drew a positive response (and applause) from participants.

Staff is currently evaluating implementation tools that will help the principles take form in the City's neighborhoods. A workshop focusing on Santa Monica's industrial areas is tentatively scheduled for early this summer.

Workforce Housing Challenge Hits Home



Eighty percent of the City's workforce lives outside the city limits. High land values combined with limited opportunities for affordable housing force increasingly more workers to live beyond our boundaries. In an effort to attract and retain more quality workers, reduce the traffic congestion, and enhance employee interaction with the community, the City Manager announced the start of a new Workforce Housing Initiative. A committee has been formed to meet regularly to bring awareness to this issue and explore the challenges and



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opportunities for workforce housing in the City. The Planning and Community Development Department is represented and also plays a role in the Land Use, Transportation and Geography subcommittee. An important component of this initiative is to ensure that future policy development is integrated with the ongoing Land Use and Circulation Element project. To learn more about the Workforce Housing Initiative, please visit the City Manager's website (www.smgov.net/cmo)

2007 Santa Monica Festival Caters to Residents...Bicycles

The theme of this year's Santa Monica Festival, "Bike Santa Monica," represented the City's ongoing commitment to promote an active community. The **Planning and Community Development Department** sponsored an interactive and informational booth that highlighted the variety of services provided by the

Department. Visitors enjoyed viewing the new **City Bike Map** and were asked to illustrate their favorite bike routes. The most popular paths of travel were concentrated by the beach bike path, Ocean Boulevard, and Main Street. Other popular bike routes included San Vicente Boulevard, Broadway, Pico Boulevard, and Ocean Park Boulevard. Children participated by putting together puzzle pieces at the "build-a-bike" station. All participants were able to play PLINKO for a free prize, making the booth a popular spot for festival attendees. Parting gifts included water bottles, key rings, drawstring backpacks, and first aid kits. Thanks to all the friendly visitors and dedicated volunteers for making the booth another successful PCD production! The Santa Monica Festival was a zero waste event.

Want More Info? Contact Us

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