

Shifting the Balance on LA Streets



April 15, 2012



MELÉNDREZ

LADOT
Moving Los Angeles Forward

URBAN PLACE
Consulting Group Inc.

Shifting the Balance on LA Streets



MODERATOR

Simon Pastucha

Head of the Urban Design Studio

City of Los Angeles, Department of City Planning



Panelists:

Jessica Wethington McLean

Executive Director, Bringing Back Broadway

Office of Los Angeles City of Los Angeles Councilmember José Huizar

MELÉNDREZ

Melani Smith

President/CEO

Melendrez, Urban Planning & Design, Landscape Architecture



Jay Kim

Principal Transportation Engineer, Head of Development Services

Los Angeles Department of Transportation



Steve Gibson

President, Urban Place Consulting Group, Inc.

President/CEO, Figueroa Corridor Partnership

Shifting the Balance on LA Streets

AGENDA

- **Simon Pastucha**
Introduction of Panel and Panelists
The Complete Streets Movement in Los Angeles, a Brief Introduction
- **Jessica Wethington McLean**
The Elected Official – Leadership in *Making Things Happen*
- **Melani Smith**
The Designer – *How we Shift the Balance*
- **Jay Kim**
The Department of Transportation – A City Department Embraces *New Ideas*
- **Steve Gibson**
The Business Improvement District – Maintaining Improvements *in the Long Term*
- **Q+A with Audience**

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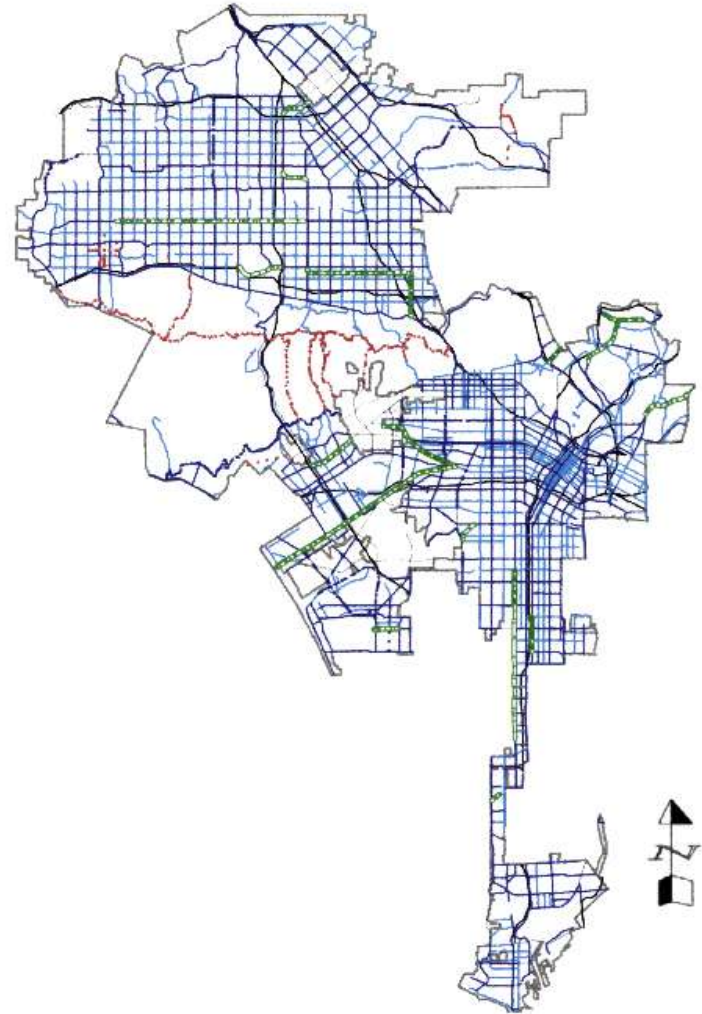
President, Urban Place Consulting Group, Inc.
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Complete Streets Movement in Los Angeles



Los Angeles Streets

- 6,500 miles of streets
- 900 miles of alleys
- Somewhere between 12% to 25% of land use in Los Angeles is streets, alleys and parking
- At just 12%, the land area is 61 square miles or 39,000 acres of Los Angeles is contained in streets or alleys
- Currently, it is estimated 5% to 8% of land use in Los Angeles is parks

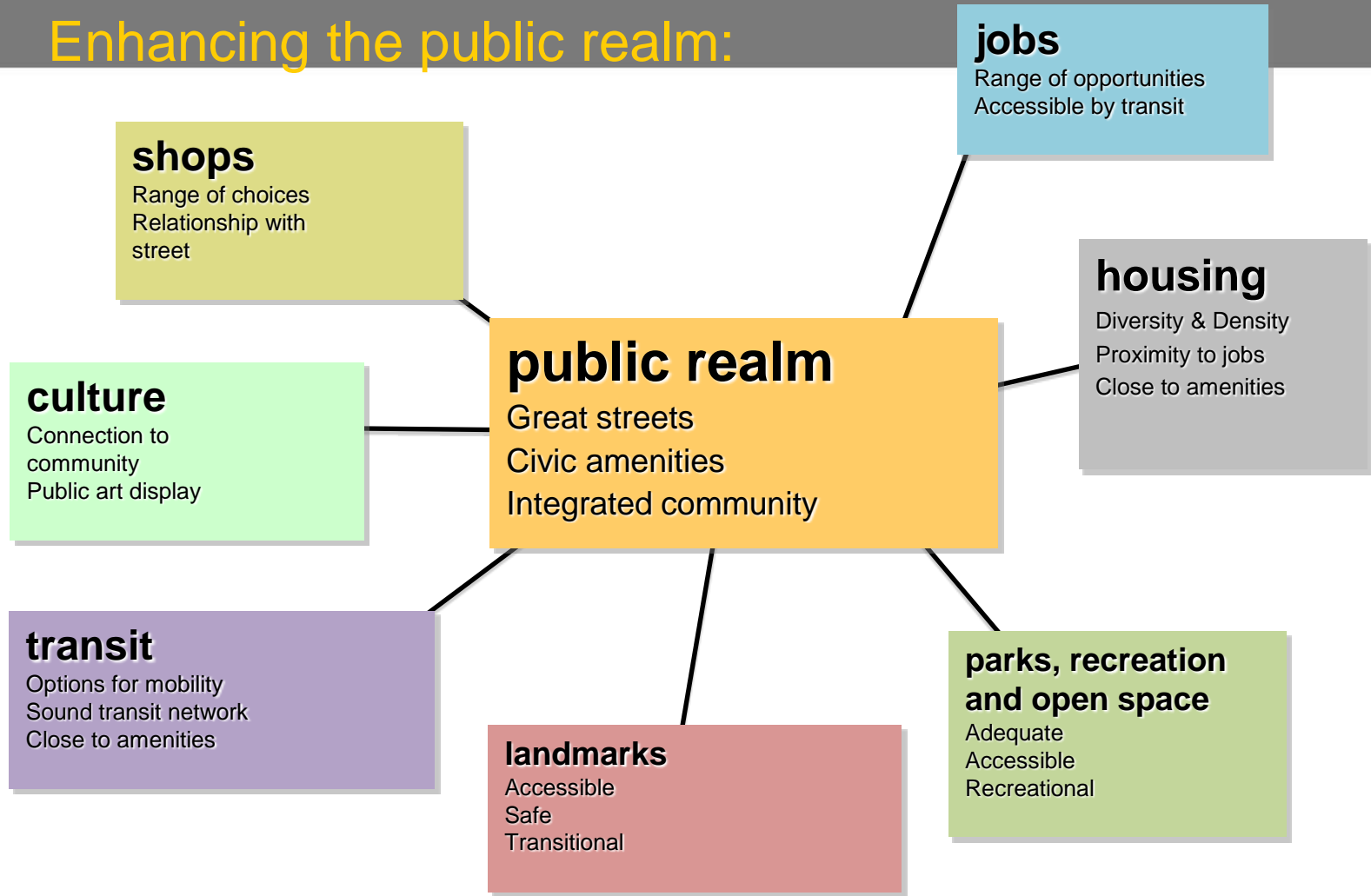




Many users...

Complete Streets movement in

LA Enhancing the public realm:



It is about what you want your streets to be.....

Preparing for Residents, Housing and Transit

The Solution/Vision: Complete Streets



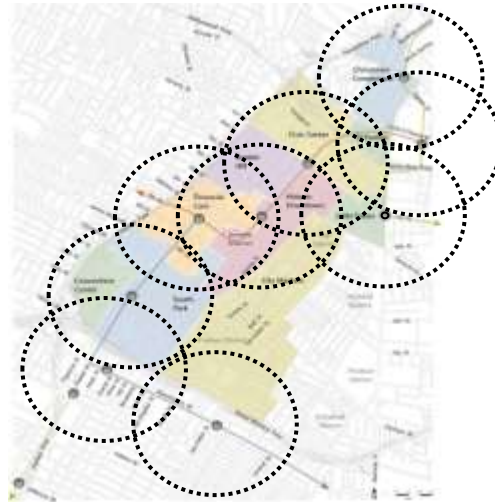
The City's Role in the Solution/Vision: A Sustainable Downtown

OBJECTIVES

- Transit-oriented development
- Sustainability
- Carbon footprint reduction
- Smart/compact growth
- Green building
- Complete center
- Complete streets

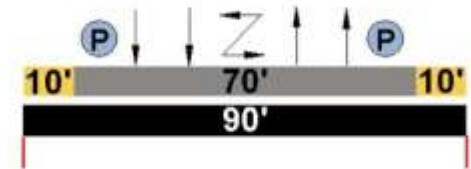
We called it **Livability**

½ mile rail TODs
Bus TODs not shown

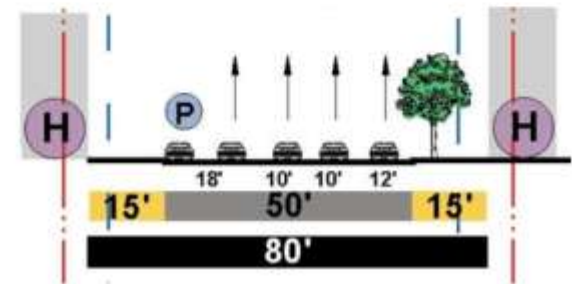


New Vision includes:
Different street treatment for different districts/uses.

- Existing standards don't consider context.



- New standards will be context sensitive.



Downtown Design Guide 2009

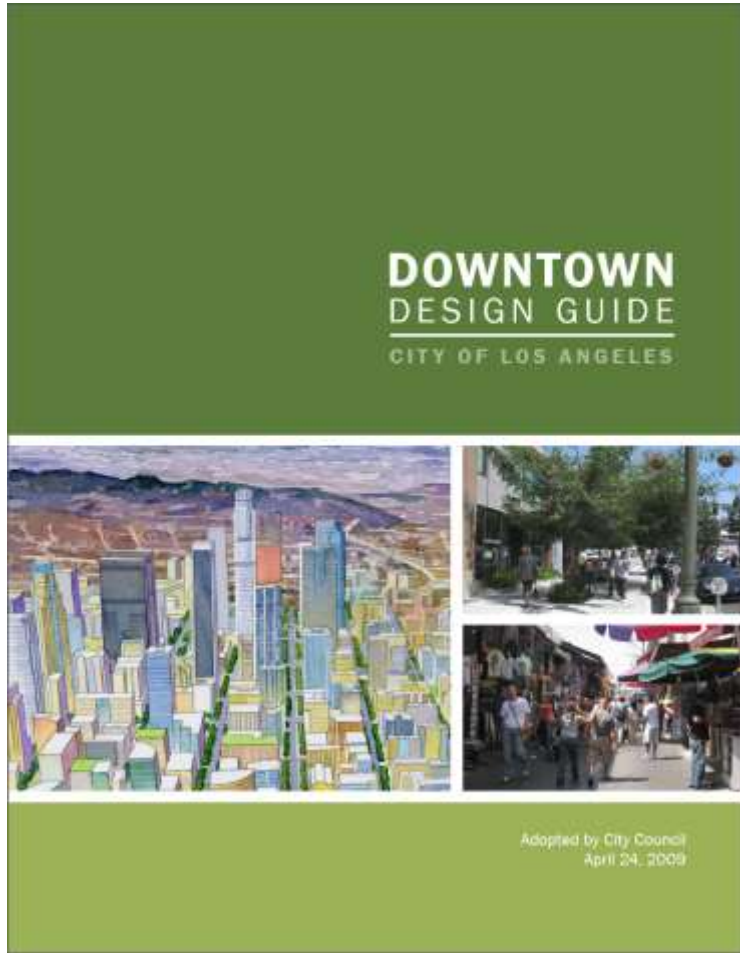
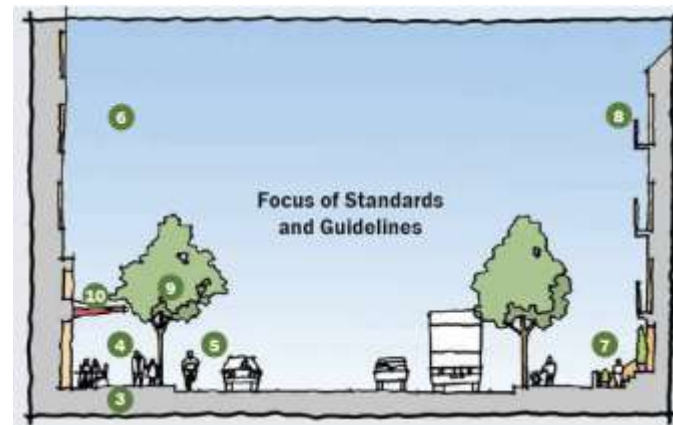


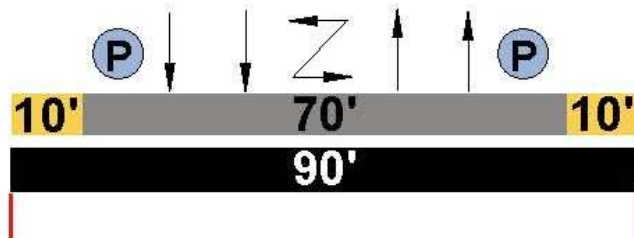
Figure 1-1: Zones for Which Guidelines Apply



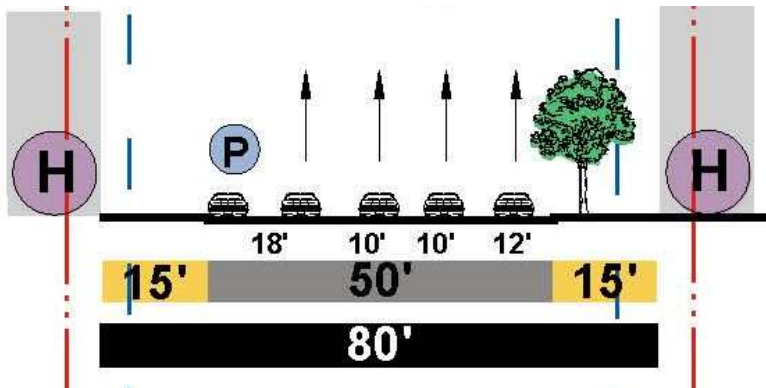
Survey

DOCUMENT FINDINGS

Secondary Standard



Typical Existing Condition



Analysis

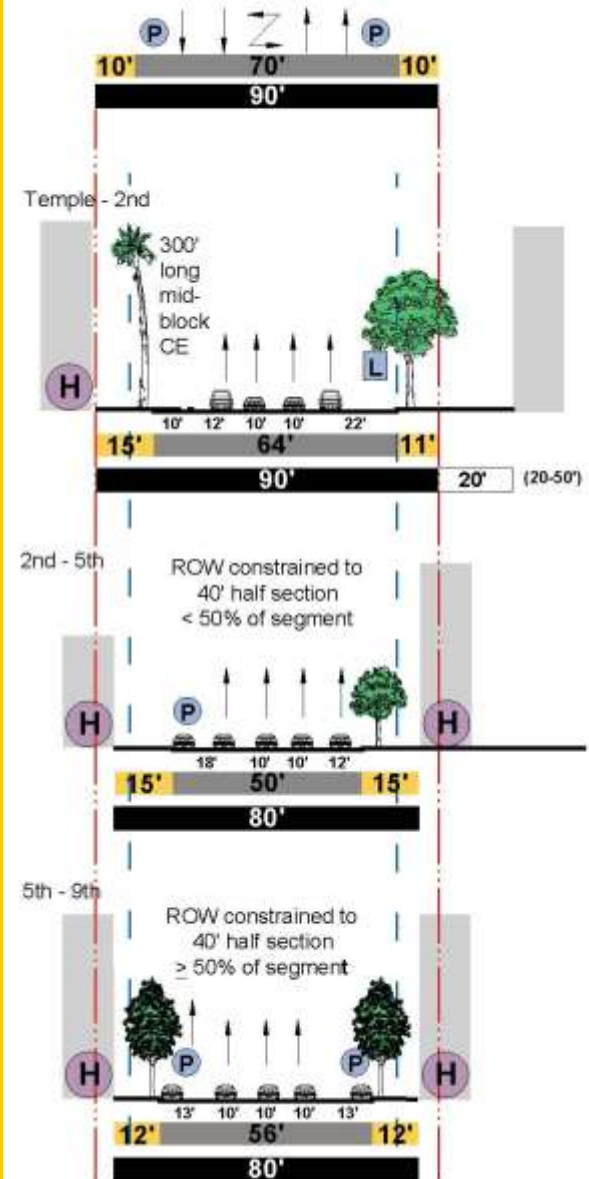
BY STREET SEGMENT/DISTRICT



MAIN STREET north of 9th Street

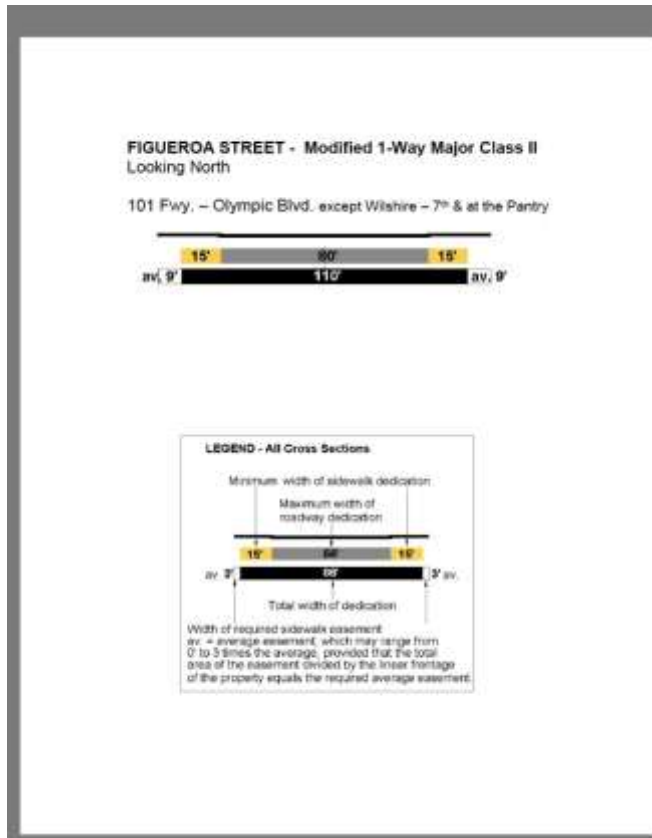
EXISTING

Designation: Secondary

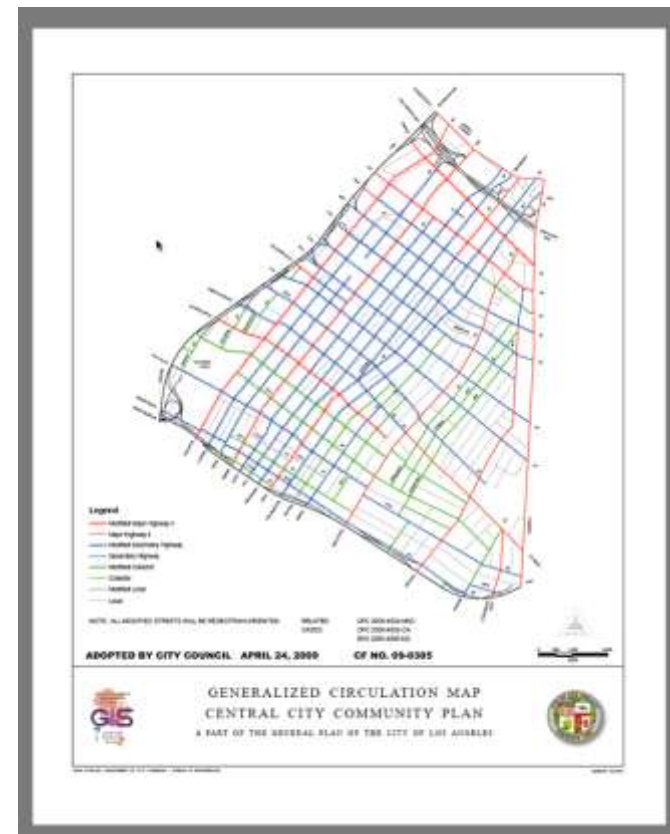


New Reference Tools

NEW STREET CROSS SECTION IN NavigateLA



NEW CIRCULATION MAP IN GENERAL PLAN

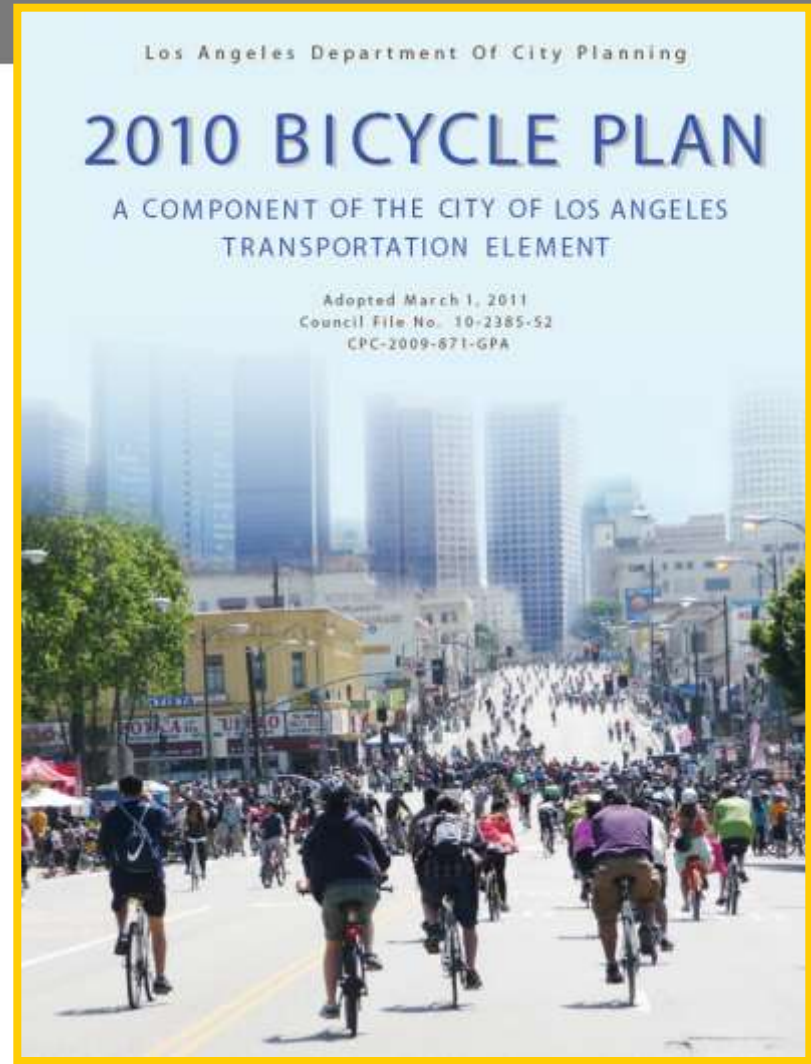
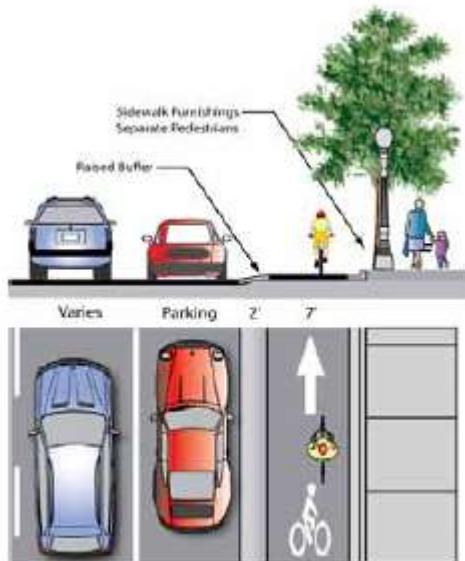


Before and After



2010 Bicycle Plan

- Adopted March 1, 2011 unanimously
- Doubles number of miles in previous plans



CICLAVIA/Bike Corrals

www.ciclaviala.org



Park(ing) Day

www.parkingdayla.com



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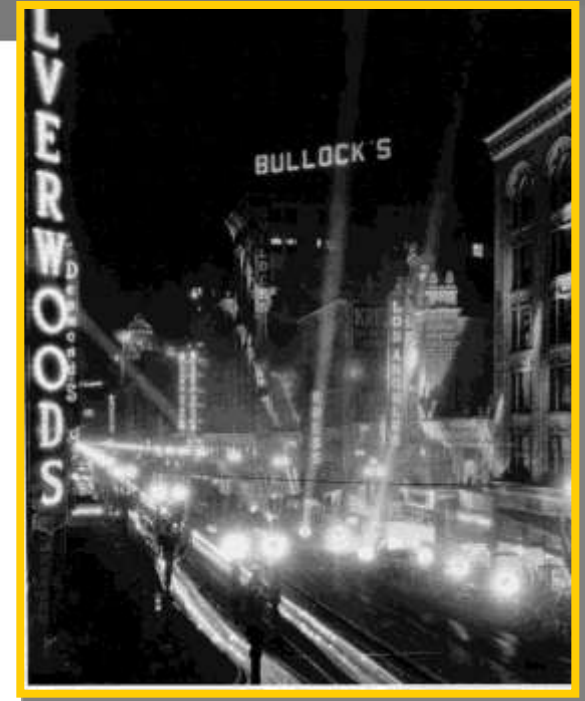
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Broadway Then

- Birthplace of vaudeville and entertainment in L.A.
 - Marx Brothers, Bob Hope, Houdini, Bing Crosby, Jack Benny, Will Rogers, Charlie Chaplin, Eddie Cantor, Lena Horne, George Burns & Gracie Allen, Duke Ellington, Judy Garland, and W.C. Fields
- 12 historic theatres in 9 blocks / National Register historic district
- Former commercial capital of the U.S.
 - First Broadway Department Store (3rd / Bway)
 - Flagship stores for Bullocks, May Company, Fifth Street Store & others
- Terminus for Route 66 & hub of world-renowned streetcar system



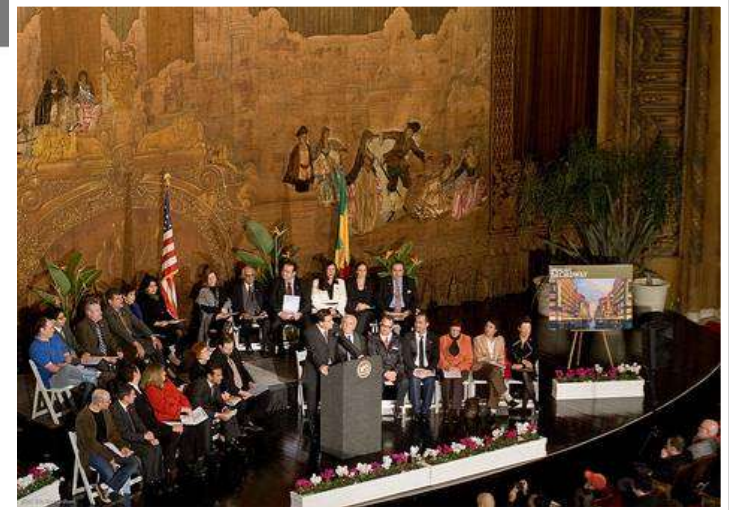
Broadway in Recent Years

- Steady decline over several decades
 - Upper floors emptied out
 - Sidewalk infrastructure in great disrepair
 - Ground floor slowly lost anchors, retail @15-20% vacancy
 - Shoppers attracted to other areas, for ease and convenience
 - Can't support a district with ground floor only
 - Only two theatres open for regular programming
- 1,195 housing units in or going in on Broadway
- More than 1M square feet vacant in upper floors
 - No jobs, no revenue, no support for revitalization
- Not connected to the rest of Downtown – “invisible line”



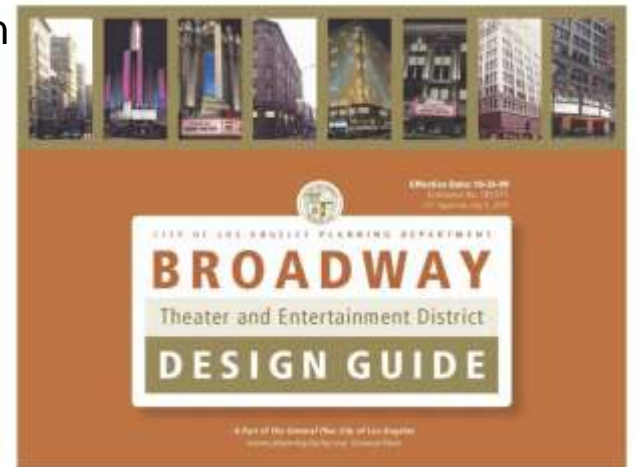
Goals

- Activate inactive theatres
- Reactivate vacant commercial space in upper floors; assist retailers and attract businesses to fill ground floor vacancies
- Increase parking and transit options for Broadway
- Encourage and incentivize economic development and job creation while creating a sense of place and history through urban planning, design/ lighting guidelines and a new streetscape & infrastructure improvement plan
- Encourage a diverse range of cultural, entertainment, commercial and retail uses on Broadway that will sustain vitality for generations
- Make the dream of riding a modern streetcar transportation system in downtown a reality.



Entertainment Overlay & Design Guide

- Incorporates Urban Design Guidelines & the Historic Lighting Element developed previously, but which were not made city policy.
- Public-Private working group developed and drafted
- Numerous public workshops and outreach
- Ordinance adopted by City Council Sept. 2009
- Guides private development – new and existing:
 - o Prioritizes historic preservation and pedestrian experience
 - o Develops cohesive look for design, lighting, signage, and the appearance of buildings, storefronts and facades
 - o Supports entertainment / cultural uses
 - o Encourages neon & historic materials
 - o Grandfathers in any permitted, non-compliant conditions



Entertainment Overlay & Design Guide



Entertainment Overlay & Design Guide



Two Boots Pizza

Opening in 2012



Entertainment Overlay & Design Guide



Entertainment Overlay & Design Guide



UMAM!catessen

Opening in 2012



Entertainment Overlay & Design Guide

THE CHAPMAN BUILDING



Entertainment Overlay & Design Guide

THE CHAPMAN BUILDING



Entertainment Overlay & Design Guide

SOLID ROLL DOWN DOORS

Attract blight and make the street feel less safe and less pedestrian-friendly.



Entertainment Overlay & Design Guide

ENCOURAGING STOREFRONT TRANSPARENCY



Façade Lighting Grant Program for 2012



- \$800,000 in Community Block Grant Funding
- For façade lighting and glass block repair & replacement
- Lighting designs funded and will be provided for historic buildings



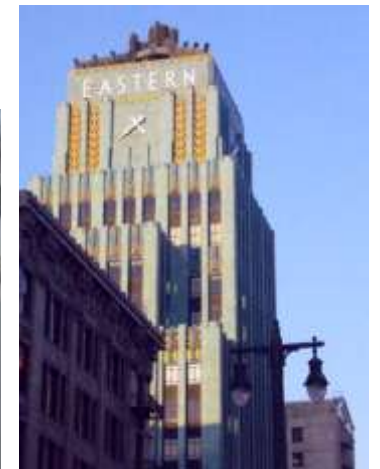
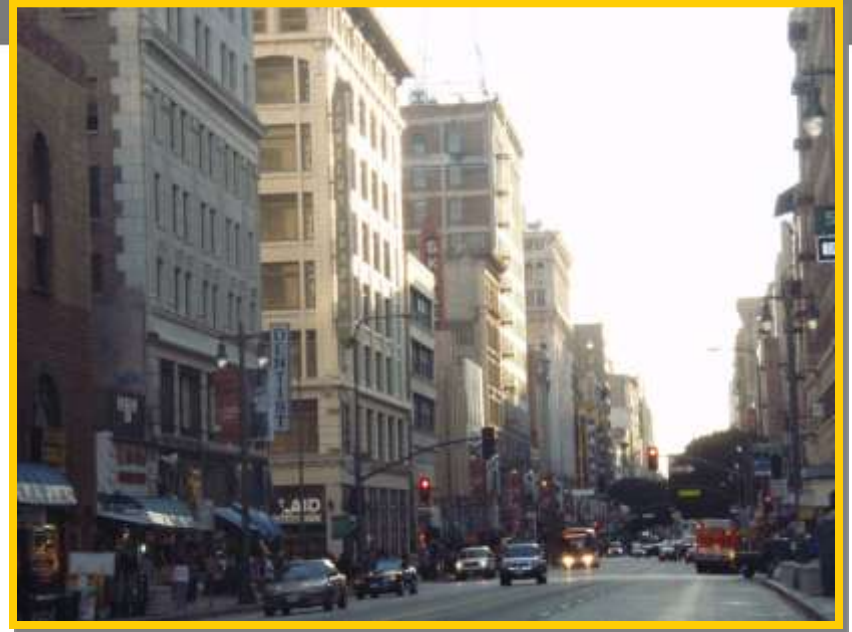
Broadway Sign District

- Will allow replacement of signs which were historically present, but are no longer allowed by current code
- Will be used as an economic incentive to spur reactivation and historic preservation, so we can achieve an active district from storefront to rooftop once again.
- Public meetings to discuss draft ideas this summer / fall.



Historic Commercial Reuse

- More than 1-million sq. ft. vacant in upper floors in the urban core of USA's #2 city
- Most buildings suitable for housing have already been adapted.
- Leaves many historic buildings vacant. Ground floor district – high rise architecture.
- Long-vacant, cannot be legally occupied without tremendous renovation & investment to meet modern codes.
- Serious danger of loss in an earthquake – collateral damage
- CA Historical Building Code provides guidance
- City task force developing guidelines and incentives



Business Support & Job Creation

- 15-20% vacancy rate on Broadway is decreasing.
- Recruiting new businesses and offering support for those who are already here
- Supporting existing economic engines – including fashion, retail, restaurants
- Cutting red tape with departments
- Hundreds of jobs. Just the beginning.

**TARINA
TARANTINO**
HANDMADE IN THE U.S.A.

ACE HOTEL
SEA // PDX // NYC // PSP

ROSS
DRESS FOR LESS



UMAMI *catessen*

FIGARO

BISTROT • BOULANGERIE • LOUNGE

Clifton's
BROOKDALE

860 S. Broadway
Take My Picture
Gary Leonard

KELLY'S
COFFEE & FRIDGE



SILO
THE LOU BAR

Two Boots

INDIE *DECK*

DTLA
BIKES



Business Support & Job Creation

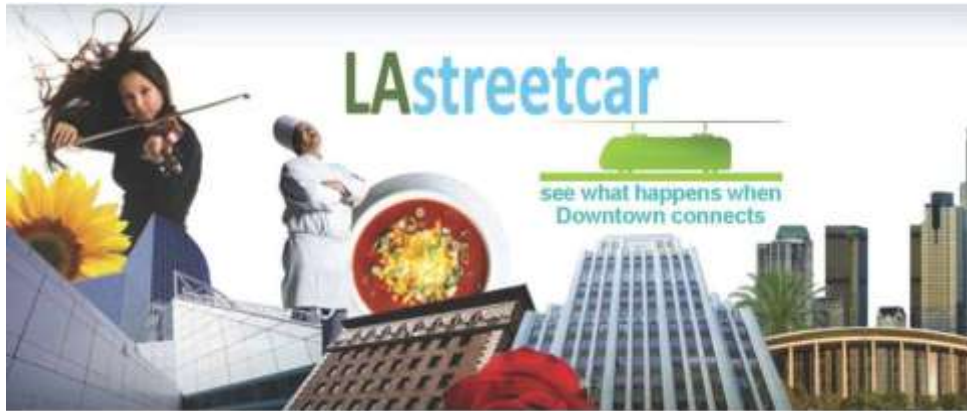
- 618 S. Broadway – Schaber's Cafeteria

FIGARO

BISTROT · BOULANGERIE · LOUNGE



The Key to Downtown Connectivity



Streetcar Jobs & Economic Development

9,300 new jobs



The Streetcar will support 7,200 one-time construction jobs and 2,100 permanent jobs in downtown L.A. These new jobs will support retail and entertainment businesses, drive strong rent and occupancy growth, and induce more firms to locate in downtown.

8,390 daily boardings

\$24.5 million in new annual spending



By 2035, the Streetcar will support \$24.5 million in new annual retail sales from new employees, business visitors, residents, and leisure visitors. Increased connectivity and access to the streetcar system will generate new spending on retail, food, beverage, parking, and hospitality services above downtown's baseline rate of growth.

\$47 million in new City revenue



Over the course of the 25 year study period, development stimulated by the streetcar will generate \$47 million in new unrestricted revenues to the City of Los Angeles. These revenues will be generated by increases in retail sales, food and beverage purchases, hotel room bookings, parking usage, and property values above downtown's baseline growth.

Over \$1 billion in new development



\$730 million in new residential construction, including 2,600 new housing units



\$210 million in new office construction, including 675,000 square feet of new and rehabilitated office space.



Streetscape Master Plan

- Prioritizes people over cars
- Developed January – November 2009 – significant community input
- Design by Melendrez
- Reduction in traffic lanes with curb extensions & comfortable, real-time transit stations
- On-street parking and loading
 - o Good for merchants and provides a pedestrian buffer between pedestrians and traffic along Broadway.
- Replication of original streetlamps
- Transit stations, bike racks, wayfinding signage
- Trees and plants



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Shifting the Balance on LA Streets

- Two corridor case studies in downtown Los Angeles: Broadway and Figueroa (which includes 11th Street and Bill Robertson Lane)
- But that's not all...
 - Spring Street Bike Lane/Bike Network in Downtown
 - Streetcar and Regional Connector
 - L.A. Events Center

Shifting the Balance on LA Streets



BROADWAY
STREETSCAPE MASTER PLAN

Shifting the Balance on LA Streets

Project Location

Downtown Los Angeles
Broadway – 2nd to Olympic

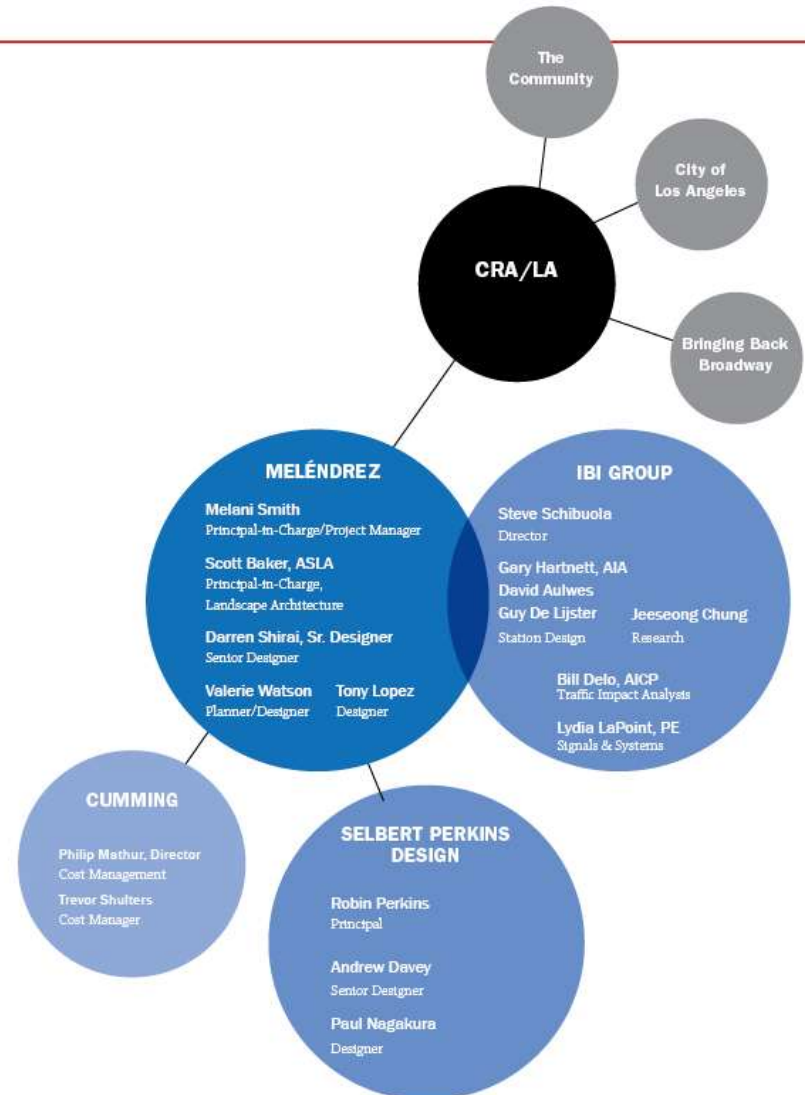
- 8 blocks
- 9 ints.



Shifting the Balance on LA Streets

Project Partners

- Consultant Team
- Client Team
- Departmental Stakeholders
- Community Stakeholders
- Bringing Back Broadway



Shifting the Balance on LA Streets

Outreach

Broadway Walk Public Meeting #1- 02/17/2009



BROADWAY STREETScape

WALK ROUTE AND STOPS



Here's how to complete the Broadway Streetscape Walk:

1. At The Chapman Building...
Get inspired by what other communities are doing to improve their streets.
2. Take a stroll at your own pace along the walk route.
At each stop along the route talk with our team members and answer the questions we've included on the back of this sheet. As the legend below shows, each stop focuses on a different topic area.
3. Bring your camera to document what you see!
Take photos along the way or at the designated stops to document examples of what could be improved, what should stay the same, what is lacking, etc. Share your photos via Flickr after the Walk.
4. Return this completed worksheet to us at The Chapman Base Camp.

Thank you for your participation!

LEGEND

- 1 Green Streets
- 2 Street Design
- 3 Character/Historic Influences
- 4 Transit Stations
- 5 Design Palette
- 6 Paseos/Open Space
- 7 Curb Extensions/Crossings
- 8 Pedestrian Safety and Comfort
- ★ Base Camp Start & Finish (The Chapman, 756 S. Broadway)
- M Metro Pershing Square Station
- Existing Park / Open Space / Plaza

Shifting the Balance on LA Streets

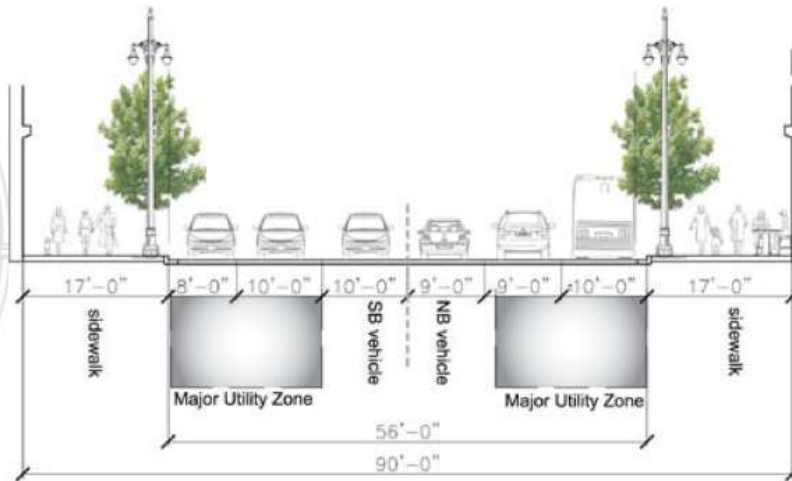
Design Goals

- Bring Curb to Streetcar/Bus
- Symmetry/Equity
- Parking/Loading
- Extended Sidewalk for Trees/Furnishings/Enhanced Public Realm
- Minimize Utility Relocation & Traffic Impacts



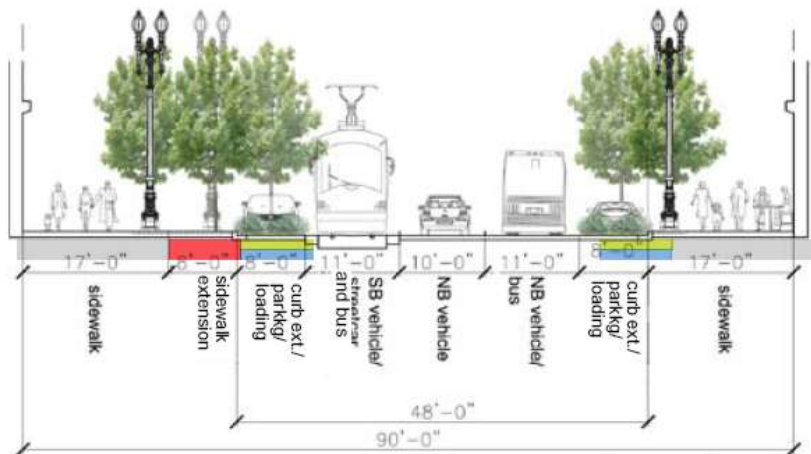
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Broadway Reconfigured



Existing

- 56' Curb to Curb
- 4 travel lanes, 2 parking/loading
- Few street trees, little shade
- Pedestrians at risk along curb



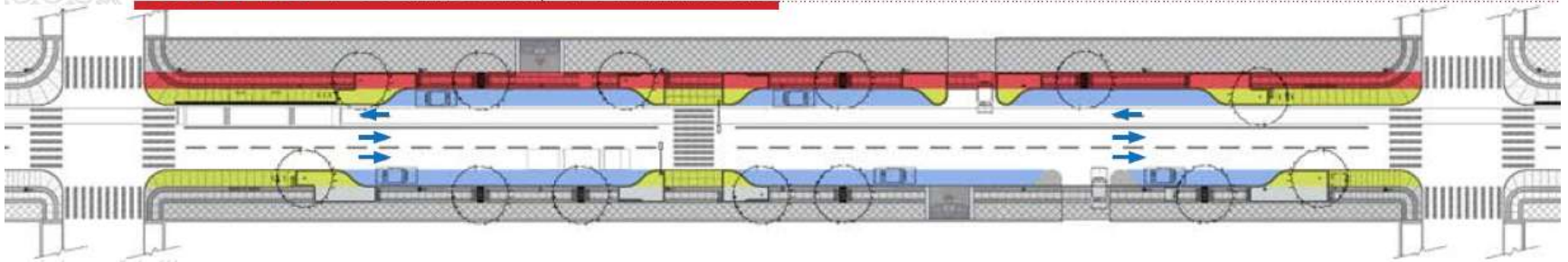
Proposed

- 48' Curb to Curb
- 3 travel lanes, 2 parking/loading
- Street trees
- Curb, sidewalk extensions

Shifting the Balance on LA Streets

Broadway Reconfigured

3 LANES 1 Southbound, 2 Northbound



- 8' Sidewalk Extension (Westside Only)
- 8' Parking/Loading
- 8' Curb Extension

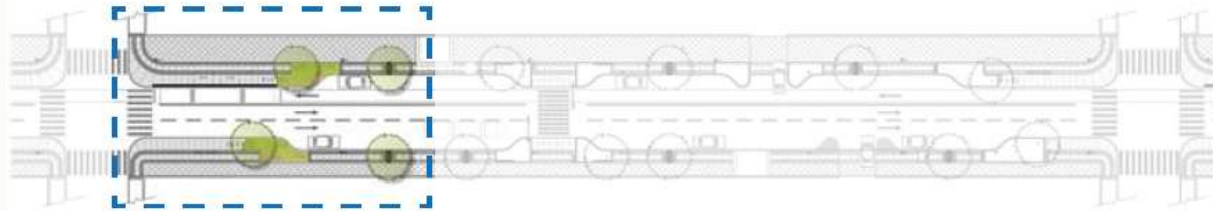
- ★ Three Travel Lanes (1 SB, 2 NB)
- ★ Sidewalk Extension on West Side
- ★ Curb Extensions - Parking/Loading Zones

Shifting the Balance on LA Streets

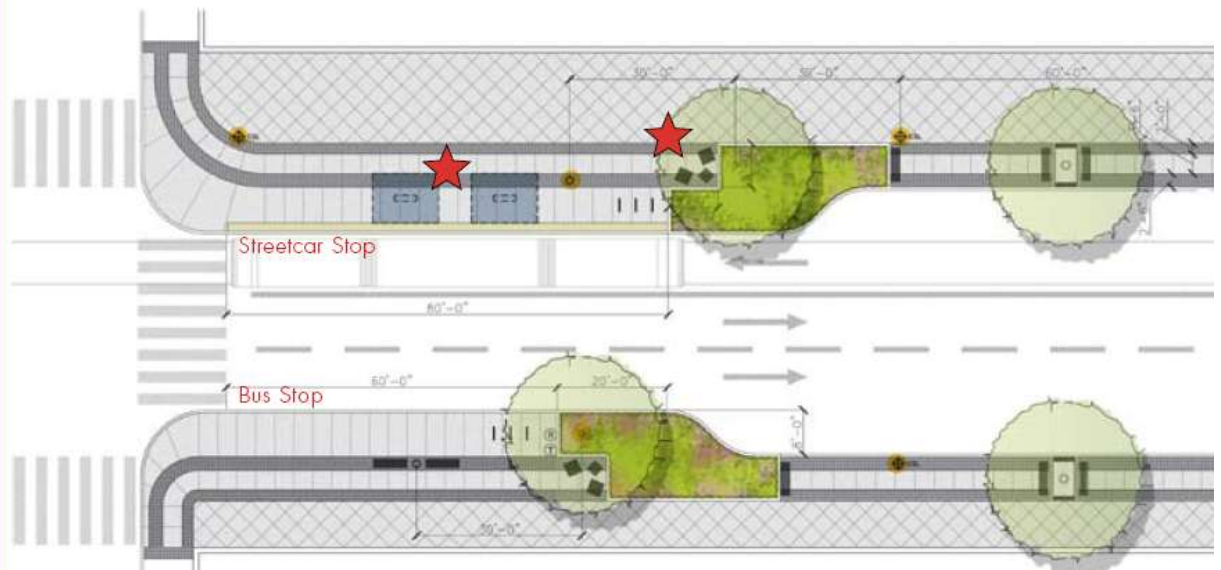
Transit Stops

- Street Trees
- Biofiltration Planter
- Paving
- ★ Transit Shelter
- Bench
- ★ Seating Alcove
- Tree Grates
- Bike Racks
- Trash/Recycling
- Streetlights

KEY MAP



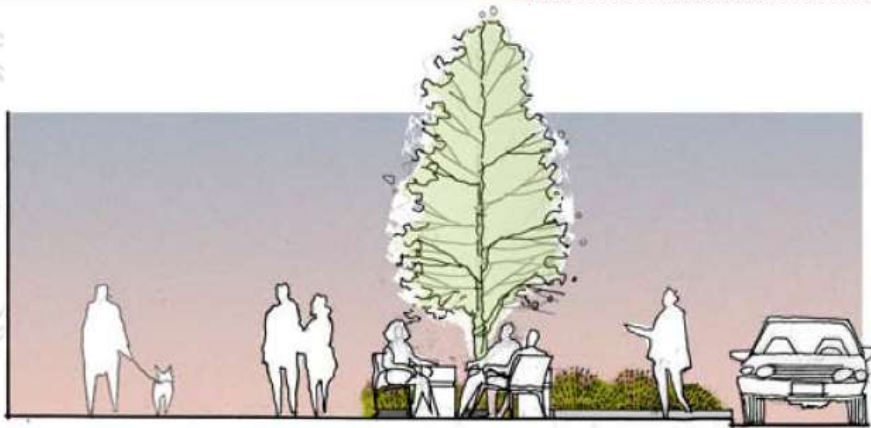
TYPICAL TRANSIT STOPS



Shifting the Balance on LA Streets

Transit Stops

Seating Alcove



Bike Racks



Chairs

Bollards



Shifting the Balance on LA Streets



Shifting the Balance on LA Streets



Project Name	Prop IC Grant \$
Design & Construction Completed	
Exposition Park Sports Fields	\$2,000,000
Design Started in 2010	
Figueroa Street (7th Street - 41st Street) and 11th Street (Figueroa - Broadway) Streetscape	\$20,236,000
Martin Luther King Jr. Blvd (Vermont - Figueroa) and Bill Robertson Lane (Expo - MLK) Streetscape	\$1,514,000
Washington Blvd Streetscape (Figueroa - Broadway)	\$750,000
Venice-Hope Recreation Center	\$2,000,000
Design to be Started in 2011	
Gilbert Lindsey Park at the Convention Center	\$2,000,000
Freeway Cap Park Feasibility Studies	\$1,500,000
Total All Projects	\$30,000,000

The 12 key quality criteria

PROTECTION

Protection against traffic and accidents – feeling safe

- Protection for pedestrians
- Eliminating fear of traffic

Protection against crime and violence – feeling secure

- Lively public realm
- Eyes on the street
- Overlapping functions day and night
- Good lighting

Protection against unpleasant sensory experiences

- Wind
- Rain/snow
- Cold/heat
- Pollution
- Dust, noise, glare

COMFORT

Opportunities to walk

- Room for walking
- Interesting facades
- No obstacles
- Good surfaces
- Accessibility for everyone

Opportunities to stand/stay

- Edge effect/attractive zones for standing/staying
- Supports for standing
- Facades with good details that invite staying

Opportunities to sit

- Zones for sitting
- Utilizing advantages: view, sun, people
- Good places to sit
- Benches for resting

Opportunities to see

- Reasonable viewing distances
- Unhindered views
- Interesting views
- Lighting (when dark)

Opportunities to talk and listen

- Low noise levels
- Street furniture that provides 'talkscapes'

Opportunities for play and exercise

- Physical activity, exercise
- Play and street entertainment
- By day and night
- In summer and winter

ENJOYMENT

Scale

- Buildings and spaces designed to human scale

Opportunities to enjoy the positive aspects of climate

- Sun/shade
- Heat/coolness
- Shelter from wind/breeze

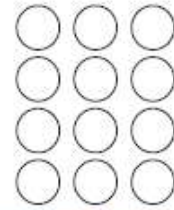
Positive sensory experience

- Good design and detailing
- Good materials
- Fine views
- Trees, plants, water

Two examples using quality criteria to evaluate city space

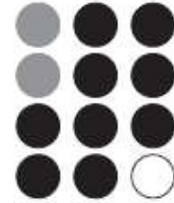
Nyhavn, quayside street in central Copenhagen

This example produces many white (good) fields due to the thoroughly good quality based on all criteria.



Kay Fisker Square, main square in new city district

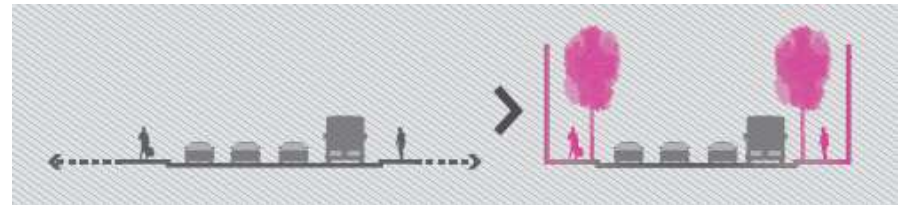
An example of a square in the new town of Ørestad with a very poor rating in most areas covered in the list of quality criteria.



Shifting the Balance on LA Streets

- The Vision

- A fair balance of street allocation for walking, cycling, transit, and vehicles
- Focus on a human scale in which the wide open street section is transformed into a series of smaller spaces
- Open and inviting building edges, which will contribute to the whole street envelope and a public realm in which people want to linger





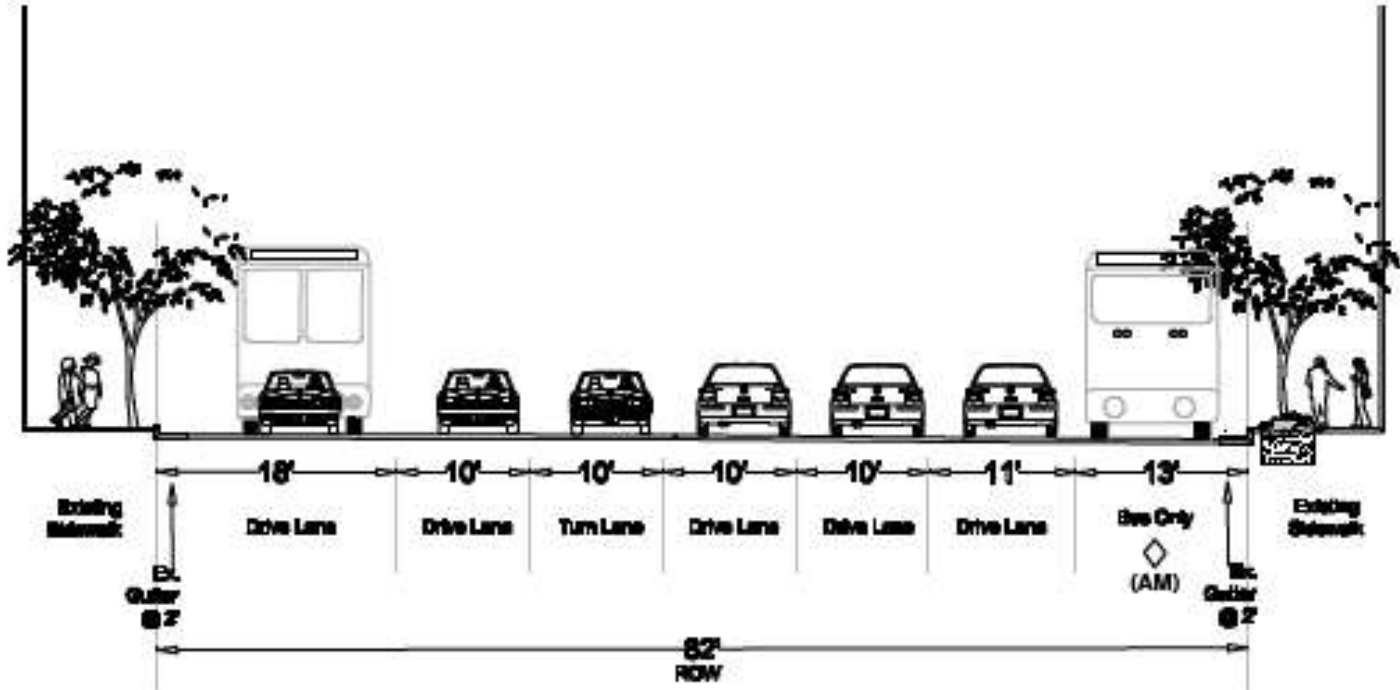
BEFORE



AFTER

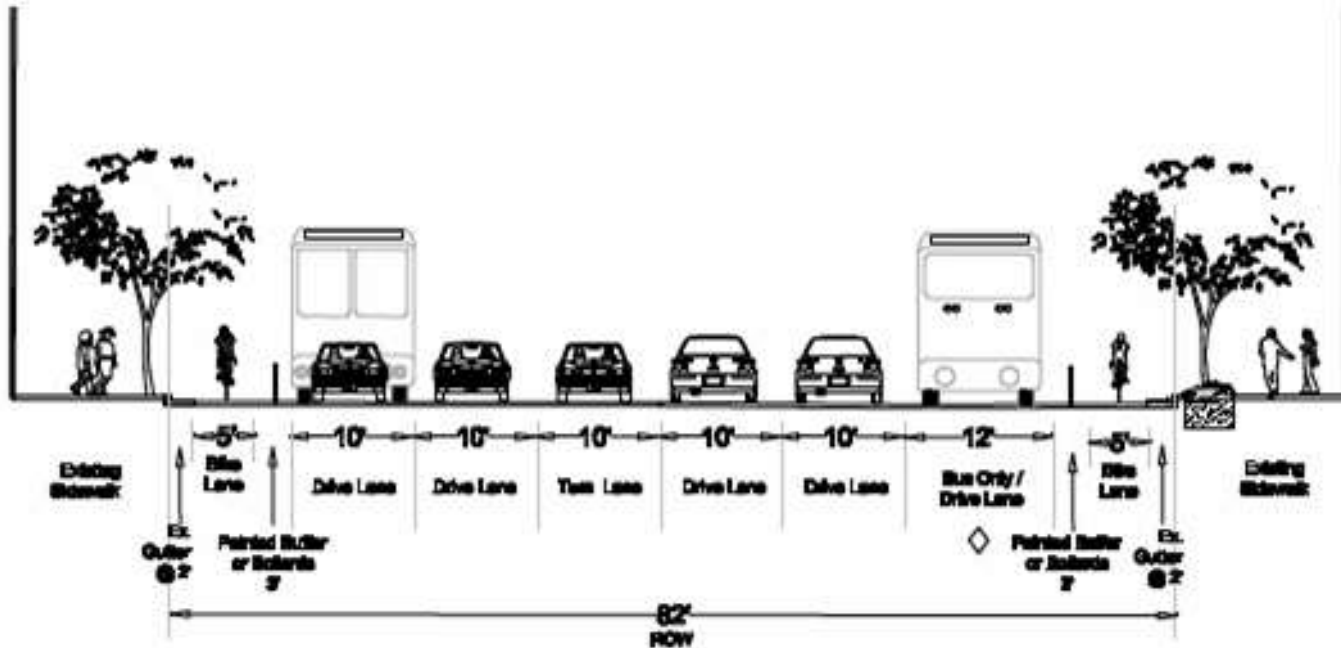
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Figueroa - Existing



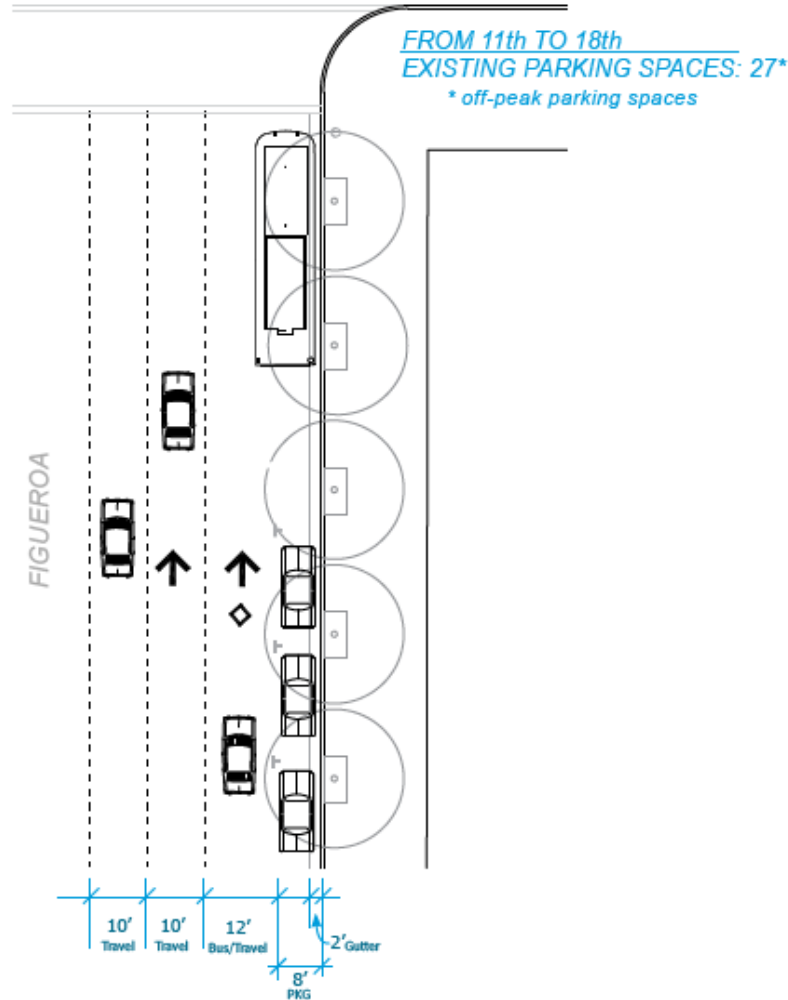
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Figueroa - Proposed

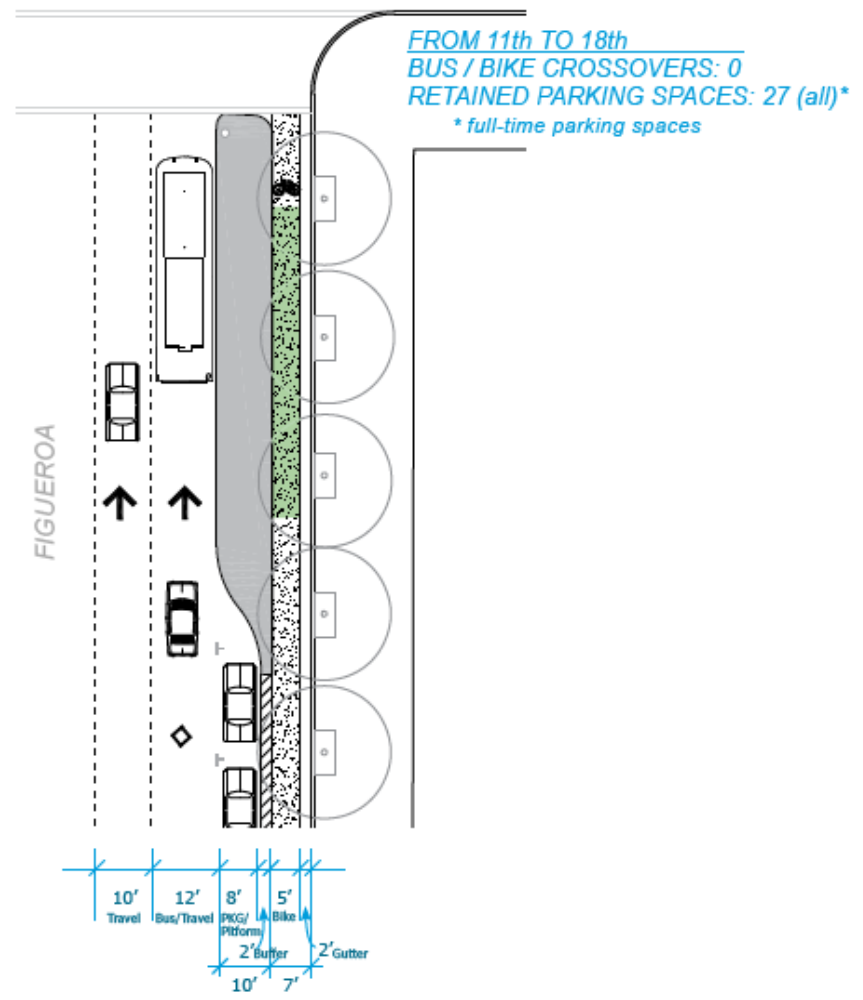


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Figueroa - Existing

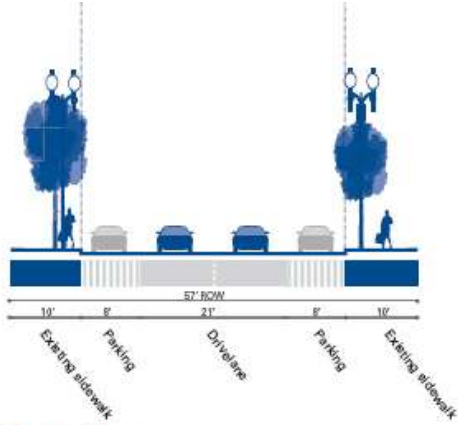


Figueroa - Proposed

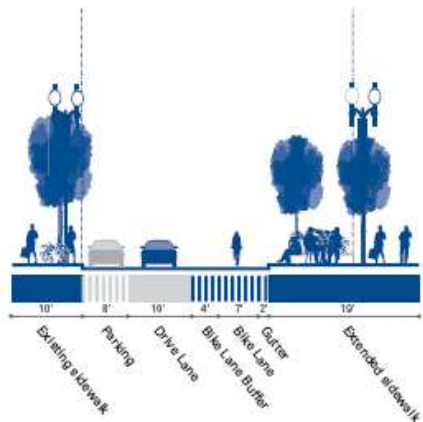


Shifting the Balance on LA Streets

11th Street

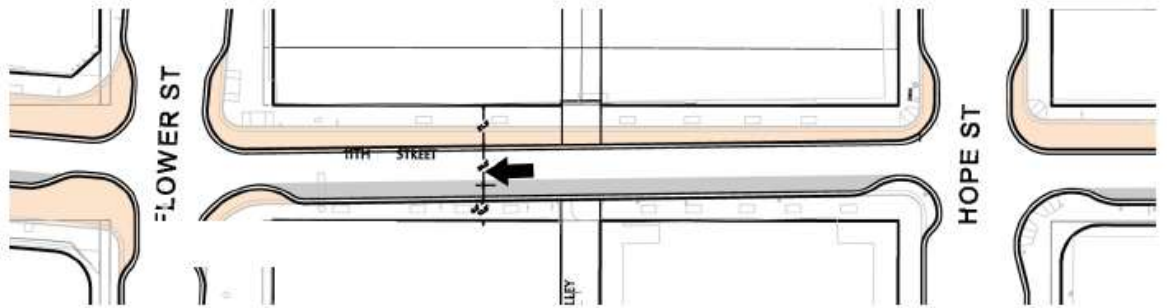


Existing looking west



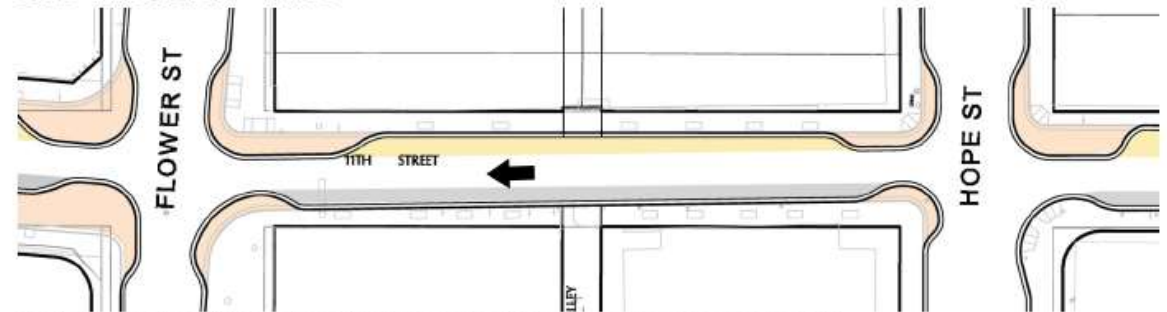
Proposed looking west

Sidewalk Extension - Full Build



Sidewalk extension on North side of street & additional curb extensions at corners on south side

Curb Extension - Pilot

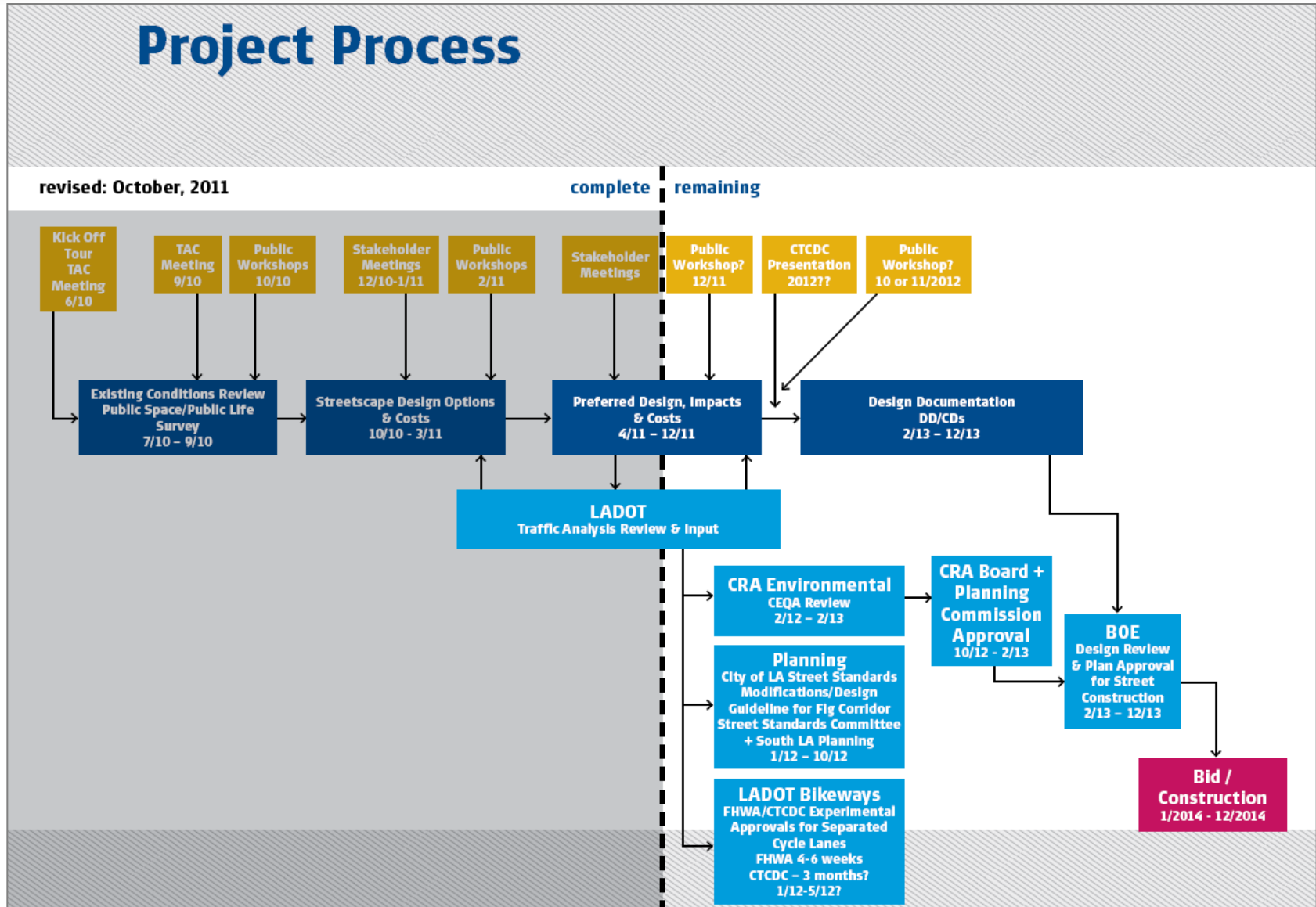


Pilot extensions mid-block and permanent curb extensions at corners only

- Extended Sidewalk
- On-Street Parking
- Roadway Appropriated for Public Space

Shifting the Balance on LA Streets

Project Process



Shifting the Balance on LA Streets



MODERATOR

Simon Pastucha

Head of the Urban Design Studio

City of Los Angeles, Department of City Planning



PANELISTS

Jessica Wethington McLean

Executive Director, Bringing Back Broadway

Office of Los Angeles City of Los Angeles Councilmember José Huizar



Melani Smith

President/CEO

Melendrez, Urban Planning & Design, Landscape Architecture



Jay Kim

Principal Transportation Engineer, Head of Development Services
Los Angeles Department of Transportation



Steve Gibson

President, Urban Place Consulting Group, Inc.

President/CEO, Figueroa Corridor Partnership

Shifting the Balance on LA Streets

NEW DIRECTION

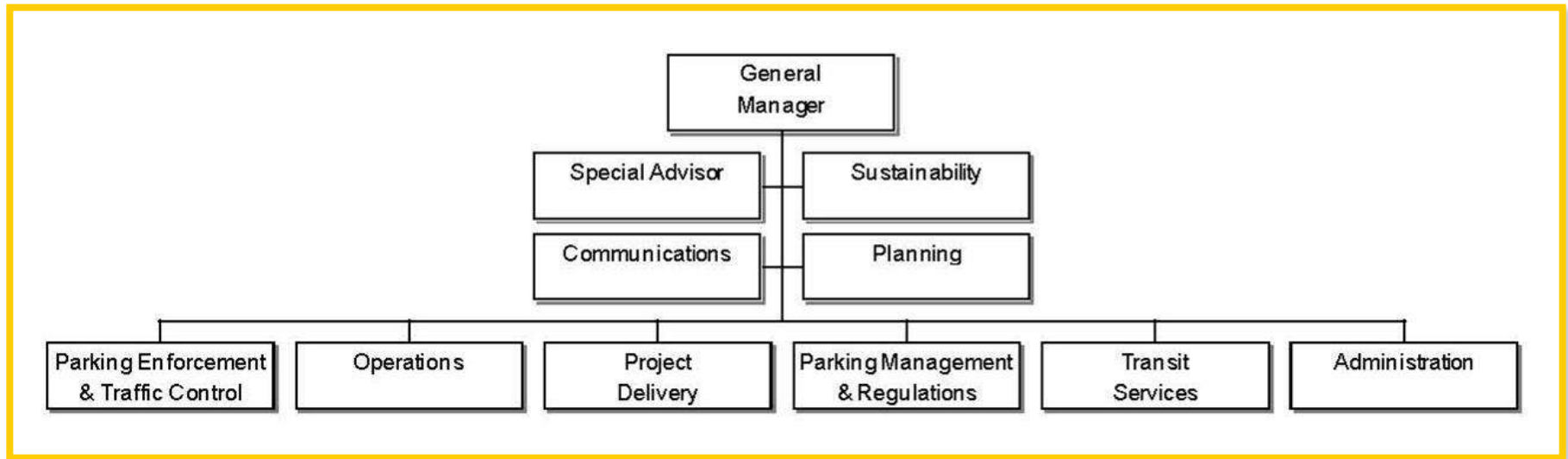
- Paradigm Shift
- Tradition vs. New Ways
- Cannot “build our way out”
- Running out of traditional mitigation solutions
- Look beyond car-centric solutions
- SB 375 – Smart Growth
- AB 1358 – Complete Streets



Shifting the Balance on LA Streets

NEW DIRECTION

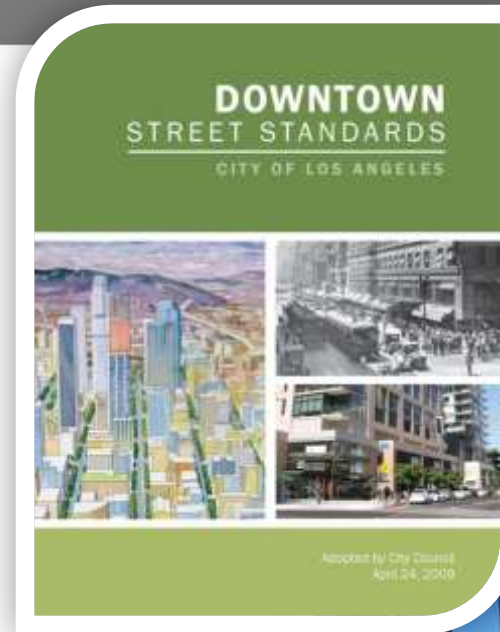
- New General Manager, Jaime de la Vega 7/15/11
- Emphasis on project delivery, mobility options, safety and quality of life
- Leverage Measure R projects
- Department Reorganization



Shifting the Balance on LA Streets

RECENT HIGHLIGHTS

- Street Reclassifications in Downtown and Hollywood
- Bicycle Master Plan – FY 2010-11 completed about 30 miles; target 265 miles in 5 years
- Sunset Triangle Plaza – LA's first street-to-plaza conversion



Shifting the Balance on LA Streets

ON THE HORIZON Projects

- Bus Only Lanes
- Protected Bike Lanes
- Streetcar
- Downtown Express Park
- Mobility Hubs – Carshare, Bikeshare, Secure Bike Parking



Shifting the Balance on LA Streets

ON THE HORIZON Policy Changes

- Mobility Element – Layered Network Concept
- Westside Mobility Plan – Rail Linkages and Livable Boulevards
- Multi-Modal LOS Study
- Mayor's TOD Cabinet – Transit, Bike and Pedestrian Emphasis with District Shared Parking Concept
- AB 2245 – CEQA Exemptions
- NACTO Urban Street Design Guide



GET INVOLVED LA!
The City of LA wants your ideas for solving our transportation challenges!

- 1**  **Town Hall**
Ideas.LA2B.org
- 2**  **Idea Line**
213.905.0385
- 3**  **Think Lab**
February 25 & March 3

Saturday, February 25, 2012		Saturday, March 3, 2012	
9:30-11:30 AM	1:30-3:30 PM	9:30-11:30 AM	1:30-3:30 PM
Los Feliz (2nd St)	Los Feliz (3rd St)	Los Feliz (2nd St)	Los Feliz (3rd St)
Los Feliz (4th St)	Los Feliz (5th St)	Los Feliz (2nd St)	Los Feliz (3rd St)
Los Feliz (6th St)	Los Feliz (7th St)	Los Feliz (2nd St)	Los Feliz (3rd St)


A multi-modal transportation system. 



WESTSIDE
Mobility Plan

Read More

Shifting the Balance on LA Streets

WHAT'S NEEDED FOR SUCCESS

- Innovative Policy
- Implementation Mechanism
 - Street Standards and Design Manual Changes
- Holistic Multi-Agency Planning and Collaboration
- Public Outreach
- Demonstration Projects



Shifting the Balance on LA Streets



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Shifting the Balance on LA Streets

- The **Figueroa Corridor Partnership** is responsible for the daily management and promotion of the Figueroa/Flower/Vermont /Hoover Corridor, linking downtown Los Angeles to Exposition Park.



Property Based Business Improvement District

- Assessments on the real property of 343 property owners.

Annual Budget	\$1,113,763	
Clean & Safe	\$944,541	85%

Community Ambassadors



Community Ambassadors

- Provide safety patrols from 7:30 a.m. to 12:00 a.m. daily
- The Community Ambassadors are:
 - o highly trained security guards
 - o customer service and public relations experts
- Create a high profile safety presence in the district
- Provide information and assistance to all visitors in the district
- Provide the area merchants support and service
- Provide the LAPD, USC DPS, and the Expo Park DPS with:
 - o information on reports of criminal activity
 - o assistance during traffic incidents
 - o assistance with outreach to the community
- Promote the goals and objectives of the FCPBID

Community Ambassadors (1999 - 2011)

Clean Team



Clean Team

- Service from 7:00 a.m. to 3:00 p.m. on weekdays and 7:00 a.m. to noon on Saturdays
- Enhance the perception of safety in the district
 - “*A clean and maintained area is perceived as a safe area*”
- Provide the district with:
 - o high levels of cleanliness on the sidewalks and curbs
 - o sidewalk pressure washing
 - o over 200 trash receptacles maintained six days a week
 - o 24 hours or less turnaround on graffiti removal
 - o landscaping and/or weed removal

Clean Team: 14 Year Performance Statistics

- Bags of trash removed 509,983
- Tons of trash removed 10,208
- Graffiti Tags Removed 9,175
- Graffiti Removal Sq Feet 329,270

Branding the Corridor

LA WALKS/ANGELS WALK

- Angels Walk Program 15 signs
- Figueroa Medallions 100 signs
- LA Walks Wayfinding Program 68 signs
 - o 34 Map Signs
 - o 20 Vehicle Word Signs
 - o 14 Pedestrian Word Signs
- Trash Can Medallions 180

LA Walks

PEDESTRIAN SIGN



VEHICULAR SIGN



PEDESTRIAN MAP



Figueroa Corridor Investment

NEW INVESTMENT

In the First Ten Years	\$1,553,654,000
Since 2008	\$ 504,300,000
Total Investment since 1999	\$ 2,057,954,000

Approximately 75% Increase in Retail Businesses
60% Increase in Pedestrian Traffic

Prop 1C

Shifting the Balance on Figueroa Street

FIGUEROA BID ROLE

1. Partner in Grant Process
2. Advisory Role in Selection of Design Team
3. Advisory Role in Design Process
4. Facilitating Community Outreach
- 5. Responsible for Long Term Maintenance of Improvements Within Our District.**

Prop 1C

Shifting the Balance on Figueroa Street

WHY GET INVOLVED

1. To insure design that is **Maintainable**.
2. To insure our property owner influence in the project.
3. To provide a more balanced **User Experience** to the support the \$2,000,000,000 of new investment in our part of the Figueroa Corridor.

Shifting the Balance on LA Streets

Q&A

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