

CITY OF SANTA MONICA, CA Land Use and Circulation Element

Project
General Plan Update

Scale
City of 95,000

Date
2004 - 2005

Clients
Rajeev Bhatia, Dyett & Bhatia
Andy Agle, Planning Director,
City of Santa Monica

Role
Urban Design and Outreach
Principal, Kendall Planning + Design



The City of Santa Monica embarked upon an update to their Land Use and Circulation Elements in 2004, hiring a team including Kendall Planning & Design and Dyett & Bhatia. Alison Kendall of Kendall Planning & Design prepared the overall community outreach plan for the General Plan Update, including development of methods for reaching both established City groups and those not currently involved on planning issues. These included large community workshops, small group presentations, surveys, guidebooks, websites and other activities.

Among these community outreach efforts, Kendall Planning & Design led an extensive youth outreach effort through schools and after school programs throughout the city. Youth Planning Project included 500 young people and over 20 youth leaders, and included preparation of a curriculum called the Youth Planning Toolkit, organization of a Youth Planning Forum to present students' plans and models, and publication of youth planning issues and ideas for consideration in the Land Use and Circulation Update.

In addition, Kendall Planning & Design prepared an assessment of progress in over the past 20 years in achieving urban design objectives of the 1984 Land Use Element, and an analysis of current urban design issues for the City in updating the document.

