

November 2007

LUCE Momentum Builds with Success of Important Transportation and Industrial Lands Workshops!

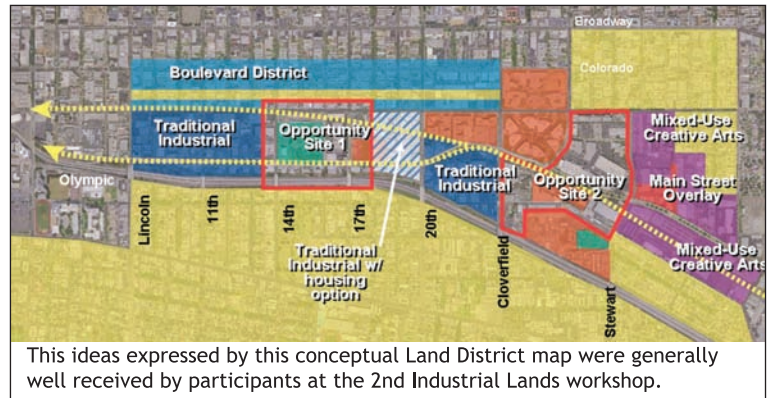


The City conducted two important workshops in October that continued the community dialogue regarding transportation in the City, as well as the future of the Industrial lands. And the Pier gets grant money to celebrate its 100 year anniversary!

Community Moves Closer to Vision for City's Industrial Lands

The community dialogue concerning the future of Santa Monica's Industrial Lands continued on Thursday, October 25. Nearly 120 people explored concepts about land use and transportation, and addressed the opportunities presented by the **Expo Light Rail**, which included the consideration of an alignment down Colorado Avenue. The workshop folded in ideas generated from the 1st Industrial Lands workshop in the form of Principles and future zoning scenarios. These Principles will be used to guide policy and land use planning over the next 20 years, and were integrated into the design and elaboration of staff's conceptual land district map. The map was presented to participants at small group discussion tables for review and feedback. Reaction to the district map was generally very positive. More information about this workshop, as well as the full video presentation is available at the [project website](#).

The Planning Commission will consider the results of and input from both workshops on 11/7 @ 7PM and forward recommendations to the City Council. The City Council will have an opportunity to endorse the Industrial Principles on 11/13 @ 7PM.



This ideas expressed by this conceptual Land District map were generally well received by participants at the 2nd Industrial Lands workshop.

Transportation Event 'Wonkish' and Well Received by Public

Over 140 people assembled Saturday, October 6 for a lively discussion on strategies to improve transportation. Popular ideas included providing biking, walking and increased transit opportunities to allow travelers to avoid congestion, 'Safe Routes to Schools' programs, and unbundling parking costs from housing or rent. Ideas included:

- » Street typologies reflecting land use and modal priorities
- » Transportation performance measures balancing congestion, economic health, quality of life and sustainability
- » Tools for managing congestion recognizing the growth in our City
- » Different solutions for different types of congestion,
- » Programs to reduce auto trips associated with existing and new development
- » Smarter parking management
- » Stepped up efforts to plan for bicycling, transit and pedestrians

PCD Helps Secure \$100K Grant for Pier

The City of Santa Monica and the Santa Monica **Pier Restoration Corporation** were awarded a \$100,000 Preserve America grant on September 27, 2007 to assist in funding a yearlong celebration and marketing campaign to promote the Pier's 100th Anniversary, which is September 9, 2009. The grant, which requires matching funds to be raised through sponsorship, donations and other sources, will be used to create a calendar of events and educational programs under the theme "One hundred years in the past, one hundred years in the future." The experience will draw visitors and residents into the preservation and celebration of one of the City's most treasured historic resources, while promoting the Pier as a heritage tourism destination and increasing its economic viability. The grant application

was a joint effort of the City's **Planning & Community Development Department**, which administers the City's Landmarks program; the Housing and Economic Development Department, which oversees development of the Santa Monica Pier; and the Pier Restoration Co. **Preserve America** grants assist communities with marketing, planning and educational programs designed to increase awareness of historical assets and promote heritage tourism, with the goal of strengthening regional identities, community pride and economic viability.

Want More Info? Contact Us

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