JOINT PARTNERSHIPS:
Working Together To Support
Light Rail in Santa Monica
SANTA MONICA

Beach Community-
Former Streetcar City

• 8.3 square miles
• History of leadership on Housing & Environmental Issues
• 2\textsuperscript{nd} most dense City in LA County, one of most dense in the State
• Recent influx of creative tech businesses.

Demographics
• 90,000 residents
• Daytime population 250,000+
• 5 million + annual visitors
Long-Term Commitment to Light Rail

30 Years in the Making

- Creation of a “Rail Reserve” account in 1984;
- Purchases of station sites in 1989 (Bergamot) and 2004 (Downtown Terminus site);
- Establishment of Transportation Preservation District in 2006 to preserve METRO right-of-way for transportation-related uses.
EXPO LIGHT RAIL: FUNDED BY VOTER REFERENDUM

Santa Monica’s MULTI-LAYERED PARTNERSHIPS

- Land Use and Circulation Update - Community
- Alignment Dialogue: Expo, MTA, City Council
- Specific Plans: Santa Monica Community
- Access:
  - METRO and HUD Grants
  - Capital Investments-former RDA
  - Joint Partnerships- TOD
  - Private Development
LUCE: LAND USE + CIRCULATION ELEMENT

6 years of collaborative work 4,000 individuals and 50 community groups participating in formulating a the vision that anticipates light rail.

Unanimously approved by City Council on July 6, 2010.

Policies incorporated into the LUCE to support the route, station locations and land use strategies. Focus on multiple modes of travel and station access, minimal additional vehicle trips.
Original Expo LRT Alignment & 2 Stations in SM

LUCE Process Identified: New Alignment & Additional Station
WORKING WITH EXPO, MTA, COMMUNITY & CITY COUNCIL TO CHANGE ALIGNMENT TO STREET RUNNING

• **Colorado street-running alignment** integrates rail with land uses – increasing ridership, bike/ped/transit transfers, and economic value.

• **New Mid-Town Station** to Serve College and 2 Hospitals
PLANNING FOR FIRST /MILE LAST MILE INTEGRATION AND OPTIMAL RIDERSHIP
TO ENSURE OPTIMAL ACCESS + TOD DEVELOPMENT:

THREE AREA PLANS

1. **Bergamot** – includes nationally acclaimed art center
2. **Memorial Park** – just beginning; access to college and hospitals
3. **Downtown** – is one of nation’s top 10 downtowns
TRANSIT-ORIENTED DEVELOPMENT

JOINT PARTNERSHIPS WITH PRIVATE DEVELOPERS

Bergamot Art Center: Developer Selection Underway

4th/5th and Arizona: Developer Selection Underway

Santa Monica Place Remodel: Complete

The Village: Under Construction

Station Site: Infrastructure analysis RFP to follow
VISION: transform industrial to mixed-use, transit oriented neighborhoods that preserve and enhance existing character

- **Housing:** Affordable, workforce, artist live-work, market rate
- **Arts and Culture:** Bergamot Station Arts Center. Additional art uses.
- **Sustainability:** Reduce GHG and car dependence
- **Active Streets and Open Spaces:** Village atmosphere with ample public spaces
- **Neighborhood Services:** Local-serving uses to serve residents/workers
- **Trip Reduction:** Shared parking, TDM/TMA and TOD parking policies
Prop. 84 (State) funded grant awarded for master plan effort to build new transit-oriented neighborhood around expanded Memorial Park.

- Improve connectivity to services for existing neighborhoods
- Provide new housing and job opportunities
- Pedestrian and bike improvements between Santa Monica College, hospitals, and Light Rail
- Focus public and private investment around light rail station
Walkability is Key to Success

- Urban design guidelines to enhance pedestrian realm

Growing bike community, visitors residents, commuters

- Developer support for first mile/ last mile access

Regional retail destination

- Preserve vehicle access to garages.

The Downtown Specific Plan coordinates critical civic + private investments to support Transit Oriented Development
JUMP Start:

First Mile / Last Mile Public Investments

Bike Center
Station Plaza
Colorado Esplanade
ESPLANADE: Iconic Gateway and Circulation Solution,
ESPLANADE: Multiple Roles

Station Plaza:
- Influx of Pedestrians
- Wayfinding and Orientation
- Celebrating Arrival

Pedestrians:
- Increased area
- Tree canopy
- Scramble intersections
ESPLANADE: Multiple Roles

Vehicle Circulation
Implements vehicle traffic

Bikes (Metro construction grant)
First cycle track in city – connects rail line to the Pier and regional bike path.

Pedestrian Oriented Land Use
Holiday Inn to be updated and renovated with re-considered street frontage.
SANTA MONICA BIKE CENTER: Icon for Santa Monica

- Ridership has increased from 3.3% to 4.4% among largest employers
- 250 Members/1300 Entries
- 167 Bikes Parked Free
- Bikes@Work/Bikes@Play
- Classes/Rides

Exceeding projected memberships and rentals
FIRST MILE, LAST MILE BIKE IMPROVEMENTS

- 14 miles of bike lanes
- 65+ intersections with detection
- 12 miles of sharrows
- Every station is in biking distance from everywhere in Santa Monica
BIKE SHARE

POTENTIAL SITES, grant funded for 35 sites by 2014
DEVELOPMENT AGREEMENT NEGOTIATIONS

PARTNERING WITH DEVELOPERS: 23 pending DAs

ACCESS TO STATIONS IS KEY COMMUNITY BENEFIT.

Developer Contributions will help fund:

• Additional station platform at Bergamot
• Portions of Esplanade
• Additional streets
• Bus access to Civic Center & Station Site
• Bikeshare Sites
• Wider Sidewalks

Identification of Access Improvements as Area and Specific Plans Develop
KEY LESSONS: Many Partnerships

• Patience, local political will, and long range planning, 30 years!
• Early/strong relationships with Expo + Metro
• Willingness and budget to front-load local investment
• General Plan Update anticipating rail.
• Ongoing community involvement
• Keep local planning ahead of rail design process
• Strong advocacy for multimodal travel as a sustainable solution
THANK YOU

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