

To: Planning Commission
From: MSBIA/Gordon
Re: Main Street and the LUCE

Main Street Notes on LUCE

I. In the Executive Summary:

1) Suggested wording for page 2, second paragraph, new language underlined:

The LUCE recognizes a sustainable future relies in part on protecting and nurturing existing retail areas that respond to patrons from Santa Monica and the region and to tourists from around the country and the world. It conserves the City's neighborhoods...

Note: the above addresses the absence of the words "tourist" or "tourism" from the Executive Summary.

2) Suggested wording for page 5, paragraph headlined Conserve Existing Neighborhoods, suggested deletion struck through:

The LUCE protects the character of the City's residential neighborhoods and their ~~local-serving~~ commercial areas such as Main Street and...

3) Suggestion for page 7, section headlined How The LUCE Implements The Community's Core Values:

Move the 6th dot to the 1st dot. (Create a diverse...)
Reword current first dot (suggested deletion struck through):

Preserves the scale and character of all residential neighborhoods, the Beach District, and ~~neighborhood~~ commercial areas such as Main Street and Montana Avenue.

Note: There are so many references to "local-serving" businesses that it would be ridiculous to go through and edit each one. What is needed is a definition of "local-serving" business, especially in terms of whether or not "local-serving" businesses exist only to serve local customers or whether they can reach out to or require regional and tourist shoppers and diners, and a recognition throughout the document that Main Street (and probably Montana and Pico) are not only "local-serving" in that they are supported to a great extent by non-local customers and for the most part could not survive if their only clientele was local or from the neighborhood. This point was made several times during the workshops, is recognized by many citizens and just isn't reflected in the document. To put this another way, the streets and stores an ambiance that the people of Santa Monica love (and are referred to several times in the document as such) could not survive if their only clientele was from the immediate neighborhood. This is why suggestion #5 below is necessary.

[In a conversation with Jeff Tumlin, he said it was “understood” that “neighborhood commercial districts” serve and must serve more than just the adjacent neighborhood(s) in order to stay in business. My point to him, also made at several of the workshops, is that this is not “understood” by many neighborhood residents; that what is understood by planners and consultants in their use of language is not necessarily understood by residents who, when they see “neighborhood-serving” or “locally-serving” interpret it as businesses that are meant only or primarily to serve the neighborhood. Failing to straighten this out with a relatively simple definition will lead to confusion and potential political clashes in the future.]

II. In the diversified and sustainable economy section:

Wording in E4.1 represents an accurate way of mentioning Main Street in the context of what exists and what needs to be done throughout the document.

Wording in E4.9 represents an accurate way of mentioning Main Street in the context of what exists and what needs to be done throughout the document.

4) Suggested wording page 3.4 – 20, in the cutline below the first photo:

Neighborhood Retail streets like Main Street, ...

III. in the Main Street section (beginning on page 2.6-53)

5) Necessary rewording in paragraph headlined Current Conditions, Trends and Issues

~~...While Main Street has evolved to become~~ is a regional attraction, ~~it is primarily a local-serving shopping district serving the Ocean Park neighborhood, Santa Monica, LA County and visitors from around the country and all over the world. Buildings...~~

6) Suggested wording of policy D31.2

Need to reword this because as it reads LUCE is only interested in supporting “locally-owned” businesses. I don’t think locally-owned is a classification that can be defended legally, and if local mean Ocean Park or Santa Monica, well, there are a lot of small businesses on Main Street that are owned by people who live outside of Ocean Park or Santa Monica. Maybe you should just center this goal on the activities that provide distinctive experiences.

7) Again, what does “local-serving” mean and not mean? (Policy D31.8)

8) In goal D32.4, what constitutes an “interesting skyline”?

9) In goals D32.7 and D32.8, the word "boulevard" is used instead of street. This is the Main Street section. It is not a boulevard nor is it part of the boulevard program within LUCE. Were these paragraphs lifted, copied and pasted from elsewhere in the document? If the substance of these goals is worthy, please reword the language to eliminate the word "boulevard" and replace it with "street".

Additional Goals for Main Street:

D31.3a: Allow business districts constituted by the city, administered by district organizations, to place banners over the street to promote permitted community, public events.

Reason: This use of public space contributes to economic sustainability. The absence of these once-allowed banners for the last several years has been detrimental to the events and therefore to the district(s).

D31.3b: Allow the closure of the main street running through the district by business districts constituted by the city, administered by district organizations, for permitted community, public events.

Reason: This use of public space contributes to economic sustainability and improves competitive ability with business areas adjacent to but outside Santa Monica.

D31.3c: Allow overhead-across-the-street banners or artistic sculpture at the entrances to the city and to the business district.

Reason: This use of public space contributes to economic sustainability and the goals relating to public art and celebration of the arts in Santa Monica.

Kyle Ferstead

From: Ted Winterer [tedsmplan@gmail.com]
Sent: Monday, May 24, 2010 3:54 PM
To: Kyle Ferstead
Subject: Fwd: Main Street notes on LUCE
Attachments: Main Street Notes on LUCE for PC.doc

----- Forwarded message -----

From: Gary Gordon <mstmastaff@netvip.com>
Date: Mon, May 24, 2010 at 11:45 AM
Subject: Main Street notes on LUCE
To: Hkoning@kearch.com
Cc: jim.ries@hotmail.com, jaypjohnson@earthlink.net, gnewbold@gmail.com, parryj@gte.net, gpugh@pugh-scarpa.com, tedsmplan@gmail.com, Eileen Fogarty <eileen.fogarty@smgov.net>

Hank, Jim, Jay, Gwynne, Jason, Gerda, Ted, Eileen,

Hi.

Attached are Main Street notes on LUCE.

These notes address the absence of the words Tourist or Tourism in the Executive Summary, the problems I have been addressing re the phrases "locally-serving" and "neighborhood-serving", definitions of Main Street, additional errata, and three new goals for the Main Street and/or Districts section.

An earlier version of this went to Eileen on 5-13 and to Ted on 5-19.

Thank you for your consideration, and your time.

Gary

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