Marina del Rey Vision Statement

Los Angeles County
Department of Regional Planning
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INTRODUCTION

Marina del Rey is a small-craft harbor, visitor-serving destination, and residential community located in western Los Angeles County along Santa Monica Bay. The small-craft harbor was constructed in the mid 1960s. Residential, commercial, and visitor-serving development followed over the next two decades. Since it was originally created, Marina del Rey has matured, consumer tastes and recreational interests have changed, and a revised vision to guide future redevelopment is needed. This Vision Statement has been created to provide that guidance.

Purpose of the Vision Statement

This Marina del Rey Vision Statement establishes a framework to guide future decision-making on development, policies, and development standards as land use opportunities, economic/market conditions, special needs, and other opportunities arise or become available. This framework includes recommendations and proposed implementation actions, and identifies County departments anticipated to be responsible for implementation. The County will use the recommendations and proposed implementation actions in this document to achieve the following goals for Marina del Rey:

- Create a vibrant destination for all Los Angeles County residents and visitors.
- Support boating and other water-oriented activities.
- Promote environmental and sustainability goals shared with the California Coastal Commission.
- Provide low-cost access to the Marina's waterfront and amenities.
- Provide a desirable place to recreate and live.
- Achieve County goals for economic development and revenue-generation by encouraging reinvestment in properties.

Before the County commits to implementing any aspect of the Marina del Rey Vision Statement or initiates any program that would be considered a project under the California Environmental Quality Act (CEQA), appropriate environmental documentation that has analyzed potential environmental impacts will be produced for consideration by the Los Angeles County Regional Planning Commission and/or Board of Supervisors.

EXECUTIVE SUMMARY

Public input, discussions with County advisory bodies, and technical analyses by consultants provide the basis for the ideas and recommendations presented in this Vision Statement. The major ideas and recommendations are depicted on the map on page 4 and are summarized below.

Community Vision

Individuals who participated in the visioning process articulated an ideal for what their community could be. That ideal, or vision, is:

> **Marina del Rey is a vibrant, sustainable, pedestrian-/visitor-/resident-/ and boater-friendly destination that supports water-oriented activities, provides low-cost access to the water, contains a variety of shopping and dining experiences, and is a premier location where people want to play, relax, and live.**

The Vision Statement sets forth recommendations through which this vision will be achieved. The recommendations will:

- Create activity districts to develop synergies within districts
- Improve mobility and directional signage to make it easier to travel around the Marina, especially without an automobile
- Enhance the image of the Marina and its built environment
- Enhance access to and amenities for recreation
- Provide public gathering spaces to take advantage of the waterfront setting

Input

Beginning in April 2013, County staff met with members of the public to hear their ideas and concerns about future development in Marina del Rey. Outreach activities included telephone interviews, a community kick-off question-and-answer meeting, community workshop and walking tour, numerous focus groups, stakeholder interviews, and an interactive town hall-style website. During that time, many individuals provided comments directly to staff and via email and telephone. Staff also met with the Regional Planning Commission, Small Craft Harbor Commission, and Design Control Board to take their input. The Department of Regional Planning contracted with consultants to perform technical analyses on existing conditions in the Marina and to provide suggestions for improvement.

The overarching themes that emerged from public, advisory body, and consultant input are:

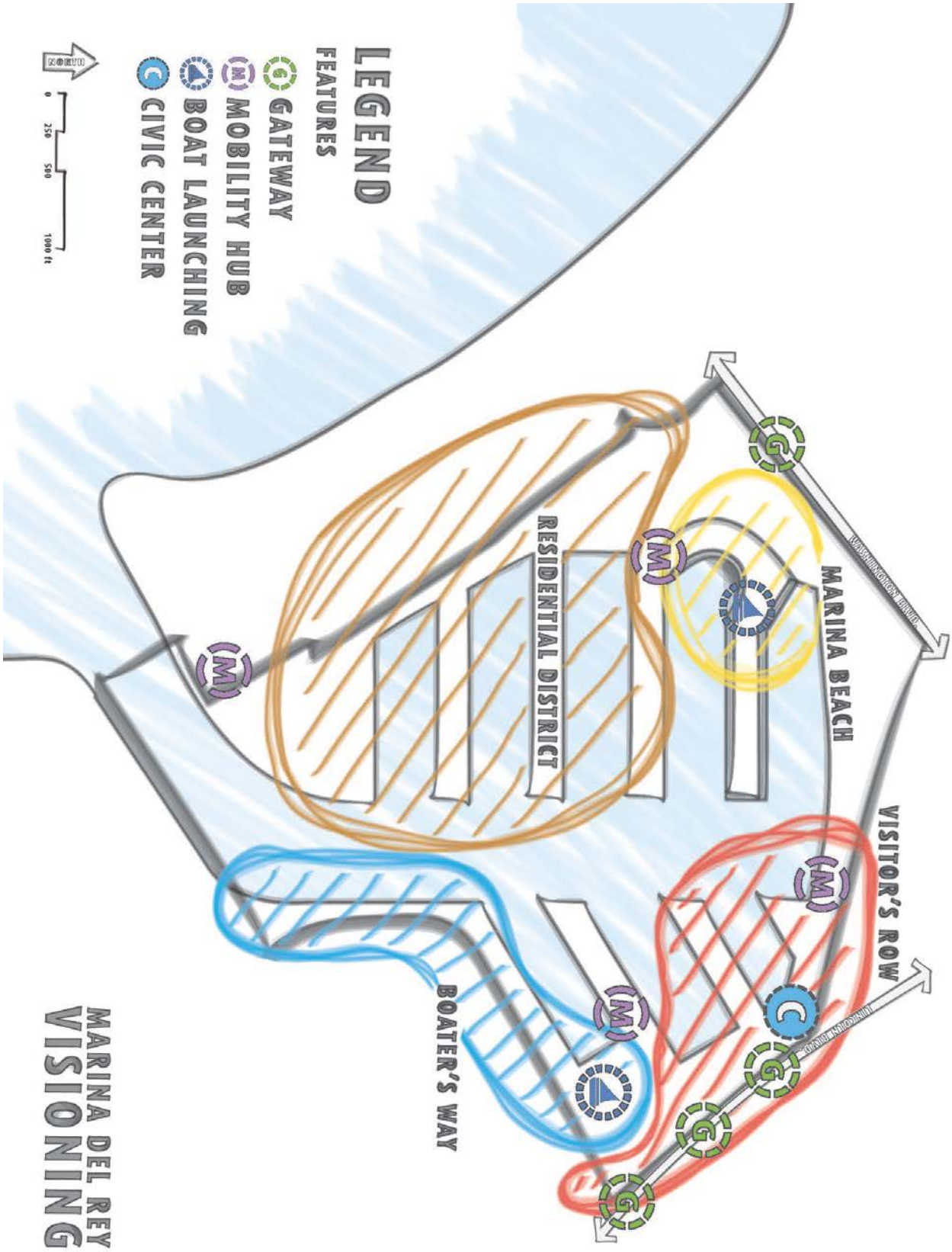
- Create activity districts.
- Improve mobility and directional signage.
- Enhance the image of the Marina and its built environment.
- Enhance recreation opportunities.
- Provide public gathering spaces.

Recommendations

Working with the Departments of Beaches and Harbors and Public Works, the Department of Regional Planning evaluated the public input and consultant suggestions and makes the following principal recommendations:

- Cluster land uses into four districts:
  - The Residential District is intended to remain a predominantly residential area supported by resident-serving uses.
  - Marina Beach is intended to be developed with marine-related, beach-oriented, and other supportive uses.
  - Visitor's Row is intended to be developed with visitor- and resident-serving uses and amenities.
  - Boater's Way is intended to be a boating center where most boating-related businesses and services are located.
- Retain boat service, repair, and operations uses in the existing area along Fiji Way.
- Retain parcels 49M/R/S as a boat launch facility and provide additional amenities to serve non-motorized boaters.
- Co-locate the harbor administration offices, the Lloyd Taber-Marina del Rey Library, and a visitor's information center around the area currently occupied by the Library.
- Enhance the non-motorized boating amenities and support infrastructure such as parking, rinse areas, restrooms, and storage at Marina Beach and elsewhere in the Marina.

- Continue the use of the “bowl” concept to guide building heights throughout the Marina, developing taller buildings outside of Admiralty Way and Via Marina and shorter buildings along the waterfront.
- Develop urban design guidelines to assist in the design of public and private redevelopment projects.
- Develop multi-modal mobility hubs that would co-locate vehicular, transit, bicycle, and pedestrian facilities at strategic locations throughout the Marina and serving each activity district.
- Develop park-once districts around the mobility hubs to consolidate parking and allow people to quickly enter the Marina, park, get out of their cars, and navigate the Marina without the use of cars.
- Improve directional signage.
- Develop gateway signage at main access points to the Marina.
- Enhance bicycle and pedestrian paths and the overall walkability of the Marina.


MARINA DEL REY
VISIONING
VISITOR'S ROW
MARINA BEACH
WASHINGTON BLVD
BOATER'S WAY
RESIDENTIAL DISTRICT
LEGEND
FEATURES
GATEWAY
MOBILITY HUB
BOAT LAUNCHING
CIVIC CENTER
NORTH
0
250
500
1000 ft

Implementation

Implementation of the Vision Statement will take place in short-term and long-term phases, and could necessitate a number of actions to realize the ideas and recommendations contained in this document. These recommendations will be used to guide:

- Decisions concerning individual projects.
- Negotiations for lease extensions and new leases.
- Work programs for County departments with responsibilities in the Marina.
- Potential policy changes regarding the Marina del Rey Local Coastal Program.

Implementing these recommendations can be achieved incrementally as redevelopment opportunities arise, and would consist primarily of enhancements to existing development and investment in public facilities. Proactively developing mobility hubs in all areas of the Marina and developing design guidelines will allow most of these recommendations to be implemented.

VISIONING PROCESS

Goals of the Visioning Process

In April 2013, the Department of Regional Planning (DRP) initiated a visioning effort to guide future public and private development in Marina del Rey. The following goals were identified for the visioning process:

- Provide different opportunities for the Marina del Rey community to provide input into a shared vision.
- Produce a guide for development that may occur over the next 15 to 20 years in the Marina.
- Guide future policy and implementation strategies that ensure consistency with the goals of the Marina del Rey Local Coastal Program (LCP).
- Guide the County's efforts in their review of projects and delivery of public services that reflect the future needs of the community.

Input

The recommendations provided in this document are based in part on information gathered during a focused public outreach process conducted over the course of eight months in 2013. During that time, DRP engaged residents, business proprietors, recreation enthusiasts, other stakeholders, and advisory bodies in a process designed to solicit input and ideas about what type of community the Marina should be in the future and the types of amenities it should offer.

With the aim of providing different opportunities for the Marina del Rey community to provide its input, DRP staff worked with other Los Angeles County departments and outreach consultants to host a series of events to gather ideas for a shared vision. These events included a community-wide town hall meeting, a community-wide workshop and walking tour, numerous focus groups, stakeholder interviews, and an interactive town hall-style website. Staff also met and spoke with many individuals directly who conveyed their thoughts and concerns about the Marina.

Input continued through August 2014, as County staff continued to meet with stakeholder groups and individuals interested in providing comments.

The Marina del Rey visioning process primarily focused on gathering community and stakeholder input to guide future policy decisions. Members of the public who participated in the outreach process represented numerous interests and stakeholder groups, and offered a range of perspectives and priorities. These groups include non-motorized and motorized boating groups, retail and hospitality businesses, and residents. DRP also sought input from the Regional Planning Commission, Small Craft Harbor Commission, and Design Control Board.

The participants in the visioning process and the advisory bodies provided a wide variety of comments, concerns, and suggestions regarding the user experience and visions for the future of the Marina. Comments ranged from specific ideas about uses within geographical areas of the Marina to those regarding Countywide and regional matters. Summaries of the comments received at outreach events, the town hall-style website, and meetings with advisory bodies are contained in Appendices A and B.

The comments provided covered a range of topics including:

- Improve the Marina's identity as a destination for leisure and recreation activities.
- Expand open space and recreational opportunities.
- Update the Marina's infrastructure and the appearance and location of some of the uses.
- Improve directional signage and other guides to make reaching a destination in the Marina easier and more direct.
- Make it easier for people to enter the Marina and access its facilities.
- Improve the ability of visitors, pedestrians, residents, bicyclists, vehicles, boaters, and other users to move around the Marina easily, efficiently, and safely.
- Enhance people's ability to enjoy themselves in the Marina through opportunities such as dining, shopping, and boating.
- Improve and expand the main walking path along the water's edge in the Marina.
- Improve views of the water.
- Orient uses and activities in the Marina toward the area of land closest to the water's edge to take advantage of views of the water and activities taking place upon it.
- Improve the level of comfort people feel while in the Marina.

In support of the outreach effort, DRP contracted with consultants to perform critical analyses of existing conditions in the Marina. These consultants reviewed and analyzed: market conditions to determine the types of uses for which there is demand in the Marina; mobility conditions to suggest improvements for the efficient and safe circulation of people around the Marina; and, land use conditions to suggest an appropriate land use arrangement for an urban harbor. Specific suggestions from the consultants follow. Technical memoranda from these consultants can be found in Appendices C, D, E, and F.

Market Study

A market study was conducted to analyze socio-economic characteristics (e.g., population, income, demographics, etc.) and the retail, hotel, and office markets. This market analysis identified a range of

uses the market could support in Marina del Rey and provided guidance on the types of land uses being proposed.

The take-away ideas regarding market-supported opportunities in the Marina are:

- The Marina del Rey market can support potential additional retail development of 206,000 square feet.
- Future office development should be for less-traditional, creative space.
- There is potential support for approximately 610 to 940 additional hotel rooms.

Mobility

An analysis of the various modes of transportation, parking facilities, directional signage, and infrastructure currently serving Marina del Rey was conducted, and areas for improvement were identified. The analysis identified potential mobility focal points within the Marina that would provide enhanced opportunities for residents and visitors to move in and around the Marina more easily, consistent with community input.

The analysis found that there is more than sufficient parking in the Marina, but that the appropriate quantities are not serving the areas with demand. Additionally, once people park in one of the many lots in the Marina, it is not clear how to get to their destination or travel between destinations, nor are they encouraged to travel between destinations.

The Promenade is intended to be a continuous walkway along the bulkheads of the Marina del Rey harbor, providing public access to and views of the waterfront, where safety permits. An assessment found that almost two-thirds of the Promenade measured 10 feet wide or less leading to inevitable choke points and conflicts between users. In addition, the Promenade does not continue around the entire Marina, which impedes internal circulation and enjoyment of the facility.

Existing conditions in the Marina pertaining to the boating experience were also examined. The distance between boater parking and key amenities and facilities, availability of boat storage and launching areas, and both landside and waterside boater directional signage needed improvement.

The take-away ideas regarding mobility are:

- **Create Mobility Hubs**: Mobility Hubs are locations where modes of travel come together at key locations and provide the opportunity for convenient transfers between modes. These hubs will provide the Marina's residents and visitors with convenient mobility options beyond using their car. Mobility hubs can be located in or adjacent to a centralized parking facility that serves adjacent uses and provides public parking opportunities, and can include or have nearby co-located WaterBus stops, landside transit stops, bicycle facilities, bicycle parking, bicycle sharing kiosks, pedestrian access, visitor and directional information, and car sharing opportunities.
- **Implement a "Park Once" Strategy**: Marina del Rey has a substantial number of public parking lots. Existing lots are rarely full, so there are opportunities to repurpose portions of parking lots to provide Mobility Hubs and additional transportation options. A "Park Once" district with shared parking is recommended in each district to operate district parking more efficiently (both public lots and private off-street facilities), and consolidated parking facilities could eventually serve these districts. Existing public parking capacity would be retained and consolidated into structures when necessary. The "Park Once" districts include the areas around Marina Beach, the Lloyd Taber-Marina del Rey Library, Burton Chace Park/Waterside Shopping Center, and Fisherman's Village.
- **Accommodate Bicycles**: Existing conditions for bicycle facilities found a mix of high quality off-street bike facilities, with some conflict zone areas. Recommended mobility enhancements include a series of specific design treatments, such as signage and pavement striping, to improve visibility and safety at conflict locations, as well as strategies to fill in gaps in the system. A multi-use promenade that can also serve bicyclists is also recommended.

- **Expand Transit**: Existing transit service in the Marina is infrequent, and transit stops are hard to find and have few amenities. Similar conditions are present with the Marina's WaterBus. Mobility recommendations include co-locating transit stops (both ground and water, where feasible) at Mobility Hubs with clear directional signage and good schedule coordination to ensure easy transfers between transit

modes. If financially feasible, improving service frequency is recommended so the beach shuttle can better serve those traveling within the Marina. The light rail service being considered for Lincoln Boulevard provides an opportunity to expand connections to regional transit and encourage greater auto-free access to the Marina.

- **Enhance Boating Facilities**: Recommendations for boaters are focused on providing high-quality dedicated facilities (such as parking); avoiding conflicts with other modes at boat launch areas and locations where boaters have trailers; and providing opportunities for using small watercraft for personal mobility within the Marina (short-term/visitor docks, waterside directional signage, and other improvements).
- **Accommodate Pedestrians**: Existing pedestrian signalized crossings are generally spaced far apart, and sidewalks are typically narrow. Recommended enhancements include the introduction of additional signalized pedestrian crossings, as well as wider sidewalks, and design treatments on shared mole roads to improve the pedestrian experience in the Marina. Existing crossings in Marina del Rey could be enhanced to improve pedestrian safety and comfort. A multi-use waterfront promenade that can serve the entire Marina is also recommended.
- **Redirect Vehicles**: The roadways in the Marina are impacted by cut-through traffic, and existing parking lots and driveways are at times difficult to find. Mobility recommendations include improved vehicle directional signage and access to parking lots and Mobility Hubs to ensure direct, convenient connections to parking facilities and alternative transportation options. Because traffic level of service in the Marina generally operates at an acceptable level, additional roadway capacity enhancement projects beyond those required by the Marina del Rey Local Coastal Program (LCP) to accommodate development allowed by the LCP are discouraged, as they will encourage additional regional cut-through traffic.
- **Improve Directional Signage**: Directional signage is a critical component of successful navigation. Signs on the street, whether static (e.g., traditional street signs pointing to specific destinations) or dynamic (e.g., electronic signs that point users to currently available parking supplies) are an important measure for making navigation work effectively and efficiently. Additional pedestrian-level signage would connect visitors to amenities such as restaurants, recreational boating, day charters, bicycle rentals, and the Promenade.

Urban Design

A strengths and weaknesses analysis was conducted that critically assessed the Marina's existing physical conditions. This research covered such topics as the Marina's local and international identity, sense of place, ease of mobility, pedestrian connections, parking, view corridors, uses, and the private realm. Also performed was a case-study analysis to identify elements of other successful marinas from around the world to inform a design for a harbor and selection and arrangement of land uses.

In conducting an analysis of existing conditions in the study area, dated infrastructure, such as the older portions of the waterfront promenade, the quality and style of some new development, and obstructed views of the harbor from Admiralty Way and Via Marina detract from the ambience of the Marina. It was also found that there is a lack of unifying landscape elements throughout the Marina.

Recommendations include preparation of urban design guidelines to address elements of the built environment aside from land use.

The analysis also identifies public gathering spaces as a critical ingredient for enhancing the Marina's future land use scenarios. Activity districts, which are areas with clusters of similar or related uses, are suggested as a means of creating sense of place, and are also enhanced by the mobility hubs identified in the mobility study.

The take-away ideas regarding urban design are:

- **General Comments**
  - Encourage street furniture, dining and general seating options, and other urban design amenities to activate the Promenade with day- and night-serving uses.
  - Create active public gathering spaces adjacent to the Promenade and also treat them as view corridors and as places to be the focus for new uses.
  - Consider bringing in attractions, performing arts pavilions, and other unique facilities that can be a catalyst for restaurant, retail, and other visitor services.
  - Repurpose parking lots (where feasible) for public gathering spaces shared with restaurants/retail.
  - Ensure sensitivity of existing and future development to the physical and visual relationship to the waterfront.
  - Create a better sense of place by introducing a greater mix of compatible uses, particularly near the waterfront.
  - Continue the use of the "bowl" concept to guide building heights throughout the Marina, developing taller buildings outside of the loop roads and shorter buildings along the waterfront.
  - Introduce at least one mobility hub in each activity district.
- **Marina Beach Area (Marina Beach Activity District)**: The general land use and urban design recommendations for this area aim to realize a more local-serving and family-oriented atmosphere with an emphasis on recreation and non-motorized boating activities.
  - Dedicate the beach area and current beach cabana/restroom area to recreational, retail, and restaurant uses for pedestrians, bicyclists, families, non-motorized boaters, visitors, and residents. Shared parking would be available primarily in the current locations with a mobility hub located adjacent to the waterfront near Panay Way.
  - Locate boater-related operations, services, storage and parking shared with adjacent commercial and recreational uses as close as possible to Marina Beach.
  - Locate low- to mid-rise hotel and/or visitor-serving uses on the parcels facing Marina Beach.
  - Provide bistros with outdoor dining, new attractions, unique retail, an improved waterfront promenade along Marina Beach, and new improved pedestrian linkages connecting the Marina Beach promenade to adjacent basin promenades.
  - Construct an enhanced gateway near the intersection of Washington Boulevard and Via Marina.

- **Admiralty Way Area (Visitor's Row Activity District)**: The general land use and urban design ideas for this area aim to realize a more visitor- and resident-serving atmosphere with an emphasis on retail, restaurants, civic uses, and office opportunities for smaller professional firms and start-ups north of Bali Way. The ideas also aim to realize enhanced entertainment destinations with an emphasis on retail, restaurants, and cultural amenities along Admiralty Way. Major features are:
  - Reconfigure the area from the Fire Station to Mindanao Way into a waterfront-oriented mix of uses with clusters of restaurants with outdoor dining and specialty retail linked together by a new enhanced, straight, and continuous waterfront promenade. On the waterfront, there would be well-defined view corridors, short-term/visitor docks, second levels with bars and night clubs, and potentially a select-service hotel with rooftop amenities.
  - Develop a new civic center just north of Bali Way on the west side of Admiralty Way and combined with a mobility hub. The civic center would co-locate harbor administration facilities with a visitor's information center and the Lloyd Taber-Marina del Rey Library on one site. This same alternative would develop a creative-office complex across Admiralty Way on the east side that is envisioned to be occupied by smaller professional firms and start-ups.
  - Retain the existing boat launch and storage facility and enhance non-motorized boater amenities. The parcels could accommodate a multi-modal mobility hub, boat storage, and dinghy short-term/visitor docks.
  - Construct enhanced gateways near the intersections of Bali, Mindanao, and Fiji Ways with Lincoln Boulevard.
- **Fiji Way Area (Boater's Way Activity District)**: The general land use and urban design ideas for this area aim to realize a more boater-serving atmosphere with an emphasis on launching, storage, service/repair, charter boat operations, and parking to support these uses:
  - Retain boat servicing, repair, and operations uses.
  - Construct a continuous waterfront promenade where possible, taking into account safety considerations, with additional pedestrian linkages to make walking and bicycling more pleasant for visitors and residents.
  - Revitalize the existing visitor-serving retail center along the Main Channel by bringing in a waterfront-oriented mix of uses and enhancing the center's aesthetics.
- **Urban Design Guidelines**: Develop an updated set of urban design guidelines to address elements of the built environment such as building design, promenade design, lighting, gateways, and the provision of public furniture.

Themes

The following list includes the overarching themes that emerged from this input process and represent areas to address in the Marina.

- Create activity districts.
- Improve mobility and directional signage.
- Enhance the image of the Marina and its built environment.

- Enhance recreation opportunities.
- Provide public gathering spaces.

These themes are discussed in greater detail below.

Activity Districts

The participants and consultants involved in the visioning process identified areas where existing activities are currently clustered. However, even with recreational activities and special events occurring in clustered areas, the Marina still requires visitors and residents to travel to numerous places to take advantage of the amenities it has to offer.

The take-away ideas from the public and consultants concerning activity districts are:

- Organize uses in the Marina into districts.
- Create a dedicated civic center area to serve as a community anchor.
- Identify spaces for arts and culture, including public art, to broaden the mix of activities and attract different kinds of visitors who otherwise would not have experienced the Marina.
- Recognize and support the different uses and user groups at Marina Beach.
- Enhance the non-motorized boating activities and support infrastructure such as parking, restrooms, rinse areas, and storage at Marina Beach and elsewhere in the Marina.
- Increase family-oriented activities at Marina Beach.
- Enhance the visitor-serving retail with entertainment uses in the area along Fiji Way.

Mobility and Directional Signage

A large number of comments and suggestions provided by the community, stakeholders, and consultants were directly related to issues of accessibility and mobility. In particular, there was concern that getting around the Marina is not easy, reliable, or as safe as it could be. Pedestrian circulation is hindered by a non-continuous promenade, by the separation of employment areas and hotels from visitor-serving uses by narrow sidewalks often peppered with obstructions and by busy streets with limited pedestrian crossings, and by competition for space with other uses. Inconvenient and hard-to-find parking arose as another issue.

The take-away ideas from the public and consultants concerning mobility and directional signage are:

- Develop mobility hubs at strategic locations throughout the Marina where modes of travel come together and provide the opportunity for convenient transfers between modes.
- Implement “park once” districts to consolidate public parking centered on the mobility hubs.
- Provide year-round WaterBus service and add a shuttle to serve all parking lots and key Marina destinations.
- Enhance and provide clear directional signage to and from shuttle stops, WaterBus stops, and specific destinations.
- Provide convenient parking and access for boaters and their trailers.
- Ensure a continuous pedestrian promenade along the waterfront where possible through the entire Marina.
- Improve bicycle facilities throughout the Marina.

Image and Built Environment

Many community members provided their impressions of the Marina. The impression was that while the Marina continues to attract a wide variety of visitors, its development pattern does not emphasize the waterfront and available water-based activities and its overall ambience and appearance do not reflect that of a world-class facility. For this and other reasons, members of the community expressed concern that the Marina continues to be an afterthought in many people’s minds. The consultants also noted that some of the Marina’s architecture and infrastructure were generally dated. Further, it was determined there is not enough range of activities in the Marina to cater to the needs and desires of visitors and residents.

The take-away ideas from the public and consultants concerning image and the built environment are:

- Beautify the Marina by updating infrastructure and encouraging high-quality design for new public and private developments and the promenade.
- Provide additional restaurant, retail, and cultural activity opportunities for visitors and residents, particularly near the waterfront.
- Improve the perception of the Marina as a functioning harbor by integrating views of boating activities into public and private development.
- Highlight the Marina's wetland history by incorporating interpretive elements into public areas.
- Promote the Marina's diversity of wildlife.
- Announce arrival to the Marina by incorporating unique gateways at vehicular, bicycle, and pedestrian access points.

Recreation and Activities

Marina del Rey features an array of activities on land and water. Community members recognize this as the strength and attraction of the Marina. Non-motorized and motorized boating stakeholders as well as community members emphasized that boating is especially critical to the Marina's culture and economy. Boating-related issues raised by the community ranged from a lack of adequate support infrastructure and waterside directional signage to the need for tie-up boat slips near restaurants and at the waterfront to access landside facilities. The consultants also noted the importance of the recreational character of the Marina and provided suggestions for minimizing conflicts between these users and other visitors and residents.

The waterfront and the Promenade were also highlighted as critical components of Marina del Rey. In addition to the access and circulation issues discussed above, the Promenade is underutilized and some felt that it can be unsafe for co-existence of different uses.

The take-away ideas from the public and consultants concerning recreation and activities are:

- Minimize locations where boaters and trailers interact with other modes by creating and maintaining access areas separate from those for general harbor visitors.
- Include a trailer queuing area prior to and following boat launching.
- Recognize and support the different uses and user groups at Marina Beach.
- Enhance boater amenities and support infrastructure at Marina Beach and provide additional facilities for non-motorized boaters in other Marina locations.
- Install short-term/visitor docks at visitor- and resident-serving and civic locations such as restaurants, shops, and the library.
- Expand family-oriented recreation opportunities.
- Promote and enhance the area's wildlife-viewing opportunities.

Public Gathering Spaces

Many of the participants expressed a desire to see more spaces for people to gather and enjoy the amenities that the Marina has to offer. The impression was that while the Marina currently offers a number of places for people to engage in outdoor activities, there could be more opportunities provided in all parts of the Marina. The consultants also noted that public gathering spaces are essential in defining places within the Marina.

The take-away ideas from the public and consultants concerning public gathering spaces are:

- Develop vibrant waterfront public gathering spaces at strategic locations supported by recreation, food, and entertainment options.
- Use public gathering spaces as focal points for new development.
- Use new public gathering spaces as view corridors to the water and activities occurring upon it.
- Provide traditional green park space where possible.
- Provide additional lighting along the promenade and throughout the Marina (waterside and landside) to increase safety.
- Install street furniture at public gathering spaces.

RECOMMENDATIONS

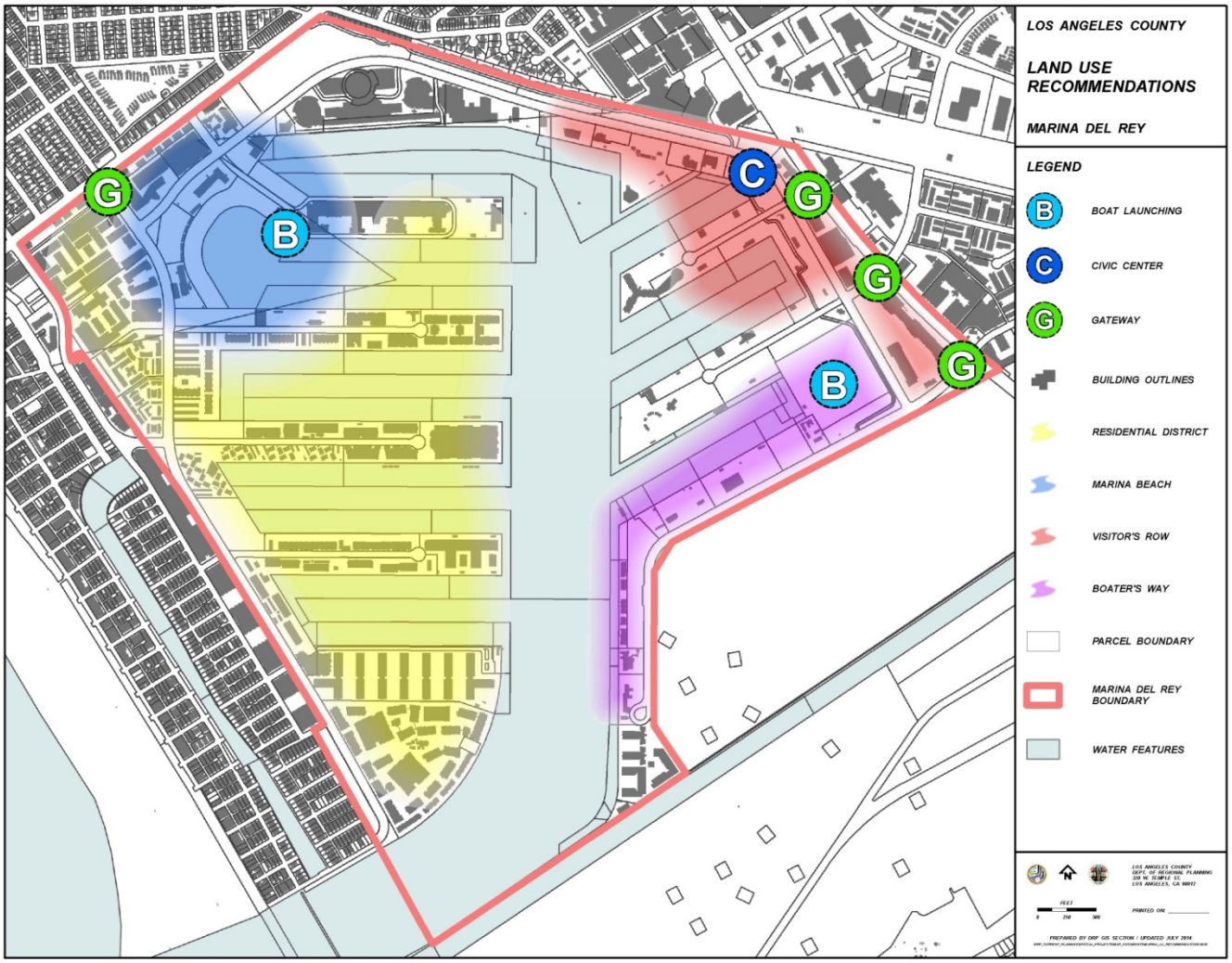
Marina del Rey should be a safe, easily-navigable, attractive, enjoyable, and economically-robust community for everyone, whether they are visitors, small-craft boaters, residents, shoppers, business proprietors, bicyclists, or curious tourists. Based on the extensive community input and analyses from the technical and consulting teams, the Department of Regional Planning developed a series of recommendations that will help guide the development of Marina del Rey into a world-class and vibrant destination and community.

Land Use Recommendations

The results of the public input gathered and the technical work prepared by the consultants were combined to identify the types of uses that could be located successfully within Marina del Rey and

general locations for their development. Using this information, the County makes the following land use recommendations:

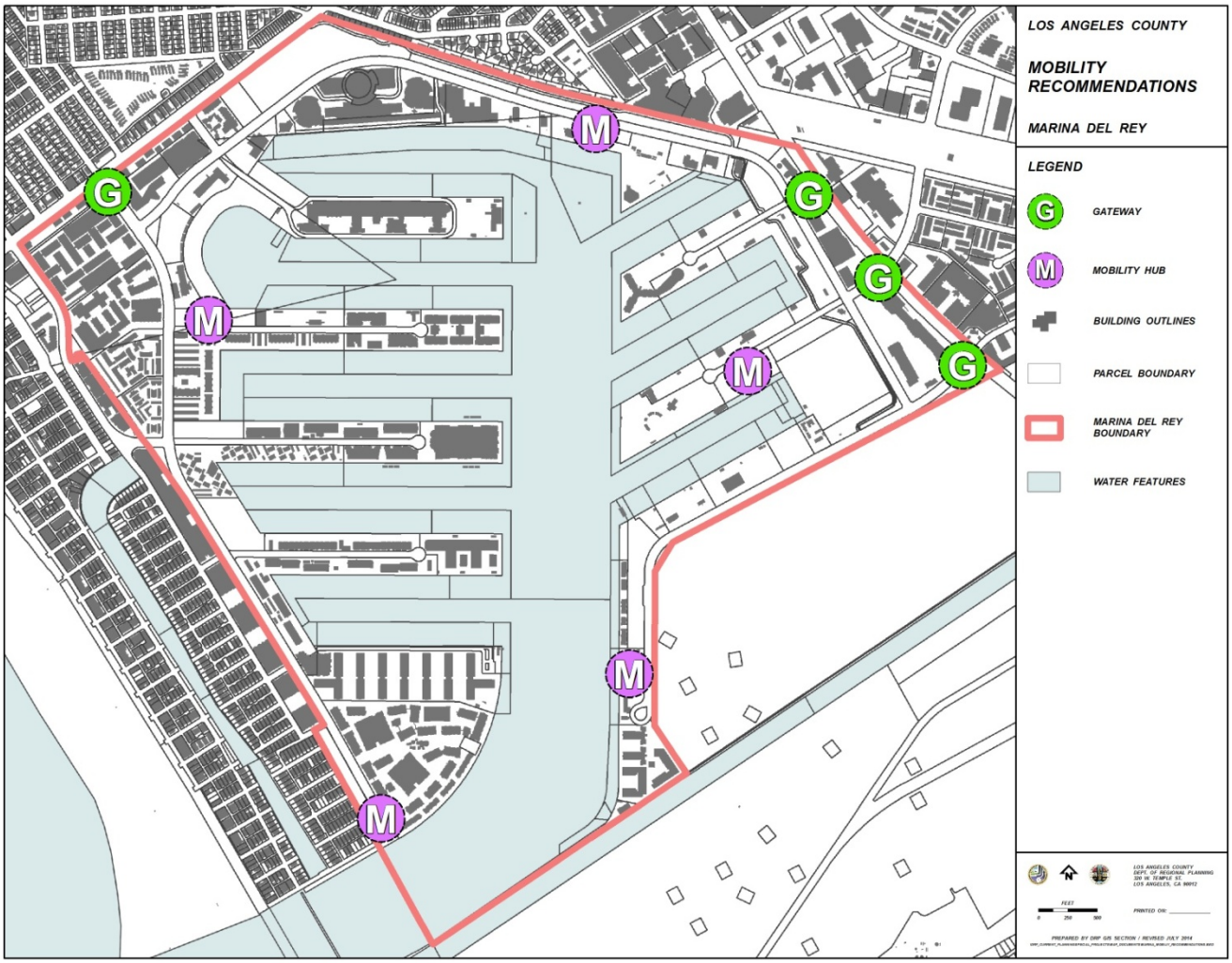
- Group land uses into four districts. These districts are not intended to be exclusive; that is, they are not intended to exclude other compatible land uses.
  - The Residential District is intended to remain a predominantly residential area supported by resident-serving uses.
  - Marina Beach is intended to be developed with marine-related, beach-oriented, and other related uses.
  - Visitor's Row is intended to be developed with visitor- and resident-serving uses and amenities.
  - Boater's Way is intended to be a boating center where boating-related businesses and services are located.
- Retain boat service, repair, and operations uses along Fiji Way.
- Retain parcels 49M/R/S as a boat launch facility with boat storage and additional amenities for non-motorized boaters.
- Co-locate visitor's information, harbor administration offices, and the Lloyd Taber-Marina del Rey Library around the area currently occupied by the Library.
- Enhance the non-motorized boating area and support infrastructure such as parking, restrooms, rinse areas, and storage at Marina Beach and elsewhere in the Marina.
- Continue the use of the "bowl" concept to guide building heights throughout the Marina, developing taller buildings outside of Admiralty Way and Via Marina, and shorter buildings along the waterfront.
- Develop urban design guidelines to assist in the design of public and private redevelopment projects.



Mobility Recommendations

The results of the public input gathered and the technical work prepared by the consultants were combined to identify a series of enhancements to the mobility and circulation system that would improve the ability of people to get around the Marina efficiently and safely. Using this information, the County makes the following mobility recommendations:

- Develop multi-modal mobility hubs that would co-locate vehicular, transit, bicycle, and pedestrian facilities at strategic locations throughout the Marina and serve each activity district.
- Develop park-once districts to consolidate parking and allow people to quickly enter the Marina, park, get out of their cars, and navigate the Marina without the use of cars.
- Improve directional signage.
- Develop gateway signage at main access points to the Marina.
- Enhance bicycle and pedestrian paths and the overall walkability of the Marina.



IMPLEMENTATION PROGRAM

Intended Use of the Vision Statement

Implementing the recommendations discussed herein can be achieved through a number of mechanisms, including enhancements to existing development and by use of urban design guidelines that will be developed by the County. This Marina del Rey Vision Statement will serve as a guide for future development in the Marina. County departments will refer to this Vision Statement to guide:

- Decisions concerning individual project components.
- Negotiations for lease extensions and new leases.
- Work programs for County departments with responsibilities in the Marina.
- Policy changes regarding the Marina del Rey Local Coastal Program.

Implementation Actions

This section identifies actions that could implement the recommendations contained in this vision, as well as the department responsible for implementation. The following table details whether an action could be accomplished in the short-term or in the long-term, though some actions may occur under both time frames. The County will undertake the short-term implementation actions as its priorities while incorporating the long-term actions into the work programs of the appropriate department or agency.

Implementation Action	Implementing Agency
Short-Term	
Develop urban design guidelines in concert with the Design Control Board to inform the look, feel, character, and composition of both public and private areas in the Marina	DRP/DBH
Designate mobility hub locations so shared parking agreements and facility consolidation, WaterBus route optimization, land-based public transportation expansion, and bicycle and pedestrian facility improvements can occur	DRP/DBH/DPW
Construct continuous waterfront promenade where safety allows	DRP/DBH
Construct short-term/visitor docks at visitor- and resident-serving uses and public facilities	DRP/DBH
Develop community-level signage plan to strategically locate branding, informational, and on- and off-site directional signage for vehicles and pedestrians	DRP/DBH/DPW
Install both landside and waterside gateway improvements at Marina access points	DBH/DPW
Install bicycle path improvements and safety enhancements, such as lane striping and directional signage	DPW/DBH
Provide non-motorized boating amenities and support infrastructure, such as storage and wash down areas, at Marina Beach	DBH
Upgrade amenities at Marina Beach, such as shade structures and restrooms	DBH
Develop landscaping palette	DBH/DPW/DRP
Install palette-consistent public realm landscaping	DBH
Construct Parcel 9 wetland park	DBH
Identify revenue source(s) in addition to the Accumulative Capital Outlay fund to provide resources necessary to implement public realm improvements in lease negotiations	DBH/BOS
Long-Term	
Partner with community groups and organizations to develop and provide low-cost boating opportunities and recreational activities	DBH

Acquire strategically-located lease parcels to implement the vision	DBH
Construct short-term/visitor docks at visitor- and resident-serving uses and public facilities	DRP/DBH
Expand operation of waterborne and landside public transportation services	DBH
Strategically relocate and consolidate public parking	DRP/DBH
Consolidate civic facilities into a single location	DBH
Implement infrastructure upgrades to Marina Beach	DBH/DPW
Construct public boathouse facility	DBH
Implement Burton Chace Park Master Plan upgrades	DBH
Implement water treatment and capture best management practices and strategies to improve water quality	DBH
Realign the bike path in conformance with the County Bicycle Master Plan, the Marina del Rey Land Use Plan, and the mobility plan	DRP/DPW
Assist in the development of a bike share system	DBH/DPW
Install plan-consistent public realm landscaping	DBH
Construct continuous waterfront promenade where safety allows	DRP/DBH
Provide expanded visual access to the water at key locations	DRP/DBH
Attract a regional-draw-type use to the Marina	DRP/DBH

BOS – Board of Supervisors
DBH – Department of Beaches and Harbors
DPW – Department of Public Works
DRP – Department of Regional Planning

Annual Work Programs

The implementation actions identified in the table above will be accommodated by the annual work programs of DRP, DBH, and DPW, as staff and resources become available, and as land use opportunities arise.

Urban Design Guidelines

The urban design guidelines will be crafted such that they provide direction on appropriate redevelopment and infrastructure projects so the Marina is developed in a consistent, coherent, and high-quality manner. Unlike the Marina del Rey Specific Plan, which contains detailed development standards, the design guidelines are intended to shape the general character, look, feel, and composition of Marina del Rey.

The urban design guidelines will serve in an advisory capacity to allow the contents to evolve over time as needs, tastes, and trends change. It is expected that the guidelines will be used by the development community, staff at DRP and DBH, and the Design Control Board to guide and inform redevelopment in the Marina.

BACKGROUND

History and Setting

Marina del Rey is an unincorporated community in Los Angeles County bounded by the City of Los Angeles on all sides with Washington Boulevard on the north, Lincoln Boulevard and the Ballona Wetlands on the east, the Ballona Creek and Marina del Rey harbor entrance channel on the east and south, and the community of Venice on the west. Marina del Rey encompasses 807 acres, and the area's land and water is owned by the County of Los Angeles and leased to private leaseholders on long-term agreements. Today, it is the largest constructed small-craft harbor in North America and Marina del Rey is home to approximately 9,000 residents.

Marina del Rey as it exists now was a long time in the making. Construction of the jetties for the present entrance channel began in December 1957, but efforts toward realizing a harbor at this location actually began some twenty years earlier. After many years of construction delays, storm damage, and other assorted development issues, Marina del Rey eventually progressed toward completion. A formal dedication of the Marina del Rey Harbor was held on April 10, 1965.

Visioning Process

In April 2013, the Los Angeles County Department of Regional Planning (DRP) embarked on a wide-ranging outreach effort to solicit public input in crafting a vision for the future of Marina del Rey. The

ideas generated by the community over the course of the process have been used to develop future policy and implementation strategies for improving this important County asset.

As part of the comprehensive community outreach process, DRP staff worked with the outreach consultant to design and initiate a broad-based community dialogue informed by targeted research and information gathering. The team employed a range of methods and formats to provide opportunities for the whole of the Los Angeles County community to participate, with an emphasis on the process being interactive. The outreach program included community workshops and an interactive website to enable a virtual marketplace of ideas accessible by all.

These sessions generated valuable input and insights as to how residents and visitors interface with the Marina on a regular basis, setting the foundation for further research and discussions with the community.

County staff also fielded telephone calls and emails from many individuals and met with individuals requesting additional information and wishing to contribute their ideas and voice their concerns.

The County used the data accumulated during the visioning process to develop a new vision for guiding development in the Marina over the next 15 to 20 years. This Vision Statement is the framework that will guide the Departments of Regional Planning, Beaches and Harbors, and Public Works with the delivery of public services that reflect the future needs of the community.

Background Studies

Following this document are a series of technical memoranda detailing the design of the outreach process, existing conditions, analyses performed, and recommendations made by the outreach, market, mobility, and architecture/urban design firms that assisted DRP in the Marina del Rey visioning process. These memoranda, along with the input received from the community and stakeholders, form the foundation upon which the recommendations described above are based.