

MARINA DEL REY VISIONING:

Draft

Land Use & Urban Design Alternatives

January 8, 2014



Section 1: Introduction

The draft land use and urban design memorandum is the first step in preparing land use recommendations and builds upon site visits to Marina del Rey (MDR), the Marina/Waterfront Case Studies and Design Narrative (Appendix A) by Gruen Associates, and the mobility study, community outreach, and the market analysis by others. This draft land use and urban design alternatives memorandum primarily focuses on the non-residential areas of Marina del Rey, as defined in the Marina del Rey Land Use Plan, consistent with the designated Marina del Rey Specific Plan land uses. Figure 1 shows the Marina del Rey study area.

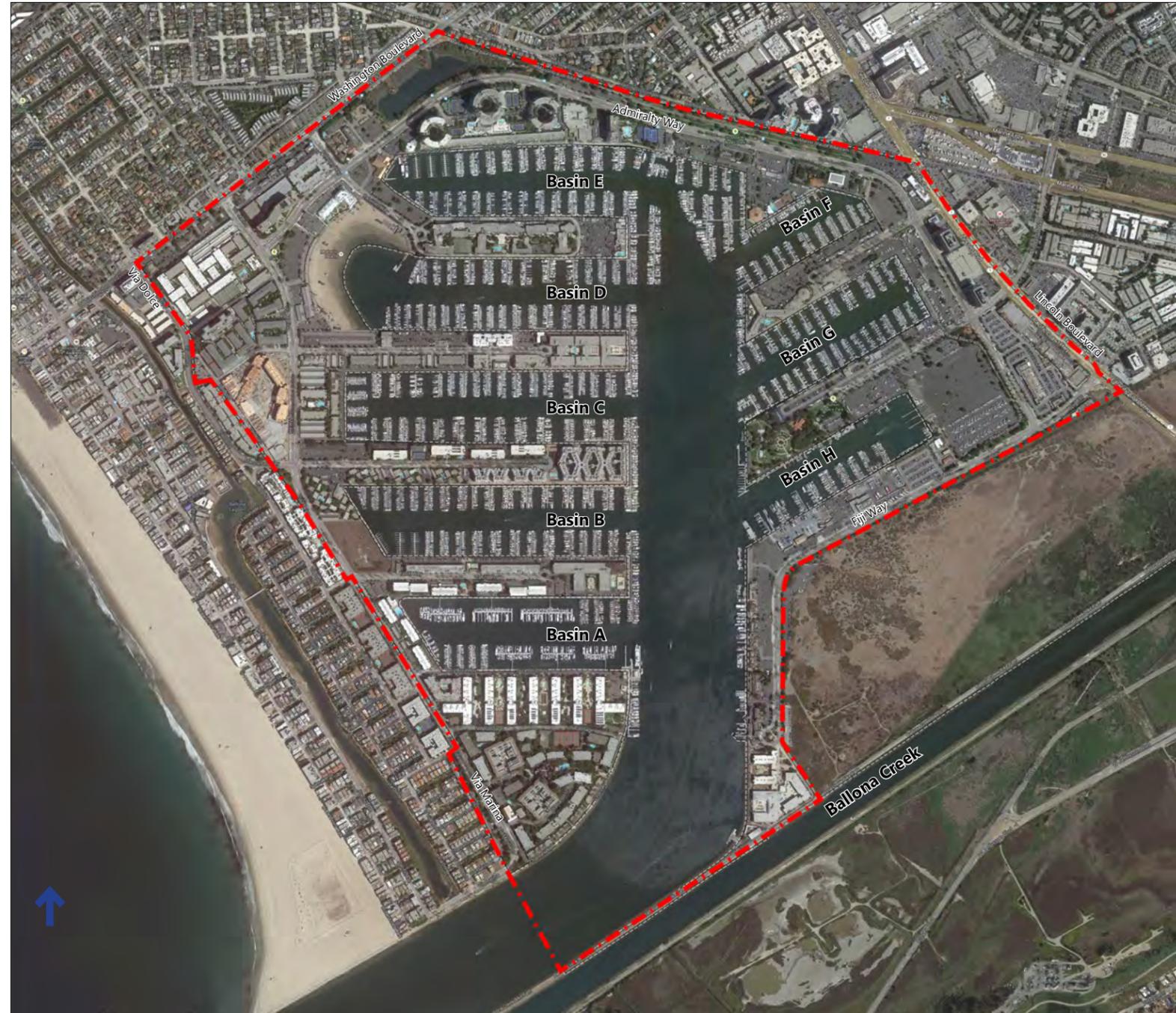


Figure 1: Marina del Rey study area



From groceries and a post office to dining and retail, Waterside, Marina del Rey offers one-stop shopping



Development in the area often does not respond to the Waterfront Promenade



28-foot-wide promenade has been implemented in some locations

Section 2: Current Conditions

2a. Development Zones and Existing Land Use

The Marina del Rey Land Use Plan established three development zones, as illustrated in Figure 2. The MDR Specific Plan is consistent with the land uses assigned under the Land Use Plan. Development Zone 1 is primarily residential; Zone 2 is the area around Marina Beach and includes hotels, commercial and some residential areas; Zone 3 includes primarily commercial, hotel and boating facilities plus Burton Chace Park.

- Currently, Marina del Rey has a mix of land uses, including open space, marine commercial, boat storage, retail, office, restaurants, hotel, public facilities, and residential within walking distance from each other and near Marina del Rey's greatest asset, the water. However, many of the land uses and architectural improvements appear dated. Older commercial uses, especially along Admiralty Way across from Yvonne Burke Park, tend to be isolated from nearby uses due to inadequate pedestrian and bicycle connectivity. There is a lack of entertainment uses, waterfront restaurants with outdoor seating, unique retail, night life, cultural facilities, and art, which could make this area more vibrant.
- Visitor-serving commercial uses with leases which expire within the next decade, as shown in Figure 3, are concentrated in the eastern portion of Marina del Rey providing opportunities for redevelopment. Fisherman's Village, a major visitor-serving commercial use with a lease nearing expiration, has excellent waterfront views; however, its location on Fiji Way, a long cul-de-sac at the southern boundary of the Marina, isolates this visitor-serving site from many pedestrians and motorists using the Marina.
- Boating slips and recreational open spaces are spread through the Marina, with boating-support uses, such as marine commercial, boat storage, and boat launching concentrated along Admiralty Way near Bali Way and along Fiji Way intermixed with commercial land uses.
- Recreational uses are primarily located at Burton Chase Park, Yvonne Burke Park, and Marina Beach. Marina Beach was identified by the community during the visioning process as an area needing improvements to the public realm and nearby existing development.

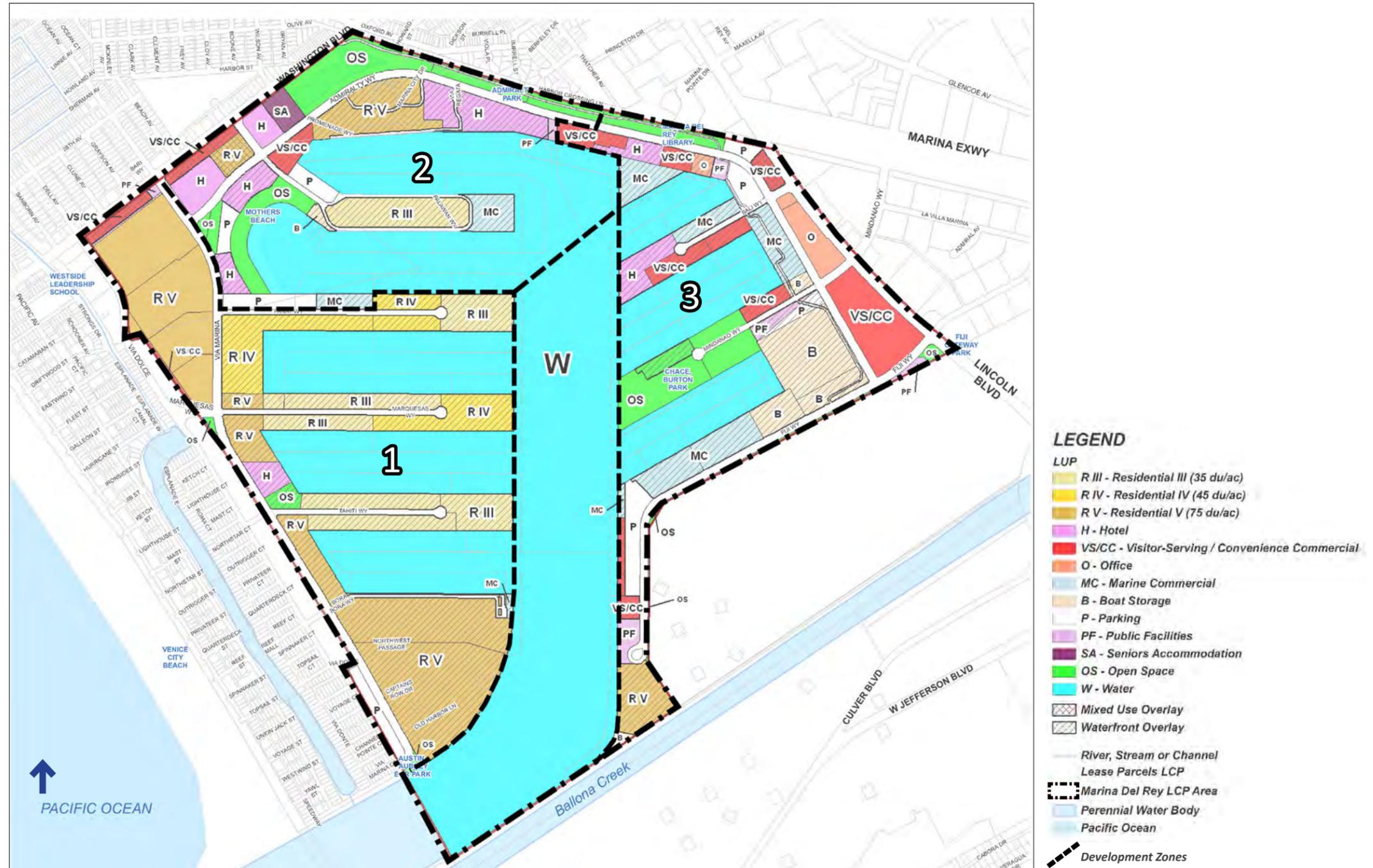


Figure 2: Marina del Rey Land Use Plan and Development Zones superimposed

source: County of Los Angeles

2b. Expiring Leases

A substantial portion of Marina del Rey has parcels with recent investments, explained in more detail in Section 2c, and recent lease extensions. As illustrated in Figure 3, expiring leases and lease extensions will affect a minimal number of parcels on the primarily residential western side of the harbor (Development Zone 1). Several key commercial and boating-related properties surrounding Basins F, G and H on the eastern side of the harbor will have expiring leases (Development Zone 3), are adjacent to one another, and will therefore provide opportunities for redevelopment.

For the above reasons, this land use analysis primarily focuses on three non-residential areas or "focus areas", which have been identified as areas for potential land use changes within Development Zones 2 and 3. These include:

- Marina Beach Focus Area – the area generally bounded by Panay Way, Via Marina, Admiralty Way, and Promenade Way.
- Restaurant Row Focus Area – the area along Admiralty Way east of the Ritz-Carlton Hotel site to Bali Way
- Bali Way/Fiji Way Focus Area – the area along Admiralty Way south of Bali Way and along the north and west side of Fiji Way

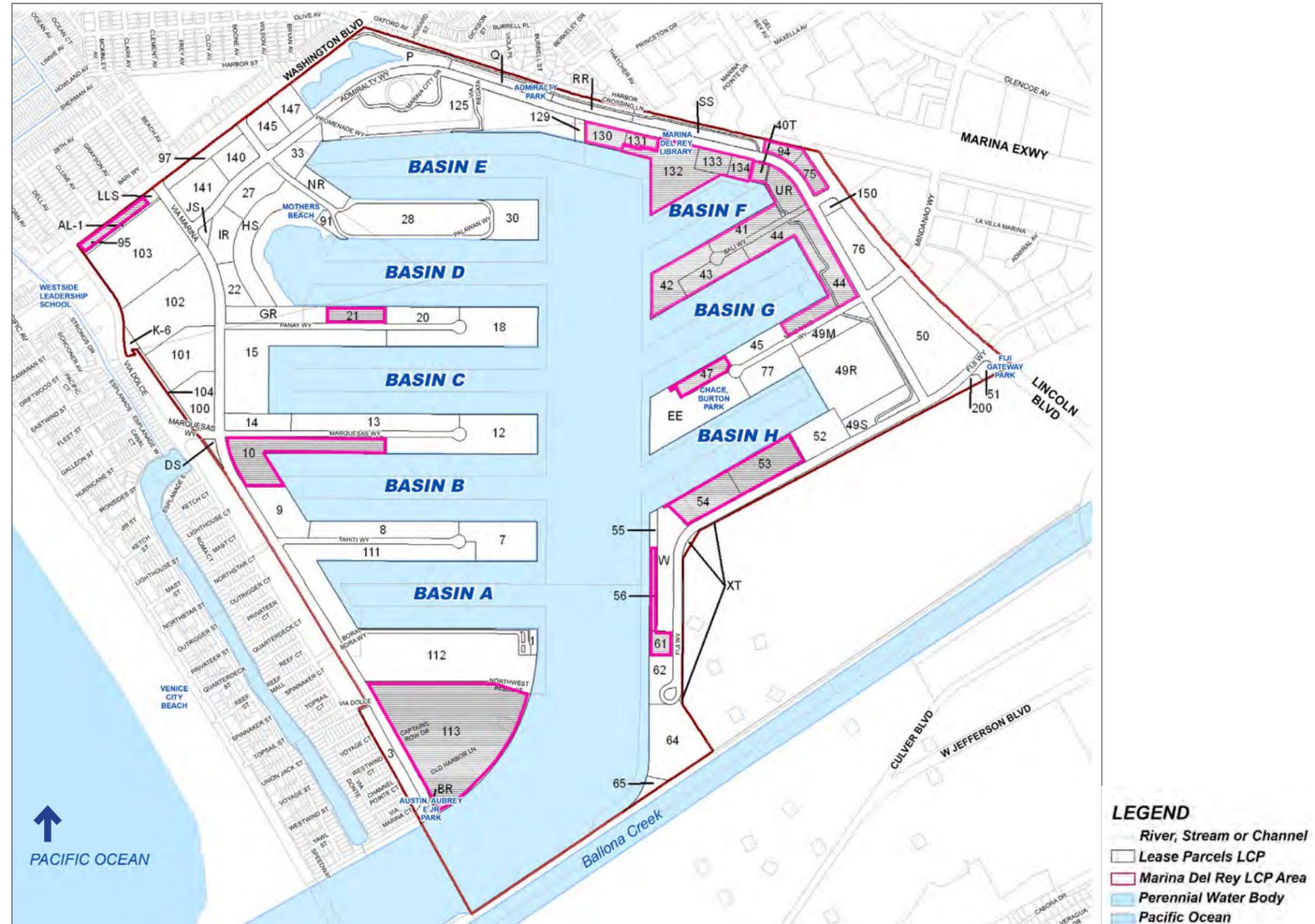


Figure 3: Expiring leases (from 2016 to 2028)

source: County of Los Angeles

2c. Intensity of Investments

Marina del Rey's western edge (Development Zone 1) has parcels with approved, pending and completed projects. These projects include much of the residential area and several key commercial properties and several hotel properties, making these uses unlikely to change in the near term. As illustrated on Figure 4 and listed

on Table 2c.1, the intensity of investment in the Marina is reflected by the extensive amount of redevelopment in the residential side as compared to the lack of such investment on the north and east sides of the Marina. Also, there are existing open spaces which are not likely to change.

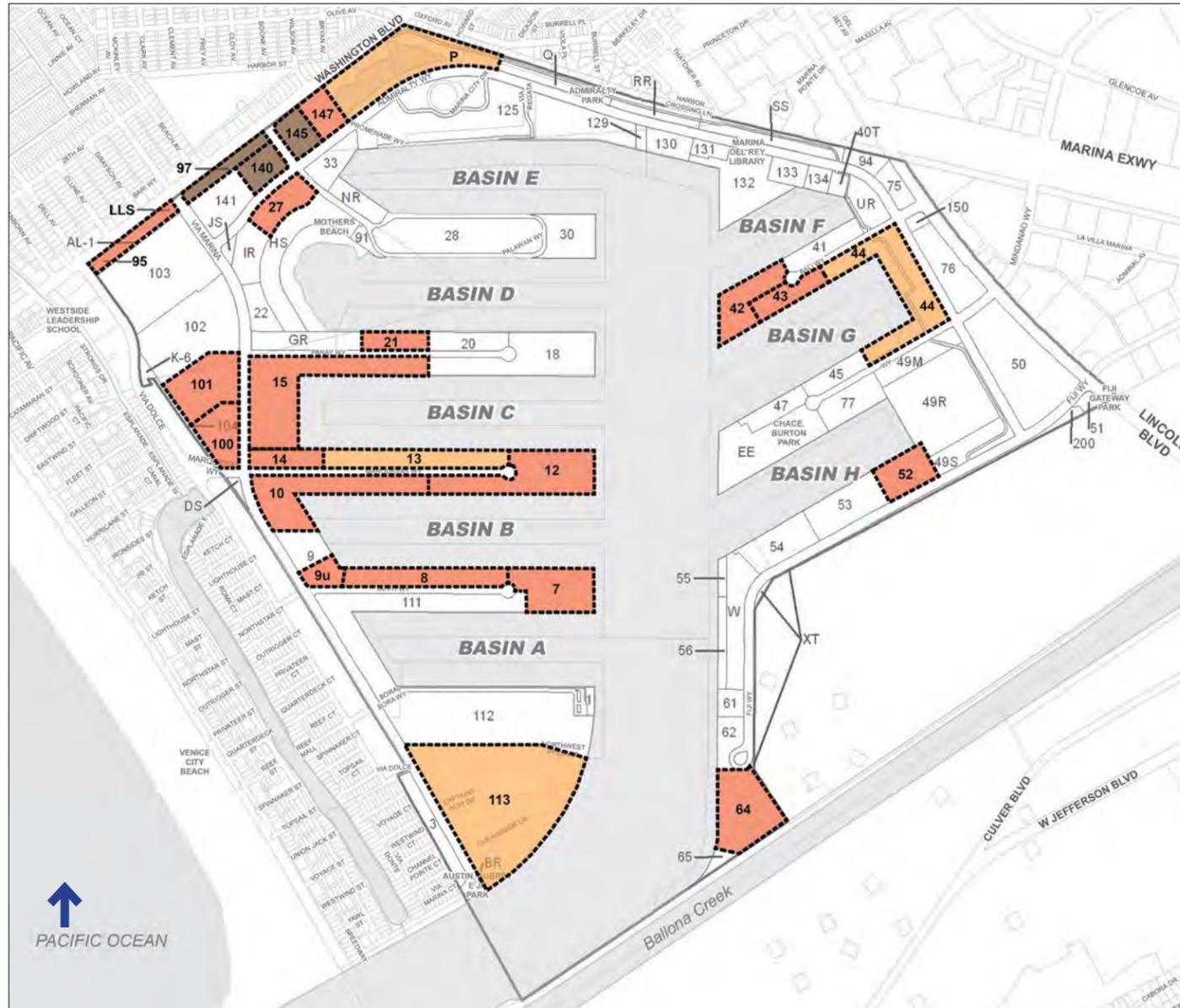


Figure 4: Marina del Rey Intensity of Investment

source: County of Los Angeles

- LEGEND**
- Approved Projects
 - Pending Projects
 - Completed Projects

Table 2c.1: Marina Investment Cases to be Filed or Already Approved			
Project Name/No.	Description	Marina Parcel No.	Status
Marina del Rey Hotel	Rehab of 160 room hotel	Parcels 42 and 43	Approved July 19, 2012
Parcels 95/LLS Remodel	Commercial strip remodel	Parcels 95 and LLS	Approved May 8, 2013
Boat Central	345-space dry stack storage facility	Parcel 52	Approved by RPC April 24, 2013
Holiday Harbor	Development of a new commercial complex with 2,916 square feet of retail uses, 11,432 square feet of marine commercial uses, a 5,000 square foot yacht club, 6,000 square foot health club, an adjacent waterfront public pedestrian promenade, a 447 space six-level parking structure and a public plaza. Monitoring until construction completed.	21	Approved by BOS 10/11/2011
Oceana Retirement Facility	Construction of a 114-unit senior facility, 3,500 square feet of retail space, and 92 public parking spaces.	147	Approved by BOS 6/12/2012
Public Wetland Park	Construction and maintenance of a 1.46 acre public wetland and upland park located on the southerly portion of Parcel 9U.	9U	Approved by CCC in December 2012
Neptune Marina	Demolition of a multi-family residential complex of 136 rental units and all appurtenant landside facilities (all site landscaping, hardscape and surface parking); development of a multi-family residential complex of 400 rental units (including a total of 62 affordable housing units) consisting of three (3) buildings (maximum 60 feet in height, excluding appurtenant rooftop structures), and landscaping, hardscape, garage parking, an exterior pool, a waterfront public pedestrian promenade and other site amenities and facilities on the subject parcel.	10	Approved by BOS May 15, 2012
Neptune Marina	Demolition of all existing landside improvements, including an existing public surface parking lot containing 202 parking spaces and appurtenant landscaping located on Parcel 14 and construction of one (1) 126-unit, maximum 55-foot-tall apartment building (containing a total of 19 affordable housing units) and landscaping, hardscape, garage parking, a waterfront public pedestrian promenade and other site amenities and appurtenant facilities on Parcel 14.	14	Approved by BOS May 15, 2012
Archstone Breakwater	Renovation of an existing 224-unit apartment complex. The proposed renovations will include improvements to the apartment interiors and improvements and upgrades to the exteriors of all four buildings.	64	Construction completed in 2013
Jamaica Bay Inn	Renovation and expansion of an existing hotel facility, restaurant, off-street parking, and existing pool, patio and landscape area. The total number of hotel rooms is proposed to increase from 42 rooms to 111 rooms. The total number of parking spaces is proposed to increase from 146 to 164 spaces. Conditional Use Permit to authorize the sale of alcohol for on-site consumption.	27	Construction completed in 2010
Bay Club	Renovation of 205 apartment units, the public waterfront promenade, a club house, and an approval in concept for the replacement of the existing marina with a 207-slip marina which conforms to Americans with Disabilities Act and California Department of Boating and Waterways requirements.	8T	Approved plot plan 7/1/2012
Tahiti Marina	Rehabilitation of the three-story 149-unit existing apartment complex located in one building over a 40-month time period, beginning on or about the first quarter of 2011.	7	Approved plot plan 1/19/2012
Esprit I & II	Parcel 12 - Demolition of 120 residential units, construction of 437 units and 2,000 sq feet of visitor-serving commercial Parcel 15 - Demolition of 288 units and construction of 585 units and 8,000 square feet of visitor-serving commercial	12 and 15	Approved by BOS in 2000, phase I construction completed in 2004
Shores	Construction of 544 units	100 and 101	Construction completed in 2013
Oxford Basin	Oxford Basin restoration project	Parcel P	Application submitted, DPW processing MND.
Villa del Mar	198-unit rehab	Parcel 13	MND case, SCHC hearing occurred in January 2014
Pier 44	CDP, CUP, VAR, PKP - Commercial development. Trader Joes, West Marine	Parcel 44	EIR case. Preparing for NOP/Scoping meeting. Held Scoping Meeting September 10, 2013.
Mariner's Village	Remodel of 981 units in 4 phases over 10 years	Parcel 113	EIR Case, scoping meeting occurred in December 2013
Marina Beach Shopping Center	Renovation of an approximately 25,000 square-foot shopping center and development of new corner parkette	Parcel 97	Completed in 2008
Admiralty Apartments	Development of 204 new apartment units with a 15-unit set aside for low-income residents	Parcel 140	Completed in 2007
Hilton Garden Inn	Renovation of the existing 132-room Marina International Hotel resulting in a reduction of the occupancy of the hotel from 132 to 125 rooms and an increase in the square-footage of landscaped areas	Parcel 145	Completed in 2012

2d. Mobility

The figures below show current conditions for multiple modes of mobility: vehicular circulation, pedestrian circulation, bicycle circulation, water bus routes and stops, shuttle stops and transit stops.

- From the regional network, vehicular circulation into the Marina is from both Lincoln and Washington Boulevards, which are located along Marina del Rey's boundary with the City of Los Angeles. Route 90 intersects Lincoln Boulevard just north of Marina del Rey and provides access to the 405 Freeway. Bali Way, Mindanao Way and Fiji Way provide access to Marina del Rey from Lincoln Boulevard, and Via Marina and Palawan Way provide access from Washington Boulevard. Figure 5 illustrates the peak hour traffic volumes for the streets in the Marina.

- The existing and planned waterfront promenade will provide pedestrian access throughout the Marina in conjunction with sidewalks on major streets. Currently, the waterfront promenade is narrow in some locations, in poor condition in many locations, is lined with parking, has unattractive chainlink fencing, and in some locations is blocked by private or recreational development (Figure 6). The Marina del Rey Land Use Plan (LUP) and Specific Plan (SP) show existing and probable shoreline access. The LUP, the SP and the draft Marina Walk Guidelines require an improved 28-foot-wide waterfront promenade where property redevelops or is remodeled. Improvements made recently that follow the draft Marina Walk Guidelines provide a more attractive and useful

- promenade that is shared with fire access. The 20-foot width for the promenade required by the Fire Department limits amenities to a 8-foot strip adjacent to the water. There are few pedestrian connections to the promenade from Admiralty Way, Via Marina, or properties not on the water. On Admiralty Way, there are long distances between pedestrian crossings and pedestrian sidewalks are narrow and next to the street with no buffer from the fast-moving traffic. Mole roadways have either no sidewalks or narrow sidewalks on one side.
- The Marina del Rey Mobility Plan studied the existing mobility, as illustrated in Figure 7, and showed transit ridership to be the highest along Lincoln Boulevard, east of the harbor. There is moderate ridership adjacent to Marina Beach and low ridership

- in the southwest residential portion of the harbor.
- Preliminary mobility concepts by Fehr & Peers recommend mobility hubs at major destinations in Marina del Rey as illustrated in Section 3. The Mobility Hub's purpose is to bring together mobility components in one location. A park-once facility shared by multiple users, bike-share stations and bike parking, car share, water bus stops, and shuttle and transit stops, are the primary components of a Mobility Hub.

For more detail, see the Marina del Rey Mobility Plan under separate cover.



Figure 5: Peak Hour Traffic Volumes of Marina Streets

source: Fehr & Peers

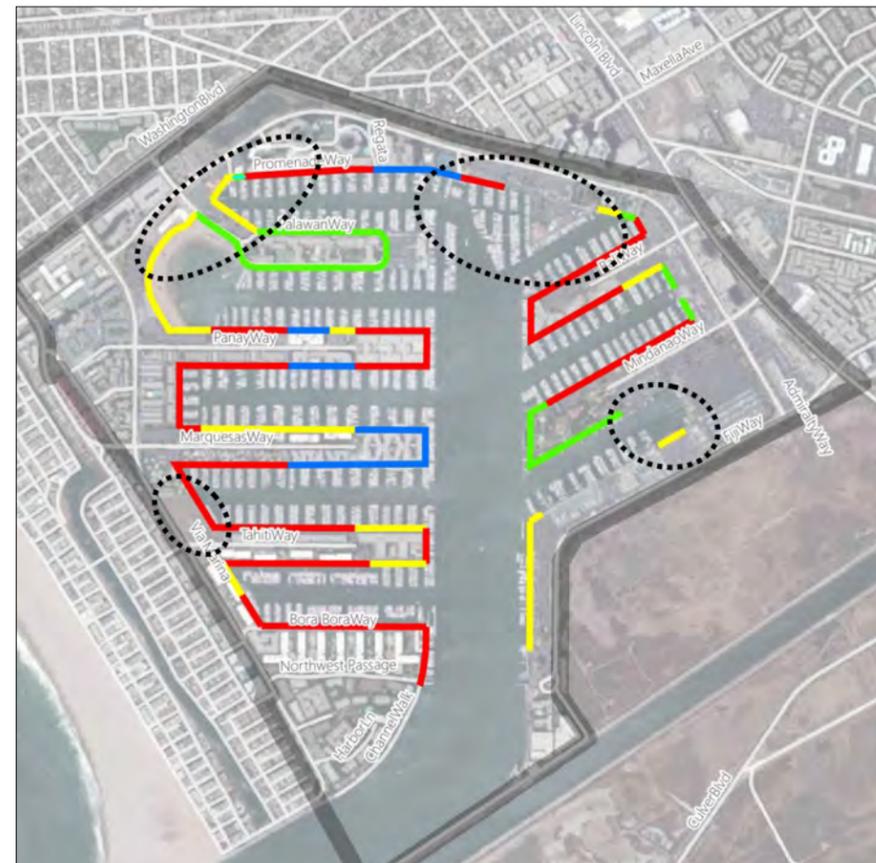


Figure 6: Waterfront Promenade Widths and Gaps

source: Fehr & Peers

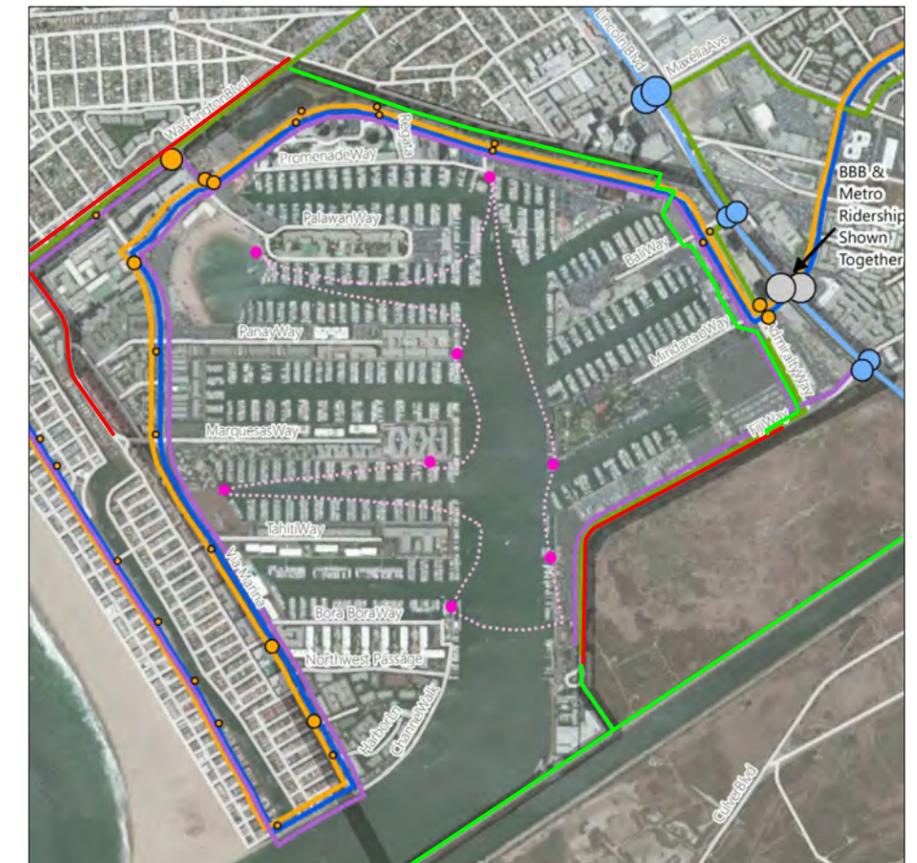
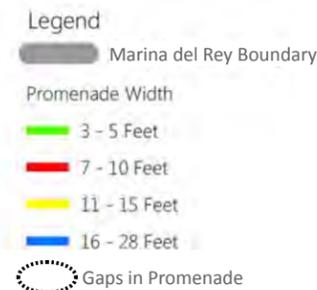
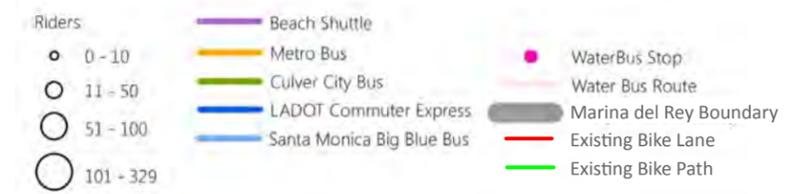


Figure 7: Existing Mobility Network

source: Fehr & Peers



2e. Urban Design Concept and Existing Height Limits

The urban design concept in the MDR Specific Plan calls for: "a modified "bowl concept" consisting of a skyline of taller buildings around the outer and northern edges of the Marina, with lower buildings on the moles. The concept will enhance the image of the Marina and will ensure adequate sunlight and wind circulation on the water basin." Currently the MDR Specific Plan allows for heights that have generally stayed consistent with the bowl concept. To ensure that the urban design and sense of place continue to be of a unique character to the harbor in Marina del Rey, it is recommended that the "bowl concept" be retained to enhance the experience of the Marina.

As illustrated in Figure 8, the Land Use Plan Parcel Development Height Limits map is used as the base on which the following layers of information are superimposed (see diagram legend):

- Height refinements to the Land Use Plan allowable heights as designated in the MDR Specific Plan
- Parcels which allow a higher height limit if an expanded view corridor is provided, as designated in the MDR Specific Plan
- Potential "bowl concept" inconsistency

It is observed, through this analysis, that the Specific Plan made allowable height refinements to the Land Use Plan to be more consistent with the bowl concept. Heights were generally reduced on seaside parcels and were generally increased on some non-seaside parcels along Via Marina and Admiralty Way, primarily between Bora Bora Way and Bali Way. In addition, heights were also generally reduced along the residential mole roads surrounding Basins A, B, and C. The Specific Plan height refinements have enhanced the experience of the harbor by maintaining lower massing on the water and higher massing on non-seaside parcels.

It is important to note that while the Specific Plan identifies the urban design importance of the bowl concept, it has also given the flexibility to allow taller heights on seaside parcels only if expanded view corridors are provided. These parcels, as identified on Figure 8, generally allow for heights of 45 feet but will allow heights to between 75 feet and 225 feet if an expanded view corridor is provided. Special consideration should be given to the urban design of such projects to resolve potential issues such as bulky buildings and expanded view corridors primarily in shadow.

Between the Fire Station and Bali Way, there are a number of parcels which are allowed to reach 40 to 45 feet in height with only two of those parcels (134 and UR) being allowed to go 75 feet if an expanded view corridor is provided. Consideration should be given to allowing increased height on other parcels in this area in exchange for increased view corridors as Admiralty Way is the street on which more visitors experience Marina del Rey.

The MDR Specific Plan has maintained the bowl concept but there is a potential inconsistency with Marina Beach parcel 22. The height for parcel 22 is allowed to reach 225 feet, which seems high as these taller buildings could block the buildings behind. On parcel 22, there would likely be shade and shadow effects on Marina Beach with a 225-foot height allowance.

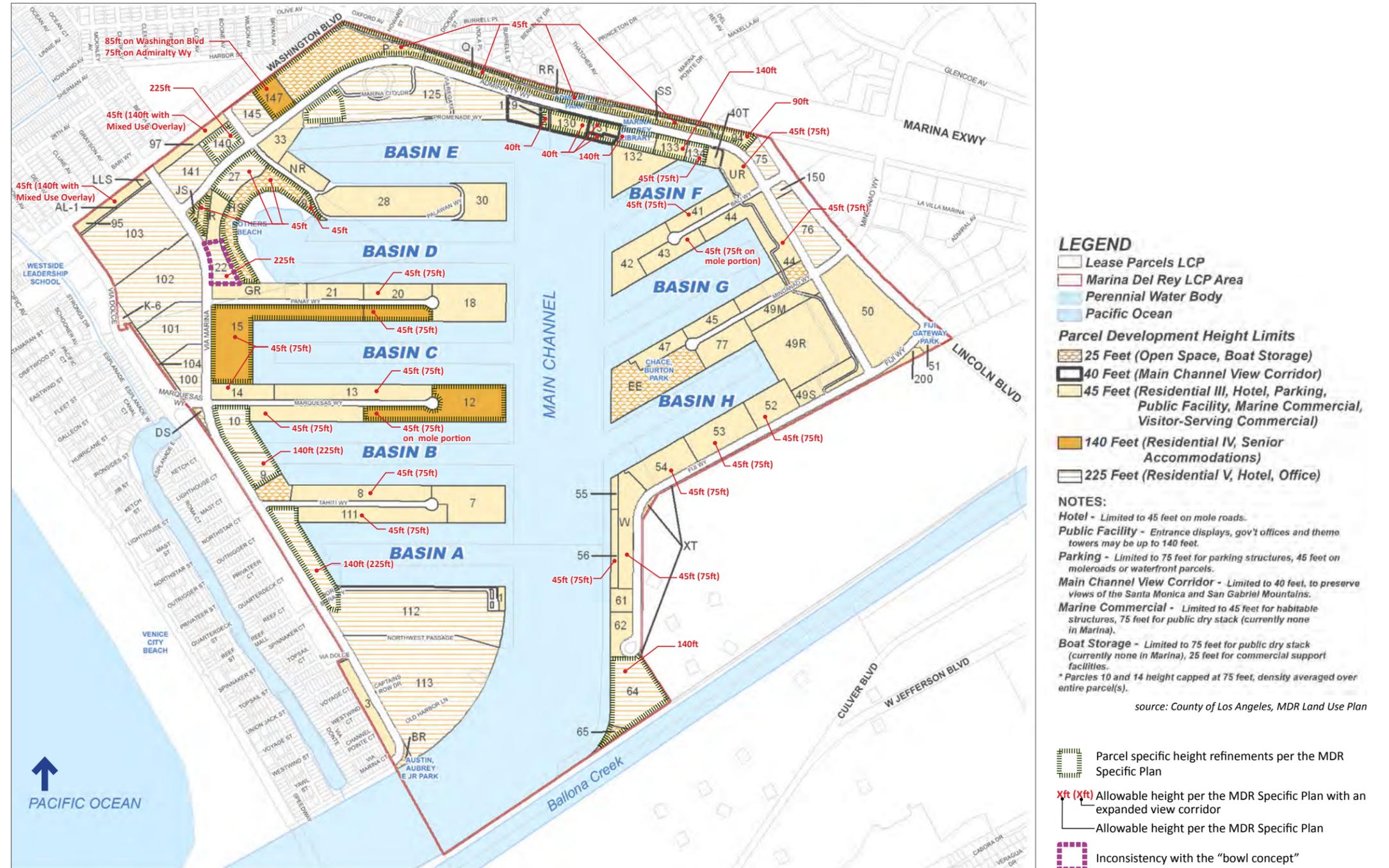


Figure 8: Height Limits as designated by the Land Use Plan with refinements in the Specific Plan

source: County of Los Angeles, MDR Land Use Plan

Note: For planning purposes, this analysis is a summary of allowable heights. Refer to the MDR Specific Plan for further detail and confirmation. The MDR Specific Plan is the implementing document for the MDR Land Use Plan.

2f. View Corridors

The urban design concept in the MDR Specific Plan states: "View corridors to maintain and enhance public views of the harbor are a priority of this plan. Enhancing the ability of the public to experience and view the Marina waters shall be implemented by requiring view corridors in the design of all new or renovated development. Increased view corridors are called for when basic height standards are exceeded. This goal shall be achieved by placing conditions on permits for new development to enhance public viewing, to allow for greater public access, and to create view corridors to and along the waterfront." Furthermore, a view corridor is defined as "an area located between the water and the first public road open to the sky and allowing uninterrupted views of the harbor from the road to the waterside, at ground level. The corridor may be combined with fire roads and public accessways."

This study examined views of the harbor as it would be experienced by motorists, pedestrians, and bicyclists. A field study was conducted along the primary surrounding loop roads of Via Marina, Admiralty Way and Fiji Way. Additional analysis through programs such as google street view was also studied to supplement and confirm the field study. The current conditions of views into the harbor from the surrounding area, as illustrated in Figure 9, was defined into the following categories: View Barriers; Clear Views; and Obstructed Views.

View barriers are areas of non-visibility into the harbor by both pedestrians and those in automobiles, and consistently cover much of the loop surrounding the harbor. The view barriers are a result of the following factors: existing development, landscaping, surface parking lots and parking structures, and distance from the loop roads to the basins.

The criterion for clear views is having a clear path or view and/or visual access to the harbor's water, bulkhead edge, masts, and horizon. Obstructed views allow one to see into the harbor's components, mentioned above, but in a limited manner due to, for example, trees, parking lots, and signage.

A distinction was made to acknowledge the difference in how pedestrians, bicyclists, and motorists experience views into the harbor from the surrounding loop roads. As illustrated in Figure 16, there are locations where pedestrians and bicyclists walking and biking at a leisurely pace exceedingly benefit with visual connections into the harbor, which are difficult and/or impossible to experience, from the loop roads, by those in automobiles traveling at the speed limit. In summary, based on current view conditions, views of the harbor are limited for both pedestrians and motorists. This analysis reinforces a public perception of deficient identity and sense of place which can be improved with more clear views of and public access to Marina del Rey's harbor.

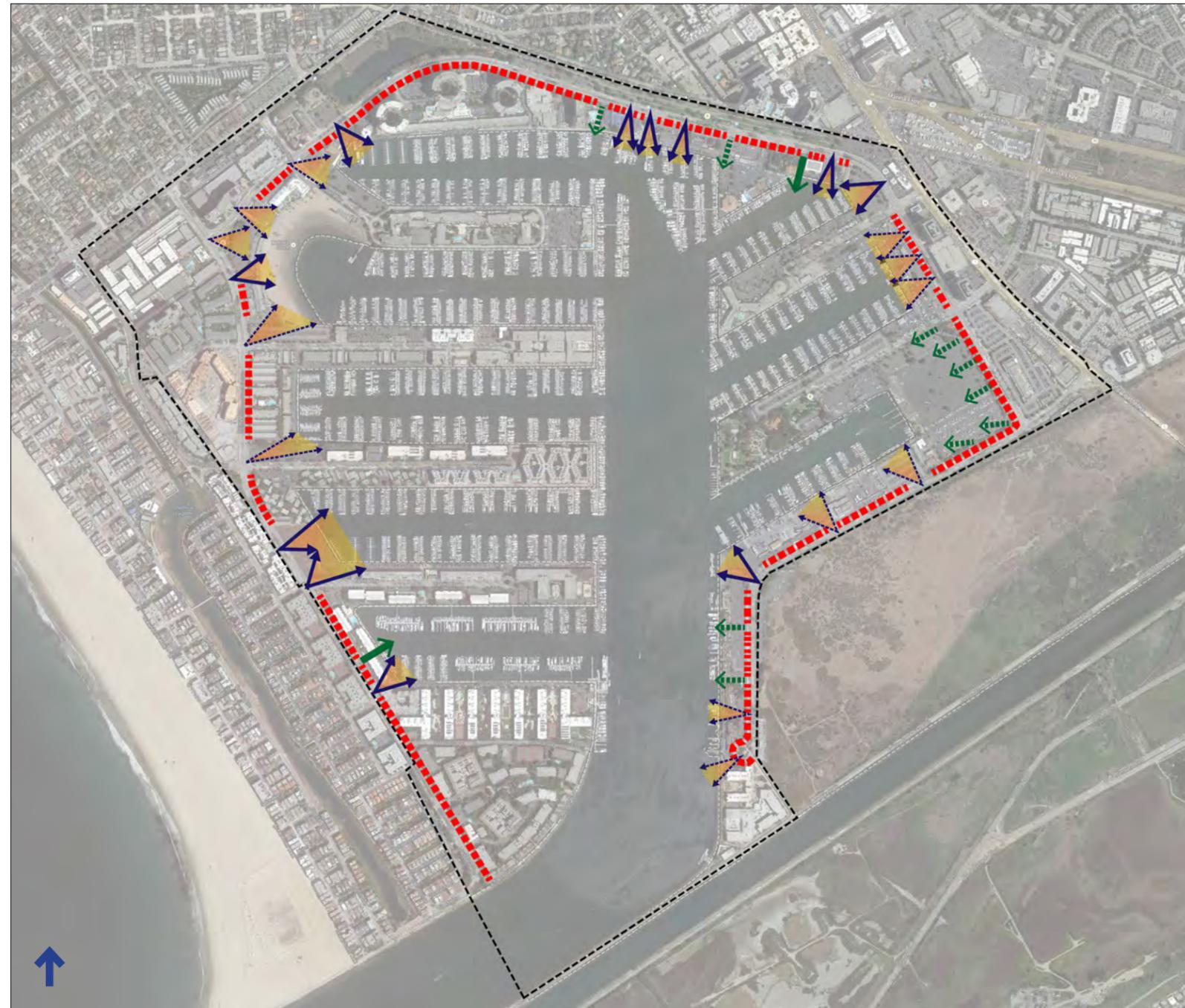


Figure 9: View Corridors Analysis

LEGEND

-  View Barriers for Motorists and Pedestrians
-  Clear View: Pedestrians Only
-  Obstructed View: Pedestrians Only
-  Clear View: Motorists and Pedestrian
-  Obstructed View: Motorists and Pedestrian

Section 3: Opportunities and Constraints

3a. Opportunities and Constraints - Marina Beach

Figure 10 superimposes on the existing conditions of Marina Beach, the Mobility Hub and other mobility improvements recommended by Fehr and Peers with some modifications. The diagram offers an understanding of what has been done in previous plans, what currently exists, what is currently planned, and which opportunities for future redevelopment reveal themselves.

Figure 10 shows opportunities for several key connections between the existing and planned waterfront promenade to more easily facilitate pedestrian and bicycle movements, including:

- 1 A direct pedestrian and possibly a bicycle connection between the Marina Beach promenade and the promenade adjoining the Killer Shrimp restaurant which would run along the northwestern edge of parking lot 9/parcel NR
- 2 A direct pedestrian connection from Panay Way to Marina Beach
- 3 A pedestrian connection from the intersection of Admiralty Way and Marina Way to Marina Beach to capture those walking from the Marriott Hotel and nearby residential and commercial development

The County should reconsider the plans for the reconfiguration of the intersection of Admiralty Way and Via Marina, if feasible, as the proposed plan would reduce the amount of land on the waterside of the intersection adjacent to Marina Beach, redirect the more busy traffic on Admiralty Way into Via Marina, and create two small open spaces which would not be as desirable and usable as one large open space.

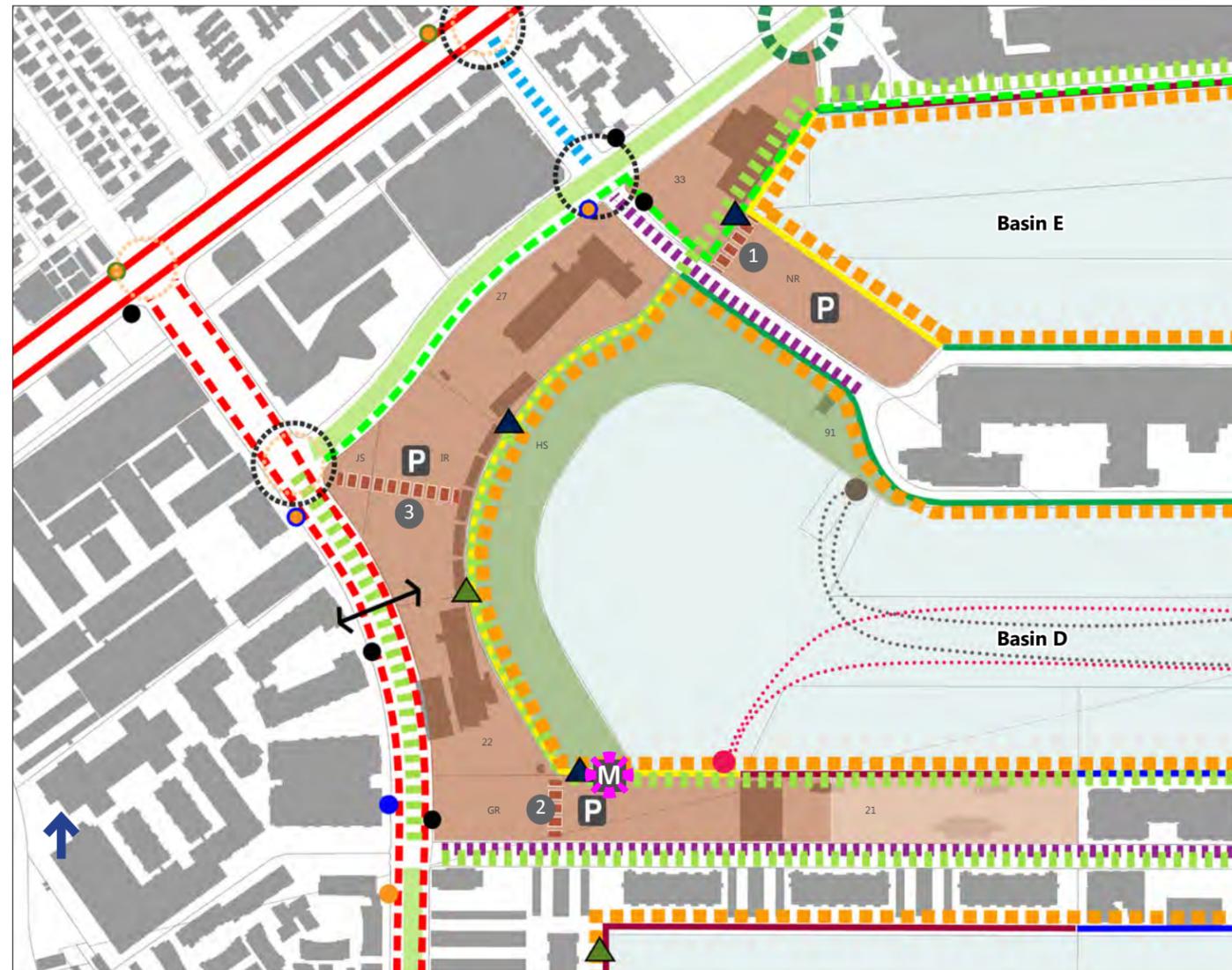


Figure 10: Opportunities and Constraints

DIAGRAM LEGEND

- Proposed 28-foot Waterfront Promenade per MDR LUP
- Potential Opportunities for Proposed Linkages to Waterfront Promenade
- Land Use & Urban Design Opportunity Sites
- Beach Recreational Area
- Public Parking Lots
- Approved 4-story Marine Commercial and 6-story above-grade parking structure
- Water Transit¹**
 - Existing Waterbus Stop
 - Proposed Waterbus Stop
- Landside Transit¹**
 - Shuttle Stop
 - Culver City/Metro Transit Stop
 - LADOT Transit Stop
 - LADOT/METRO Transit Stop
 - METRO Transit Stop
- Bikes: Recommended Network¹**
 - Planned Bike Path
 - Planned Bike Lane
 - Planned Bike-Friendly Street
 - Planned Bike Route
 - Existing Bike Lane
- Pedestrians: Crossings¹**
 - Signalized Pedestrian Crossing
 - Planned Enhanced Crossing
- Bike Enhancements**
 - Option 1: Includes Buffered Bike Lanes, Widened Sidewalks, Bike Paths, and Shared Bicycle and Pedestrian Promenade
- Promenade: Existing Widths¹**
 - 3-5 Feet
 - 7-10 Feet
 - 11-15 Feet
 - 16-28 Feet
- Vehicles: Planned Roadway Improvements¹**
 - Segment Enhancement: Landscape and or Median Enhancement
 - Intersection Enhancement
- Wayfinding: Gateways and Kiosks¹**
 - Candidate Location for New/Enhanced Vehicle Gateway
 - Candidate Location for Bike/Pedestrian Map Kiosks
 - Candidate Location for Interpretive Kiosks
- Mobility Hub¹: Park Once facility; Bike Share stations; Bike parking; Car Share; Co-located transit & Water Bus stops; Wayfinding

1. source: Marina del Rey Mobility Plan Preliminary Concepts, August 2013, FEHR & PEERS

3b. Restaurant Row and Bali Way/Fiji Way Focus Areas

Figure 11 illustrates some of the opportunities and constraints to consider when looking at revisoning these focus areas. It contains information on land use from the site visit and existing conditions analysis, and mobility concepts from the August 8, 2013 Fehr and Peers preliminary document.

As described in Section 2, there are opportunities in these focus areas to redevelop and provide a mix of uses along the waterfront, Admiralty Way and Fiji Way. One of the major constraints in these focus areas is the amount of parking currently present on the harbor side of Admiralty Way and Fiji Way, making it difficult for pedestrians and bicyclists to maneuver around comfortably. There is an opportunity to move parking from the water's edge, consolidate shared parking among uses and creating a more pedestrian- and bicycle-friendly environment.

As illustrated on Figure 11, a proposed 28-foot waterfront promenade acts as the backbone to a network of bikeways, enhanced crossings and intersections, roadway enhancements, and potential long term signalized crossing opportunities. These opportunities will provide for a connected, multi-modal environment, one which is featured with proposed Mobility Hubs at key locations. Mobility Hubs contribute to the organization (i.e. defining districts and focus areas) and sense of place of an area, integrating mobility elements, land use and urban design. They provide for components such as park once facilities, bike share stations, car sharing, co-located transit and water bus stops, and wayfinding.

In a waterfront setting, pedestrian linkages are vital to connectivity between land use and urban design. Connecting the water to buildings and the public realm is critical to providing a vibrant waterfront atmosphere. There are opportunities for several key connections between the existing and planned waterfront promenade to more easily facilitate pedestrian and bicycle movements, including:

- 1 A direct pedestrian connection through the California Yacht Club site to connect the west and east portions of the marina
- 2 A direct pedestrian and bicycle connection between the promenade northwest of Bali Way along Basin F, and the promenade adjoining the northeastern edge of Basin G
- 3 A direct pedestrian connection from the promenade along the southeastern edge of Basin G
- 4 A pedestrian connection from the promenade along the southeastern edge of Basin H to the promenade along the eastern edge of Fisherman's Village



Figure 11: Opportunities and Constraints Map

LEGEND

- Recent Proposed project by leasee with mix of uses
- Parking/lot consolidation opportunity¹
- Planned Segment Enhancement¹: Landscape and/or Median Enhancement
- P Public Parking Lot
- M Proposed Mobility Hub¹: Park Once facility; Bike Share stations; Bike parking; Car Share; Co-located transit & Water Bus stops; Wayfinding
- Proposed 28-foot Waterfront Promenade per MDR's LUP
- Potential Opportunities for Linkages to Waterfront Promenade
- Planned Signalized Pedestrian Crossing¹
- Planned Enhanced Crossing¹
- Planned Intersection Enhancement¹
- Long-Term Signalized Crossing Opportunity¹
- Existing Waterbus Stop¹
- Proposed Waterbus Stop¹
- Alternate or Future Waterbus Stop¹
- Candidate Location for New/Enhanced Vehicle Gateway¹
- Candidate Location for New Bicycle Gateways¹
- Recommended Bike Network¹:
 - Existing bike lane
 - Planned bike lane
 - Existing bike path
 - Proposed bike Path
 - Planned bike route

1. source: Marina del Rey Mobility Plan Preliminary Concepts, August 2013, FEHR & PEERS

Section 4: Community Comments

Provide the following activities:

- Waterside café/bistros
- Civic center near library
- Dinghy docks for access to restaurants
- Promenade that is wide and continuous
- Organic market for residents
- Separate bike path along Admiralty Way
- Boater parking and amenities
- Community boat house
- Year-round shuttle and water bus
- Wayfinding at key locations
- Repair shop for boaters
- At Marina Beach
 - Sailing and other boater's lessons
 - Kayaks
 - Outriggers
 - Paddle boats
 - Amenities for above
 - More storage for non-motorized craft

Section 5: Market Consultant Comments

According to the market analysis, done for an area somewhat larger than unincorporated Marina del Rey, uses that may be supported include:

1. Hotel projections for 600 to 900 rooms (approximately 3 hotels)
2. Food and beverage, specialty retail, and general merchandise
3. Office market difficult, but creative office a possibility

Section 6: Activities from Other Successful Waterfronts/ Marinas

Utilizing some of the lessons learned from a case study analysis of other marinas, Marina del Rey should consider the following:

- Portugal and many other Asian, European and United States waterfronts/marinas have a strong continuous promenade that ties together restaurants/hotels/housing/boater's support facilities and accommodates daytime and nighttime waterfront activities and boating views.
- Granville Island in Vancouver, British Columbia has an educational/art/culture theme, other public facilities, and has small-scale architecture.
- Baltimore's Inner Harbor has many major attractions with distinguished architecture such as the National Aquarium, Science Center/IMAX, and a performing arts pavilion that can be a catalyst for restaurant/retail and other visitor services.
- Miami has a parking structure which has ground-level retail and restaurants, but also is designed as a unique structure with views of the entire South Beach area.

Section 7: Design Principles

In consideration of the previous sections, key principles to consider in addressing the revitalization include:

- Integration of boating activities and views of these with development
- Continuous waterfront promenade throughout the area
- Incorporation of mobility hub and park once concept proposed in Fehr and Peers' draft report
- Vertical and horizontal mix of uses (restaurants, retail, boating, hotel, civic, visitor center and waterfront entertainment) oriented to the water and boating activities
- Creation of active public gathering spaces adjacent to the promenade as view corridors and to be a focus for new uses
- Shared parking
- Reflect on areas' wetland character and South Sea island theme through special and stormwater landscaping in select areas



Section 8: Potential Activity Districts and Focus Areas

Districts are unique areas that have a special focus on the dominance of a particular land use or activity. They may contain a mix of uses integrated with the dominant activities. The naming of districts can assist in branding an area and in wayfinding within a large area such as Marina del Rey.

Marina del Rey could potentially be thought of as four distinct districts around which to organize existing and future uses, as illustrated in Figure 12. The Districts designated for this study, but open to redefinition and naming, are as follows:

1. Residential District
2. Marina Beach
3. Visitor's Row
4. Boater's Way

The Residential District is primarily made up of existing multi-family residential buildings situated around the mole roads and the harbor.

Marina Beach is primarily an existing active waterfront and family recreational area that serves both the local community and visitors. It is composed of restaurants, hotels and Marina Beach, the focus area of the district.

Visitor's Row is primarily an existing visitor-serving area made up of restaurants, some offices, and a yacht club. In addition, there is an existing boater-serving area made up of boater-related parking, services and sales, storage, launching, the Waterside Shopping Center, the Marina Towers, and Burton Chace Park.

Boater's Way is primarily an existing visitor-serving area made up of boater-related parking, services and sales, storage, and Fisherman's Village.

The following pages will demonstrate, with more detail, the existing characteristics of the non-residential districts, and propose three specific focus areas which will serve to catalyze redevelopment within each district. The focus areas will be animated with land use and urban design recommendations, which will establish a unique sense of place for their respective districts.

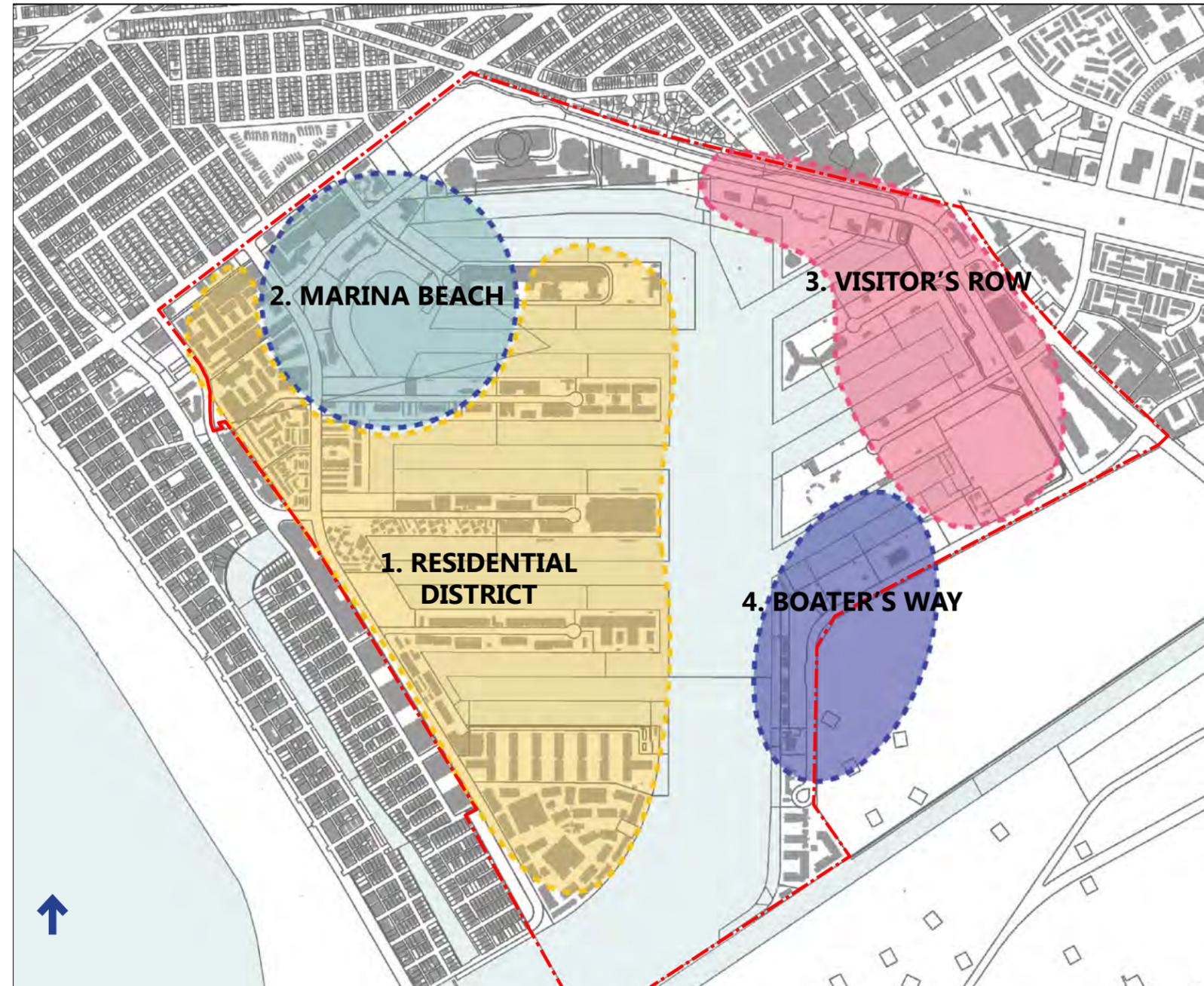


Figure 12: Potential Marina del Rey Districts

8a. Marina Beach Focus Area

The Marina Beach Focus Area, as shown in Figures 13 and 14, current conditions include:

- Marina Beach has traditionally been an active waterfront destination for families residing in Marina del Rey and throughout the Los Angeles region and the world. This active recreational area contains a crescent-shaped beach, a waterfront promenade, picnic tables and barbecues, public restrooms, a children’s play area, volleyball courts and boating activities for rowing, outriggers, kayaks, and paddle boards. Marina Beach is serviced by three surface parking lots on Parcels IR, GR, and NR (C, E, and A on Figures).
- Adjoining Marina Beach’s promenade is the newly-renovated Jamaica Bay Inn, which incorporates a waterfront view garden and restaurant in addition to hotel rooms and meeting facilities, the Cheesecake Factory with its waterfront restaurant and outdoor dining, and the Foghorn Harbor Inn and small retail.
- On Parcel 21 (F on Figures), there is a proposal for marine commercial uses and a new landscaped view corridor.
- The waterfront promenade encircling Marina Beach is not built to the full 28-foot width and connections to the surrounding area need improvement. There is no connection from the Marina Beach promenade to the promenade on Parcel 33 (B on Figures) and to Admiralty Way.

The following lists some general conclusions and opportunities observed for the Marina Beach Focus Area:

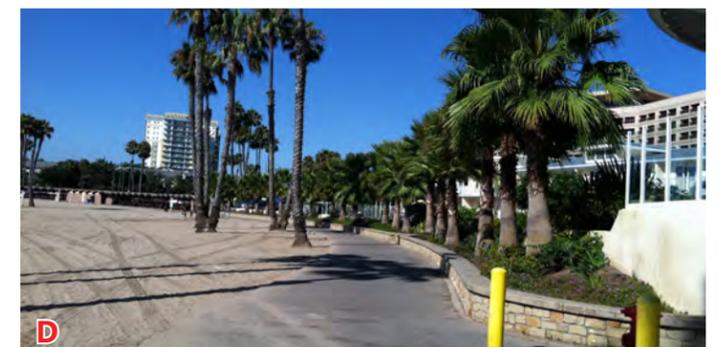
- There is an opportunity to enhance pedestrian promenades connecting to Marina Beach from the north and south, and improve connectivity with pedestrian linkages across Palawan Way, Panay Way, and adjacent surface parking lots.
- There is an opportunity to have shared parking as opposed to having multiple surface parking lots surrounding Marina Beach.
- There is opportunity to improve the mole roads, Via Marina, and Admiralty Way to make them more pedestrian-friendly, enhancing multi-modal connectivity.
- There is an opportunity to provide a wider mix of activities on and adjacent to the beach such as additional outdoor dining and non-motorized boating.



Figure 13: Marina Beach Focus Area



Figure 14: Marina Beach Focus Area (Part of Development Zone 3)



8b. Restaurant Row Focus Area

Restaurant Row Focus Area, as shown in Figures 15 and 16, current conditions include:

- Many leases are expiring in this area (Figure 3).
- Development has an outdated character.
- Development in this area occurred parcel by parcel, is automobile-oriented, and does not respond to the planned waterfront promenade or to the bicycle path.
- The MDR Specific Plan and Land Use Plan 2012 show visitor-serving commercial/convenience retail, hotel, office, public facilities, and parking north of Bali Way. This includes a wide range of uses, but the parcel-by-parcel development with unplanned connections does not seem to provide a vibrant synergy between the uses (Figure 2).
- Allowable building heights in the MDR Land Use Plan and Specific Plan vary from 45 feet to 225 feet along Admiralty Way (Figure 8). However, most development on Admiralty Way is one story.

The following lists some general conclusions and opportunities observed for the Restaurant Row Focus Area:

- The pedestrian promenade is not continuous, and is lined with surface parking lots throughout.
- There is an opportunity to have shared parking by consolidating surface parking lots, and therefore also improving connectivity between uses.
- There is an opportunity to enhance the views into the harbor from this visitor-serving area, from Admiralty Way.
- The lower topography at the promenade level from Admiralty Way allows for unique redevelopment opportunities (e.g. an amphitheater on the water).
- There is an opportunity to enhance the pedestrian realm along Admiralty Way, which currently has shallow sidewalks and minimal landscaping.
- There is an opportunity to integrate visitor-serving activity with everyday boating activities (e.g. connecting the promenade through the Yacht Club site).

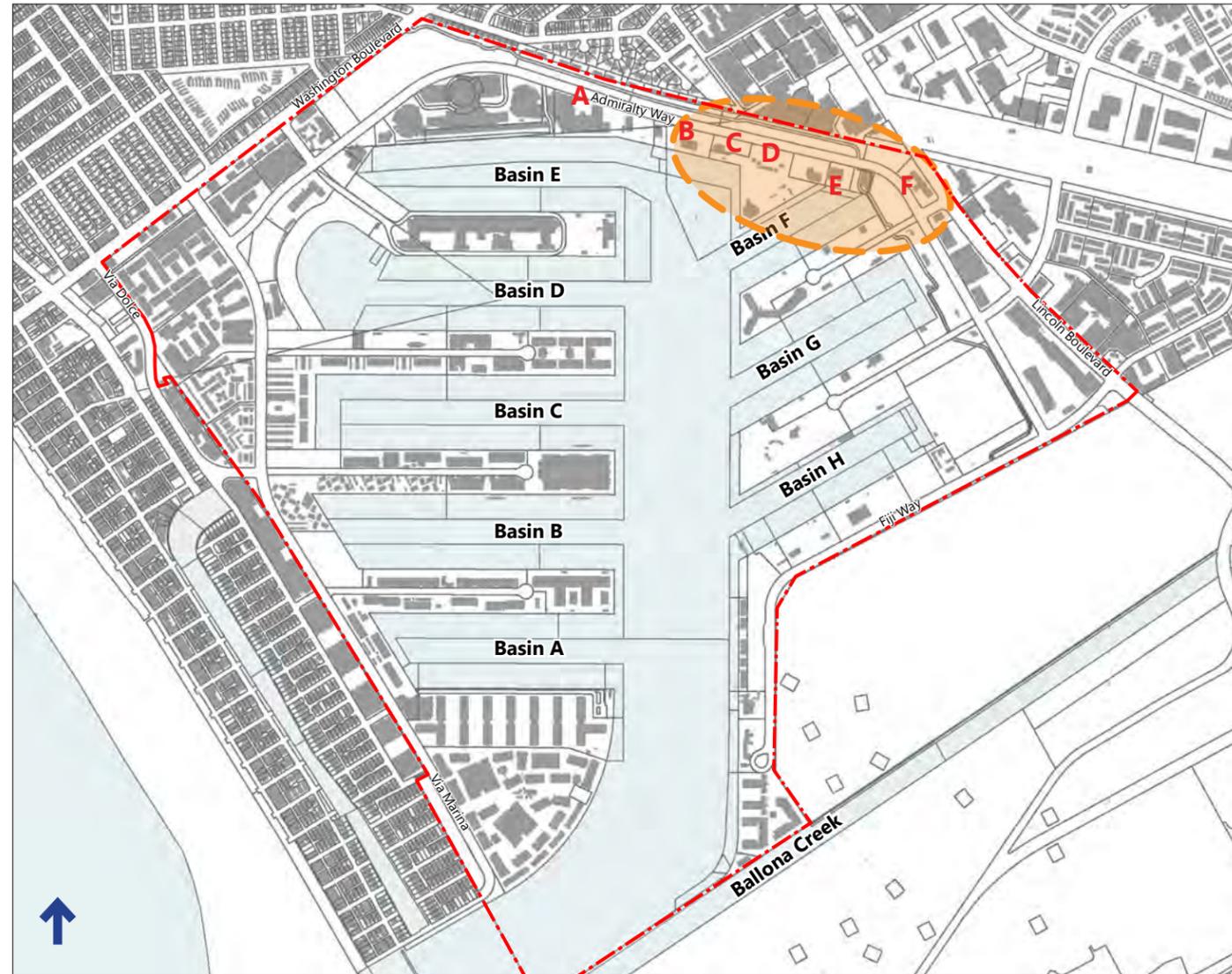


Figure 15: Restaurant Row Focus Area



Figure 16: Restaurant Row Focus Area (Part of Development Zone 3)

8c. Bali Way/Fiji Way Focus Area

The Bali Way/Fiji Way Focus Area, as shown in Figures 17 and 18, current conditions include:

- This focus area contains two major shopping centers, each with its own character. The Waterside, a recently-renovated center facing Admiralty Way with its rear to Lincoln Boulevard, contains neighborhood-serving uses including a supermarket, restaurants, retail shops, a post office, marine commercial and a new outdoor dining space. Fisherman's Village (D and E on Figures) on Fiji Way and on the waterfront has more tourist-oriented activities. Both shopping centers have surface parking lots facing the street with the Waterside parking more attractive due to landscaping and parking lot trees.
- On Parcel 76 (G on Figures) are two recently-renovated office towers with a parking structure. Adjacent to these office towers and at the Bali Way entrance to the Marina is a one-story vacant building located on Parcel 150.
- Parcels 44 and 49R (G on Figures) on Admiralty Way, are designated in the Marina del Rey Land Use Plan as marine commercial and both primarily consist of large parking lots for automobile and boat storage. Boating facilities and uses also line portions of Fiji Way (B and C on Figures).
- On the south side of Fiji Way are wetlands areas, an open space resource. Burton Chace Park provides open space, recreational activities, and space for events and other programming.
- This area has two of the three entries or gateways to Marina del Rey from Lincoln Boulevard, the major arterial linking Marina del Rey with the regional freeway network and the airport.

The following lists some general conclusions and opportunities observed for the Bali Way/Fiji Way Focus Area:

- There is an opportunity to improve continuity of the pedestrian promenade, which is lined with surface parking lots, and does not connect with the Fisherman's Village promenade.
- There is an opportunity to integrate between visitor-serving uses of the isolated Fisherman's Village with the adjacent Boat-serving uses to the north along Fiji Way.
- There is an opportunity to improve views into the harbor from Admiralty Way and Fiji Way by enhancing the pedestrian realm, sharing parking (e.g. with the recently-renovated office towers) and redeveloping sites such as parcel 49.



Figure 17: Bali Way/Fiji Way Focus Area



Figure 18: Bali Way/Fiji Way Focus Area (Part of Development Zone 3)

Section 9: Land Use Alternatives

The following conceptual visioning alternatives all include an improved 28-foot waterfront promenade and a separate bicycle pathway and address other design principles. Land uses vary as described below:

9a. Marina Beach Focus Area Concept Expanded Recreational and Boater-Related Uses with a Mobility Hub on the Waterfront (Figure 19)

The vision established by the Asset Management Strategy adopted by the Los Angeles County Board of Supervisors in 1997 identified Marina Beach as “a family-oriented recreation/entertainment center with a rich mix of attractions linked by a beachwalk promenade.” The following general land use and urban design recommendations aim to realize a more local-serving and family-oriented atmosphere with an emphasis on recreation, and non-motorized transportation. The goal is to achieve a sense of place through diversity in its adjoining uses, view corridors into the harbor from the surrounding streets, an enhanced pedestrian realm along Palawan Way, Admiralty Way, Via Marina and Panay Way to complement recreational activities, and beach preservation, to be enjoyed by the local community and by tourists alike.

1. Locate boater-related operations, service, sales and storage uses and parking shared with adjacent commercial and recreational uses, which are integrated with the adjacent promenade. Buildings (1 to 2 stories) would be situated to allow opportunities for major view corridors into the harbor from Admiralty Way, and to strengthen the pedestrian realm with connected promenades along Marina Beach and Basins E and D. A Mobility Hub is also proposed in the parking lot along Panay Way.
2. This area at Marina Beach will be dedicated to supporting recreational uses (2 stories). Pedestrians, bicyclists, non-motorized boaters, and the casual visitor will be able to enjoy a mix of daily beach activities such as kayaking, paddle boarding, swimming, volleyball, walking, jogging, bicycling, and having picnics. Special functions such as boating education, a farmers’ market and outdoor public performances should also be accommodated to attract both local and regional visitors while providing a lively atmosphere on the beach. Shared parking will be available for a mix of users.
3. Retain or locate a hotel and/or visitor-serving uses on the waterfront parcels facing Marina Beach (2-4 stories), and integrate waterfront activities with uses such as a hotel, café/ bistros with outdoor dining and new attractions (e.g. outdoor performance space), entertainment uses, unique retail, art galleries and other visitor-serving uses that appeal to both visitors and the local neighborhoods.
4. Locate visitor-serving commercial uses integrated with the adjacent promenade (2-4 stories). There will be an emphasis on waterfront restaurants with outdoor dining, and limited retail opportunities which will further enhance a dynamic atmosphere shared by the boaters, the local community and visitors enjoying the beach for recreational/casual purposes.

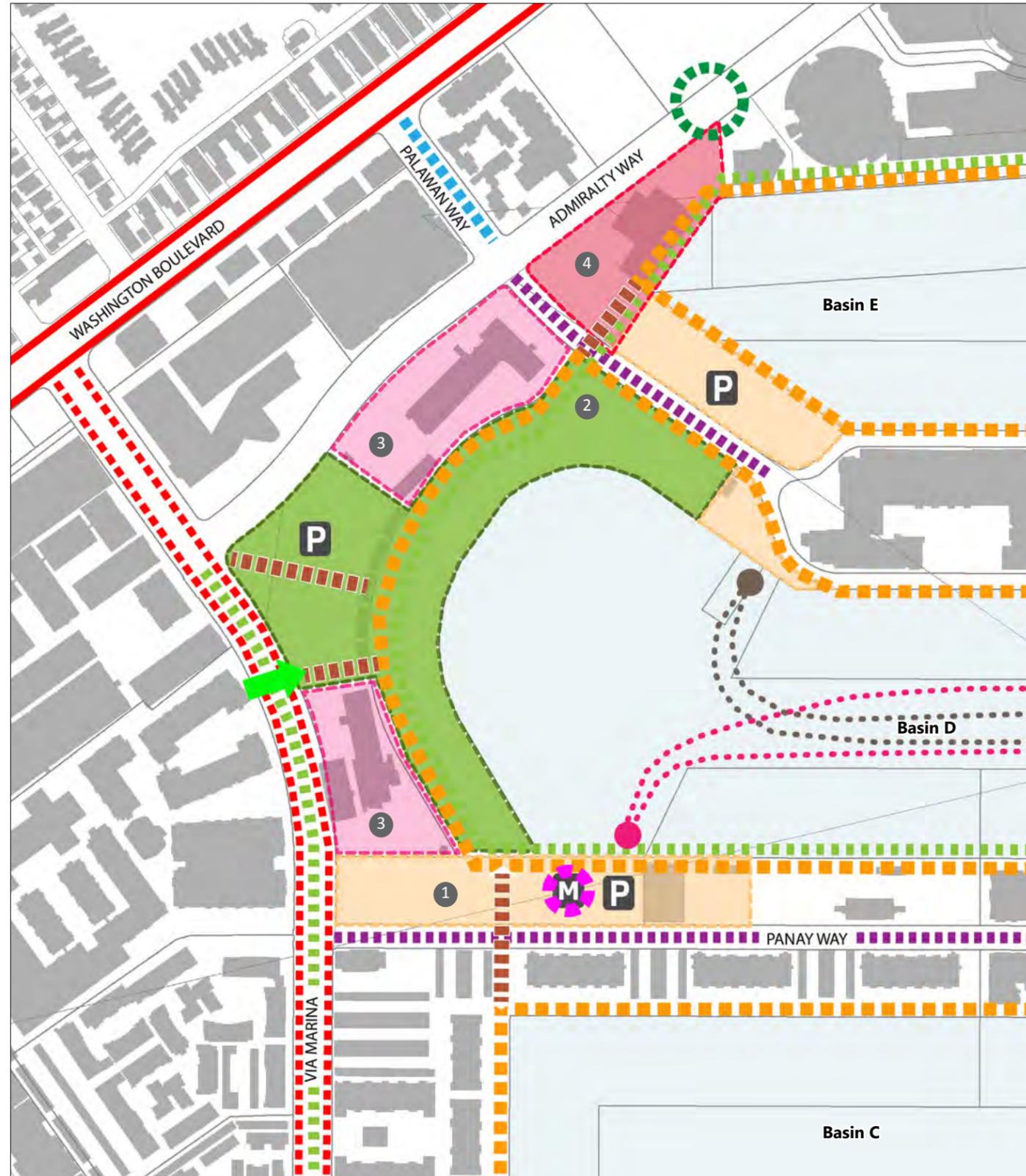


Figure 19: Alternative 1: Land Use and Urban Design Strategy

LEGEND

- Waterfront and Mix of Uses:**
 - **Visitor-Serving Commercial:** emphasis on restaurants and retail
 - **Open Space:** emphasis on active space for public promenades, bicycle and pedestrian path rights-of-way, and view areas
 - **Water:** emphasis on wet slips
- Hotel and Mix of Uses:**
 - **Hotel:** emphasis on a select-service hotel
 - **Visitor-Serving Commercial:** emphasis on restaurants, retail, family entertainment, art galleries and/or a health club
 - **Marine Commercial:** emphasis on wet slips, water-related transit, scenic boating, and boater-related sales and storage
 - **Open Space:** emphasis on active gathering space adjacent to public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
- Open Space and Parking:**
 - **Open Space:** emphasis on beach activities, playgrounds, boater activities, and active gathering space adjacent to public promenades, a farmers’ market, bicycle and pedestrian path rights-of-way, view parks and view areas, and shared parking
 - **Water:** emphasis on water-oriented recreational activities
- Public Parking and Boat-Serving Mix of Uses:**
 - **Parking:** emphasis on shared parking (surface and/or a structure) for boating-related uses, and for the general public for recreational and commercial-related uses, and integrated retail and/or boater-related sales and storage
 - **Marine Commercial:** emphasis on boater-related sales, service and operations, and small cafés
 - **Boat Storage:** emphasis on boat storage and mast-up storage
 - **Open Space:** emphasis on active gathering space adjacent to public promenades, bicycle and pedestrian path rights-of-way, and view areas
 - **Water:** emphasis on wet slips
- Mobility Hub¹:** Park Once facility; Bike Share stations; Bike parking; Car Share; Co-located transit & Water Bus stops; Wayfinding
- Shared Parking:** Surface Lot or Parking Structure
- Proposed 28-foot Waterfront Promenade per the MDR LUP**
- Potential Opportunities for Linkages to Waterfront Promenade**
- Signalized Pedestrian Crossing¹**
- Planned Enhanced Crossing¹**
- Existing Waterbus Stop¹**
- Proposed Waterbus Stop¹**
- Recommended Bike Network¹:**
 - Existing bike lane
 - Planned bike lane
 - Planned bike-friendly street
 - Planned bike route
 - Proposed bike enhancement: Includes Buffered Bike Lanes, Bike Paths, and Shared Bicycle and Pedestrian Promenade

1. source: Marina del Rey Mobility Plan Preliminary Concepts, August 2013, FEHR & PEERS

9b. Restaurant Row and Bali Way/Fiji Way Focus Areas Alternative 1

Civic Center/Mobility Hub on the Waterfront and Enhanced Restaurants/Hospitality Row (Figure 20)

- 1 Reconfigure the area from the fire station to Mindanao Way into a waterfront mix of uses (1 to 5 stories), as follows:
 - a. The area from the fire station to Bali Way as an integrated mixed-use development including specialty retail, hotel, entertainment, boating-viewing facilities, and civic uses. The buildings and uses are clustered to create interesting and compelling linkages/pedestrian paseos throughout.
 - A cluster of waterfront restaurants with outdoor dining along the promenade and dinghy docks along the waterfront with second-level/restaurants/bars and entertainment and decks facing the water is proposed for the area shown in red.
 - The current County parking lot, west of the Bali Way/Admiralty Way intersection, is envisioned as 2 to 3 levels of offices and/or civic uses such as Beaches and Harbors Administrative functions above restaurants, retail, and entertainment, which can share parking with the retail/restaurants as they do not peak in the same period and will provide a lunch time support for restaurants. A Mobility Hub with a shared parking structure, bike amenities, water taxi stop, visitor center, and other amenities are incorporated into the parking structure. Retail/restaurants are located along the waterfront with art galleries/service retail on Admiralty Way to screen the parking structure.
 - A select service hotel with bar and/or night club on the roof is proposed. Drop-off areas and parking for boaters and adjacent areas are provided on/or adjacent to the yacht club site.
 - Bioswales/vegetated swales for stormwater management will be incorporated in the design of public spaces and parking lots.
 - b. Library remains in its current location but library waterfront will be reconfigured and library parking will be repurposed for a gathering space shared with restaurants/retail.
 - c. The area between Bali Way and Mindanao Way, west of Admiralty Way, remains Marine Commercial with some retail development and surface parking.
- 2 Locate an Office Campus (2 to 12 stories), with a mix of uses, north of the proposed civic center and adjacent to Yvonne B. Burke Park. A mix of commercial and entertainment (nightlife focused) uses such as retail, cafés/bistros and bars with offices above will complement uses on the waterfront.
- 3 Preserve boat launch ramp, boater storage and other boater-related uses, marine commercial, and the waterfront mix of uses at Fisherman’s Village (1 to 4 stories). A Mobility Hub should be considered in the area between Mindanao Way and Fiji Way, and at Fisherman’s Village. Mobility Hub components include shared parking structure, bike amenities, water taxi stop, wayfinding and other amenities.

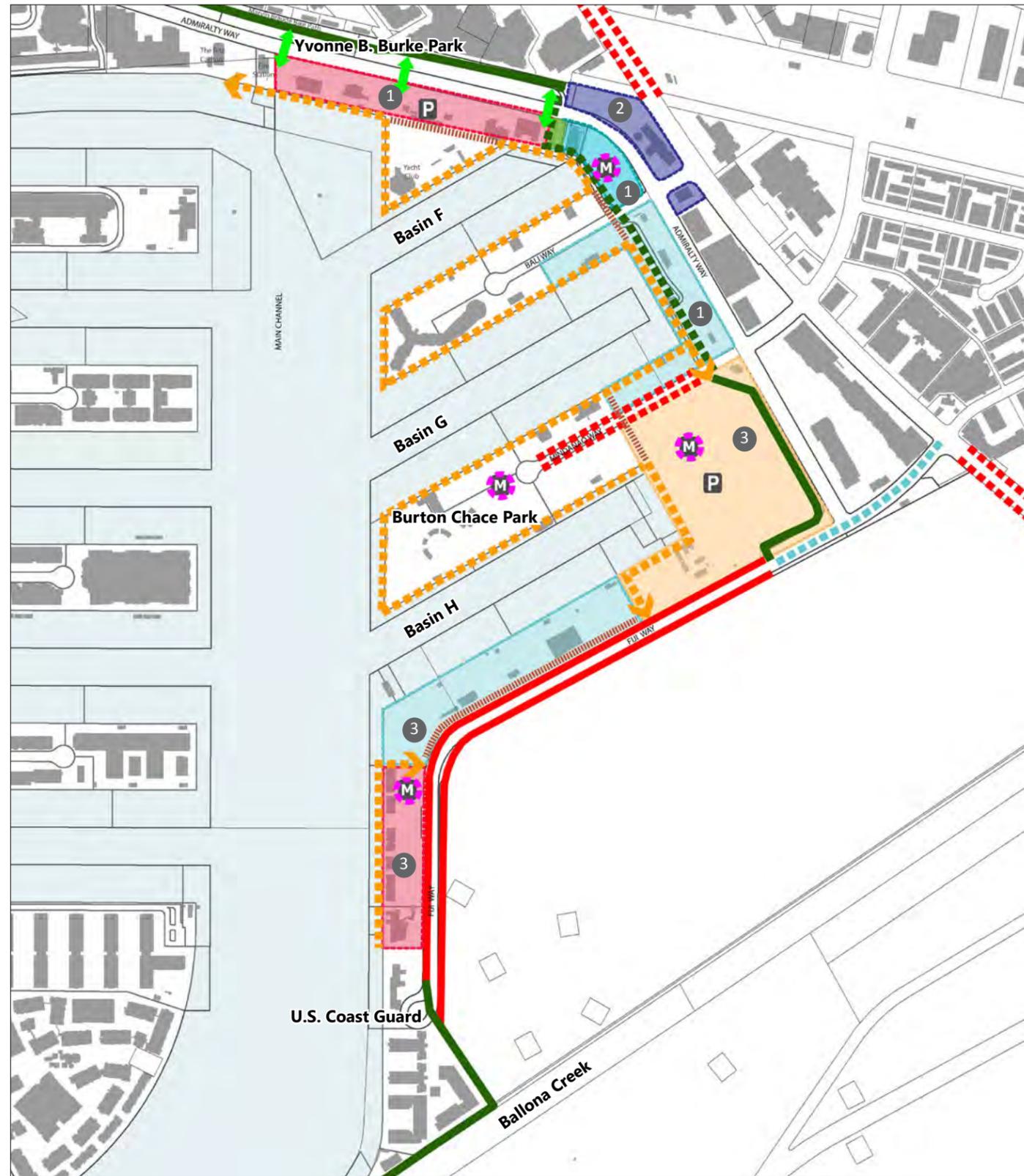


Figure 20: Alternative 1: Land Use and Urban Design Strategy

LEGEND

- Waterfront and Mix of Uses:
 - **Visitor-Serving Commercial:** emphasis on retail, restaurants and nightlife, e.g. bars and cocktail lounges
 - **Marine Commercial:** emphasis on boat storage, water-related transit stops and scenic boating, and parking for boating-related uses
 - **Parking:** emphasis on shared parking for boating-related uses, and for the general public for commercial-related uses, and integrated retail and nightlife
 - **Open Space:** emphasis on active space for public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
 - **Water:** emphasis on wet slips, and dinghy docks
- Office Campus and Mix of Uses:
 - **Visitor-Serving Commercial:** emphasis on retail, cafés and nightlife
 - **Office:** emphasis on creative and/or medical offices and public open space
- Civic Center and Mix of Uses:
 - **Visitor-Serving Commercial:** emphasis on ground-level retail and cafés
 - **Parking:** emphasis on a shared parking structure for boating-related uses, and for the general public for commercial-related uses
 - **Public Facilities:** emphasis on administrative offices for Beaches and Harbors and other County agencies, and a visitor center
 - **Water:** emphasis on dinghy docks
- Public Gathering Space:
 - **Open Space:** emphasis on active gathering space adjacent to public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
 - **Water:** emphasis on dinghy docks
- Marine Commercial Mix of Uses:
 - **Visitor-Serving Commercial:** emphasis on retail and cafés
 - **Marine Commercial:** emphasis on water-related transit stops, and boater-related sales
 - **Open Space:** emphasis on active gathering space adjacent to public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
 - **Water:** emphasis on wet slips
- Boat-Serving Mix of Uses:
 - **Marine Commercial:** emphasis on boater-related sales, service and operations
 - **Boat Storage:** emphasis on boat storage, launching, and parking
 - **Water:** emphasis on wet slips
- M Mobility Hub¹: Park Once facility; Bike Share stations; Bike parking; Car Share; Co-located transit & Water Bus stops; Wayfinding
- P Shared Parking: Surface Lot or Parking Structure
- 28-foot Waterfront Promenade
- Potential Opportunities for Linkages to Waterfront Promenade
- ➔ Proposed Signalized Pedestrian Crossing¹
- Bike Network¹:**
 - Existing bike lane
 - Planned bike lane
 - Existing Bike Path
 - Proposed long-term bicycle network improvement (waterfront multi-use path)
 - Planned bike route

1. source: Marina del Rey Mobility Plan Preliminary Concepts, August 2013, FEHR & PEERS

9c. Restaurant Row and Bali Way/Fiji Way Focus Areas Alternative 2

Vertical Mix of Uses all along the Waterfront with Civic Center/Mobility Hub adjacent to the Park (Figure 21)

- 1 Reconfigure the area from the fire station to Mindanao Way into a waterfront mix of uses (1 to 5 stories), as follows:
 - a. The area from the fire station to Bali Way as an integrated mixed-use development including specialty retail, hotel, entertainment, and boating viewing facilities. The buildings and uses create linkages/pedestrian paseos throughout.
 - An amphitheater with landscaped lawns or a view corridor with bleachers. The amphitheater will provide a cultural and entertainment transformation along the waterfront and a view corridor with bleachers will provide opportunities for gathering, people watching and/or waterfront public art. This gathering space can also host other events such as a farmer's market or a craft fair.
 - To create a sense of place, a mix of uses is intensified in a portion of this area. The mix of uses incorporates ground-floor retail, restaurants/bars, with offices above. The offices above could include yacht sales or boating-related services or creative offices for young professionals. This will activate the Promenade with day and night-serving uses. This mix of uses will continue through this area, lining the promenade with 3- to 5-story structures with frequent view corridors.
 - A shared-parking structure to serve the adjacent boating and restaurant/retail uses with a new restaurant on the top of the parking structure.
 - A select service hotel can be located on the current County parking lot, west of the Bali Way/Admiralty Way intersection. Outdoor spaces can include an urban garden and rooftop pool deck and bar. Views of the Marina will be featured and will have outdoor dining along the promenade.
 - Bioswales/vegetated swales for stormwater management will be incorporated in the design of public spaces and parking lots.
 - b. The area between Bali Way and Mindanao Way, west of Admiralty Way, remains as Marine Commercial uses with some development and surface parking.
- 2 A civic center and Mobility Hub can be located north of Admiralty Way next to Yvonne Burke Park. The visitor center could be located here as an iconic building with exhibition hall, an education center or horticultural library. Linked to this visitor center will be the relocated and redesigned Marina del Rey Taber Library and other civic offices including Beaches and Harbors offices. A shared parking structure for the civic center hub and active uses on the south is provided on this site.
- 3 Preserve boat launch ramp, boater storage and other boater-related uses, marine commercial, and the waterfront mix of uses at Fisherman's Village (1 to 4 stories). A Mobility Hub should be considered in the area between Mindanao Way and Fiji Way, and at Fisherman's Village. Mobility Hub components include shared parking structure, bike amenities, water taxi stop, wayfinding and other amenities.

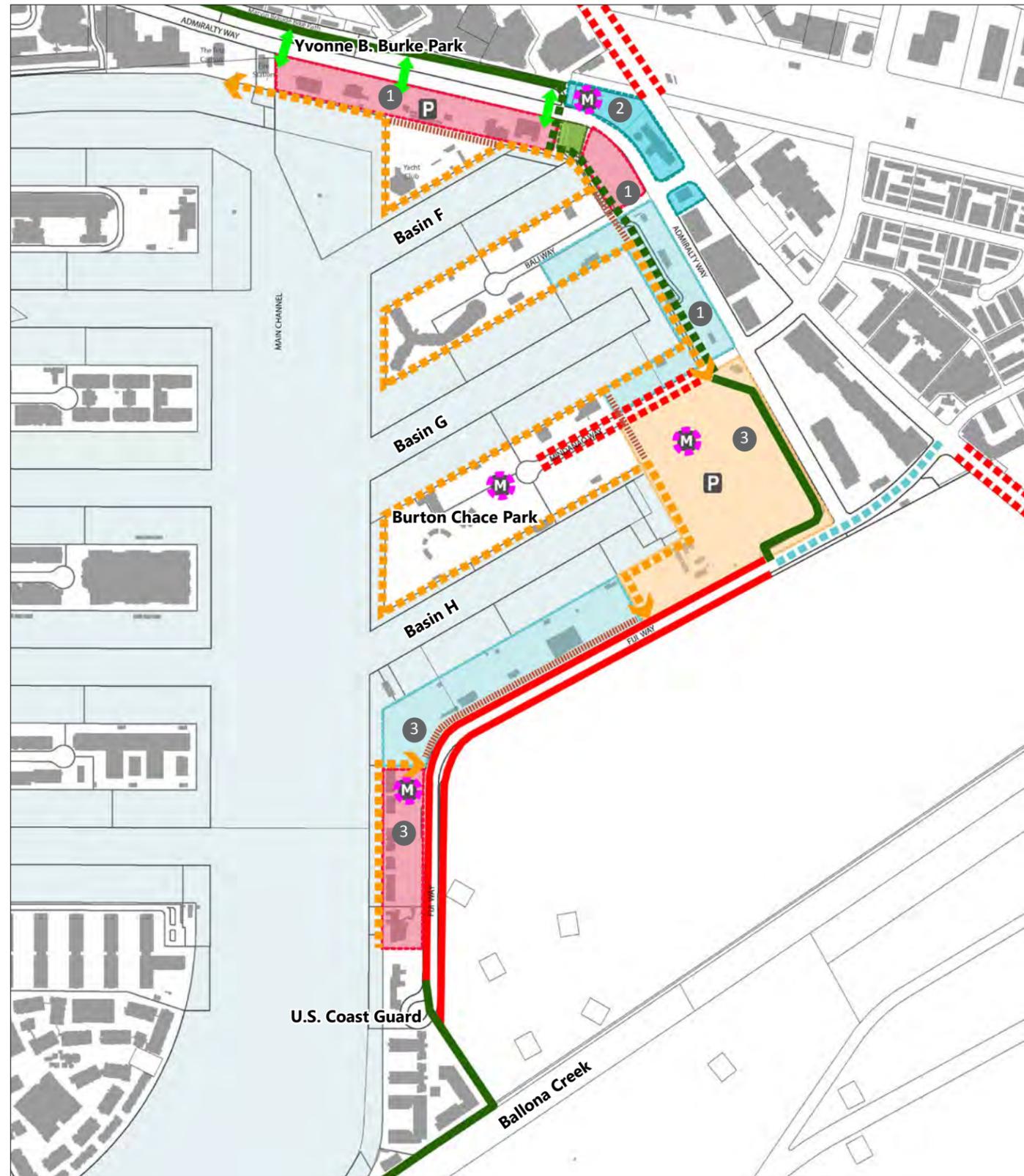


Figure 21: Alternative 2: Land Use and Urban Design Strategy

LEGEND

- Waterfront and Mix of Uses:
 - **Visitor-Serving Commercial:** emphasis on retail, restaurants and nightlife, e.g. bars and cocktail lounges
 - **Marine Commercial:** emphasis on boat storage, water-related transit stops and scenic boating, and parking for boating-related uses
 - **Parking:** emphasis on shared parking for boating-related uses, and for the general public for commercial-related uses, and integrated retail and nightlife
 - **Open Space:** emphasis on active space for public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
 - **Water:** emphasis on wet slips, and dinghy docks
- Civic Center and Mix of Uses:
 - **Visitor-Serving Commercial:** emphasis on ground-level retail and cafés
 - **Parking:** emphasis on a shared parking structure for boating-related uses, and for the general public for commercial-related uses
 - **Public Facilities:** emphasis on administrative offices for Beaches and Harbors and other County agencies, and a visitor center
- Public Gathering Space:
 - **Open Space:** emphasis on active gathering space adjacent to public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
 - **Water:** emphasis on dinghy docks
- Marine Commercial Mix of Uses:
 - **Visitor-Serving Commercial:** emphasis on retail and cafés
 - **Marine Commercial:** emphasis on water-related transit stops, and boater-related sales
 - **Open Space:** emphasis on active gathering space adjacent to public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
 - **Water:** emphasis on wet slips
- Boat-Serving Mix of Uses:
 - **Marine Commercial:** emphasis on boater-related sales, service and operations
 - **Boat Storage:** emphasis on boat storage, launching, and parking
 - **Water:** emphasis on wet slips
- M Mobility Hub¹: Park Once facility; Bike Share stations; Bike parking; Car Share; Co-located transit & Water Bus stops; Wayfinding
- P Shared Parking: Surface Lot or Parking Structure
- 28-foot Waterfront Promenade
- ➔ Potential Opportunities for Linkages to Waterfront Promenade
- ➔ Proposed Signalized Pedestrian Crossing¹
- Bike Network¹:**
 - Existing bike lane
 - Planned bike lane
 - Existing Bike Path
 - Proposed long-term bicycle network improvement (waterfront multi-use path)
 - Planned bike route

1. source: Marina del Rey Mobility Plan Preliminary Concepts, August 2013, FEHR & PEERS

9d. Restaurant Row and Bali Way/Fiji Way Focus Areas Alternative 3

Civic Center/Mobility Hub on the Waterfront and Enhanced Restaurants Row integrated with a Major Visitor-Serving Center (Figure 22)

- 1 Reconfigure the area from the fire station to Mindanao Way into a waterfront mix of uses (1 to 5 stories), as follows:
 - a. The area from the fire station to Bali Way as an integrated mixed-use development including specialty retail, hotel, entertainment, boating-viewing facilities, and civic uses. The buildings and uses are clustered to create interesting and compelling linkages/pedestrian paseos throughout. This area includes a cluster of waterfront restaurants with outdoor dining, 2 to 3 levels of offices and/or civic uses above restaurants, retail, and entertainment, a Mobility Hub, a select service hotel, and bioswales/vegetated swales for stormwater management. See Restaurant Row and Bali Way/Fiji Way Alternative 1 under 1a for additional details for this area.
 - b. Library remains in its current location but library waterfront will be reconfigured and library parking will be repurposed for a gathering space shared with restaurants/retail.
 - c. The area between Bali Way and Mindanao Way, west of Admiralty Way, remains Marine Commercial with some retail development and surface parking.
- 2 Locate an Office Campus (2 to 12 stories), with a mix of uses, north of the proposed civic center and adjacent to Yvonne B. Burke Park. A mix of commercial and entertainment (nightlife focused) uses such as retail, cafés/bistros and bars with offices above will complement uses on the waterfront.
- 3 Locate a major visitor-serving tourist/retail center (1 to 4 stories with hotels being allowed to go higher than 4 stories) on the current boat launch site bounded by Mindanao Way, Admiralty Way, Fiji Way, and Basin H.
 - a. This major center on the water will have waterfront activities including café/bistros with outdoor dining and retail.
 - b. New attractions such as an aquarium, performing arts center, interpretive center, entertainment uses, unique retail, cultural facilities, unique theater, specialized indoor and outdoor markets such as the Faneuil Hall in Boston or the Ferry Building in San Francisco and other visitor-serving uses should be included that appeal to both visitors and the local neighborhoods.
 - c. A high-end or select service hotel could also be considered for this site near Admiralty Way.
 - d. Limited boat storage could also be provided on this site.
 - e. A Mobility Hub with a shared parking structure, bike amenities, water taxi stop, wayfinding and other amenities are also possible.
- 4 The boat launch ramp, parking, and boater storage (1 to 4 stories) replace the visitor-serving retail and commercial uses at the Fisherman's Village site. Boat service uses remain.

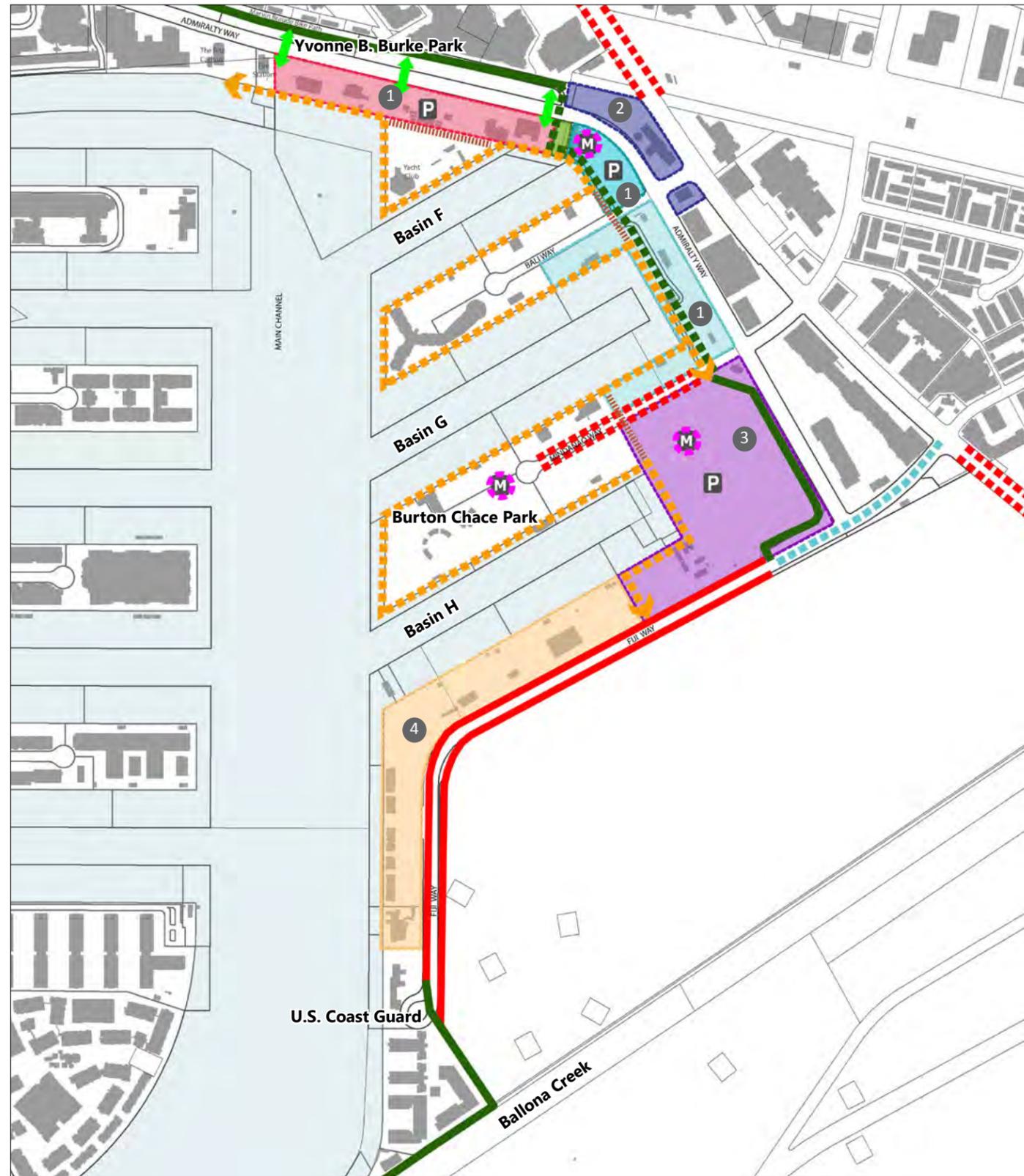


Figure 22: Alternative 3: Land Use and Urban Design Strategy

LEGEND

- Waterfront and Mix of Uses:
 - **Visitor-Serving Commercial:** emphasis on retail, restaurants and nightlife, e.g. bars and cocktail lounges
 - **Marine Commercial:** emphasis on boat storage, water-related transit stops and scenic boating, and parking for boating-related uses
 - **Parking:** emphasis on shared parking for boating-related uses, and for the general public for commercial-related uses, and integrated retail and nightlife
 - **Open Space:** emphasis on active space for public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
 - **Water:** emphasis on wet slips, and dinghy docks
- Office Campus and Mix of Uses:
 - **Visitor-Serving Commercial:** emphasis on retail, cafés and nightlife
 - **Office:** emphasis on creative and/or medical offices and public open space
- Civic Center and Mix of Uses:
 - **Visitor-Serving Commercial:** emphasis on ground-level retail and cafés
 - **Parking:** emphasis on a shared parking structure for boating-related uses, and for the general public for commercial-related uses
 - **Public Facilities:** emphasis on administrative offices for Beaches and Harbors and other County agencies, and a visitor center
 - **Water:** emphasis on dinghy docks
- Public Gathering Space:
 - **Open Space:** emphasis on active gathering space adjacent to public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
 - **Water:** emphasis on dinghy docks
- Marine Commercial Mix of Uses:
 - **Visitor-Serving Commercial:** emphasis on retail and cafés
 - **Marine Commercial:** emphasis on water-related transit stops, and boater-related sales
 - **Open Space:** emphasis on active gathering space adjacent to public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
 - **Water:** emphasis on wet slips
- Major Visitor-Serving Center Mix of Uses:
 - **Visitor-Serving Commercial:** emphasis on retail, restaurants, entertainment/major attractions, e.g. a theater, aquarium, art galleries, and nightlife
 - **Hotel:** emphasis on a high-end or select service hotel
 - **Marine Commercial:** emphasis on water-related transit stops, harbor cruises and scenic boating, and boater-related sales
 - **Open Space:** emphasis on active gathering space adjacent to public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
 - **Parking:** emphasis on shared parking for boating-related uses, and for the general public for commercial-related uses, and integrated retail and nightlife
 - **Water:** emphasis on wet slips and dinghy docks
- Boat-Serving Mix of Uses:
 - **Marine Commercial:** emphasis on boater-related sales, service and operations
 - **Boat Storage:** emphasis on boat storage, launching, and parking
 - **Water:** emphasis on wet slips
- M Mobility Hub¹: Park Once facility; Bike Share stations; Bike parking; Car Share; Co-located transit & Water Bus stops; Wayfinding
- P Shared Parking: Surface Lot or Parking Structure
- 28-foot Waterfront Promenade
- Potential Opportunities for Linkages to Waterfront Promenade
- ➔ Proposed Signalized Pedestrian Crossing¹
- Bike Network¹:**
 - Existing bike lane
 - Planned bike lane
 - Existing Bike Path
 - Proposed long-term bicycle network improvement (waterfront multi-use path)
 - Planned bike route

1. source: Marina del Rey Mobility Plan Preliminary Concepts, August 2013, FEHR & PEERS

9d. Restaurant Row and Bali Way/Fiji Way Focus Areas Alternative 4

Vertical Mix of Uses along the Restaurant Row Waterfront with Civic Center/Mobility Hub adjacent to the Park integrated with a Major Visitor-Serving Center (Figure 23)

- 1 Reconfigure the area from the fire station to Mindanao Way into a waterfront mix of uses (1 to 5 stories), as follows:
 - a. The area from the fire station to Bali Way as an integrated mixed-use development including specialty retail, hotel, entertainment, and boating viewing facilities. The buildings and uses create linkages/pedestrian paseos throughout. This area can incorporate an amphitheater, ground-floor retail, restaurants/bars, with offices above (3 to 5-story structures with view corridors), a shared parking structure with a new restaurant on top of the parking structure, a select service hotel, and bioswales/vegetated swales for stormwater management. See Restaurant Row and Bali Way/Fiji Way Alternative 2 under 1a for additional details for this area.
 - b. The area between Bali Way and Mindanao Way, west of Admiralty Way, remains as Marine Commercial uses with some development and surface parking.
- 2 A civic center and Mobility Hub can be located north of Admiralty Way next to Yvonne Burke Park. The visitor center could be located here as an iconic building with exhibition hall, an education center or horticultural library. Linked to this visitor center will be the relocated and redesigned Marina del Rey Taber Library and other civic offices including Beaches and Harbors offices. A shared parking structure for the civic center hub and active uses on the south is provided on this site.
- 3 Locate a major visitor-serving tourist/retail center (1 to 4 stories with hotels being allowed to go higher than 4 stories) on the current boat launch site bounded by Mindanao Way, Admiralty Way, Fiji Way and Basin H.
 - a. This major center on the water will have waterfront activities including café/bistros with outdoor dining and retail.
 - b. New attractions such as an aquarium, performing arts center, interpretive center, entertainment uses, unique retail, cultural facilities, unique theater, specialized indoor and outdoor markets such as the Faneuil Hall in Boston or the Ferry Building in San Francisco and other visitor-serving uses should be included that appeal to both visitors and the local neighborhoods.
 - c. A high-end or select service hotel could also be considered for this site near Admiralty Way.
 - d. Limited boat storage could also be provided on this site.
 - e. A Mobility Hub with a shared parking structure, bike amenities, water taxi stop, wayfinding and other amenities are also possible.
- 4 The boat launch ramp and boater storage (1 to 4 stories) replace the visitor-serving retail and commercial uses at the Fisherman's Village site. Boat service uses remain.

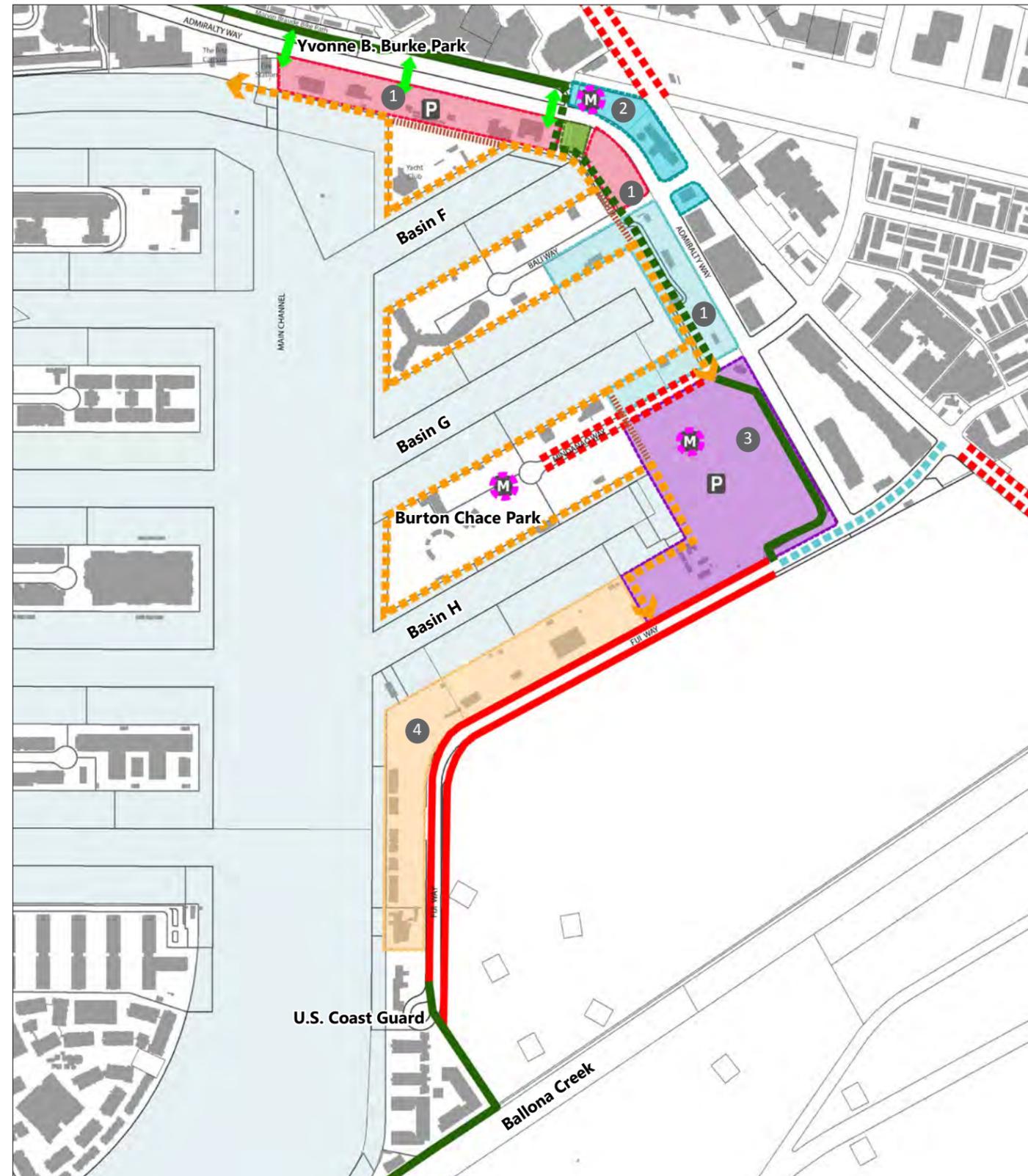


Figure 23: Alternative 4: Land Use and Urban Design Strategy

LEGEND

- Waterfront and Mix of Uses:
 - **Visitor-Serving Commercial:** emphasis on retail, restaurants and nightlife, e.g. bars and cocktail lounges
 - **Marine Commercial:** emphasis on boat storage, water-related transit stops and scenic boating, and parking for boating-related uses
 - **Parking:** emphasis on shared parking for boating-related uses, and for the general public for commercial-related uses, and integrated retail and nightlife
 - **Open Space:** emphasis on active space for public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
 - **Water:** emphasis on wet slips, and dinghy docks
- Civic Center and Mix of Uses:
 - **Visitor-Serving Commercial:** emphasis on ground-level retail and cafés
 - **Parking:** emphasis on a shared parking structure for boating-related uses, and for the general public for commercial-related uses
 - **Public Facilities:** emphasis on administrative offices for Beaches and Harbors and other County agencies, and a visitor center
- Public Gathering Space:
 - **Open Space:** emphasis on active gathering space adjacent to public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
 - **Water:** emphasis on dinghy docks
- Marine Commercial Mix of Uses:
 - **Visitor-Serving Commercial:** emphasis on retail and cafés
 - **Marine Commercial:** emphasis on water-related transit stops, and boater-related sales
 - **Open Space:** emphasis on active gathering space adjacent to public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
 - **Water:** emphasis on wet slips
- Major Visitor-Serving Center Mix of Uses:
 - **Visitor-Serving Commercial:** emphasis on retail, restaurants, entertainment/major attractions, e.g. a theater, aquarium, art galleries, and nightlife
 - **Hotel:** emphasis on a high-end or select service hotel
 - **Marine Commercial:** emphasis on water-related transit stops, harbor cruises and scenic boating, and boater-related sales
 - **Open Space:** emphasis on active gathering space adjacent to public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
 - **Parking:** emphasis on shared parking for boating-related uses, and for the general public for commercial-related uses, and integrated retail and nightlife
 - **Water:** emphasis on wet slips, and dinghy docks
- Boat-Serving Mix of Uses:
 - **Marine Commercial:** emphasis on boater-related sales, service and operations
 - **Boat Storage:** emphasis on boat storage, launching, and parking
 - **Water:** emphasis on wet slips
- M Mobility Hub¹: Park Once facility; Bike Share stations; Bike parking; Car Share; Co-located transit & Water Bus stops; Wayfinding
- P Shared Parking: Surface Lot or Parking Structure
- 28-foot Waterfront Promenade
- Shared Parking: Surface Lot or Parking Structure
- ➔ Proposed Signalized Pedestrian Crossing¹
- Bike Network¹:**
 - Existing bike lane
 - Planned bike lane
 - Existing Bike Path
 - Proposed long-term bicycle network improvement (waterfront multi-use path)
 - Planned bike route

1. source: Marina del Rey Mobility Plan Preliminary Concepts, August 2013, FEHR & PEERS