

Lincoln Boulevard Task Force Resident and Business Survey Results

Presented by:

Roger Swanson

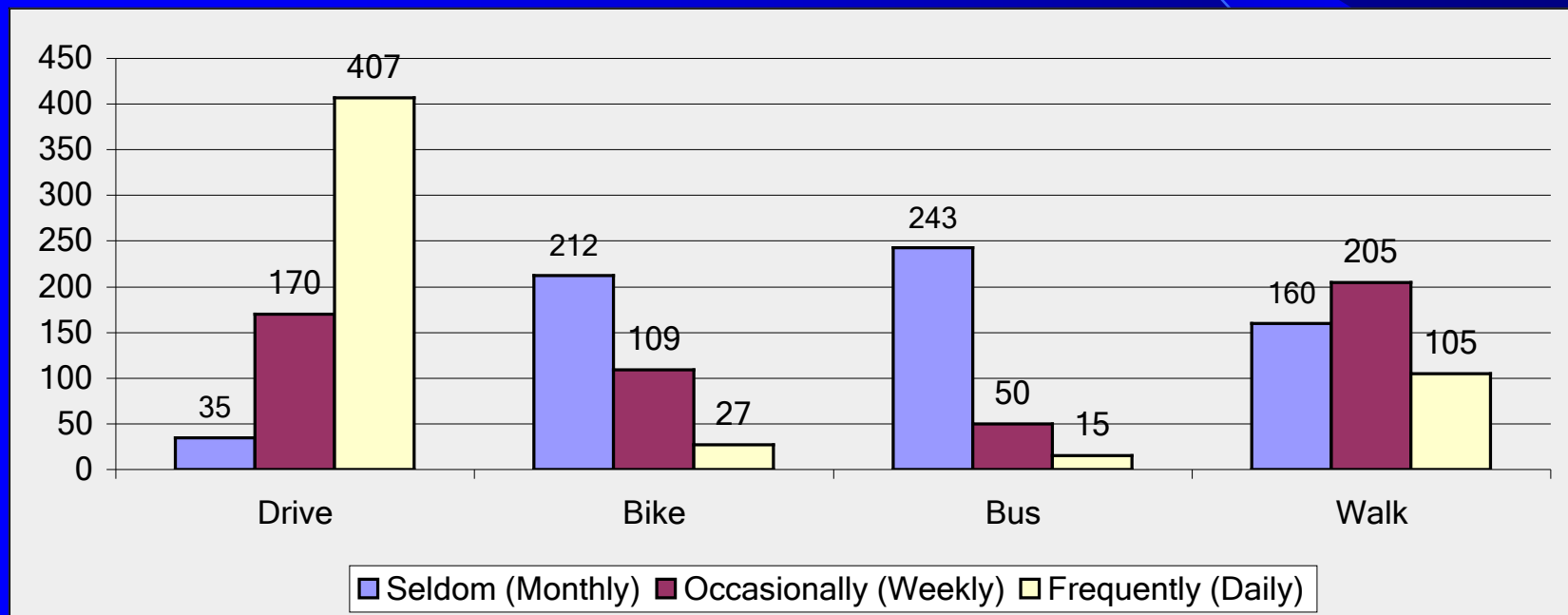
Resident Survey

Respondent Demographics

- Total responses: 638
- 91.2 % south of Santa Monica Freeway
- Average residency: 19.7 years
- 70.6 % own
- Representing 1,524 residents (2.4/household)
- 15.2 % retired
- 541 respondents in workforce:
 - ◆ 27.5 % work at home
 - ◆ 26.4 % work in Santa Monica

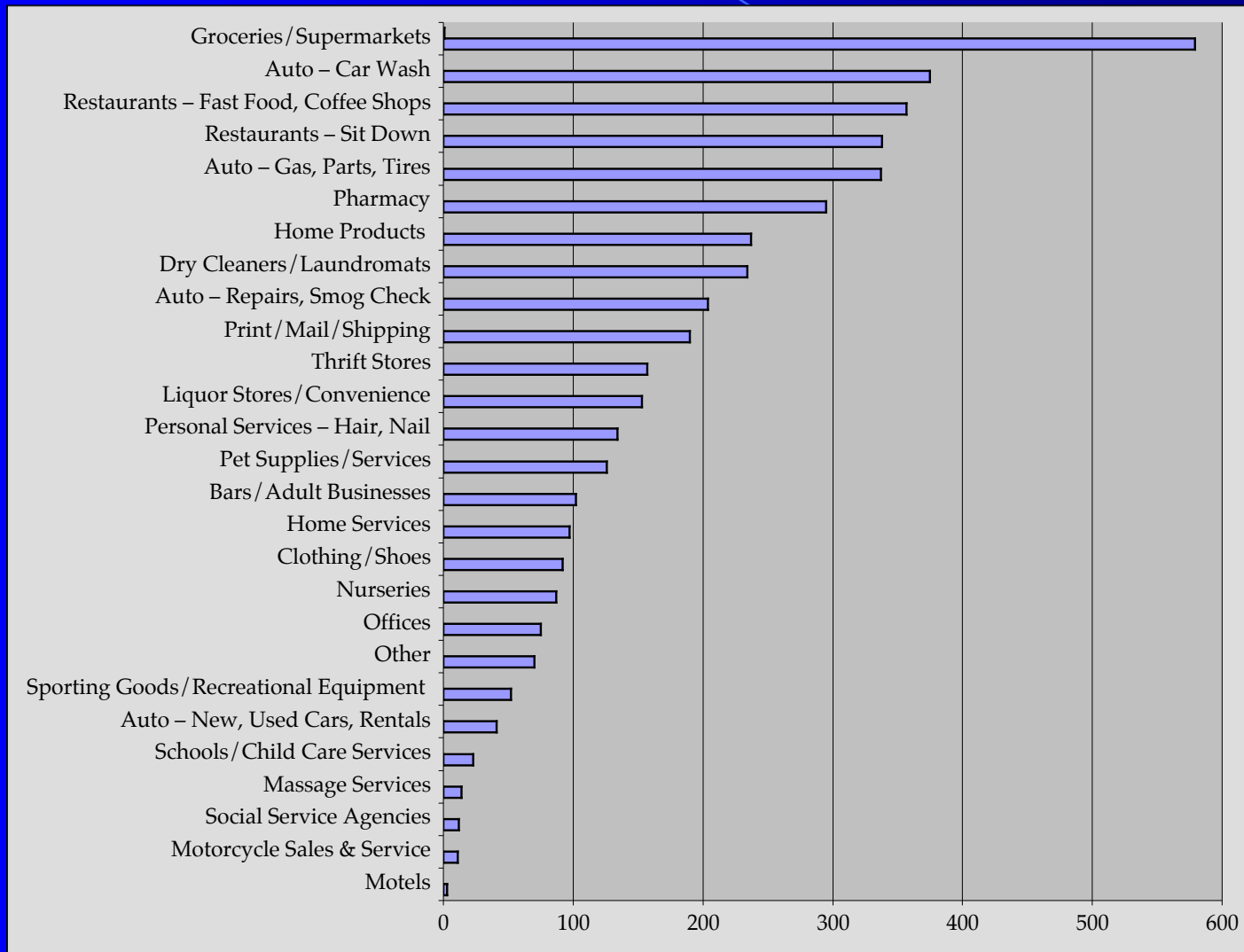
Frequency of Travel and Mode of Transportation

8 respondents avoid Lincoln all the time

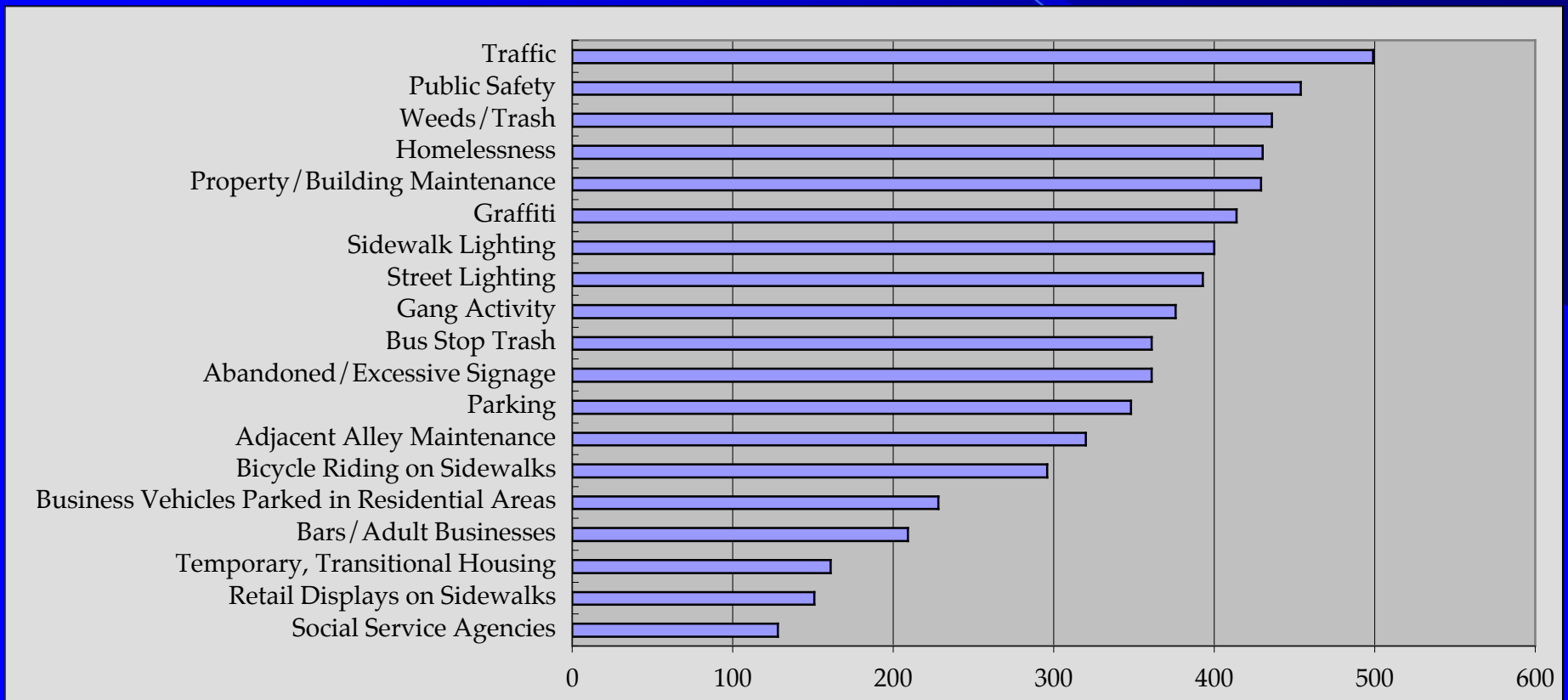


Destinations Visited

30% of businesses are auto related



Important Issues to be Addressed

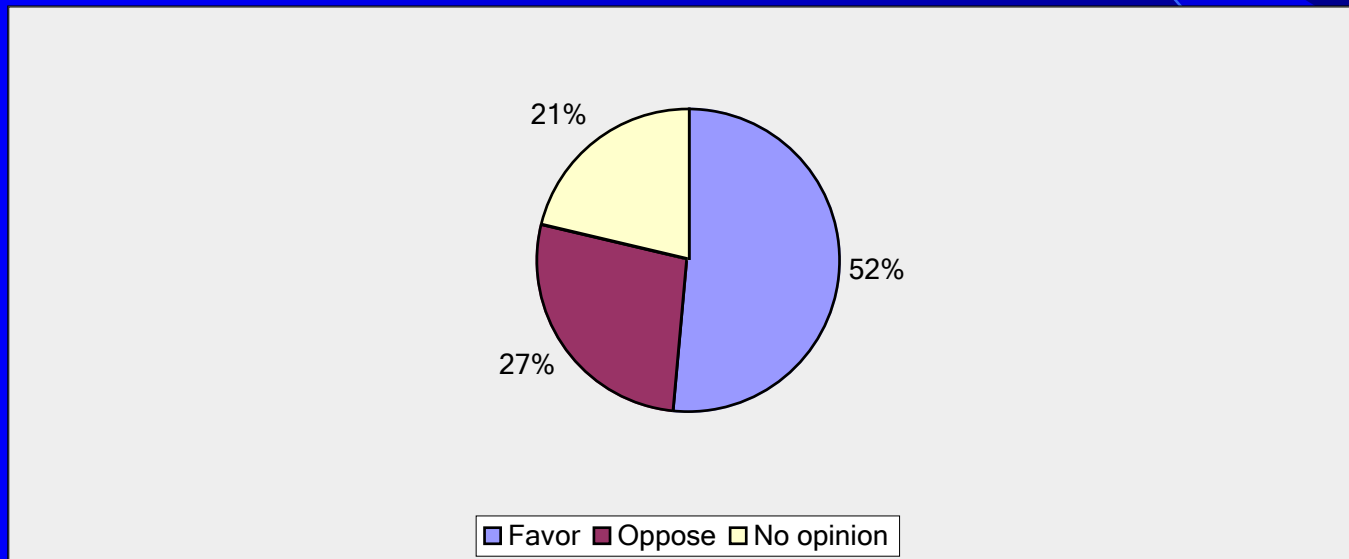


New Destinations Desired

- 386 respondents made suggestions
- Frequent comments (number of references)
 - ◆ Restaurants (189)
 - ◆ Cafes and coffee shops (94)
 - ◆ General retail, gifts, and boutiques (79)
 - ◆ Grocery, deli, health, and general food (57)
 - ◆ Clothing and sporting goods (41)
 - ◆ Bars (restaurant, café, clubs, and sports) (38)
 - ◆ Art galleries and craft stores (27)
 - ◆ Pharmacies (9)
 - ◆ Home improvement (8)
 - ◆ Banks (6)
 - ◆ Nail (1)
 - ◆ Post office (1)
 - ◆ Hair (0)
- Less auto-related (9)

Parking Requirements

Reduce for some neighborhood serving businesses, such as restaurants?



Businesses to Consolidate/Reduce

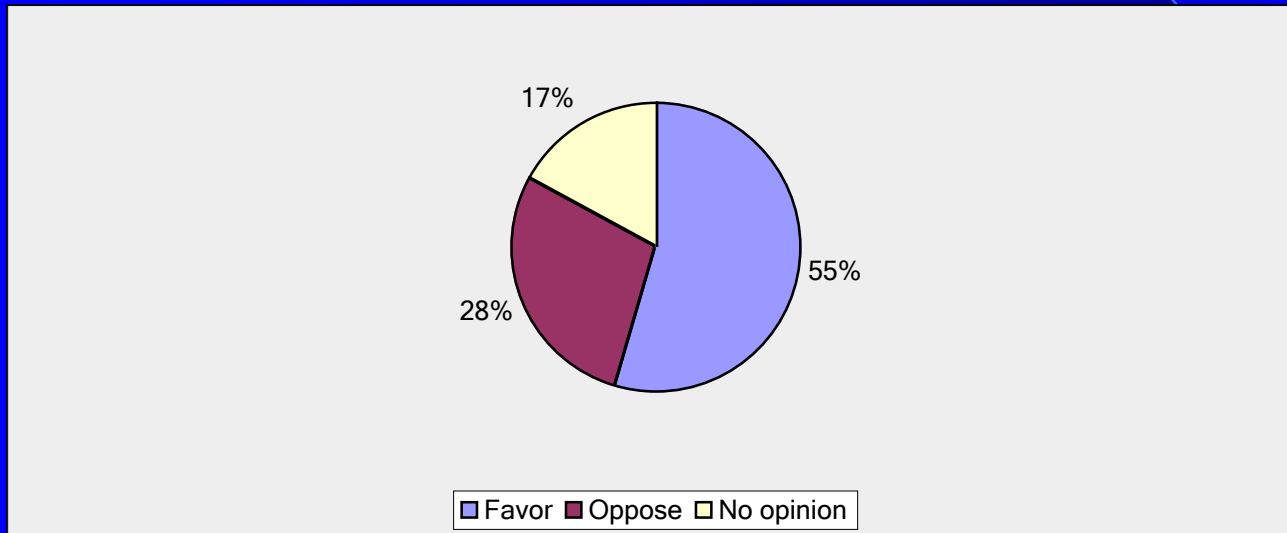
- 382 respondents made suggestions
- Frequent comments (number of references)
 - ◆ Auto (repairs/services, sales and rental, and supplies) (225)
 - ◆ Fast/junk food (60)
 - ◆ Liquor stores (38)
 - ◆ Massage parlors (25)
 - ◆ Adult (video, entertainment, and clothing) (20)
 - ◆ Motels (17)
 - ◆ Bars (15)
 - ◆ Gas stations (13)
 - ◆ Social services (8)
 - ◆ Nail salons (8)
 - ◆ Ugly (and you know who you are) (5)

Businesses to Eliminate

- 352 respondents made suggestions
- Frequent comments (number of references)
 - ◆ Adult stores and massage parlors (81)
 - ◆ Automotive (79)
 - ◆ Social services, transitional housing and homeless services (37)
 - ◆ Fast/junk food (27)
 - ◆ Liquor stores (17)
 - ◆ Check cashing (13)
 - ◆ Abandoned buildings (8)
 - ◆ Tattoo parlors (4)
 - ◆ U-Haul (3)

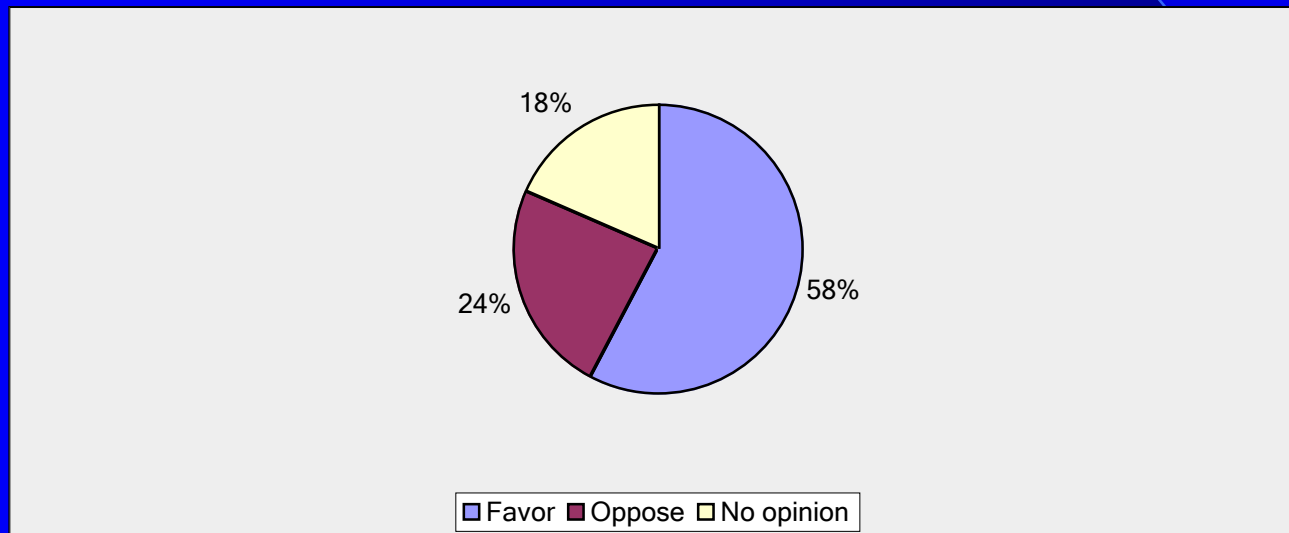
Big Blue Bus Priority Lane

Should the City implement Priority Lanes?
(Northbound 7 to 10 AM, Southbound 4 to 7 PM)



Sharrows in the Bus Lane

If the bus lane is implemented, should sharrows allowing bikes be added to indicate shared use?



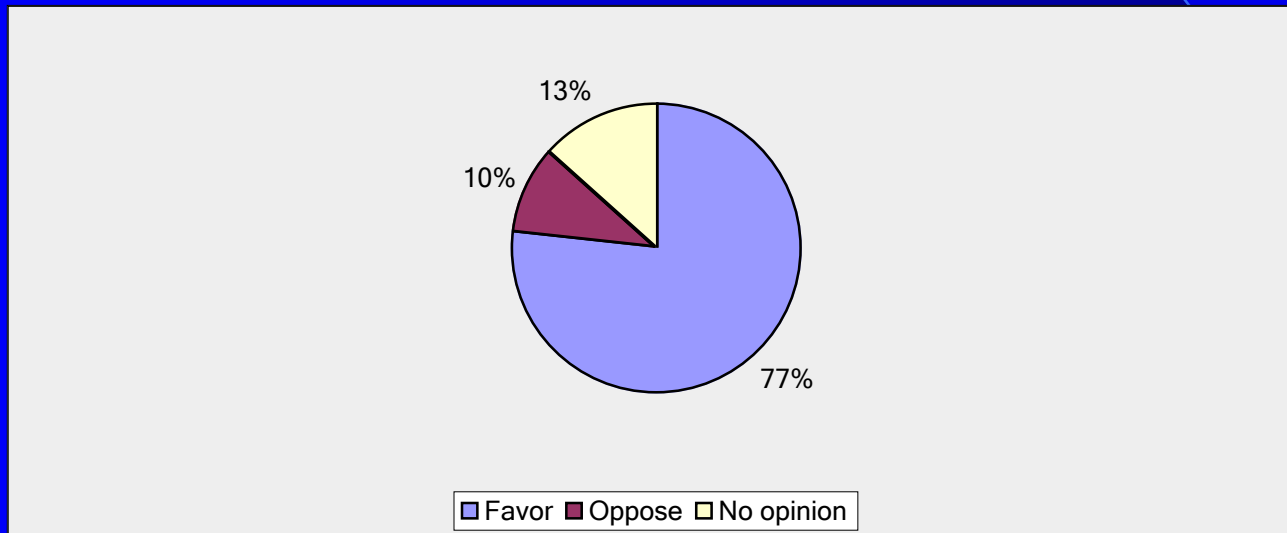
What Trees to Add

- 91% want more trees added to the 150 existing Liquidambar and Brisbane Box trees
- Most common suggestions (combined references)
 - ◆ Palm (52)
 - ◆ Liquidambar * (American Sweetgum) (43)
 - ◆ Flowering * (such as, Jacaranda and Magnolia) (43)
 - ◆ Brisbane Box (29)
 - ◆ Native Oaks (13)
 - ◆ Maple * (11)
 - ◆ Gingko (10)
 - ◆ Ficus (7)
 - ◆ Western Sycamore * (5)

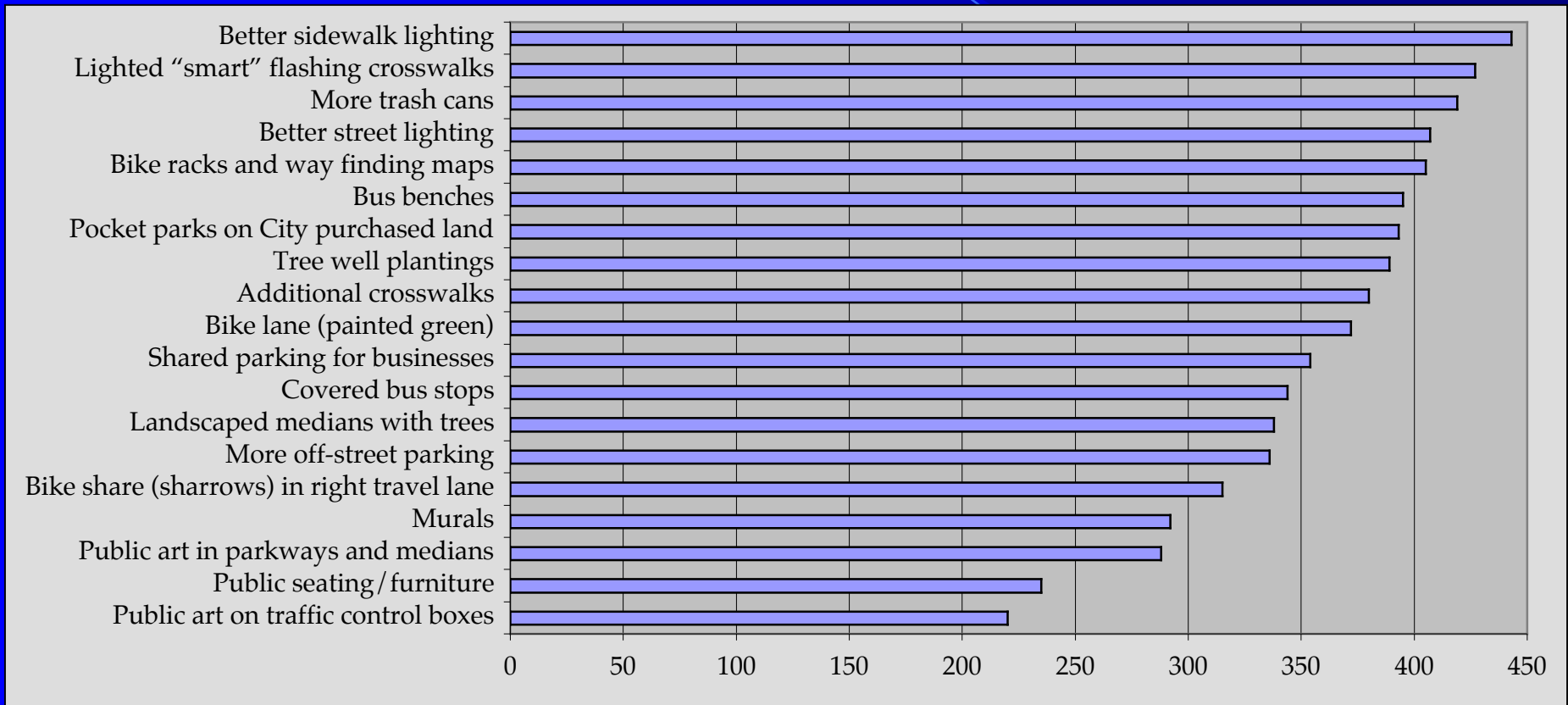
* Deciduous

Flower Boxes in Parkways Near Trees

Add flower boxes “adopted” and maintained by a cooperative effort between businesses and residents?

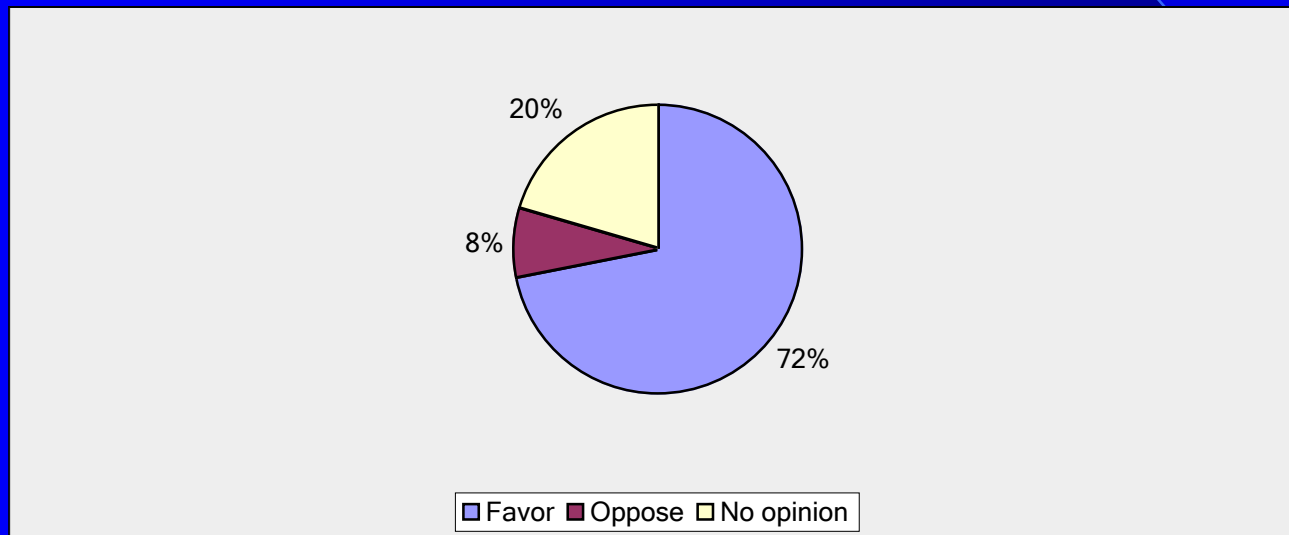


Streetscape Amenities Desired



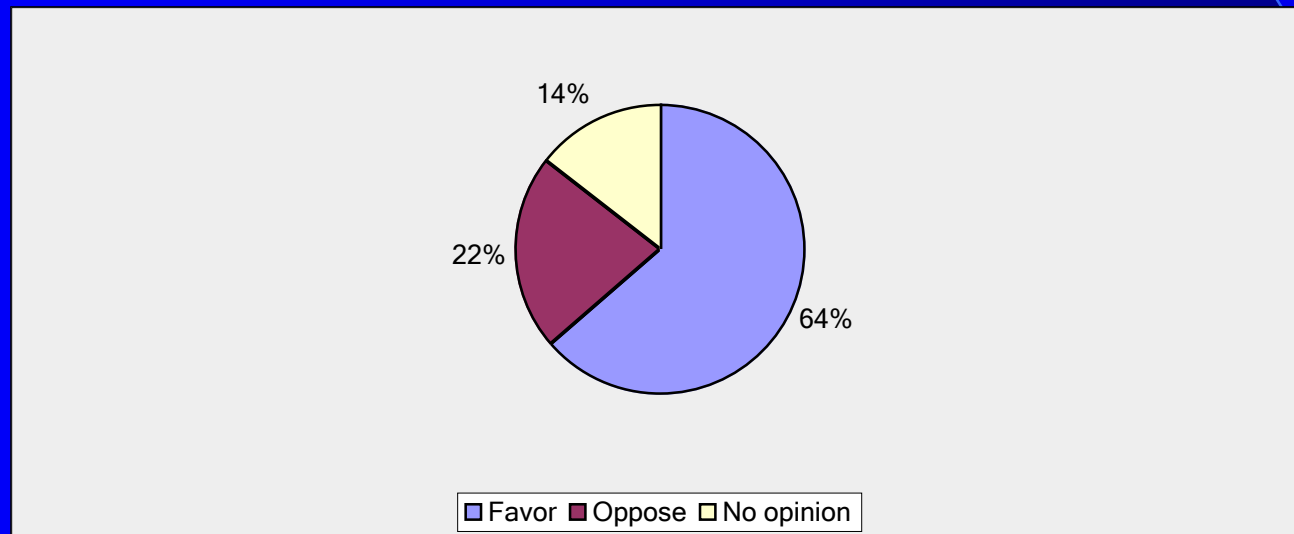
Adaptive Re-use

Should adaptive re-use of existing buildings be promoted to revitalize Lincoln?

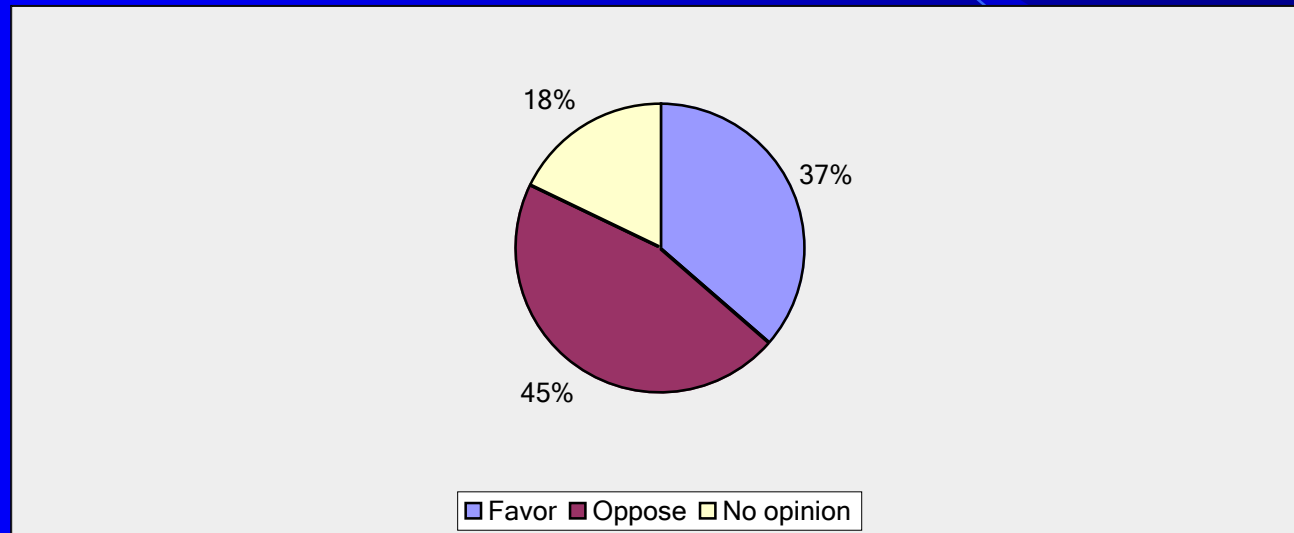


Proposed Zoning Heights

- Three story buildings (up to 40 feet) that are 100% affordable housing, and
- Only two stories (32 feet) for mixed use with retail on the first floor and housing on the second floor
- Two exceptions: Albertsons Activity Center and Pico Transit Center



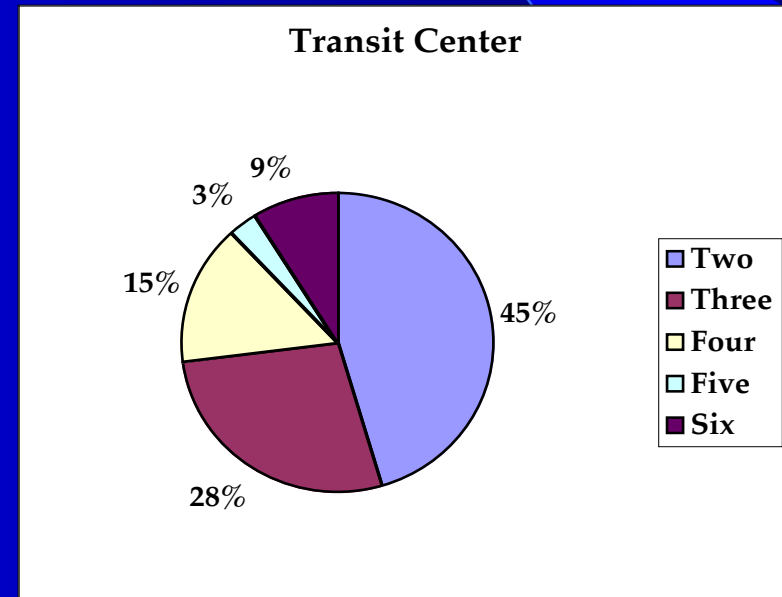
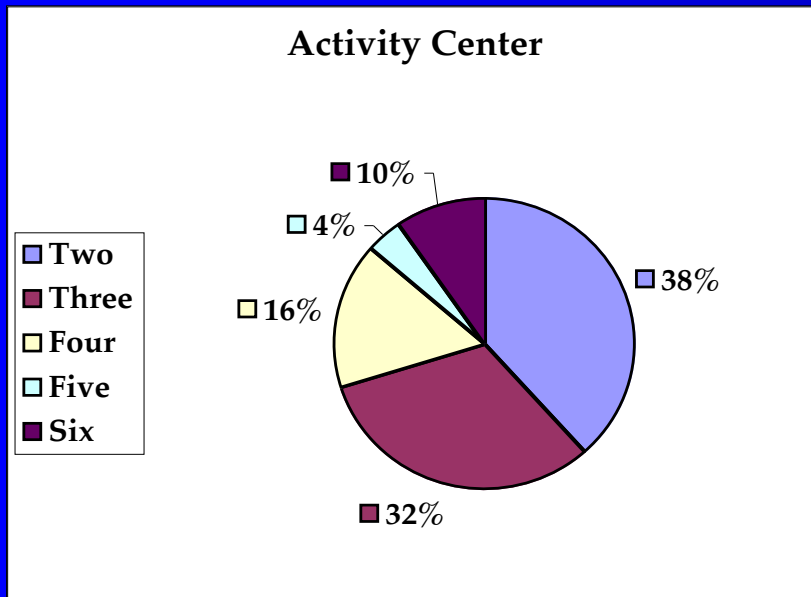
More Affordable Housing on Lincoln



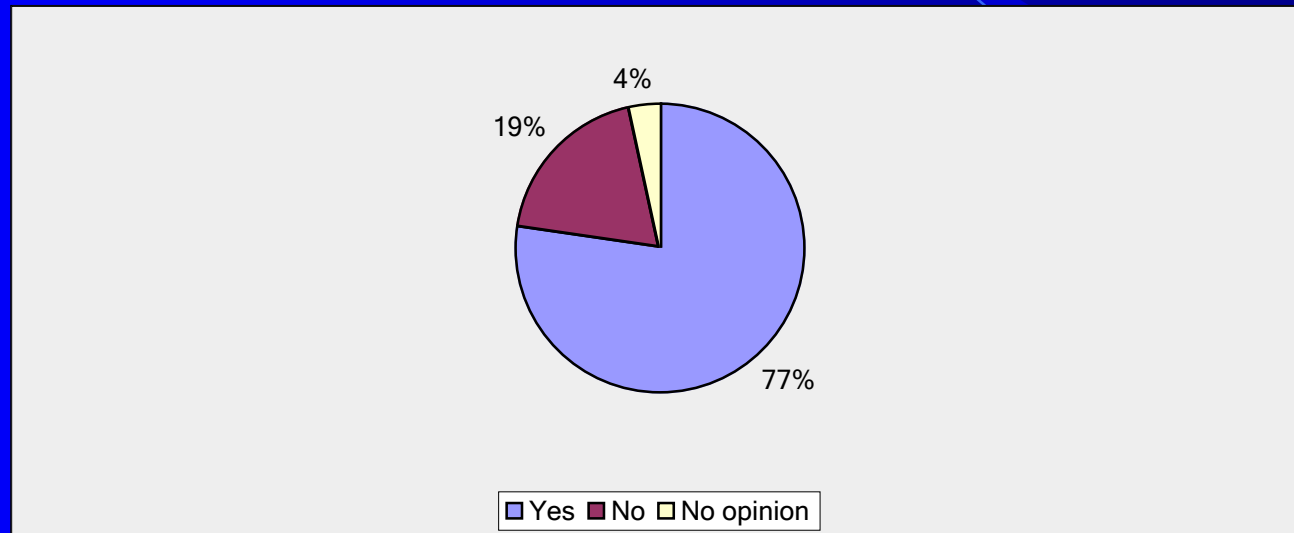
Maximum Heights

How many floors at Albertsons Activity Center and Transit Center at Pico and Lincoln?

- ◆ 70% prefer three floor limit at Albertsons
- ◆ 73% prefer three floor limit at Pico Transit



Concerned with Increased Traffic?



Important Things to Change

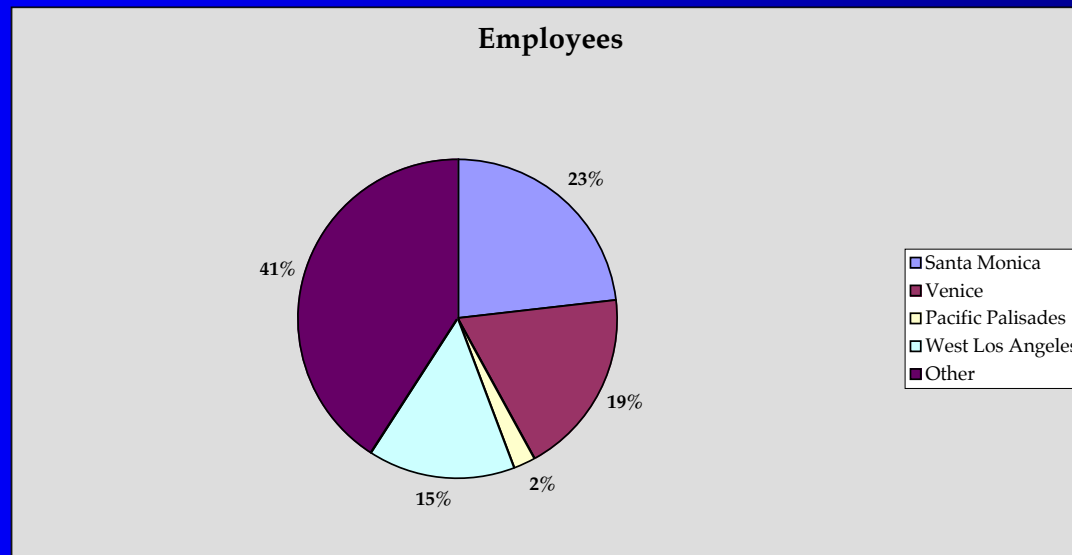
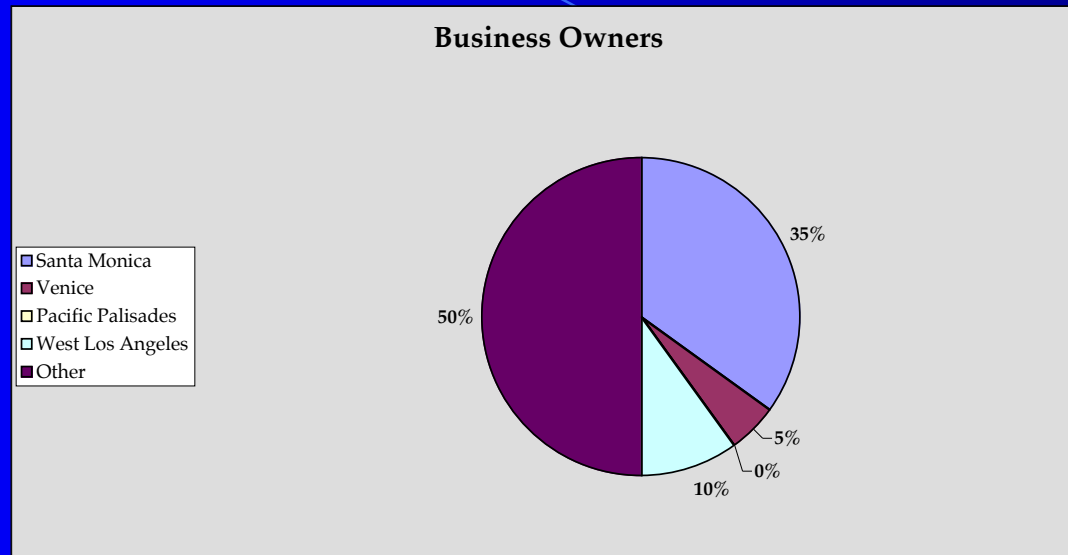
- Frequent comments (number of references)
 - ◆ Traffic (289)
 - ◆ Appearance (dirty, ugly, trash, beautify, and signage) (228)
 - ◆ Pedestrian related needs (crosswalks, pedestrian safety, improved sidewalks, and pedestrian amenities) (166)
 - ◆ Landscaping (trees, plants, and flowers) (142)
 - ◆ Bike related issues, including bike lanes (62)
 - ◆ Public safety and homelessness (57)
 - ◆ Remove auto businesses and add restaurants (55)
 - ◆ Roadway issues (noise, more traffic lanes, and synchronize traffic signals) (41)
 - ◆ Place utilities underground; Oops, they already are! (10)
 - ◆ Light rail (2)

Business Survey

Respondent Demographics

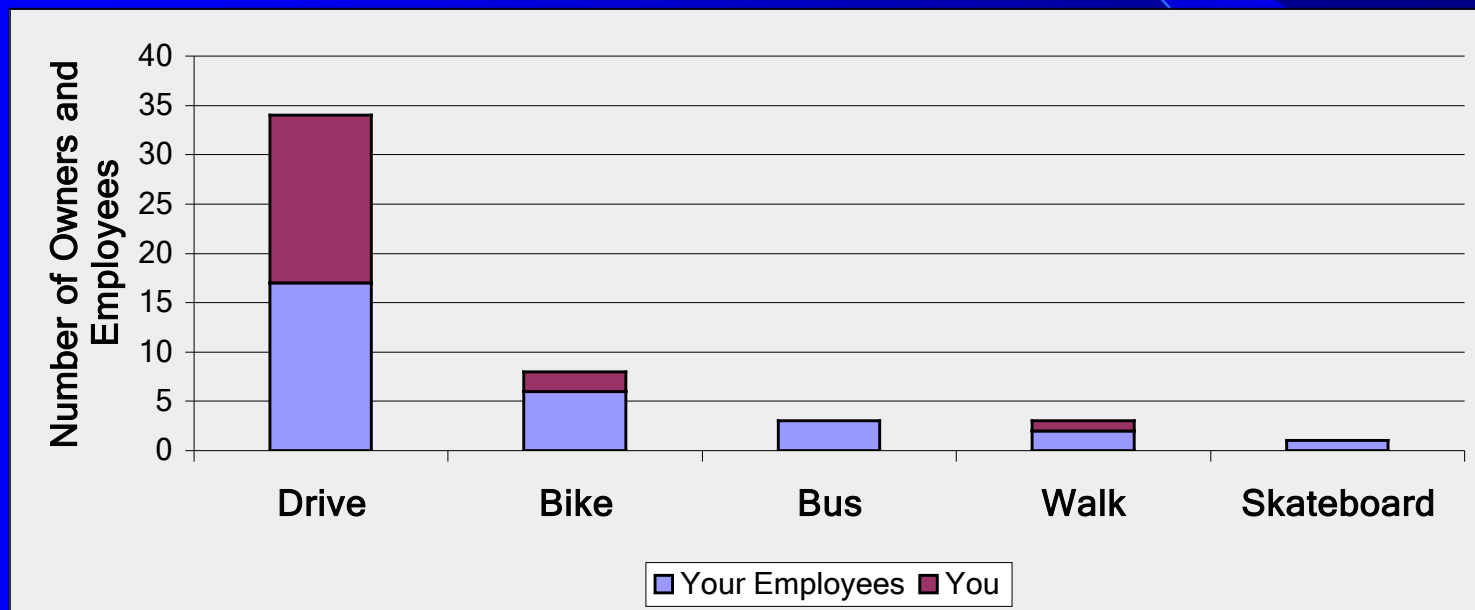
- Limited participation: 23, approximately 15% of total on Lincoln south of I-10 Freeway
- Average years in business: 15.4 years (excludes the High School, operating on Lincoln for 75 years)
- 70% lease or rent their facilities
- Business types responding:
 - ◆ Auto - Car Wash (1)
 - ◆ Auto - New, Used, Rentals (1)
 - ◆ Auto - Repairs, Smog Check (5)
 - ◆ Bars (1)
 - ◆ Clothing/Shoes (1)
 - ◆ Offices (5)
 - ◆ Personal Services - Hair, Nail (3)
 - ◆ Pet Supplies/Services (1)
 - ◆ Restaurants (1)
 - ◆ Schools (3)
 - ◆ Social Service Agencies (1)

Business Owner and Employee Residency



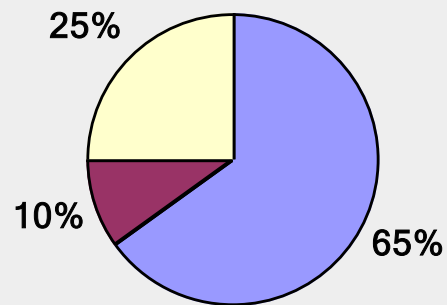
Modes of Transportation

As expected, most drive to work, but few take public transit



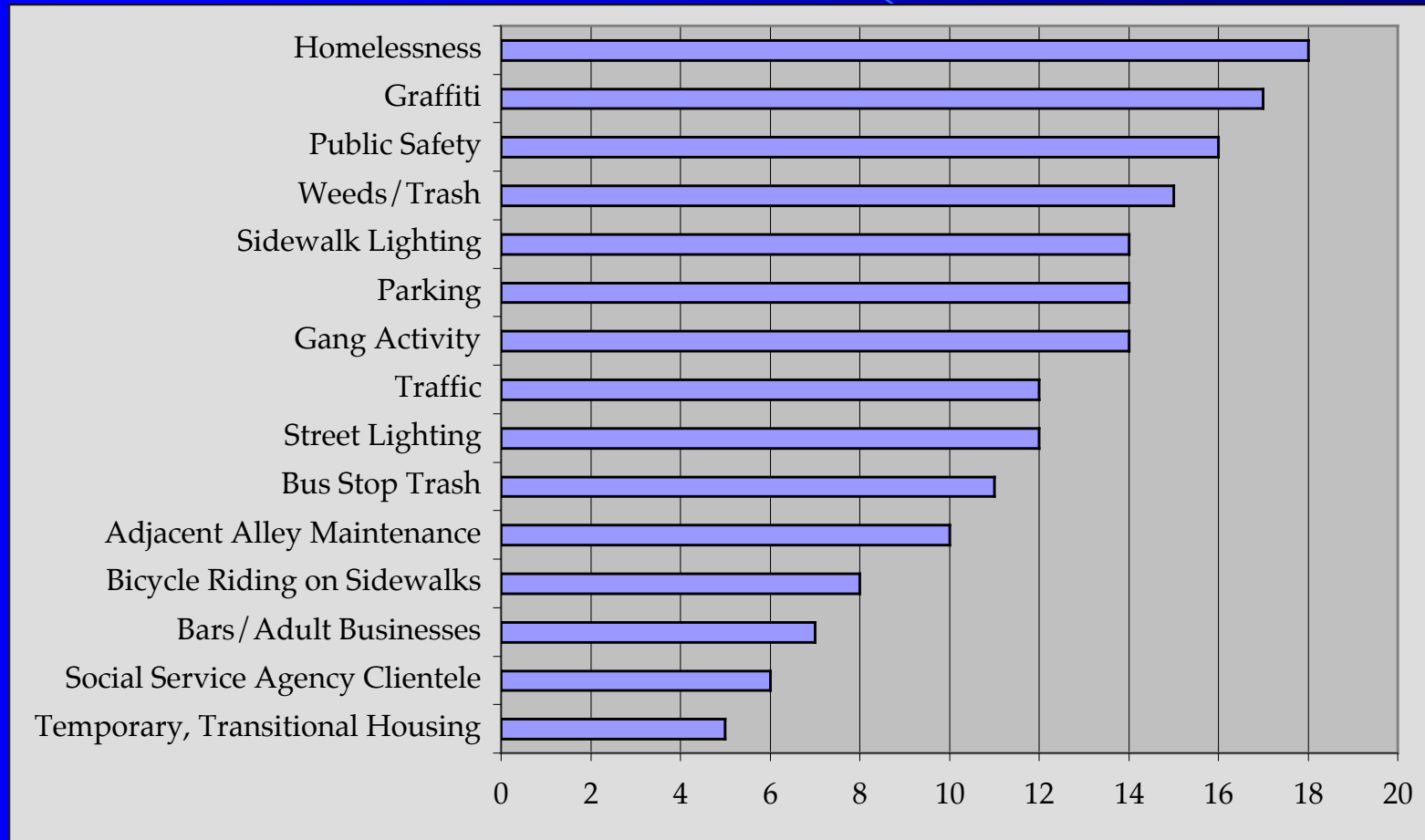
Business Improvement District

Favored by 65% of respondents



■ Yes ■ No ■ Don't know

Important Issues to be Addressed



New Destinations and Businesses with a Negative Impact

- New destinations suggested
 - ◆ Restaurants (4), Other Retail (3), Bank (2), Music Venue, Art Gallery and Parking
- Other businesses that have a negative impact on respondent businesses
 - ◆ None (3), Auto Related (3), Motels (2), Massage Parlors (2), Social Service Agencies, Liquor Sores

Parking Requirements and Big Blue Bus Priority Lane

- Reduce parking for some neighborhood serving businesses, such as restaurants?
 - ◆ 45% Favor, 35% Oppose
- Should the City implement Priority Lanes?
(Northbound 7 to 10 AM, Southbound 4 to 7 PM)
 - ◆ 21% Favor, 74% Oppose
- If the bus lane is implemented, should sharrows allowing bikes be added to indicate shared use?
 - ◆ 28% Favor, 44% Oppose

Landscaping

- Add more trees?
 - ◆ 58% Favor, 26% Oppose
 - ◆ Few offered suggestions on type of trees to add
- Add flower boxes “adopted” and maintained by a cooperative effort between businesses and residents?
 - ◆ 58% Favor, 32% Oppose

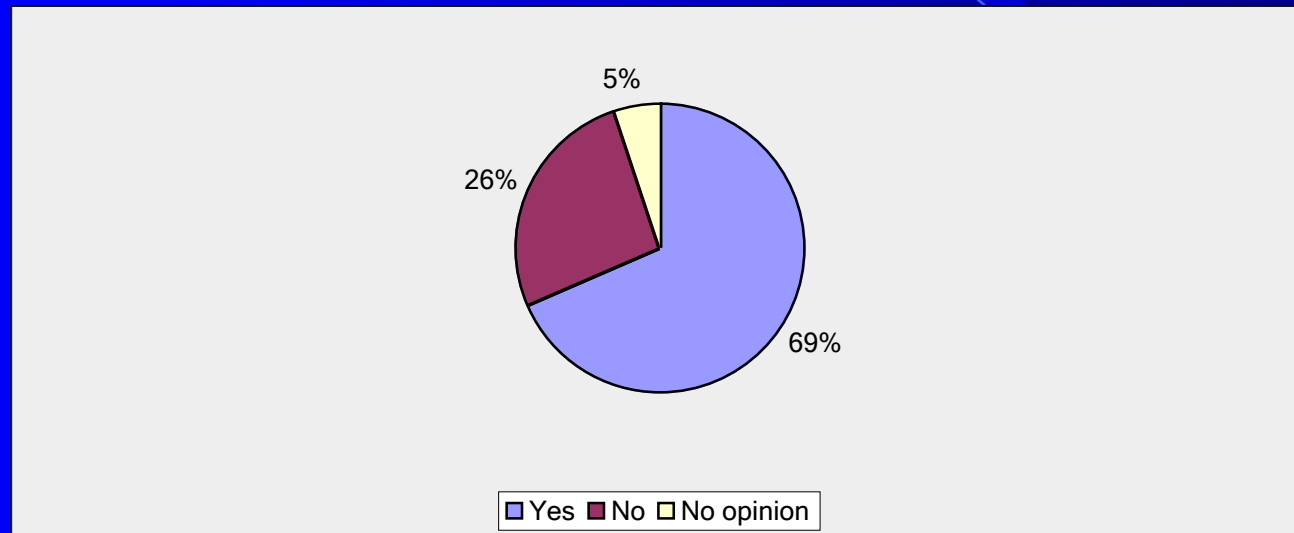
Streetscape Amenities Desired



Building and Zoning Issues

- Should adaptive re-use of existing buildings be promoted to revitalize Lincoln?
 - ◆ 79% Favor
- Proposed zoning allows three story buildings (up to 40 feet) that are 100% affordable housing, and only two stories (32 feet) for mixed use with retail on the first floor and housing on the second floor
 - ◆ 42% Favor, 32% Oppose, 26% No Opinion
 - ◆ But, only 32% favor more affordable housing and 42% oppose
- How many floors at Albertsons Activity Center and Transit Center at Pico and Lincoln?
 - ◆ 75% prefer two and three floor limits at both locations

Concerned with Increased Traffic?



Important Things to Change

- Frequent comments (number of references)
 - ◆ Appearance (10)
 - ◆ Public safety, homelessness and prostitution (10)
 - ◆ Parking (3)
 - ◆ Pedestrian related needs (crosswalks, bikes and skate boards on sidewalks) (3)
 - ◆ Traffic (2)

Why is this survey important?

- It quantifies opinions, often lacking or ignored in consultant reports
- It opened the door to a focused audience
 - ◆ Over 630 residents concerned about Lincoln, and
 - ◆ 23 Lincoln businesses wanting to change it.
- We appreciate the residents who chose to voice their opinions
 - ◆ 82% want survey results,
 - ◆ While only 32% want to volunteer
- We applaud the 23 businesses that took the survey
 - ◆ 74% want survey results,
 - ◆ And, 42% want to volunteer

Our thanks to all!