

VI

COMBINED
AREAWIDE
DEVELOPMENT
STANDARDS

RESIDENTIAL BUILDING GUIDELINES PROPOSAL FOR L.I.P.
IN THE VENICE AREA

BY DON DOYLE

7.1 Density

I do not believe in the proposed use of F.A.R. (Floor area Ratio) or Cubic Square Footage in determining the current and future square footage of residential housing in Venice. I feel that building sizes have already been severely restricted by the General Plan Zoning Consistency Plan now being implemented by the City. All of the buildings people are objecting to as being too massive were built under the old zoning code before the I.C.O. None of these structures could be duplicated today. Under the new proposed 30 ft. height limit and downzoning being set in place by the General Plan change you may not build this type of structure today. Yet we continually hear a few residents requesting more zoning changes so that our future neighborhoods will match in scale the height & density of 50 year old single family structures with no parking. No current zoning regulation is threatening these older structures, yet they want to severely restrict the building size and lifestyle their neighbors may want to enjoy.

Here is an example of using a 1.2 F.A.R. on a 30 x90 lot where the building may not exceed this ratio:

1. Total square footage of lot $2700 \times 1.2 = 3240$ sq. ft. of Bldg.
2. Your required garage is $38 \times 24 = 912$ sq. ft.
3. Required interior halls & stairwells approx. 600 sq. ft.
4. Total non livable square footage is 1512
5. Total livable space 1728

If you were to want to build a duplex under these guidelines you would have 2 units of 864 sq. ft. each. In most homes you have approximately 300 sq.ft. for hallways, closets and baths, so that leaves only about 564 sq.ft. of livable space or a room of 20 X 25.

Now lets say that you do not include the non-livable space in your buildable calculation and you want to have 2 units of 1500 sq.ft. each. This is still at the low end of what people are looking for in today's market. The livable square footage would be 3000 ft. plus the non-livable of 1512 sq. ft. means your total building size is 4512 sq. ft. Under the current guidelines of the I.C.O. you are allowed a 3 story 30' high structure which may contain 5040 sq. ft. This means the 1.2 criteria in the first example reduces that allowed size by 1800 sq. ft. and example 2 reduces the size by 500 sq. ft. My question is: Why do we need to reduce square footage in new buildings?

Current market economics have to be considered at this point since we are discussing square footage. I know that most of the proponents of reducing building size and height do not want to discuss the cost of land or building costs, but they do have a direct impact on housing in Venice.

In today's market you have to pay \$200,000. and up for a vacant lot, and \$300,000. plus for most old homes. This cost alone will prevent many from not living or building in Venice. Someone paying

this much for property, who wants to build a new building, will, in most cases, need to generate enough square footage to make their investment affordable. If we reduce the size any more, we are precluding a whole segment of current and future owners from living in Venice. If the only new structure you can build with reasonable square footage is a single family home, then, that is what will be built now and in the future. Duplexes or other units will not be as attractive because of their reduced size. If the purpose of the L.C.P. is to make Venice housing very expensive single family units, this is a good first step toward that goal.

We need to keep a mix of housing options available for both rental & sales in the community. We must not close out future housing options by further restricting building capability. Multiple units can provide a potential for affordable housing for senior citizens as well as others.

There is a very simple factor in economics: When you make an investment in real estate, the more people who can help pay for your investment, the more affordable, attractive and available the real estate option becomes. I dare say that people who have purchased in Venice in the last 10 years would have a difficult time buying the same property in today's market; yet, they are willing to shut down these options to others who may want to buy or live in Venice.

People talk about preserving the period character of the neighborhood. What period are we going to preserve 1910-1930-1950-1980? Who's to say what period we should lock future growth and development into? Why are we letting a select few roll the density of our community back to the 1920's. I do not agree with these recommendations.

7.2 Height

Parking regulations now in effect lead to taller buildings in order to allow for 2 units on these small lots. 70% of the ground floor is used for parking, halls and stairwells, this leaves the 2nd & 3rd floors for livable space. If you decide to make the 500 sq.ft. of storage on the ground floor livable space, you create the following problem. Currently the building with only garages and storage on the ground floor and built up planters around 50% of the exterior is categorized as a 2 story structure with no living space on the ground floor. Once you put livable space on the ground floor it is rated a 3 story building and you need to add an additional staircase. If this could be done design wise, you would lose another 500 sq.ft. of livable space with this addition. As you can see it is already quite difficult to build a duplex on these small lots.

If your concern is a proliferation of the so called inarticulate boxes then you should look at what makes these buildings in the first place. I would say that about 90% of all buildings are boxes of some kind because of the following reasons: a. most lots are square or rectangular in shape, b. Rooms are also square or rectangular, and when you are asked to build a decent sized duplex on a small lot,

with such limited space & height it will look like a box. Now what are the architectural changes that can be made to take away the box like appearance? They are varied roof line, different window treatment and exterior treatment of the building. I do not feel that most people have a problem with a 30' height limit on current or future buildings. But if you are concerned with the box like appearance of these buildings at 30', then you should allow the owners or builders an additional 10' so that they may create some interesting and different roof lines on these buildings.

7.3.1 Front Yard Setback

I feel that the current front yard setback of 15' on all new buildings is adequate and provides plenty of open space in the front yard area. Also the current side & rear yard setbacks are adequate.

7.3.4 Architectural Projections

Current code is adequate on these matters and I feel further definition will only serve to inhibit architectural expression.

7.5 Parking & Access Guidelines

I feel that all older structures without adequate on-site parking should be required to provide this parking where possible. Also any building where an addition is being applied for should be required to provide adequate parking for the entire project. The current parking requirements for all new buildings should remain the same. If a lot consolidation of three lots or more is applied for then the developer should be required to provide additional guest parking within his project. On the small lots an increase in the rear yard setback should be encouraged so that one additional guest space may be created across the rear of the lot.

7.9 Lot Consolidation

Over the last 50 years in Venice, there has not been a lot of residential lot consolidations. Because of the current high market price of land and the current height & density restrictions; there is very little economic benefit or incentive to consolidate residential lots. Lot consolidation is not the problem it is the architectural design of the large building that some find objectionable. A possible solution might be to request additional open space and architectural building breaks on larger projects. For example on a single lot you are required to have approx. 30% open space on the ground floor. If you combine 2 lots 30% open space would still be the requirement, but when 3 or more are combined the requirement should be 40% open space on the ground floor. I picked this number because that is the percentage of open space on most of the older homes built in the area. That way you will have similar open space on a larger project. By not letting the front facade of a building run longer than 60 feet without a break you can cut down the overall size of the structure. By allowing additional height for a varied roof line you will take away the box like appearance. Again I do not feel that lot consolidation is a bad concept and should

be prohibited.

7.12 Demolition

Demolition is the necessary removal of older housing stock so that new development may take its place. Property owners should have the right to demolish their property if they choose without the interference of neighbors or City officials unless they are prepared to reimburse the owner for the taking of his property rights. If they want to preserve a structure they should be allowed to purchase it and move it to some other location at the City's or the buyers expense.

Venice Development

We do not have uncontrolled development in Venice as some people would like others to believe. In fact we have more controls on building in our community than anywhere else in Los Angeles, or the State of California for that matter. An owner has to pay close to \$17,000. in fees to the City to build a duplex in Venice today, only 5 years ago the fees were \$4,000. a duplex. You can now understand what has happened to the affordability of housing today. The City has a big job ahead of it to make sure that there are sufficient housing opportunities available to the residents of the Venice community, and the L.C.P. process now underway had better not be used by a few selfish individuals to take away future housing options in our community.

(PL)

CURRENT BUILDING PROBLEMS WHICH SHOULD
BE ADDRESSED BY COASTAL L.I.P. IN THE
VENICE-MARINA DEL REY AREA.

By Don Doyle

I feel that the people who live in the Venice-Marina del Rey area appreciate its diversity & appeal to all walks of life. It has old and new buildings with varied architecture. They are all shapes, sizes, colors and form; and that is what makes this neighborhood unique.

Height

Because of the uniqueness of our neighborhood I feel that a varied heights are important. Freedom of expression should not be codified by restricting heights unnecessarily. The current City code for residential heights in Venice is 45'. But under the Interm Coastal Guidelines since 1980 we have been limited to 35' tall in most areas, or 3 stories tall. This height is necessary if someone wants to build a duplex on one of our small Venice lots (30X90) (35X90) (40X100). In most cases the required parking for a duplex or triplex would take up most of the ground floor area of the building. This puts the liveable area on the 2nd & 3rd floors above the garages. You need 10' per floor height to build; so you may build a 3 story building with a very flat roof at 30', 35' to 40' would allow for some different rooflines & soften the boxlike appearance of future structures. Of late it has become the vogue to refer to new structures as boxlike or cereal boxes in comparison to older single family homes. But faced with height limits, parking requirements, front and sideyard setbacks; a homeowner, landowner, or builder has little choice in trying to create an average sized home in today's market for a buyer or renter.

When you reduce the height limit below 30', you drastically reduce the size of the structure that can be built, and remove a building option which may be very important to current and future residents of the area, who would like to build and live in a multi-family home.

A majority of single family homes in the area were built 30-50 years ago, when the land was considerably cheaper, parking was not an issue, and home sizes were considerably smaller approx. 800 sq. ft. In today's market the average sized home is 1500 to 1800 sq. ft. Under these proposed changes we certainly are not stopping people from restoring, maintaining, or living in these older structures if they so choose. But I think it is important to make sure that they provide adequate off street parking for these older residences. Likewise why should we prevent other owners from developing a multi-family home if they choose to under the current zoning, by making it too restrictive to do so.

The current & future market place is one of tremendous demand and a limited supply; there are just too many people seeking a very limited supply of housing in this area. There is no way to stop this demand for housing in our area, but one method to lessen the demand pressure is to encourage the construction of more housing product.

Lot Consolidation

The idea that all lot consolidations create large, oversized, boxy structures, is not necessarily always the case. There has been many beautiful buildings built on large consolidations of lots throughout Los Angeles.

Some of the advantages of lot consolidation from a builders stand point are:

1. You may create more on site parking when you consolidate lots. On a single 30X90 lot you can put 4 parking spaces but when you put 2 lots together you may now have 10 parking spaces.
2. Depending on the zoning requirements you may build more units at a less expensive price if you consolidate lots. This allows more options for creating affordable housing using consolidation.
3. Consolidation of lots allows the owner or builder more options when it comes to open space or building amenities for the larger complexes.

It would be wonderful if we could maintain small single family homes on single lots at a price of \$50,000. or less so everyone could own one. But because of the limited supply and the tremendous demand this is not feasible in todays market place. Presently vacant lots in our area are selling for \$150,000. to over \$300,000.each. Older single family homes are selling for \$200,000. to over \$400,000. each. In today's market in order for a property to be affordable to a buyer he or she may have to purchase or build a small multifamily duplex or triplex. This is also one of the main reasons we have so many illegal rental units in our area; people need the additional income to make their loan payment. Do we want to prevent future generations from owning & living in our neighborhoods; by closing down the options to create more housing. These are not easy decisions but I feel that there is some middle ground we can all live with.

If our concern is large unsightly projects which cover the entire block with no open space or architectural design; than we should require additional open space if someone consolidates. If a builder, is going to provide affordable housing or additional parking than they should receive a density bonus or height bonus to encourage such housing. We should not prevent consolidation of lots, but stipulate under what conditions an owner or builder may consolidate.

Parking

As most beach communities we have a shortage of on street parking caused by beach going visitors, and the normal growth of the community which brings more people to our streets. Although new construction brings more people into our neighborhoods, under the current Building Codes all new structures must provide adequate on site parking for each resident. When it comes to parking a major problem in our area that needs to be addressed is that of older homes or units which have no on site parking, or illegal units all which impact our lack of

street parking in the Venice-Marina del Rey area. Since this is prevalent throughout the entire area it needs to be addressed as part of the parking solution. These should be the people who are charged a fee , like the B.I.Z., if one is necessary to create more public parking and not the homeowner or landowner who is providing adequate on site parking in their new projects.

Density

The density of most structures on our small lots is determined by the amount of parking you can get on the lot. On a 30X90 foot lot you can only get 4 car parking in tandem so all you are allowed to build is a duplex no matter what the zoning is. But on the same sized lot zoned R-D-2, 2000 sq. ft. of lot area per unit or R-2 2500 sq. ft. lot area per unit; this means you would have to have a minimum lot of 50X100 or 5000 sq. ft. of area to build a duplex on a R-2 lot; or 40X100 4000 sq. ft. to build a duplex under R-D-2 unless you took the time and considerable money to apply for a variance.

This still does not address the problem we have with substandard lots in the Venice-Marina del Rey area. If we are concerned with the gross size of our structures why not allow smaller units to be built. Under R-2 a minimum size might be 1000 sq. ft., this could also be the size for single lots zoned R-d-1.5 or R-D-2 because as I said before parking will keep the density down. This could reduce the potential size of a duplex on a single lot by as much as maybe 2500 sq. ft. which would also reduce construction costs. By reducing both size and cost we could be making more housing available to others.

I certainly hope this will give some of the people involved in the L.I.P. some food for thought while they make the important decisions on what the future community of Venice-Marina del Rey will be like.

7.9 Lot Consolidation

Objective: To preserve the scale and character of the neighborhood while encouraging affordable housing construction that is of substantial benefit to the community.

Commentary: Venice has developed largely without lot consolidation in the residential neighborhoods, and it is this reason as much as any that generates the scale of the neighborhoods. By the same token it is the large projects allowed through lot consolidation that most threaten the scale and rhythm of our streets. The time may well come when two and three lots are sought to build either large apartment complexes or luxury single family homes. Both of these scenarios would alter the character of Venice forever. Lot consolidations destroy the charm of our neighborhoods and devalue other property in the immediate vicinity. (Commentary courtesy of JH.)

Guideline: For "market rate" or "moderate income affordable housing" units, common wall construction shall extend over no more than 50 feet of street frontage or 1 lot, whichever is less.

For a building with 100% of the dwelling units registered with the City's Community Development Department as "low income" or "very low income affordable housing" units in perpetuity, common wall construction shall be allowed to extend over no more than 50 feet of street frontage or 2 lots, whichever is less.

No new lot consolidation shall be permitted for 1) "market rate" or "moderate income affordable housing" units; 2) "low" or "very low income affordable housing" units with a time limitation less than perpetuity; or 3) a building with less than 100% of "low" or "very low income" units, regardless of the time period.

No more than 25% of any city block may contain construction which has been granted any bonus based on any form of affordable housing.

In all cases a 6 foot break shall be provided between buildings.

7.10 Density Bonuses

Objective: To provide a vehicle to foster development that is of substantial benefit to the community.

Commentary: Density bonuses can be of benefit to the local community, but more often than not they are only a means for developers to increase their return on investment beyond that afforded by zoning. Often in the process the neighboring properties are effectively devalued. This kind of intervention should not be permitted in a residential neighborhood unless it constitutes an obvious, substantial vehicle to help people who are being displaced by demolitions or commercial conversions of affordable housing units. Density bonuses should be limited to units classified as "low income" or "very low income" units since the rates for "moderate income" units are so high that they do not provide a benefit to the community worthy of granting any bonus in excess of the guidelines for development (e.g., \$958 for a 2-bedroom unit).

All units for which any bonus is granted should be registered as such with the CDD in perpetuity. Any shorter time limitation is unacceptable.

(continued)

7.10 Density Bonuses (continued)

10-9-88 nk/lk

Guidelines: A building which contains a State-mandated or any other density bonus for affordable housing shall include the extra unit or units within the building envelope set forth in this Local Implementation Plan, that is, all height and setback requirements shall be adhered to. All parking requirements per dwelling unit also shall be met, including units dedicated as senior housing.

However, when "low" or "very low income" units are provided in perpetuity the 1.2 FAR limit shall be allowed to increase to 1.5. All enclosed space except parking is counted as floor space in calculating the FAR.

The 1.2 FAR shall apply to projects that include any "moderate income" affordable housing units, even when "low" or "very low income" units are included in the building. The 1.2 FAR shall also apply to a building for which the time limitation of any of the affordable units is less than perpetuity.

No more than 25% of any city block may contain construction which has been granted any bonus based on any form of affordable housing.

(Note: The language on this page was written for submission to the "Central Venice" LIP group. This group has established a 1.2 Floor Area Ratio ("FAR") for RD1.5 residential buildings in addition to height and setback requirements. This language would therefore need to be rewritten for any LIP group that does not have the 1.2 FAR limitation in its recommendations.)

EXCERPTS FROM THE CALIFORNIA COASTAL ACT OF 1976 (AS AMENDED JANUARY 1988) THAT SHOULD BE APPLIED TO NORTH VENICE DUE TO THE EXISTING OVERCROWDED CONDITIONS (DISTRIBUTED BY LOUIS AND NANCY KENT TO ALL PARTICIPANTS PRESENT AT A REGULAR B & C GROUP MEETING SEPTEMBER 1988)

ARTICLE 2
PUBLIC ACCESS

Section 30210.

In carrying out the requirement of Section 4 of Article X of the California Constitution, maximum access, which shall be conspicuously posted, and recreational opportunities shall be provided for all the people consistent with public safety needs and the need to protect public rights, rights of private property owners, and natural resource areas from overuse.

Section 30212.5.

Wherever appropriate and feasible, public facilities, including parking areas or facilities, shall be distributed throughout an area so as to mitigate against the impacts, social and otherwise, or overcrowding or overuse by the public of any single area.

Section 30213.

Lower cost visitor and recreational facilities shall be protected, encouraged, and, where feasible, provided. Developments providing public recreational opportunities are preferred.

Section 30214.

(a) The public access policies of this article shall be implemented in a manner that takes into account the need to regulate the time, place, and manner of public access depending on the facts and circumstances in each case including, but not limited to, the following:

- (1) Topographic and geologic site characteristics.
- (2) The capacity of the site to sustain use and at what level of intensity.
- (3) The appropriateness of limiting public access to the right to pass and repass depending on such factors as the fragility of the natural resources in the area and the proximity of the access area to adjacent residential uses.
- (4) The need to provide for the management of access areas so as to protect the privacy of adjacent property owners and to protect the aesthetic values of the area by providing for the collection of litter.

(b) It is the intent of the Legislature that the public access policies of this article be carried out in a reasonable manner that considers the equities and that balances the rights of the individual property owner with the public's constitutional right of access pursuant to Section 4 of Article X of the California Constitution. Nothing in this section or any amendment thereto shall be construed as a limitation on the rights guaranteed to the public under Section 4 of Article X of the California Constitution.

(c) In carrying out the public access policies of this article, the commission, regional commissions, and any other responsible public agency shall consider and encourage the utilization of innovative access management techniques, including, but not limited to, agreements with private organizations which would minimize management costs and encourage the use of volunteer programs.

** "CITY PLANNING DEPARTMENT ACTION OF THE CITY PLANNING COMMISSION
CITY PLAN CASE NO. 24385 DATE: AUGUST 2, 1973 See City Plan Case
Nos. 24819, 24820, 24821, 24822, and 24823.

"Pursuant to the provisions of the Los Angeles City Charter, the City Planning Commission adopted the following FINDINGS as to relationship to and effect upon the General Plan of the City and that the recommended change will be in conformity with public necessity, convenience, general welfare and good zoning practice.

→ "1. The subject property is located within the Venice Community for which there is an adopted land use plan, approved by the City Planning Commission September 10, 1970 and adopted by the City Council October 14, 1970. The zone change initiation is not in keeping with the adopted Venice Community Plan. At this time, the plan cannot be supported entirely due to two major points - density and circulation. The Venice Community Plan proposes high density residential and commercial developments along the ocean front area where vehicular access is seriously limited by substandard width major and secondary highways, many substandard width local streets which are closed to vehicular traffic, and a series of walks and alleys. At present, future access and public safety for the majority of the adversely affected property is limited to walks and narrow alleys and is therefore inadequate to serve projected traffic and public service needs which would result from the presently permitted high intensity development. Until such time as the circulation system is developed to adequately handle high intensity development, it is obligatory that the recommended zoning pattern should match the capacity of the existing circulation and service systems.

"2. The recommended changes of zone will assist the City in achieving the goal of lowering the density and of maintaining and preserving the City's coastal resources." (page 1)

"Zoning and Land Use: The subject property is located along the Pacific Ocean front from the City of Santa Monica on the north and Washington Street on the south, including those properties between Ocean Front Walk and the properties generally fronting on Pacific Avenue." (page 6)

"The streets throughout the subject area including some alleys are below the City's standard street dimension requirements. ...many of these alleys are one-way directions. One of these alleyways, commonly called Speedway, is completely a one-way alley; however, this becomes confusing in that the one-way direction is not the same throughout its length.

"A series of major and secondary highways are included within the subject area; however, none of them are completed to the standard width." (page 7)

"Previous studies have indicated that the circulation system (streets) serving the area is inadequate to handle the existing traffic volumes." (page 9)

"SUMMARY OF PUBLIC HEARING AND COMMUNICATIONS" (page 11)

"The California Coastal Conservation Commission has recently been rejecting applications for building permits in the restudy area, including specific projects on Ocean Front Walk, Paloma Avenue and Thornton Avenue. The Coastal Commission's concern regarding the long neglected accumulative effect is identified as '...one building, which might be highly desirable if it were the only such building proposed, could become the forerunner of similar developments having cumulative substantial and adverse environmental consequence.'" (page 13)

"EXAMINER'S COMMENTS

"The area under consideration in the zone change is characterized by the widest possible diversity in residential housing and street access, except for those found in hillside areas." (page 16)

"Parking is a problem in the community to the extent that residential vehicles as well as the large number of visiting vehicles will search out parking space in any conceivable stopping space in the community." (pg 16)

"It would seem to this Examiner that the concerns of the residents in the Venice Beach area regarding the overdevelopment of their community are well-founded." (page 16)

"It would appear to this Examiner that if this _____ (fiche cannot be read) trend continues, the entire character of the Venice area will be significantly changed and the projected traffic problems will exist as a matter of fact." (page 17)

"The recommendations regarding the initiation of additional zone changes appear to this Examiner as necessary to complete the Planning Commission's efforts over two years ago to bring the Venice zoning pattern into conformity with the circulation element. These efforts appear to coincide with those of the residents in the area and others who are endeavoring to establish the Venice area as a unique community within the City of Los Angeles." (page 17) (all above on fiche card 1)

"CITY OF LOS ANGELES DEPARTMENT OF CITY PLANNING NEGATIVE DECLARATION OF ENVIRONMENTAL IMPACT EIR NO. ED-0-30 7(?) -73-ZC PROJECT DESCRIPTION CPC 24385; Rollback PROJECT LOCATION/ADDRESS: A portion of the Venice Community along Ocean Front Walk, Venice." (from fiche card 4, row 4)

"The overall objective of the project is to reduce the intensity of development allowable in the beach front area of the Venice Community. Thus the project would have a potentially beneficial effect on the environment."

"APPROVED: Glenn F. Blossom, Environmental Review Committee, May 11, 1973"

(from fiche card 5, row 2: letter from Councilwoman Pat Russell dated December 6, 1972 addressed "Dear Citizen:")

"Thank you for your letter expressing concern about the zoning rollback study. I have consistently backed the zoning restudy and supported efforts to have the project expedited and brought before the Planning Commission."

"My position regarding the zoning restudy is basically supportive of control both of traffic and population density in the Venice area. Initially the Venice Community Plan of 1970 suggested retention of high density zoning with provision for adequate street systems. The latter provision is not economically feasible, because so many of the streets are under-width and many of the lots are substandard in size. Down-zoning is the only viable alternative in order to equate the zoning density with the area's street capacity. The area's greatest physical barrier to growth is circulation."

** The first document on this list of excerpts was signed by Raymond I. Normah, Secretary, City Planning Commission.

*Zoning files are available from 7:30 to 5:00 in room 500 of City Hall
Call 485-6689 for details. VI-12*

VENICE DEVELOPMENT STANDARDS FROM ANOTHER VIEW

By James & Melanie Murez

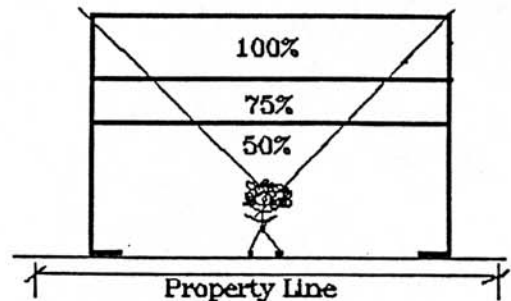
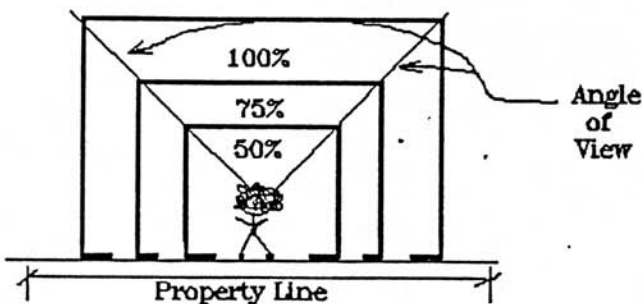
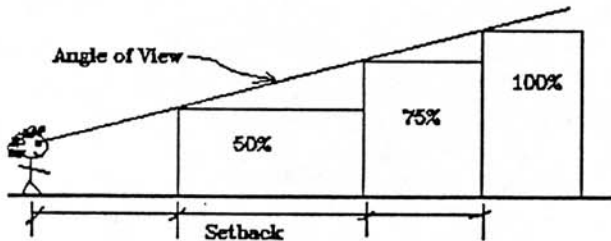
October 22, 1988

Objective: To maintain the present feeling and diversity of the buildings in Venice without overly regimenting the ideas and creations of residents or developers.

Commentary: Several terminologies and conceptual approaches have been discussed during these design workshops which are intended to guide or mandate the development of new structures within the area. However, if one were to take a worst case scenario of what could be built under the guidelines of several of the proposed standards, and compare those with the objectives of the same proposals, one would find areas of conflict within the same document. This exists because the limiting factors used to control the structures' mass do not address a key issue, which is what a person looking at a building will actually see and be aware of.

Guideline: The solution to this, then, is to use an alternate approach which incorporates the visual aspects. In order to do this, the height, setbacks and volume of a building must be looked at as one entity and considered within a specified line of sight. To put this another way, the maximum height and mass of a building must be related to its distance from the passer-by, according to a certain angle of view. This concept can be more clearly described with a visual image (see below).

Note: The percentage of mass may be moved around within the angle of view to produce architectural variations (e.g., porches, bay windows, second or third story setback, etc.)



I. Building Mass

The suggested guideline values for Angle of View (AOV), Building Volume and Setback are maximum relative numbers, not absolutes. This means that if someone wants to decrease the AOV by 10%, then the building volume may be increased by an equal percentage of the allowed amount or the setback may be decreased by an equal percentage amount. The important issue when determining the envelope of a structure is to keep in mind the overall mass within the angle of view.

Note: The AOV starts 4'-6" above the ground level (the height of the average person's eyes) for measuring front and side setbacks, and 14'-6" (above the first story of garage) when measuring rear setbacks. Anyone reviewing this document may wish to also review the more than 85 sightings that were made in preparation for this document. All the sightings were measured for angle of view and front yard setback, and a photo of the structure was taken. The buildings were chosen randomly with the idea of sighting all types of structures. To review the sightings, you may contact James Murez at 213-216-9516 M-F 9-5.

Walk Streets:

Point of View: Center of public right of way

Maximum Values

FAR 1.5

Height Not To Exceed 32 Feet

Building Volume:

50 Percent at 12 Feet Front Setback with a 30 Degree AOV

75 "	" 18 "	" "	" "	" "	" "	" "	" "
100 "	" 24 "	" "	" "	" "	" "	" "	" "
50 "	" 2.5 "	Side "	" "	" "	" 86 "	" "	" "
100 "	" 4 "	" "	" "	" "	" "	" "	" "
100 "	" 0 "	Rear "	" "	" "	" 86 "	" "	" "

Drive Streets (residential):

Point of View: Opposite side of street from center of sidewalk

Maximum Values

FAR 1.5

Height Not To Exceed 40 Feet

Building Volume:

50 Percent at 5 Feet Front Setback with a 30 Degree AOV

75 "	" 8 "	" "	" "	" "	" "	" "	" "
100 "	" 10 "	" "	" "	" "	" "	" "	" "
50 "	" 3 "	Side "	" "	" "	" 86 "	" "	" "
100 "	" 4 "	" "	" "	" "	" "	" "	" "
100 "	" 0 "	Rear "	" "	" "	" 86 "	" "	" "

Drive Streets (commercial):

Point of View: Opposite side of street from center of sidewalk

Maximum Values

FAR 1.5

Height Not To Exceed 55 Feet

Building Volume:

75 Percent at 0 Feet Front Setback with a 30 Degree AOV

100 "	" 5 "	" "	" "	" "	" "	" "	" "
100 "	" 0 "	Side "	" "	" "	" 90 "	" "	" "
100 "	" 0 "	Rear "	" "	" "	" 90 "	" "	" "

V. Traffic:

Objective: To improve the traffic flow through the Venice area for residents and to provide ease of access to the beaches for visitors.

Commentary: In order to reduce traffic on Pacific Ave. between Washington Street and Windward Ave. (which is for the most part residential and the narrowest part of Pacific), traffic should be diverted starting as far away as possible. This will improve the congestion during peak hours and allow the local community to retain its neighborhood feel without becoming a freeway for commuters. In addition, on weekends and perhaps during the peak summer months, the dead-end congestion at the end of Washington Street and Venice Blvd. should have even greater steps taken to ensure the safety of the community from gridlock. The following steps are offered as suggestions of ways for implementing these objectives.

Guidelines: (see attached drawings for intersection diagrams)

1. **Admiralty Way at Washington & Ocean Ave.**

- a. NB Admiralty - Lane #1 Short left turn only on arrow
#2 Short light in sink with left arrow
#3 and #4 right turn only

- b. WB Washington - Lane #1 Long left turn light with lane long enough to accommodate turners.
#2 & #3 short light for straight

2. **Venice Blvd. at Lincoln Blvd.**

- a. WB Venice - Lane #1 Left turn only with arrow
#2 left turn or straight
#3 straight only
#4 right only

3. **Venice at Pacific**

During peak periods, end Venice Bl. just prior to Pacific by creating a "U" turn area at the end. This will return the traffic to street outlets that can accommodate the flow or give access to the satellite parking lots.

4. **Venice Bl. at all North/South cross points should be reshaped to permit easy left turns from N. Venice to cross streets which will help ease traffic.**

5. **At Pacific and Venice Way, add a traffic light with a tie to Windward Ave.**

- a. SB Pacific - Lane #1 left turn only with arrow
#2 straight only with light to limit flow
and permit left turn light from Venice Way.

- b. NB Pacific - Lane #1 stop light to allow for left turns in conjunction with Venice Way. Stripe for traffic to flow into #1 lane to permit Venice Way right with arrow.

- c. NB Venice Way - Lane #1 short left turn arrow
#2 long right turn arrow

6. **Alley streets between Pacific and Speedway shall flow to the west only. The drive streets shall provide two-way traffic. The drive streets shall all have lights at Pacific.**

In all cases where two types of areas (i.e., walk streets, residential drive streets, and commercial drive streets) abut each other, the AOV restrictions of the lesser shall apply. An example of this would be where a house on a walk street abuts to the rear of a commercial building on a drive street. The AOV for the rear of the commercial building is 86 degrees starting at 14'-6" above ground, but its maximum height cannot extend into the residential front AOV of 30 degrees.

II. Parking

A. Residential

2 spaces per dwelling

1 spaces for senior citizen units. If the entire building is for old folks, however, staff spaces must be provided.

1 space per dwelling for density bonus units when in excess of standard dwellings on a lot.

Guest parking shall be permitted to be three or four deep in tandem. The usage of mechanical car stacking machines shall be permitted as an alternate way to provide required and optional spaces (see attached flier).

B. Commercial

1 space per 250 sq. ft. When the property is less than 2700 sq. ft., 1 space for the first 500 sq. ft. of commercial (due to handicap requirements), and 1 space per additional 250 sq. ft.

The City shall establish parking rates when bonus spaces are allocated to residents or commercial entities as a trade off for some building consideration.

III. Landscaping:

All commercial projects are required to provide at least one tree for every 30 feet of street frontage. In the event that trees already exist in front of the project, the owner shall contribute to a Venice Streetscape Fund for use elsewhere in the area.

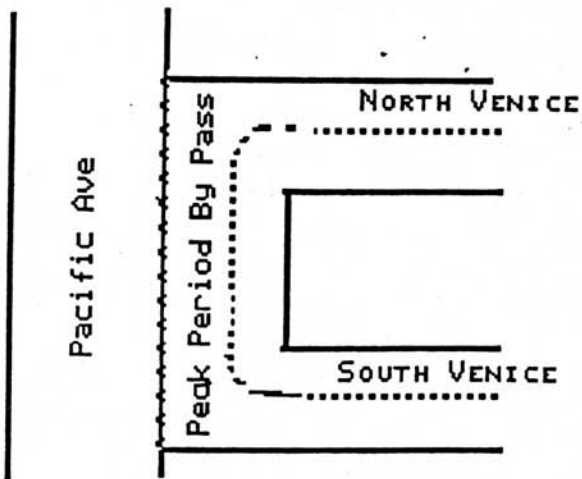
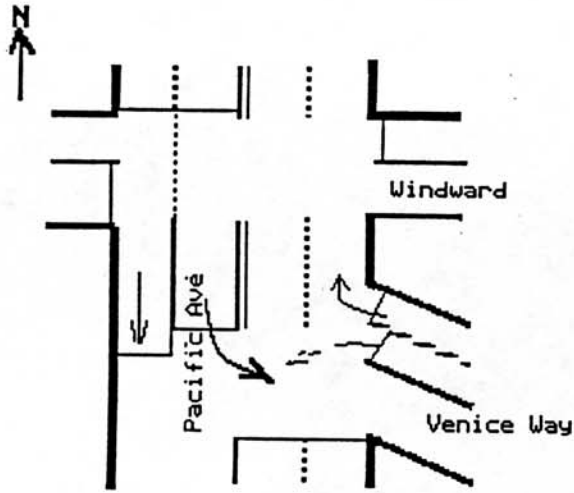
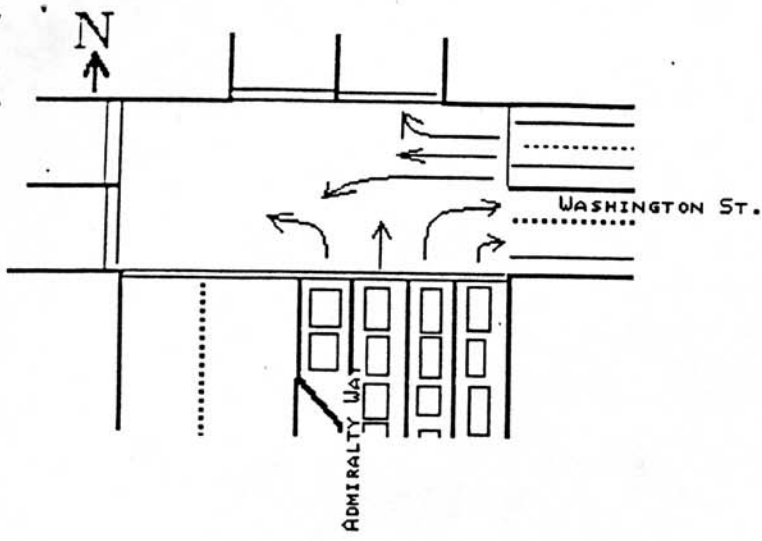
IV. Historical:

All walk streets shall be designated as such. The maintenance of the land shall be the responsibility of the property owners. However, in no event shall more than 15 percent of the public right of way be paved for foot traffic and in NO CASE SHALL AUTOMOBILES BE PERMITTED. The City shall enforce the usage of this area.

7. **Alley streets between Pacific and Main Street shall flow East to Main with all the drive streets also flowing both ways.**
8. **Add parking islands with permits and meters on the wide drive streets in residential areas.**
9. Promote the location of parking lots as far from the beach as possible, but in no way should parking structures be prevented from being built anywhere in the area, including at the beach. Furthermore, if possible, the area under Ocean Front Walk and the grassy area just past should be made available to the owners of the properties along the Walk to develop as subterranean parking lots for all to use.

VI. Mass Transit

Remove all bus stops for large buses and return parking spaces, while saving enough space to accommodate local area buses. This will reduce traffic, improve timeliness of buses and help to fund a local bus line. The bus station shall have express lines to other parts of the city. Parking for community riders should be provided here with bus validations. The Venice Blvd. median at Lincoln Blvd. would be an excellent choice for an alternate location of the central bus station.



VII

PARKING
AND
TRAFFIC

Rec'd 1/21/80 from D. White, 1-1-80
PK

Parking and Traffic Problems in Venice

Topic: Parking

Objective:

If it is not possible to provide more parking in Venice as far as procuring more land, then perhaps it is possible to work with what is available and to ratify existing problems.

Commentary:

Pacific Avenue is a street in Venice that residents depend heavily on for parking during weekdays and weekends. A large portion of Pacific Avenue has designated Red Zones for Bus stops. Almost one-third of the street seems to be red. There are 6 stops for Buses along this route. That seems to be very high for a street that is no more than one-quarter of a mile long. Walking distance from Venice Boulevard to Washington is perhaps an 8 minute walk.

Goal:

To reduce the current amount of bus stops along Pacific Avenue

Commentary:

Street cleaning along Pacific Avenue and surrounding areas are at Tuesday 7:30 - 10:00 A.M., and Wednesday 7:30 - 10:00 A.M. These hours make it impossible for residents in the area to find enough overnight parking on these days.

Goal:

Perhaps a solution would be to have street cleaning after morning hours when most people leave for work. During the winter months, public parking is ample for beach-goers. During summer peak months, if street cleaning in afternoon hours creates a problem for public parking, then perhaps the original hours could be resumed for June, July and August.

Commentary:

County and City Beach Lots provide day parking, but are vacant at night; this would be a good solution for residential parking problems in Venice during night hours.

Goal:

Perhaps the city could control parking after hours, instead of a disinterested concessionaire as Aampco. A key system for paying patrons is one way to prevent non-paying vehicles from using the lots. Permits could also be issued to be placed outside the car where it could be seen by enforcers.

Commentary:

City Lot Expansions are another way to provide extra parking for the public and residents. Instead of placing all the responsibility on developers for increased parking spaces.

Goal:

At existing county-city beach lots, to expand them from Washington Boulevard up to Santa Monica Pier. To also provide a shuttle service up and down Pacific and Ocean Boulevard for the beach-goers.

Commentary:

Parking Enforcers should be more attentive to the parking problems. If a bumper is 12 inches into the red zone, there should be a reasonable distinction between a violator parked completely in the red and the above.

Also traffic officers could be available in Venice on weekends helping to keep the flow of traffic going. If violators are spotted cruising, disrupting or committing illegal turns or stops - traffic officers could be on hand to ticket.

Goal:

To have reasonable standards of ticketing to those who are using the streets as their only means of parking, and to improve the traffic jams on weekends and summer months. Signs to be posted in areas that people are using for parking -- such as vacant lots designating if parking is allowed. At present parking in these places are some of the few spots residents can use for extra parking. Ticketing these cars is officious and if signs are not posted to the legality of particular area, then ticketing is unfair.

CALIFORNIA
Waterfront Age

SUMMER 1988

VOL. 4 NO. 3



Cover: Man comes to Catalina! Courtesy Catalina Island Museum, Whittington Collection.

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Guidelines for Contributors

California Waterfront Age is glad to consider contributions of articles and shorter items related to the state's waterfronts. We aim to provide a forum for the description and discussion of public programs and private initiatives relating to waterfront restoration and development in California. Resource management and economic development are our major themes.

We will consider articles of up to 3,000 words on the following subjects:

1. Economic development, project finance, waterfront restoration, the impact of changing uses.
2. Tourism, waterfront parks, public access.
3. Maritime industries.
4. Water quality, resource restoration, enhancement.
5. Cultural and historical issues.

We will also consider the following shorter features:

Conferences: We publish summaries of waterfront-related conferences.

Book reviews: We seek relevant reviews, about 500 words in length, of current books and other publications of interest to our readers.

Essays: Reflections on themes related to waterfronts are welcome. They can be verbal, photographic, graphic, or in cartoon form.

Interested contributors should call or write the editor. Send self-addressed stamped envelopes with submissions.

Are you on our mailing list?

To receive *California Waterfront Age*, or for information on the programs or projects of the State Coastal Conservancy, please send a note with your name, organization, address, and affiliation (civic group, government agency, consultant, development/financial, maritime industry, other) to:

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Automobiles are so much a part of coastal California that it is hard to imagine a scene without people in cars— young people with surfboards sticking out through the sun roof of an old V families in station wagons, seniors in campers and large sedans, four-wheel-drive trucks tearing across sand dunes. But it has not been thus for very long, and may not be for much longer.

In the 1920s, Los Angeles had one of the biggest and best electric trolley systems in the nation. It carried more than 100 million people a year over 1,000 miles of tracks. In the San Francisco Bay area, 50 ferry lines plied the waters, linking communities by frequent runs.

It was in the 1930s, when the Bay Bridge and the Golden Gate Bridge were built, that major ferries were abolished to pave the way for automotive vehicles. Between 1936 and 1946, General Motors, Firestone Tires, Standard Oil of California, and some others successfully conspired to wreck electric train systems in Los Angeles and over 40 other cities, and to replace them with gasoline-burning GM buses. The federal government brought a conspiracy suit in 1947 and nominal fines were levied, as CBS reminded on "60 Minutes" last December. But by that time the tracks had been torn out and the trolleys had been sold to more commonsensical European cities or had rusted in junkyards. In the 1950s, the federal highway program led to the demise of most American rail lines.

But now another era in transportation is on the horizon, forced into being by congestion on highways that were meant to be freeways and instead have degenerated into tedious corridors of chronic crawl. In San Diego, a new bright red trolley, built in Germany, connects downtown with coastal suburban communities all the way down to the Mexican border. It runs often, costs a reasonable fare, is highly popular, and is being expanded. Last year, an amazing 86.9 percent of costs were covered by fares.

Los Angeles is building the first phase of its Metro Rail line. Growing numbers of communities have instituted bus shuttles to carry beachgoers from inland parking lots to coastal attractions. In the San Francisco Bay area, where Marin and San Mateo counties have come to regret 1962 decisions not to go along with Bay Area Rapid Transit, a new BART line is in the works to link downtown with S.F. International Airport. New Municipal Railway lines are planned for San Francisco, and there is a growing clamor for restoring ferry service to take the tedium out of Bay crossings.

In the ensuing pages we look at some old and some new ways to go to the shore and along the coast, by land and by water; and we offer some notions on promising developments in public transit.



Relief from Traffic Snarls

BY GAIL ODOM ROSEN

IT'S A HOT, SUNNY weekend morning. You decide to forget the laundry and spend the day at the beach. So you load the car with beach towels, chairs, food and drink, perhaps also the dog and your significant other, and you head for the coast. And then you remember what else you forgot: the traffic.

Eventually you arrive at the last intersection, wait through several green lights for your turn to cross, and are almost there. Now all you need is a parking space. The pay lot near the beach is full, of course, so you circle neighborhood streets until you realize only residents are permitted to park there. In nearby commercial areas you see 75 cents an hour meters. By the time you have finally shed your vehicle—several long blocks from the warm sand you had in mind—some of the morning's joy has worn away.

A familiar scenario. But there is an alternative, and it is increasingly popular on the California coast. More and more communities have introduced shuttle systems designed to get people out of their cars before they clog beach neighborhoods. Seven publicly operated systems now exist between San Diego and Santa Cruz. In addition, at Dana Point Harbor in Southern Orange County, a privately run shuttle is operated by the Dana Point Harbor merchants' association. Recent attempts to operate private shuttles in Redondo Beach and Manhattan Beach proved unsuccessful, however.

A successful shuttle service is reliable and runs often along popular routes. Fares are low or free. Parking is provided near the boarding stop, also at low price or free. The service is locally supported and viewed locally as necessary. It is aggressively and imaginatively promoted. It exists in coastal communities where traffic congestion and lack of parking near the beach have made driving an unattractive alternative. The seven public shuttle systems here described are all successful in their own unique settings. They have operated from one to ten years, mainly in the summer. (See accompanying charts for more details.)

Santa Cruz Shuttle

Santa Cruz is famous for its swimming and surfing, and also for its colorful boardwalk amusement park. Just west of the boardwalk and beach, the Santa Cruz wharf is also a major attraction with restaurants, shops, and fishing spots.

But getting there is a matter of navigating "between a zoo and a gridlock," says Spencer Wyant of the Santa Cruz Metropolitan Transit District. "It's an incredible mess." Therefore, for 9 of the past 12 years, the city of Santa Cruz has operated a beach shuttle. The shuttle runs from Memorial Day through Labor Day weekend.

The 45-passenger bus starts at the government center parking lot and runs to the waterfront, stopping en route at the Metro transit center, in front of a retirement home across the street from the Boardwalk, and at other well-chosen spots.

Of the 23,000 shuttle passengers in 1986, three-fourths were headed for the Boardwalk, and 89 percent said their main reason for riding was to avoid parking problems. A surprising 53 percent were local residents.

Shuttling to the beach is attractive for several reasons: metered parking is 75 cents an hour near the waterfront and is scarce. Parking availability has been further diminished by the start of a resident permit parking program in the vicinity of the beach, and by elimination of parking along congested routes during peak use hours to create shuttle lanes. The shuttle now can move quickly, even in dense traffic.

This summer, the city has cut the interval between shuttle runs to 10 to 15 minutes by adding a third bus. A separate free shuttle service also runs from a remote parking lot, for wharf employees and visitors.

Service was improved this year through the efforts of a new Beach Shuttle Task Force, composed of public officials and business people, which raised funds by introducing day sponsorships: a business or organization may pay the cost of a day's service (\$300), and

in exchange may promote products, events, or its name on buses that day by putting up signs or passing out samples.

The Seaside Company, which operates the Boardwalk, sponsored the shuttle one day in May during a special corporate event. Sponsors of the Wharf to Wharf race in July will run the shuttle free, with extended service, on the day of that event.

The 1987-88 operating budget of \$29,500 includes \$17,600 from the city's hotel tax, \$4,400 from fares, and \$7,500 from business and service organizations through sponsorships. The business community has also pledged additional funds for more promotion.

Since it was launched in 1976, the shuttle has been operated by the city of Santa Cruz under contract to the Metropolitan Transit District. But the City Council has urged a shift to wholly private funding and operation by 1991. As a first step toward becoming an independent body, the task force will be transformed into a board of directors.

Capitola Beach Shuttle

Just south of Santa Cruz on Monterey Bay, the small beach city of Capitola, said to be the oldest seaside resort on the Pacific, offers excellent family swimming beaches, surf sports, and picturesque Victorian buildings. The wide esplanade, lined with benches facing the ocean, leads to a sandy beach and a municipal fishing wharf. Capitola is so delightful that, according to City Manager Steve Burrell, "some residents don't want to encourage more tourists by providing more . . . facilities."

Visitors, however, bring revenue. The city receives \$85,000 a year in hotel taxes, \$25,000 from the village business license parking assessment fee, and \$300,000 from parking meters. The shuttle is one way to welcome visitors while at the same time diminishing negative impact on residents. Burrell estimates that up to 30,000 people rode the shuttle last year, about the same number as in 1986.



The buses run daily in summer months and on winter weekends, winding from the free parking lot through outlying residential areas and the thriving commercial district, to the esplanade. Signs visible from Highway 1 direct visitors to the parking lot adjacent to New Brighton Beach State Park.

As in Santa Cruz, congestion was the catalyst for starting the service ten years ago. Installation of meters in the commercial area aggravated parking problems on residential streets. Then parking permits for neighborhood residents were introduced, further stimulating interest in better ways to get to the shore. A young man from Merced recently chose to ride a shuttle, for instance, because he had received a \$30 parking ticket for leaving his car on a residential street.

The first shuttle was a horse-drawn wagon that carried only a handful of people and had limited success. The city then contracted with the Santa Cruz Metropolitan Transit District for a more conventional approach. The \$75,000 cost is met from the city's general fund. Costs are \$75,000 a year.

The shuttle has helped to control peak conditions at the beach. To provide more con-

venient access at other times, in 1985 the city bought a mobile home park near the beach and redeveloped half of it as a metered parking lot, doubling available parking space in the beach area.

Monterey Free Shuttle

Cannery Row . . . is a poem, a stink, a grating noise, a quality of light, a tone, a habit, a nostalgia, a dream. Cannery Row is . . . sardine canneries of cor-



rugated iron, honky tonks, restaurants, and whore houses, and little crowded groceries, and laboratories and flophouses.

The nostalgia is about all that remains of the Cannery Row John Steinbeck described in a 1945 book by that name. Canneries and houses of ill repute have been replaced by hotels, shops, and a unique aquarium. But the crowds that flock to Monterey have continued to grow, drawn by both history and by present attractions.

In 1984, the instant success of the Monterey Bay Aquarium led an astounded mayor to say nobody had expected such traffic and parking problems. In response to the crush, city officials contracted with Monterey-Salinas Transit to operate a free shuttle service linking downtown, wharf, Cannery Row, and the aquarium. Long-term parking was provided at a city garage for \$3 a day. The garage is close to several hotels and to the wharf, making it easy to board the shuttle.

Buses run daily during the summer, every 15 to 20 minutes. The ten-minute ride offers stunning views of the bay and attracts residents as well as visitors. One recent afternoon, an elderly Pacific Grove couple was aboard, having taken a long walk to the waterfront and now riding part-way home. About 20 percent of the riders are locals.

The shuttle works because it is free, frequent, and fun. Its success has exceeded all expectations. An amazing 87 percent of its operating costs are covered by parking revenue from passengers who leave their cars at city garages.

Promotion has been a major key to success, according to Jo Lyons, administrative assistant in Monterey's Public Facilities Department. She said most riders learn of the service from on-street signing. Many others find out at hotels, motels, or by radio. Signs posted along major roads entering Monterey direct visitors to listen to a local AM station for up-to-date shuttle information.

Here as in Capitola, however, the successful effort to get people out of cars has been affected by the provision of new and inexpensive parking space near the beach. Interim parking lots at the south end of Cannery Row offer 350 parking spaces and charge 50 cents an hour. The city has announced it will reduce winter shuttle sched-

ules. By December, a 1,000-car parking lot will open two blocks from the aquarium in Cannery Row, and shuttle service will be discontinued. The city may find that it has to reinstitute the shuttle as Cannery Row continues to develop.

Santa Barbara Shuttle

Further down the coast, Santa Barbara shoppers and visitors can ride minibuses for ten blocks along State Street, the city's main artery, between 10 a.m. and 4 p.m. daily, every ten minutes. There are stops, upon request, at every block. The Santa Barbara Transportation Corporation operates this shuttle under a city contract.

This downtown-oriented service began in 1985 as a commuter shuttle between two commuter parking lots and downtown and was expanded to run on State Street in 1986. The city plans a further extension to the waterfront and the popular Stearns Wharf after a highway underpass construction project is completed.

Annual operating costs of \$222,500 are met mainly by city general funds, though parking lot revenue contributes 29 percent of the total cost. The city is exploring additional funding sources. Last winter, local business sponsors paid to repaint all four buses in a holiday theme. Each business' employees then rode them in the downtown Christmas parade. The shuttle is also promoted on radio, in newspapers, posters, and brochures.

Angela Dukes, transportation management coordinator for the city, attributes the shuttle's success to effective marketing, community support, high visibility, attractive and comfortable vehicles, personable shuttle drivers, and reliable, convenient service.

Agoura Hills/Malibu Beach Bus

If you're a teen-ager in the Greater Conejo Valley, one place you'll almost certainly want to go is Malibu. But how to go? Until recently the only way was to drive.

This made the city of Agoura Hills think of providing a shuttle as a safer alternative, modeled after a successful one already running in the Topanga Canyon area of Malibu, 15 miles from Agoura Hills.



GAIL ROSEN

A Capitola beach shuttle stop.

A shuttle bus operated by a private contractor now makes five round-trips daily, Monday through Saturday, June 27 through September 3, stopping at Agoura High School and four other locations. Riders under 18 without an adult companion need a picture pass to board. The pass, instituted to ensure appropriate behavior on the bus, is available upon application by parents.

This shuttle costs a modest \$30,000 annually and is funded from the city's share of Proposition A, the county transportation tax (earmarked for transit in Los Angeles County), and \$6,000 from fares. Audrey Brown, recreation supervisor at the Agoura Hills Parks and Recreation Department, which manages the shuttle program, said the beach bus has met their expectations. Westlake Village, another Valley community, has launched a similar program.

DASH Venice

What Greenwich Village is to New York, Venice is to Los Angeles—a picturesque district with a bohemian tradition and plenty of local color. High rents have driven many of the artists who made Venice famous out to obscure locations, but the mystique remains and Venice Beach remains an attraction.

In 1987, parking and traffic congestion prompted the city of Los Angeles to develop DASH ("Downtown Area Short Hop") Venice, a shuttle running from Washington and Venice boulevards to the beach every 15 minutes.

"The service was very successful last year. It is a good system," said Helene Jacobs, transportation planning associate for the city's transportation department.

There is a \$3 shuttle parking fee, which allows all occupants of the car to ride the shuttle free. Round-trip fare is 50 cents. Fees from parking and the shuttle, both operated by private contractors for the city, offset 33 percent of almost \$30,000 in operating expenses. The balance comes from the LA County half-cent sales tax for transit.

Dedicated parking is vital to the success of DASH Venice. Planned construction of 120 parking spaces for shuttle passengers may increase ridership.

San Diego Sun Runner

Pacific Beach and Mission Beach are densely populated residential beach communities with frontage on the ocean as well as on Mission Bay. In the 1920s, the Belmont Park amusement center was constructed at Mission Beach to stimulate real estate sales. A large swimming pool, the Plunge, remains open, and the roller coaster is being restored. Crystal Pier in Pacific Beach, opened in 1926 to attract land buyers, is the only West Coast pier that provides lodging over the ocean. The communities are connected along the ocean and the bay by promenades popular with strollers, bicyclists, and skateboarders.

Beach traffic is a concern for the Pacific and Mission Beach communities, and parking spaces are in short supply. In 1982, the city of San Diego initiated a private jitney beach shuttle during the peak summer months. The fare was \$1 each way—and only 14 passengers chose to ride on an average day.

In 1983, at the city's invitation, San Diego Transit launched the Sun Runner, with a 25-cent fare. More than 10,000 people rode it the following year. In 1985, small, easy-to-manuever trackless trolleys were introduced, with strong promotion, and the route was tailored to beachgoers' needs. Ridership jumped to 17,000.

Beach Shuttles

	Santa Cruz	Capitola	Monterey	Sta. Barbara	Agoura Hills	Venice	San Diego
Route	Dwtn-beach	Lot near Hwy 1-beach	Dwtn-Cannery Row-wharf-aquar	Dwtn along State St.	High school - Malibu beach	Venice Blvd - beach	Pacific beach-Mission beach
1988 Schedule	Summer wkends 11am-6pm 10-15 mins	Apr-Sep wkends 9am-10pm 15 mins	Summer daily 9am-10pm 15-20 mins Fall-irreg'ly	Wkdays all year 10am-4pm 10 mins	6/27-9/3, M-Sat 8:15am-6:40pm 2 hrs	Summer wkends, hols 9am-7pm 15 mins	Summer, Wed-Sat 10am-6pm 20 mins
Round-trip Fare	50 cents	Free	Free	Free	\$1.50	Free w/pd prkg; 50 cents	50 cents
Shuttle Prkg # of Spaces	Free 750-850	Free 150	\$3/day 850	\$20/month 324	Free 328	\$3/day 130	Free 300
Riders/Service Hour	78	63 (summer) 14 (winter)	192	29	20	132	46
Riders/Service Day	511	570 (summer) 130 (winter)	2,500	432	200	1,184	368
Future Plans	More routes	Summer only	Ends 12/88	To wharf and beach	---	Expanded routes	---

Shuttle Funding Characteristics

	Santa Cruz	Capitola	Monterey	Sta. Barbara	Agoura Hills	Venice	San Diego
Annual Operating Budget	\$29,500	\$75,000	\$155,000	\$222,500	\$30,000	\$29,200	\$36,400
Program Funding (\$1000s)	17.6 Hotel tax 7.5 Private 4.4 Fares	75 Gen fund	135 Prkg 10 City 10 Aquarium	65.4 Prkg 157.1 Gen fund	20 County transit tax 6 Fares	19.7 County 1/2¢ tax 9.5 Parking	30.5 Hotel tax 5.8 Fares
Fare Box/Parking Fee % Coverage	15%	0%	87%	29%	33%	33%	13%
City-owned Shuttle Parking Lots?	Yes, & one from county	w/bank loan; refin w/city bond issue	Yes--City bond issue	Yes--Redev funds	No--School dist allows use of lots	Yes	No--School dist allows use of lots
Parking Meter Fines? (shuttle area)	Yes	Yes	Yes	No	No	Yes	No
Beach Resident Permit Prkg?	Yes	Yes	Yes--Dwtn	Yes	No	No	No
Contact Person & #	Matt Farrell 408 429-3621	Steve Burrell 408 475-7300	Jo Lyons 408 646-3770	Angela Dukes 805 564-5392	Audrey Brown 818 889-9114	Helene Jacobs 213 485-4695	Linda Walker 619 238-0100

The Sun Runner illustrates the importance of marketing; promotion diminished in 1986 and ridership flagged. (The weather was also less favorable than usual.) The following year, a major promotion effort was mounted. Route maps were displayed at shuttle stops. Posters went up in shop windows in the beach area; flyers were distributed. A print

ad urged: "Don't leave for the Beach Without It." And behold, ridership in 1987 was 20,220—a 66 percent increase over 1986. To Linda Walker, the transit company's promotion specialist, this gain is phenomenal and shows that the public will use the shuttle when it is readily available and when the automobile has become an obstacle.

The 1987 operating costs for the Sun Runner were \$36,400. The city contributed \$30,500 in hotel tax funds, and fares brought in \$5,800. This year, the city approved slightly more than the estimated cost, for promotion. "We expect ridership to be the same as last year or better—unless we have a lot of bad weather. When it's grim, people don't come," Walker said.

Recipe for Success

What do all of these shuttles have in common that is essential to their success?

Local Need and Support for a Shuttle System. Each of the coastal areas described is popular and crowded. Streets are heavily congested and parking is tight. In some cases, resident permit parking programs and parking meters further discourage parking near the beach, motivating visitors to ride the shuttle. Local residents, business owners, and government officials recognized that these conditions existed and had the local political will to begin a shuttle system.

Shuttle System is Well-Conceived and Well-Operated. Shuttles have to be reliable, run frequently, and operate on routes when and where people want to go. Adequate parking must be available in a garage, at a lot, or on the street, since most patrons will drive to the shuttle stop.

Shuttle System Must be Aggressively Marketed. Potential patrons need to be informed about the existence and advantages of the shuttle. Signs are important in directing motorists to the shuttle parking and to shuttle stops. Route maps at shuttle stops may be helpful. Some cities have produced written material and have made it available at the Chamber of Commerce and local hotels and motels. Publicizing the shuttles in the local media and other obvious marketing efforts can attract riders. Flyers at local events and posters in merchants windows have been used. Shuttle promotion is one area where creativity can be used to the utmost advantage.

Shuttle System Must be Financially Supported by Community. The annual costs of the shuttle systems examined here range from \$29,200 to \$222,500, though only three of the systems cost more than \$45,000. The Monterey

FreeShuttle, the second most costly at \$155,000, has the highest fare box coverage. An amazing 87 percent of costs are reimbursed by parking garage revenue. Having this extent of fare box coverage is certainly helpful, but Capitola has operated its shuttle for ten years without any direct fare box coverage at all. Each system has a unique formula for paying for operating and promotion costs. In addition to fare or parking fees, other sources of public funding include hotel tax revenue, general fund revenue, parking district revenue, and special transportation taxes. Santa Cruz has also relied in part on contributions from the businesses that benefit from having the shuttle service.

Future of Shuttle Systems

The Santa Cruz, Santa Barbara, and Venice shuttles will be adding new routes to meet community demand. Capitola has reached a good level of service after many years of operation and, with the recent development of a large metered parking lot, will only operate its shuttle in the summer. The Agoura Hills and San Diego systems anticipate no changes in the near future.

Unfortunately, Monterey will cease operation entirely in December, when the 1,000-car parking garage opens near the aquarium in Cannery Row.

Will other communities initiate new shuttle systems? The success of these seven systems and the continuing growth in coastal development and recreation seem to suggest that the answer is yes.

For more information on shuttle operations, contact Conservancy Urban Waterfronts Program staff at (415) 464-1015 or the contact people shown on shuttle funding chart. □

Gail Odum Rosen is a project analyst for the Conservancy's Urban Waterfronts Program.

VIII

COMMENTS

ADDENDUM

I am very concerned that those who will read the documents produced by our LIP group (areas B and C) understand the weight of each document. Some of the documents in this presentation have been thoroughly discussed by the entire group. These are the documents which deserve great consideration because they represent the views of a number of people who live and work in Venice and who care enough to debate each issue in detail. These are the documents in which each issue was scrutinized, every detail has compromise, and each person's voice can be heard.

There are also those documents which were only discussed by a small fraction of our LIP group, and then included in this presentation. In fact, a few of the articles represent only a single individual's view and were not discussed at all. Many of these articles discuss subjects that were not even considered by the group as a whole, such as conditional use permits, food service, and drive streets. In fact, it is often these articles which are the most outspoken and uncompromising. It is my intention to inform the reader with this addendum that such articles deserve very little weight and such subjects were of little concern to our LIP group as a whole.

In addition to my displeasure about the inclusion of these "underrepresented articles" in this presentation, I am also displeased about their method of inclusion. Our LIP group decided on a cutoff date for the submission of written material for this final presentation. While some worked hard to get their documents prepared in time to discuss them before the cutoff date so that changes could be made which would reflect the group's viewpoint more fully, others waited until the actual cutoff date to "slip" their documents in. As described above, these documents were scrutinized by no one and can speak only for their author. In fact, when one of the members of our group (who is sympathetic with the coordinator's position on several issues) showed up at the meeting on the "cutoff date" without anything written down, the coordinator decided as an individual that there would be a one day extension for written material for this presentation. As I am writing this addendum during that extension I have not seen that new language nor do I expect to see it, but I am sure that whatever it says will be a representation of an individual or a select few.

It is not my purpose to fault the coordinator for having biased views; each member of our group has sympathies. However, this is a case of bad procedure. Here, biased views are allowed to reflect heavily on three

months of work where they should not reflect at all; documents with largely different representation are given the same weight as those with very little representation by their mere proximity in this presentation. Thus, I hope that this addendum does not go unnoticed, and that it is heeded while the reader of this presentation is sorting out that which is important to the people of Venice from that which is important to a person in Venice.

Steven Hume

A Response to "ADDENDUM"

As 13 people (including Steve Heumann) were present at the 10/24/88 meeting at which it was clearly announced that written material, due to the request of an individual, would be accepted until 11:59 P.M. on 10/25/88, and as, for the sake of clarity, this deadline extension was repeated by others present, and as none of those people present (including Steve Heumann himself) registered any objection to this extension, you can imagine my surprise upon receiving Steve's "ADDENDUM" with its loaded language.

Had Steve expressed his objection to the one-day grace period at the time the issue was brought up, perhaps his letter would have been unnecessary. At the 10/30/88 meeting subsequent to his salvo, another participant asked to submit some material: the vote was 11 to 3 to accept the material. Once again, Steve did not get his way. Shall he and I continue this form of correspondence? It is now up to Steve.

His cheap shots implying that people are trying to slip things into the report at the last minute apply to him if they apply to anyone at all. His "Guidelines on Windward Ave." which he shared with the group on 10/17/88 included nothing on vending, yet the final version he turned in without discussion included a $\frac{1}{2}$ page addition of pro-vending language.

The group welcomes Steve's ideas and their inclusion as part of the report, but his accusatory language is at best misguided and mistaken.

As one who has attended 100% of the weekly meetings from beginning to end, I think it is fair to say that Steve, whose attendance record has been considerably less than that, is inclined to be unaware of the totality of what has been discussed.

Sincerely,

Louis Kent

Louis Kent
10/30/88

/lk

IX

PHOTOGRAPHS