

Marina Del Rey Local Coastal Plan Update
Recreation and Visitor Facilities/ Public Access
Working Group

Marina Del Rey Vision Plan

OUTLINE:

Mission Statement

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 - Wayfinding
 - Public Facilities/Amenities
 - Guest Docks/ Watercraft Connectivity
 - New Destinations

- **Recreation and Visitor Facilities**
 - Facility Development Incentives
 - New Parking Operations
 - New Public Access Opportunities

- **Parking**
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 - Parking Master Plan
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- **Comments to Coastal Commission Staff Recommendations**

Mission Statement:

Marina Del Rey was originally envisioned as a water-oriented regional asset for both local residents and visitors to the area. For the future, the many successful attributes of the marina, and its unique characteristics within the region, should be expanded in order to appeal to a broader public.

As redevelopment occurs on privately held parcels in the Marina, there is a corresponding need to upgrade the publicly held parcels, including public parks, beaches, and streetscape, in order to enable the community to be competitive, enhance the community's ability to generate public revenues, and to provide more public amenities.

This can be accomplished through enhanced water access, expanded public facilities for recreation, leisure, and public events and additional uniquely water-focused commercial amenities that appeal to both local residents and visitors to the area.

Public Access:

Facilitating public coastal access is a guiding principle of the Coastal Commission that should underpin the recommendations. To that end, there should be multiple public access points where visitors can view or walk to the water, conveniently located near public parking facilities around the marina. New development should be planned so as to enhance the appeal of the Marina to a variety of user groups for both active and passive water-focused activities. Where non-compatible uses exist currently, creative approaches to redevelopment of these sites should be utilized to enhance public use of the scarce water frontage. As is common in other jurisdictions, development incentives for public benefits, and revenue recapture mechanisms to more directly fund new amenities for the public, as well as other creative financing approaches should be contemplated. These proven mechanisms can ensure that new revenue producing development does occur, providing much needed revenues to LA County, while at the same time providing the public benefits envisioned by the original planners of the Marina.

- Improved integration of public walkways, bike paths and paths
- Improved operation of visitor support services such as parking lots
- Integration of public access in all future developments including direct water use (slips & associated usage)

Public Access: (continued)

1. Public Facilities/Amenities:

Expanded and relocated public facilities in close proximity to the water front areas such as boardwalks, bicycle paths, view corridors, public spaces, etc.

2. Enhanced Water Access

Water access should be enhanced with transient docks and convenient water taxi stops at various points around the marina. Increase water access for visitors through the increased availability of open water space and waterside space for visitor-serving purposes

3. Waterfront Promenade:

A walkway and/or bike path circumventing the marina is also desirable. The path of such a bike/walkway should be optimized to take into account the physical characteristics, improvements and limitations of each parcel and its dedicated use, as well as safety and security concerns.

4. Zoning Incentives/Density Bonus:

We endorse the concept of vertical density with required set backs to minimize building footprints close to the bulkhead, enhance open space and water views while maintaining the commercial viability of each lessee's use. We further endorse the bowl concept, with taller buildings located around the perimeter of the marina farther back from the water, and lower rise structures closer to the water.

5. Placemaking:

Consider Marina Del Rey as a unique place and unite the various components that make it a place unlike any other. Create a "Sense of Place" and community around the waterfront at its heart.

6. Wayfinding:

Improved directional signage both within and leading to the Marina should be clear and cohesive to create a uniform look and enhance convenience for visitors.

7. Guest Docks/ Watercraft Connectivity:

Increase the availability and access to a network of public docks for water taxi and pleasure cruise loading and unloading between points with the Marina.

Public Access:

8. Guest Docks/ Watercraft Connectivity: (continued)

- Increased availability and access of transient docks to local charter operators and restaurant and hotel patrons for loading/unloading
- Improved public access support facilities in closer proximity to the water and visitor-serving areas
- Investment in water transportation to improve access to various points in the Marina; specifically encouragement and expansion of the water taxi and shuttle service
- Monetary incentives to residents and visitors to use water taxi as means of transportation within the marina
- Additional venues for access to rental watercraft and pleasure boats

9. Public Ground Transportation

Currently there is extremely limited public ground transportation inside the Marina. This affects the ability of residents, workers and visitors to circulate through the community. Consideration should be given to encourage the expansion and frequency of ground transportation in the community.

10. New Destinations:

Provide incentives for new public destinations within the marina that feature leisure-time activities, unique water-focused retail and short-term guest accommodations at a variety of price points. Encourage collaboration between these facilities to create focal points for both residents and visitors, and establish Marina Del Rey as an important destination within the Los Angeles region.

- Revitalization of Fisherman's Village to serve as a focal point for both residents and visitors
- Monetary incentives to lessees & end-use tenants to increase visitor-serving operators

11. Existing Lease Extensions:

Where new public access improvements are to be required of existing leaseholders, the County should provide new consideration adequate to compensate the leaseholder for the improvements and their impact on the leaseholder's use.

Recreation and Visitor Facilities:

Marina Del Rey currently has a shortage of direct public access opportunities to the primary amenity of the area, its waterfront. Sizeable areas are devoted to large scale residential complexes that effectively privatize the adjacent waterfront. While a mix of uses, including private residences, is critical in a healthy community, the residential uses should strengthen the community through engaged stakeholders, not dominate the community agenda through narrow, self-serving interests. Marina Del Rey is a unique community by virtue of its creation through a broad mix of public funding sources, and that unique attribute must be reflected in its future planning. The broadest possible mix of attractions and amenities that capitalize on the unique waterside locations should be a cornerstone of the plan, and residents of the Marina must recognize their neighborhood as a publicly funded attraction and destination for both locals and visitors. As the major leases expire in the coming years, consideration should be given to how the public can benefit from the redevelopment of these sites through a combination of new development and public benefits.

Some possibilities that balance new development with recreation and visitor facilities might include:

1. Waterfront Uses:

Coastal-dependant and water-complimentary uses should be located on parcels along the waterfront; other uses should move outside the “beltway” formed by Admiralty Way. Coastal-dependant uses are uses that require waterfront access in order to function, such as boat launching facilities, yacht clubs, and tour boat facilities. Water-complimentary uses are uses that by their nature do not require direct waterfront access to function, but which enhance public enjoyment of the waterfront, such as restaurants and hotels.

2. Mixed-Use Development:

It is desirable to promote a mix of complimentary uses (e.g. boat launching, dining, and lodging) that enhance the recreational character of the marina and the user experience.

Recreation and Visitor Facilities (continued):

3. Water Linkages:

There is currently no convenient method to travel between the various recreational and visitor facilities of the marina over the water. We endorse the principle of connectivity – establishing water links (i.e. water taxi service, transient docks) that connect the various waterfront amenities such as restaurants, hotels and dinner cruise facilities.

4. Facility Development Incentives:

Increased density can be achieved with the use of slender towers on smaller portions of the site- in exchange for public benefits such as water access, parks, public space, facilities, etc.

- Monetary incentives to lessees & end-use tenants to increase visitor-serving operators
- Improved public access support facilities in closer proximity to the water and visitor-serving areas
- Revitalization of Fisherman’s Village to serve as a focal point for both residents and visitors

5. New Parking Incentives:

Incentivize new development to provide new locations for parking in closer proximity to high-use visitor and public facilities.

- Improved operation of visitor support services such as parking lots
- Improved integration of public walkways, bike paths and paths connecting parking

6. Public Ground Transportation

Currently there is extremely limited public ground transportation inside the Marina. This affects the ability of residents, workers and visitors to circulate through the community. Consideration should be given to encourage the expansion and frequency of ground transportation in the community.

7. New Public Access Opportunities:

Require the provision of public access to waterfront amenities and or public facilities in all future developments.

- Increased water access for visitors

Recreation and Visitor Facilities (continued):

- Increased availability of water space/waterside space for visitor-serving purposes
- Increased availability and access of transient docks to commercial operators for loading/unloading
- Investment in water transportation to improve access to various points in the Marina
- Integration of public access in all future developments including direct water use (slips & associated usage)

Parking:

In Southern California, access to parking is critical to the success of any public or private venture. In Marina del Rey there is a substantial amount of parking poorly situated for its intended use, as well as waterfront parking utilizing land better suited for public and/or private development. New development should be incentivized to provide new parking opportunities better suited to provide access and enhance the reputation of the Marina as an easy-to-use destination. Funding might be realized through the optimization through redevelopment of the existing lots, with new parking hidden in structures as part of the new development. A comprehensive parking plan needs to be developed for Marina Del Rey. Current parking facilities are not being managed to their potential; current pay systems are unreliable. Convenient, reliable short-term parking is required to maximize public access. We advocate exploring the creation of a local parking district managed for demand by a contractor with baseline funds going to the County (“rent”) but with any increase in revenues going to the parking district to be used to benefit the marina.

Some specific ideas for new and enhanced parking operations in the Marina might include:

1. Improved Operations:

Make existing key parking locations more user-friendly to encourage short-term and longer-term visitation in public parking areas

- Improve operation of parking locations to allow for short-term and long-term visitation

Parking (continued):

2. Outsource Parking Operations:

- Improve maintenance standards of by outsourcing operation of parking lots.
- Improve payment mechanisms and processes to be more user-friendly in public parking areas
- Improve maintenance standards of parking lots, gates and all other parking-related equipment including more rigid routine maintenance

3. Parking Master Plan:

Incorporate lessee & tenant employee parking access into overall parking management plan

- Incorporate lessee & tenant employee parking access into overall parking management plan
- Improve location of parking in proximity to high-use visitor and public facilities
- Improved analysis of shared parking utilization, specifically in relationship to the proximity to visitor serving areas

Shared Parking: Fund an analysis of potential for shared parking utilization within the Marina and connected via transit

Enhanced Water-based Transportation: Incentivize water transportation for both residents and visitors

- Incentivize water transportation as an additional tool for a “park & ride” option to both residents and visitors

Wayfinding: Improve signage for all parking and public transportation including route/fare/service signage

- Improve directional signage throughout the marina
- Improve signage for all public transportation including route/fare/service signage

Recreation and Visitor Facilities/ Public Access Working Group

Recommendations RE:

Marina Del Rey Local Coastal Plan Periodic Review

Coastal Commission Staff Recommendations

Dated 9/24/08 (Items 27 – 42)

27. There needs to be substantial public parking and it needs to be convenient in order to attract visitors. Issues such as affordability and ease of use must be addressed. Currently the parking ticket machines don't always function properly. Parking must also be convenient to water taxis and more water taxi pickup locations should be added to encourage on the water public access. What is the mechanism for fully funding an internal transportation system?

28. Need further explanation — clarification.

29. How would the County “encourage” upgrades of leaseholds not being redeveloped? There is a potential for coercion versus consideration. It is possible to provide contiguous public access without a one size fits all solution. The physical characteristics of each parcel should be considered so as not to negatively impact the safety and ambiance of existing uses.

30. Acceptable.

31. The concept is okay, but what would be the “contribution” mechanism/formula?

32. Would this be applicable to visitor use if non-marine? Marine use if non-visitor?

33. Would this apply to all parking areas, not just public? Landscaping can be attractive without being too high/dense to completely block water view.

34. Bike path would not conflict with pedestrian walkway. Priority should be given to pedestrians along the waterfront. Safety issue: where will bike path cross Admiralty Way?

35. How are “recreational facilities” defined? How will the inherent conflict between maximizing water views and the bulk/ mass of structures on parcels be addressed?

Working Group Recommendations RE: Coastal Commission Staff Recommendations (continued)

36. Clarify does this apply only to existing residential properties or also to maritime/recreational uses? Seems to be geared towards apartments. Clarify what “vertical access” would connect to? Quantify to what extent public access enhancements will be required.
37. Approved, provided the alternative public enhancements are located in Marina Del Rey.
38. The Continuous Coastal Trail should be located along existing walkways, with added water linkages (e.g. water taxi) at each end of the marina.
39. Advocate a parking management study as a precursor to implementing a parking management program managed for short and long term demand with reliability and ease of use for both visitors and local stakeholders.
40. Request an offsite parking alternative provision is included. Public parking ratio must be calculated specifically to meet needs of the Marina Del Rey community.
41. Current and future revisions to the Specifications and Minimum Standards of Architectural Treatment and Construction (1989) should not be submitted for review but rather automatically adopted as an amendment to the LCP.
42. Approved.