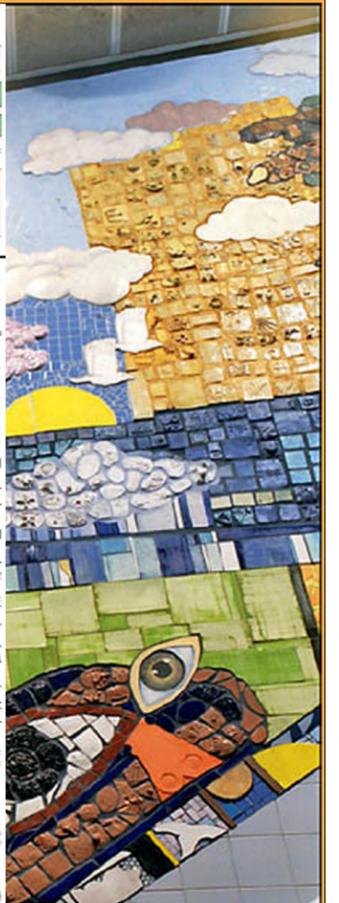


Rosa Parks/Willowbrook Metro Station Master Plan & Transit Oriented District

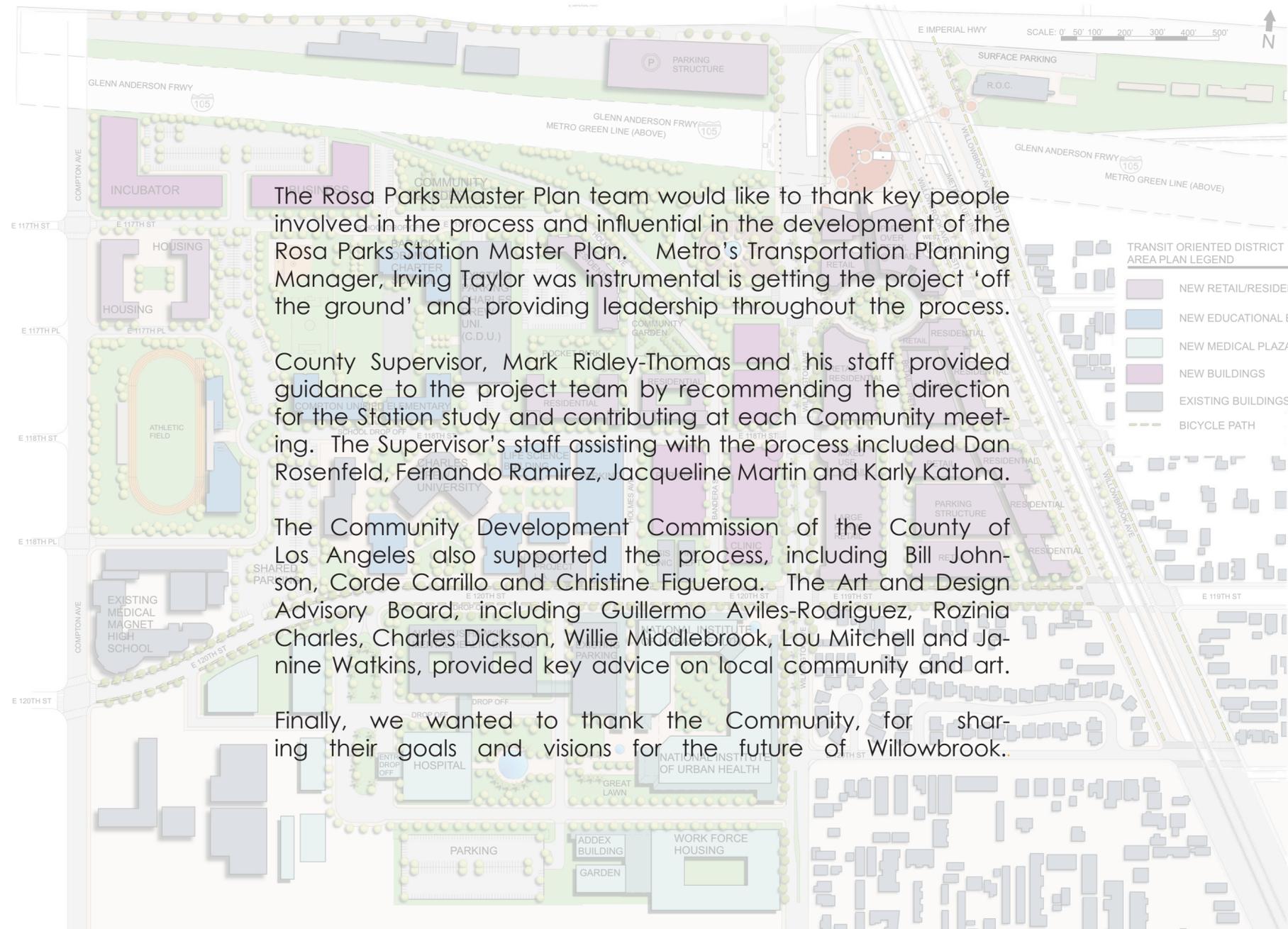
Honoring the legacy of an historic icon, Rosa Parks, by inspiring cultural identity and empowering the Willowbrook community



Metro



RAW INTERNATIONAL



The Rosa Parks Master Plan team would like to thank key people involved in the process and influential in the development of the Rosa Parks Station Master Plan. Metro's Transportation Planning Manager, Irving Taylor was instrumental in getting the project 'off the ground' and providing leadership throughout the process.

County Supervisor, Mark Ridley-Thomas and his staff provided guidance to the project team by recommending the direction for the Station study and contributing at each Community meeting. The Supervisor's staff assisting with the process included Dan Rosenfeld, Fernando Ramirez, Jacqueline Martin and Karly Katona.

The Community Development Commission of the County of Los Angeles also supported the process, including Bill Johnson, Corde Carrillo and Christine Figueroa. The Art and Design Advisory Board, including Guillermo Aviles-Rodriguez, Rozinia Charles, Charles Dickson, Willie Middlebrook, Lou Mitchell and Janine Watkins, provided key advice on local community and art.

Finally, we wanted to thank the Community, for sharing their goals and visions for the future of Willowbrook.

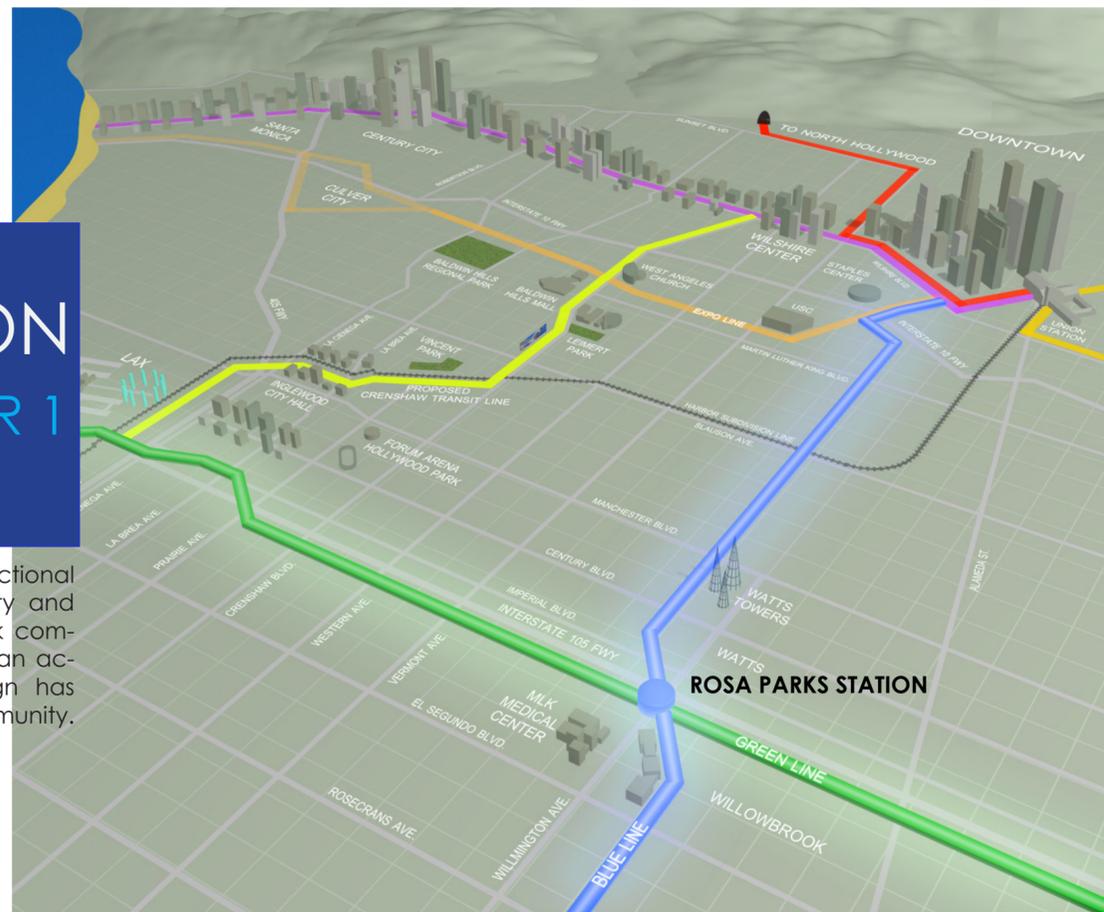
TABLE OF CONTENTS

CHAPTER 1 INTRODUCTION	4	CHAPTER 4 SUMMARY OF OUTREACH	47	CHAPTER 8 COMMUNITY ASSETS	78
Executive Summary Master Plan Goals Existing Conditions		Community Workshops Art and Design Advisory Board		The Arts Churches and Seniors	
CHAPTER 2 DESIGN PRINCIPLES TRANSIT ORIENTED DISTRICT	16	CHAPTER 5 IMPLEMENTATION STRATEGIES	55	CHAPTER 9 KEY CHALLENGES	81
Transit Oriented Districts District Overview Transit Oriented Development Healing Learning Pedestrian Oriented Streets Complete Streets Landscaping and Open Space Development Principles		A Vision for 2030 Phased Development Demographic Goals Community Maintenance District Economic Development Guiding Principles for Development Related Regulations and Reports County of L.A. Redevelopment and Regulations		Race Relations Health Education and Employment Transit	
CHAPTER 3 DESIGN PRINCIPLES ROSA PARKS STATION	35	CHAPTER 6 COMMUNITY PROFILE	68	CHAPTER 10 PROJECT TEAM	84
Station Plan Overview Design Standards Station Identity Pedestrian Connections Rosa Parks Metro Plaza Lighting Sustainability Noise Reduction Public Art Opportunities Blue Line Access Bus Plaza Landscaping and Open Space Metro Signage		2005-1007 Census Data		Metro RAW International, Architecture IDG Landscape Architecture LA Commons The Robert Group	
		CHAPTER 7 COMMUNITY HISTORY	72	CHAPTER 11 APPENDIX	87
		Early Years Key Development Milestones Pacific Red Car Willowbrook the Great Migration Annexation by Compton The Watts Riots Martin Luther King Jr. Medical Center Kenneth Hahn Plaza Shopping Center Watts Labor Community Action Committee The Century Freeway and Metro			

INTRODUCTION

CHAPTER 1

The Rosa Parks Metro Station is uniquely located in a multi-jurisdictional area including unincorporated Los Angeles County, Los Angeles City and the City of Compton. Positioned at the entrance to the Willowbrook community, the Rosa Parks Metro Station has the opportunity to serve as an active and vibrant gateway village. A transformative Station design has the opportunity to provide an identity for the Willowbrook community.



Metro: Regional Connection to Willowbrook

Executive Summary

Projecting to the year 2030, land uses in the area could be significantly different in response to population pressures. Intensification of land uses will occur as a result of transit improvements and increased demand. At issue is how to manage the sequence of changes, and to identify the appropriate candidate sites to facilitate these changes.

The unique history of Willowbrook and the rights of the people who live there to retain their culture, must be embraced and respected. Increased land utilization can serve to empower the community in terms of employment and quality of life. Guidelines must be established to ensure that new development maintains respect for the existing scale and context of Willowbrook. We will identify the housing, retail and development typologies that are appropriate for the Willowbrook community. Opportunities for growth and development in the community start with a vision for 2030.

The purpose of the Master Plan for the Imperial/Wilmington/Rosa Parks Station (renamed Rosa Parks/Willowbrook Station) is to recommend specific improvements for the Station and to set goals for the surrounding area as a Transit Oriented District. The Rosa Parks/Willowbrook Station Plan has been prepared for Los Angeles County Metropolitan Transportation Authority (Metro) through a Caltrans Community-Based Transportation Planning Grant. The development of a Master Plan for the existing Station is intended to help improve transportation services in the Station area and to facilitate appropriate transit oriented development. Among the desired outcomes is the development of a series of transportation-related improvements and creation of a cohesive pedestrian environment focused on the transit Station area.



Rosa Parks

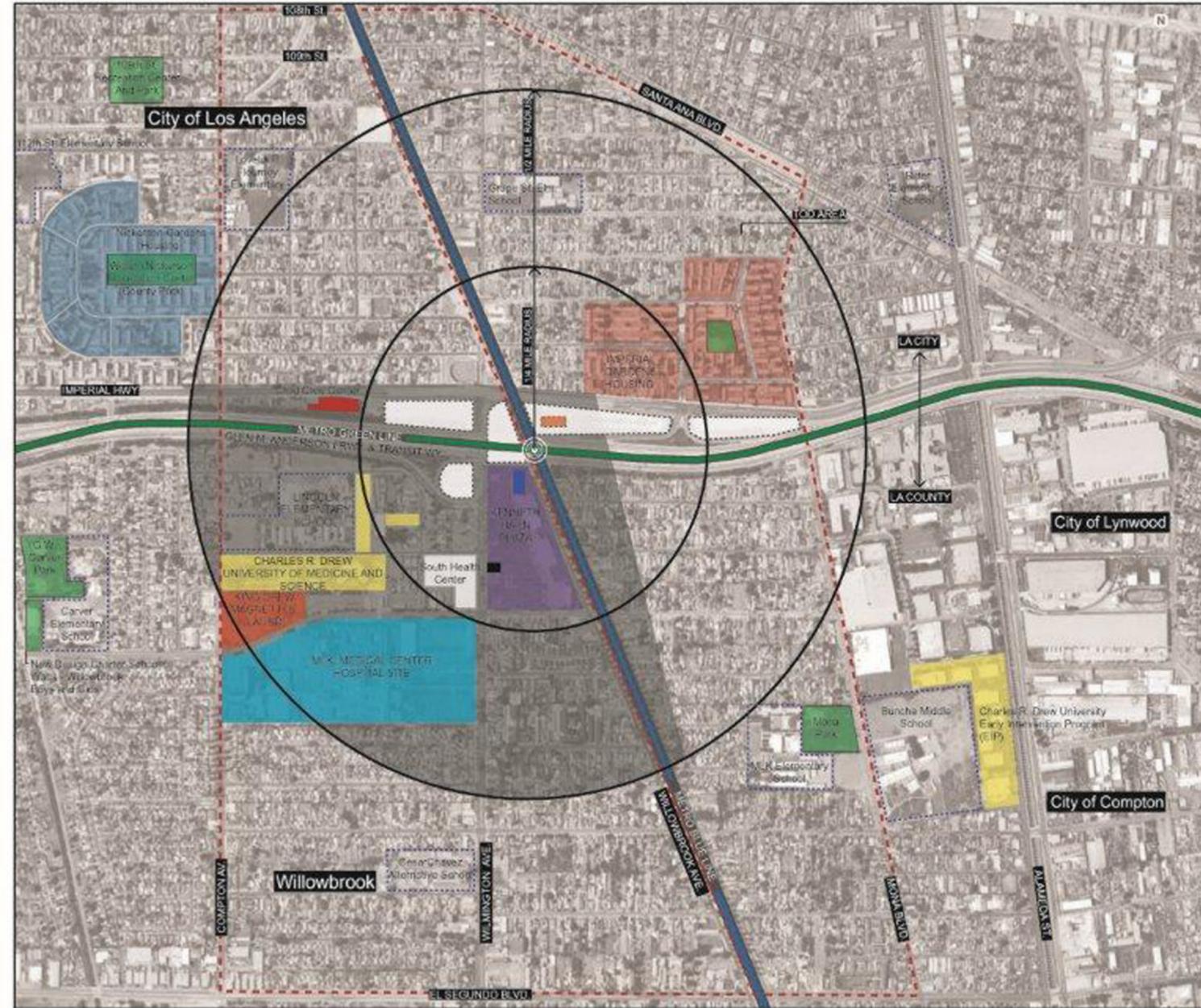
The Rosa Parks/Willowbrook Station is situated in the community of Willowbrook, just south of Watts and southeast of the City of Los Angeles. Willowbrook is a Los Angeles County unincorporated area surrounded by Lynwood on the east, Watts on the north, Compton on the south and Rosewood on the west. Major destinations within a one mile radius include the Imperial Courts housing project, Martin Luther King, Jr. Medical Center, Watts Towers Art Center and Kenneth Hahn Plaza Shopping Center.

Approximately 16,500 people board and 14,500 disembark at the Rosa Parks Station each weekday from the Blue Line, Green Line and a variety of bus lines.

The focus of the study area includes the Rosa Parks/Willowbrook Station and an approximate ½ mile radius extending south and west, bounded by Imperial Highway to the north, Willowbrook Avenue to the east, Compton Avenue to the west and 122nd Street to the south.



Rosa Parks Station - Proposed View looking South from the Station



MLK/ Rosa Parks Station Key Destinations & Acting Generators



Key Destinations

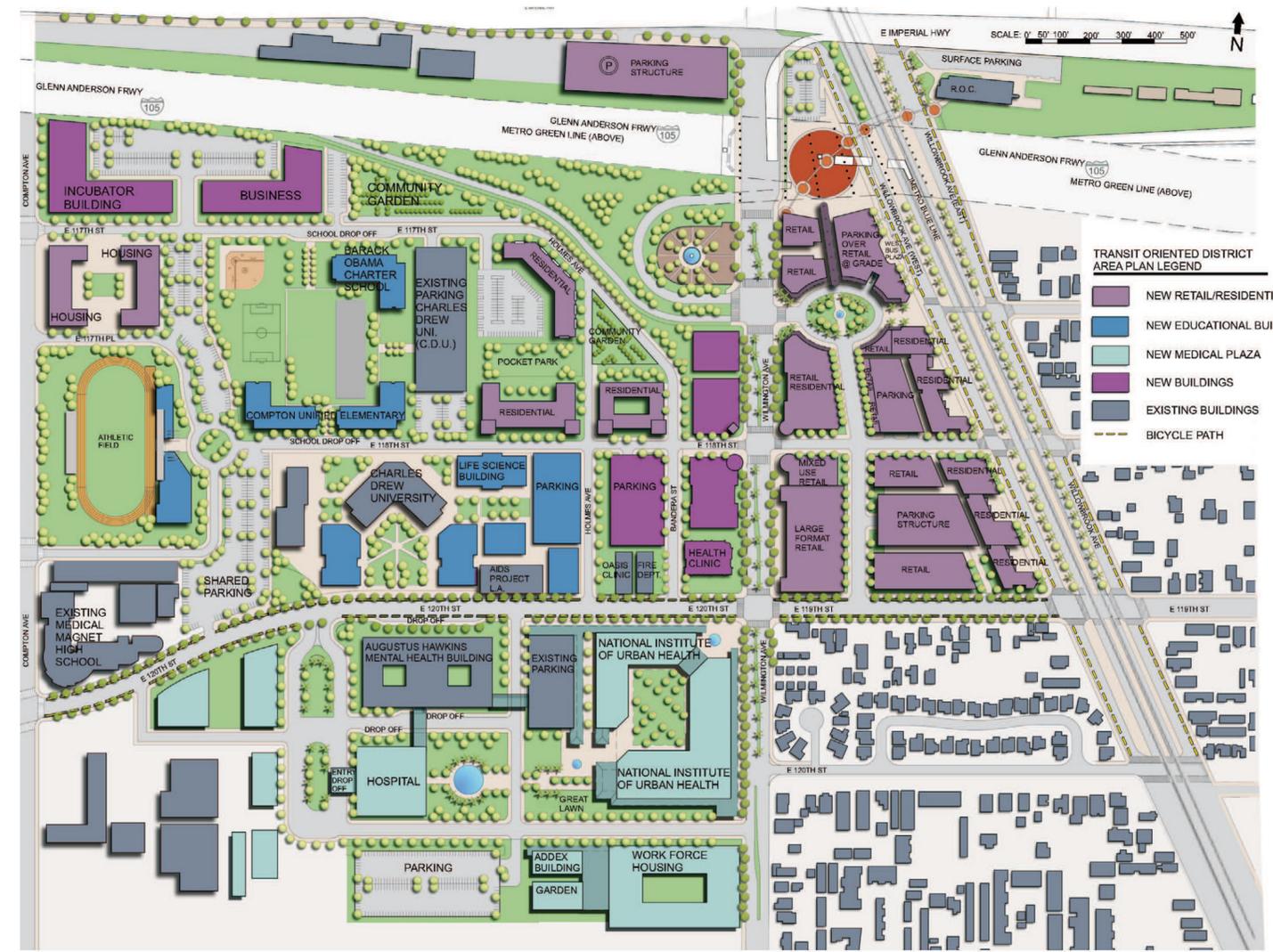
- Charles Drew University of Medicine and Science
- MLK Medical Center (Hospital Site)
- King Drew Magnet H.S. of Medicine and Science (LAUSD)
- Compton Unified School District (CUSD)
- Nickerson Gardens Housing/ William Nickerson Recreation Center
- Imperial Gardens Housing
- L.A. County Sheriff
- Kenneth Hahn Plaza
- Urgent Care Center
- Willowbrook Public Library
- Parking
- Study Area
- TOD Area (Un- Shaded Area With in 1/2 Mile Radius)
- Imperial/Wilmington/ Rosa Parks Metro Rail Station
- Future South Health Center
- Bike Routes
- Existing Parks + Recreation Areas

Master Plan Goals

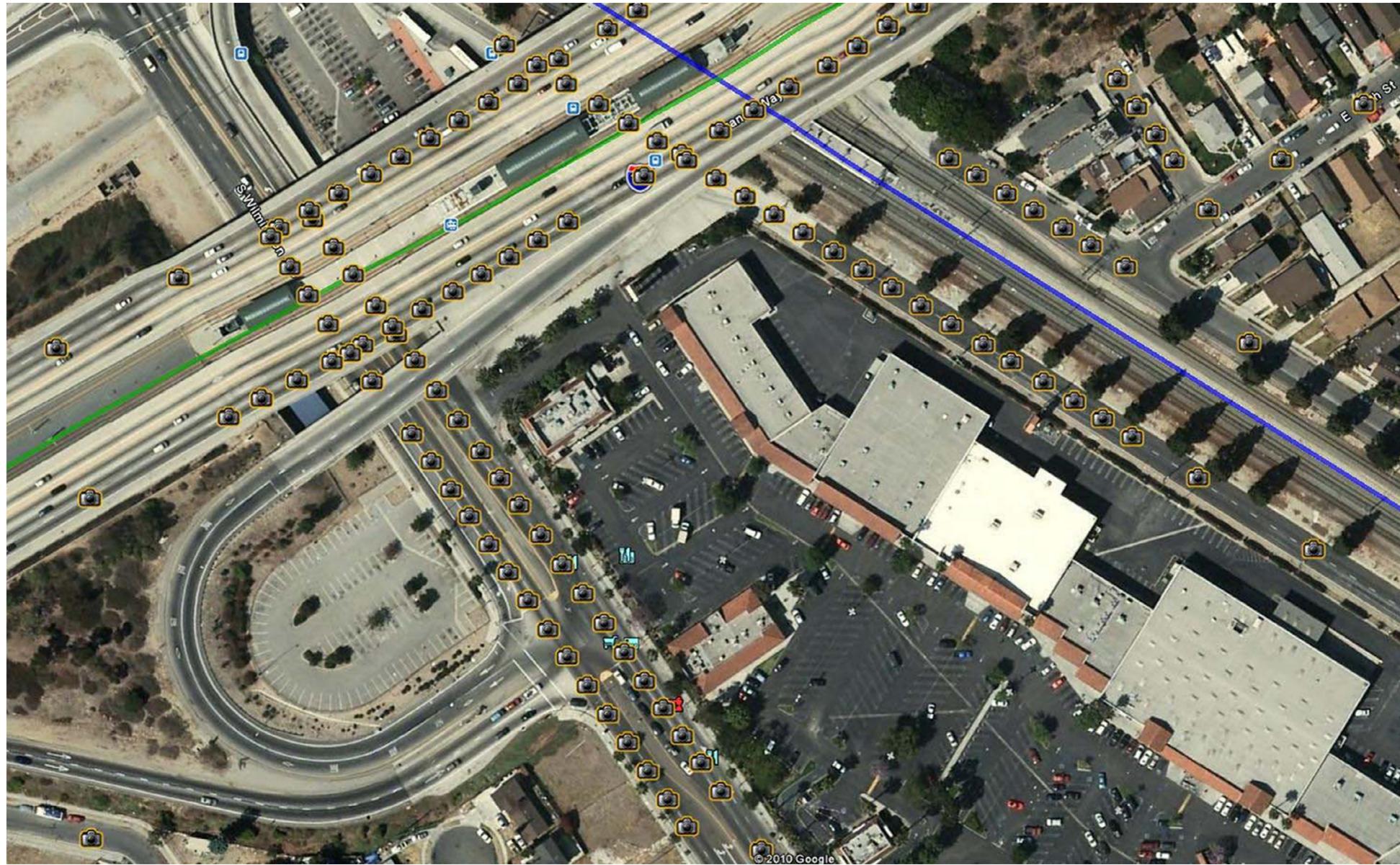
The primary goal of the Rosa Parks Station Plan is to develop a Transit Oriented Plan with solutions that address safety, aesthetics, signage and other amenities in creating a unified design concept that encourages more walking and biking, promotes public health and upgrades the physical environment through a series of landscaping and public amenities. Recommended improvements utilize the Metro Design Guidelines in developing the improvement plan, including the use of drought tolerant planting, solar powered lighting, art integrated into the Station design and easily maintained sustainable materials.

There is a dramatic visual contrast between the existing Rosa Parks Station and new stations planned for the Exposition Light Rail Line. By contrast, Rosa Parks Station appears barren, blighted, uncomfortable, dark and unsafe. To address these deficiencies, the primary goal of the Rosa Parks Station Plan is to develop a comprehensive Station Improvement Plan for the transit Station area. This Master Plan will promote the use of public transit, facilitate the movement of people and provide safer and more attractive access to both rail and bus modes of transit serving the community.

The Master Plan provides a more efficient land use pattern by concentrating growth around the existing transit station area and modify existing R-2, R-3, C-2 and C-3 zoning, with up-zoning to increase the allowable densities. In addition, proposed modifications include higher density, building heights and lot coverage allowances.



Proposed Rosa Parks Transit Oriented District Plan



Rosa Parks Station - Existing Aerial Photograph



Rosa Parks Station - Proposed Improvements Aerial View

Overall goals of the Rosa Parks Station Plan include the following:

Create a well designed Metro Station Plan that encourages transit use and provides a positive image for the Community

- Redesign the Station to create an identity
- Create a public plaza
- Relocate parking to adjacent structured parking
- Extend the Blue Line platform to 117th Street



Rosa Parks Station - Detroit, MI

Integrate new development with transit to encourage ridership

- Create urban oriented development opportunities
- Add 2,500 multi-family residential units by up-zoning existing single family residential areas
- Reconfigure Kenneth Hahn Plaza Shopping Center with orientation to the station and surrounding streets
- Add parking structures and lots which are convenient, yet hidden from view



Multi-Family Residential Units

Create a 'Wellness' oriented Transit Oriented District by changing the traditional zoning

- Create building sites for medical related businesses and industries, including
 - Fitness
 - Nutrition

Use the Martin Luther King (MLK) Medical Center transition as a new opportunity to encourage transit use and development

- Provide a prominent 'front door' to MLK Hospital from Wilmington Avenue
- Provide a clear pedestrian pathway to MLK Hospital, Multi-Service Ambulatory Care Center (MACC) and medical office buildings
- Provide for Hospital, MACC, medical office building and work force housing in the project area



Public Open Space - The Getty Center



Huntington Hospital Main Entrance

- Provide a 'front door' to Charles Drew University (CDU) and integrate with the University's master plan for development of the college campus of buildings and quads
- Provide athletic facilities that can be shared by Charles Drew University, King Drew Medical Magnet, Lincoln Elementary School and Barack Obama Charter School
- Create new buildings for Lincoln Elementary and Barack Obama Charter School, with shared physical education and outdoor areas



Outdoor Educational Facilities

- Provide innovative streetscape improvements to create a safe and walkable community, promoting pedestrian activity and bike paths
- Improve pedestrian access with wide sidewalks, street trees and open landscaped spaces
- Implement sustainable design technologies, including water reclamation, recycling, photovoltaic cells, light tubes, green roofs, energy efficient lighting and provisions for alternative fuel vehicles



Sustainability - Bike Path



Sustainability - Light Tube

Mitigate physical barriers (freeway, railroad tracks, fences, etc.)

- Provide additional pedestrian crossings at 117th and 118th Streets
- Create Station identity at the Rosa Parks Station, transitioning from a 'space below the freeway' to a community plaza

Metro intends to utilize the Rosa Parks Station Plan to assist in securing funding for design and construction of the proposed improvements. The Master Plan provides an outline to allow Metro to undertake design and final project engineering on Station improvements. It also provides the County with a set of guidelines which will help encourage transit oriented development. These improvements, when constructed, will help establish the Station as a welcoming, comfortable transit plaza that the community will use and enjoy, as well as attract more transit ridership. The improved transit Station will serve as a centerpiece and distinguished local landmark for commuters and residents, giving a sense of entry into the Willowbrook neighborhood. The improved Station, a physical Gateway to Willowbrook, will create a sense of community, identity and pride, and enhance the sense of safety and security in the area. Improvements in the surrounding area will enhance the connection between the Station and community, improve access to transit facilities and connect them with primary and secondary destinations in the Station area.



LED Light Element at Yas Hotel, Abu Dhabi

Existing Conditions

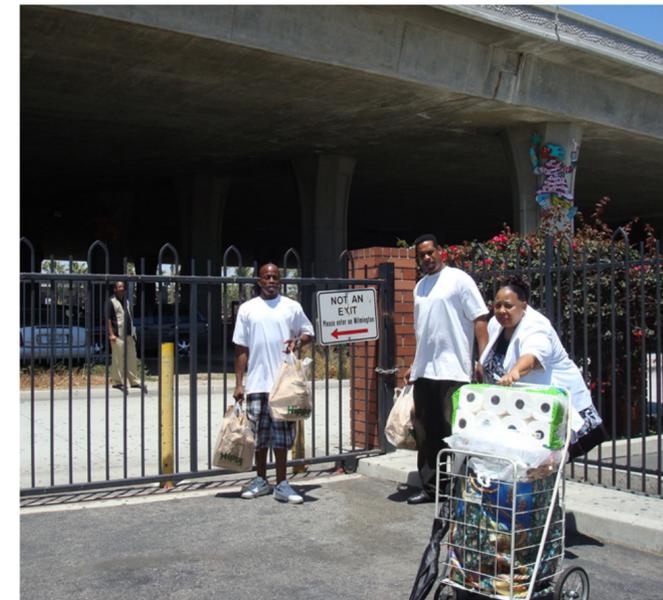
Rosa Parks Station has connections to and from the Metro Green Line and Blue Line Light Rail systems. Since completion of the Blue Line in 1990 and the Green Line in 1995, the Station has evolved from a neighborhood Station into a major gateway Station that is now one of the most heavily used interchanges in the Metro system, with connections to multiple bus and shuttle lines. Although Metro has maintained and operated this Station over the past 15 years, no major renovations have taken place. Time, growth in patronage and its exposed location have created a definite need for upgraded amenities. Typically “Gateway Stations” feature more extensive customer amenities that are designed and located to help facilitate circulation flow in an organized, attractive, safe and comfortable manner.



Green Line Platform



East Bus Plaza at Willowbrook



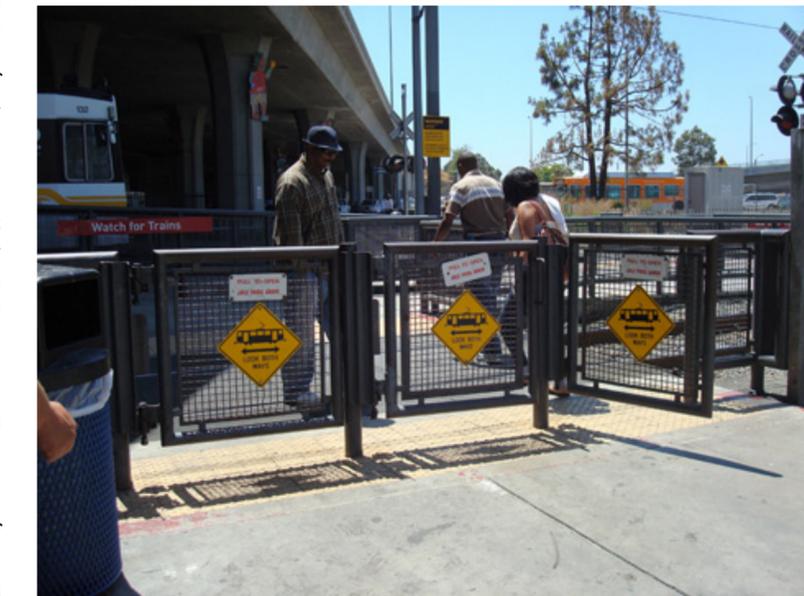
Locked gate at Kenneth Hahn Plaza and Rosa Parks Metro Station

Existing Conditions (Continued)

A neglected, unattractive transit facility sends signals that the transit agency is discouraging commuters from using transit. This message, in turn, dampens economic development, attracts crime and encourages urban blight. This master planning effort provides specific guidance for the implementation of design ideas that are appropriate for comprehensive, long-term design solutions. Good planning and design of public facilities not only protect spending of taxpayer dollars, but also maximizes the value of the renovation process for patrons, residents and businesses. Given the poverty rate in this neighborhood, Metro has potential to offer a valuable and affordable transportation choice in a high quality space. The Rosa Parks Station Plan explores public-private opportunities, promotes new arts and community activities, links to job opportunities and helps with the recruitment of visitors that may help bring new vitality, higher land values and increased tax revenue to the neighborhood.

Patron safety, in terms of security and accident prevention, is another critical consideration for the improvement of this Station. This Station ranks second in the Metro system for citations and the Station is located in the middle of reputed gang territory. The Los Angeles County Sheriff's Department patrols the rail system; surveillance cameras and intercom connection provide additional links to the Rail Operations Control Center (ROC) located to the east of the Station. However, lighting and way-finding systems need replacement to improve the quality of space, provide a positive image of the community and reduce the effects of crime during both daytime and evening hours.

Rosa Parks Station is located in an economically depressed and crime-ridden area. Many associate this neighborhood with the negative connotations of the closure of MLK Hospital, declining economic achievement, class disparity and crime. Station improvements can emphasize transit as a more attractive option and can encourage visitors, developers and businesses to the area. The Rosa Parks Station Plan provides Transit Oriented District development opportunities, Design Guidelines and implementation recommendations.



Blue Line Pedestrian Crossing



Rosa Parks Existing Station Entrance

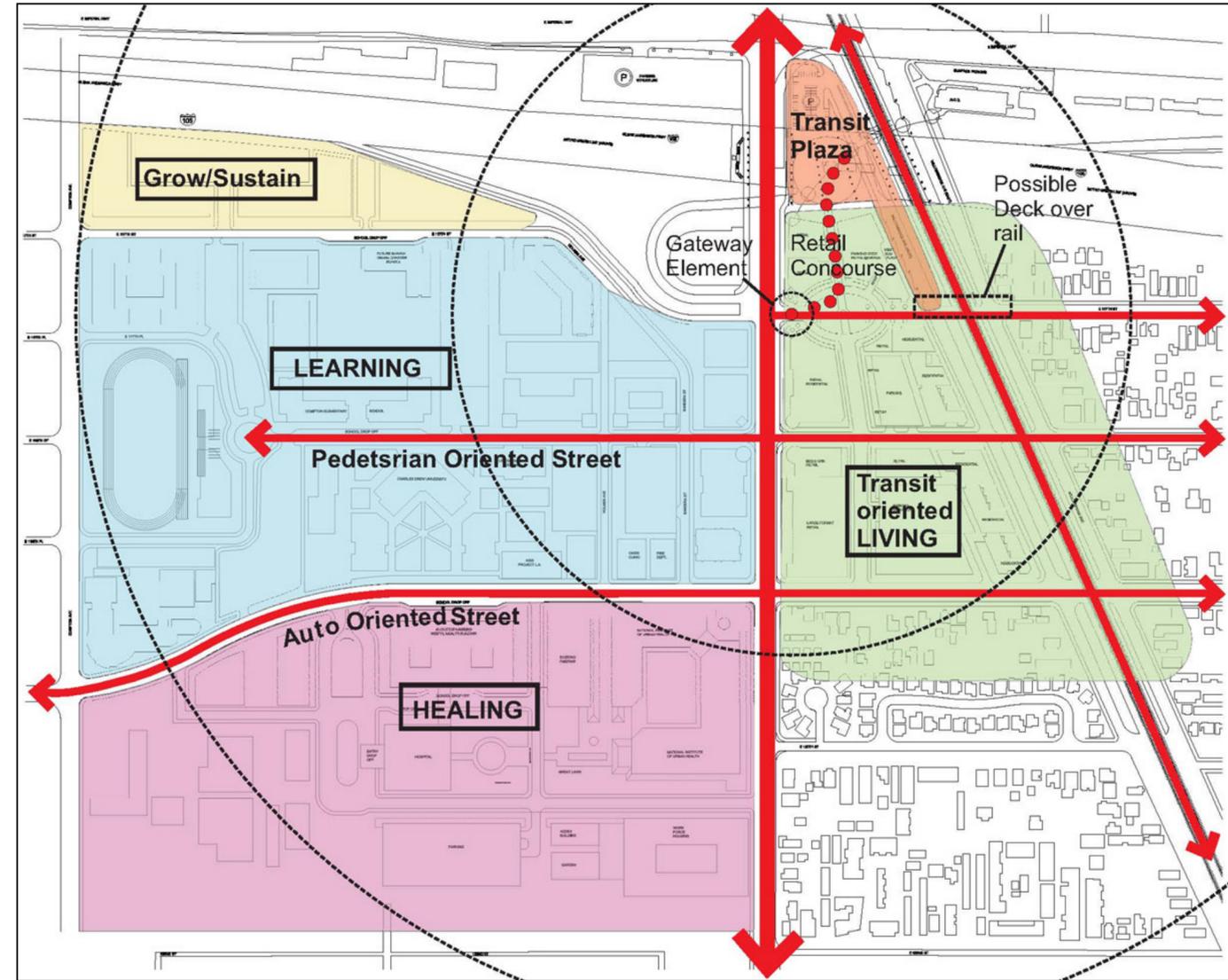
District Overview

The Willowbrook Community will be brought together through its transition to a Transit Oriented District. The district naturally divides into three areas: Transit Oriented Development close to the Rosa Parks Station, Healing at the Martin Luther King Jr Medical Center and Learning adjacent to the University and schools. A summary of each of these areas follows.

Three areas – Transit Oriented Development, Healing and Learning

Transit Oriented Development

The Gateway District has the opportunity to create the ‘first impression’ for Willowbrook. Existing conditions at the 105 freeway exit include an assemblage of suburban style buildings, surface parking and vacant land – along with the feeling of blight. This ‘first impression’ will change with the implementation of the Master Plan. Wilmington will be changed to a landscaped Boulevard. The parking lot surrounded by the freeway ramps will become a garden element, filled with Willow Trees and water, reconnecting with Willowbrook’s history and namesake. Suburban development will be replaced with urban edges and parking that, although convenient, will be tucked behind, out of view. The Rosa Parks Metro Station will be clearly visible, with a major entry portal at Wilmington Avenue and the 105 Freeway.



Willowbrook - Three Areas - Transit Oriented Development, Healing and Learning

The community will be expressed in a modern feel of buildings and landscaping. At recent community meetings, the request was to:

- Connect the Station to the community
- Add a water element with seating near the Station.
- A light tower could be placed near the Station to help illuminate the area.
- Create a more modern feel
- Establish open space guidelines, for the County to adopt

Housing development should be aesthetically appealing (the new development at 103rd and Central was cited as a positive example). Residential development will include Urban Village style, with lofts and affordable housing. Mixed use will be encouraged, especially close to the Station. Senior housing within walking distance to the Station and retail will also be encouraged. Density of housing options were presented in the community meetings with 15 residential units per acre and with a balance of green space, noted as ideal. Specific comments from the community with regard to the Transit Oriented District included:

- Needs to match fabric of neighborhood
- Hahn Shopping Center needs face lift
- Need senior housing, perhaps on top of retail businesses.
- Community-based Farmers Market and local food
- Fresh and healthy food nearby
- Sit-down dining – with tablecloths
- There should be a restaurant near the Station.
- Not fast food, outside seating
- Show parking area with lots of lights.



Rosa Parks Transit Oriented Retail and Residential Development



Paseo Colorado - Public Open Space

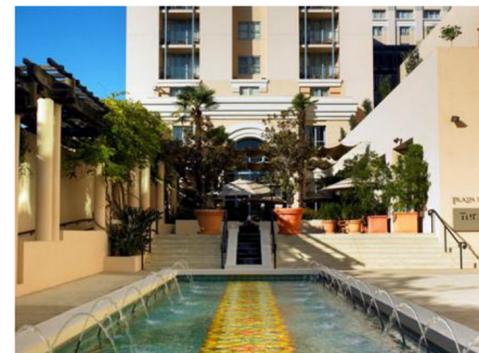


Street Life - New York

Healing

The cornerstone of the Healing District is created by the Martin Luther King Medical Center. The overall goals for the MLK Medical Center, as outlined by County Supervisor Mark Ridley Thomas, include construction of a new hospital, a new medical ambulatory care center, work force housing and perhaps a new National Institute of Urban Health.

Significant pedestrian access will be provided from Wilmington Avenue. Wilmington Avenue will be connected to the Transit Station with wider sidewalks, street trees and pedestrian friendly street crossings. The entrance from Wilmington will become one of the community's entrances to the Medical Center. The main entrance to the new MLK hospital is planned to be from 120th Street. This main entrance will be the formal entrance to the community, with formal landscaping and an entrance gate. Pedestrian access will be reinforced with covered pathways on both sides of the roadway, leading to the hospital's main entrance. Pathways will be created throughout the district, linking various existing and proposed buildings with landscaped paths and gardens.



Huntington Hospital - Public Open Space



Rosa Parks Transit Oriented District - MLK Medical Center Master Plan

Learning

The Learning District includes Charles Drew University, King Drew Medical Magnet High School, Lincoln Elementary School and Barack Obama New Beginnings Charter School. These school facilities constitute the building blocks for creating a dynamic learning center. The facilities have been built as separate campuses: each would benefit from shared parking, athletic and other facilities.

Charles Drew University is difficult to find, as there is no marker on 120th street at the campus' main address. The University will transition to a campus feeling, with the addition of a main lawn marking the main entrance to the campus. The new parking structure, along with new campus buildings will be linked with grassy quads and landscaped areas. King Drew Medical Magnet High School is an impressive multi-story modern building, but lacks in parking and athletic facilities. A shared athletic field is shown on land that is partially owned by the university and partially owned by a private party, but vacant. This athletic field will be shared with the High School, College, Elementary School and the community, reinforcing the district's focus on wellness. The Elementary School's buildings are out-of-date and the Charter School is housed in temporary trailers. Both campuses need new buildings with 21st century amenities such as large classrooms, natural light throughout, updated technology and faculty facilities. The outdoor areas will be shared between the two elementary campuses, including play areas and a field. Located just across the street, a community garden will support the curriculum of the schools. The streets will be transitioned from narrow sidewalks without any greenery to wide sidewalks with street trees.



Rosa Parks TOD - Learning Facilities Master Plan



School Learning Garden



Outdoor Education Space

Pedestrian Oriented Streets

Pedestrian oriented streets play an important role in creating livable communities, where all people, regardless of age, ability or mode of transportation, feel safe and welcome on the street. A safe pedestrian environment is an essential part of improving connections to public transit and creating friendly, walkable communities. The Willowbrook community identified the need for walkable streets and made the following comments at the community meetings:

- Maintain the important hospital connection to transit. Connect educational uses to the community, medical facilities and shopping center.
- Increase flow from transit Station to shopping center.
- Ensure ample lighting, trees and pedestrian paths that encourage pedestrians to the transit Station.

In 2001, a National Household Transportation Survey found twenty eight percent of all metropolitan trips were within one mile or less, a distance easily walked. Yet most of these short trips are made by automobile, in part because of incomplete streets and sidewalks which make the walking trip dangerous or unpleasant. Safe and walkable streets will help convert many of these short automobile trips to other modes of travel, reducing carbon emissions and increasing physical activity.

The Federal Highways Administration found that streets designed with sidewalks, raised medians, effectively placed bus stops, traffic-calming measures and accommodations for disabled travelers improve pedestrian safety and comfort. Some features, such as landscaped

medians, improve safety for all users as they enable pedestrians to cross busy roads in two stages, reduce left-turning motorist crashes and improve bicycle safety. Safe streets and sidewalks encourage walking and bicycling for health. The National Institutes of Medicine recommends fighting childhood obesity by establishing ordinances to encourage construction of sidewalks, bikeways, and other places for physical activity. Studies have found that many people with safe places to walk within 10 minutes of their homes meet recommended exercise levels while those without safe places to walk were not active enough.

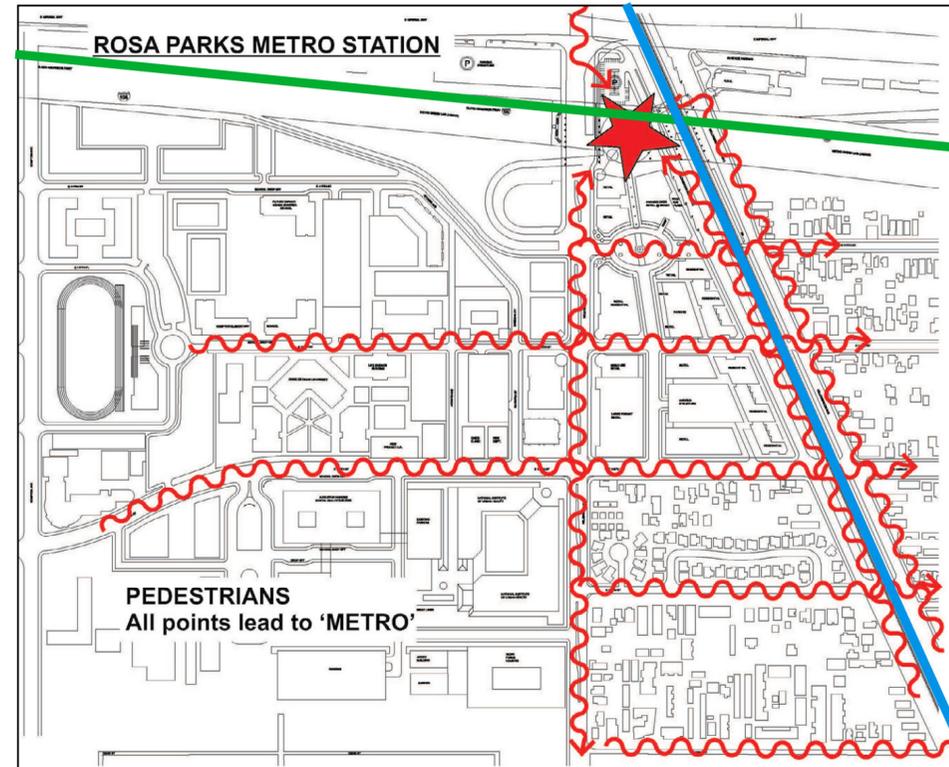
To create pedestrian oriented streets and walkable neighborhoods, the following elements are incorporated into the Rosa Parks Station Master Plan:

- **A center:** Walkable neighborhoods need to have a discernible center.
- **Density:** Walkable neighborhoods need to be compact enough for local businesses to flourish and for public transit to run frequently.
- **Mixed income, mixed use:** Walkable neighborhoods are created when housing is provided for everyone who works in the neighborhood: young and old, singles and families, rich and poor. Businesses and residences should be located near each other and together at the center.
- **Parks and public space:** Walkable neighborhoods are successful when there are plenty of public places to gather and play.

- **Pedestrian-centric design:** Walkable neighborhoods require buildings placed close to the street to cater to foot traffic, with parking lots relegated to the back.
- **Nearby schools and workplaces:** Walkable neighborhoods need schools, medical facilities and workplaces close enough that most residents can walk from their homes and transit.



Pedestrian Crosswalk



Pedestrian Links

Landscaping and Open Space

Landscaping and open space are essential to creating quality spaces that the local community and users of any Transit Oriented District can enjoy. The quality of any Transit Oriented District is dependent upon creation of open pedestrian-oriented spaces and landscaping. The Willowbrook community commented on the importance of landscaping and expressed a desire for the inclusion of a variety of landscaped spaces:

- Add landscaping, green space and flowers, community gardens and farmer's markets, with a focus on sustainability, environmental responsibility and community health.
- Increase housing density to allow for more community green space, including community gardens.
- Ensure landscaping is low maintenance and water conserving.

Landscaping can change barren spaces which feels dangerous and neglected to space which feels safe and activated. The Rosa Parks Station Master Plan includes the following goals for landscaping and open space.

- Incorporate mature willow trees throughout the project area to serve as theme trees that commemorate the history of the Community of Willowbrook

- Provide landscaped open spaces within the community and adjacent to the transit Station to encourage community participation and foster a strong sense of place. Landscaped open spaces may be comprised of public plazas, community gardens, small neighborhood parks, civic plazas, sports fields and green belts

- Incorporate plant materials in civic and commercial spaces that are made up of appropriate California-friendly species which are considered drought-tolerant and/or originate from either similar Mediterranean and temperate climates or plant communities

- Ensure coordination between landscaping and other features of the urban environment to contribute to the processes of oxygen regeneration, clearing the air of harmful pollutants and removing air particulates

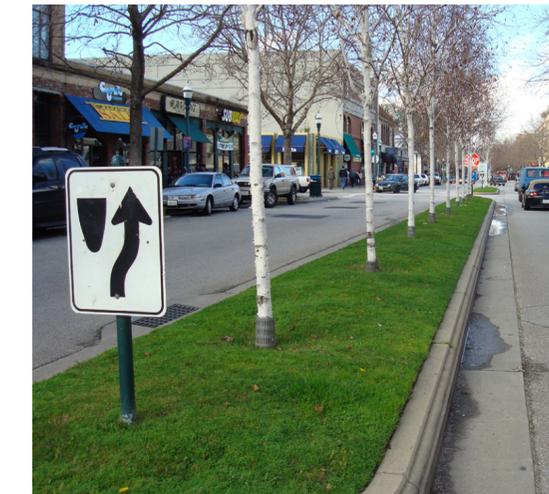
- Select plant materials that mitigate increasing urban temperatures, thereby reducing the need for new power generating facilities, reducing storm water runoff and increasing ground water recharge

- Increase the amount and quality of landscaping on the streets, in public spaces and adjacent to development in the Willowbrook community

- Improve the appearance of development through landscaping that enhances the natural and built environments



Greening the Streets



Street Landscaping



Willow Tree



Rosa Parks Station - Existing View looking East towards Kenneth Hahn Plaza from 105 freeway exit



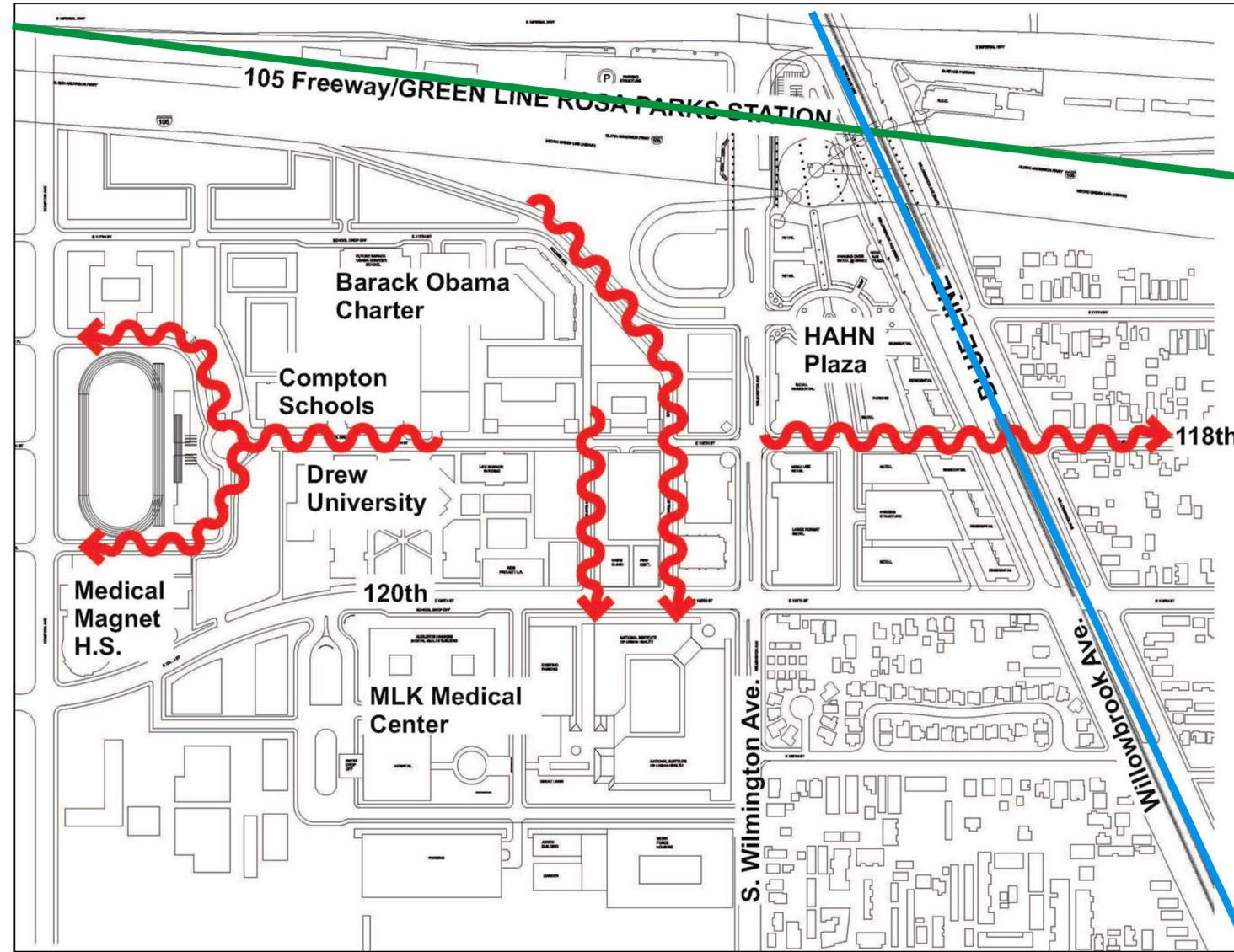
Rosa Parks Station - Proposed View looking East towards Kenneth Hahn Plaza from 105 freeway exit

Complete Streets

Complete Streets are roads designed for everyone who uses them, including motorists, bicyclists, pedestrians and people getting on and off transit. A national coalition, called National Complete Streets Coalition, recommends the following attributes be included Complete Streets for all:

- Well-connected: Streets form a connected grid that improves traffic by providing many routes to any destination.
- Built for the right speed: Lanes are narrow or traffic calming is in place to control speed.
- Accessible: There are wheelchair ramps, plenty of benches with shade, sidewalks on all streets, etc.
- Comfortable: Pedestrian medians at intersections, count-down crosswalk timers, bicycle lanes, protected bus shelters, etc. make the street work better for those outside of a car.

Within the Rosa Parks Station Master Plan, several key changes have been made to city streets, including changing dead-end streets to streets that connect within the community and replacing the streets taken away by Kenneth Hahn Plaza Shopping Center and the Blue Line rail lines. The streets are also 'greened' with street trees along the sidewalks and within center medians. In addition, we have incorporated ADA accessible ramps at all intersections, bicycle lanes on key streets, street furnishings along the sidewalks, and public open space within the bus plazas.



Willowbrook - Connecting the Streets

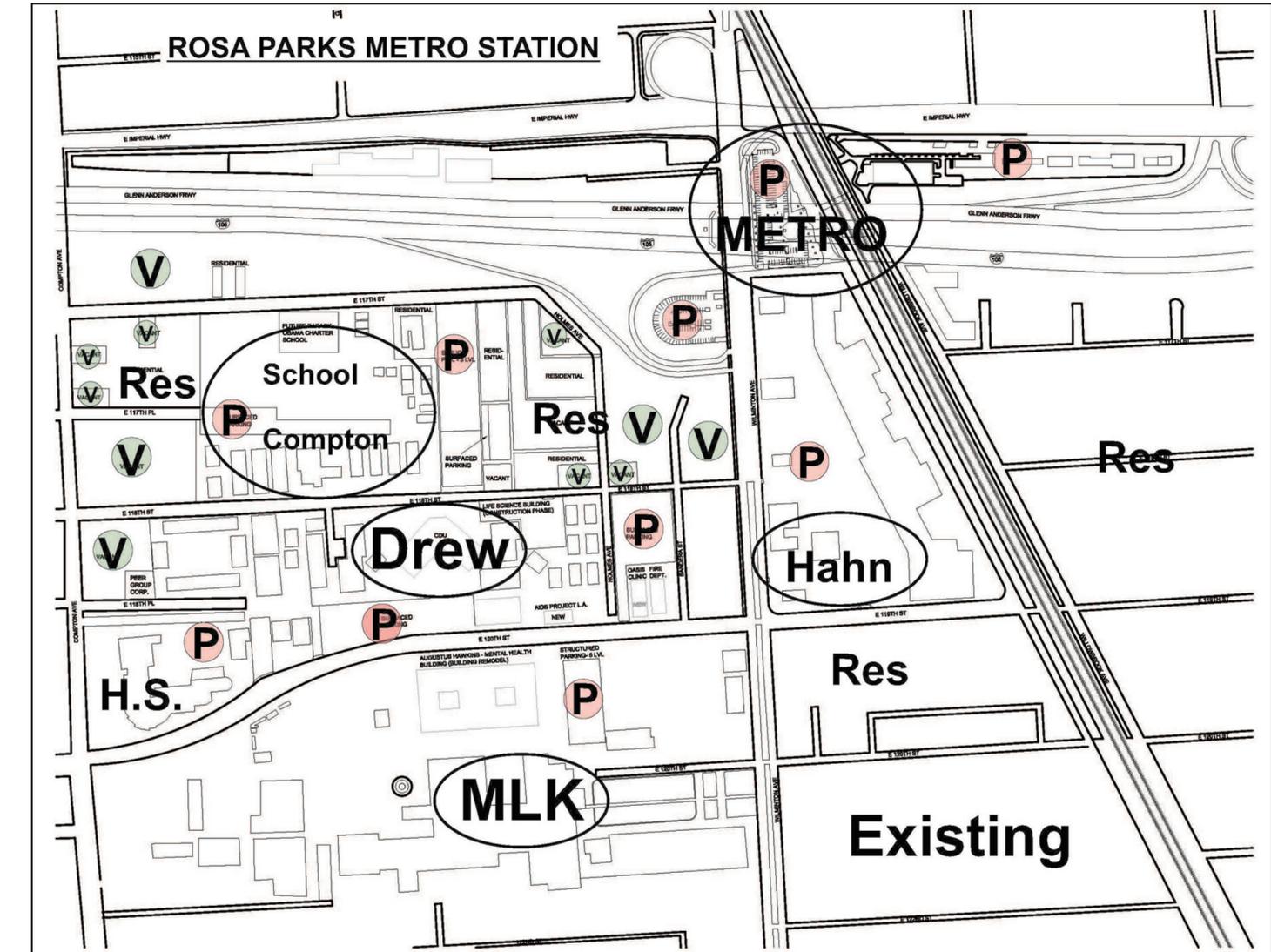
Development Principles

Transit-oriented development (TOD) is defined as compact, pedestrian-friendly, mixed-use development containing moderate to high density residential, office and retail uses within ½ mile of rail transit stations. Well-planned TOD should incorporate good design principles and an appropriate mix of uses around rail transit stations to help promote transit usage and create vibrant neighborhood centers at these locations. The Rosa Parks TOD will:

- Focus on Wellness
- Create Economic Opportunities
- Reinforce Safety and Security

Willowbrook seeks to accommodate future residential and employment growth and expand choices for residents and employees by encouraging transit-oriented development (TOD) as a means to achieve compact, pedestrian-oriented, mixed-use community focused around the existing and planned rail transit stations.

The following guidelines and design principles are intended to effect well-planned transit-oriented development and should be considered in planning efforts as this existing station area is subject to a major re-planning effort. These principles should be used in the review of major rezoning cases for development around the existing rail Station. These guidelines are intended to provide guidance for TOD development.



Existing Plan

Legend

- V - Vacant Lot
- P - Parking
- Res - Residential
- H.S. - High School

Transit Proximity and Station Area Boundaries:

Focus and concentrate the highest density or land use intensity close to the rail station and, where feasible, above the rail station. This TOD area is defined as a ¼ mile radius from the station platform and subject to site-specific considerations, with density and intensity tapering away in a ½ mile radius from the station platform.

Station-specific Design:

Examine the unique characteristics and needs of the Willowbrook station area when evaluating TOD development and design to ensure the appropriate development intensity and mix of land uses relative to the existing and planned uses for the surrounding areas.

Pedestrian and Bicycle Access:

Encourage safe pedestrian and bicycle travel to and from and within the station area. Provide 15' sidewalks at major streets and access points and 12' sidewalks at all other streets. A high level of service should be maintained for pedestrians and cyclists, including safety and security, direct pathways, reasonable grades and minimized delays at intersections.



Paseo Colorado, Pasadena Mixed-use Development



Bike Parking at Metro Station

Mix of Land Uses:

Provide for up-zoning of existing Commercial zones to C-3 Unlimited Commercial zoning or MXD Mixed Use Zones to encourage new mixed-use development and allow for higher density projects to be built. Promote a mix of uses to ensure the efficient use of transit, to increase ridership during peak and off-peak travel periods in all directions, and to encourage different types of activity throughout the day. A balanced mix of residential, office, retail, governmental, institutional, health industry related, entertainment and recreational uses should be included to encourage a critical mass of pedestrian activity as people live, work and play in these areas. Increase maximum building height limit to 75'.



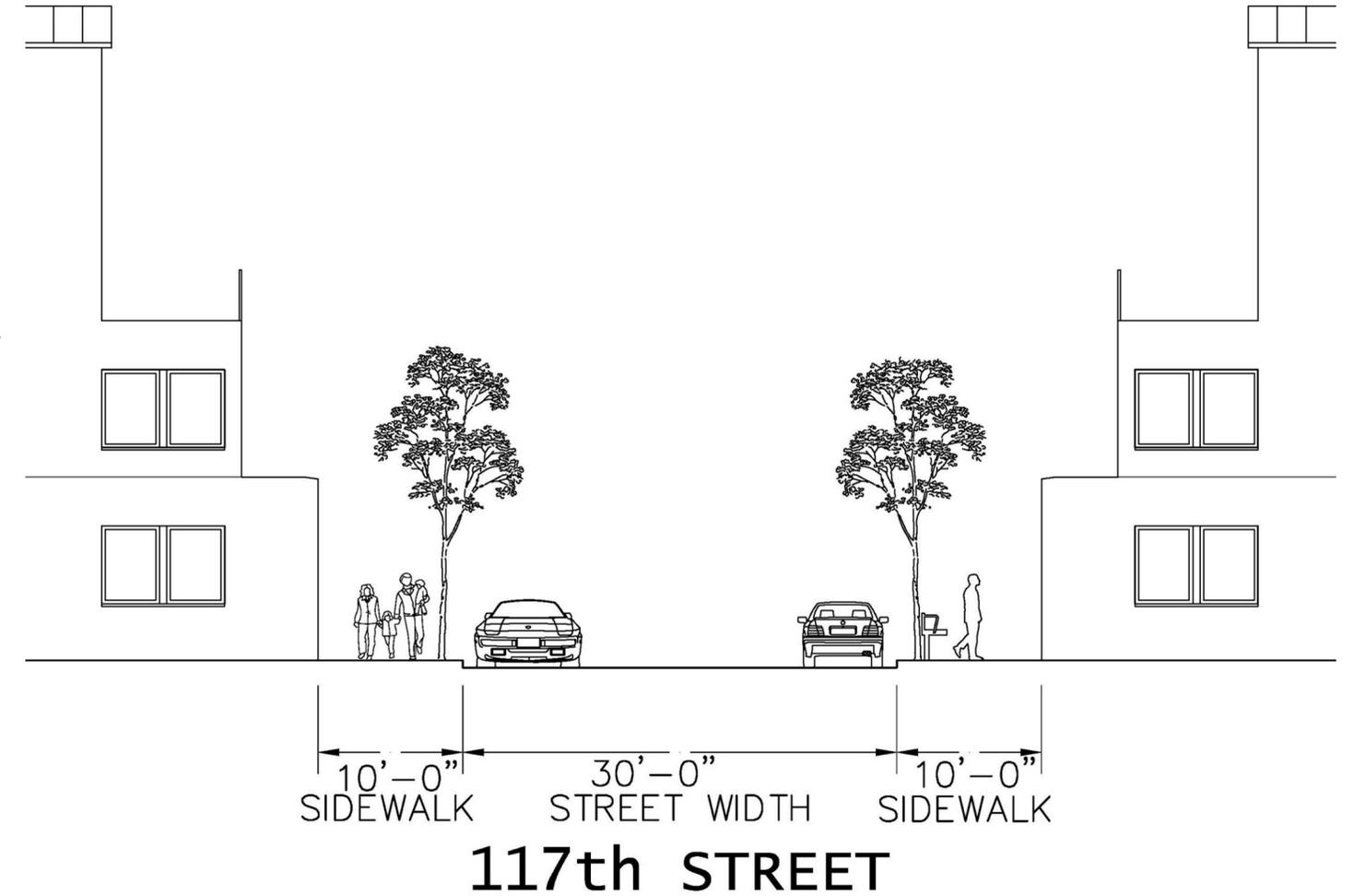
Pasadena Mixed-use Development

Residential Development and Affordability:

Increase the number of residential units within the Transit Oriented District by 2,000 units. Provide for a range of housing opportunities by incorporating a mix of housing types and sizes and including housing for a range of income levels. Multi-family residential, affordable housing, workforce housing, and housing for seniors are encouraged within the residential component of a TOD. Provide higher density residential closest to the Station, with stepped reduction in density further from transit. Provide a variety of residential densities with green and open space. Residential densities should include 22 units per acre, 20 units per acre, 15 units per acre and 8 units per acre.

Urban Design:

Encourage excellence in urban design, including site planning, streetscape and building design, which creates a pedestrian-focused sense of place. Urban design elements to achieve an appropriate sense of place and a pleasant pedestrian environment include: well-landscaped public spaces, urban parks, courtyards, an integrated pedestrian circulation system, street-oriented building forms with a pedestrian focus, mixed use development, appropriate density with highest density close to the transit Station, appropriate street widths and block sizes, well-distributed, convenient and shared parking integrated with development and high-quality architecture.



Proposed Section at 117th Street

Street Design:

Provide a grid of safe, attractive streets which provide connectivity throughout the site and to and from adjacent areas. Reintroduce the street grid where streets have been closed or blocked, with no dead end streets. Complete the street design with street medians, appropriate street widths, on-street parking, street trees, bicycle pathways and universal access.

Parking:

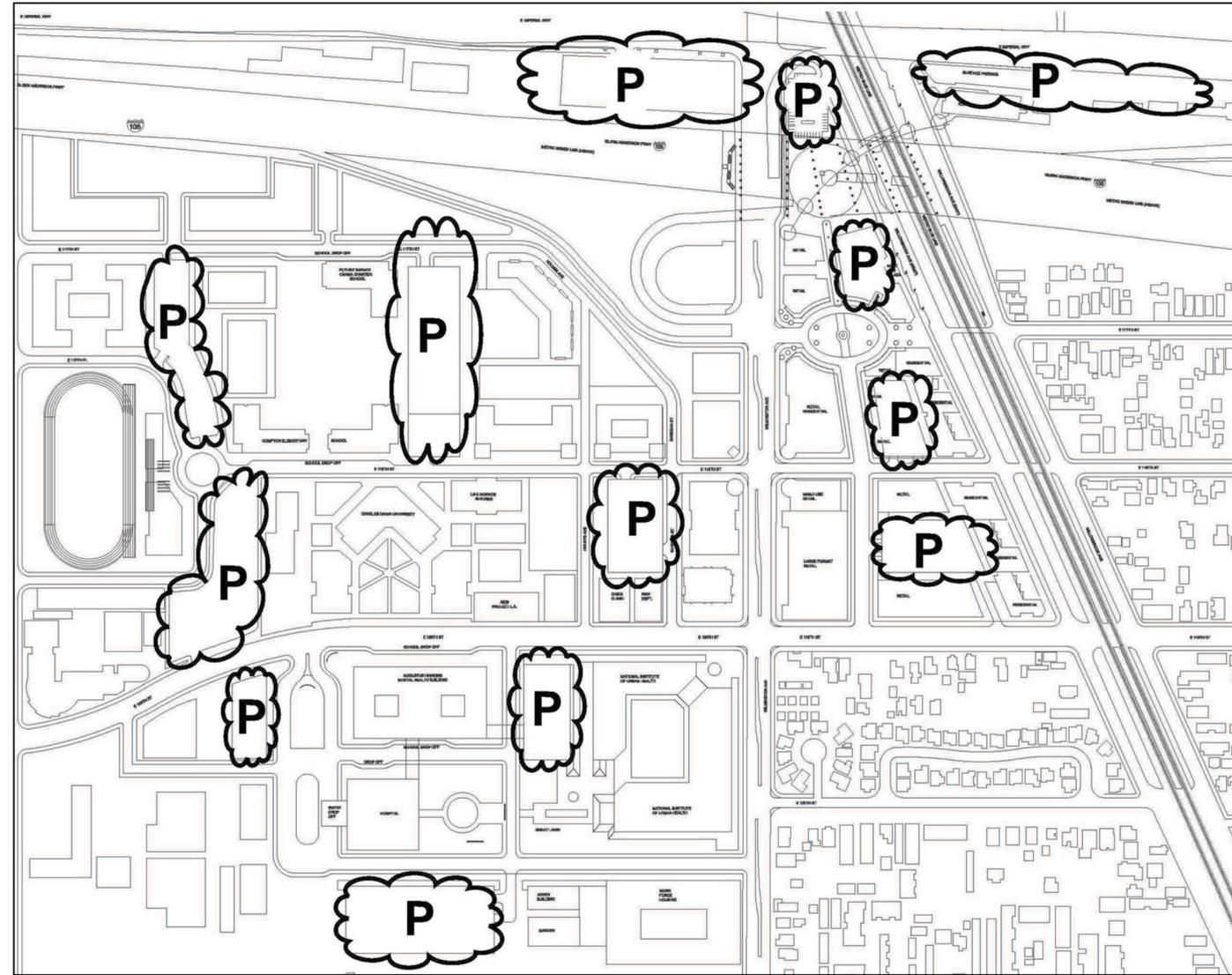
Encourage the use of transit while maximizing the use of available parking throughout the day and evening and minimizing the visual impact of parking structures and surface parking lots. Wherever possible, ground floor uses and activities should be incorporated into structured parking, particularly where parking structures are located along streets and where pedestrian activity is encouraged. Allow for lower parking requirements for multi-family residential development and provide for shared parking conveniently located to the Station.

Transportation and Traffic:

Provide for and accommodate high quality transit, pedestrian and bicycle infrastructure and services, and other measures to limit single occupant vehicle trips. Provide parking, traffic-calming measures, road alignment and use other design techniques to balance pedestrian accessibility and vehicular access.

Vision for the Community:

Institute a broadly inclusive, collaborative, community participation process when evaluating TOD plans that propose substantial changes in use, intensity or density for existing or new transit station areas. Mandate that local artists and workers from the community are included in the design and construction process.



Proposed Distributed Parking

Regional Framework:

Provide a more efficient land use pattern by concentrating growth around the existing transit station area. Modify existing R-2, R-3, C-2 and C-3 zoning, with up-zoning to increase the allowable densities. In addition, modify the existing County of Los Angeles Transit Oriented District Designation regulations to include higher density, building heights and lot coverage allowances. The regulatory requirements are outlined in the lighter color (left) column and the proposed changes to the regulations are in the darker color (right) column.

County of Los Angeles Transit Oriented District Designation:	Rosa Parks Station TOD District Proposed Changes:
Signs: Window signs, freestanding signs and awning signs are allowed (with restrictions); roof signs and outdoor advertising signs are prohibited.	No changes
Residential Uses: The size of residential structures shall be generally consistent and compatible with adjacent buildings: Height: 35 feet and two stories	No Change Height: 45 feet height limitation or as noted
R-2: 10' setback	No Change
R-3: 10' setback 50% max. lot coverage 20% landscape New residential structures within Zone R-3 shall only include single-family or duplex dwellings. Three or more attached dwelling units within one structure are not permitted, unless a conditional use permit is approved.	R-3: 10' setback 70% max lot coverage 20% landscape New residential structures within Zone R-3 may include three or more attached dwelling units.
R-4: 40 feet height limitation	R-4: No front yard or sideward setbacks 75 feet height limitation
The minimum floor area of a new single-family residence shall be 1,200 square feet.	The minimum floor area of a new multi-family residence shall be 750 sf
C-1 Zoning: 50% lot coverage	C-1 Zoning: No change
C-2 Zoning: Building heights: 45 feet Lot coverage: 50% Landscape coverage: 10%	C-2 Zoning: Building heights: 75 feet Lot coverage: No 70% Landscape coverage: 15%
C-3 Zoning: Building heights: 45 feet Lot coverage: 50% Landscape coverage: 10%	C-3 Zoning: Building heights: 75 feet Lot coverage: No 70% Landscape coverage: 15%
C-M Zoning: Building heights: 40 feet Commercial floor area = 1.8 times total site area Mixed-use floor area = 2.7 times total site area, with residential at 1.8 times the total.	C-M Zoning: Building heights: 75 feet Commercial floor area = 1.8 times total site area Mixed-use floor area = 3.5 times total site area, with residential at 2.7 times the total.
Lot coverage: 80% Setbacks: build to front property line up to 15 feet side and rear setback for landscaping or outdoor spaces	No Change



Residential 8 Dwelling Per Acre



Residential 15 Dwelling Per Acre



Residential 20 Dwelling Per Acre

Regional Framework: (Continued)

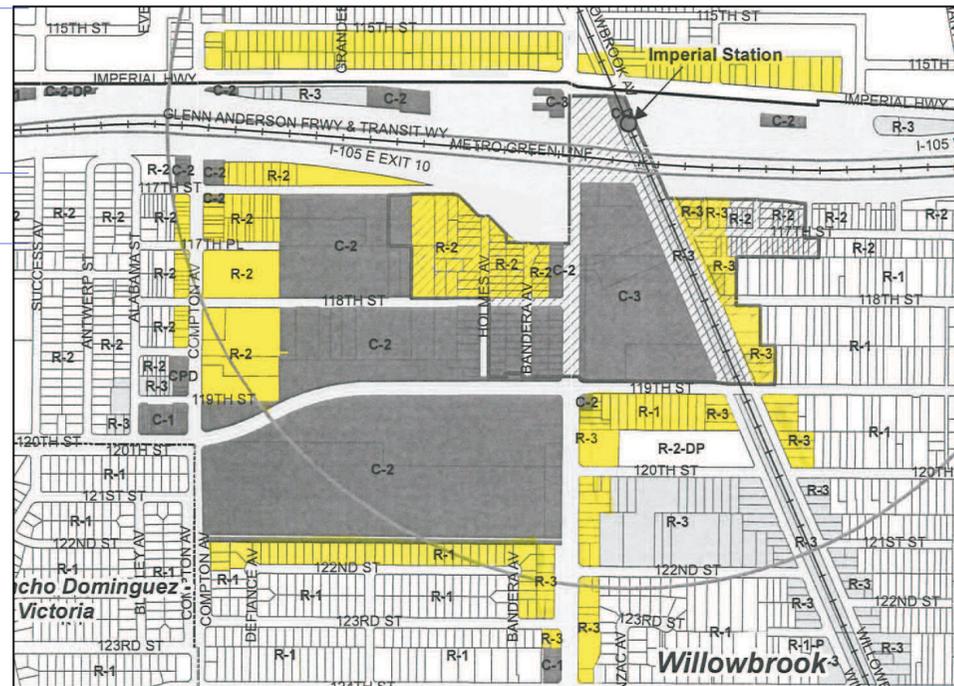
County of Los Angeles Transit Oriented District Designation:	Rosa Parks Station TOD District Proposed Changes:
Parking:	Parking:
40% reduction 60% reduction for child care, colleges, community centers, libraries, restaurants and schools To be screened and located at the rear of the structure	No changes
Pedestrian character: 20% of building façade shall have recessed window and balconies 6 feet wide planting strip separating street from sidewalk	Pedestrian character: 50% of building façade shall have recessed window and balconies 15' wide sidewalks with double row of street trees on major streets (Willowbrook, Wilmington, Imperial and 120th Streets) 12' wide sidewalks with single row of street trees on all other streets
Retail space on 50% of ground floor façade parallel to and facing the streets Clear glass at street level Recessed walk-up facilities Principal building entrance facing sidewalk	Retail space on 80% of ground floor façade parallel to and facing the streets No Change
Roof Design: varied roof profile for buildings longer than 100 feet	Roof Design: no change to profiles. Encourage green roofs at residential development and photovoltaic systems at parking structures
Public Space: Public spaces to encourage pedestrianism and efficient land use ½ to 3 acre sites Sidewalks on both sides of the street with street trees to provide shade canopy Trees in planter strip: 6 feet wide and 30 foot intervals Not less than 15 feet in all areas except residential areas, where sidewalks should be not less than 6 feet	Public Space: Public spaces to encourage pedestrianism and efficient land use for all sites 15' wide sidewalks with double row of street trees on major streets (Willowbrook, Wilmington, Imperial and 120th Streets) 12' wide sidewalks with single row of street trees on all other streets



Residential 22 Dwelling Per Acre



Paseo Colorado, Pasadena CA



Proposed Residential - Zone Area

Environmental Benefits:

Seek opportunities for mitigating environmental impacts of development. Improvements in air quality due to reduced vehicle miles traveled and reduced automobile emissions can also be viewed as a benefit of the TOD. Sites undergoing redevelopment should optimize stormwater management and water quality controls, green roofs, photovoltaic (solar energy) cells and green building practices for redevelopment consistent with revitalization goals.

Economic Benefits:

Create an employment base and encourage commercial revitalization adjacent to transit facilities. Employment uses near transit can provide opportunities for lowered transportation costs for employees. Additionally, housing near transit offers similar transportation savings and opportunities. Opportunities to create new small businesses, including local street vendors, as well as to assist in the retention of existing small businesses should be part of ongoing TOD planning.

Open Space:

Provide publicly-accessible, high-quality, usable open space. Urban pocket parks, community gardens and open space contribute to a community's sense of place. Transit Oriented Development plans should provide opportunities for landscaping and open space such as public plazas, a civic town center and green space and offer a variety of activities such as dining, casual games, recreation, farmer's markets and special events. These spaces should be accessible to the larger community as well as the immediate transit-oriented development area.

Public Facilities and Infrastructure:

Evaluate opportunities to include public facility improvements and services within the TOD area. The County should increase the number of and improve public facilities including schools, parks, libraries, medical center, wellness related facilities, rail security, police, fire and rescue and other publicly owned community facilities within the transit district. Locating public facilities in station areas provides important public services in areas accessible to public transportation and can increase activity within the TOD.

Phasing of Development:

Ensure that projects are phased in such a way as to include an appropriate mix of uses in each phase of development. A balanced mix of residential and non-residential uses should be provided to encourage a critical mass of pedestrian activity. Phasing plans should include a pedestrian and bicycle access plan. Landscaping, open space and Complete Streets improvements should also be phased.



Community Garden



Street Vendors

Sustainability

Sustainability is a broad term that generally means living within the means of what the earth can provide over the long term. A community focus on sustainability and environmental responsibility leads to a healthier environment. These issues can be addressed by shaping the built environment including development patterns, building design and landscaping. Transit is a key element of sustainability and is the basis we can build upon in this process. Encourage community gardens, green roofs, photovoltaic energy and natural lighting in development and throughout the community.

Included within the Master Plan are design elements that protect the environment and are economically viable. Development principles, creating pedestrian friendly streets and incorporating landscape elements are all presented in this report with these goals in mind. In addition, key sustainability elements should be encouraged throughout the community, including:

- Energy efficient design including natural lighting and LED lights
- Photovoltaic cells on rooftops and parking structures (solar energy)
- Green roofs at multi-family residential units



Sustainable Green Roof

Wayfinding Guidelines

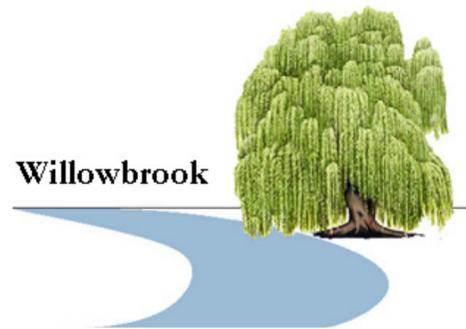
The Rosa Parks Station Master Plan includes a recommendation for a community-wide system of wayfinding signage. This wayfinding system will help guide visitors to key community destinations as well as provide stronger identity for the Willowbrook community.

The goal of the wayfinding system is to create a community brand, such as the Willowbrook logo developed for this Master Plan. Objectives include:

- Creating a quality brand image for Willowbrook which ties the community to its history
- Promoting community destinations and attractions, including the Rosa Parks Transit Station, Metro Blue Line, Metro Green Line, Charles Drew University, Medical Magnet High School and Martin Luther King Jr. Medical Center
- Enhancing the visitor experience and encouraging return visits and use of transit
- Increasing civic pride of all residents for their own community



District Signage Program - Los Angeles



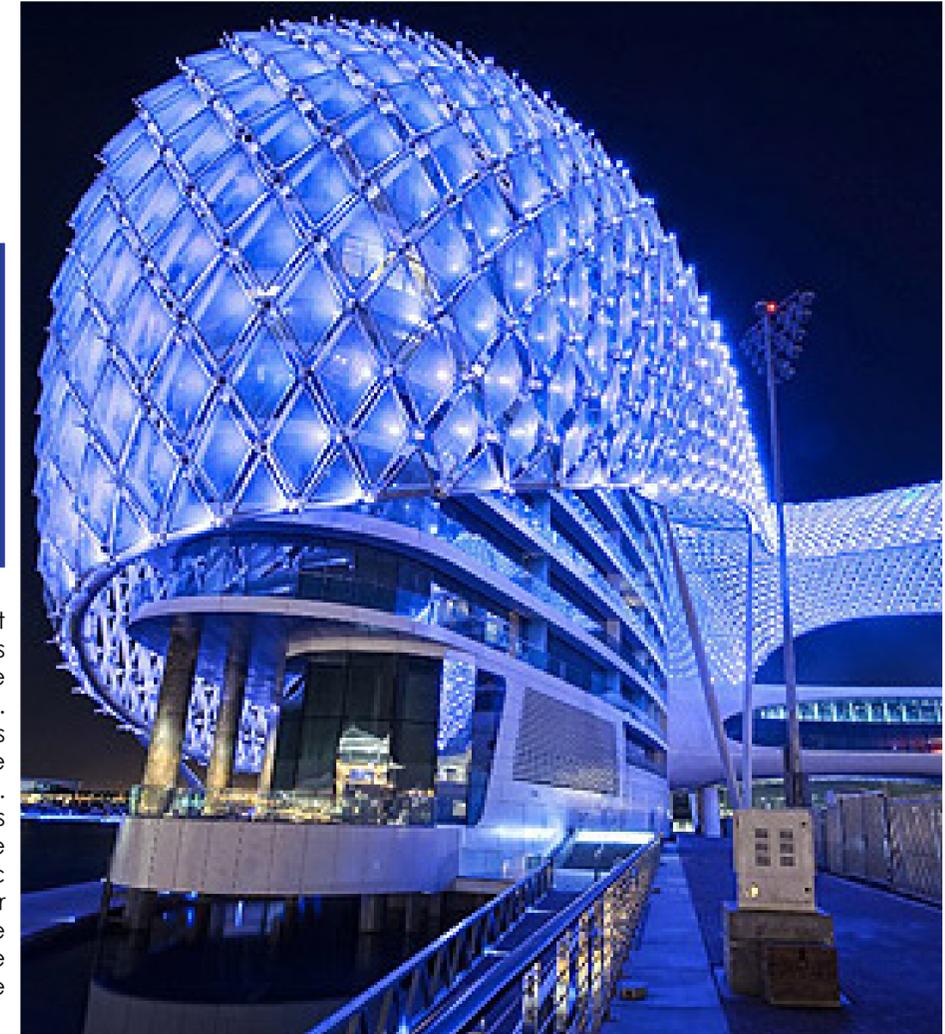
Proposed Willowbrook Logo

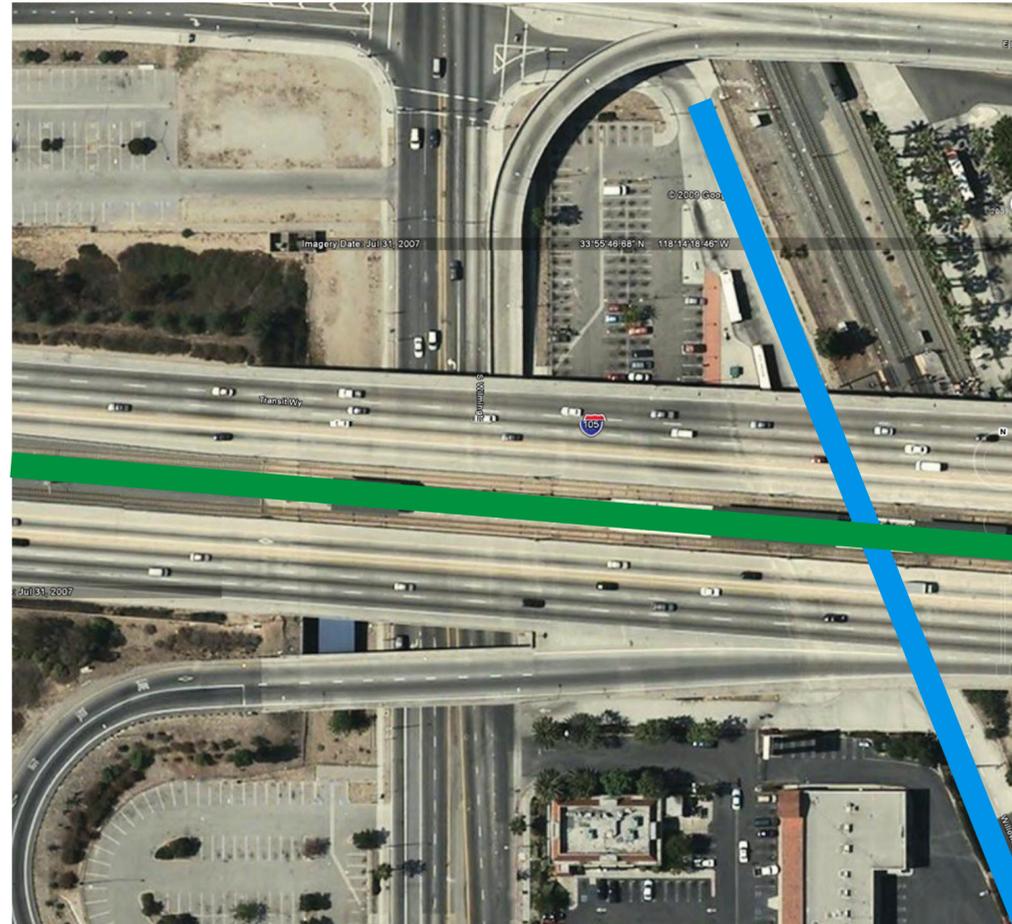
DESIGN PRINCIPLES-STATION

CHAPTER 3

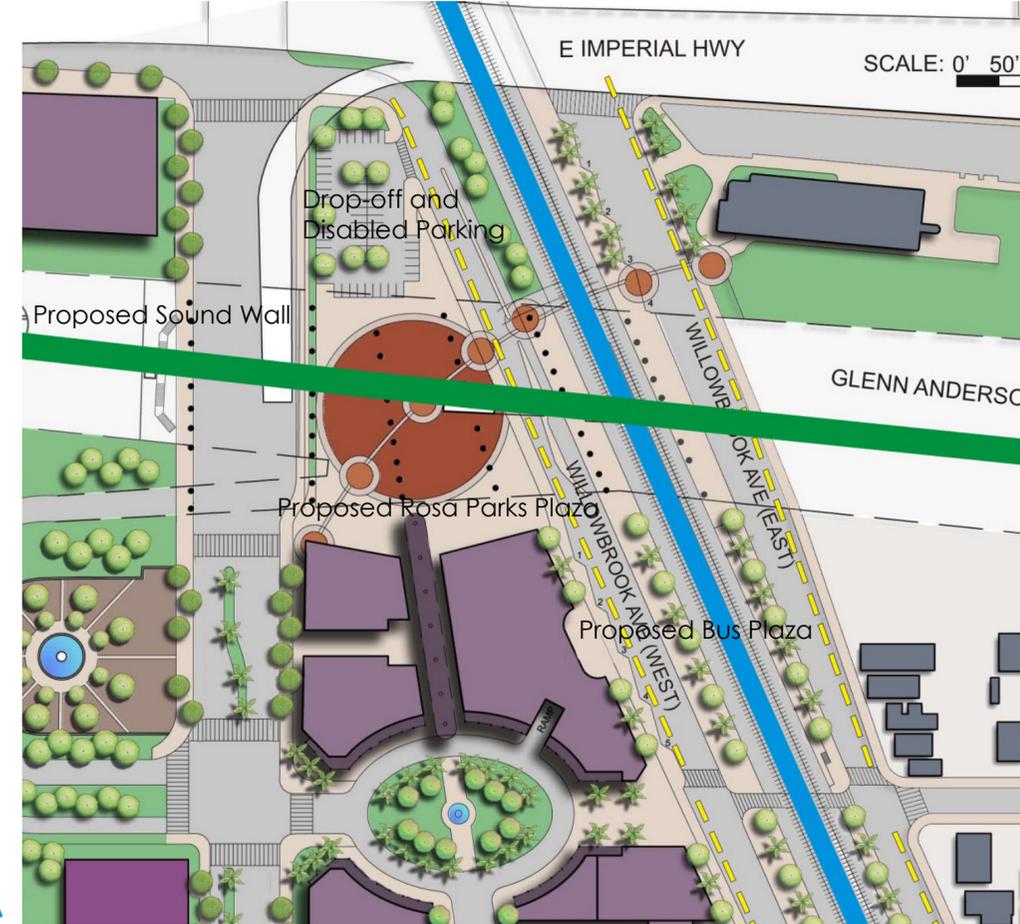
Station Plan Overview

The Master Plan provides a combination of design solutions which will help change the current negative attributes of the Rosa Parks Station into a first class transit experience. These ideas stem from Metro Station Standards, analysis of existing conditions and comments from the community about aspects of the Station experience that they would like to see changed. Rosa Parks Station needs a Station Identity that connects with the community, communicates the importance of transit and provides a quality design. This Station identity will include significant connections with the Station's namesake, Rosa Parks, and her place in history. Primary to the success of the Station transition will be improvements in spaces and paths for pedestrians. These pedestrian connections will start with wide public sidewalks, double rows of street trees, street lighting and furnishings. These connections will lead to a public plaza, the Rosa Parks Metro Plaza, where community and transportation links come together with vendors and a Farmer's Marketplace. A more appropriate pedestrian scale within the Station will be created by lowering the ceiling below the freeway structure. By reducing the height of the space, the Station will begin to feel like a comfortable space, rather than the left-over area under a freeway.





Existing Rosa Parks Station and 105 Freeway



Proposed Rosa Parks/Willowbrook Metro Station Master Plan

Lighting:

Lighting is key to creating a Station that feels safe and accessible. The lowered ceiling will be created by a carpet of lights, a grand expression filling the space with light and color during the day and night. These LED lights will be sustainable, with low energy usage and long life. Daytime lighting can be increased with the use of tube lights, which allow sunlight to reflect through vertical tubes and provides pools of natural light.

Noise:

Noise is a significant issue, both below and at the freeway level. Noise at street level is caused primarily by cars on Wilmington and at the Imperial Boulevard and freeway on-ramp. The transit patron experience at the Green Line platform is diminished by the intense sound of cars and trucks whizzing by. Noise will be reduced in both these areas by the addition of glass and metal sound walls.

Art:

There is art at the existing Rosa Parks Station, including Rosa Parks' benches and playful 'Hide and Seek' metal figures. While the benches and a couple of the metal sculptures are well placed, the sculptures on the freeway columns are remote and inaccessible. In addition to relocating these sculptures, the Plan recommends additional art be added throughout the Station area. To reinforce connections with the community, the artists will be locally based and will encourage community involvement.

Access:

The existing Blue Line platform is accessible from only one point in the Station, which is too narrow to accommodate the number of passengers transferring from the Green Line and the bus plaza. The community has asked for additional access. The Rosa Parks Master Plan includes an extension of the Blue Line platform, south to 117th Street. Pedestrian access across 117th street is added to provide both access to the Blue Line platform and reconnection with the community to the east and west.

Landscaping:

Landscaping and open space are key to creating quality space that the transit community can enjoy. Two existing bus plazas are located on Willowbrook Avenue, separated to the east and west of the Blue Line rail tracks. The west bus plaza is a higher quality space filled with trees, landscaping, vendors, art benches and bus shelters. The east bus plaza, under the freeway, is barren, except for a few art benches. Although the east bus Station is protected from the elements, fumes from buses build up under the freeway. The Master Plan shifts the east bus Station to the south, with adequate space for landscaping and an art filled bus plaza.

Signage:

The final element to tie together the Rosa Parks Station is signage. Metro has established a set of signage standards which will be used to provide convenient wayfinding between the Blue Line, Green Line, buses and shuttles.



Solar powered Light Installation reacts to passing train at MetroLink Station in St. Louis

Station Identity

The Rosa Parks Station suffers from being ‘under the freeway’, which creates a station that is dark, bleak and unfriendly to transit passengers. The design of a station is critical to creating a Station Identity that connects with the community, identifies the importance of transit and provides a high quality transit patron experience. Station identity can be accomplished with four elements: reinforcing entrances to the Station, creating significant design elements within the Station, introducing light and color and honoring the Station’s namesake Rosa Parks.

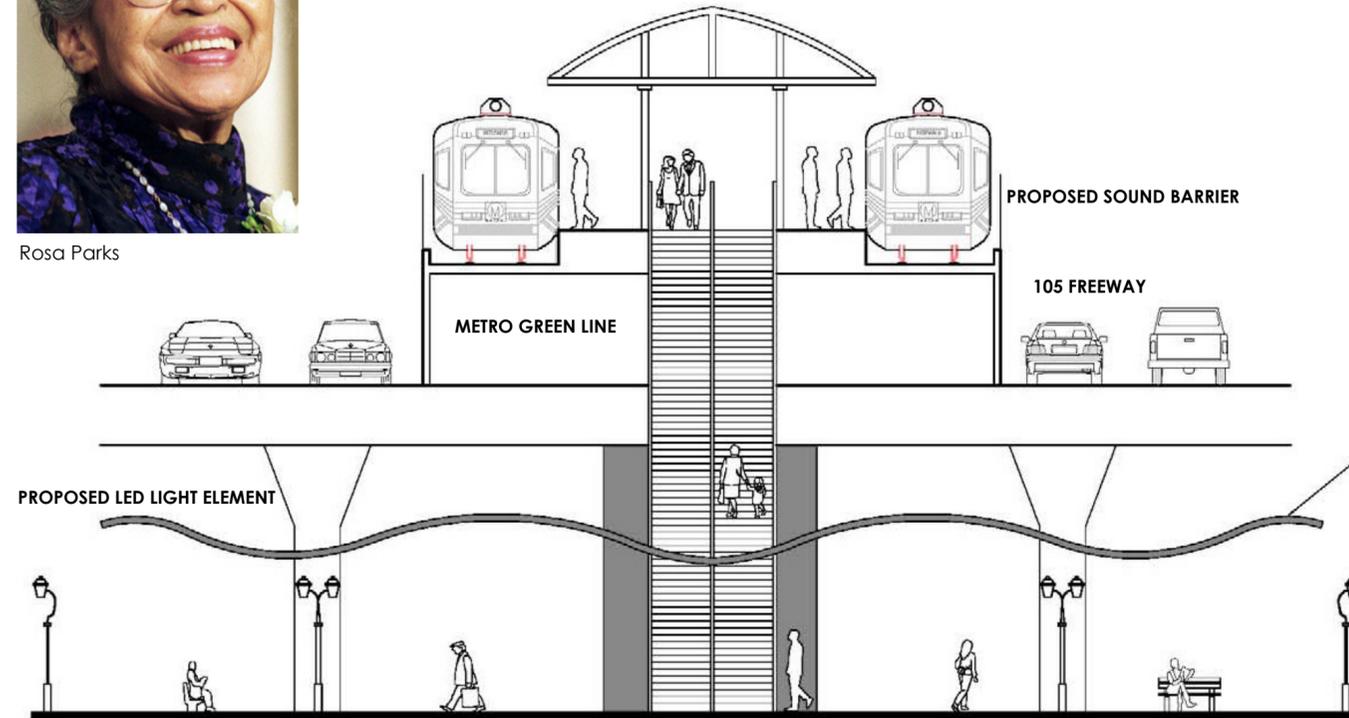
There will be large scale symbols, pictures, artwork and/or signage that commemorate Rosa Parks. Existing Metro standards are a starting point, but not comprehensive. The following design principles will be utilized for the design of Rosa Parks Station:

- Brand Rosa Parks Station as the official name on all Maps and signage
- Emphasize Station entrances with design elements
- Create a design element ceiling, creating a space within the Station
- Establish an iconic lighting ceiling or light feature to create color, light and safety
- Develop stronger connections between all design features to the Station’s namesake: Rosa Parks
- Honor Rosa Parks through art

Station Identity



Rosa Parks



Section Through Proposed Rosa Parks Metro Station

Pedestrian Connections

Pedestrians currently walk through a roadway, busway exit and parking lot to get to Rosa Parks Station from Wilmington or Willowbrook Avenues. Primary to the success of the Station transition will be improvements in open space and pathways for pedestrians. Art and Safety are important pieces to the development of the Station. The streets must be safe for vehicular and pedestrian traffic, but when it comes to transit, the pedestrian needs will be served first. Pedestrian connections start with widened public sidewalks, double rows of street trees and lighting.

- Encourage and facilitate pedestrian activity
- Create strong pedestrian links with Rosa Parks Station
- Create pedestrian friendly and wide sidewalks with street trees
- Create ‘entrances’ to the Station
- Create clear and direct connections to Kenneth Hahn Plaza Shopping Center
- Shift bus traffic to avoid potential conflicts with pedestrians

The Station design should include bike racks, restroom facilities and a “Rest Area” for the transit users.

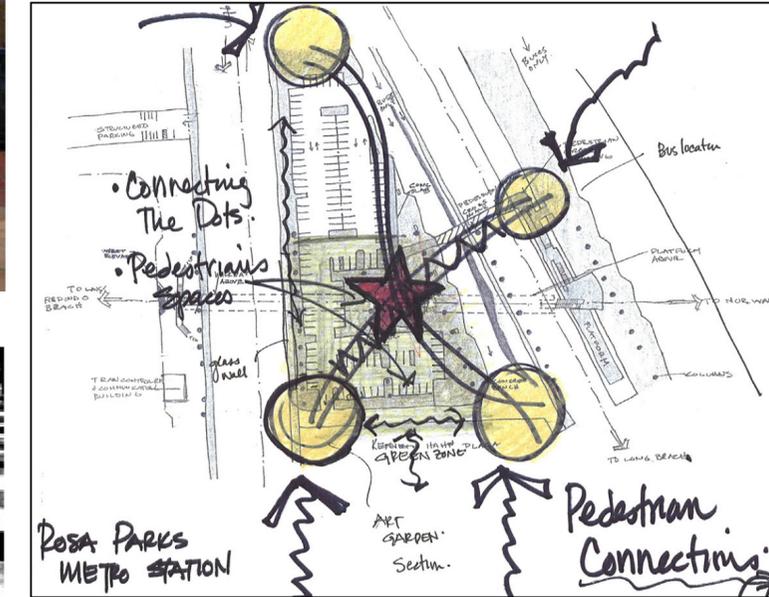
Include a canopy over the Green Line. Include plenty of lighting and art to beautify the Station.



Pedestrian Crossing at Metro Rail Line



Pedestrian Street Crossing



“Connecting the Dots” Pedestrian Connections

Rosa Parks Metro Plaza

These connections will lead to a public plaza, Rosa Parks Metro Plaza, where community and transportation links will come together with vendors and a Farmer's Marketplace. A pedestrian scale within the Station will be created by lowering the ceiling below the freeway structure. By reducing the height of this space, the Station will begin to feel like a more comfortable place, rather than the left-over area under a freeway.

- Use better design to encourage people to utilize and take care of Station
- Create a pedestrian only 'plaza' at the Station
- Relocate parking from under the freeway
- Provide short-term parking and drop-off areas
- Provide structured parking to meet current and future parking demand
- Shift the bus exit (on the west side) to Willowbrook
- Create space for a Farmer's Marketplace and other vendors
- Create space for seating and benches along the Blue Line.



Farmer's Market



California Plaza Public Space

Lighting

Lighting is key to creating a Station that feels safe and accessible. We heard from the community that the Station is "darker in the daytime than at night". The community wants plenty of lighting added to the Station. A lowered ceiling will be created by a carpet of lights, a grand expression filling the space with light and color during the day and night. These LED lights will be sustainable, with low energy usage and long life. Lighting can be increased in the daytime with the use of tube lights, which allow sunlight to reflect through a tube to provide a pool of natural light to the Station below. The lighting Design Principles include:

- Use 'green', sustainable and effective lighting
- Place bright LED lights throughout the Station area to create color and drama
- Create a lighting program which will establish the central feature of Station design and help establish Station identity



Detroit Metro Airport Lighting Effects



Proposed Light Tube at Blue Line Station

Sustainability

Sustainability principles are included in the approach to renovation of the Rosa Parks Station, including energy efficiency, local materials and trades and encouragement of pedestrian, transit and bicycle usage.

- Use sustainable and durable materials and lighting
- Use LED lights for energy efficiency and long life
- Use light tubes to provide natural light within the Station
- Use wind turbines to create electricity for lighting

Noise Reduction

Noise is a significant issue, both below and at the freeway level. Noise at street level is caused primarily by cars on Wilmington Avenue and at the Imperial Freeway on-ramp. The transit patron experience at the Green Line platform is compromised by the intense and constant sound of cars and trucks passing by at high speeds. Noise can be reduced in both these areas with by addition of sound walls.



Proposed Sound Wall at Green Line Station

- Reduce noise at the Green Line Station by installing a sound wall on both sides of the train platform
- Add a sound wall at the Rosa Parks Metro Station Plaza street level to mitigate noise from Wilmington Avenue and Imperial Freeway on-ramp
- Provide a protective element over the Green Line.

Public Art Opportunities

Transit systems around the world use the power of art to transform utilitarian spaces into places that enrich the everyday lives of transit customers. Metro commissions artists to incorporate art into a wide array of transportation projects throughout Los Angeles County. From bus stops to rail Stations, streetscapes to bus interiors, art creates a sense of place and engages transit riders. Existing art at the Rosa Parks Station includes benches honoring Rosa Parks, called 'Pathway to Freedom,' and metal figurative sculptures called 'Hide and Seek'. Our recommendations for art integration within the Station include:

- Create an Art Park with existing 'Hide and Seek' sculptures, bring existing sculptures down to ground level
- Increase the number and scale of public art pieces, using vivid and active pieces to create a regional identity for the Transit Oriented District.
- Create a large mural honoring Rosa Parks. One potential location is the sound wall planned to run parallel to Wilmington Avenue, under the freeway, at the plaza level
- Mandate community participation in art at the Station and use local artists
- Provide additional art and cultural opportunities for engagement of those coming to the station including other public art installations, some temporary and performing arts programs



Artist Roosevelt

Blue Line Access

The Blue Line platform is accessible from only one point in the Station, with access from the Blue Line and bus plaza. The community has asked for additional access. The Rosa Parks Station Master Plan includes an extension of the Blue Line platform to 117th street. Pedestrian access across 117th Street has been proposed to provide both access to the Blue Line and re-connection with the community.

- Increase the number of entrances and exits to the Blue Line platform by creating a new access point at the south end of the platform
- Extend the Blue Line platform to the south and create another entrance/exit at 116th Street
- Provide safe pedestrian crossings at 117th and 118th Streets
- Replace the pedestrian crossing at the Blue Line, within the Station area, to create a safer pedestrian environment



"Hide N Seek" - Artist Joe Sam

Bus Plaza

Two existing bus plazas are located on Willowbrook Avenue, to the east and west of the Blue Line tracks. The west bus plaza is filled with trees, landscaping, vendors, art benches and bus shelters. The east bus plaza, under the freeway, is barren other than a few benches. Although the east bus station is protected from rain, fumes from buses build up under the freeway. The Master Plan shifts the east bus station to the south to address these physical problems and provides adequate space for a landscape and art filled bus plaza.

- Reduce fumes under the freeway by relocating buses
- Relocate the bus plaza on the west side of Willowbrook Avenue
- Create a bus plaza with trees, benches and other amenities on the east side of Kenneth Hahn Plaza Shopping Center facing Willowbrook Avenue.
- Coordinate with Los Angeles County's Willowbrook shuttle bus service.



Rosa Parks Existing East Bus Plaza



Rosa Parks Proposed West Bus Plaza



Rosa Parks Existing East Bus Kiosk

Landscaping and Open Space

Landscaping and open space are keys to creating high quality space that the local community and commuters can enjoy. .

The Rosa Parks Station will be surrounded by landscape and open space. With removal of parking and the bus exit, a new plaza will be created at the Station itself, with landscaping filling the area immediately south of the Station. The proposed Rosa Parks Plaza will be connected to a variety of pathways leading to the community, new development at Kenneth Hahn Plaza and to the sidewalks.

The existing bus plaza along east Willowbrook is a good example of quality space, with palm trees and landscaped areas. The area includes integration of art, lighting, bus kiosks and vendors. The amount of trash and barren dirt in the area is significantly different from (less than) the other station areas without landscaping. The relocated west bus plaza will be an expanded public space with a similar design to the east plaza, with palm trees, art, benches, covered bus kiosks and wayfinding. The community requested that the following issues be addressed.

- Increase the use of trees, flowers and planted areas
- Create public open space for landscaping
- Provide a double row of street trees on the sidewalk on both sides of Wilmington Avenue and 120th Street leading to the Rosa Parks Station
- Provide a landscaped bus plaza
- Create a ‘green’ gateway to the Willowbrook community
- Use willow trees to create a connection with Willowbrook’s history



Landscaping



Community Garden



Farmers Market

Metro Signage

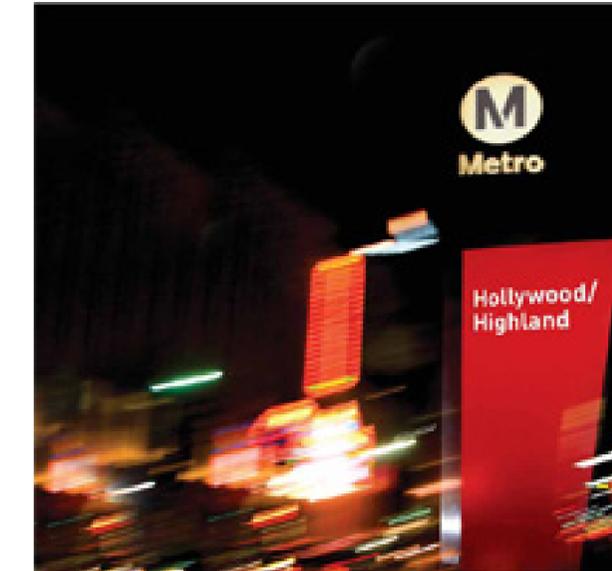
The final element that will tie together the Rosa Parks Station is signage. Metro has established signage standards which can be used to describe convenient connections between the Blue Line, Green Line, buses and shuttles.

Add wayfinding throughout the Station and Station area

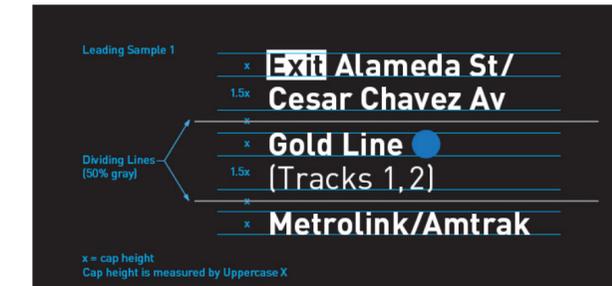
Draw upon Metro standards for signage and graphics



Metro logo



Metro Station Identification



Metro Signage Standards



Design Standards

The following ideas stem from the Metro Station Standards, existing conditions and comments from the community on what they want to see changed.

Metro is in the process of developing design standards for light rail stations.

In April 2009, Metro issued a report which studied non-motorized access at the Imperial/Wilmington Rosa Parks Metro Blue Line rail Station for the City and County of Los Angeles. This report was funded by a Caltrans Community-based Transportation Planning Environmental Justice Grant. “The purpose of the study was to assess existing conditions and make recommendations to improve pedestrian and bicycle access to the Imperial/Wilmington/Rosa Parks Station. Community involvement and input were a key element of the study.”

The report addressed specific areas for improvement: pedestrian crossings, sidewalks, landscaping, lighting, bike lanes and roadway improvements. Non-motorized access improvements are incorporated into the Rosa Parks Station Master Plan and include the following:

Enforce parking violations and install ‘No Parking’ signs

Willowbrook Avenue (south of Station, west side of track)

- Add paved sidewalks and landscaping on the west site of South Willowbrook Avenue
- Add lighting and landscaping to sidewalk
- Paint crosswalks with zebra stripping
- Install double perpendicular ramps for ADA access

Willowbrook Avenue (south of Station, east side of track)

- Pave sidewalk adjacent to fence
- Add lighting and landscaping to sidewalk
- Reduce lane width on roadway

North side of Station (east Platform)

- Add directional signage to bike racks

North side of Station (access point)

- Remove ‘No Walk’ signs



Urban Landscaping

- Add painted crosswalk and curb ramp

West of Station (from Wilmington)

- Widen sidewalk to 15’
- Facilitate future clean up of trash
- Add lighting
- Landscape
- Add signage

North end of Station (east entrance from Imperial)

- Install curb ramp
- Pave sidewalk next to fence
- Add lighting

Wilmington Avenue (at 119th Street, 120th Street and Imperial Highway)

- Build curb bulb-out at crosswalks
- Install ADA ramps at corners (double perpendicular not single ramps)
- Paint crosswalks (and add where missing)
- Install pedestrian countdown signage and extend crossing times
- Add wayfinding signage to Station
- Install bus shelters
- Improve landscaping
- Widen sidewalk on Wilmington to 15’
- Repair exposed utility wiring
- Improve street cleaning and maintenance

Willowbrook Avenue (at 119th Street)

- Build curb bulb-out at crosswalks
- Install ADA ramps at corners
- Paint crosswalks (and add where missing)

- Make dirt path into paved sidewalk

Other recommendations

- Designate Compton Avenue as a “shar-rowed” bike route (arrow-like design painted on roadway to mark a bicycling route) with connections to the Vernon and Florence Station study areas
- Designate Willowbrook as a signed bike route from 109th street to south end of the study area.

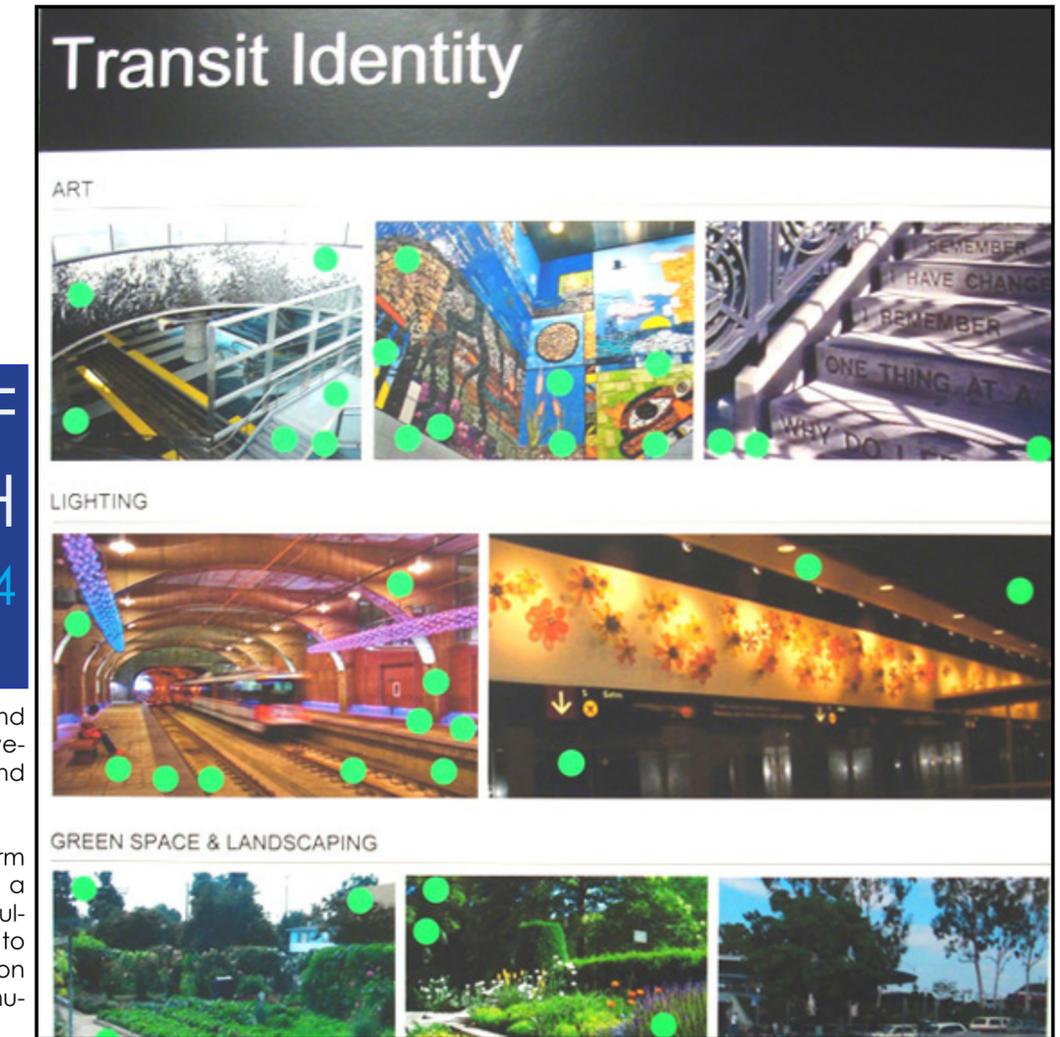


Pedestrian and Bike Paths

SUMMARY OF OUTREACH CHAPTER 4

One of the objectives of our outreach plan was to ensure that design and implementation processes were guided by grass-roots community involvement, based on consultation and feedback with key stakeholders, arts and cultural advisory group members and input from community meetings.

Public participation for this project included community outreach to inform residents and community members of upcoming community meetings, a selection of a representative group of people to work as an Art and Cultural Advisory Group, presentations at scheduled community meetings to obtain input on design principles and a draft plan and a final presentation which will provide an additional opportunity for members of the community to comment.



Community Meeting #1 Image Board

• Community Meeting #2

The second meeting for the Imperial/Wilmington Rosa Parks Transit Oriented District planning effort was held January 9, 2010. Organizations represented at the meeting included East Rancho Dominguez Community Association, Metro's South Bay Governance Council, Los Angeles County Arts Commission, City of Inglewood and the office of Los Angeles County Supervisor Mark Ridley-Thomas.

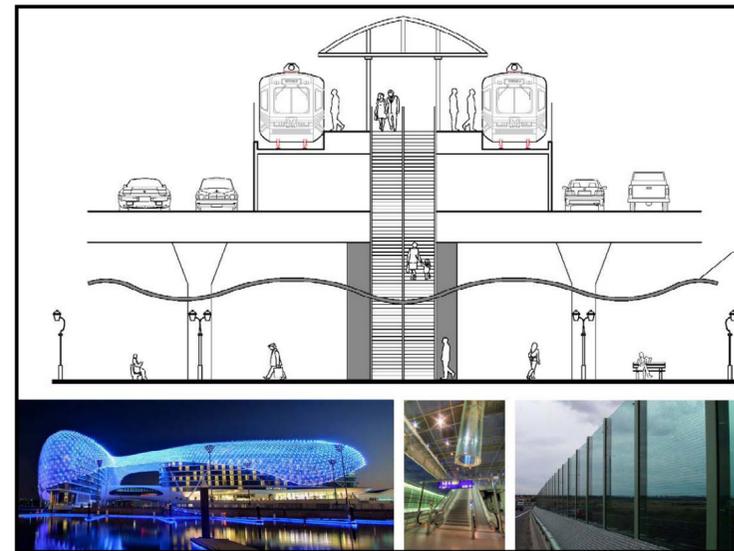
The meeting began with an introduction by Chris Robert and Irv Taylor. Irv Taylor briefly reviewed the purpose of the project and of the meeting. He then introduced James Rojas, who led the group in an "Artistic Urban Design" exercise as a tool to help the community design and explain their vision for a Transit Oriented District in Willowbrook.



Community Meeting #2 Exercise Lead By James Rojas



Community Meeting #2



Presentation Board for Community Meeting #2

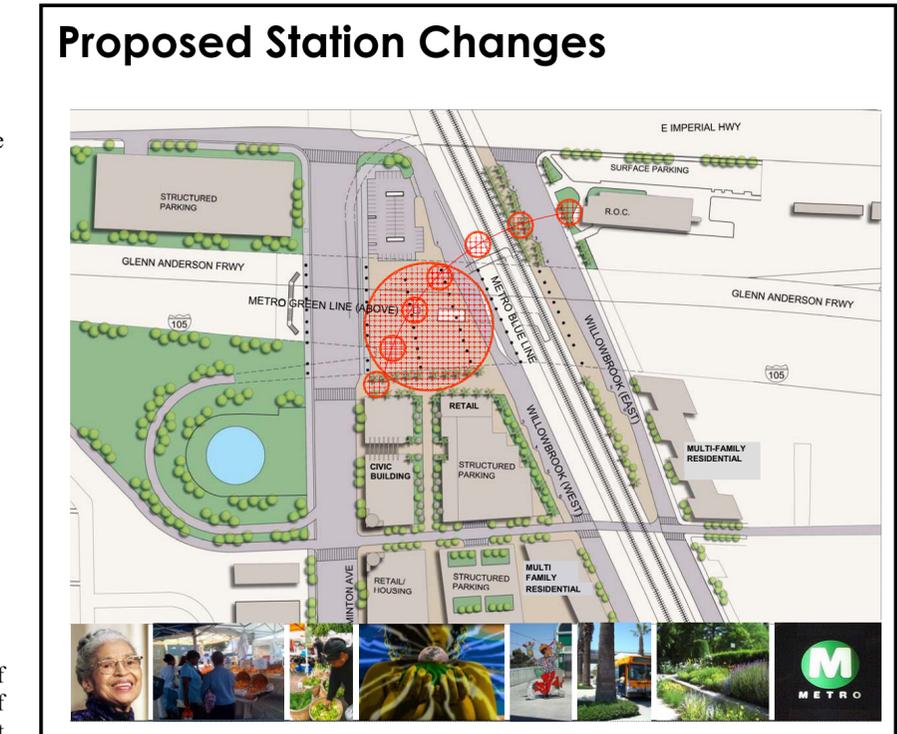
Comments from the attendees at the meeting included:

- Medical Center connection to the transit Station is important.
- The Station design should include bike racks, restroom facilities and a "Rest Area" for transit users.
- There should be seating and benches along the Blue Line.
- Rosa Parks is important. There should be symbols, pictures, artwork and signage that commemorate Rosa Parks under the Green Line Station.
- Include a canopy and sound barrier over the Green Line. Include plenty of lighting and art to beautify the Station.
- Increase flow from transit Station to shopping center.
- Need senior housing perhaps on top of retail businesses.
- Connect Station to the community
- Incorporate plenty of lighting (LED Lighting under the Green Line.)
- Connect educational uses to the community, medical facilities and shopping center.
- Art and safety are important pieces to the development of the Station. The streets must be safe for vehicles and pedestrians.

- Circulation through the TOD is important. The design should show strong accessible routes from the Station to the shopping center and should be attractive for retail use.
- Create elements through the design process that aid in refreshing transit users. There should be restrooms and food venues incorporated into the transit center.
- There should be ample lighting, trees and pedestrian paths that encourage the pedestrians to the transit Station.
- There should be a water element with seating near the Station. A light tower could be placed near the Station to help illuminate the area.
- There should be strong images of Rosa Parks in the transit area. Rosa Parks loved the color blue, there should be blue in the area.
- Include Historical writings and sayings place in and around the transit center from Rosa Parks, Charles Drew, Martin Luther King Jr. and Caesar Chavez.

Metro's Irv Taylor then introduced Roland Wiley, of RAW International, who presented an overview of transit-oriented districts, characteristics of different housing stock and densities, landscaping options, and examples of station improvement opportunities. Mr. Wiley's presentation included descriptions of potential improvements to the Station area that would help improve pedestrian flow and safety. The improvements included realigning the bus bays, moving some of the automobile parking across the

street, and creating a well-lit pedestrian plaza near the existing passenger area. The presentation was warmly received. Participants emphasized the need for additional lighting, increased security and improved accessibility from Wilmington Avenue.



Community Meeting #2 Image Board

Community Meeting #3

The third and final meeting for the Imperial/Wilmington Rosa Parks Transit Oriented District planning effort was held February 13, 2010 at Ronald McNair Elementary School. Forty seven members of the community attended the meeting. The following organizations were represented at the meeting:

- Office of Supervisor Mark Ridley-Thomas
- Los Angeles County Arts Commission
- City of Los Angeles Department of Community Development
- Housing Authority of the City of Los Angeles
- City of Inglewood City Council
- Watts Neighborhood Council
- East Rancho Dominguez Community Association
- Youth Opportunities High School
- Jarvis Senior Center
- Watts Century Latino Organization
- Watts Labor Community Action Committee
- Compton Bulletin

The meeting began promptly at 10 a.m. with an introduction by Chris Robert, of the Robert Group. She introduced Roland Wiley, of RAW International, who presented an overview of the conceptual plan, discussed the development of the plan and identified next steps, which were all well received.

Participants were invited to provide comment and feedback regarding the conceptual plan. Participants emphasized the need for additional lighting, increased security and improved accessibility from Wilmington Avenue. Many in the audience stressed the need for the improvements to take place in a timely manner.

The majority of the discussion focused on increasing the sense of security in and around the Station, as well as using the over all project to help stimulate the growth of jobs and commerce around the Station.

At the conclusion of the meeting, Roland explained the plan would be presented to the Metro Board of Directors for approval, and that community participation at the Board meeting will be key to maintaining the project's momentum. The date of the Metro Board of Directors meeting is unknown.

Willowbrook Transit Oriented District



Community Meeting #3 Presentation Handout

Proposed Station Improvements Plan



Community Meeting #3 Presentation Handout

Transit Oriented District

The Rosa Parks Metro Station is uniquely located in a multi-jurisdictional area including Los Angeles County unincorporated, Los Angeles City and the City of Compton. Positioned at the entrance to the Willowbrook community, the Rosa Parks Metro Station has the opportunity to serve as an active and vibrant gateway village. A transformative Station design has the opportunity to provide an identity for the Willowbrook community.

The unique history of Willowbrook and the rights of the people who live there to retain their culture, must be embraced and respected. Increased land utilization can serve to empower the community in terms of employment and quality of life. Guidelines must be established to ensure that new development maintains respect for the existing scale and context of Willowbrook. We will identify the housing, retail and development typologies that are appropriate for the Willowbrook community.

The purpose of the Master Plan for the Imperial/Wilmington/Rosa Parks Metro Rail Station (Rosa Parks Station Plan) is to recommend specific improvements for the Metro Station and to set goals for the surrounding area as a Transit Oriented District. The Rosa Parks Station Plan has been prepared for Los Angeles County Metropolitan Transportation Authority (Metro) through a Caltrans Community-Based Transportation Planning Grant. The development of a Master Plan for the existing Rosa Parks Metro Station is intended to help improve transportation services in the Station area and to facilitate appropriate transit-oriented development. Among the desired outcomes is the development of a series of transportation-related improvements and creation of a cohesive pedestrian environment focused on the transit Station area.



Community Meeting #3 Presentation Handout

Art and Design Advisory Board

Important to consider in the development of this plan are the history, culture and artistic aesthetic of the people who live and work in the surrounding area. Art and cultural considerations provide a dynamic, rich and visually appealing lens through which to view, and gather information about, the community. Additionally, aesthetic and cultural considerations will be paramount in the implementation of the Master Plan for the Station.

To this end, a key component of the planning process has been the creation of an Art and Design Advisory Board to ensure a diverse and broad range of community representation. This group of community stakeholders lives or work in the area and is active locally. In addition, members are knowledgeable about neighborhood history, art and cultural practices. Requirements for participation in this group included:

- Reviewing and commenting on a profile of the community
- Assisting in the design of community meetings
- Working as part of a team to facilitate community visioning sessions
- Attending regular meetings from September 2009 through February 2010
- Contributing ideas, insights and connections
- Providing art and cultural input to the improvement and TOD plan

Art and Design Advisory Board Members included:

GUILLERMO AVILES-RODRIGUEZ, artist director of the Watts Village Theater Company and Community College Professor, was born in Compton, California, and raised in Watts. A graduate of the University of Utah conservatory Actors Training Program and the prestigious MFA program at the University of California San Diego, he has served in a variety of artistic roles including assistant director of the La Jolla Playhouse Summer Theater Program and collaborated with some of the world's best known and most respected theatre professionals, i.e., Athol Fugard, Augusto Boal and Jorge Huerta. In addition, he has taught at Jordan High School in Watts and now teaches young people at Los Angeles Mission College.

ROZINIA CHARLES has lived in Willowbrook for over 50 years and possesses a deep knowledge of the area. She has been active in the community for much of the time she has lived there and worked alongside Kenneth Hahn to develop the plan and generate support for the creation of Martin Luther King Jr. Hospital.

CHARLES DICKSON, award winning African Diaspora Sculptor, has continued the legacy of artistic excellence by sculpting in Rare Hardwood, Stone, Bronze, Lucite, Plastic and other materials. Throughout his career, he has created a wide variety of works reflecting his African Ancestry and his African American identity. Dickson expanded his identity to include public artist with the "Mariposa" Metro Rail Station on the Green Line. For the past 35 years the Charles Dickson Studio in Compton has produced a constant stream of artistic treasures.



Artist - Charles Dickson

LOU MITCHELL has been an active member of the Watts community for over 30 years. She has held paid positions in a variety of roles in the Los Angeles Unified School District, but her most important work includes roles on Watts-LA Neighborhood Council and Metro's South Bay Sector Governance Council. In addition, she is a proud user of the Metro transit system.

JANINE WATKINS is currently a consultant at Watts Labor Community Action Committee (WLCAC) using her expertise in culture, business management and community activism to further the mission of the organization. Prior to this position, she ran WLCAC's highly successful landscaping business, part of a portfolio of business endeavors that this Watts-based non-profit has engaged in to promote economic opportunity in the area. Ms. Watkins has additionally been very involved in the development of the cultural focus at WLCAC and the positioning of Watts as a cultural destination in Los Angeles. She is also an active volunteer with a focus on bettering opportunities and quality of life for residents of Watts and surrounding communities

WILLIE MIDDLEBROOK was raised in Compton and received his Associate of Arts degree from Compton Community College. He considers his digital "photographic paintings" to be collaborative endeavors between his subjects and himself. His use of digital collage allows him to make poetic connections between specific images and abstract ideas, such as love, death, hope and dreams. He has received numerous awards including two Visual Artist Fellowships in photography from the National Endowment for the Arts as well as a Getty Trust Visual artist Fellowship and a Brody Individual Artist Fellowship from the California Community Foundation. He also is an active public artist having worked with Metro on two stations as well as many other public commissions. As an educator, he has taught at Cal State University of Los Angeles, Santa Monica College, Los Angeles High School for the Arts and El Camino College Compton Community Educational Center (formerly Compton Community College).



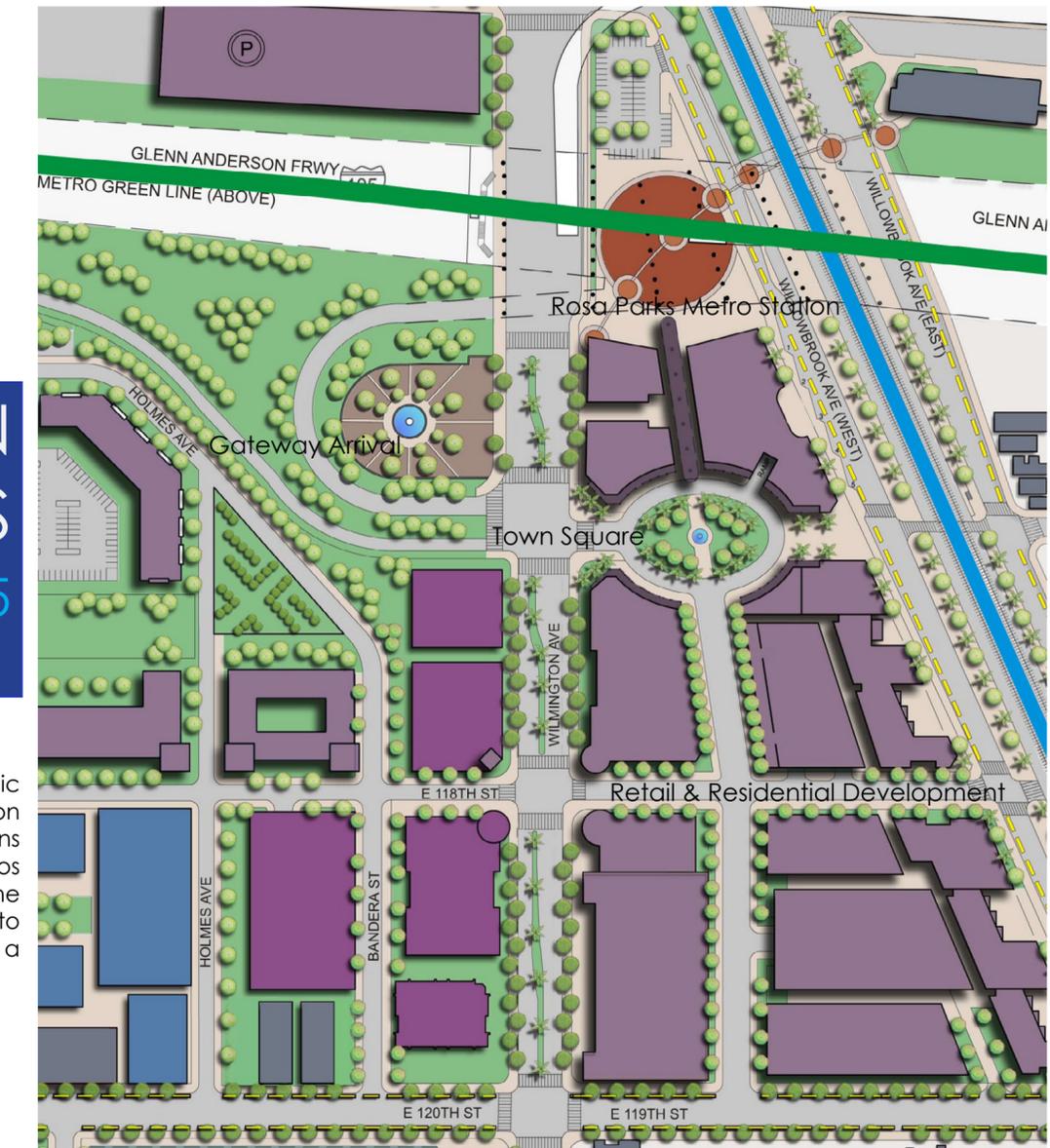
Artist - Willie Middlebrook

IMPLEMENTATION STRATEGIES

CHAPTER 5

A Vision for 2030

The Rosa Parks Station area has the potential for economic development far beyond the implementation of much needed Station improvements. In actual terms, this station provides rail connections to virtually all of Los Angeles major transit systems including the Los Angeles World Airports, Union Station and all of Metro's rail lines. The regional connectivity of this station, in addition to its proximity to major activity generators, demands a strategic vision to implement a plan for a Transit Oriented Development District.



Rosa Parks station Master Plan Detail

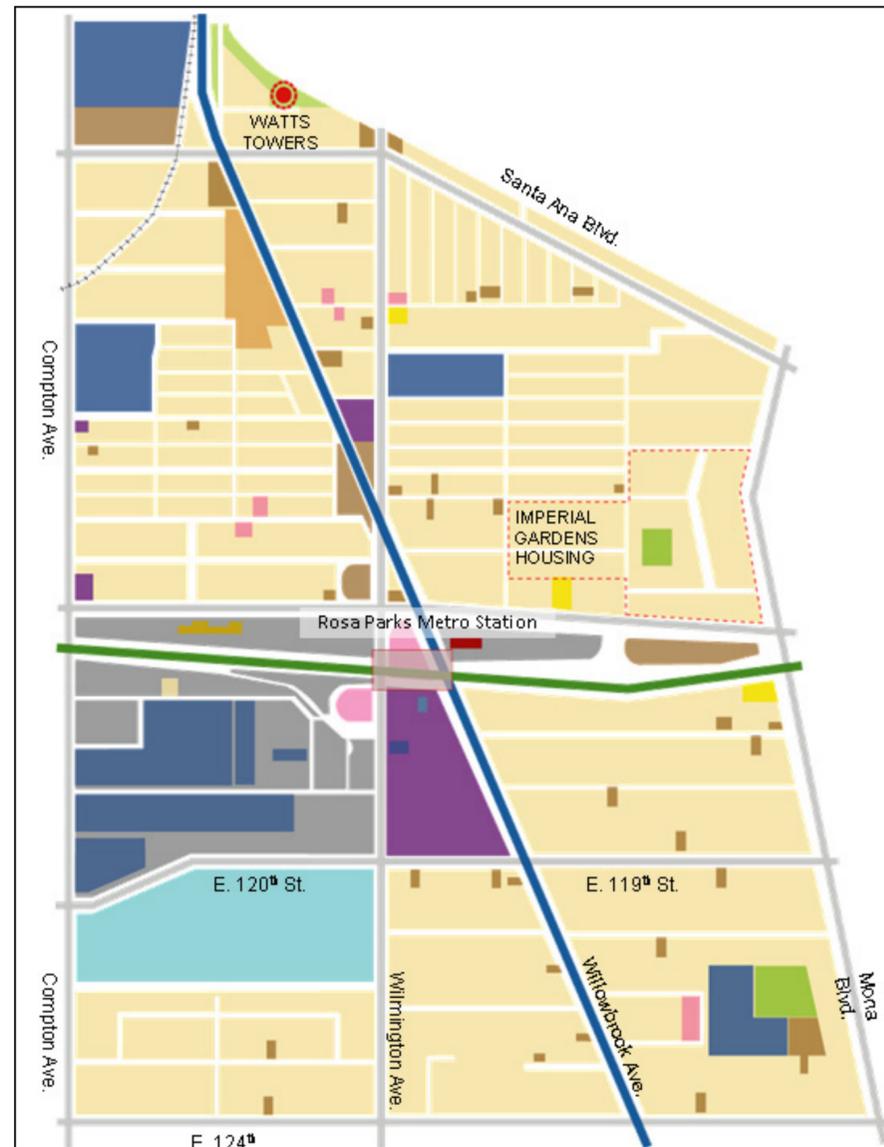
In establishing an economic development strategy for the Rosa Parks Station area, there must be first a 20 year vision for the community. This 20 year vision reflects the reality of the time required to fund, design, construct and implement transit improvements and a Transit Oriented District Master Plan. This vision also identifies the socio-economic trends of the 21st century, which are the programmatic parameters of the implementation strategy.

The concept of Transit Oriented Development as a catalyst for economic development in historically under-served urban areas is not new, but it is perhaps the first time that this has become a viable alternative. The over-arching issue of the economic development strategy is to empower the community through catalyzing extensive development through the use of market forces. Empowerment will leverage transit investments to provide opportunities to improve the economic well being of the residents and existing businesses. New development around station areas, in and of itself, is not a viable strategy unless specific steps are taken to ensure that local residents and businesses participate in the development and share in the returns on this investment.

Another issue is the promotion of the Rosa Parks station and the Willowbrook area as viable locations for public and private investment. Several significant features of the corridor have been identified that make it uniquely feasible for investment. These include access to Martin Luther King Jr. Medical Center and access to transit centers (LAX-Union Station, Blue and Green Line). A key component of the implementation strategy must be the promotion of the station area as a Transit Oriented District by public officials.

As we enter the second decade of the new millennium, we are confronted with an unprecedented level of global inter-connectedness, facilitated by the proliferation of electronic media, the application of universal technology and the flow of capital and international trade. This has influenced the phenomenal growth of our cities. Challenges to existing infrastructure and increasingly limited natural resources, are the most conspicuous reminders of the demands that our new communities must meet.

The intention here is to explore the trends of the new millennium and distinguish those urban interventions that are crucial in shaping a physical environment.



Overall Land Use Map

The trends that affect the Rosa Parks and Willowbrook Station Area relate to the following:

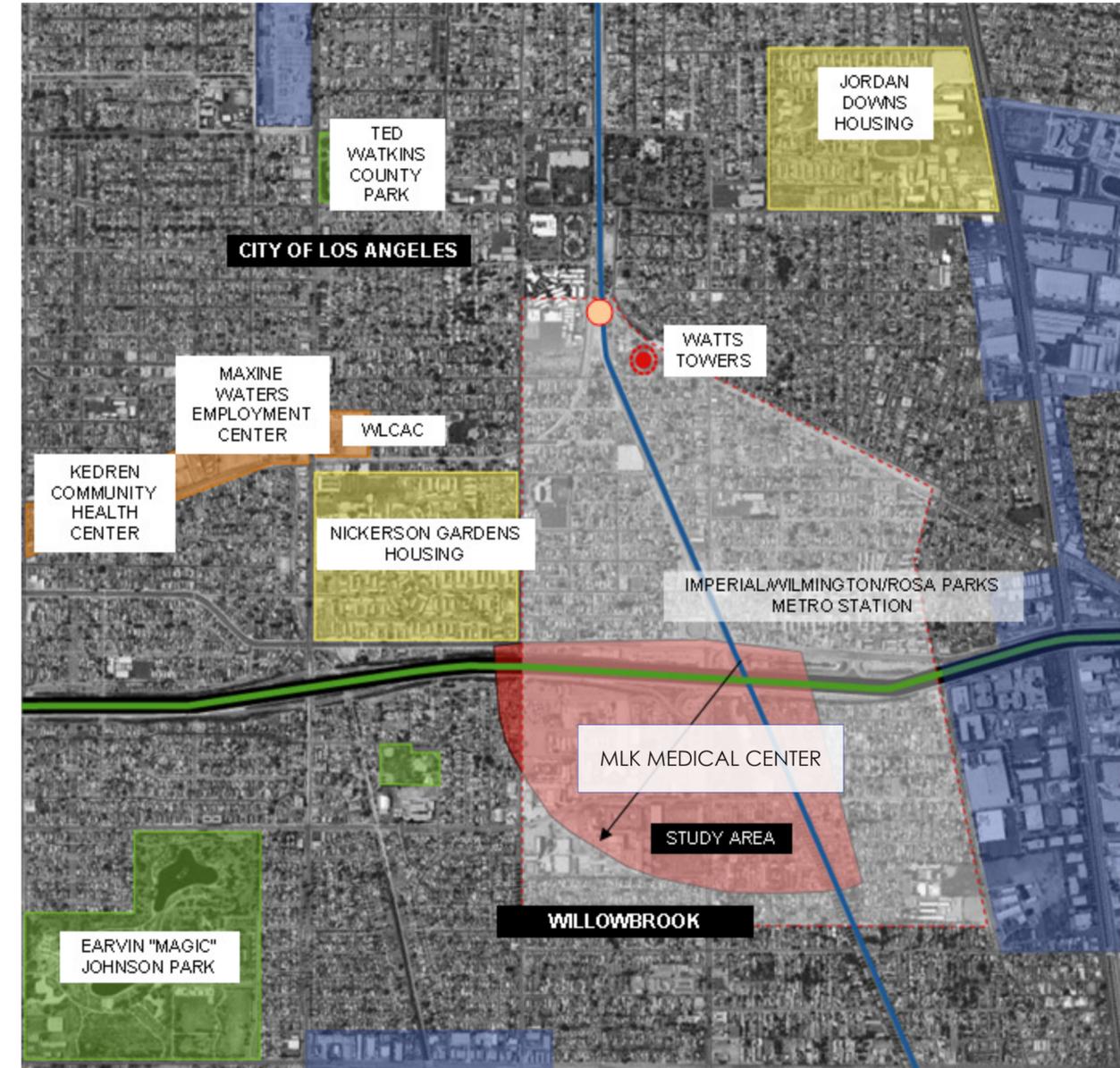
Demographic Changes: The situation in Rosa Parks/ Willowbrook area is similar to the growth of our urban populations elsewhere. Specifically, this growth is characterized by the growing Latino base and the predominance of larger extended families, with limited incomes. Inexpensive public transportation is necessary for their mobility.

Economic Changes: The monopoly of the marketplace has distinctively overtaken the restraint and order of governmental guidance. This has resulted in the downsizing of government and their movement to concentrated Central Cities. The growth of communities is sustained largely by commercial-retail enterprises and the growth of entertainment complexes.

Public-Private Partnerships: Limited government spending must be used effectively to stimulate the growth of the marketplace, the economic engine of the development train. The Joint development partnerships between Metro and private developers in Hollywood is one good example. The station-area development within the station area can be shaped by such partnerships.

Cyberspace in the Electronic Age: The development in communications and the Internet has resulted in the phenomenon of telecommuting. There is significant potential of taking advantage of Internet base businesses in the station area.

Environmental Consciousness: The growing interest and concern for the environment has resulted in major shifts in the development of alternative fuels, solar and wind power, as well as investment in public transit. The trends in commuting and preserving fuel can easily be addressed by the development of densified housing and commercial/retail venues at the station area.



Willowbrook Study Area & Local Influence

Phased Development

A number of mechanisms must be in place in order to implement the Transit Oriented District Master Plan. The following outline delineates a methodology for implementation of the Rosa Parks Station Area. The notion of the phased development is based on strengthening the heart of the station area and then expanding out. Land must be strategically planned so that further expansion of land is possible once the transit investment is implemented. Thus plan for the future and implement now.

- **Inventory of Assets:**

A. Preparation of an inventory of assets that comprises the (4) zones identified in the Master Plan, these include:

1. Zone 1: (Healing) – Martin Luther King Medical Center
2. Zone 2: (Learning) – Charles Drew University King/Drew Medical Magnet High School, Compton Unified Elementary School
3. Zone 3: (Transit Oriented Living) – Blue Line Transit Station, Green Line Transit Station, Kenneth Hahn Plaza
4. Zone 4 : Local Businesses

B. Prioritize those areas that have the most crucial assets and the potential to be developed further as station areas.

C. Determine immediate needs of the station area. Include needs such as housing, goods and services, recreation, traffic requirements and so forth.

- **Programming of Asset Development:**

Coordination with the major stakeholders is critical to the implementation strategy. Opportunities for consolidation/sharing of facilities such as recreation, open space, and parking should be identified to maximize the efficiency of available land.

- **Development of the Assets:**

Develop the areas with economically realistic plans but maintain room for significant growth. In the next decade or two, the additional influx of transit investment dollars and subsequent investments will result in increased development beyond the initial planned development and must be accounted for.

- **Funding Strategy:**

Current funding strategies for transportation improvements are primarily dependent on MTA's transit investment. If the Rosa Park Station Area is able to project itself as an integrated land use and transit project then a whole series of other funding opportunities become available. These include federal, state, regional and local funding options. In particular, the project is eligible under the Federal Livable Communities Initiative for support in complementing the transit funding for sustained community growth. It is prudent to identify sources that may be utilized for Land use improvement or for Transit system funding opportunities.

- **Enlist Public Agencies and Officials to Promote the Corridor:**

Promote Rosa Parks Station Area as a viable venue for retail and entertainment. Cite recent examples – i.e. private developers in Hollywood. Develop a succinct Economic Development Plan, Clearly articulate the potential of the corridor. Enlist public officials to assist in identifying non-traditional funding sources. Establish and organizing Economic Development theme for the Rosa Parks Station Area as a health and wellness center.

Enlist and Empower the Community in Implementation:

For each of the three main groups that will make the implementation possible, outline the goals and the results of the proposal. In brief, they are the following:

Resident

Improve access to employment centers outside the Station area and increase employment centers within the station area. Provide equity sharing opportunities for new development. Provide affordable housing opportunities. Create Station area development that stabilize or increase property values. Provide job training and employment opportunities during design and construction. Improve the existing quality of space.

Local Businesses

Recognize existing businesses as the foundation of the revitalized small business infrastructure. Nurture existing viable business for growth. Provide business planning and access to financial management and computer technology. Utilize existing economic development corporations to develop Station areas.

New Businesses

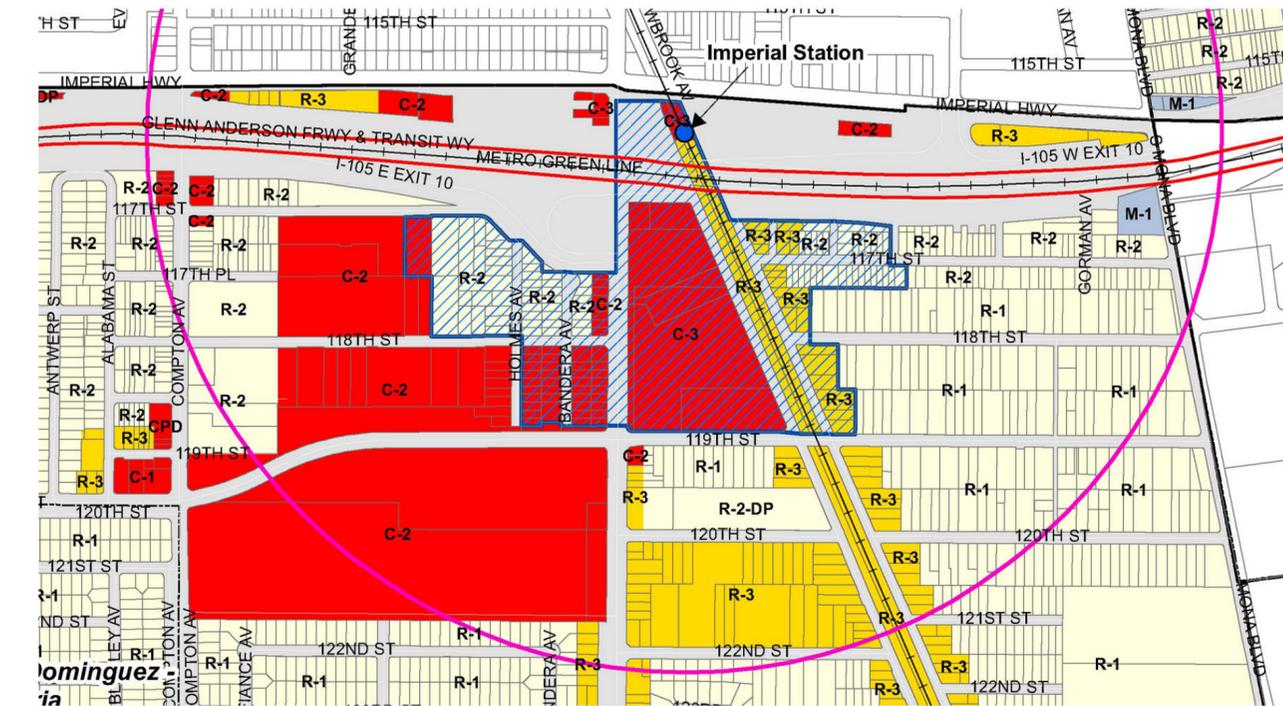
Identify new business opportunities with the focus of health and wellness, including business to support Martin Luther King Jr. Medical Center. Provide incentives for new business to locate in the corridor and assist with infrastructure improvements and tax incentives. Encourage locally based incubator businesses



Paseo Colorado Mixed-use Development in Pasadena



Urban Retail Development in West Hollywood



Urban Retail Development and proposed up-zoning

Demographic Goals

Demographic goals for the Willowbrook community include an increase in transit use, increase in residential units available, increase in job opportunities and increase in education opportunities. The goals for 2030 include:

- 50% of residents using public transit
- 50% of residents residing in the Willowbrook Community for over 10 years
- 25% of residents who have relocated to Willowbrook in the past 10 years
- 25% of residents K – 12 school age
- 25% of residents active seniors
- 75% of residents with a High School Degree

Community Maintenance District

The Willowbrook Maintenance District (WMD) should be created as a non-profit business organization that creatively plans, manages and develops Willowbrook as a unique, authentic and vibrant downtown experience. The WMD should contract with the County of Los Angeles to manage the Willowbrook Business Improvement District (BID). The BID will enhance the basic County services by funding district-wide security, marketing and maintenance programs to provide a clean, safe vibrant downtown experience. All operations should be financed through annual tax assessments on privately owned commercial property. This organization should be led by a cross section of Willowbrook stakeholders and managed by professional staff. This includes merchants, tenants, property owners, residents and County management, led by volunteer directors. Geographic boundaries of the BID should be the Willowbrook community.

The Management District will be:

- The caretaker of Willowbrook’s public spaces
- A destination marketer
- A public policy advocate for Willowbrook
- A center city housing and transportation advocate
- An information source
- A special events producer



Community Maintenance District in Downtown Los Angeles



Economic Development

The purpose of an economic revitalization zone is to create sustainable economic opportunities within the Transit Oriented District to create jobs and business possibilities for local artists, vendors, residents, merchants and service professionals. Creating an economic revitalization zone consists of:

- Identifying sustainable economic opportunities as identified under Economic Revitalization Zones and the Office of Economic Development (OED) that encourages government participation through grants or other funding that creates an environment that encourages innovation, rewards risk-taking and promotes equal opportunity.
- Encouraging and supporting comprehensive approaches to community and economic development that emphasize local initiatives, private sector opportunities and self-sufficiency. The economic development programs will be designed to serve as a catalyst in spurring new private sector investment and job creation in communities struggling to secure the benefits of the new economy.
- Developing programs that will support sustainable economic development strategies that leverage investments from other public and private sources in order to ensure the long-term viability of local economic development efforts.
- Creating opportunities for residents and private agencies and organizations to invest in their community.
- Creating Landscape Maintenance Districts that encourage community based agencies to maintain green belts, open spaces, parkways and site amenities specially designed for the TOD
- Creating opportunities for local artisans to design and fabricate site amenities used as street furnishings, light standards, banners and signage.



Housing Construction

- Martin Luther King Medical Center will be transformed into a nationally recognized hospital for wellness, including AIDS research, diabetes research and high blood pressure research. Ancillary businesses will be located to support and augment the hospital and focus on wellness
- Up-zoning will allow construction of multi-family residential units to accommodate the anticipated population increase in Willowbrook.
- New retail development will serve a historically underserved population, in addition to the new residents.

Urban design principles will encourage development, including requirements for buildings extending to the sidewalk and multi-use buildings with mixed residential, retail and parking.

Rosa Parks Station will be leveraged to transform the community into a safe, vibrant, active regional center, accommodating more than 35,000 transit patrons per day.



Farmers Market



Landscaping Maintenance

Related Regulations and Reports

Following is a summary of regulations and background reports which relate to the Willowbrook area and Transit Oriented Districts.

1. Transit Village Development Planning Act of 1994
2. Global Warming Solutions Act of 2006 (AB 32)
3. Redesigning Communities to Reduce Greenhouse Gases (SB 375)
4. Urban Land Institute's Technical Assistance Report, November 2009
5. Metro Non-Motorized Access Plan, April 2009

Each of these reports is summarized, as it relates to the Transit Oriented District. The analysis includes:

1. Transit Village Development Planning Act of 1994: The Government Code Section 65460 designates Los Angeles County as an area for new and expanded rail transit systems. Transit ridership draws from a ¼ mile radius of rail transit stations. The Code Section provides for a Transit Village Plan, that includes:

- A neighborhood centered around the transit station
- Mix of housing types
- Other land uses (retail, civic, day care and libraries)
- Pedestrian and bicycle access and pathways
- Intermodal services

Public benefits will be demonstrated, including:

- Reduced traffic congestion
- Improved air quality
- Increased transit revenue
- Increased supply of affordable housing
- Redevelopment of depressed inner-city areas
- Live travel options for transit dependent groups
- Infill development
- Safe, pedestrian friendly environments
- Sale of goods and services at transit Station
- Job opportunities
- Use of existing infrastructure
- Increase in sales and property tax revenue
- Reduction in energy consumption

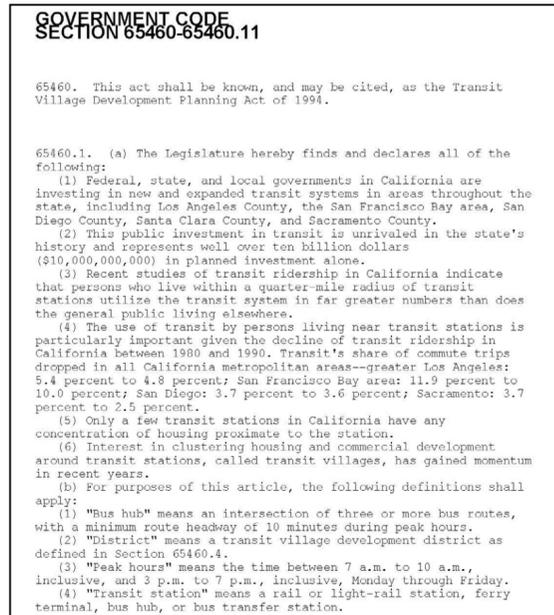
A 25% density bonus may be allowed. A Transit Village development district shall include all the land within ¼ mile from the outside boundary of the transit station.

Los Angeles County is eligible for transportation funding and will provide assistance in expediting permits. A Transit Village Plan will be prepared

and adopted in the same manner as a General Plan. The Transit Village must be consistent with the General Plan.

2. Global Warming Solutions Act of 2006 (AB 32): The goals of AB 32 include a 1/3 reduction in use of fossil fuels by 2020. Resulting goals are to increase clean technology jobs, improve energy efficiency, encourage conservation, create green buildings and neighborhoods, improve air quality and provide options for fuel choices. The Air Resources Board will be responsible for monitoring and reducing emissions:

- Statewide emissions cap for 2020
- Mandatory reporting
- Plan to reduce emissions by January 2009
- Adopt regulations by January 2011



Transit Village Act

3. Redesigning Communities to Reduce Greenhouse Gases Act (SB 375): This act is known as the anti-sprawl initiative. Regional planning agencies are given the task of developing sustainable communities' growth scenarios. The bill includes regulations and incentives to encourage more compact new developments and transportation alternatives. A Sustainable Communities' Strategy will be comprised of a Regional Transportation Plan and regional greenhouse gas reduction targets. Regulations include:

- Create regional targets for greenhouse gas reductions, tied to land use
- Require regional planning to create a plan to meet those targets
- Require regional transportation funding decisions to be consistent with the plan
- Consider together regional transportation and housing planning
- New CEQA exemptions for projects that conform to new regional plans

Reduction targets for emissions will be established by September 30, 2010, with the goal to change growth patterns to reduce overall driving. Any zoning changes due to the link between transportation and housing planning must include **density and development standards.**

The Regional Planning Agency will identify special corridors and infill opportunity zones. Guidelines for disbursement of transportation funding include travel demand models with criteria for travel and induced land development, split modes of transportation, proximity of residential uses to employment centers and parking charges.

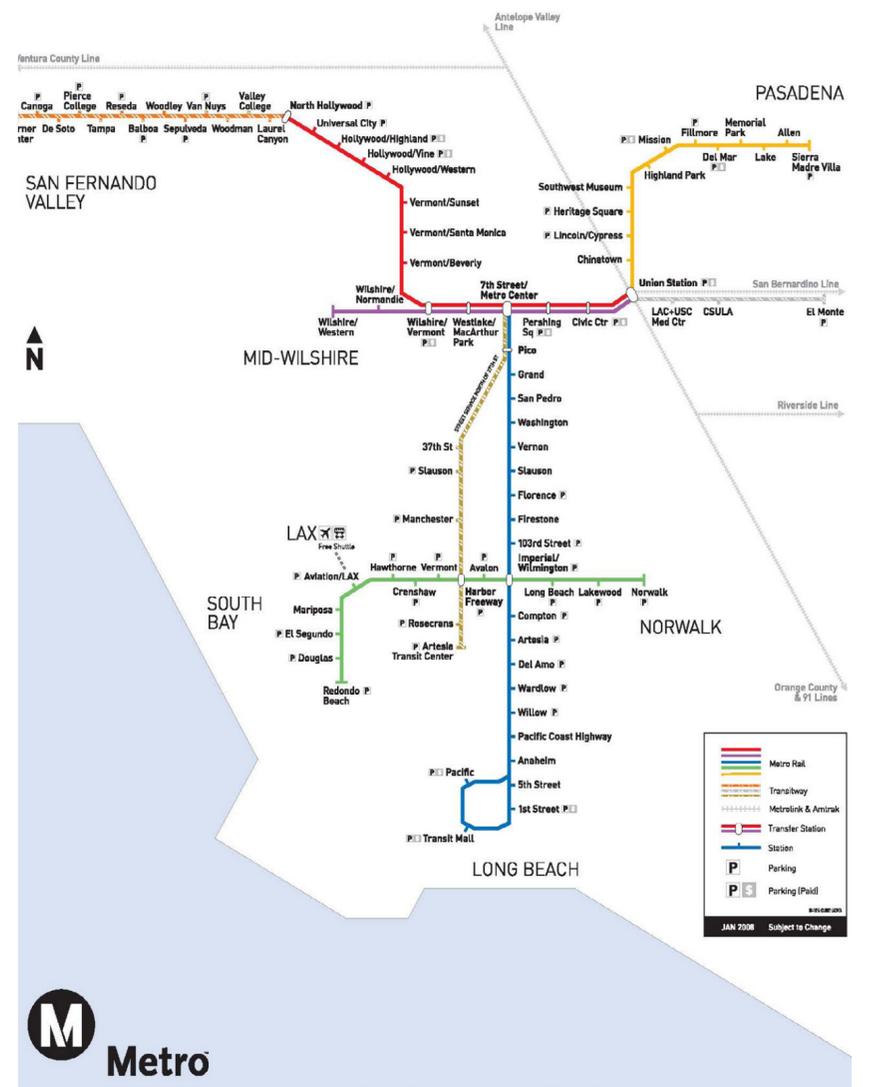
The most powerful provision of the bill includes CEQA exemptions and streamlining. Certain development projects can be excepted or streamlined if they conform to a **sustainable community strategy** and are part of residential or mixed use **transit priority project.**

CEQA exemption includes projects of less than eight acres or 200 units, served by existing utilities, not impacting historic resources, exceed energy efficiency standards, and providing, 20% moderate income housing, 10% low income housing, 5% very low income housing.



Rosa Parks TOD Master Plan

Go Metro



Metro Light Rail Map

4. Urban Land Institute Technical Assistance Panel Report

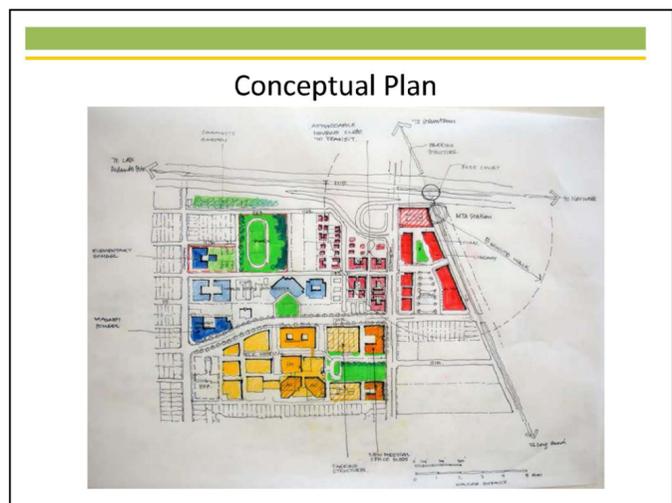
In June 2009, the Urban Land Institute of Los Angeles organized a two-day technical assistance panel program to study the Martin Luther King, Jr. Medical Campus and surrounding community. The study presented “opportunities for LA County to transform approximately 100 acres into an urban community health center of excellence”. Volunteer panel members spent two days at the site reviewing the site, talking with stakeholders, reviewing issues and presenting their findings. The overall goal of the study was to advise County Supervisor Mark Ridley-Thomas on “his goal of opening a new and outstanding hospital and to leverage this investment to improve community health and economic development”. Recommendations included a zone strategy for the area, featuring:

Zone	Area	Focus
Zone 1	MLK Medical Center	Medical Zone
Zone 2	North 120th Street/ West Holmes Street/ East Compton Avenue	Education and Research Zone
Zone 3	North 120th Street/ West Willowbrook Avenue	Gateway Zone (Mixed use, health and wellness)

Recommendations from the ULI report include:

- Replace, re-vision and expand the ambulatory care services along Wilmington Avenue and create a new identity through the street façade.
- Create a neighborhood park with shared uses for sports and physical wellness.
- Expand and improve schools and park sites.
- Create a community garden and edible school yard.
- Create a connection between Charles Drew University and the Medical Center
- Create gateways to the University and the Medical Center

- Improve pedestrian links between the transit Station and Medical Center
- Create a mixed-use center that incorporates health and wellness – including a library, learning center, clinic and fitness center.
- Develop transit oriented housing



Urban Land Institute Technical Assistance Panel Report

County of Los Angeles Redevelopment and Regulations

Following is a summary of redevelopment plans and regulations for the Willowbrook area, including the Willowbrook Redevelopment Area designation, County of Los Angeles Willowbrook Community Standards District, County of Los Angeles Transit Oriented District Designation and the Wilmington streetscape landscape improvements plan.

1. Willowbrook Redevelopment Area Designation:

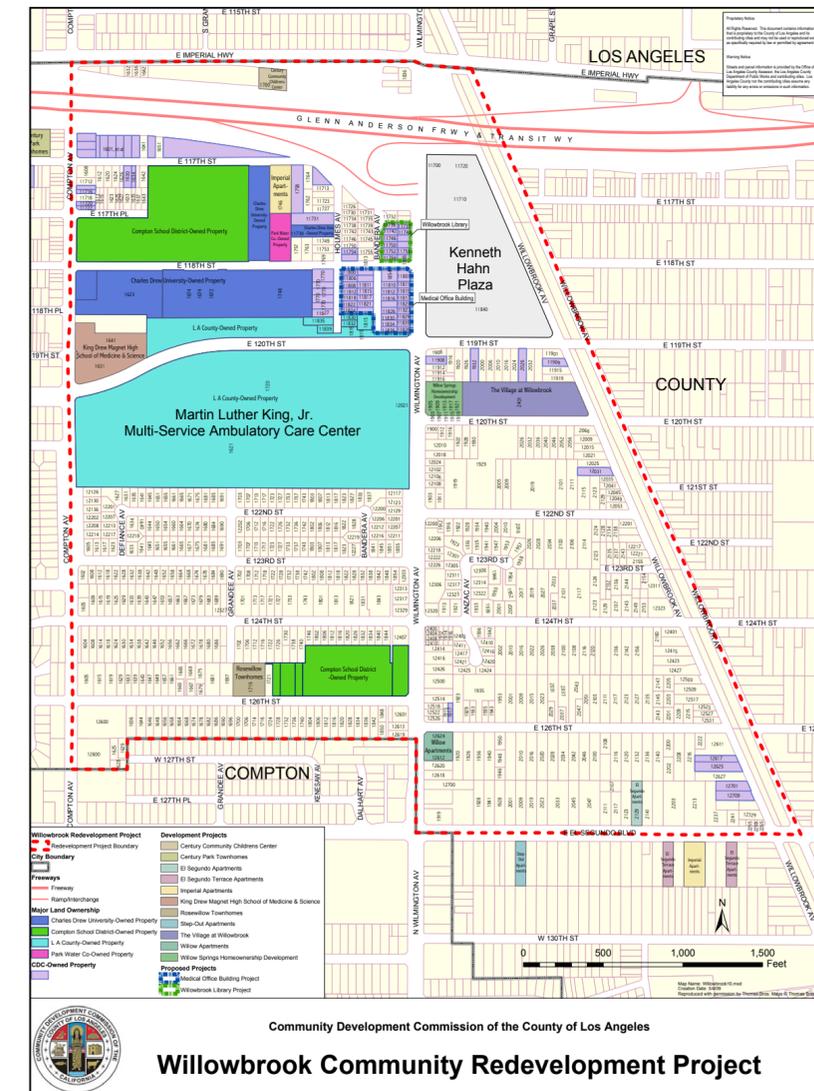
The Willowbrook Redevelopment Area was established on October 16, 1977 and consists of a 365 acre project area bounded on the north by Imperial Highway on the south by El Segundo Boulevard, on the west by Compton Avenue and on the east by Willowbrook Avenue. The current redevelopment plan expires in 2012. The County is reviewing options for extending the redevelopment plan term and expanding the area covered.

Goals of the redevelopment plan include:

- Improve range and quality of housing
- Eliminate economic and environmental deficiencies of deep lots
- Provide land for recreational, community, educational and commercial facilities
- Accommodate the I-105 Freeway (noise, traffic flow, visual and physical barriers)
- Return underdeveloped land to residential use
- Employ local residents in redevelopment projects and planning
- Encourage and stimulate investment for businesses.

Redevelopment projects in the Redevelopment Area have included:

- Kenneth Hahn Plaza Shopping Center
- Denny’s restaurant
- Child Care Center
- King/Drew Magnet High School of Medicine and Science
- Charles Drew University property acquisitions (future campus expansion)
- Willowbrook Zoning Consistency Plan
- Transit Oriented District, adjacent to Blue Line Station
- Wilmington Avenue Streetscape Project
- MLK/Drew Medical Center Oasis Clinic
- South Health Clinic (under development)
- Housing projects, including Willow Springs, Century Park, Rosewillow, The Village at Willowbrook, El Segundo Multi-family rental housing, rehabilitation grants and loans and affordable housing on vacant sites.



County of Los Angeles Redevelopment Area

2. County of Los Angeles Willowbrook Community Standards District: Community standards are part of the Redevelopment Project Area. Standards include:

Zoning

- R-1 and R-2 zoning:
- Building heights – 35’ and 2 story

R-3 zoning:

- Building heights: 35’ and 2 story
- Lot Coverage: 50%
- Landscaping: 20% landscape coverage

C-1, C-2 and C-3 zoning:

- Building heights: 35’ and 2 story
- Lot Coverage: 50%
- Landscape Coverage: 10%

Parking:

- R-1 2 space per dwelling unit
- Bachelor: 1 covered space per dwelling unit
- 1 bedroom: 1 ½ covered spaces per dwelling unit
- 2 bedroom: 1 ½ covered spaces plus ½ uncovered space per dwelling unit, guest parking at 1 space per 4 units
- Commercial :1 space per 250 sf

- Theater and dining :1 space per 3 seats
- Hospital: 2 spaces per patient bed
- Hotel: 1 space for each 2 guest rooms
- Public parks: 1 space for each 45 sf floor area plus 1 space for each ½ acre (>15 acres) or 1 space per acres < 15 acres)
- Schools (up to 6th Grade): 1 space per classroom; plus parking for auditorium use at 1 space per 5 persons.

Density bonus for affordable housing: range from 5 to 35%

Setbacks:

- Building and structure front yards: 10 feet, residential 20 feet
- Side and rear yards: Single story 10 feet, two story 15 feet, three or more stories 20 feet

Green Building goals:

- Conserve water, energy and natural resources
- Divert waste from landfills
- Minimize impacts to existing infrastructure
- Promote a healthier environment

Landscaping: All projects are required to comply with the drought tolerant landscape requirements including:

- Minimum 75% drought tolerant landscaping
- Maximum 25% turf which shall be water efficient
- Drought tolerant species are noted in the LA County Code, Chapter 22 44.

3. County of Los Angeles Transit Oriented District Designation:

The County of Los Angeles has designated the area within a ¼ to ½ mile radius around Blue Line Stations as Transit Oriented Districts. The intent is to comply with the Transit Village Development Planning Act of 1994 (summarized above).



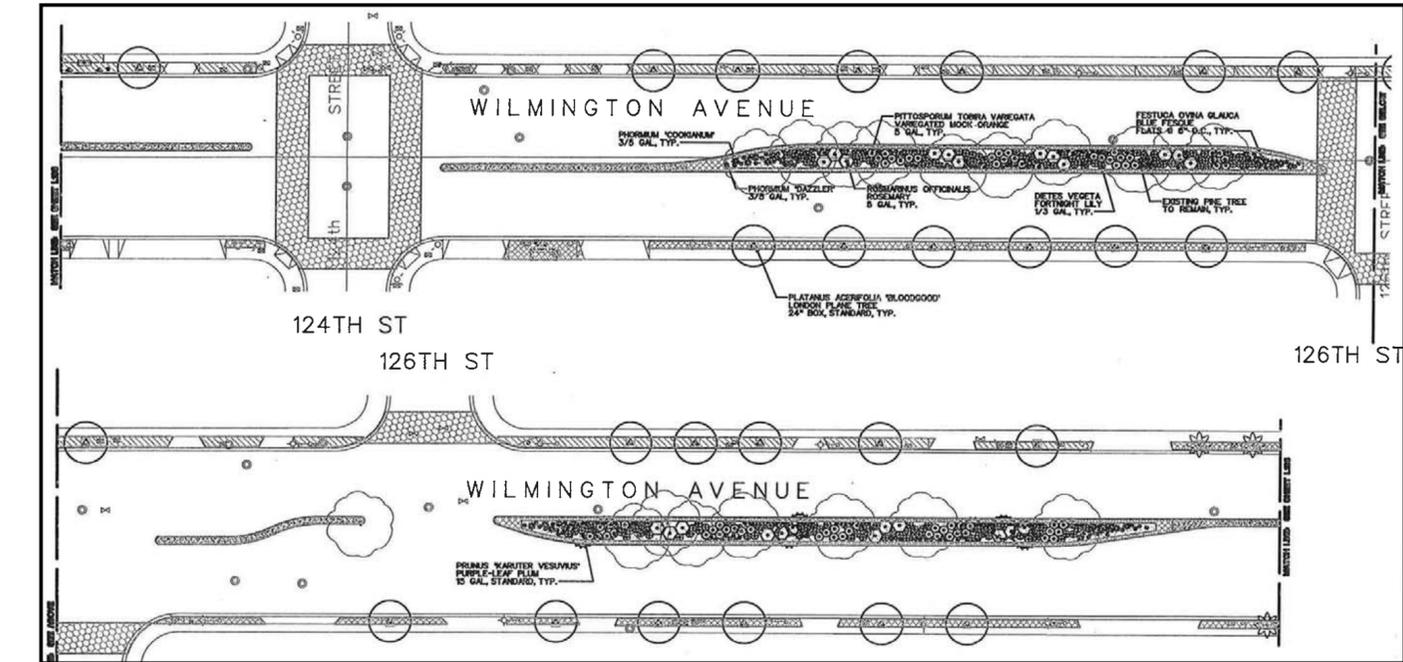
Streetscape Landscaping



Streetscape Landscaping

4. Wilmington streetscape landscape improvements plan:

Street improvements to Wilmington Avenue have been planned and partially completed by the County of Los Angeles. These improvements are planned for Wilmington Avenue from the 105 Freeway to south of El Segundo Boulevard. Improvements are completed south of 120th street, with the balance planned when funding is available. Improvements include landscape medians, street trees, planting of stamped asphalt crosswalks, bus stop shelters, bus benches, trash receptacles and pedestrian level lighting.



Willowbrook Streetscape Improvements

COMMUNITY PROFILE

CHAPTER 6

Willowbrook is a small community, covering 3.74 square miles. The area, which includes a little over 9,000 housing units, is mostly comprised of single family tract homes. Although it bears some markings of an area where poverty (per capita income = \$11,658) and unemployment are significant, its history as a middle class African American enclave, when options for residence location were limited for this group, continues to define the neighborhood's character.



Carver Manor Designed by African American Architect Paul Williams

At least one tract was designed by famed African American architect Paul Williams, Carver Manor, and the well-kept lawns and tree-lined streets to be found in some pockets are in keeping with this legacy.

Willowbrook stands out for its better than average access, when compared with other South Los Angeles neighborhoods, to shopping and other amenities. There is a shopping center on the west side of the community at El Segundo and Avalon boulevards, and one on the east side, Kenneth Hahn Plaza. Additionally, there are several parks within the geographic area, including 94-acre Earvin "Magic" Johnson Recreation Area, which includes a stocked lake as well as walking paths, soccer fields and a children's play area.

Another recreation option for the area's youth is the beautiful 27,000 square foot Roy Roberts II Watts-Willowbrook Boys and Girls Club, founded in 1957, with a gift from LA Times Charities. The historic photo at right shows LA Times' representatives presenting this gift.

Residents also have nearby Martin Luther King Jr. Medical Center which, while currently limited by the closure of the hospital, still provides much needed access to health services.

Willowbrook's population of 34,591 continues to include a significant number of African Americans (42%), with the balance made up largely of Latinos. Fifty percent of the residents speak English but only 37% claim they speak English well.

The majority of residents are employed in positions outside of Willowbrook. Major employers in the area include the King Medical Center and Charles Drew University of Medicine and Science. There is also a significant employment cen-

ter located at the Kenneth Hahn Plaza Shopping Center with retail outlets, a small public library and an urgent care health center.

Willowbrook is served by the Compton and Los Angeles Unified School districts. In the area surrounding Rosa Parks Station there are four educational facilities: Lincoln Elementary School, New Designs (Barack Obama) Charter School, King/Drew Medical Magnet High School, and Charles R Drew University of Medicine and Science. Additional educational options for students in the area include Willowbrook Middle School and Harriet Tubman and Centennial High Schools. Compton College and Southwest Community College are also located nearby.



Earvin "Magic" Johnson Recreation Area



Watts - Willowbrook Boys & Girls Club Donation by LA Times Charities

2005-2007 Census Data for Willowbrook

Willowbrook Social Characteristics	Estimate	Percent	U.S.
Average household size	4.20	Not Available	2.60
Average family size	4.75	Not Available	3.19
Population 25 years and older	18,484		
High School graduate or higher	Not Available	57.1%	84.0%
Bachelor's degree or higher	Not Available	7.8%	27.0%
Civilian veterans (civilian population 18 years and over)	Not Available	Not Available	10.4%
Disability status (population 5 years and over)	4,523	14.3%	15.1%
Foreign born	9,222	26.1%	12.5%
Male, married	4,650	38.8%	52.6%
Female, married	4,371	35.5%	48.5%
Speak a language other than English at home (population 5 years and over)	Not Available	Not Available	19.5%
Household population	34,591	Not Available	Not Available
Group quarters population	Not Available	Not Available	Not Available

Willowbrook Social Characteristics	Estimate	Percent	U.S.
In labor force (population 16 years and over)	12,834	54.4%	64.7%
Mean travel time to work in minutes (workers 16 years and over)	29.4	Not Available	25.1
Median household income (in 2007 inflation-adjusted dollars)	32,423	Not Available	50,007
Median family income (in 2007 inflation-adjusted dollars)	36,557	Not Available	60,374
Per capita income (in 2007 inflation-adjusted dollars)	11,258	Not Available	26,178
Families below poverty level	Not Available	26.7%	9.8%
Individuals below poverty level	Not Available	29.7%	13.3%

2005-2007 Census Data for Willowbrook

Willowbrook Housing Characteristics	Estimate	Percent	U.S.
Total housing units	9,106	Not Available	
Occupied housing units	8,231	90.4%	88.4%
Owner-occupied housing units	4,259	51.7%	67.3%
Renter-occupied housing units	3,972	48.3%	32.7%
Vacant housing units	875	9.6%	11.6%
Owner-occupied homes	4,259	Not Available	NA
Median value (dollars)	342,000	Not Available	181,800
Median of selected monthly owner costs: With a mortgage (dollars)	1,576	Not Available	1,427
Not mortgaged (dollars)	310	Not Available	402

American Community Survey (ACS)

Demographic Estimates for Willowbrook	Estimate	Percent	U.S.
Total population	35,269		
Male	17,062	48.4%	49.2%
Female	18,207	51.6%	50.8%
Median age (years)	26	Not Available	36.4
Under 5 years	3,373	9.6%	6.9%
18 years and over	22,355	63.4%	75.3%
65 years and over	2,687	7.6%	12.5%
One race	34,968	99.1%	97.9%
White	7,921	22.5%	74.1%
Black or African-American	14,759	41.8%	12.4%
American Indian and Alaska Native	56	0.2%	0.8%
Asian	261	0.7%	4.3%
Native Hawaiian and other Pacific Islander	53	0.2%	0.1%
Some other race	11,918	33.8%	6.2%
Two or more races	301	0.9%	2.1%
Hispanic or Latino (of any race)	19,181	54.4%	14.7%

COMMUNITY HISTORY

CHAPTER 7

Early Years

The original Spanish land grantee of the 3,599 acres of land comprising Rancho La Tajauta was Anastacio Avila, a member of the prominent Avila clan and alcade, or Mayor of Los Angeles, from 1819 to 1821. The land grant included what we now know as Willowbrook, as well as Watts and Florence-Firestone, within boundaries extending from Firestone on the north, Alameda on the east, Rosecrans on the south and Central Avenue on the west. Enrique Avila, who followed his father in stewardship of this land was also involved in politics as an alcade and a member of the Los Angeles County Board of Supervisors for two terms from 1868 to– 1872.

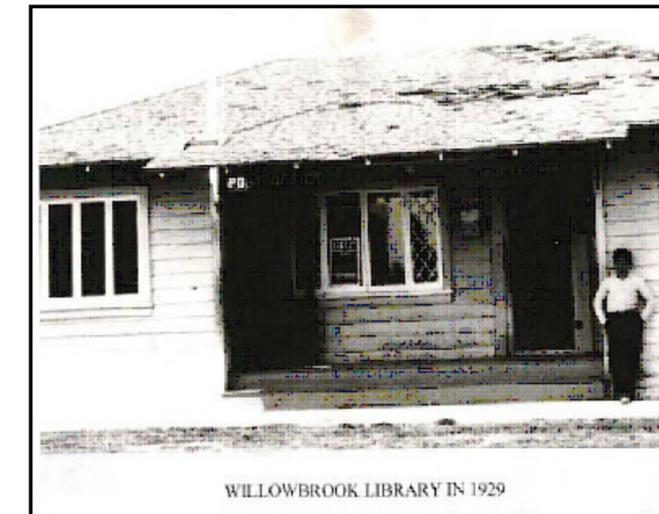


Willowbrook Farmland

The neighborhood of Willowbrook was essentially created in 1903 when a housing tract given this name was filed with the Los Angeles County Recorder. The area was so called because of a small stream that flowed next to a landmark willow tree standing at the boundary of the original rancho. The name stuck for the entire community, as there was a stop on the newly opened Pacific Electric Red Car Line to Long Beach at 126th Street, ensuring that Willowbrook became known throughout Los Angeles.

Over time, the presence of the Red Car changed the character of the community, transforming it from an agricultural setting to a conglomeration of suburban housing developments, although it would retain aspects of its rural beginnings until late in the 20th Century.

In addition to its prominence as a stop on the Red Car line, Willowbrook also gained a measure of notice as the site of the first branch of the Los Angeles County Free Library, as it was then called, founded on September 5, 1912. The first location of the library was located in the home of Mrs. Belle Jenks. As the library grew and space needs expanded, it had several homes over the years, including a facility on El Segundo Boulevard which was damaged by the 1965 Watts Riots and rebuilt. In 1987, the library was moved to its current location in the Kenneth Hahn Plaza Shopping Center.



Willowbrook Library Circa 1929



Mrs. Belle Jenks at Her Home – The First Public Library



Willowbrook – Red Car

Key Development Milestones

From its earliest beginnings, the Willowbrook area was used for farming and raising livestock. Anastacio Avila was using the land for grazing cattle when he received the land grant from the Spanish government in the 1820s. In the years just before Willowbrook was developed, it was a stretch of sugar beet fields between the cities of Los Angeles (Watts) and Compton. Even after subdivision, the area retained its rural character due to the proclivities of the resident population and the deep lot sizes which, in many cases, extended 300 feet. People took advantage of this space, especially during the Depression and for many years beyond, using their lots for growing a variety of produce and raising hogs and chickens. In fact, the area became known as Mudtown, referring, somewhat deridingly, to its rural character and the dark skin of the residents.

Pacific Electric Red Car

Willowbrook was located along the very first Red Car, line which began operation in 1902 along Long Beach Avenue and Willowbrook Avenue, which aligns with the Blue Line operating today. Willowbrook can be considered a streetcar suburb, as the area was developed directly as a result of being a stop on the Red Car Line. The Willowbrook tract actually straddled the railway line, and there is no evidence that a “townsite was envisioned (...prior to the Red Car stop,) i.e. street patterns were not coordinated with adjacent tracts.”

The Great Migration

Willowbrook developed relatively slowly until the 1940s. Following the subdivision of the rancho, “the area was populated largely by Mexican-Americans who supported themselves by truck farming and raising domestic animals.” From an oral history of the area, it is estimated that around 1930 there were forty stables and twenty pig pens. Smaller populations of Anglo and African American families also were in residence at that

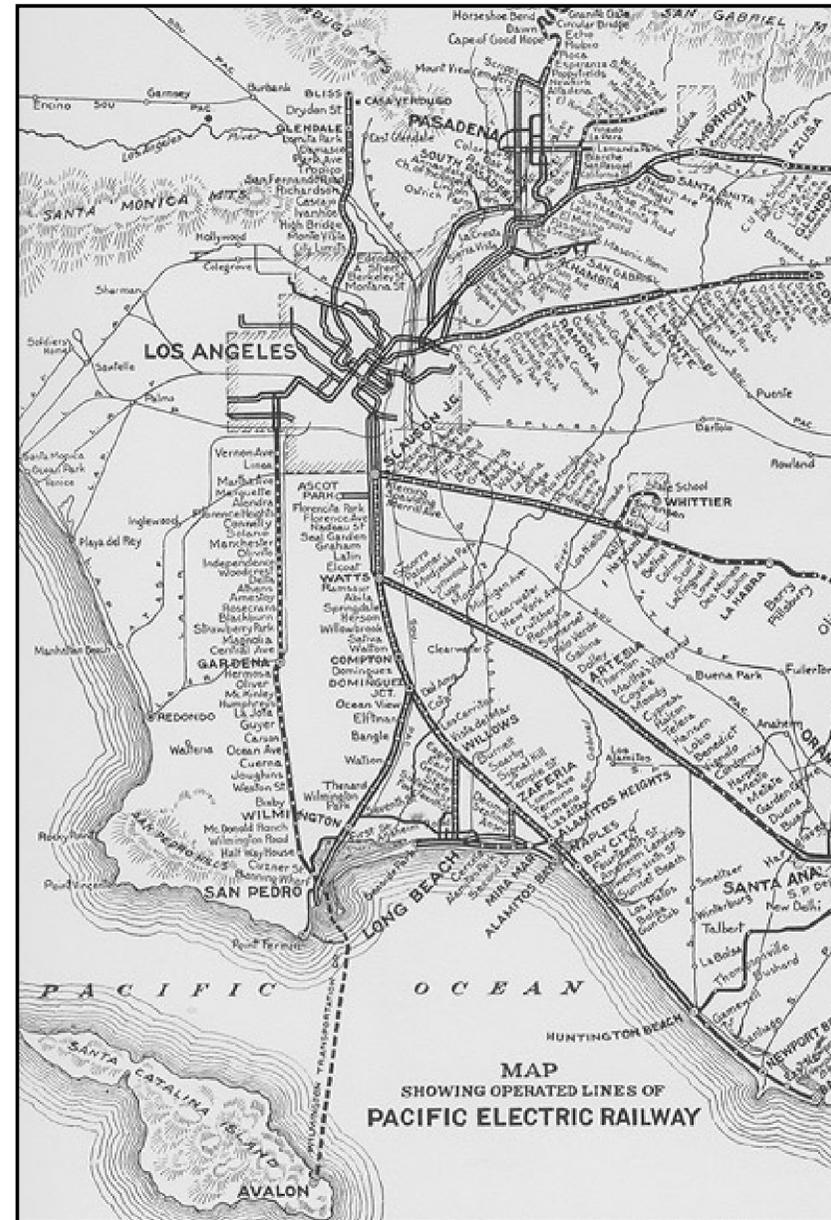
time. But with wartime need for workers in shipyards and airplane factories in surrounding communities, a heavy employee recruitment campaign in the southern states of Louisiana, Oklahoma, Arkansas, Mississippi, Alabama and Texas resulted in the transformation of Willowbrook into a largely African American enclave. The population doubled from 1940 to 1950, from 9,448 to 20,000. Housing in the area increased accordingly, to accommodate the needs of these new residents, although even this did not change to a large extent the rural feel of the area. Although they are located in Watts, nearby are two of the largest public housing complexes in the country: Imperial Courts (498 units, bordering Imperial Highway between Grape Street and Mona Boulevard) and Nickerson Gardens (1590 East 114th Street with 1054 units), built respectively in 1944 and 1955.

Annexation by Compton

During the same time period that the great influx of African Americans was arriving from across the country, sections of Willowbrook populated by whites were annexed to Compton, (which was almost exclusively white at the time).

The southern boundary of Willowbrook moved from Rosecrans to El Segundo. By contrast, the racial balance in Willowbrook and adjoining Watts shifted as the population of African Americans doubled.

Willowbrook was part of the Mid-Cities District Welfare Council, with Compton and Lynwood. This body was a key social services planning group, and Willowbrook was fairly marginalized within the group based on its majority African American population.



Pacific Red Car Map

The Watts Riots

Because of the geographic proximity of Watts to Willowbrook, the histories of these communities are intertwined. Both became majority African American communities as a result of the demographic shifts described above, which further enmeshed their opportunities and challenges. Two major challenges were the poverty and lack of choices experienced by many living in these communities. According to some analysts, these were key causes of the Watts Riots of 1965. Although this instance of civil unrest was shocking in its scale and fervor of destruction, it was an important catalyst for change throughout the City of Los Angeles. The most significant impacts were on Watts and Willowbrook. In the years following the unrest, government agencies spent more than \$100 million in Willowbrook alone, including development of Martin Luther King, Jr. Hospital, completed in 1972.

Another outgrowth of the Watts Riots was a flowering of art and culture in the area, with a major outpost being the Compton Communicative Arts Academy located on Magnolia near Wilmington and 136th Street.

This was a developmental laboratory for an impressive roster of noted African American artists, created by the now internationally renowned assemblage master John Outterbridge. Of course, there was also the Watts Towers Arts Center for which Noah Purifoy was the first director with John Outterbridge following in this post. The well-known Watts Writers Workshop, founded by recently deceased Hollywood screenwriter Budd Schulberg (Author of *On the Waterfront*), also emerged from this period.



Watts Riots



Watts Riots



Watts Riots



Exhibit at Compton Communicative Arts Academy

Martin Luther King Jr. Medical Center

Since the 1950s, prominent community advocates, such as Dr. H. Claude Hudson, Dr. Leroy Weekes and fighter Joe Louis, pressured Federal, State and County officials to build a health care facility that would serve the needs of people in South Los Angeles. They had allies in Kenneth Hahn, who served as an Los Angeles County Supervisor in the 2nd District for 40 years, and Brenda Shockley, Founding President of Drew Economic Development Corporation. Ms Shockley remarked during the dedication of housing connecting with the hospital, “I thought he (Kenneth Hahn) owned the whole community, because his name was on everything.”

His support was not enough though. It took the Watts Riots to catalyze the necessary political will as this monumental occurrence shed light on inequities in services through the McCone Commission study. This analysis documented lack of access to health care as one of the major issues in South Los Angeles, with the closest hospital being Los Angeles County General, ten miles away.

Three years later, April 10, 1968, six days after the assassination of Dr. Martin Luther King, Jr., groundbreaking ceremonies for the acute care hospital were held. Charles R. Drew University joined forces with the hospital in 1982, and it became known as King-Drew Medical Center.

Kenneth Hahn Plaza Shopping Center

Another major investment by the County of Los Angeles in the years following the Watts Riots was the development of Kenneth Hahn Plaza Shopping Center. At the time, the 14-acre, 172,000-square foot,

\$24-million Kenneth Hahn Plaza was the largest development project ever carried out by the County’s redevelopment program. The award winning shopping center at 120th Street and Wilmington Avenue resulted from a public/private partnership that included developers Alexander Haagen Development Co. and the Watts Labor Community Action Committee (WLCAC). It represented the first substantial private investment in the Willowbrook area in more than 20 years.

Watts Labor Community Action Committee

Watts Labor Community Action Committee (WLCAC) was founded in league with the United Auto Workers Union (UAW), at which Ted Watkins, the organization’s founder, had just been appointed to the prominent position of international representative.

The idea behind the organization was to use techniques of collective bargaining, so effectively employed by the UAW, to improve social conditions in South L.A. The Watts Riots happened three days after the organization’s founding, again acting as a catalyst for what would become one of the most important institutions in the community.

Since its beginning in 1965, WLCAC has implemented programs and activities that focus on economic self-sufficiency and growth for the members of the community. The institution, now run by Ted’s son, Tim Watkins, has under its umbrella a comprehensive range of programs serving every constituency in the Watts-Willowbrook community including community development activities, low and moderate income housing, child care, senior services, youth development, gang reduction and job development. In addition, it is a major cultural institution in the neighborhood, recognizing that culture is a

significant community asset. WLCAC hosts weekly blues concerts as part of its “Bones and Blues” series and has monthly rotating exhibitions in its gallery space.



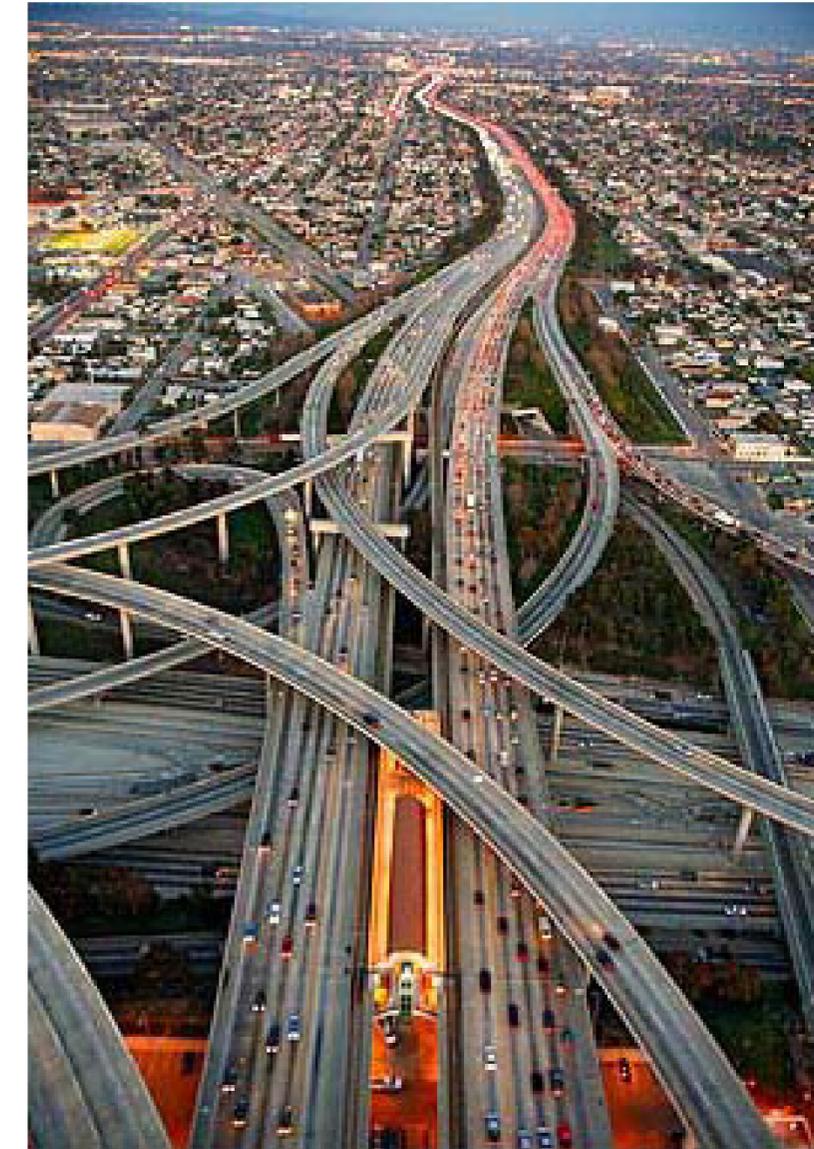
Martin Luther King Jr. Medical Center

The Century Freeway and Metro

Willowbrook retained its rural character until the late 1980’s. With the creation of the Century (105) Freeway, which was completed in 1993, came the opportunity to focus on development in the area. This new transportation artery brought possibilities of linkages with other communities and Los Angeles International Airport and new development, as land was cleared to make way for the freeway.

The completion of the Metropolitan Transit Authority’s Blue Line (1990) and Green Line (1995) light rail systems also contributed significantly to the energy focused on transforming Willowbrook from a somewhat sleepy suburb to key hub in South Los Angeles.

Los Angeles County planners and developers and WLCAC took advantage of these changes to move the County approved redevelopment plan for the area forward. Under this plan, 365 acres of Willowbrook land was redeveloped to provide new commercial and residential facilities. As a result, present-day Willowbrook appears similar to other communities in the South Central section of Los Angeles.



Century Freeway

COMMUNITY ASSETS

CHAPTER 8

The Arts

Rosa Parks Station is just 0.8 miles from the Watts Towers Art Center, now a City of Los Angeles facility and one of the premiere cultural attractions in California. The Center serves as a home where artists from throughout the area can find support and encouragement and, as such, the area is rich with creative talent. Many well-known artists have been affiliated there, including Noah Purifoy and John Outterbridge mentioned above, Charles Dickson, Willie Middlebrook, Dominic Moody and more. In 2008, a new Art Center building was opened providing a state-of-the-art facility for artistic expression, and for visitors to experience the artistic legacy of Simon Rodia, builder of Watts Towers.



Watts Tower

The Watts Towers Art Center is part of the Watts Cultural Crescent, a redevelopment project undertaken by the Community Redevelopment Agency of Los Angeles to leverage the location of the Towers, and the activity they generate, as an economic development roll for the community.

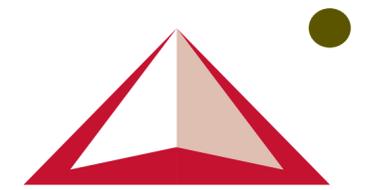
In addition, following in the footsteps of Studio Watts Workshop and Watts Writers Workshop, Watts Village Theater Company has established itself as an important artistic organization in the area. Founded by community activist Quentin Drew and playwright Lynn Manning, the organization is a multicultural urban theater company that seeks to inspire positive social change through innovative theatrical work. Productions have included “The Wizard of Watts” and “Black Words on White Pages”. Watts Village Theater Company provides an integral vehicle in the area for community members to “find their voice” and venues in which to communicate.

As mentioned above, WLCAC also serves as a major cultural venue. In addition to Bones and Blues, a weekly musical offering, the organization is home to Freedom Hall, a permanent exhibition dedicated to the legacy of Martin Luther King, Jr. and an art gallery which hosts rotating shows featuring local artists of note. WLCAC views art and culture as a major asset in the area, with the potential to contribute to the beauty, sense of pride and economy of the communities surrounding Rosa Parks Station, including Willowbrook.

Metro commissions artists to incorporate art into a wide array of transportation projects throughout Los Angeles County. From bus stops to rail stations, streetscapes to bus interiors, art creates a sense of place and engages transit riders.



“Pathway to Freedom” at Rosa Parks Station



RAW INTERNATIONAL

Watts Towers Art Center



Willie Robert Middlebrook Jr., Artist

Existing art pieces at the Rosa Parks Station, as described on the Metro website, include:

“Pathway to Freedom” by Michael Massenburg and Robin Strayhorn is an installation of five seating benches honoring the life of Rosa Parks and the Watts community at the Metro Blue Line Station named in honor of the civil rights leader. Viewing public transportation seating as symbolic of the Rosa Parks historical event, the team created five seating areas out of concrete and ceramic tile that bear images of the life and times of Rosa Parks intertwined with images from the lives of people from Watts.

The five Pathway to Freedom benches are located in various areas in the Station, but additional benches are needed throughout.

“Hide-n-Seek” by JoeSam is a giant figural game located amid the numerous freeway supporting columns at the Rosa Parks Station site. Throughout the two levels of the Wilmington/Imperial Station, large vibrantly colored metal cutout figures appear to be playfully

engaged in this universally recognized game. Over a period of three years, JoeSam worked with over 1,000 children from the community to realize this project. To initiate the project, young people from the Watts/Willowbrook Boys and Girls Club worked with the artist to produce cutout figures of themselves playing hide-n-seek.

Churches and Seniors

The Watts/Willowbrook community is home to over 75 churches. These congregations represent a significant pool of human capital to be inspired for the benefit of the community. Their members include many of the areas’ seniors and have the potential to be tapped to provide knowledgeable input in community planning and the development process for the Station and related improvements.



“Pathway to Freedom” by Michael Massenburg and Robin Strayhorn at Rosa Parks Metro Station



“Hide-n-Seek” by JoeSam at Rosa Parks Metro Station

KEY CHALLENGES CHAPTER 9

Race Relations

Historically, Willowbrook has always had some diversity, with both African Americans and Latinos in residence, and even Whites in its early days. But, in the 1950s and 1960s, the area along with Watts and Compton, became an African American stronghold with people from this group assuming positions of leadership in the community. Starting in the 1980s, as immigration from Mexico and Latin America increased, the percentage of people from these countries has steadily increased. In general, however, there has not been a correlation with rising numbers of Latinos in the community and Latino participation in community leadership roles. This has resulted in some tension between the two groups.



Education and Employment

Educational opportunities for local youth in Willowbrook are very uneven. There appear to be some above average and even stellar education options for those who can get into schools such as McNair Elementary and King Drew Medical Magnet. But for those parents and students wanting to ensure a solid educational foundation, going out of the area may be a requirement. This holds true for employment as well, as current employment options within the community are very limited. Thus, reliable transit access is critical for those living in this area.



Outdoor Classroom by EE&K Architects



PS 4 Classroom by EE&K Architects

Health

As in much of Los Angeles County Service Planning Area 6, health statistics for Willowbrook are worse than average for the County overall. In particular, there is a high degree of obesity, among both adults and children: close to 30% of the population in obese. Perhaps because a significant portion of the population is overweight, the leading cause of death among adults is heart disease.

Between 30 and 40% of the population is uninsured. Clearly, a huge opportunity exists, with redevelopment of the medical center and creation of complementary health services, to positively impact the health of the Willowbrook community.



Farmers Market



Farmers Market

Transit

Historically, the Willowbrook area was underserved by public transit. The Pacific Electric railway provided direct access to job centers throughout Los Angeles County until the late 1940's. Once the freeway system was put into place, the community became increasingly isolated from economic opportunities.

2000 Census data showed that 60% of Willowbrook residents traveled to work alone. About 6% utilized public transit and 26% carpoled. Current data would likely suggest that transit ridership has increased in the last decade. This is due in part to general population growth, to the increased cost of gasoline and to improve public light rail and bus transit options.

Opening of the Blue and Green Light Rail Lines increased transit service, but they are still challenged in providing direct access to job centers. In addition to light rail, the Rosa Parks Station offers service by over 15 Metro bus lines, City of Los

Angeles DASH bus service and the Los Angeles County Public Works Hahn Shuttle Bus. Service is available at the Rosa Parks Station around the clock, with two bus lines operating when the Blue and Green Lines do not provide service.

There are multiple physical concerns regarding Rosa Parks Station. The Station provides very little protection from the elements. During summer months, there is no shade for passengers waiting. The area is also known for freak storms. Hail and rain storms are not uncommon in the area.

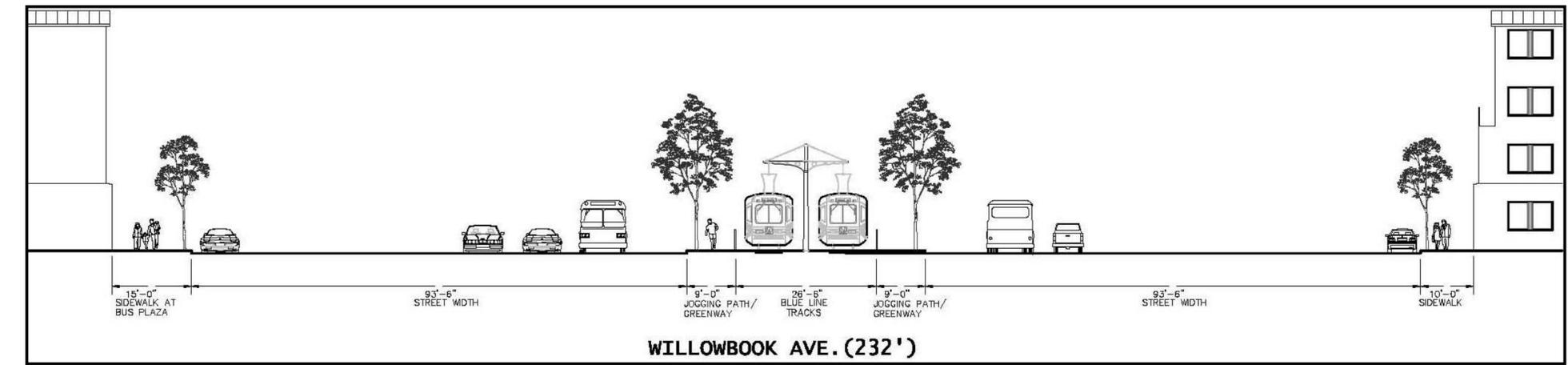
The I-105 Freeway is located extremely close to the public transit Station, making the Station a very noisy location. Automobile traffic also contributes to poor air quality around the Station. This Master Plan will hopefully address these noise and air quality concerns.

Given the Station's proximity to Martin Luther King Jr. Medical Center, it is likely that many of the passengers accessing the Stations will travel on foot or via the Hahn County Shuttle to the Medical

Center. There is an increased probability that transit users will have mobility impairments, and will need additional Station amenities to accommodate for their needs.

Transformation of the Rosa Parks Station and the surrounding area with the opening of the new MLK Hospital presents an opportunity to transform Willowbrook from a South Los Angeles County community struggling to realize its potential, to one that represents a model of community development in an area long deprived of development attention.

Blessed with significant assets, including the people who live in the area, it is hard to imagine things will not change for the better. This community development process, and its results, can inspire major progress on all current challenges, fostering more collaboration between Latinos and African Americans, providing for greatly improved access to education, employment, health and, of course, transit, for all who live and work in the Willowbrook community.



Proposed Street Section at Willowbrook Avenue

PROJECT TEAM

CHAPTER 10

The Rosa Parks Station Improvements and Transit Oriented District Master Plan originated with a Request for Proposal from the Metropolitan Transit District Authority of Los Angeles County, Metro, lead by Irving N. Taylor, Transportation Planning Manager. RAW International was selected to provide the Rosa Parks Station TOD Master Plan.

The Rosa Parks Master Plan was developed by RAW International, with the support of a consultant team, including IDG Landscape, LA Commons and The Robert Group.



Project Team (from left to right) Elaine Nesbit, Chris Robert, Roland Wiley, Irv Taylor, Ginny Birdeau and Karen Mack (not pictured Douglas Diggs)

Irving Taylor, Metro

Irving N. Taylor is a graduate of the University of Pittsburgh where he received his Master's in Urban and Regional Planning. He currently serves as a Transportation Planning Manager for MTA. Mr. Taylor's experience includes over 32 years experience in urban planning, including 12 years in transportation system planning and 14 years in redevelopment, economic development and community development and 6 years in developing human services programs. He was a principal member of the project management team that planned and executed development of the MTA headquarters building and the Patsaouras transit plaza. Irv co-authored the adopted Los Angeles Land Use Transportation Policy, the first formal Transit Oriented Development policy in the region, that linked transit and land use development. His project background includes business district revitalization, implementation of streetscape projects, and negotiating housing, mixed use, and commercial development deals in Los Angeles and around the country.

His current projects include project planning for the California High Speed Rail system, design of a new Metro program to promoting creation of Green Boulevards, advising the Bringing Back Broadway downtown Los Angeles revitalization program, and development of new rail yards for Metro's Light Rail fleet. Most recently, Irv's newest project is development of a Transit Oriented Development strategy for the Rosa Parks Metro Blue Line Station Area that incorporates development of the new King-Drew Medical Center project.

RAW International

RAW International is a minority-owned Architectural partnership established in 1984 combining the talents, skills and resources of Steven G. Lott and Roland A. Wiley. The firm specializes in Programming, Architecture, Planning, Interior Architecture, Project Management and Building Rehabilitation. The firm's principal office is located in downtown Los Angeles. In addition to the two partners, RAW maintains the following in-house personnel: Project managers, programmers, designers, CAD operators and administrative assistants. The flexible staffing arrangement which is not uncommon among small and medium sized architectural firms, has enabled the company to operate cost effectively in a profession whose principal cost is personnel.

RAW International's experience encompasses a diversity of project types, ranging from intermodal transit facilities to the rehabilitation of historical structures. RAW has provided service to clients throughout the continental United States as well as Hawaii, Gabon, Dakar, Saint Thomas, Guam, Saipan, and Pago Pago. From the start of a project, RAW establishes a strong line of communication between the client, engineers and contractors in order to develop and utilize the most effective methods available to complete the project on time and within budget. Furthermore, to eliminate the client's need to work with several sources, RAW utilizes an established network of expert professionals in such disciplines as Transportation Engineering, Civil and Structural Engineering.

Roland Wiley led the project team on the Rosa Parks Master Plan effort, with the help of Project Manager Elaine Nesbit and Steve Galt. Additional information about RAW International is available at www.RAWInternational.com.

IDG Landscape

IDG is minority-owned Landscape Architecture firm, devoted to the creation of innovative and imaginative outdoor spaces, providing energy and style to landscape architecture. The realization of their values is reflected in their interpretation of space, experience and integration.

The IDG team is a skilled group of talented individuals who strive for creative and professional excellence with both enthusiasm and dedication. We strongly believe in the value of unity, integrating harmoniously with a given site and a projects theme, while precisely responding to the clients program and budget. This is the measure of a truly successful project. A close collaboration with fellow architects and engineers ensures that the underlying spirit of the project is maintained throughout the entire sequence of spaces. IDG's traverses a broad spectrum of landscape architecture from master planning to gardens and green spaces. Douglas Diggs led the landscape design effort on this assignment, with the support of Pablo Cortez, Brandon Petrunio and Julio Venegas.

LA Commons

LA Commons helps Los Angeles' diverse neighborhoods give voice to their unique stories through community-based arts programs that express the cultural and historical essence of the communities. Developed by artists in collaboration with local youth, these projects create a genuine artistic expression that illuminates important aspects of the community's culture or history. Since programming activities began in 2003, LA Commons has developed grass-roots projects and initiatives in eight neighborhoods: MacArthur Park, Koreatown, Chinatown, Mid-City, Sylmar, East Hollywood (Little Armenia and Thai Town), Leimert Park and Highland Park.

Based on this earlier work, LA Commons established a partnership with the UCLA Department of Urban planning to implement an action research project aimed at looking at the role of culture in economic development in neighborhoods. As part of this project, they introduced "Trekking LA" in 2006, providing visitors from other parts of Los Angeles, and tourists from outside the region, with the chance to discover and experience these arts and cultural projects, as well as the authentic food, music, festivals and rich cultural history of the communities. From sampling barbecue in neighborhoods across Los Angeles, to listening to jazz and dancing to music from around the world, these tours spur both increased cultural interaction and economic activity. Through these two inter-connected and integrated programs, they pursue a mission of educating, empowering and enriching neighborhoods, while promoting greater understanding, engagement and connectedness for all residents of, and visitors to, the city of Los Angeles

Over the last several years, LA Commons has built on our successful neighborhood initiatives through work on community planning projects emphasizing cultural development including the creation of design guidelines for Leimert Park Village and a plan for the development of a Central American Cultural District in the Westlake area. They are uniquely qualified for these projects based on their neighborhood relationships, their past research focusing on the role of art and community development and ongoing work bridging community development and culture.

Karen Mack led LA Commons' effort to organize the Art and Design Advisory Board, to write the Community Profile and consult on public art opportunities for the Rosa Parks Station. Additional information about LA Commons is available at www.lacommons.org.

The Robert Group

The Robert Group (TRG) is a certified woman and minority-owned public affairs firm with expertise in community outreach and legislative advocacy geared towards infrastructure development and environmental issues. The firm has offices in Los Angeles and San Francisco. TRG's areas of expertise include work on Environmental, Transportation, Economic and Community Development, Energy and Utilities and Public Health issues. The firm offers professional services in:

- Public Affairs
- Community Outreach
- Strategic Communications

Since its establishment in November 1993, the firm has completed a wide variety of planning and public affairs projects for both public and private clients throughout California. TRG has a solid track record developing both statewide and locally-based public education and community outreach campaigns, working on large public works and transportation related projects and crafting niche marketing programs geared towards ethnic communities. The Group has a reputation for shaping innovative solutions for often complex public affairs challenges. TRG specializes in community outreach, public involvement, legislative advocacy and communications and has substantial experience in land use, private sector construction and public infrastructure projects. Additional information about The Robert Group is available at www.therobergroup.com.

Ginny-Marie Brideau and Christine Robert led the public outreach process for the Rosa Parks Station Master Plan.

APPENDIX CHAPTER 11



Proposed Rosa Parks Master Plan

APPENDIX

Other documents prepared for the Rosa Parks Master Plan include:

- Rosa Parks Metro Station Existing Conditions Report
- Community Meeting #1 Presentation 10.14.2009
- Community Meeting #2 Presentation 01.09.2010
- Community Meeting #3 Presentation 02.13.2010
- Art and Culture Advisory Meeting notes dated September 10, November 19 and December 17, 2009

ⁱ<http://www.ultimatewhitepages.org/state-california/city-willowbrook.html>

ⁱⁱⁱAdobe Sites: "Anastacio Avila Adobe (Rancho La Tajauta)." <http://www.laokay.com/adobesites.htm>

^{iv}Wikipedia, "Willowbrook, California". http://en.wikipedia.org/wiki/Willowbrook,_California.

^vIbid.

^{vi}Evans, Joseph Patrick, "Professional Leadership in the Initiation of Social Community Organization Work in an Area in Transition: An Analysis of A Progress Record, Willowbrook, Los Angeles County, Masters

^{vii}Thesis, University of Southern California School of Social Work, June 1950.

^{viii}"The Yellow Cars and The Red Cars." <http://www.lacity.org/LADOT/TopicsAndTales/RailTransit4.pdf>

^{ix}Wikipedia

^xEvans, Joseph Patrick

^{xi}Ibid.

^{xiii}http://en.wikipedia.org/wiki/Imperial_Courts,_Los_Angeles,_California

^{xiii}http://en.wikipedia.org/wiki/Nickerson_Gardens,_Los_Angeles,_California

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