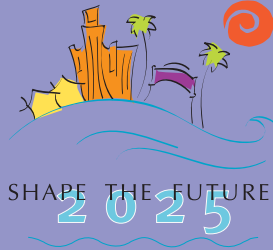




City of
Santa Monica



July 2006

Summer Heats Up

Santa Monica is moving closer to developing strategies for future land use and circulation decisions. In a recent public outreach effort, City staff and members of the community engaged in a dialogue about the City's future, and validated the "hot issues" to tackle over the next 20 years.

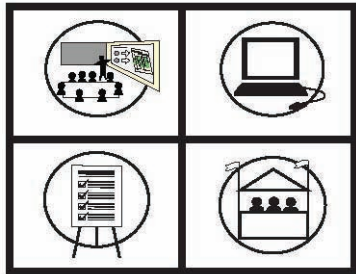
Santa Monica Festival 2006 at Clover Park
Saturday May 13th

This year's Santa Monica Festival drew almost a thousand participants to the PCD booth where they demonstrated their support of the draft goals. Many Santa Monica residents and visitors learned more about the City's planning efforts and also were able to win fun prizes.



New This Month

Staff's report of the **Goals and Objectives** outreach effort was presented to the Planning Commission on June 7th, 2006. **Planning Commission** will look at the topic again on July 5th; **City Council** is expected to review the issue on July 25th.



Draft Goals Embraced by the Community!

The outreach initiative launched in April successfully concluded with the Santa Monica Festival on May 13th. This four part effort engaged the community in defining over-arching **goals** to guide the development of the City's decision making framework. Staff received **hundreds of comments** in support of the draft goals, and many ideas for how to ensure each goal's eventual implementation and success.

Alternatives Workbook

Development of the new Alternatives Workbook has begun! The workbook will include information on:

- » Alternative Plan Scenarios
- » Key Issues
- » Trade-Offs and Opportunities
- » Indicators

Scheduled for release in Winter, the workbook will provide you with information on how to evaluate the alternatives, identify areas of importance to the community, and understand the consequences of future decisions related to land use and circulation.

View the Short Term and Long Term Project Schedules or visit us at: www.shapethefuture2025.net, or at <http://motion.santa-monica.org>

Planning Commission Reviews Draft Goals

On June 7th, the Planning Commission reviewed the draft goals that were further refined through the most recent outreach initiative. While there was general support for the goal concepts, the Commission requested revisions to goal objectives. The objectives are intended to provide a means of measuring a Goal's successful realization. Staff will explore revisions and detail how this will be addressed in the Alternatives Workbook on July 5th. The Council is expected to hold a hearing to comment on,

modify and endorse project goals on July 25th.

Staff Analyzes Key Themes from Outreach

The comments received during the outreach initiative continue to be analyzed by staff in an effort to bring the Element updates into alignment with the community's desires. Initial analysis has identified key themes for closer study such as housing diversity, overall growth, traffic congestion, historic preservation, and sustainability.

Share Your Ideas!

The first Wednesday of each month provides another opportunity to stay involved in this project and participate in an ongoing dialogue about Santa Monica's future. Past meetings have **featured speakers** from Urban Design, Regional Economics, Educational, and Planning and Transportation backgrounds.

NEXT PLANNING COMMISSION POLICY MEETINGS
July 5th
August 2nd
September 6th

Help Shape Santa Monica's Future and Improve How You Get Around

- Participate at Planning Commission Meetings
- Sign up for **Web Info Network** (WIN) Emails
- Join us at upcoming workshops

Want More Info? Contact Us

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