



EAST LOS ANGELES THIRD STREET CORRIDOR
TOD SPECIFIC PLAN: COMMUNITY WORKSHOP 1

PROJECT TIMELINE:

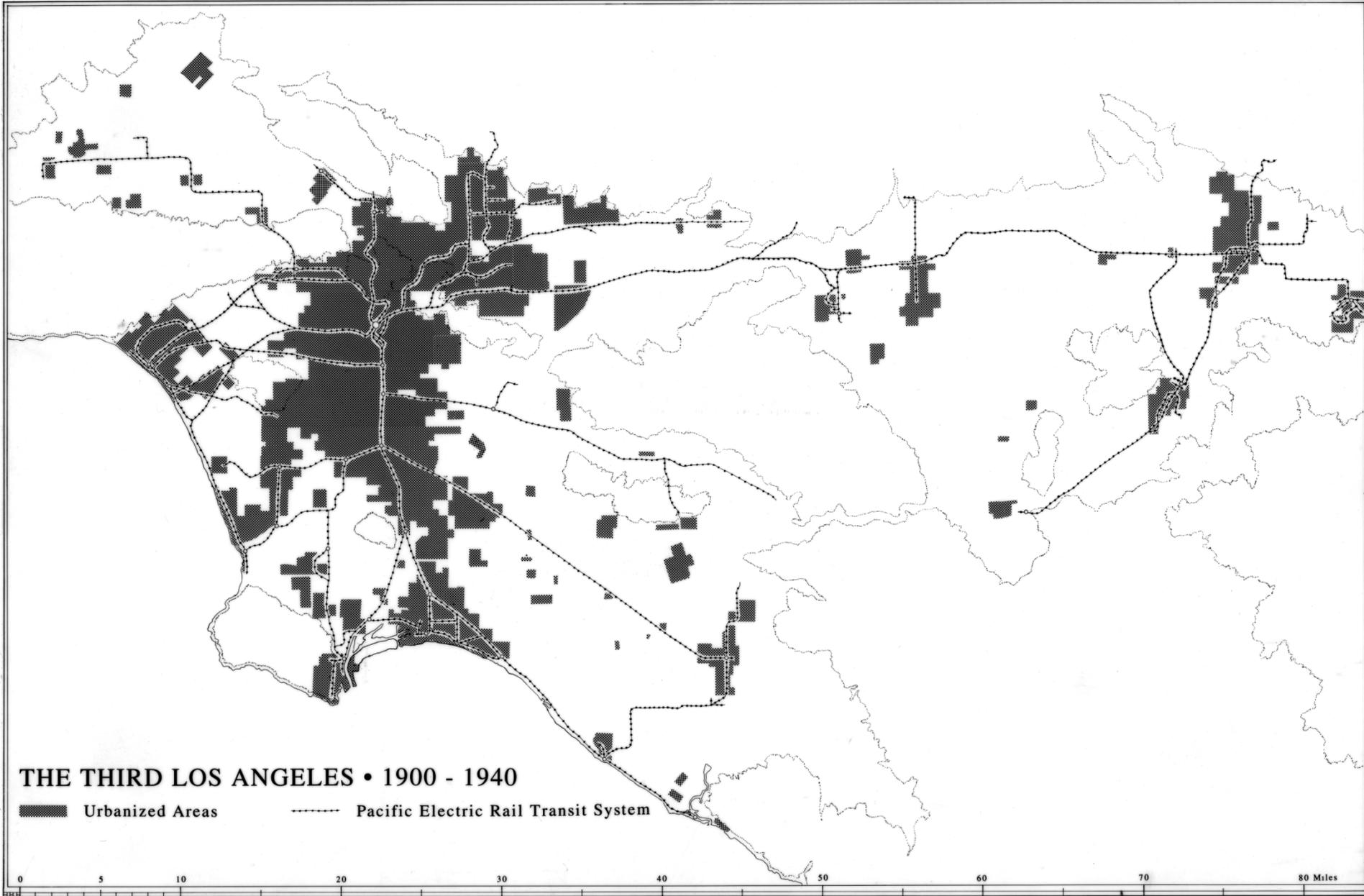
- KICK-OFF MEETING: September 11, 2008
- BACKGROUND ANALYSIS: September of 2008 – November of 2008
- SUB-CONSULTANT ANALYTICAL SUMMIT: April of 2009
- STAKEHOLDER INTERVIEWS: May of 2009
- DISCOVERY WORKSHOPS: July of 2009
- COMMUNITY WORKSHOP PREPARATION: August 31 to September 4
- COMMUNITY WORKSHOP 1: September 19

Part 1: A Framework for Positive Change

Existing Conditions

What we heard from you so far

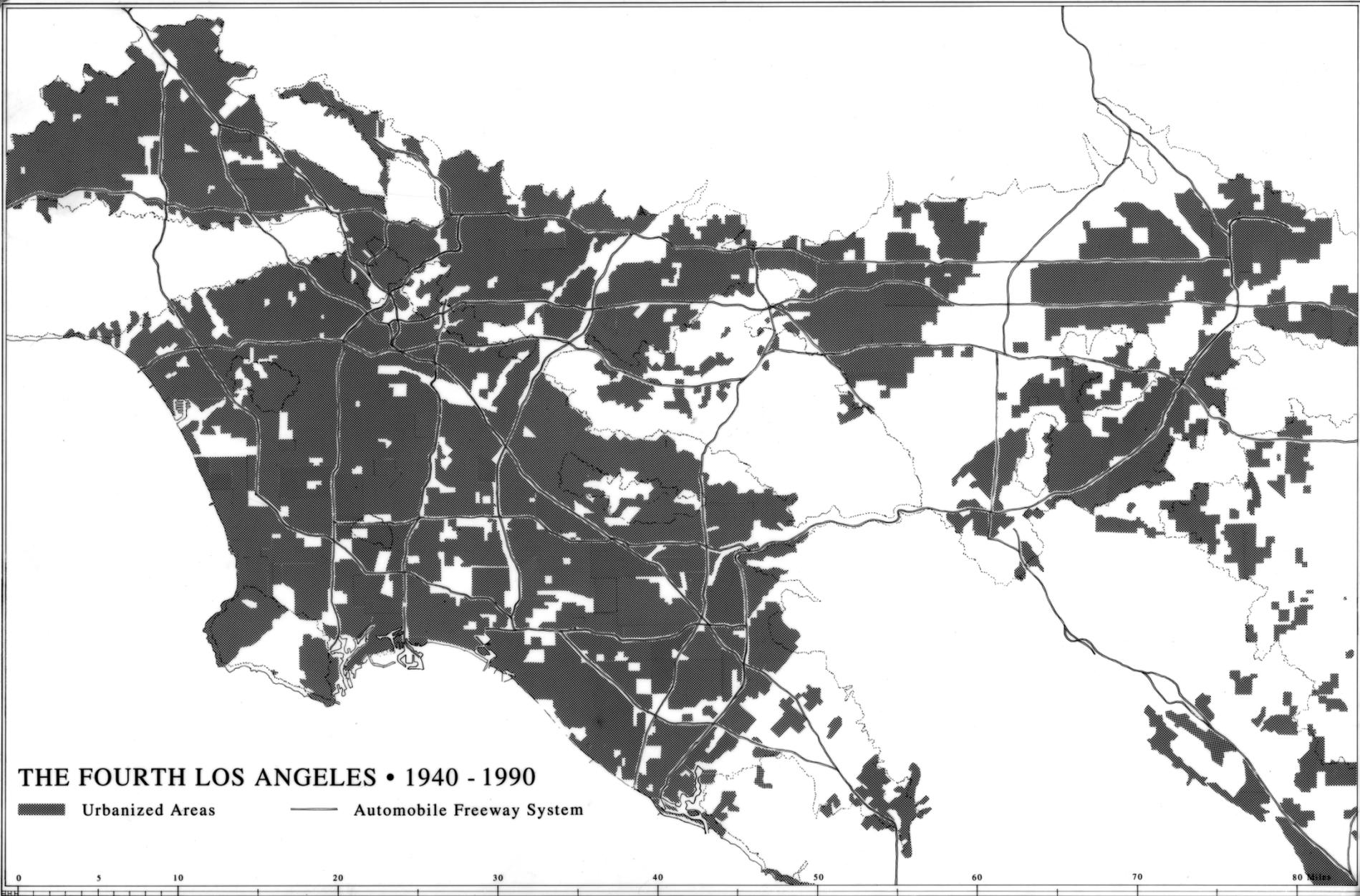
Policy Responses to what you've said

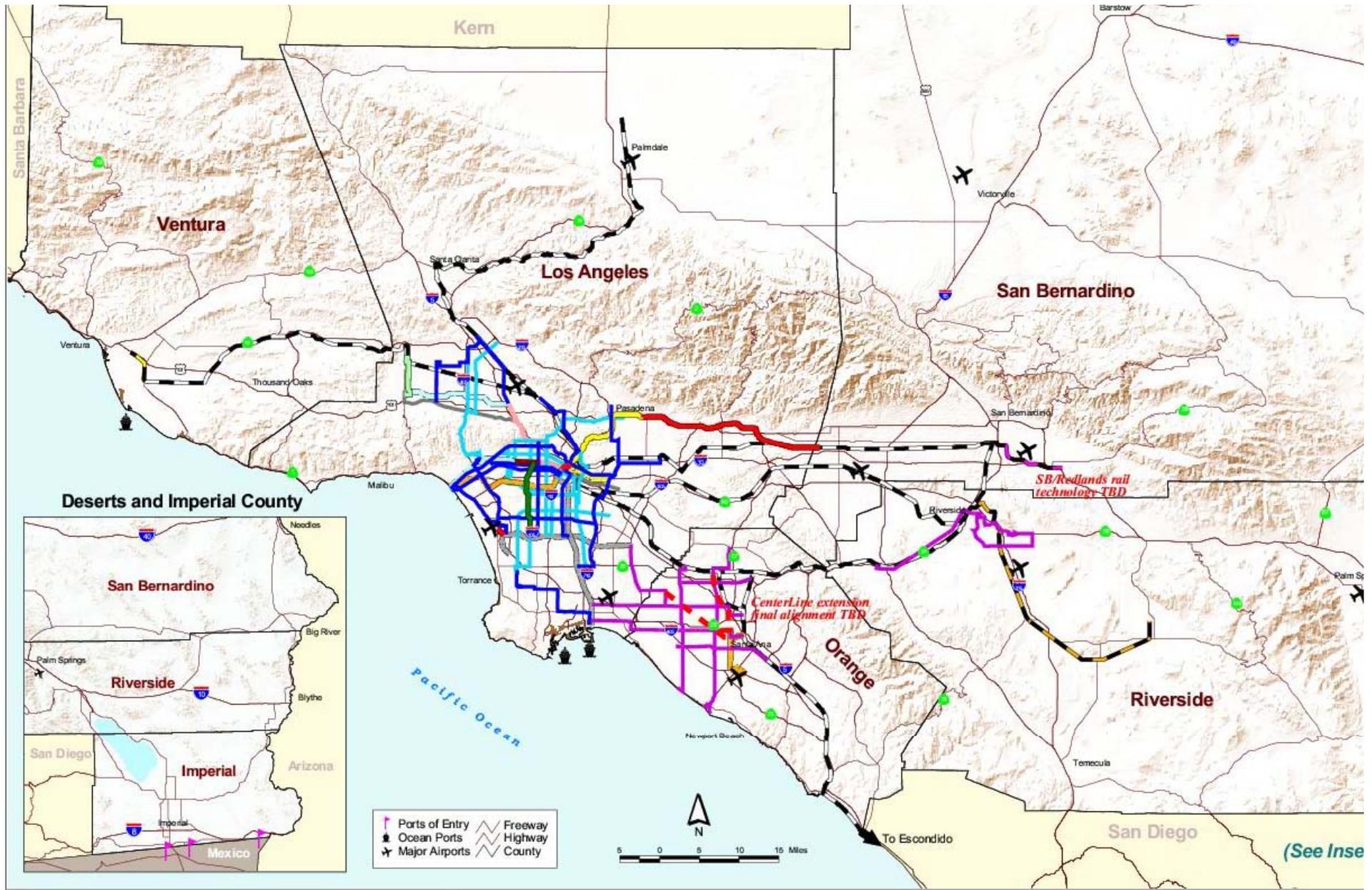


BEVERLY HILLS









	Light Rail	Heavy Rail	Transit-way	Bus Rapid Transit	Commuter Rail
Base Year (Existing)					
Baseline (No Project)					
Tier 2 Plan					
Plan					

2030 Transit Corridor System

Exhibit 4.5

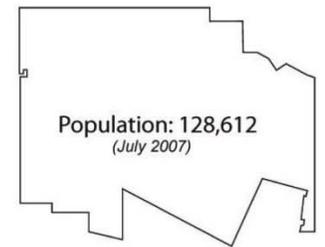
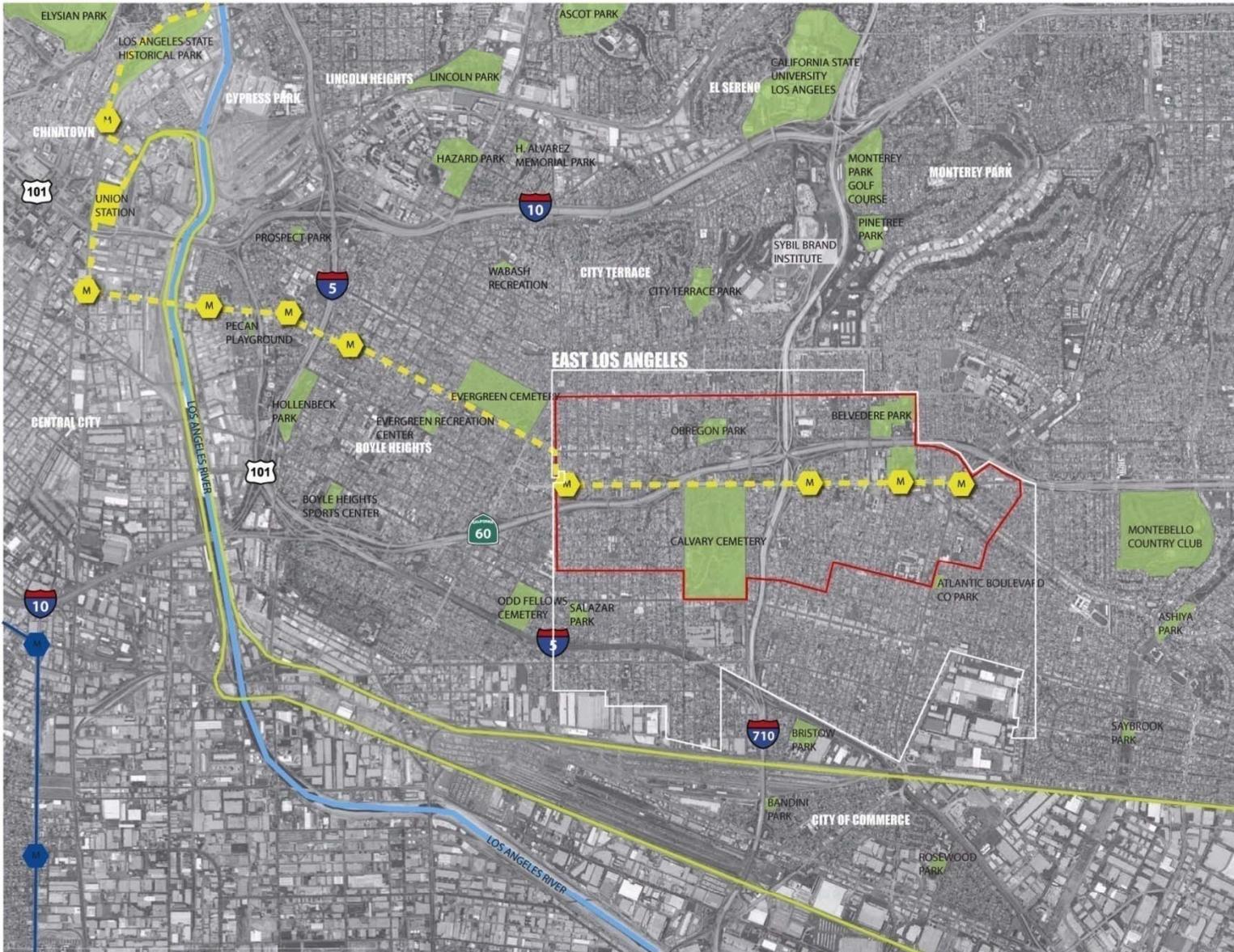


SOUTHERN CALIFORNIA
ASSOCIATION OF GOVERNMENTS

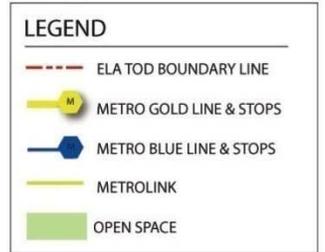
2004 RTP

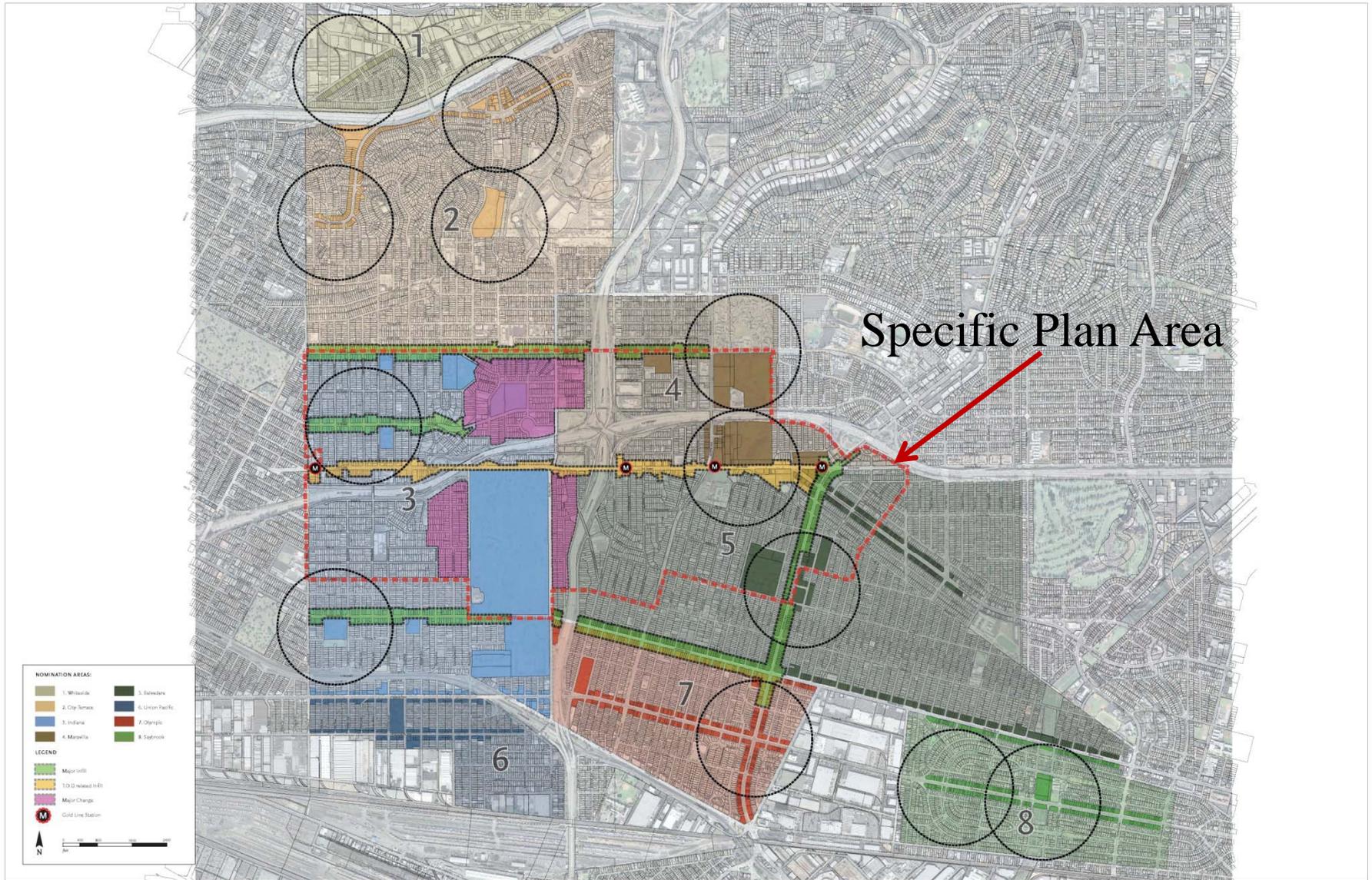
(See Inset)

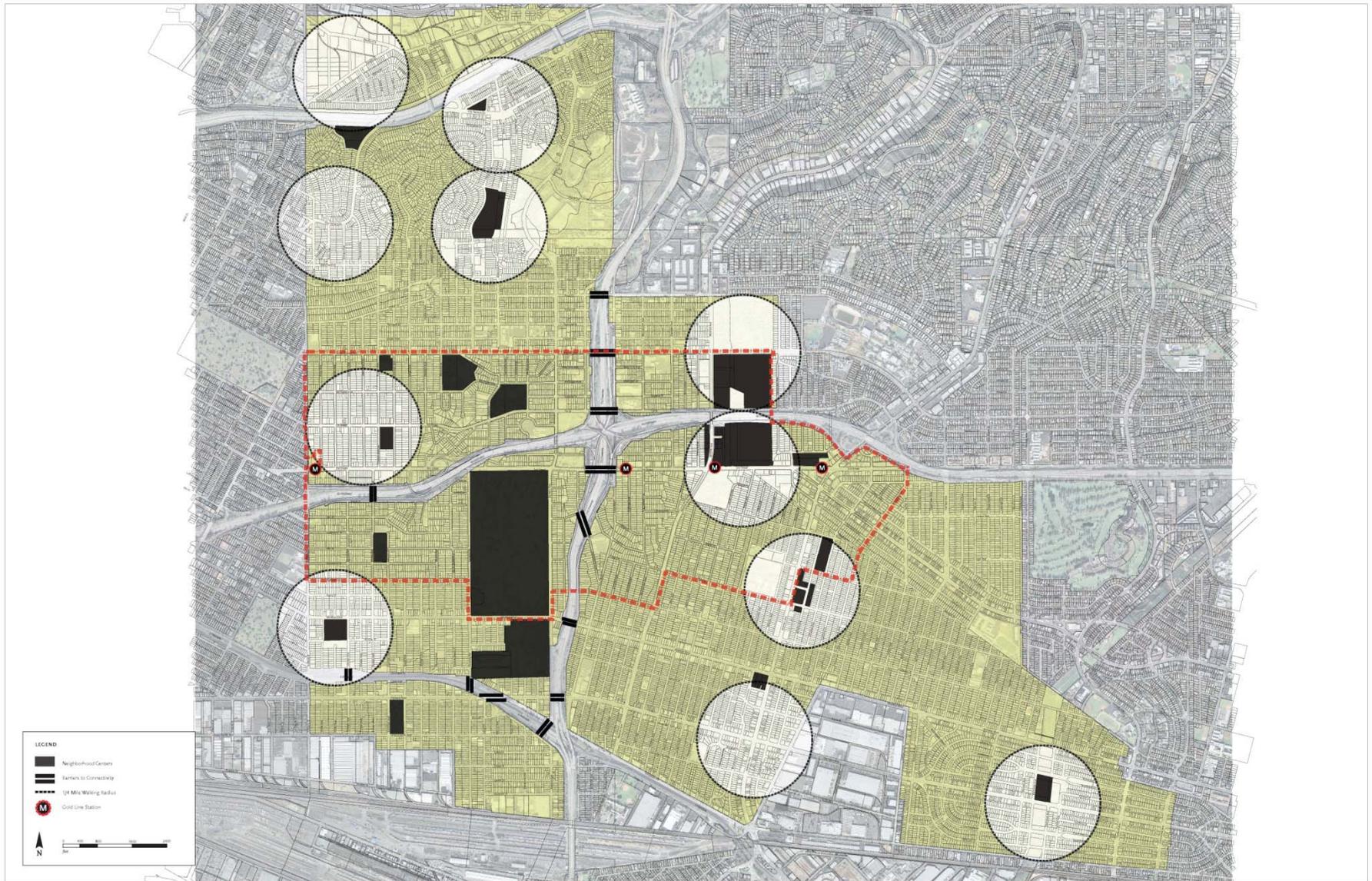




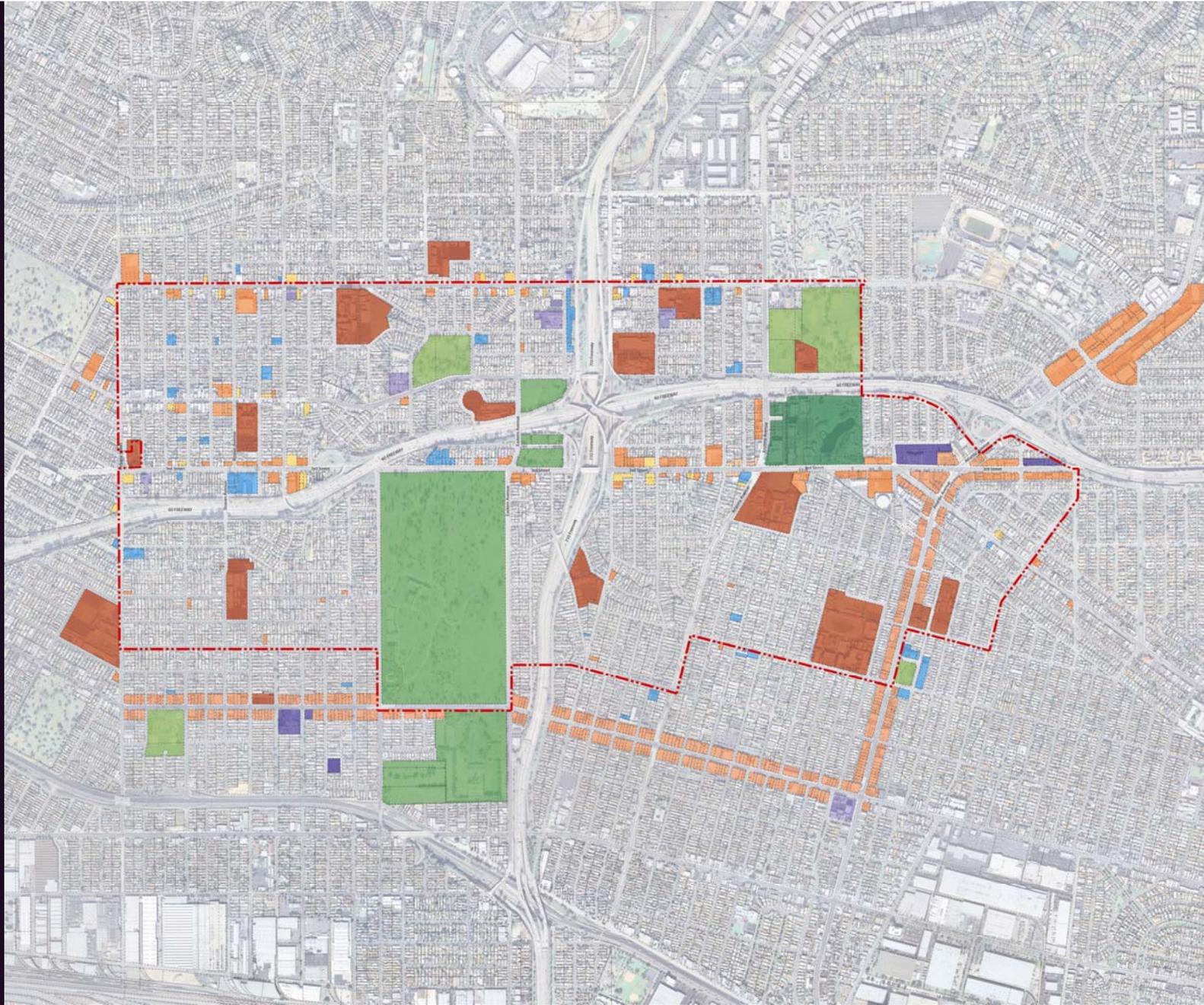
EAST LOS ANGELES



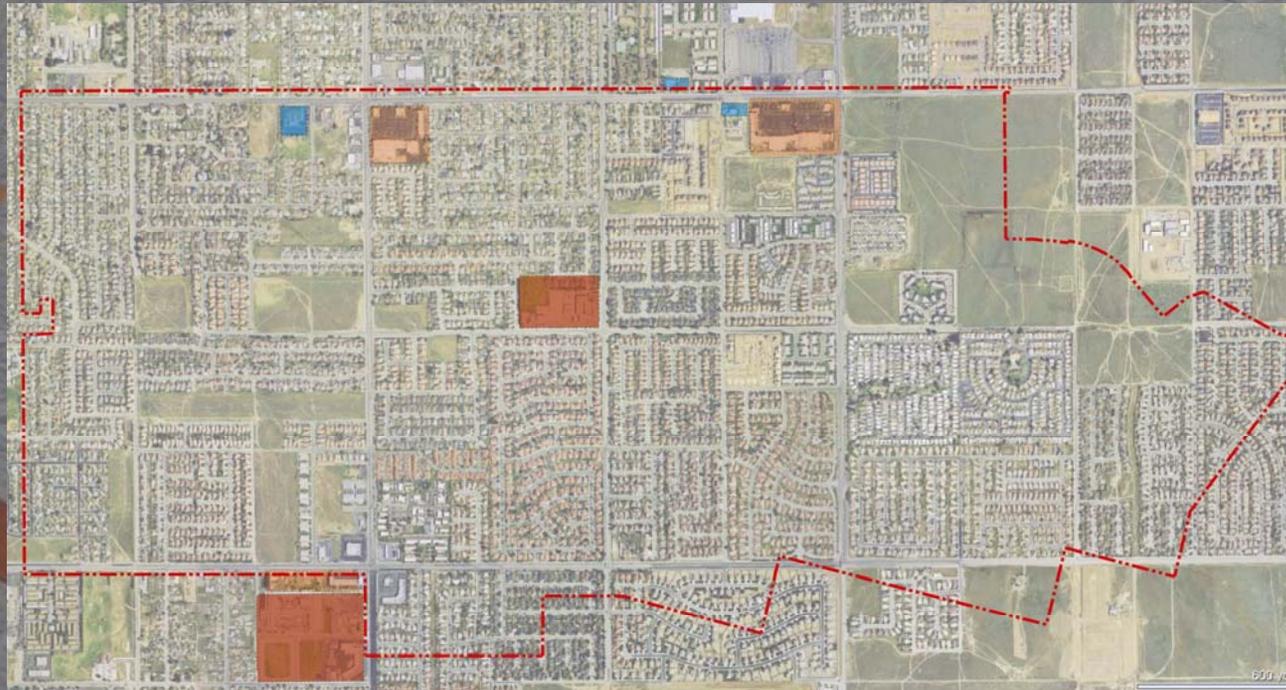




NEIGHBORHOOD CENTERS AND CONNECTIVITY



Community Resources



Community Resources – Suburban Condition

Stakeholder Interviews

East Los Angeles County Hall
May 13 & 16, 2009



Workshop 1 July 13, 2009

Belvedere Community Regional
Park – Social Hall



Workshop 3 July 21, 2009

Ruben Salazar Park – Senior Ctr



Workshop 2 July 14, 2009

City Terrace Park – Social Hall



Workshop 4 July 25, 2009

Saybrook Park



Summary of Discovery Workshops:

- COMMUNITY PRIDE
- ENFORCEMENT OF STANDARDS: “THE WILD WILD EAST”
- JOBS AND THE LOCAL ECONOMY
- NEW HOUSING
- QUALITY OF STORES AND OUTLOOK FOR RETAIL
- PEDESTRIAN COMFORT AND SAFETY
- RECREATION AND OPEN SPACE

What we heard from the community and
our responses to your direction

A Composite Approach to What we've heard from you:

1. Enforcement of Standards and Regulations
2. Balanced Street Design
3. Context-Calibrated Street Network
4. Streetscape and Public Realm to Generate Place and Value
5. 3rd Street R.O.W. design to support Job-Creation
6. Zoning to Support Feasible Commercial Development
7. Sustainable / Green Infrastructure
8. Joint-Use Arrangements with Schools and Churches
9. Identify / Reserve Key Sites for Economic Development
10. Harmonize Land Use Controls with Transit Opportunities
11. Pursue Affordable Housing through Cooperative and Joint Ventures
12. Advocate for the Plan as an integrated Whole

3RD STREET CORRIDOR SPECIFIC PLAN EAST LOS ANGELES, COUNTY OF LOS ANGELES

The essence of sustainability is the integration of economic development with social and environmental improvement.

RECOMMENDED POLICY RESPONSES

	1 ENFORCEMENT OF STANDARDS AND REGULATIONS	2 BALANCED STREET DESIGN	3 CONTEXT-CALIBRATED STREET NETWORK	4 STREETSCAPE AND PUBLIC REALM TO GENERATE PLACE AND VALUE	5 3RD STREET R.O.W. DESIGN TO SUPPORT JOB CREATION AND	6 ZONING TO SUPPORT FEASIBLE COMMERCIAL DEVELOPMENT	7 SUSTAINABLE/GREEN INFRASTRUCTURE SYSTEMS	8 JOINT USE ARRANGEMENTS WITH SCHOOLS AND CHURCHES	9 IDENTIFY/RESERVE KEY SITES FOR ECONOMIC DEVELOPMENT	10 HARMONIZE LAND USE CONTROLS WITH TRANSIT OPPORTUNITIES	11 PURSUE AFFORDABLE HOUSING THROUGH COOPERATIVE AND JOINT	12 ADVOCATE FOR THE PLAN AS AN INTEGRATED WHOLE
KEY ISSUES PER COMMUNITY INPUT	1	2	3	4	5	6	7	8	9	10	11	12
1 COMMUNITY PRIDE												
Small Town Feel and Character	●	●	●	●		●				●		●
Cultural Identity: Reinforce Community Resources/ Preserve Latin American Traditions and Language					●			●		●	●	
Civic Center as Downtown East Los Angeles		●	●	●	●	●			●	●		
Less Crime than Generally Perceived - Further Reductions Needed	●	●		●				●			●	
Sense of Family and Community	●		●	●		●		●		●		●
Mix of Immigrant and Multi-Generational Families	●							●		●	●	
2 ENFORCEMENT OF STANDARDS/REGULATIONS												
Inoperable Vehicles on Driveways and Streets	●											●
Salvage in Front Yards	●											●
Unapproved Businesses in Houses	●					●				●		●
Unapproved Dwellings and Overcrowding	●									●	●	●
Poor Maintenance and Sanitary Conditions	●						●				●	●
3 JOBS AND LOCAL ECONOMY												
Gold Line Will Help Generate New Jobs					●	●			●	●		●
Preliminary Fiscal Analysis Indicates 5,000 Untapped Customers with \$127M Spending Power					●	●			●	●	●	●

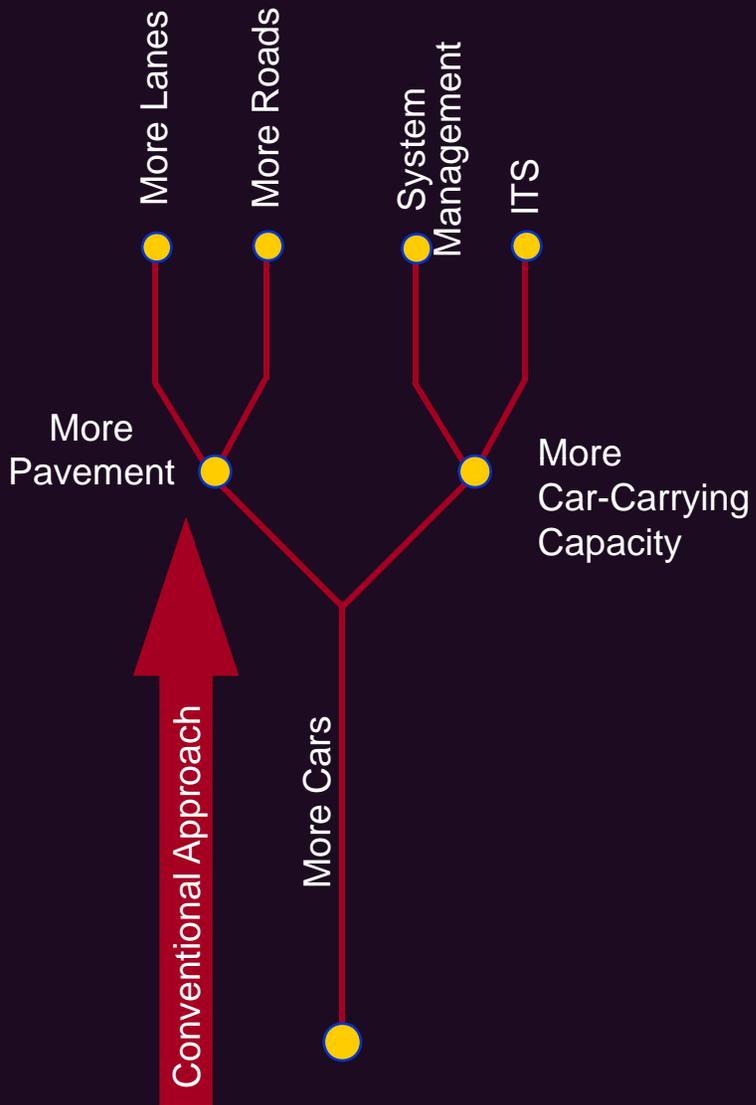
1. Enforcement of Standards and Regulations



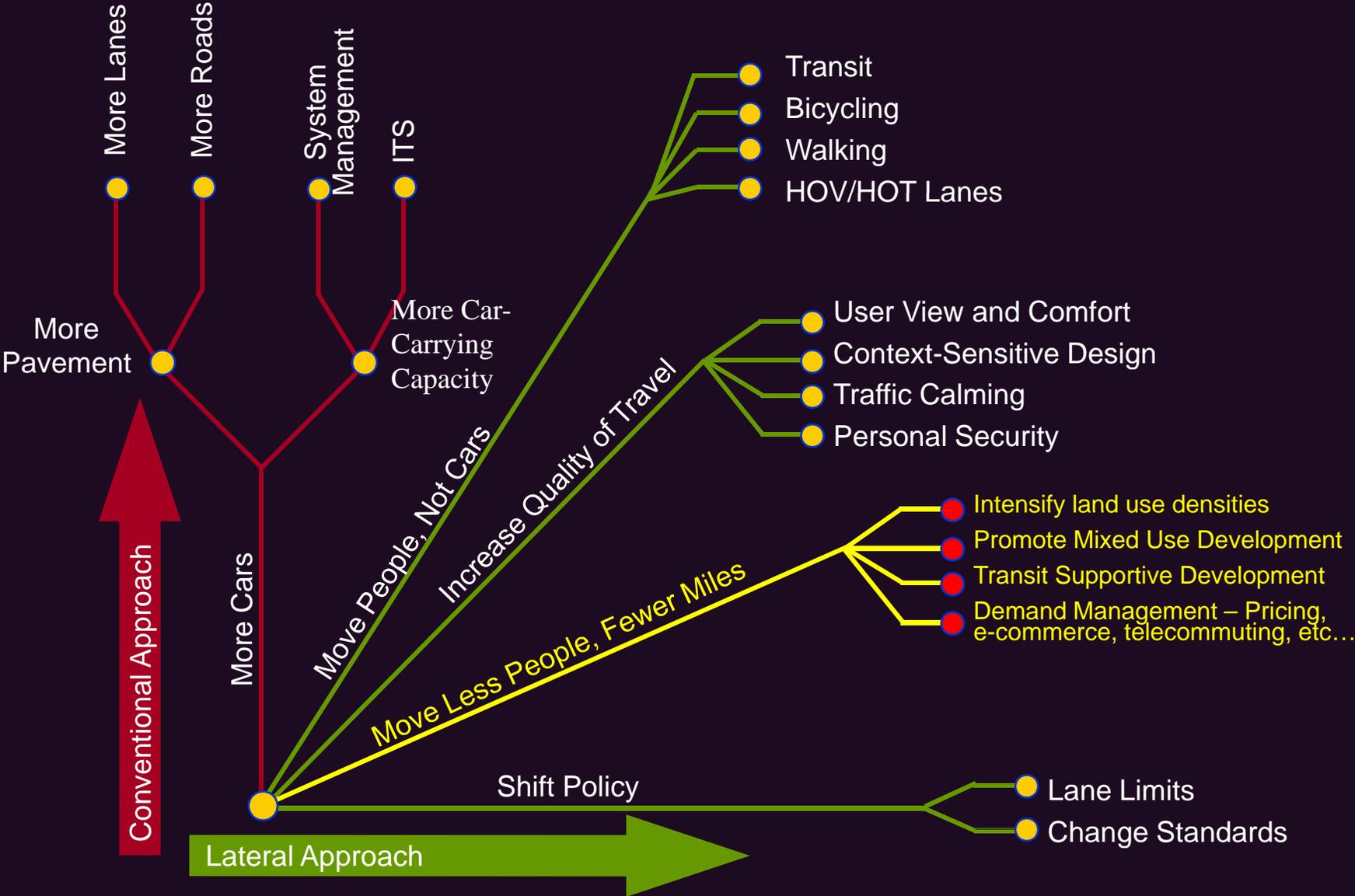




2. Balanced Street Design



A Balanced Transportation Approach





Transforming streets to do more than move cars



Transforming streets to do more than move cars



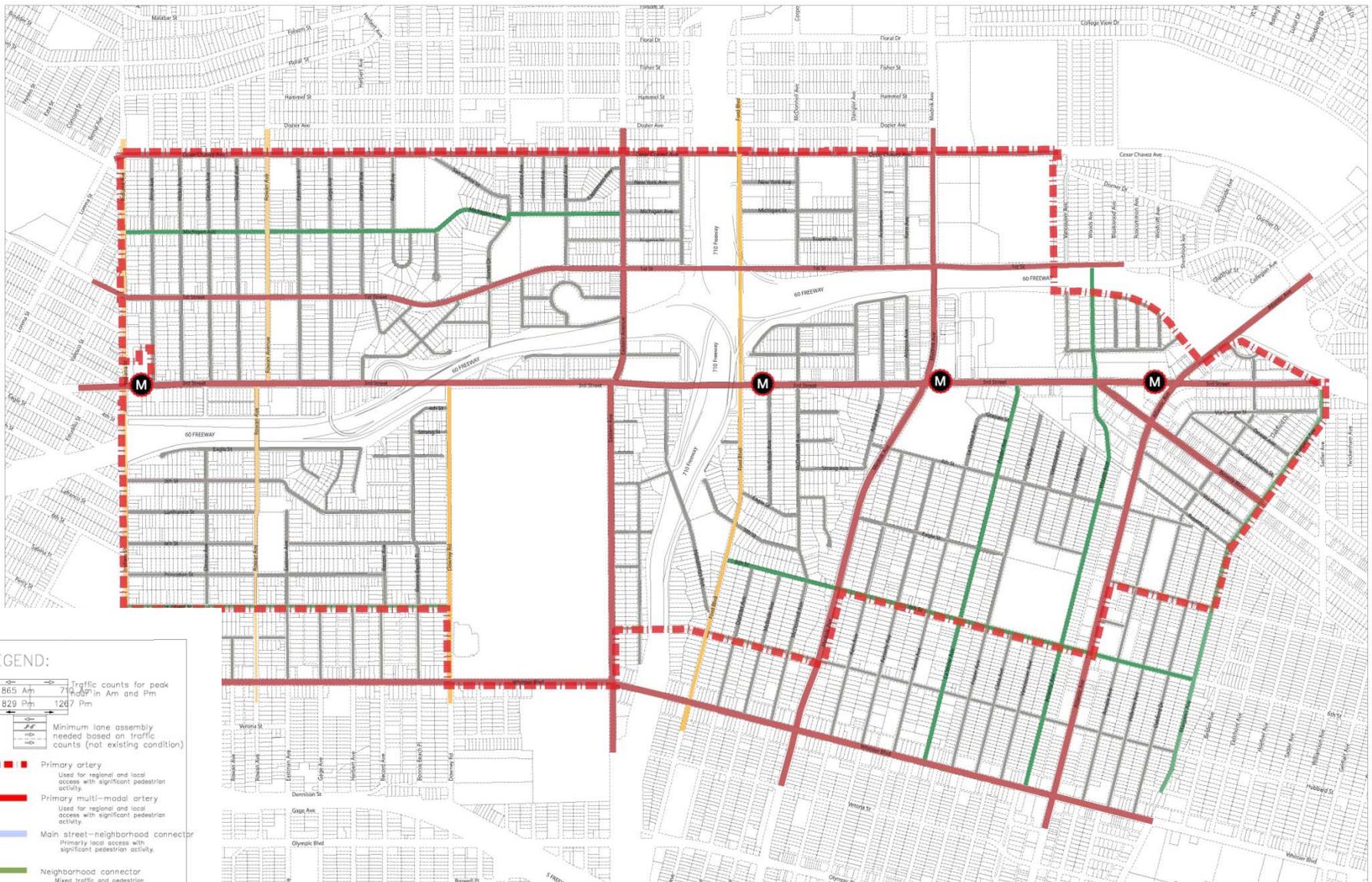
Transforming streets to do more than move cars



Transforming streets to do more than move cars



3. Context-Calibrated Street Network



LEGEND:

→	Traffic counts for peak
865 Am	7:00 Pm
829 Pm	12:07 Pm

Minimum lane assembly needed based on traffic counts (not existing condition)

- Primary artery
Used for regional and local access with significant pedestrian activity.
- ▬ Primary multi-modal artery
Used for regional and local access with significant pedestrian activity.
- ▬ Main street-neighborhood connector
Primary local access with significant pedestrian activity.
- ▬ Neighborhood connector
Meets traffic and pedestrian importance.
- - - Other primary network links
Exist primary thoroughfares.

REGIONAL CIRCULATION

MV Versus Pedestrian Collisions* In the East LA Project Area, 2003-2007



Number of Collisions

- 1
- 2
- 3
- 4+

— Streets

▭ Project Boundary

0 0.125 0.25 0.5 0.75 1 Miles

* Collisions occurring at midblock are mapped to the closest intersection.

Data Information:
 Data are extracted from the California Highway Patrol's Statewide Integrated Traffic Records System.
 Not all collisions are shown on the map; about 8% of MV-pedestrian collisions in Los Angeles County could not be matched to a specific location.

Prepared by LAC-DPH-IVPP, June 11, 2009

= about 4 pedestrian accidents per month for the past 5 years



BEFORE



THIRD STREET CORRIDOR TOD SPECIFIC PLAN
County of Los Angeles, California
13 July 2009

DOWNEY STREET SOUTH OF THIRD STREET:
PROPOSED CONDITIONS

MIA LEHRER
- associates
landscape architecture

MOULE & POLYZOIDES
ARCHITECTS AND URBANISTS



BEFORE



THIRD STREET CORRIDOR TOD SPECIFIC PLAN
County of Los Angeles, California
13 July 2009

FIRST STREET EAST OF TOWNSEND AVENUE:
PROPOSED CONDITIONS

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ARCHITECTS AND URBANISTS



Formerly 5 lanes

4. Streetscape and Public Realm to Generate Place / Value





Tree canopies increase the amount people will spend on an item by **12%**



Not Walkable

High Car Dependency

Constant Congestion



Walkable

Low Car Dependency

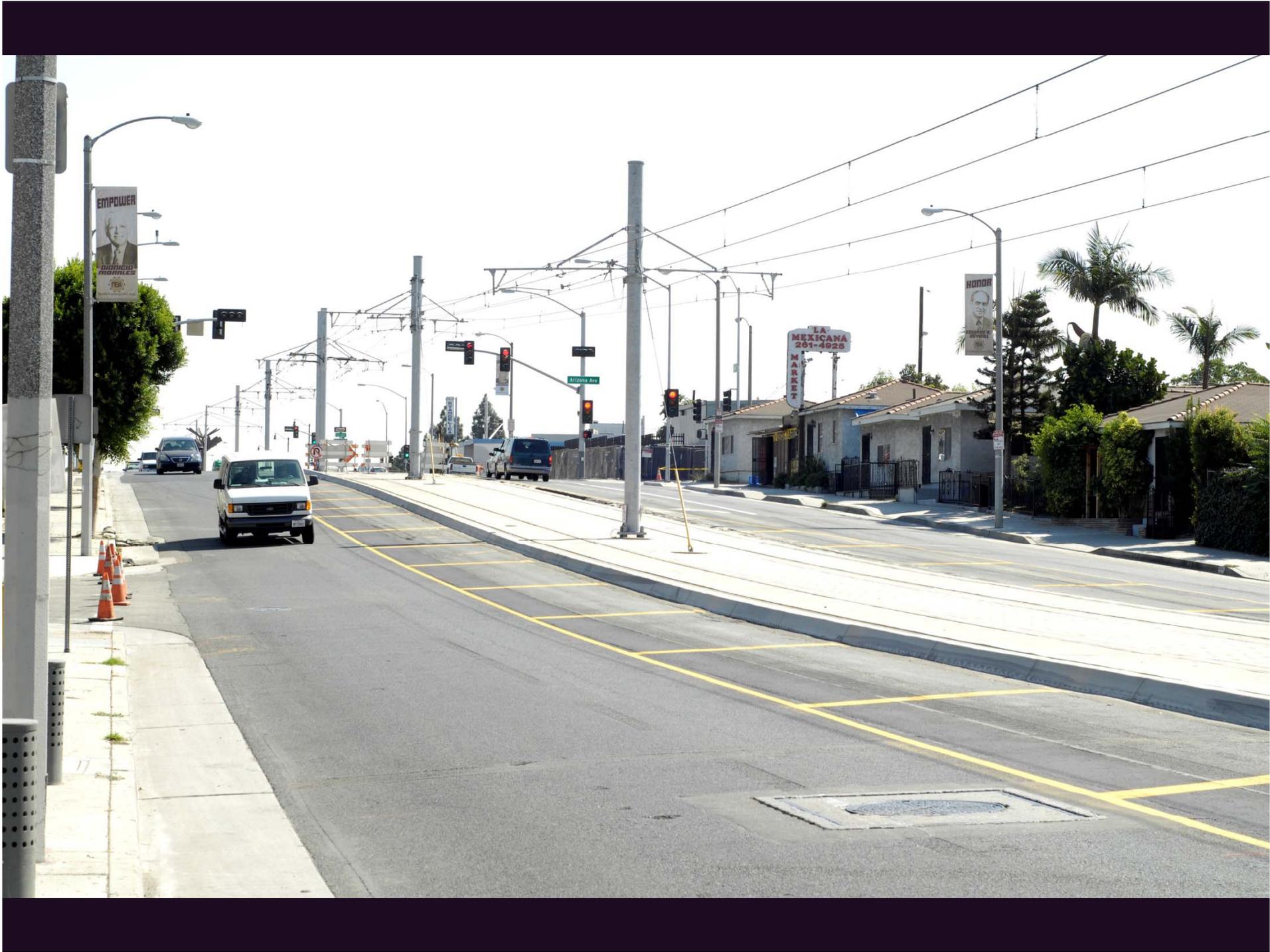
Moderate Congestion



5. 3rd Street R.O.W. Design to support job-creation











6. Zoning to Support Feasible Commercial Development



INDUSTRIAL DEMAND IN PLAN AREA



RETAIL DEMAND IN PLAN AREA

7. Sustainable / Green Infrastructure Systems

Better Sewage Treatment



Better Water storage



Better Stormwater control



8. Joint-Use Arrangements with Schools and Churches





-  Enhanced 3rd Street corridor
-  Enhanced Major Streets
-  Enhanced Residential streets

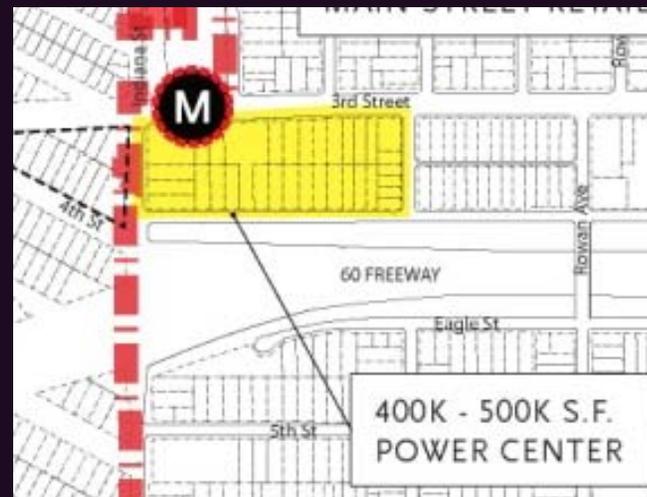
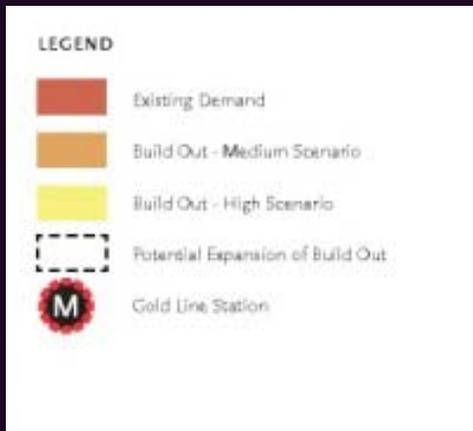
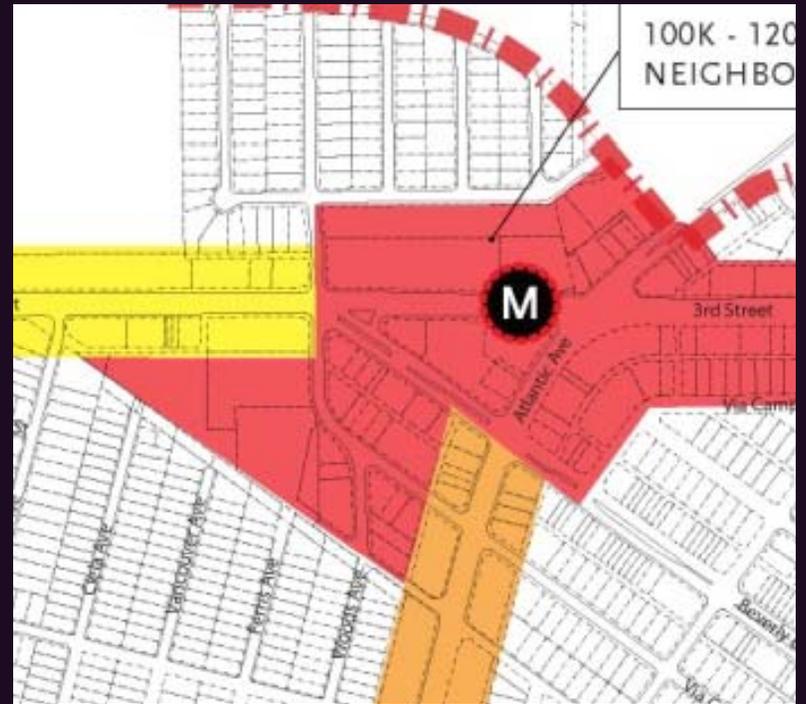
-  1/4 Miles radius around existing Park
-  1/4 Miles radius around potential open Space
-  open space gaps
-  Schools
-  Hospital
-  Places of Worship
-  Park
-  Cemetery
-  Project Boundary
-  Metro Gold Line

POTENTIAL OPEN SPACES AND GAPS
IN EAST LOS ANGELES

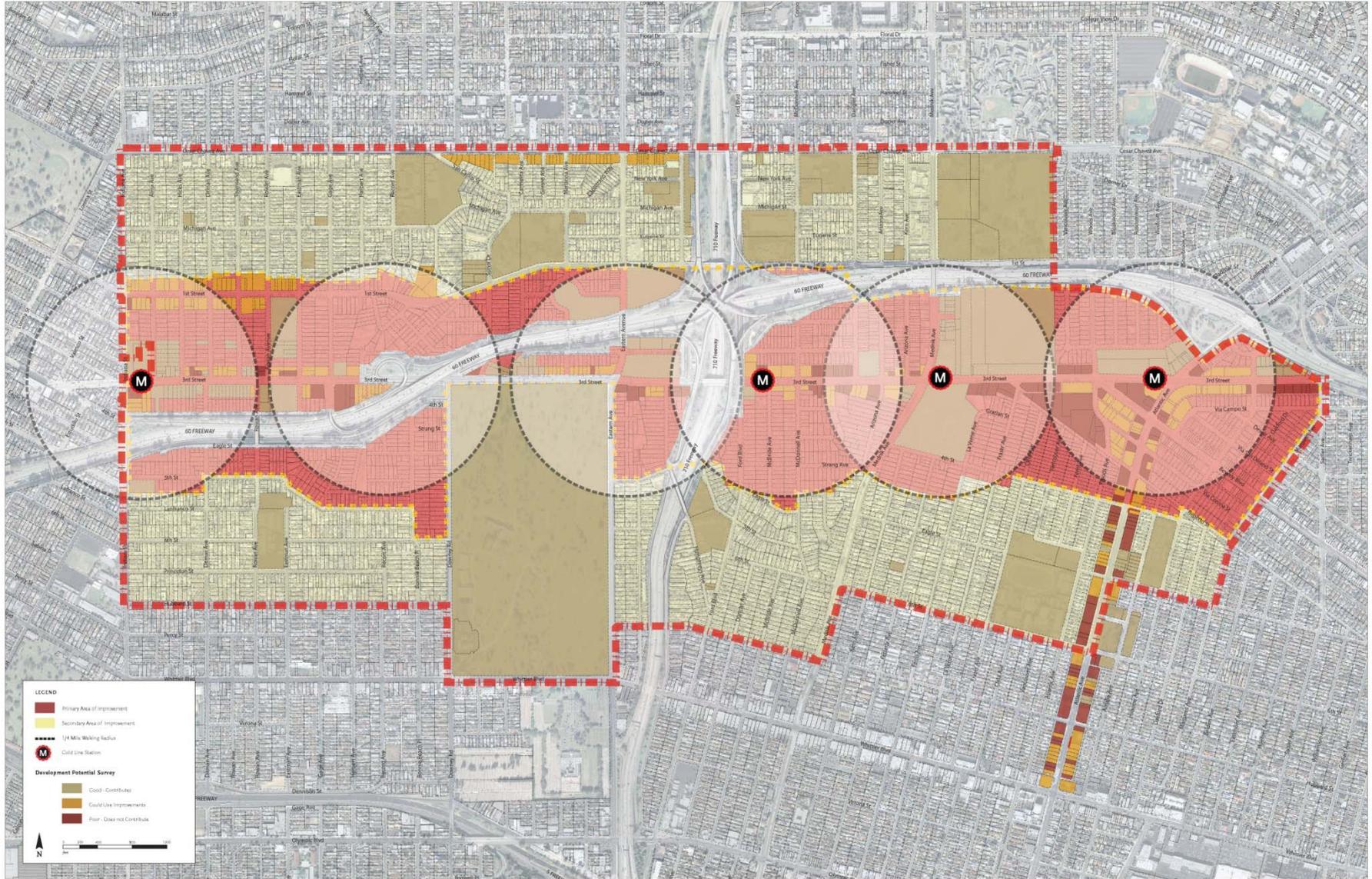
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ARCHITECTS AND URBANISTS

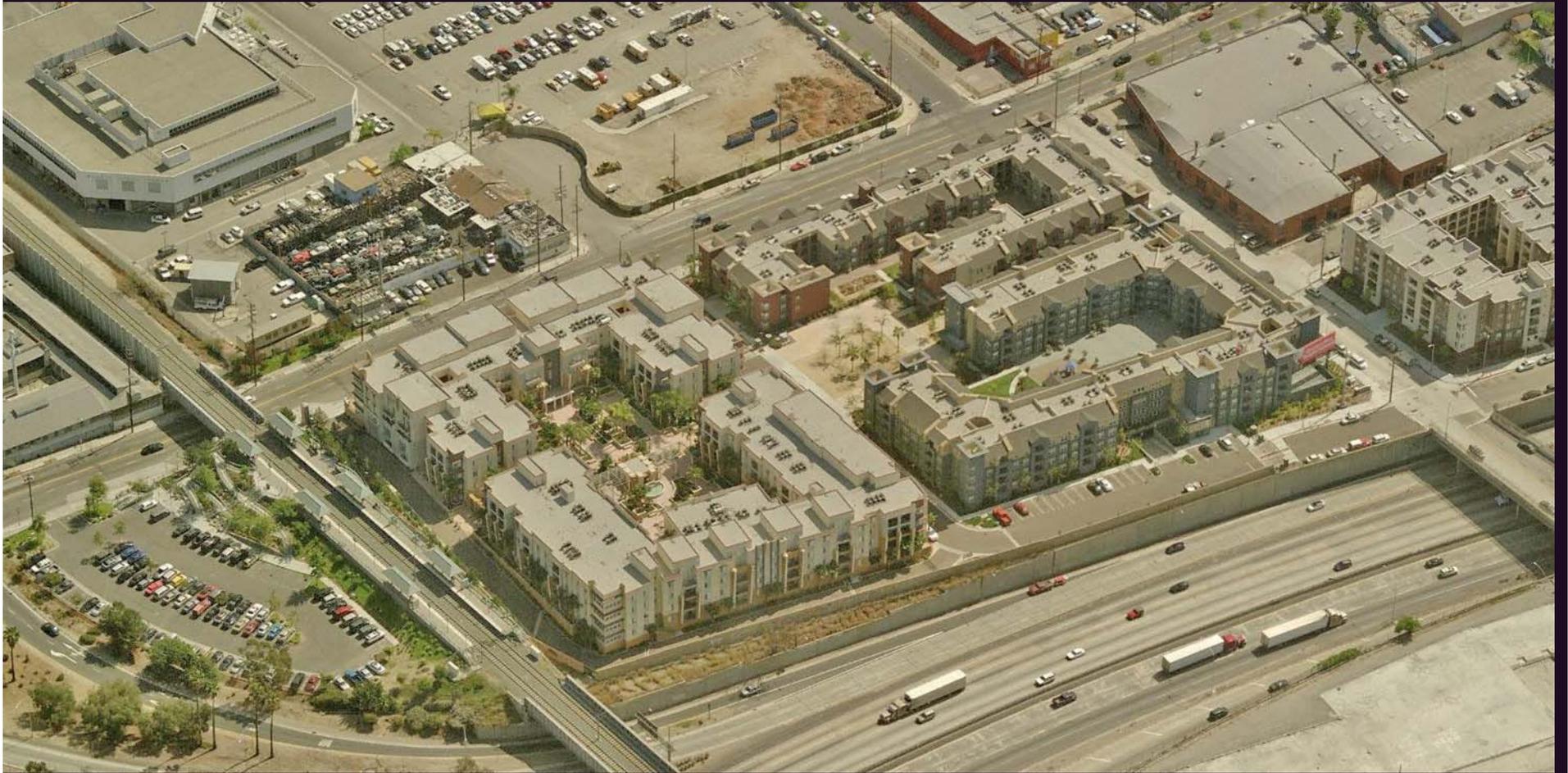
9. Identify / Reserve Key sites
for Economic Development



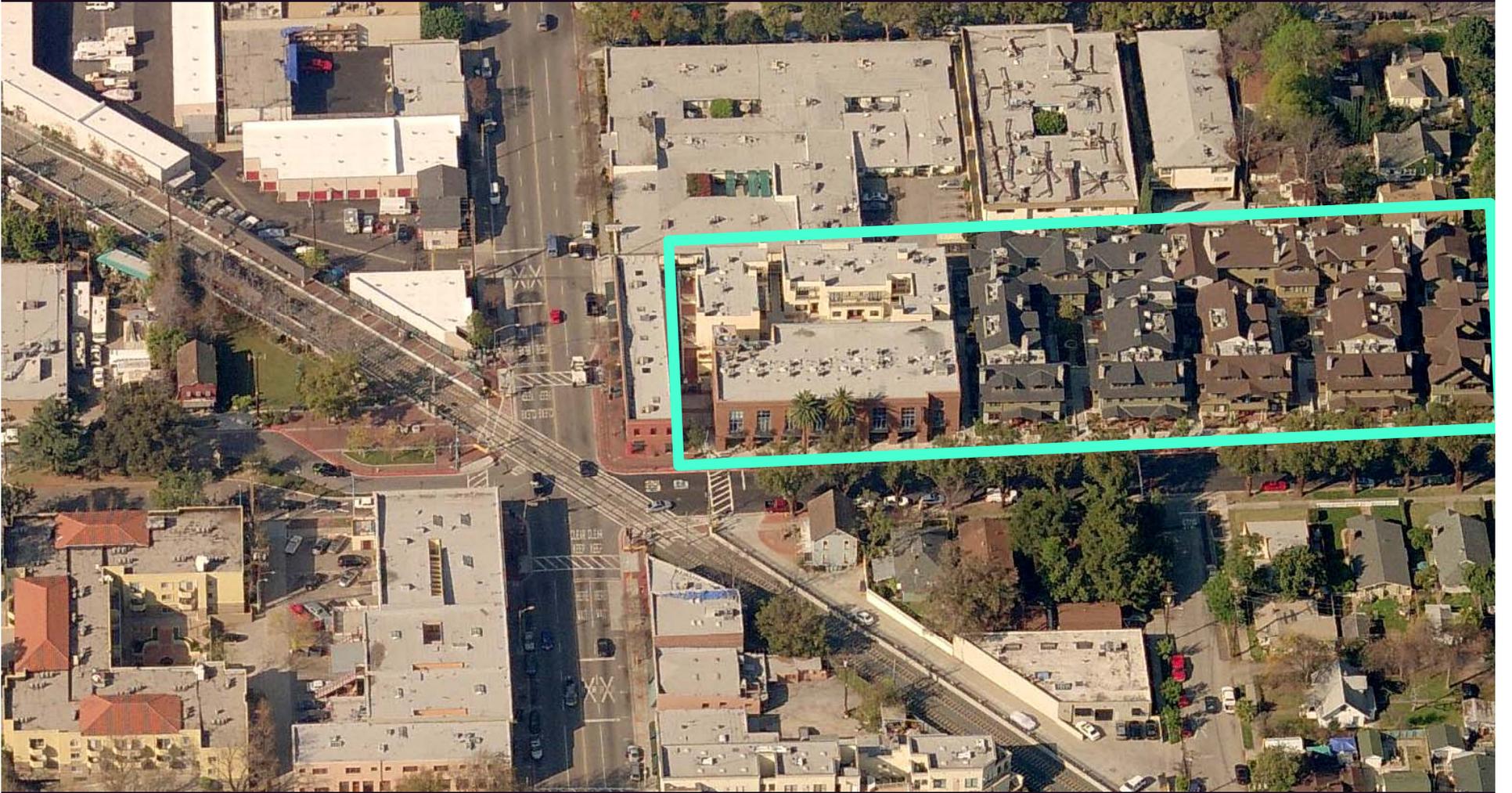
10. Harmonize Land Use Controls with Transit Opportunities



DEVELOPMENT POTENTIAL IN PLAN AREA







11. Pursue Affordable Housing through Partnerships

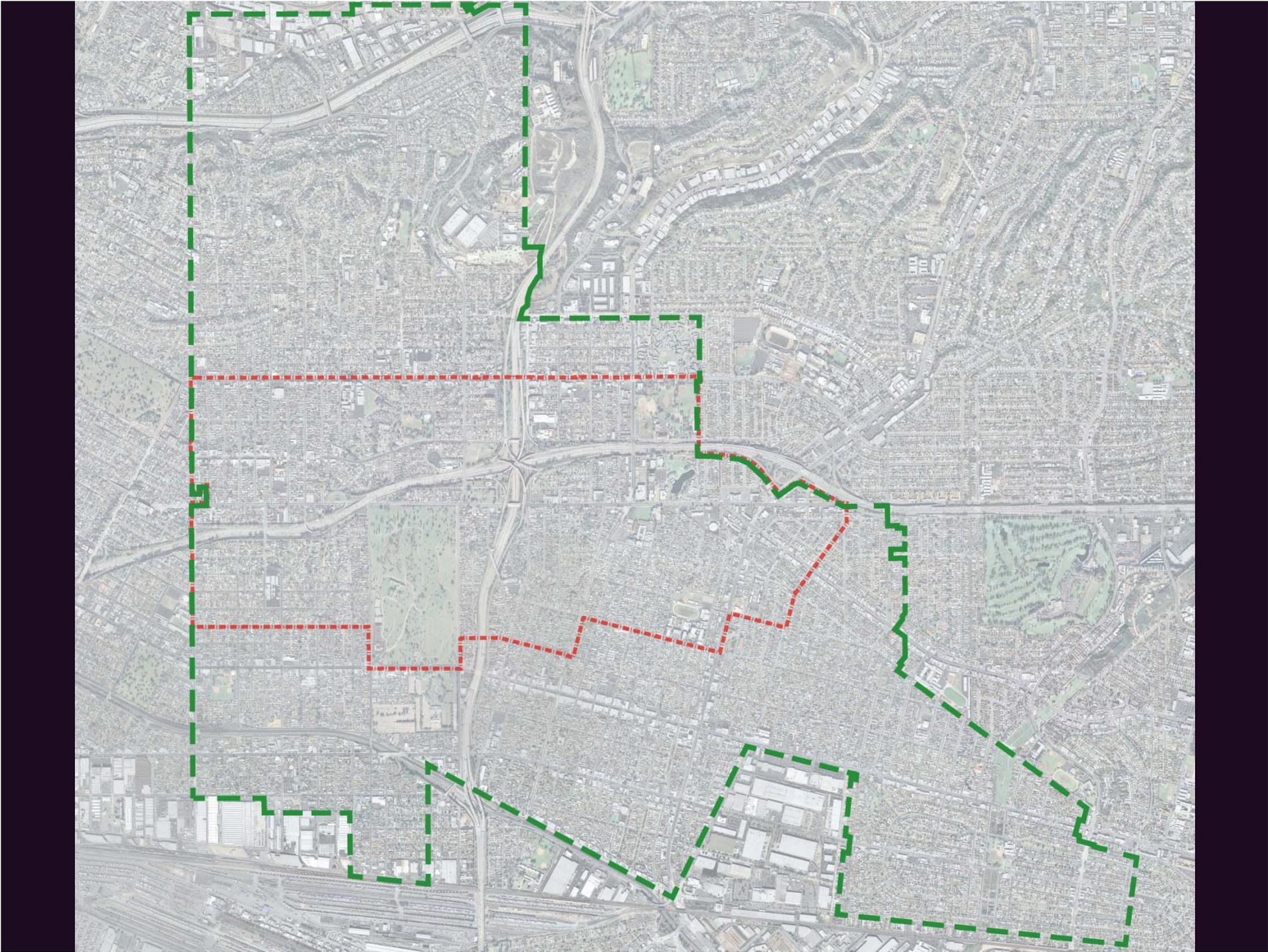
New housing that fits into the neighborhood

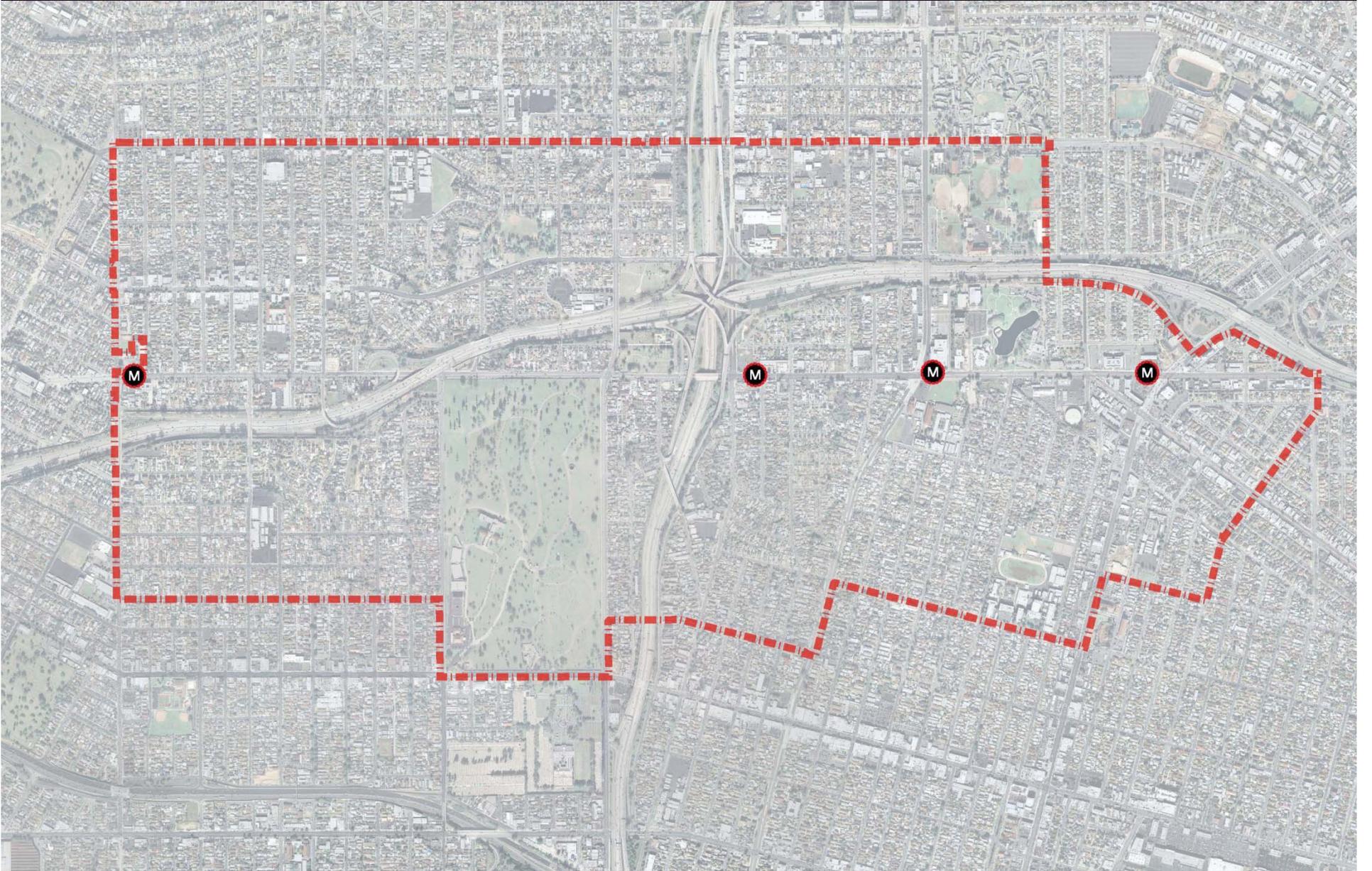


Retrofit buildings to what they can support



12. Advocate for the Plan as an Integrated Whole





Discussion and Feedback

Part 2: Key Plan Components

Housing

Mobility and the Public Realm

Economy, Retail and Jobs

Housing

Housing Demand in all of East LA

1) over 15,000 dwellings for under \$1,600 per month

2) 11,550 (77%) of this demand is for rental housing

- a. 83% is made up of households with 1 or more related persons
- b. 40% is made up of 3 person or smaller households (2 bdr units)
- c. 43% is made up of 4 person or larger households (3 bdr units)

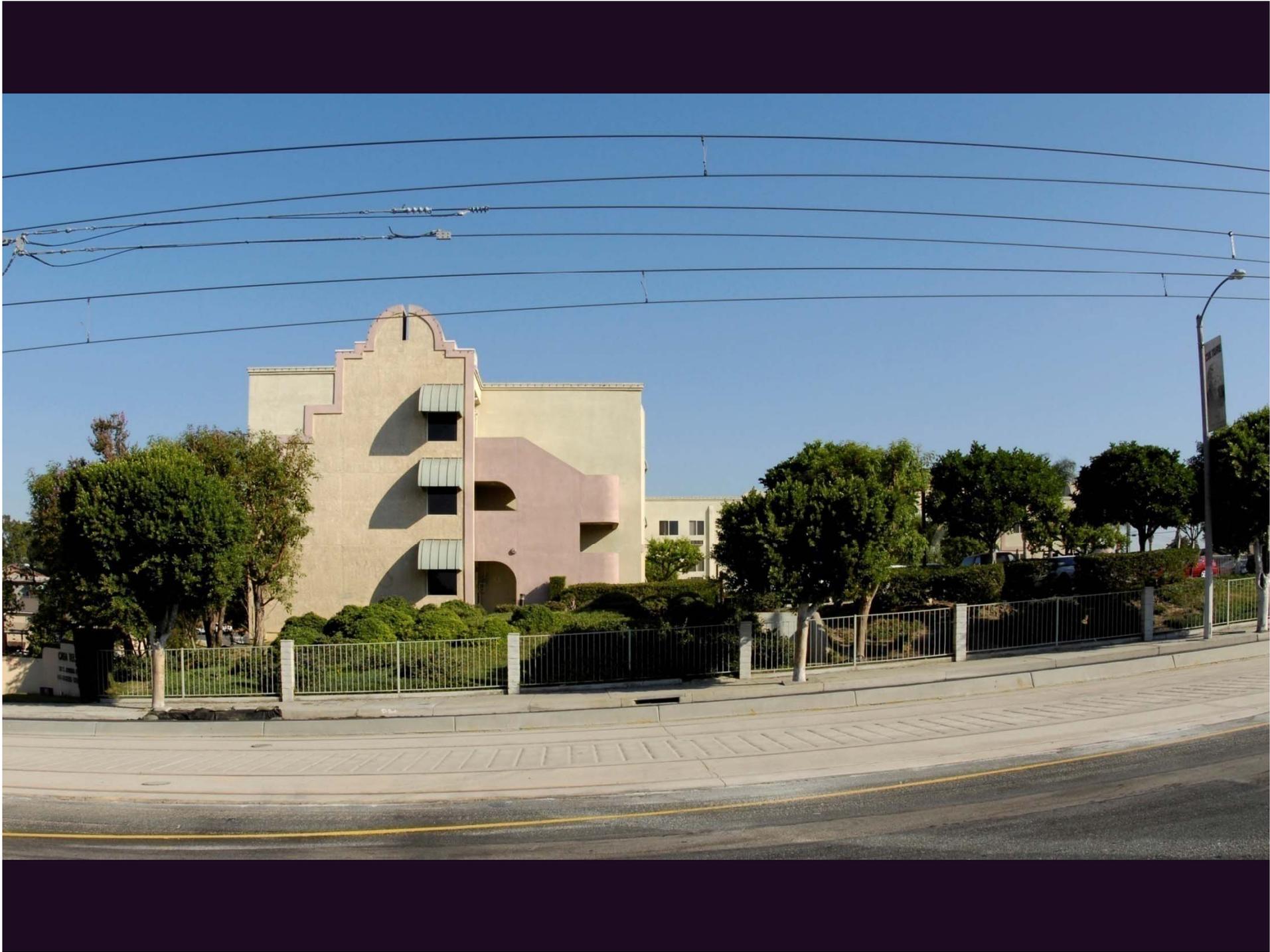
3) The Specific Plan area is about 30% of East LA. The 30% share of the demand would result in:

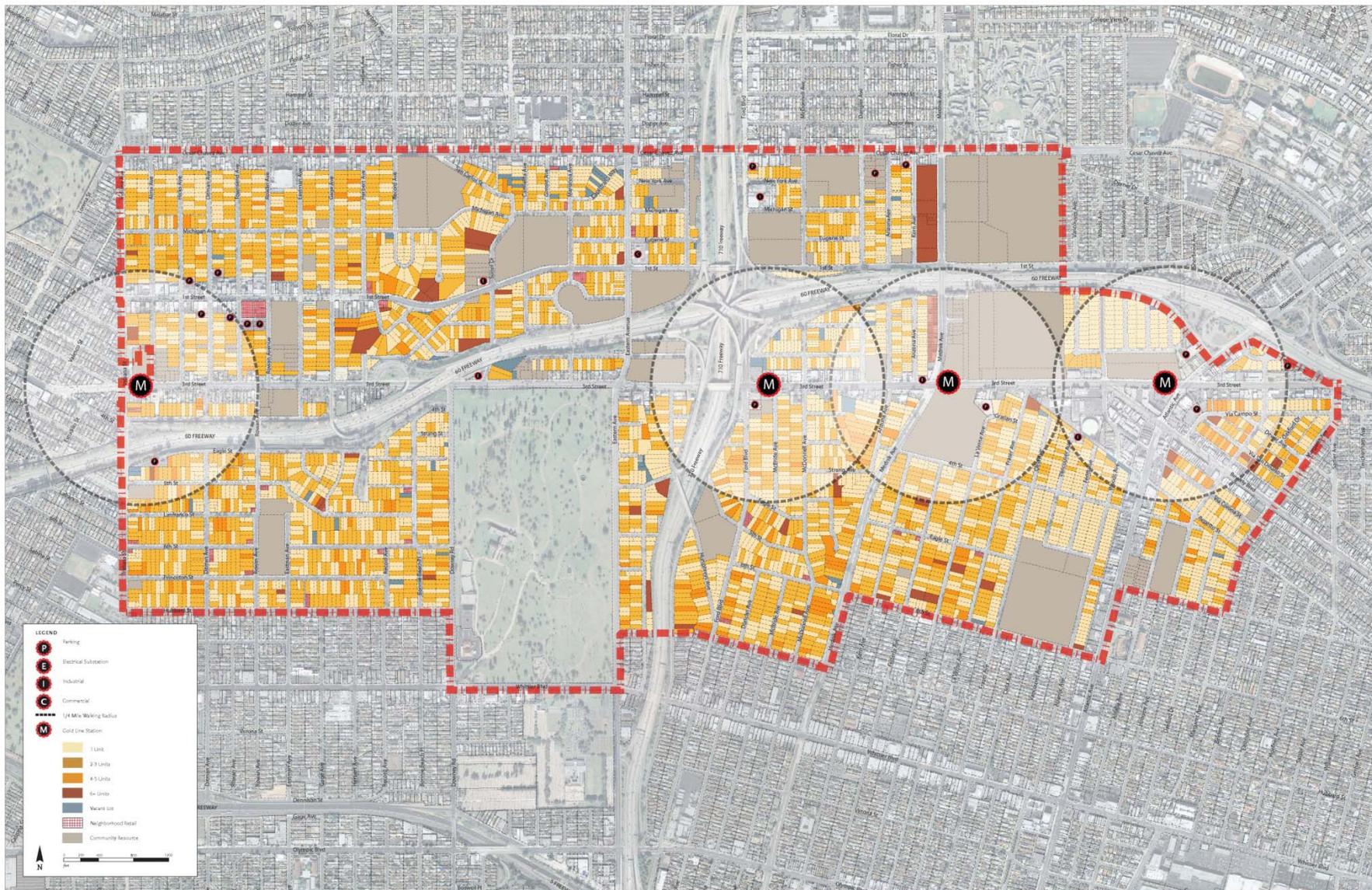
- a. 1,585 2 bdr units (rental)
- b. 1,689 3 bdr units (rental)
- c. 1,100 for sale units

Total: 4,374 dwellings



201





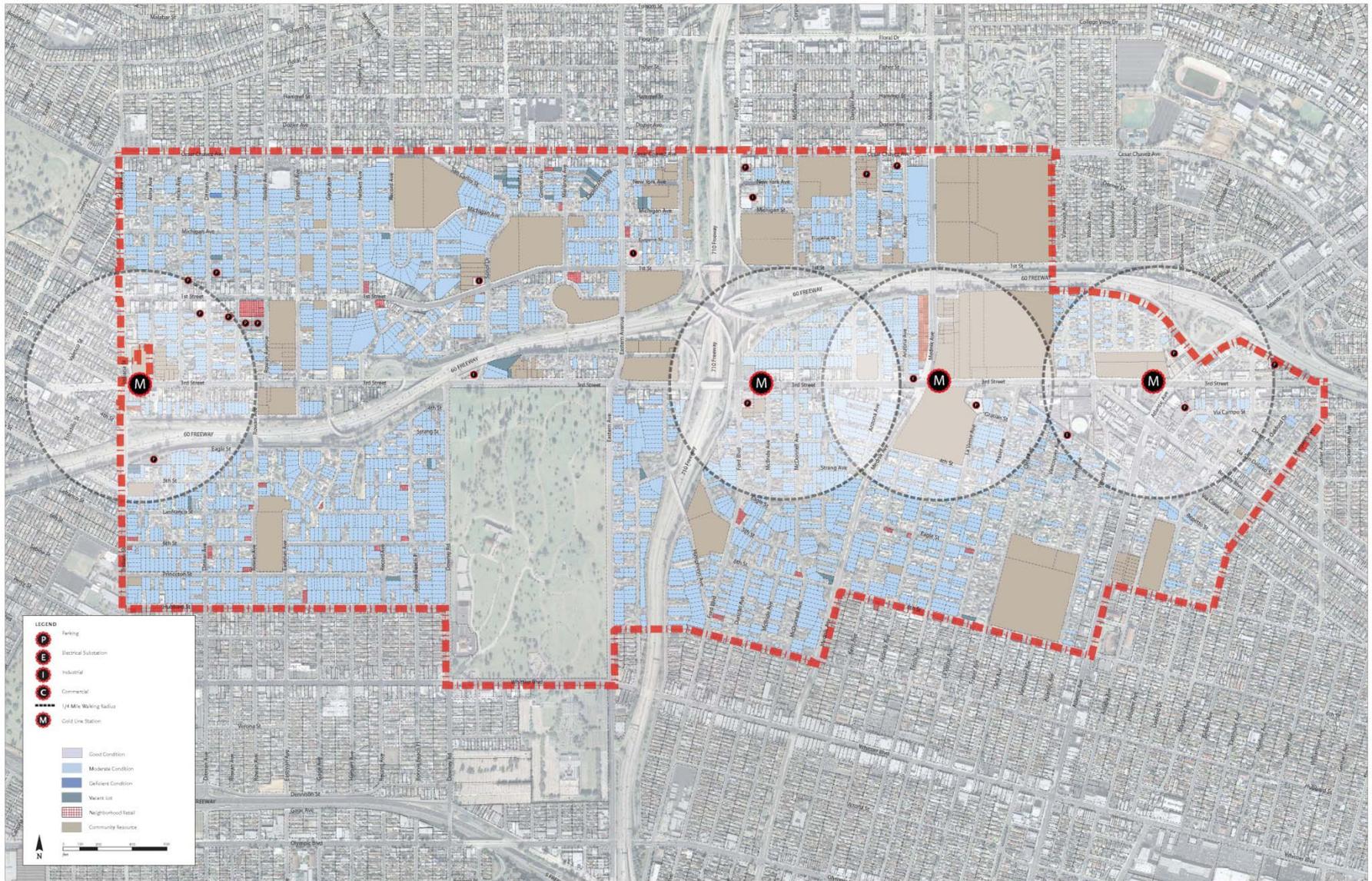
EXISTING DWELLINGS PER LOT



EXISTING PROPERTY CONDITIONS



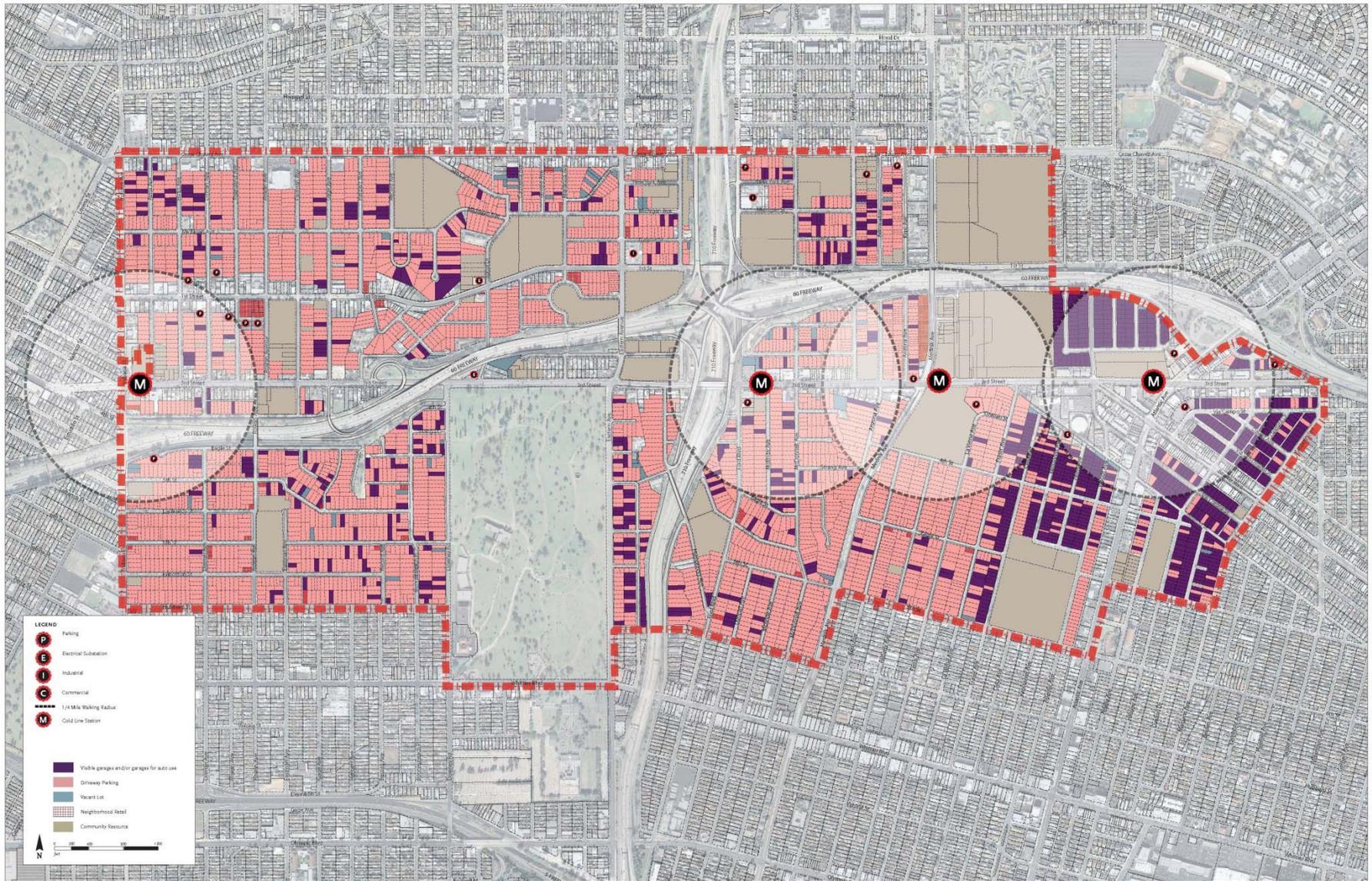
CONCENTRATION OF GOOD PROPERTY CONDITIONS



CONCENTRATION OF MODERATE PROPERTY CONDITIONS



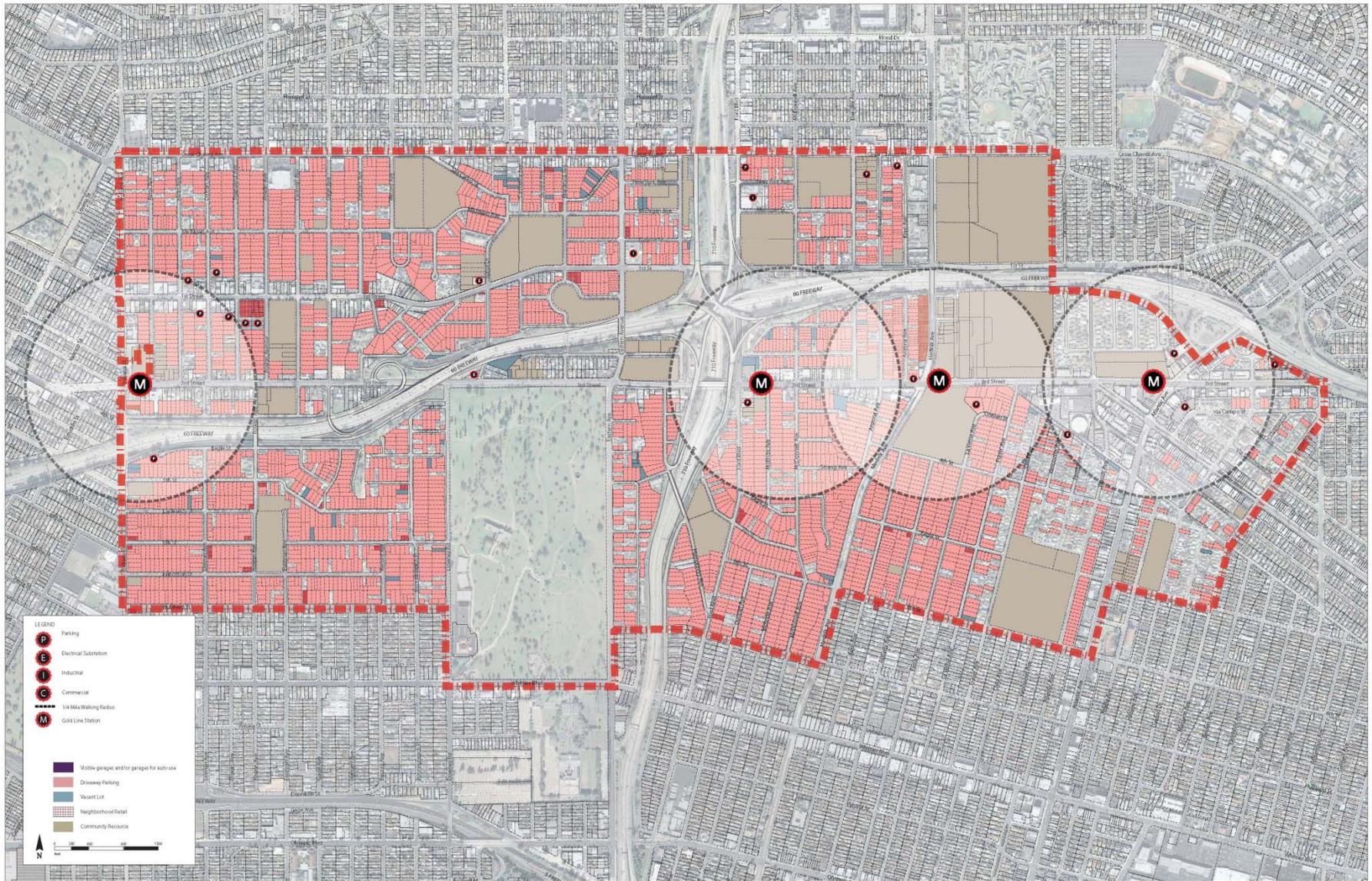
CONCENTRATION OF DEFICIENT PROPERTY CONDITIONS



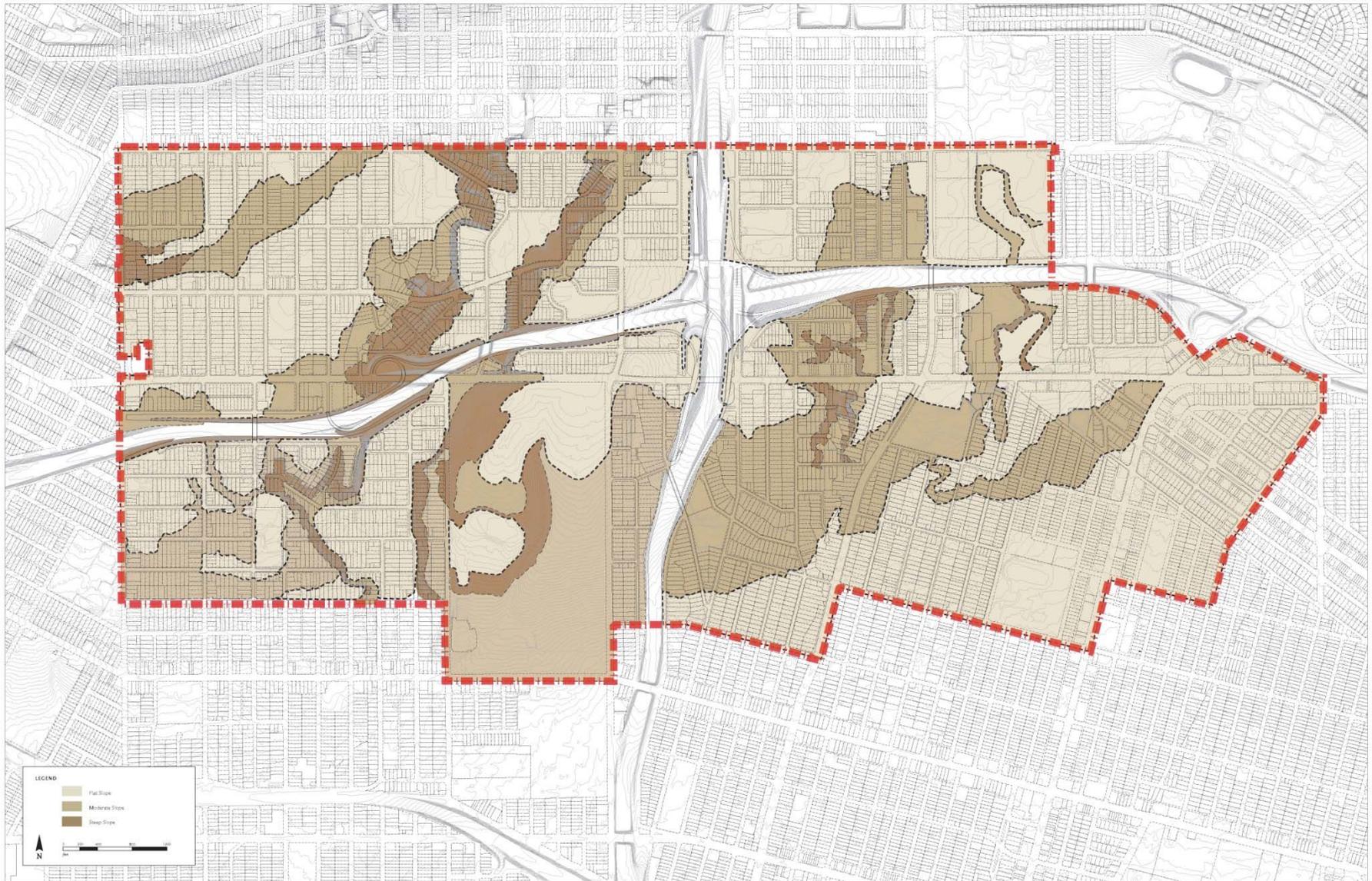
EXISTING NEIGHBORHOOD PARKING CONDITIONS

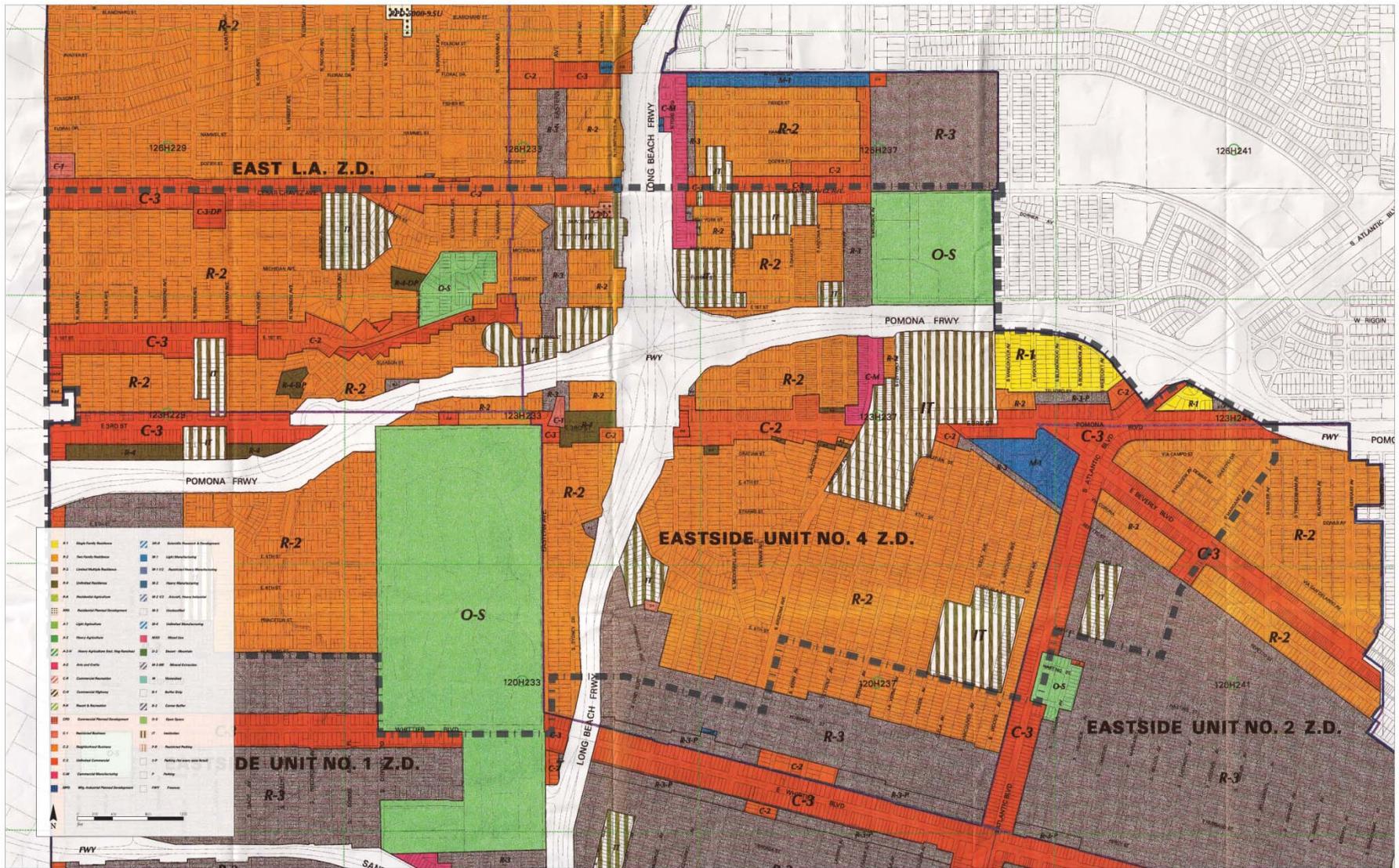


CONCENTRATION OF GARAGE PARKING CONDITIONS



CONCENTRATION OF DRIVEWAY PARKING CONDITIONS

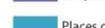




Mobility and the Public Realm



-  Enhanced 3rd Street corridor
-  Enhanced Major Streets
-  Enhanced Residential streets

-  Schools
-  Park
-  Project Boundary
-  Enhanced 3rd Street corridor
-  Hospital
-  Cemetery
-  Metro Gold Line
-  Enhanced Major Streets
-  Places of Worship
-  Enhanced Residential streets

PROPOSED GREEN ENHANCED STREETS
IN EAST LOS ANGELES

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ARCHITECTS AND URBANISTS



-  Enhanced 3rd Street corridor
-  Enhanced Major Streets
-  Enhanced Residential streets

-  1/4 Miles radius around existing Park
-  open space gaps
-  Schools
-  Hospital
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-  Cemetery
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-  Metro Gold Line

EXISTING OPEN SPACES AND GAPS
IN EAST LOS ANGELES

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POTENTIAL OPEN SPACES AND GAPS
IN EAST LOS ANGELES

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BEFORE



THIRD STREET CORRIDOR TOD SPECIFIC PLAN
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DOWNEY STREET SOUTH OF THIRD STREET:
 PROPOSED CONDITIONS

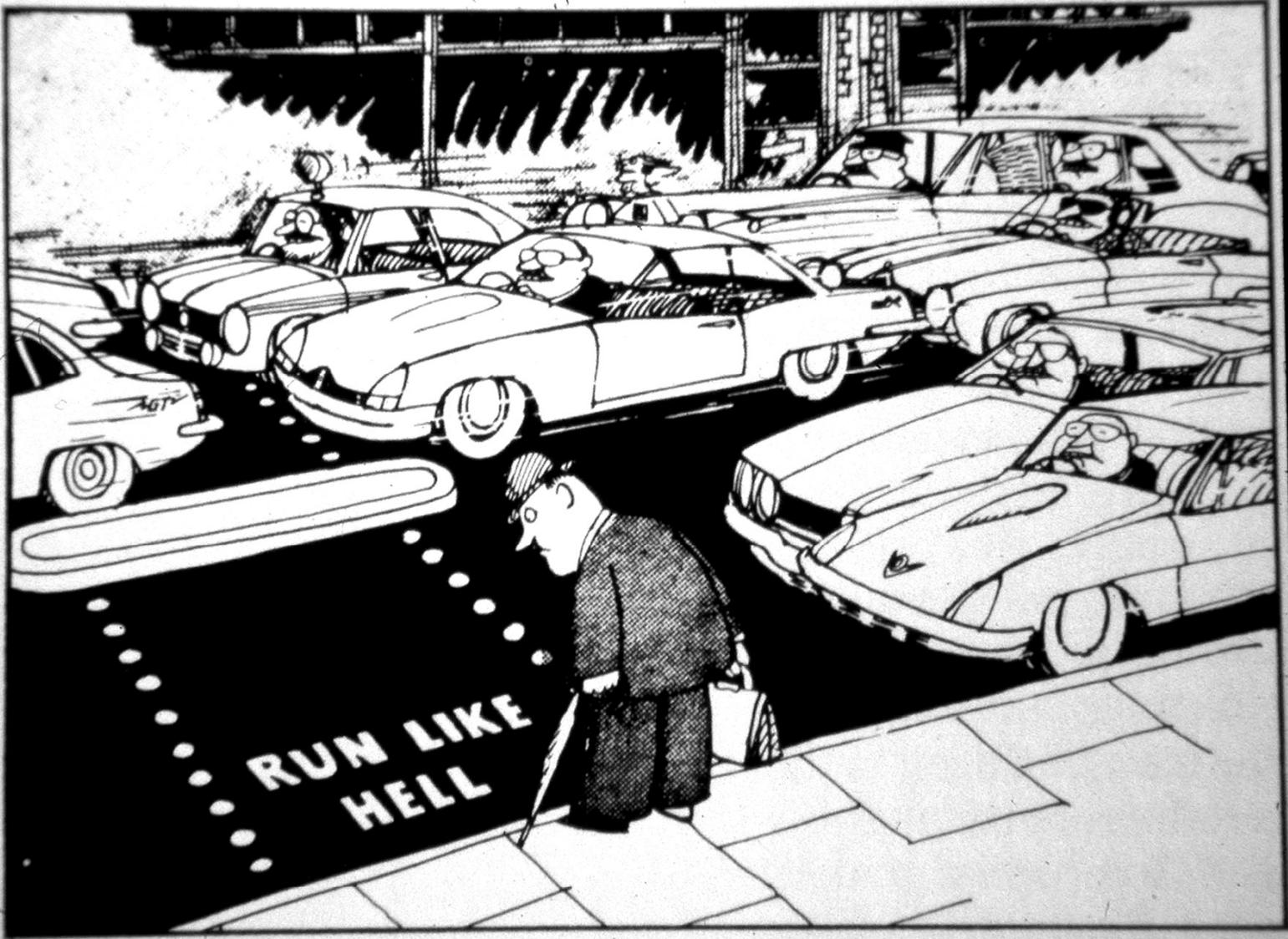
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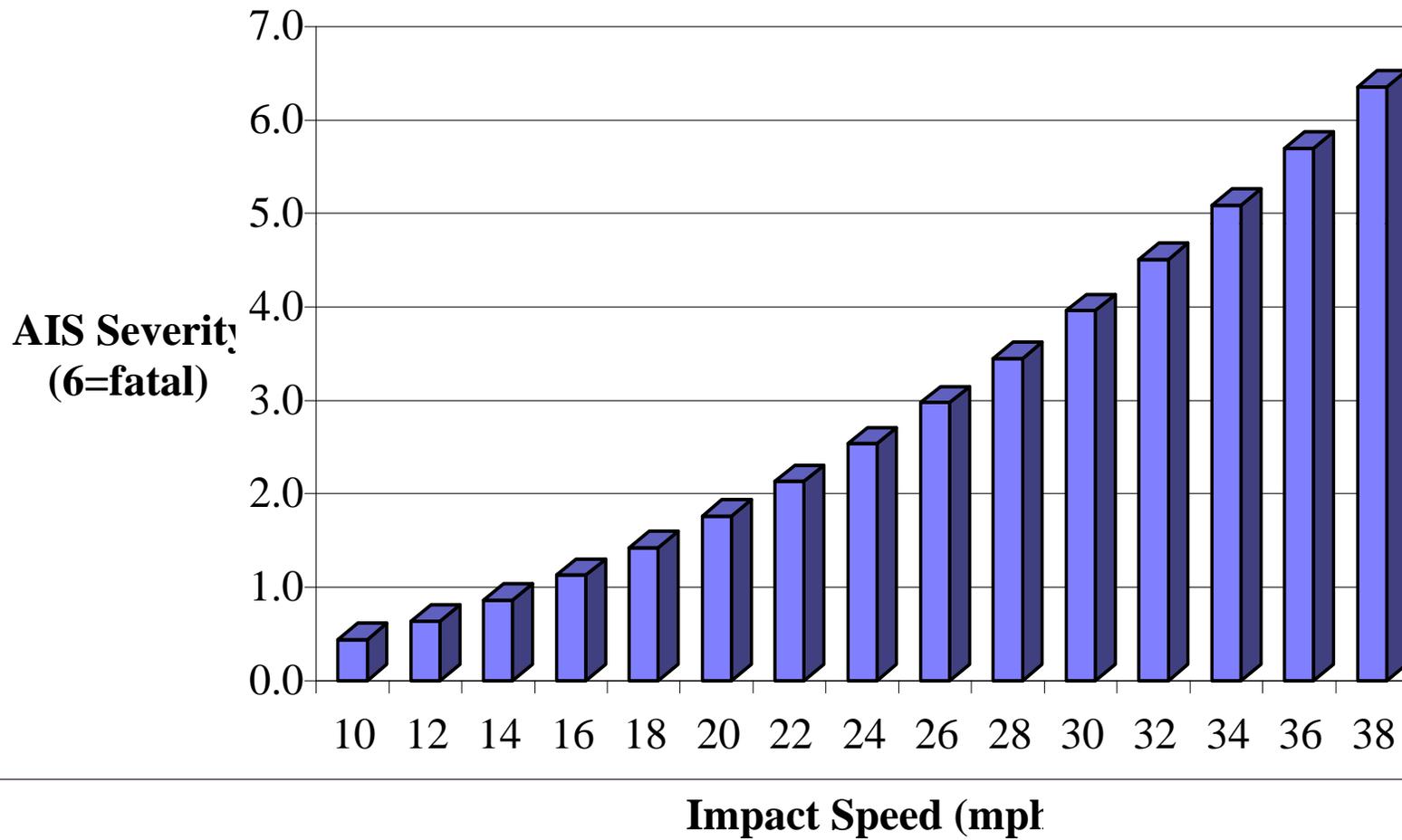
BEFORE



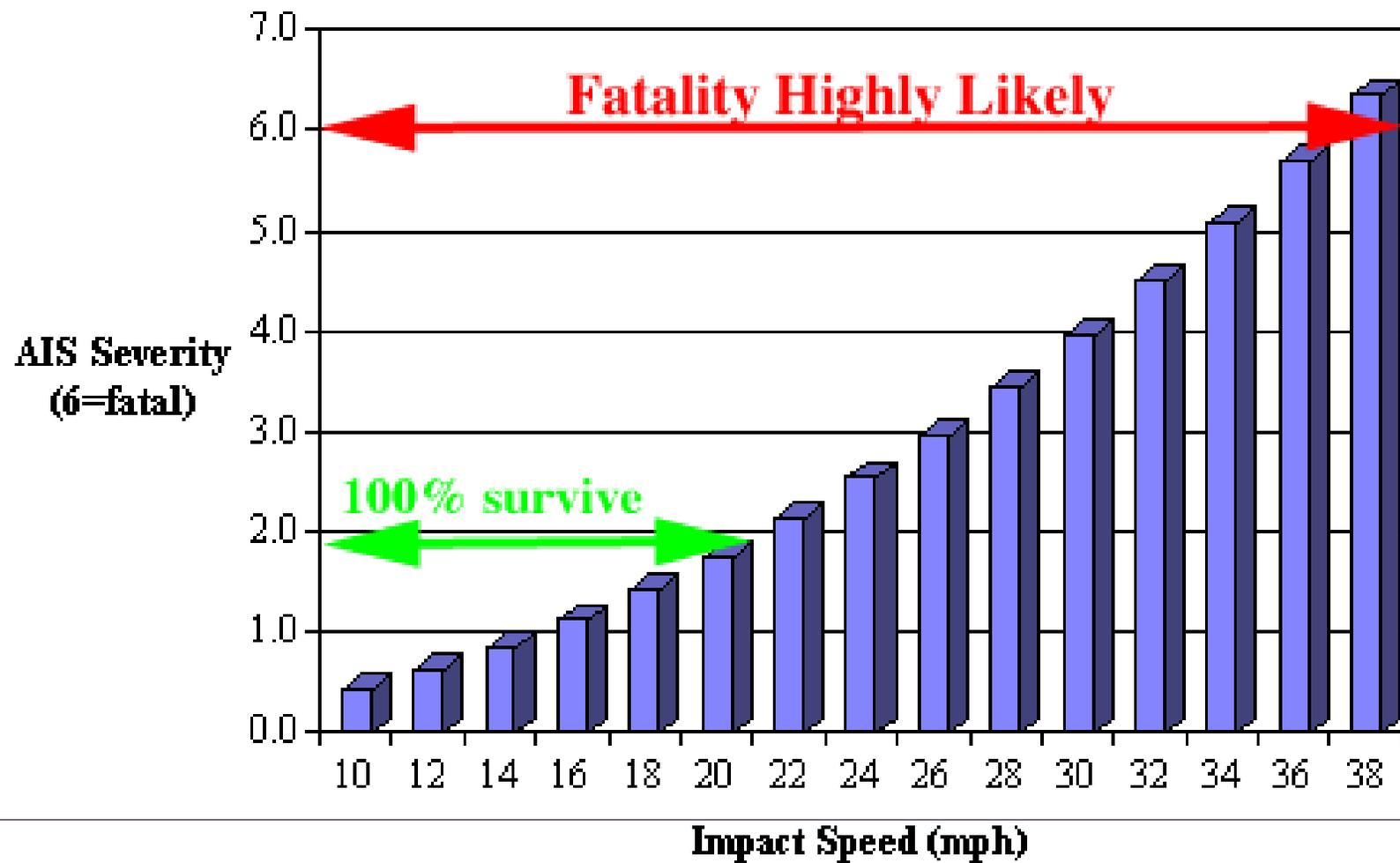


Edward MacLachlan.

Vehicle Impact Speed vs. Pedestrian Injury (initial impact only)



Vehicle Impact Speed vs. Pedestrian Injury (initial impact only)















RESERVED FOR
HANDICAPPED

Popolo
rotisserie • cafe
carry out • fine catering
OPEN

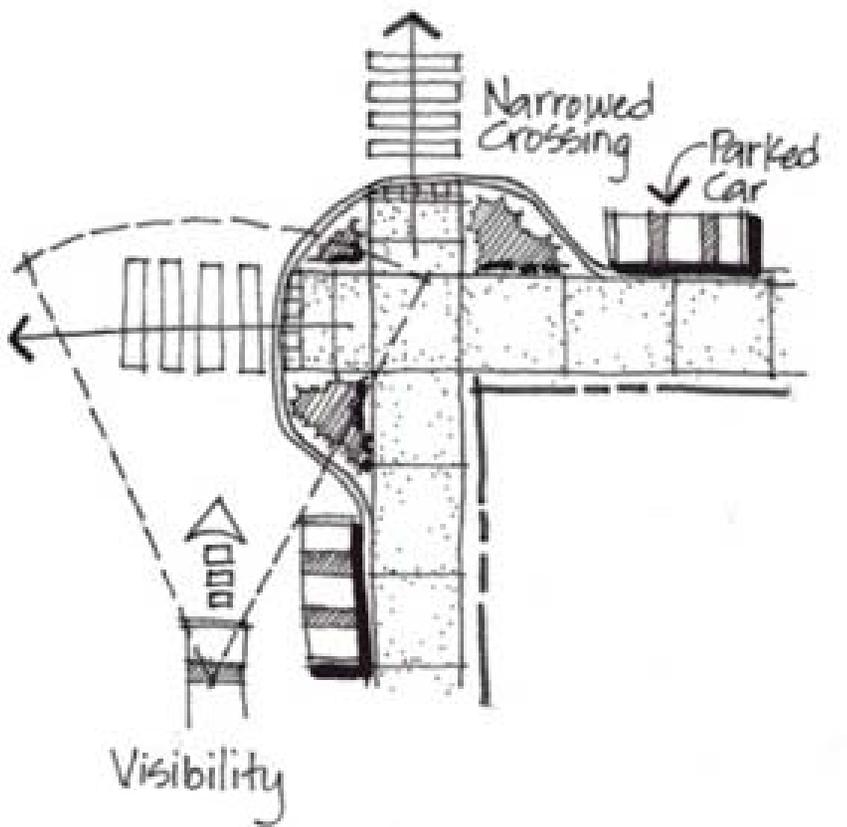
San Luis 高
**ORIENTAL
MARKET**

McCONNELL
GALLERY

McCONNELL
GALLERY

Curb Extension (Advantages)

- ❑ Motorists no longer block sight lines
- ❑ Ground cover is kept trimmed to 24 inches
- ❑ Trees are undercut to seven feet
- ❑ Motorists can pull forward to see past parked cars
- ❑ Motorists are able to see pedestrians standing in a prominent location





Economy, Retail, Jobs

Existing Conditions

Housing

Ownership: 35% compared to approx 50% for the county as a whole

Median sales: 90022 \$288,000 (\$275 / sq. ft.)

90063 \$250,000 (\$235/ sq. ft.)

County \$400,000 (\$279/ sq. ft.)

Incomes

Median household income: \$29,000 60% of the County Median

Aggregate income in plan area can support about \$127 million in retail sales. A gap analysis needs to be undertaken

Unemployment in plan area labor force: +11% county wide rate = 7.5%

Corridors and TOD

- **Streets are a Community Resource**
- **Reflect Consumer demand**
- **Concentrate retail into districts**
- **Provide distinctive identities**
- **Provide appropriate infrastructure (incl parking)**
- **Manage the product**
- **TOD can support two types of functions**
 - Distribution of workers to regional employment
 - Destination for employment
- **Journey to work accounts for most TOD trips**
- **TOD implies greater density than non-transit locations**

Opportunities for 3rd St

- **3rd St. is an employment center**

Non-residential space: 730,000 sq. ft.

Major employment anchors: County; Kaiser; Schools

Day time population estimates

- 2,846 FTE jobs 1,699 on site patrons
= 4,545 extra consumers on site every day

- **Transit can strengthen this**

- Comparative advantage for job-generating land uses
- Development opportunities East of the 710
- Leverage a distinctive role in the region



RETAIL DEMAND IN PLAN AREA



INDUSTRIAL DEMAND IN PLAN AREA



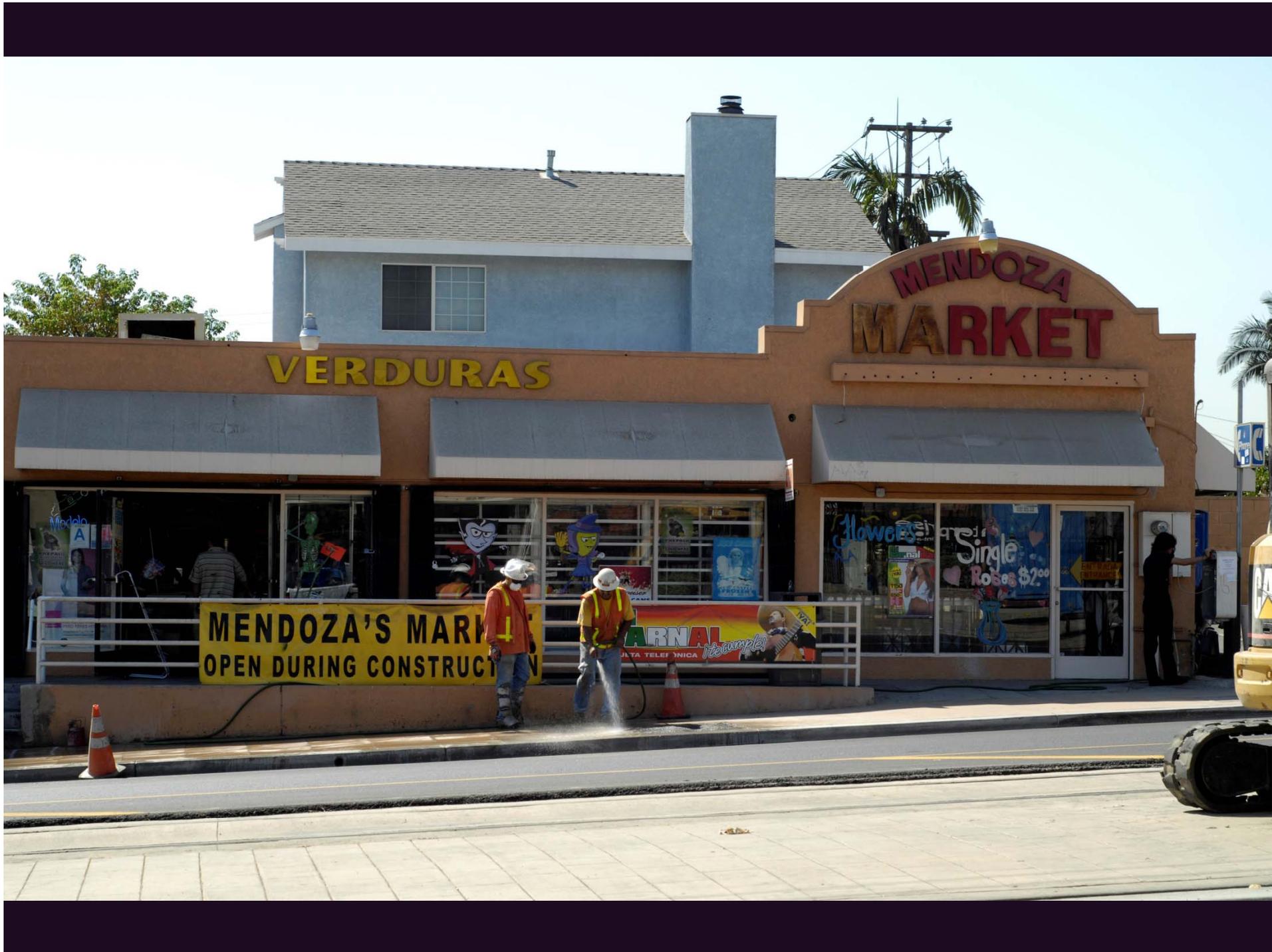
OFFICE DEMAND IN PLAN AREA

New Neighborhood Retail



Neighborhood Retail – but no more liquor stores





VERDURAS

MENDOZA MARKET

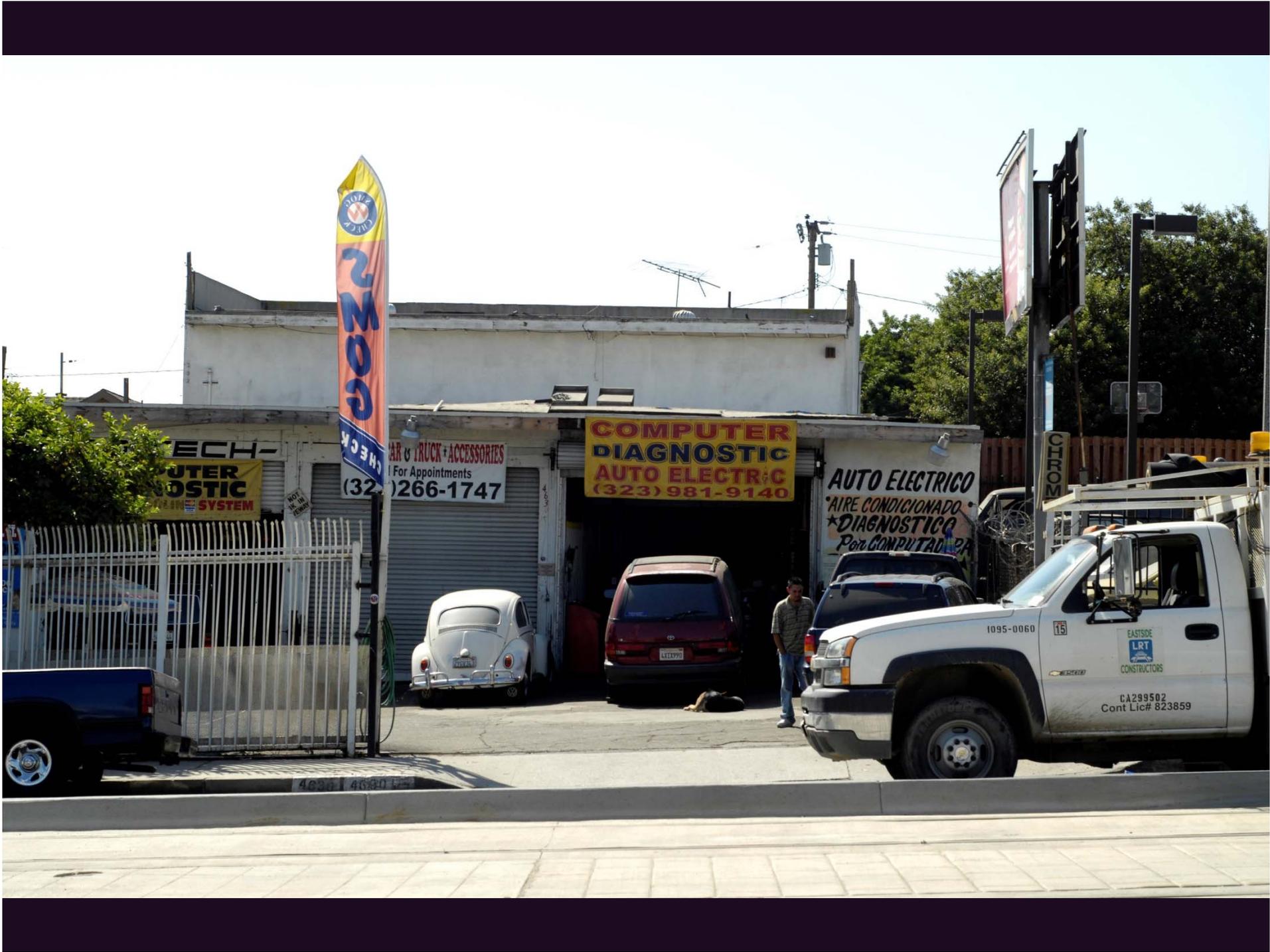
MENDOZA'S MARKET
OPEN DURING CONSTRUCTION

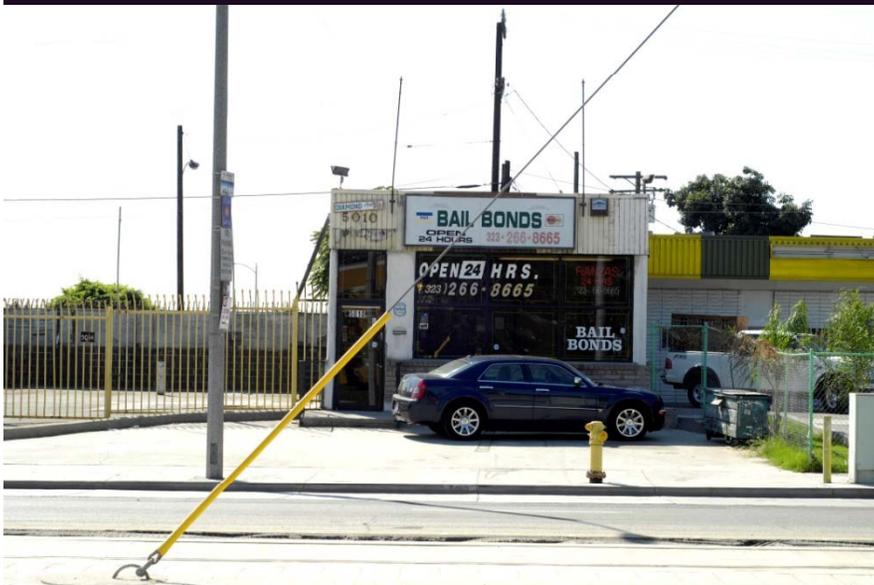
CARNAL
MULTA TELEFONICA
¡te amplex!

Flowers
Single
Roses \$7.00









Discussion and Feedback

