

WESTERN AVENUE CORRIDOR VISION

PRELIMINARY ANALYSIS AND IDEAS

DRAFT - November 14, 2012

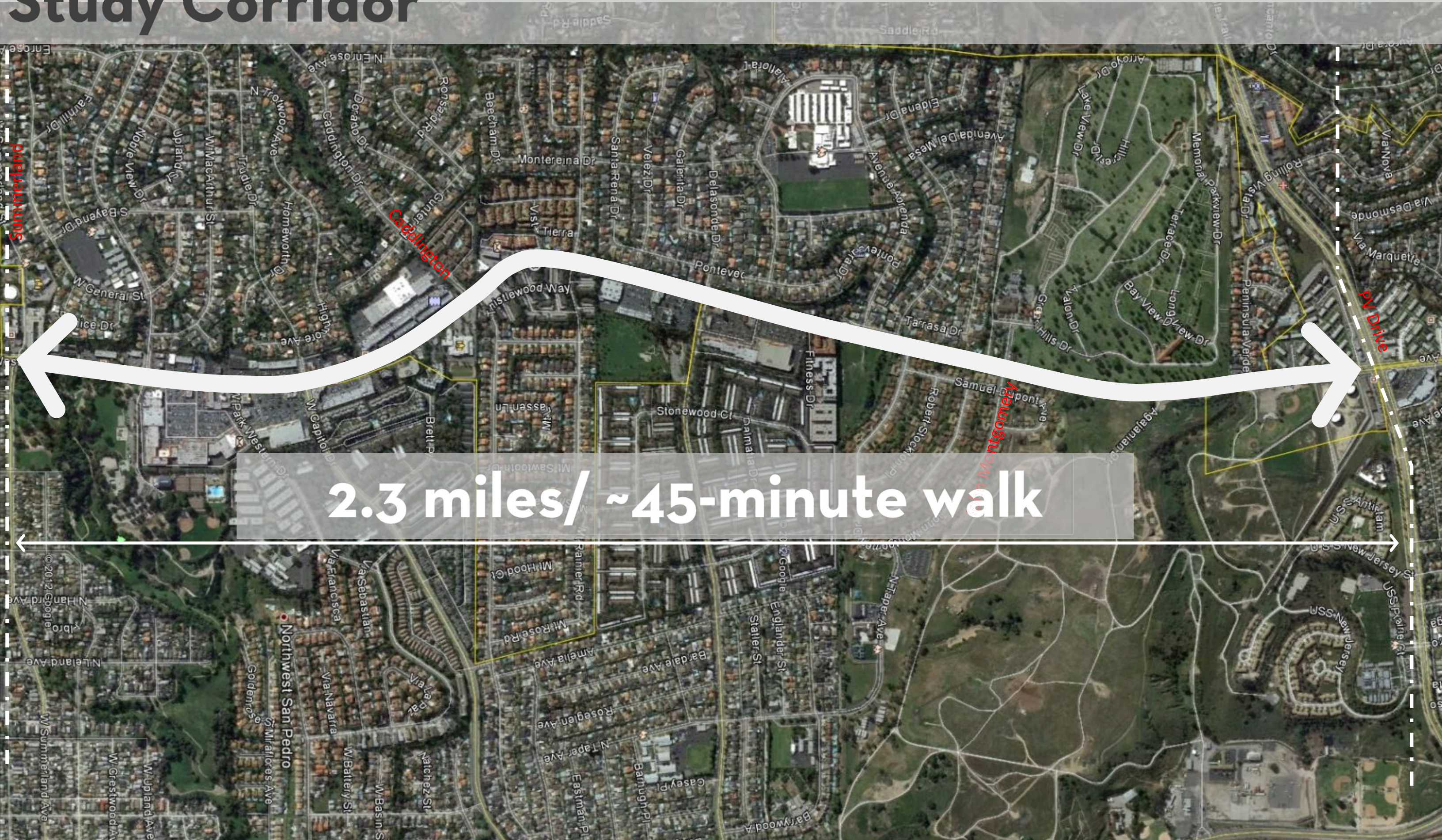




GUIDING PRINCIPLES and ASPIRATIONS

- **Improve, improve, improve: storefronts, public realm, and perception**
- **Create diversity: retail, access, and mobility**
- **Locals always first: address needs of local residents**
- **Partner with San Pedro and other adjoining communities to market the Western Avenue brand**
- **Create amenities and destination for visitors and residents alike**

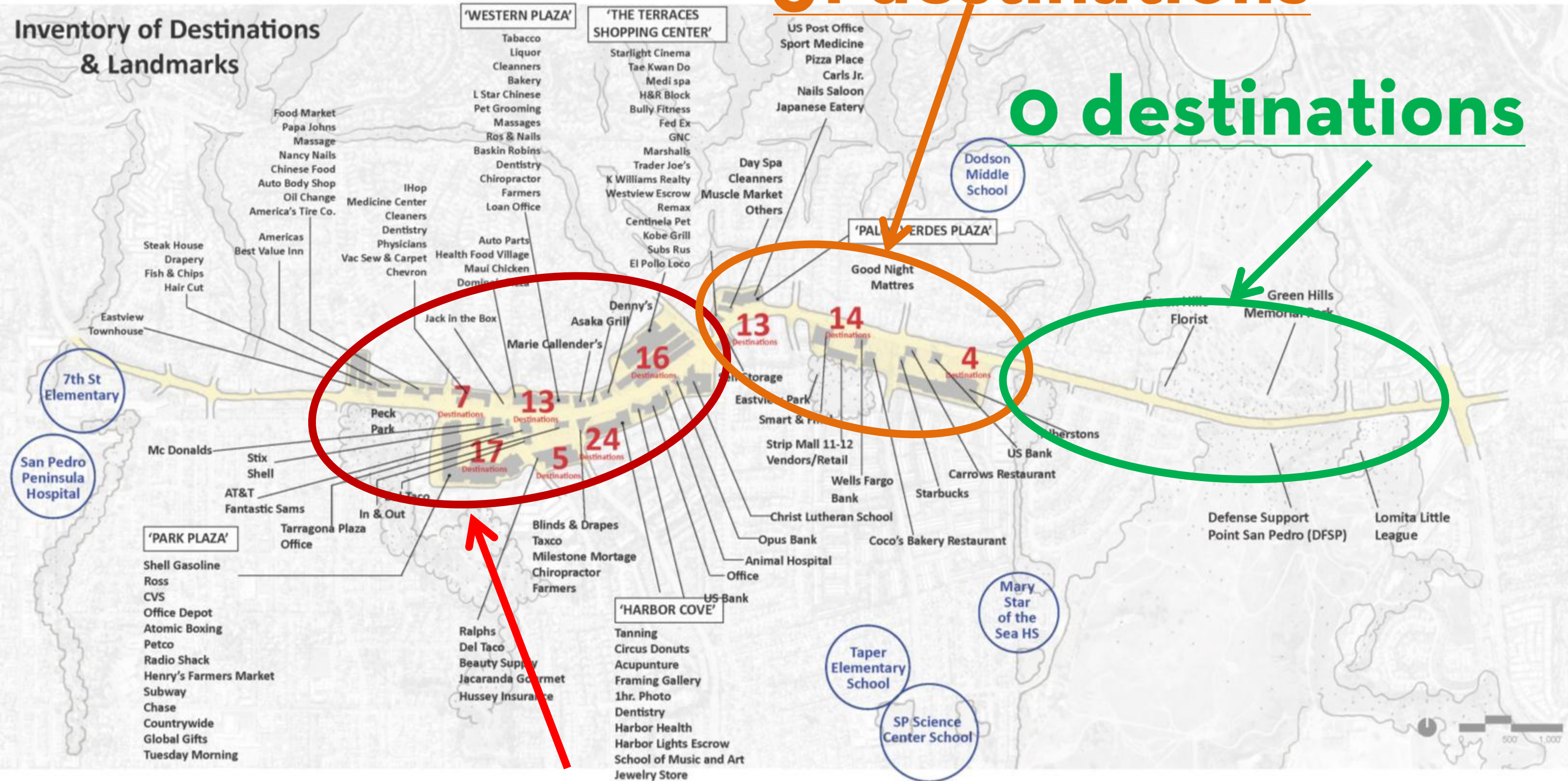
Study Corridor



2.3 miles / ~45-minute walk

31 destinations

0 destinations



80 destinations

DRAFT

SOUTHERN

SEGMENT

Active, visitor serving edges
0.75 miles/~15-minute walk

MIDDLE

SEGMENT

One active, visitor serving edge/One inactive edge
0.9 miles/~20-minute walk

NORTHERN

SEGMENT

Inactive edges
0.6 miles/~10-minute walk

Summerland

Caddington

John Montgomery

PV Drive

- “the heart of Western Avenue”
- Iconic redevelopment opportunity
- Improve pedestrian experience
- Reverse surface lot/street edge relationship

- Improve pedestrian experience
- Connections from residential to Western
- Recraft eastern edge
- Reverse surface lot/street edge relationship on west edge

- Auto-oriented experience
- Roadside art and signage
- Vista Point to POLA/POLB
- Cemetery engages the street

Resident Demographics

Resident Demographic Snapshot

Within one-half mile of the corridor:

Residents: 17,000
Households: 6,800
Median Household Income: \$77,000
Homeownership: 75% of homes are owner-occupied
Median age: 44
Race: 68% White, 12% Asian, 6% Black
Ethnicity: 27% Latino/Hispanic of any race

Buffer Zones

Residents are divided among three zones, those living within:
 ½ mile of the Western Avenue corridor (walking distance)
 ½ to 1 mile of corridor (just outside walking distance), and
 1-3 miles of corridor (an easy drive)

More than 180,000 people live within 3 miles of the corridor. A majority are white, over the age of 35, and own their homes. The average household size is approximately 2.8 persons.

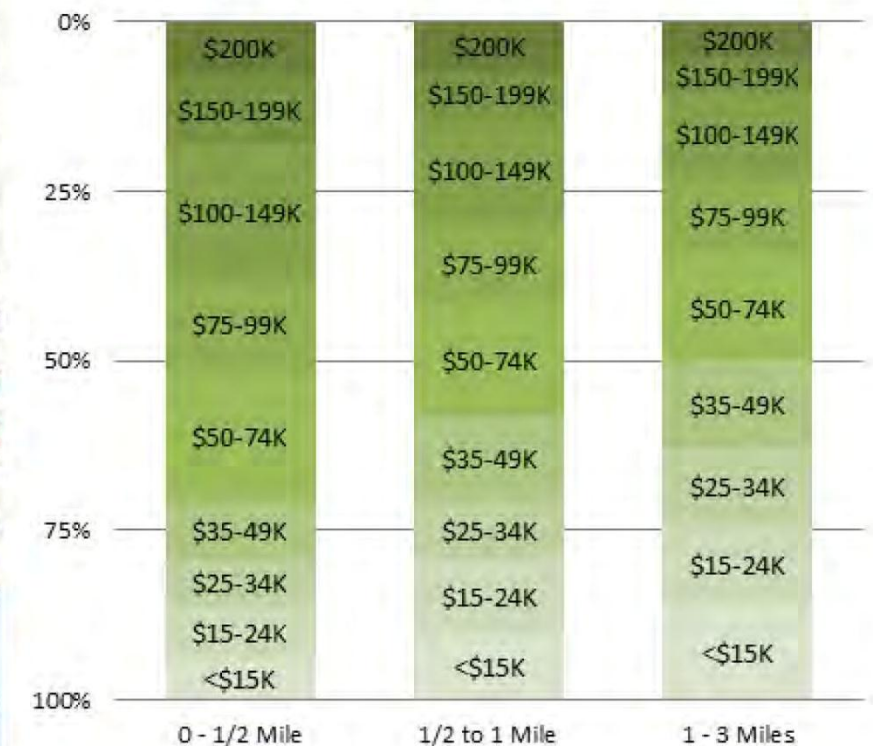
Of nearby residents (within ½ mile), more than 50% of households earn more than \$75,000 per year. Household incomes fall as distance from the corridor increase, but remain high compared to the larger Los Angeles region.

Note: All data is based on Census 2010 and ACS.
 Source: ESRI Business Analyst 2012

Demographics by Distance	0 - 1/2 Mile	1/2 to 1 Mile	1 - 3 Miles
Summary			
Population	17,000	23,400	141,600
Households	6,800	8,700	49,400
Average Household Size	2.48	2.66	2.83
Median Age	44.1	40.1	36.4
Median Household Income	\$77,300	\$60,300	\$49,800
Race and Ethnicity			
White	67.7%	62.3%	54.5%
Black	5.5%	6.3%	6.1%
American Indian	0.6%	0.8%	0.8%
Asian	12.5%	10.6%	10.7%
Pacific Islander	0.3%	0.4%	0.7%
Some Other Race	7.9%	13.8%	21.3%
Two or More Races	5.6%	5.8%	5.9%
Hispanic Origin (of any race, % of total population)	26.8%	37.9%	49.2%



Household Income by Distance from Corridor



Parcel Snapshot

Parcel Snapshot

Parcels with Frontage along Western Avenue: 475
 Parcel Area: 1,353 acres
 Total Assessed Value: \$392 million (2010)
 Total Building Area: 766,000 SF



Land Use

Residential: 80% of land along the Western Avenue corridor is dedicated to single family residential lots, with a median assessed value of \$256,000 for a 1,200 SF home on a 1.8 acre lot.

Commercial: 6% of land along the corridor is used for commercial purposes, with a median assessed value of \$1.0 million for a 1,000 SF main building on a 0.6 acre lot.

Park & Religious: 6% of land is dedicated to park and religious uses (114 acres).

Turnover

Residential:

7.5% annual turnover rate from 2000-2009

315 properties changed ownership over the 10-year period

Commercial:

7.6% annual turnover rate from 2000-2009

28 properties changed ownership over the 10-year period

Note: Median values are those that fall in the exact middle of the data set, where half of values lie above and half below. Medians are typically a more accurate representation of data than average value calculations which can be overly influenced by outliers

Building area does not include secondary structures or other out-buildings, so commercial/retail properties are likely to be significantly undercounted compared to other data sources

Source: LA County Parcel Map & Assessors Local Roll 2010

Land Use	Parcels (No)	Land Area (Acres)	Assessed Value (\$)	AV Land (\$)	AV Improvmts (\$)	Building Area (SF)
Commercial	37	84	\$166,070,000	\$94,220,000	\$71,850,000	74,900
Industrial	1	1	\$3,333,000	\$435,000	\$2,898,000	59,600
Institutional	2	114	\$6,545,000	\$5,017,000	\$1,528,000	-
Mixed Use	2	1	\$2,804,000	\$1,544,000	\$1,259,000	14,100
Municipal/Utility	3	75	\$1,750,000	\$1,750,000	\$0	-
Office/Professional	3	1	\$3,296,000	\$2,308,000	\$988,000	12,500
Parking Lot	5	1	\$572,000	\$502,000	\$70,000	36,800
Residential 1 Unit	421	1,064	\$207,484,000	\$155,923,000	\$51,561,000	568,600
Residential 5+ Units*	1	12	\$0	\$0	\$0	-
Total	475	1,353	\$391,852,000	\$261,698,000	\$130,154,000	766,400

* Property owned by LA County Housing Authority; AV and building square footage not available

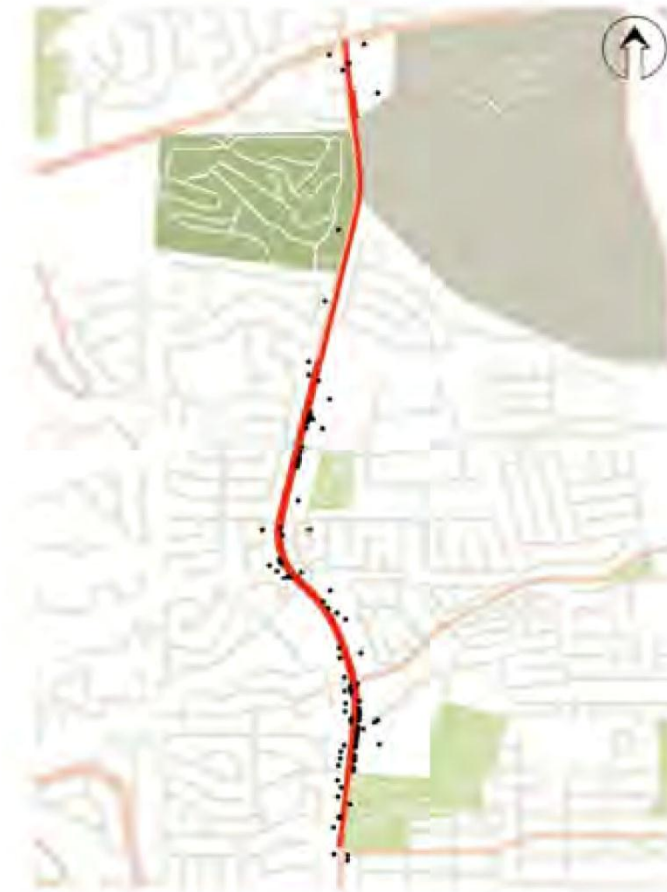
Business Snapshot

Business Snapshot

Active Businesses : 312

Sales Volume: \$367 million

Average sales performance: \$175 per square foot



Establishment Overview

Retail:

Accounts for 19% of business establishments, 40% of total sales, and ranks 1st in overall sales performance on a per-square-foot basis

Food Services and Accommodation:

Account for 14% of establishments, 7% of total sales, and ranks 9th in overall sales performance on a per-square-foot basis. 44 of 45 businesses in this category are full or limited service restaurants, coffee shops, and other food service venues. Estimated sales performance is fairly weak compared to what would be expected for full- and limited-service restaurants.

Other Services:

Account for 17% of establishments, but only 6% of sales and ranks 10th in overall sales performance on a per-square-foot basis. These are primarily nail and beauty salons and laundry/dry cleaning businesses.

Finance and Insurance:

Account for 12% of establishments, 8% of sales, and ranks 3rd in overall sales performance on a per-square-foot basis.

Note: Sales volume, employment, and sales per square foot are based on ranges and may not match other data sources in this report

Source: ESRI Business Analyst 2012/InfoUSA

Industry	Businesses (No)	Sales Volume (\$millions)	Sales PSF (\$/PSF)	Sales PSF Ranking
Retail Trade	60	\$148.0	\$340	1
Other Services (except Public Administration)	52	\$20.3	\$135	8
Accommodation and Food Services	45	\$27.4	\$140	7
Finance and Insurance	38	\$30.1	\$245	2
Professional, Scientific, and Technical Services	24	\$35.5	\$215	6
Health Care and Social Assistance	20	\$17.0	\$230	4
Construction	13	\$22.1	\$245	2
Administrative and Support and Waste Management and Remediation Services	10	\$5.9	\$65	9
Educational Services	10	\$3.4	\$40	10
Real Estate and Rental and Leasing	9	\$27.1	\$230	4
Other	31	\$30	\$50	11
Total	312	\$367.0	\$175	9

Sales PSF rounded to nearest \$5

Commercial Building Snapshot

Snapshot of Commercial Building Performance

Retail:

366,000 SF of rentable space along the corridor
7.9% vacancy rate in 2nd quarter 2012
\$24.90 annual offering rent (triple net basis)

Office:

50,000 SF of rentable space along the corridor
23% vacancy rate in 2nd quarter 2012
\$27.00 annual offering rent (full-service gross)

Market Overview

Retail:

The Western Avenue corridor shows mixed performance compared to local submarket – vacancy rates are nearly double, but still below 10%; rents are higher than the submarket, likely reflecting a lack of anchor stores; total inventory along the corridor accounts for approximately 4% of total retail inventory.

Office:

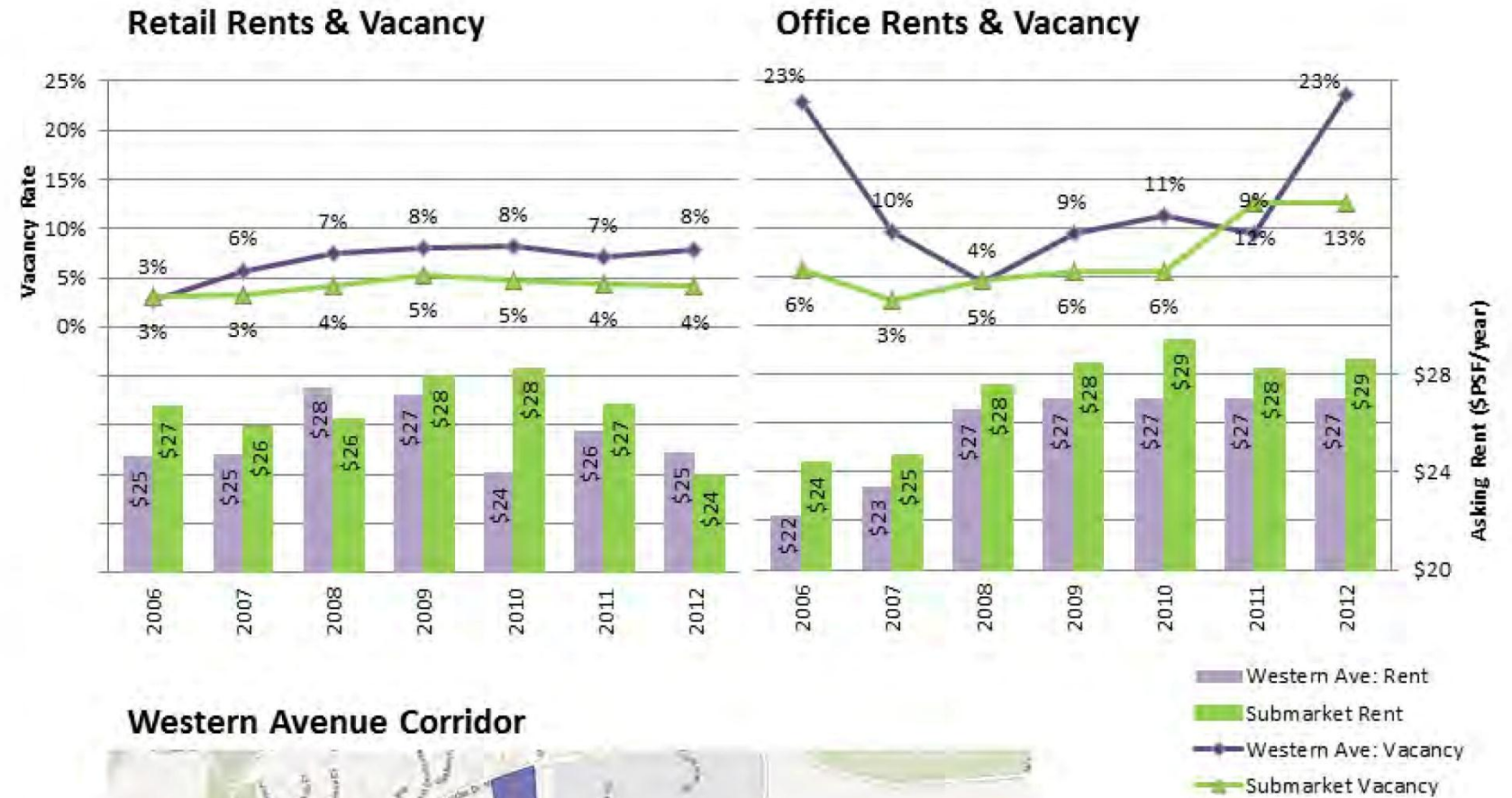
The corridor shows poor performance compared to local submarket – nearly double the vacancy rate with lower asking rents. Few properties on the market along Western Ave (3 recorded in database) account for less than 1% of total inventory.

Submarket:

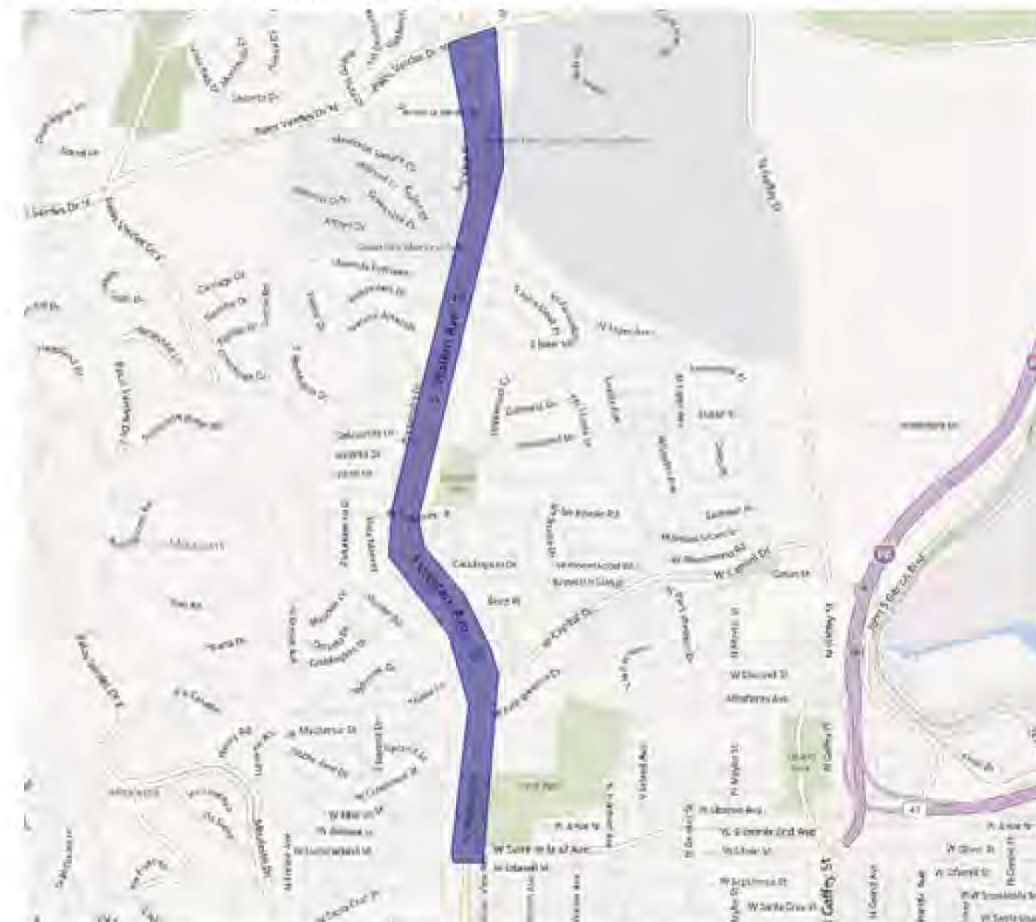
The local submarket is defined as the Palos Verdes and Beach Cities coastal communities and is based on market boundaries provided by CoStar, a reputable provider of office and retail performance data.

Note: Retail and office properties fronting Western Avenue

Source: CoStar Property Analytics, Q2 2012



Western Avenue Corridor



Beach Cities Submarket



Parking Inventory

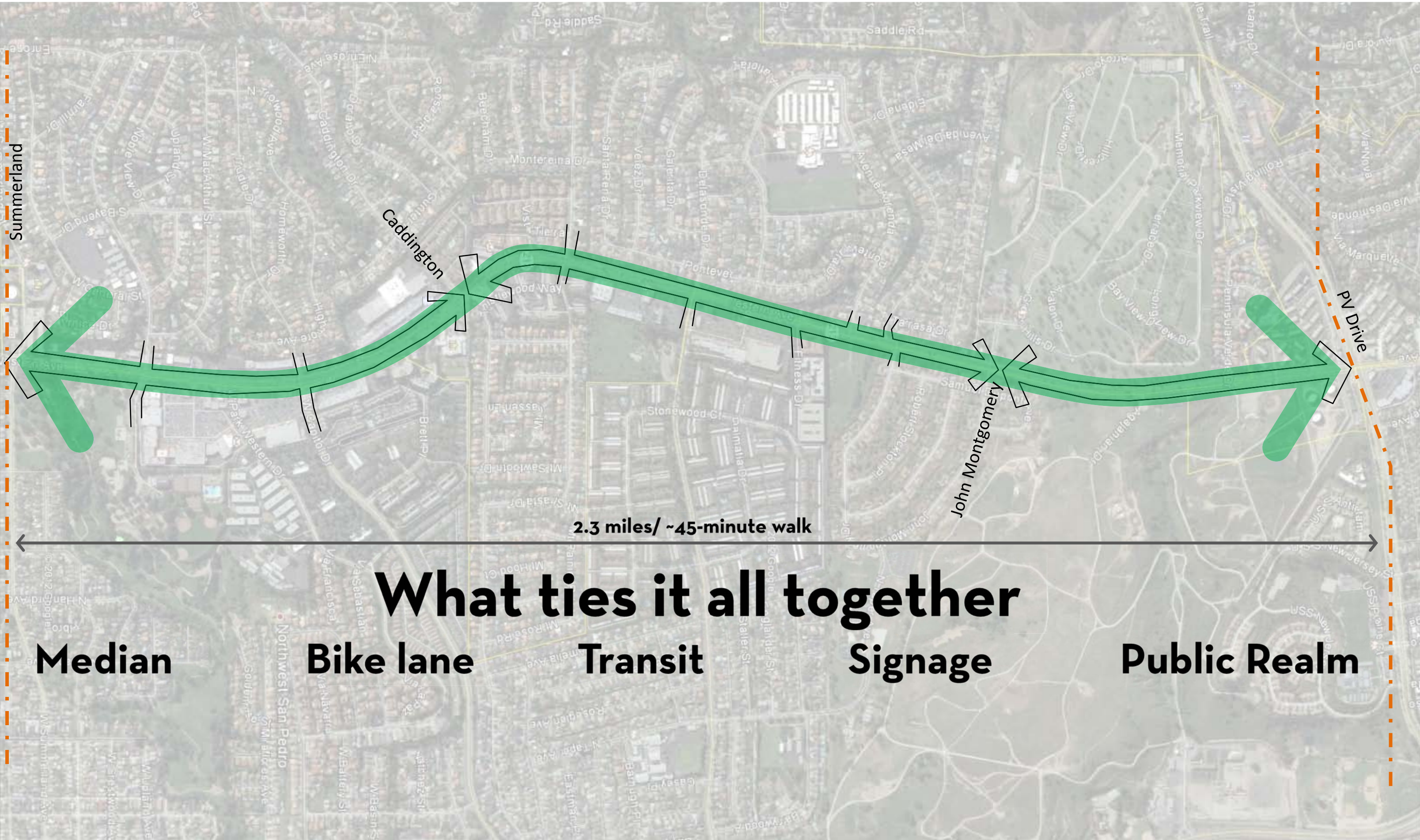


MATCHLINE - SEE BELOW



- LEGEND**
- Surface Parking (3,421 total)
 - Street Parking (530 total)

- NOTES**
1. Quantities represent surface lots only and do not include subsurface or covered parking.
 2. All quantities are estimated based on aerial photography.



Summerland

Caddington

John Montgomery

PV Drive

2.3 miles / ~45-minute walk

What ties it all together

Median

Bike lane

Transit

Signage

Public Realm

Northern Segment



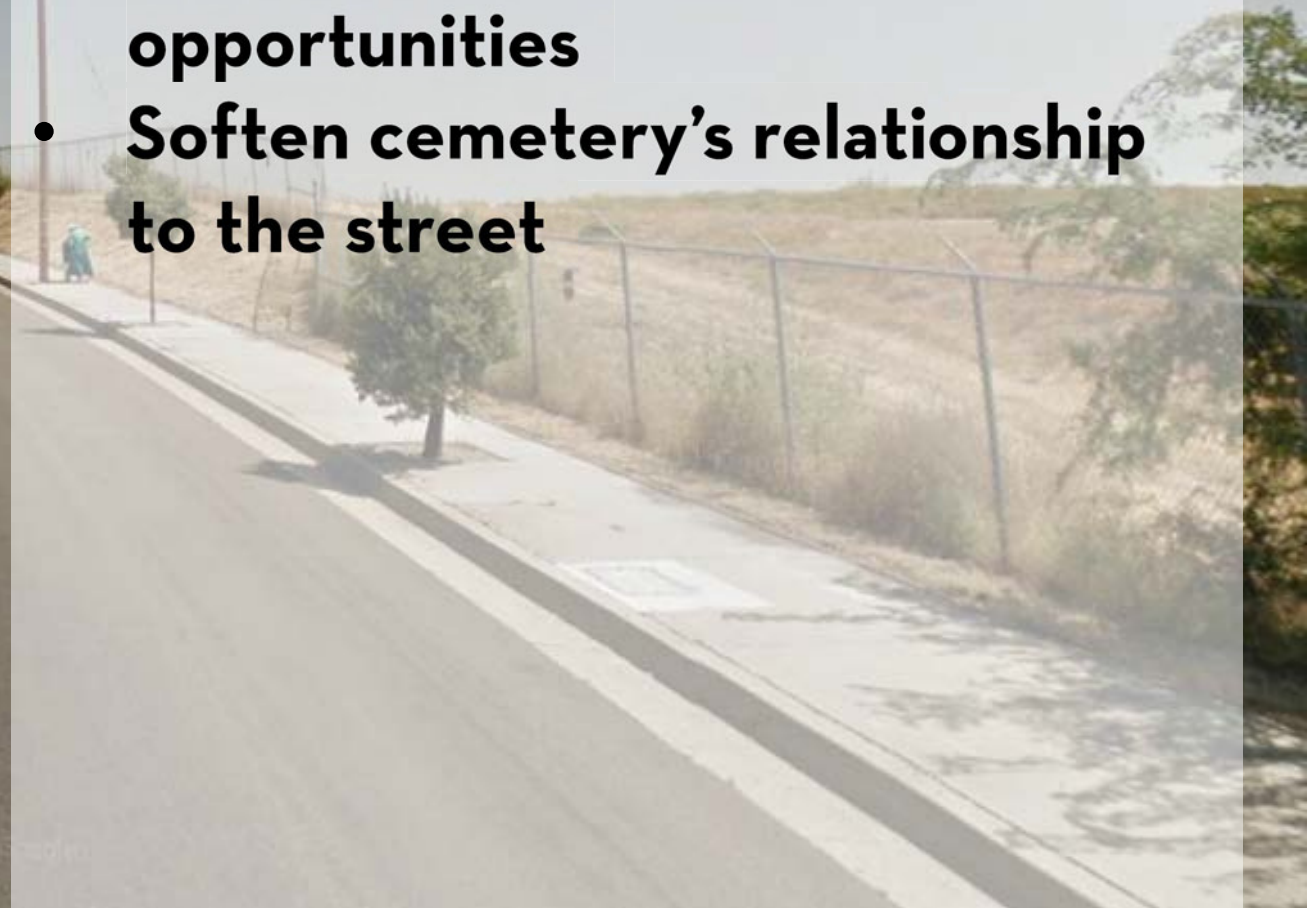


NORTHERN SEGMENT

Inactive edges

0.6 miles/~10-minute walk

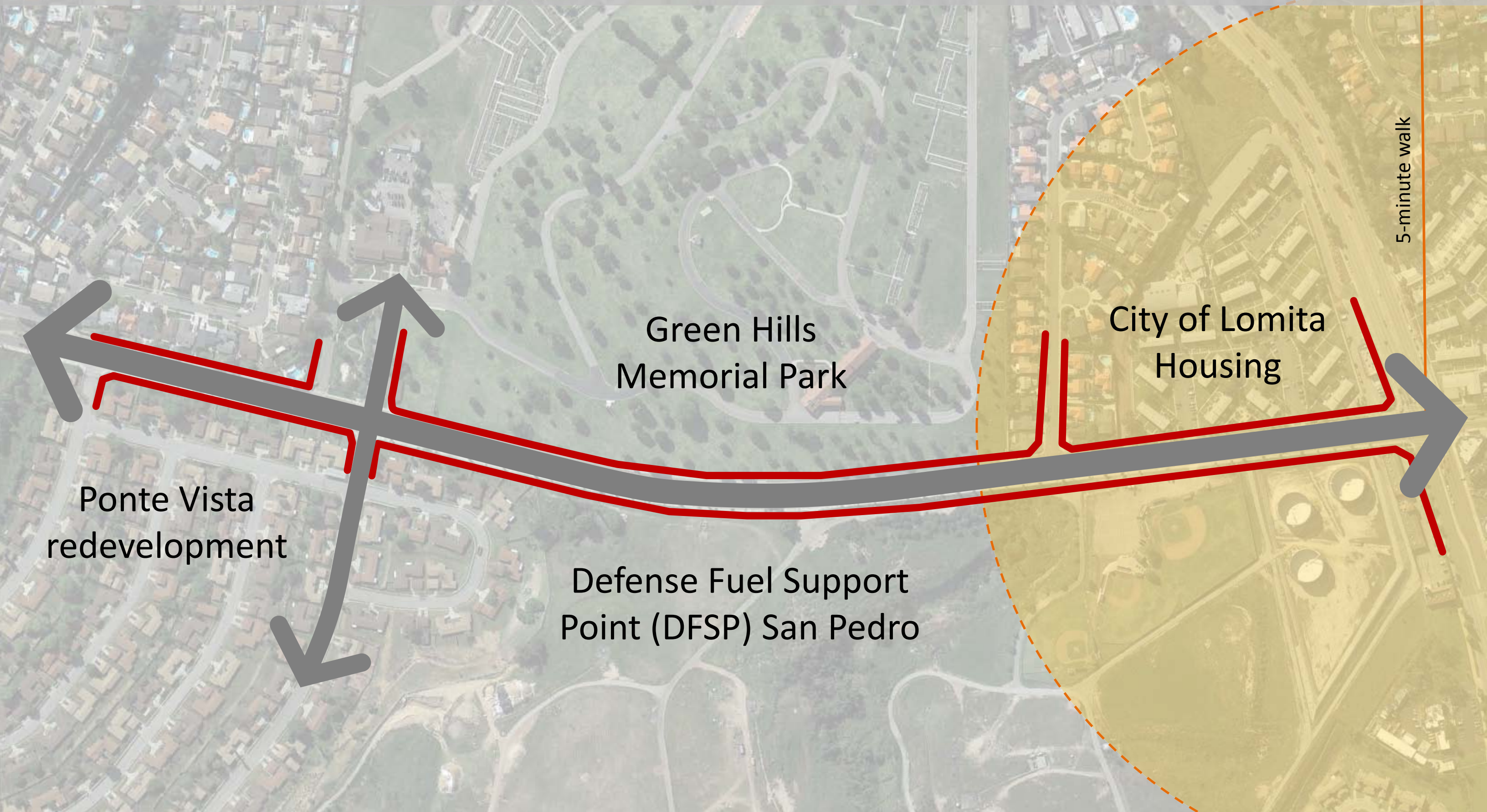
- **Auto-oriented experience**
- **Lack of activity-generating uses**
- **Vistas to Ocean and Port**
- **Roadside art and signage opportunities**
- **Soften cemetery's relationship to the street**



Northern Segment



Northern Segment



Green Hills
Memorial Park

City of Lomita
Housing

Ponte Vista
redevelopment

Defense Fuel Support
Point (DFSP) San Pedro

5-minute walk

New Ponte Vista



MIX OF HOUSING TYPES

1,135 residences priced to be affordable for Harbor Area families and seniors

- Single family multi-level homes from 1,200-1,800 square feet with private garage access through alleys
- Row homes from 1,150-1,783 square feet
- Townhomes and duplexes from 1,300-1,850 square feet
- Single-level flats from 800-1,300 square feet designed with senior amenities



RIVERINE HABITAT

Creating a natural water habitat to attract native wildlife

LANDSCAPED TRAILS

- Green spaces and landscaping creating visual buffers between streets, residences and walkways
- A network of trails and bike paths connecting residential communities and open space within Ponte Vista



WATER QUALITY & CONSERVATION

- Natural groundwater filtration system (*bioswale*) will allow clean water to be returned to storm drains
- Native and drought-tolerant plants will create a rustic and natural look throughout the property
- Ponte Vista will be designed to use recycled water to irrigate landscaped areas



OPEN SPACE & RECREATION

- Almost 6 acres of open space, including a 2.8 acre public park along Western Avenue
- Community Center designed to meet residents' recreation needs



ACCESS TO MARY STAR

Direct road access to Mary Star of the Sea High School from Western Avenue



Green Hills' relationship to Western Avenue



Green Hills' relationship to Western Avenue



“Enchanted Highway”



Monumental, auto-oriented signage



Public Art

CO2 LED
COMMISSIONED BY
ARLINGTON COUNTY, VA
2007
DESIGNED BY
JACK SANDERS
BLITCH ANTHONY
INSTALL TEAM:
LUCY BEGG



CO2 LED

IS A TEMPORARY PUBLIC ART PROJECT WHICH RESPONDS TO ARLINGTON'S ENVIRONMENTAL INITIATIVE, FRESHAIRE (ARLINGTON INITIATIVE TO REDUCE EMISSIONS) BY PROMOTING THE USE OF ALTERNATIVE ENERGY SOURCES AND RECYCLING. 552 SOLAR-POWERED LEDS (LIGHT-EMITTING DIODES), SECURED TO RODS OF VARYING HEIGHTS AND TOPPED WITH REUSED PLASTIC DRINK BOTTLES, ILLUMINATE THE TRAFFIC ISLAND BETWEEN NORTH LYNN STREET AND FT. MYER DRIVE. THE SLIGHT FLEXIBILITY OF THE POLES, COMBINED WITH THE GLOW OF THE LEDS THROUGH THE BOTTLES, CREATE A SOFT, UNDULATING CLOUD OF LIGHT IN AN AREA DOMINATED BY BUSY TRAFFIC. THE USE OF ENERGY-EFFICIENT, SOLAR-POWERED LEDS, RATHER THAN CONVENTIONAL INCANDESCENT BULBS, HAS THE POWER TO SIGNIFICANTLY REDUCE THE RELEASE OF CARBON DIOXIDE (CO2) INTO THE ENVIRONMENT.



Public Art + Green Infrastructure



IDEAS

1. Cars are burning gas to pass air.
 2. The moving air turns into wind energy for the turbine.
 3. The turbines generate electronic energy.
 4. The electronic energy provides light for the car on the highway.
- These chain reactions would be a way to recycle energy.

Middle Segment



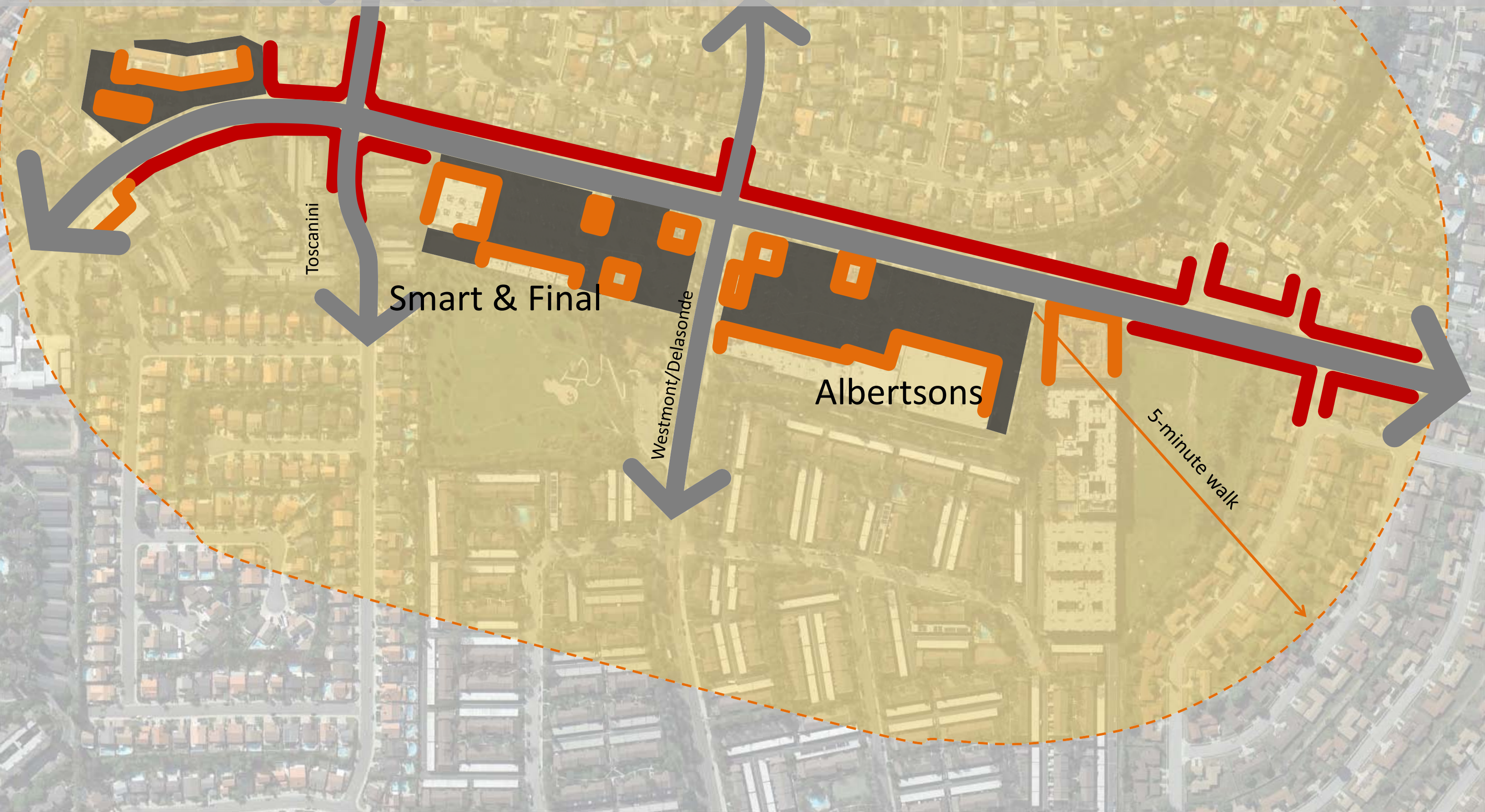


MIDDLE SEGMENT

One active, visitor serving edge/One inactive edge

- **Challenge to improve pedestrian experience**
- **Create connections from residential uses on west edge to Western Avenue**
- **Re-craft eastern edge to reverse surface lot/street edge relationship on west edge**

Northern Segment



Residential relationship with Western Avenue



Backyard decks and entries



Residential relationship with Western Avenue

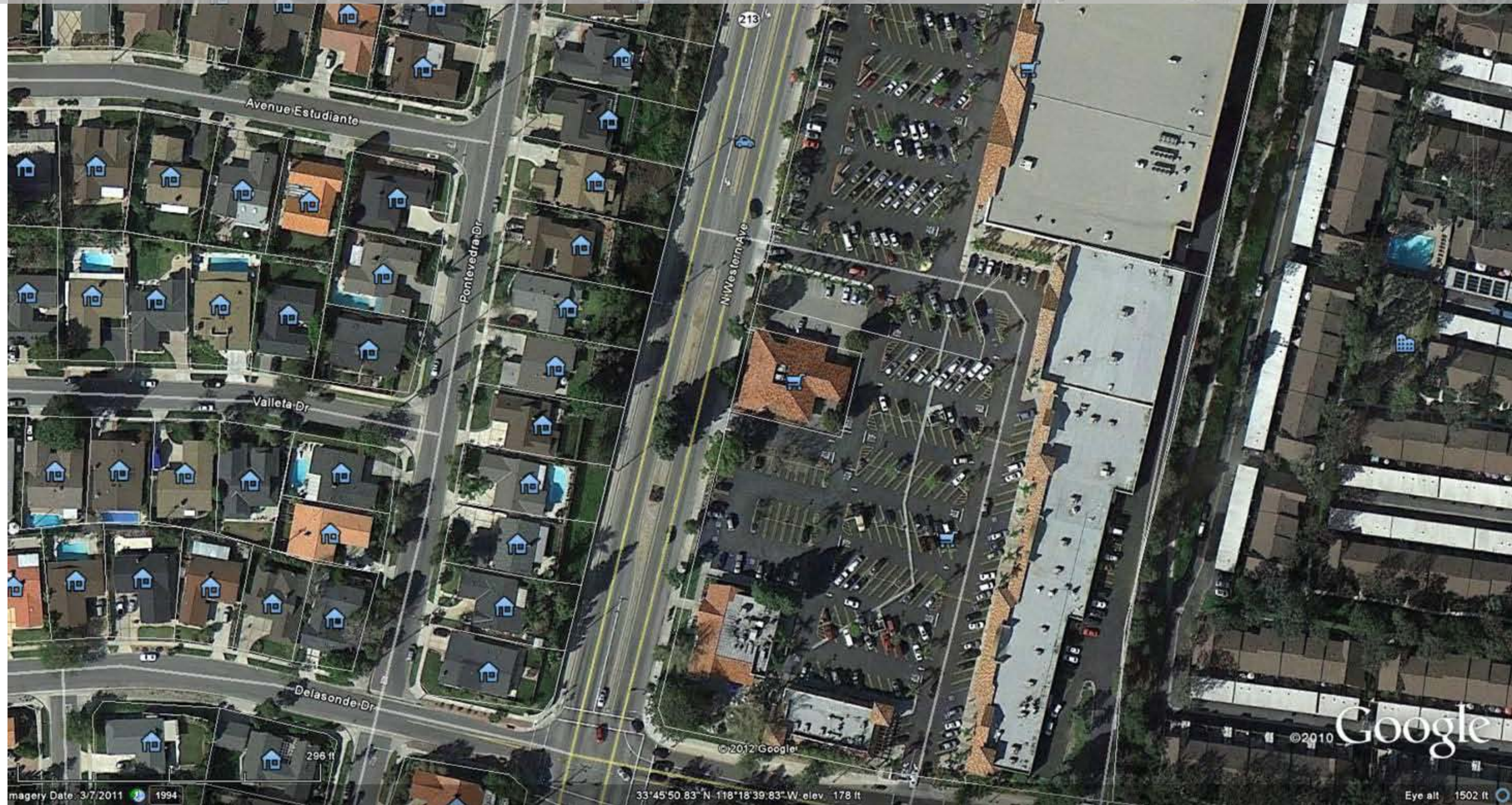


Soften the Edge





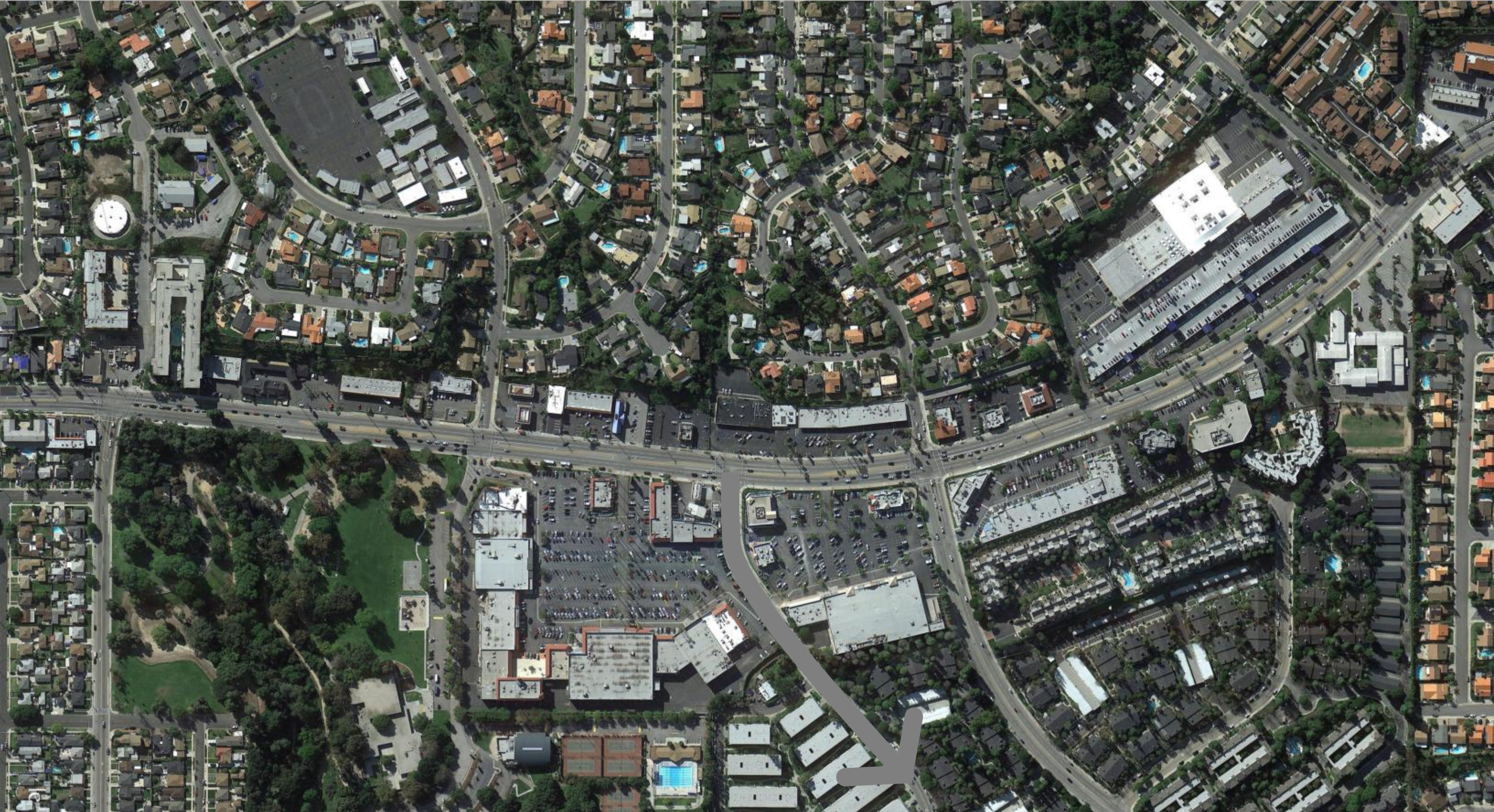
Pedestrian Connections



Pedestrian Connections



Southern Segment

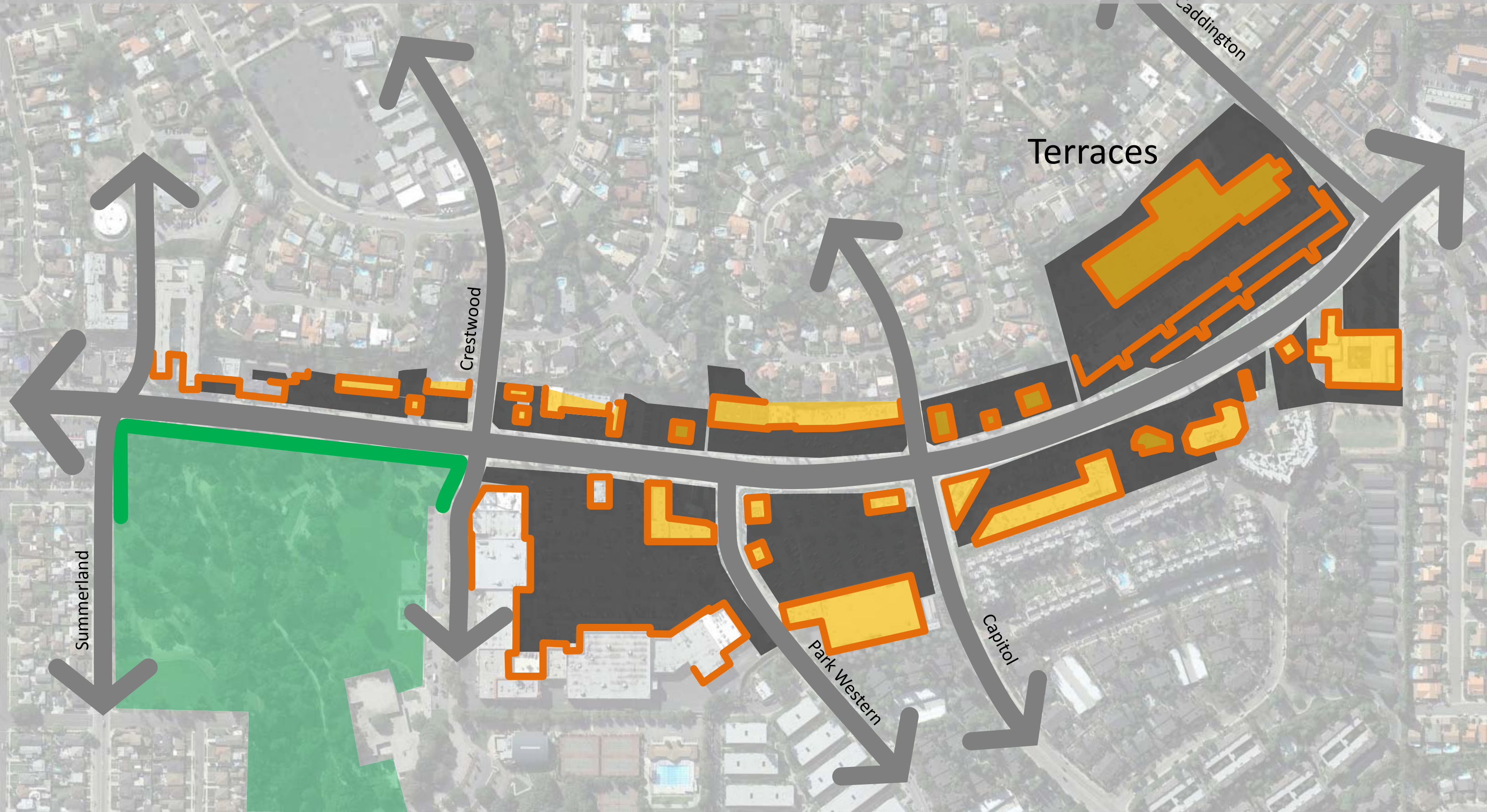


SOUTHERN SEGMENT

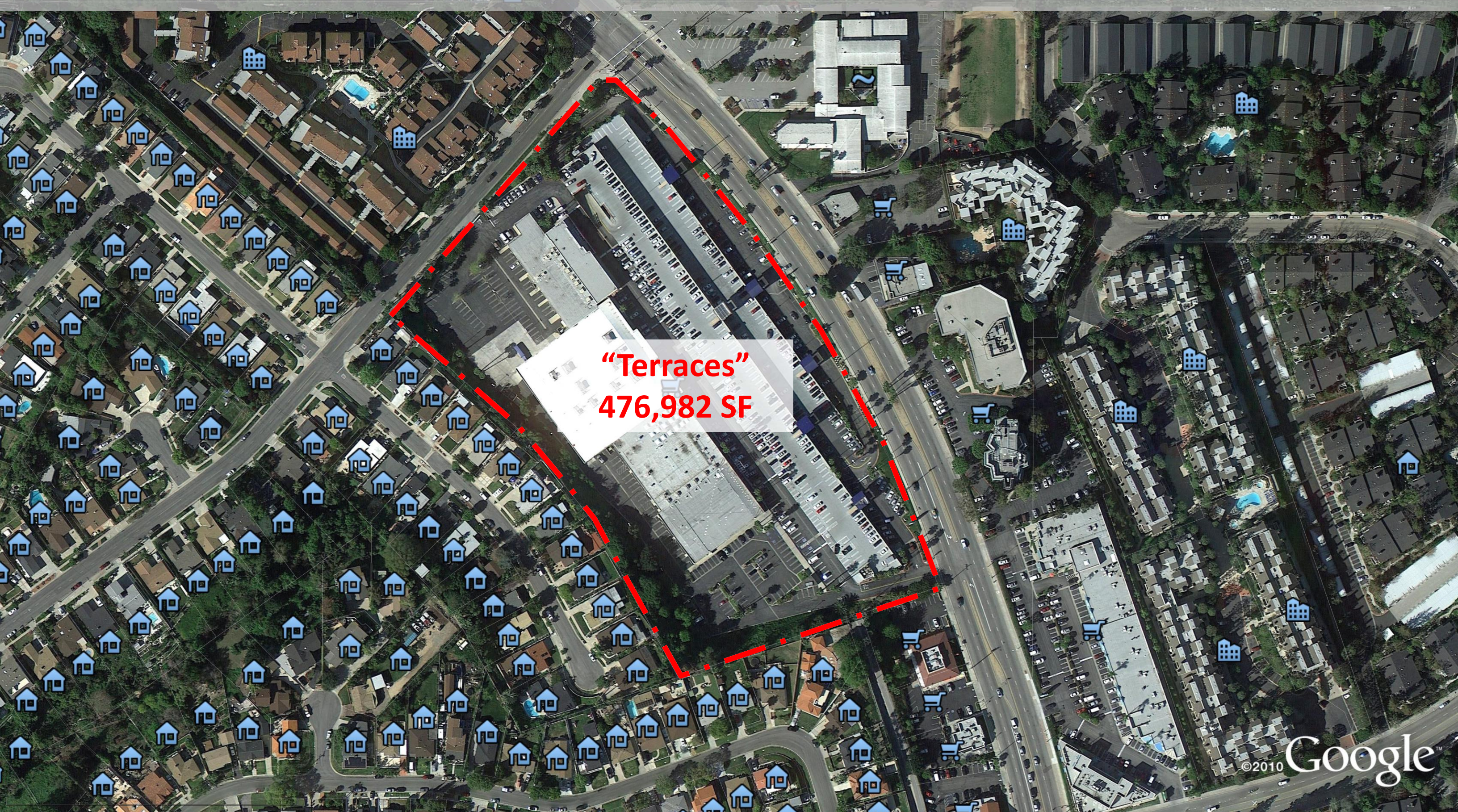
Active, visitor serving edges
0.75 miles/~15-minute walk

- “the heart of Western Avenue”
- Greatest destination-oriented possibilities
- Iconic redevelopment opportunity
- Improve pedestrian experience
- Reverse surface lot/street edge relationship

Southern Segment

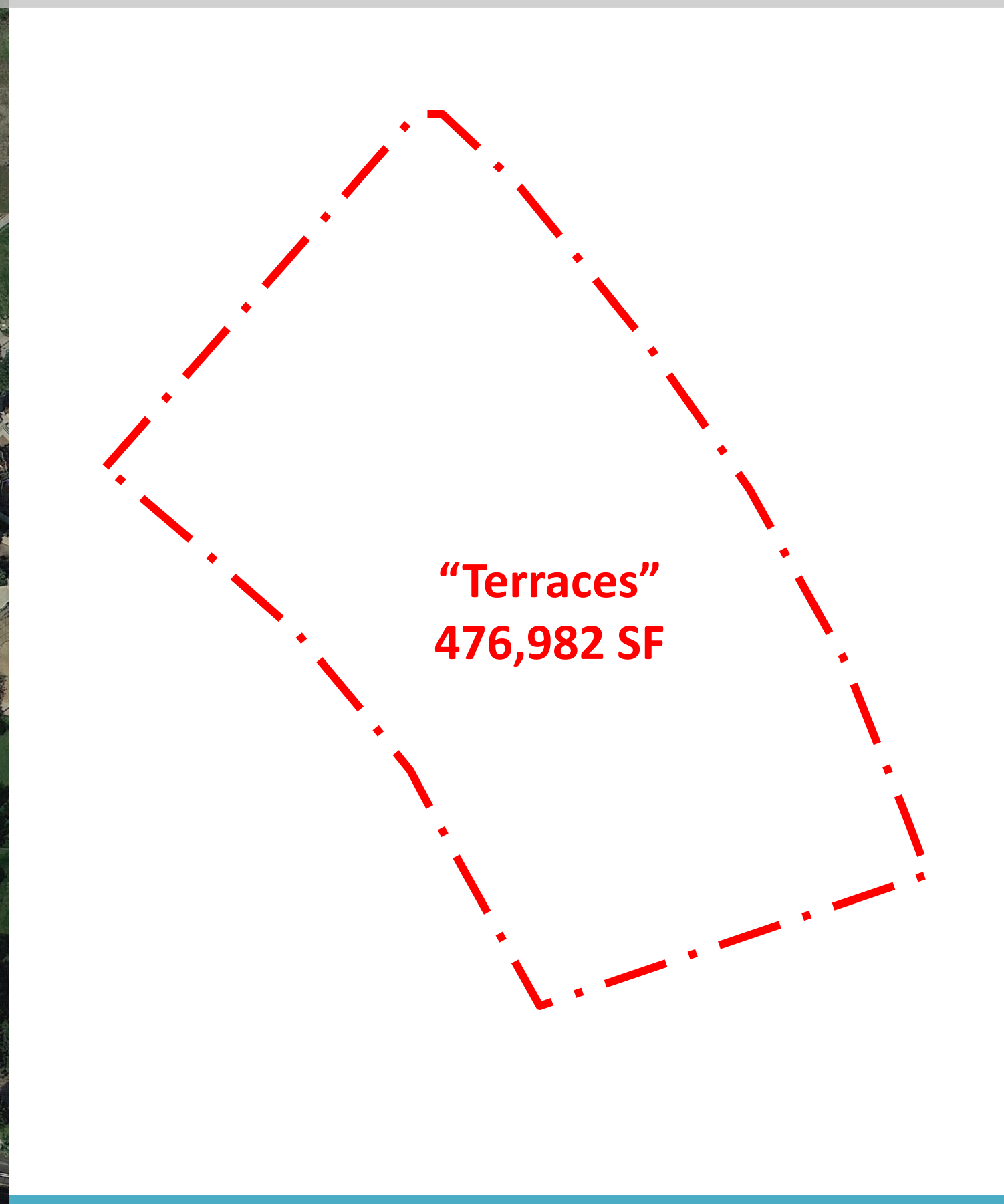


Terraces, Rancho Palos Verdes

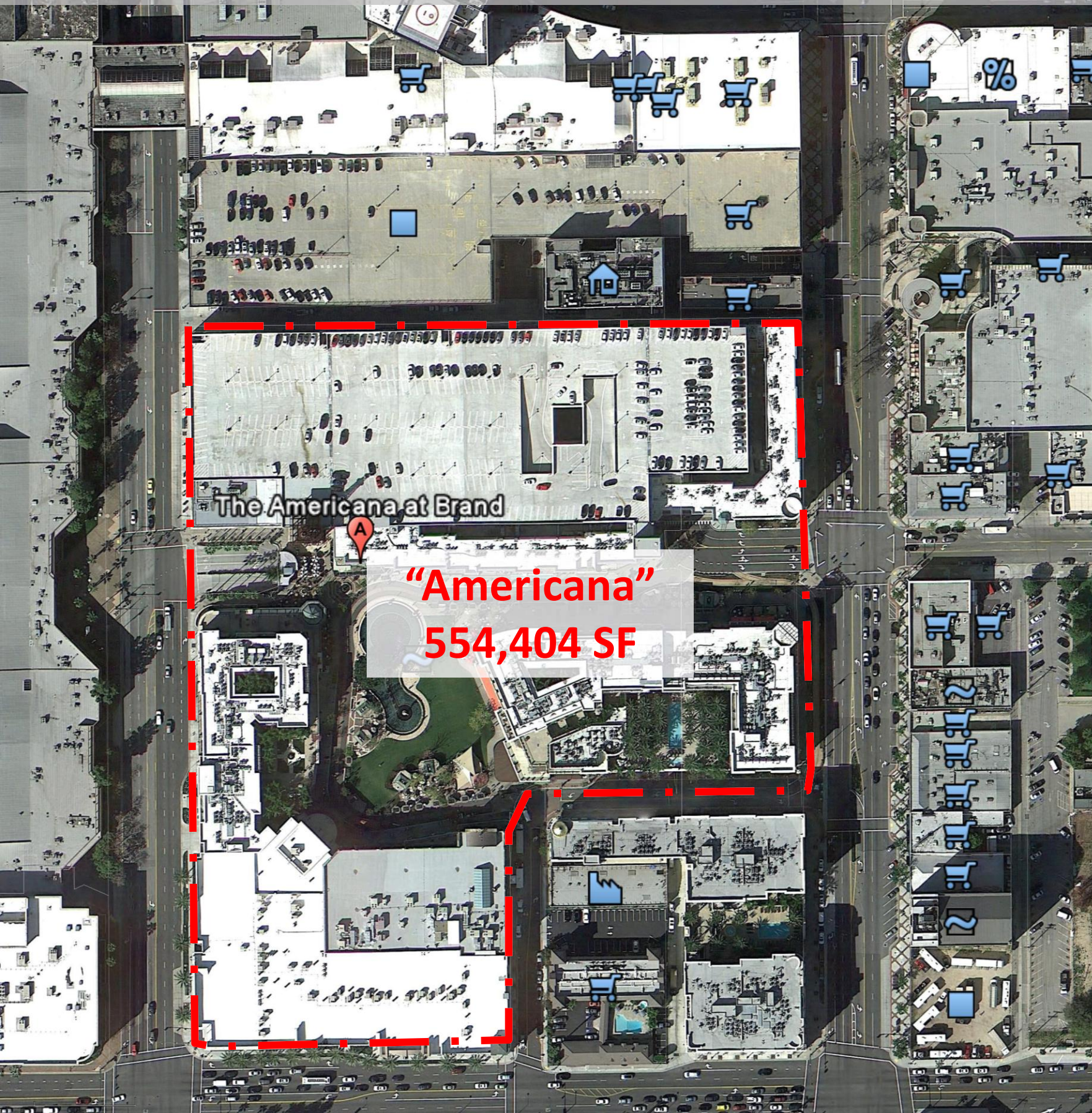


©2010 Google™

The Grove, Los Angeles

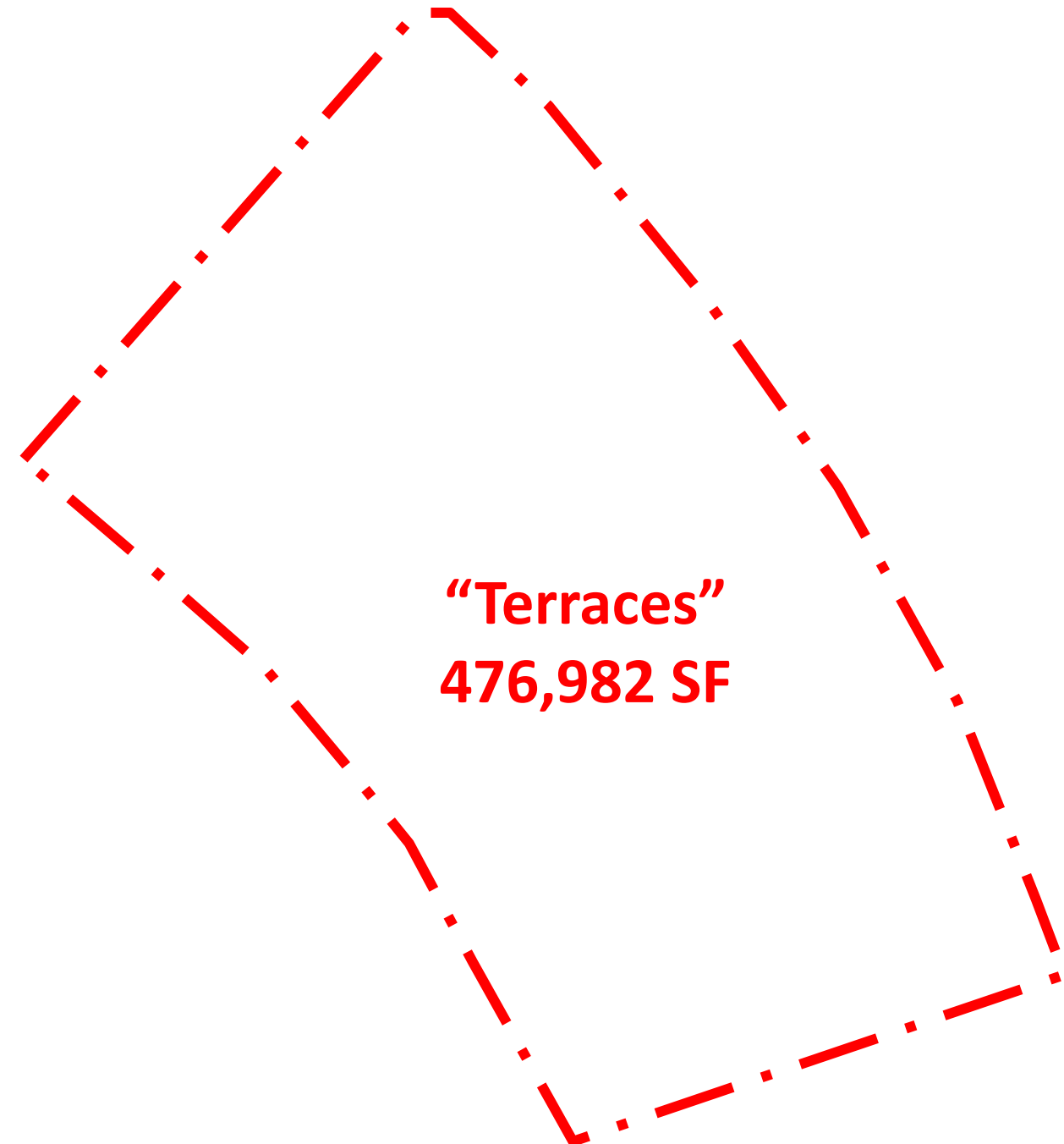


Americana at Brand, Glendale



The Americana at Brand

**“Americana”
554,404 SF**



**“Terraces”
476,982 SF**

The Terraces



Anchor Redevelopment - a la "Grove"

Branding:

redeveloped

Inviting

Greening

Engaging

Appealing

Identity and lighting

Added street trees

Planted medians

Retail brought to sidewalk edge

Specialty paving on sidewalks

Beautifying

Specialty paving on crosswalks

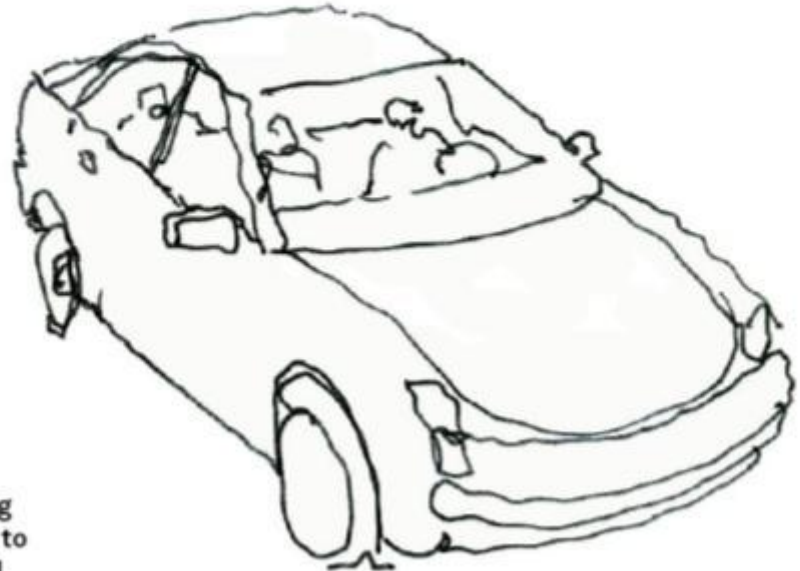


Expanding options to get around!

Class II Bike lane

Bus shelter

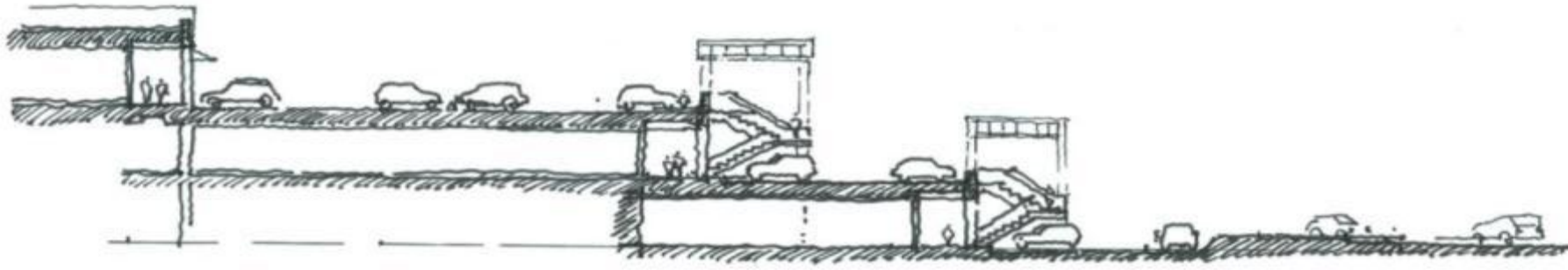
Shading



CONCEPTUAL PUBLIC REALM IMPROVEMENTS

The 2-mile stretch of Western Avenue under consideration is well-positioned to compete with other high-end retail and entertainment destinations in the region. Rethinking existing architecture by updating buildings to meet current standards, potentially rezoning parcels to optimize space and add interest, and improving signage, lighting and landscaping would all contribute to improved appearance and function of this 2-mile corridor.

Rehab and Reconfigure



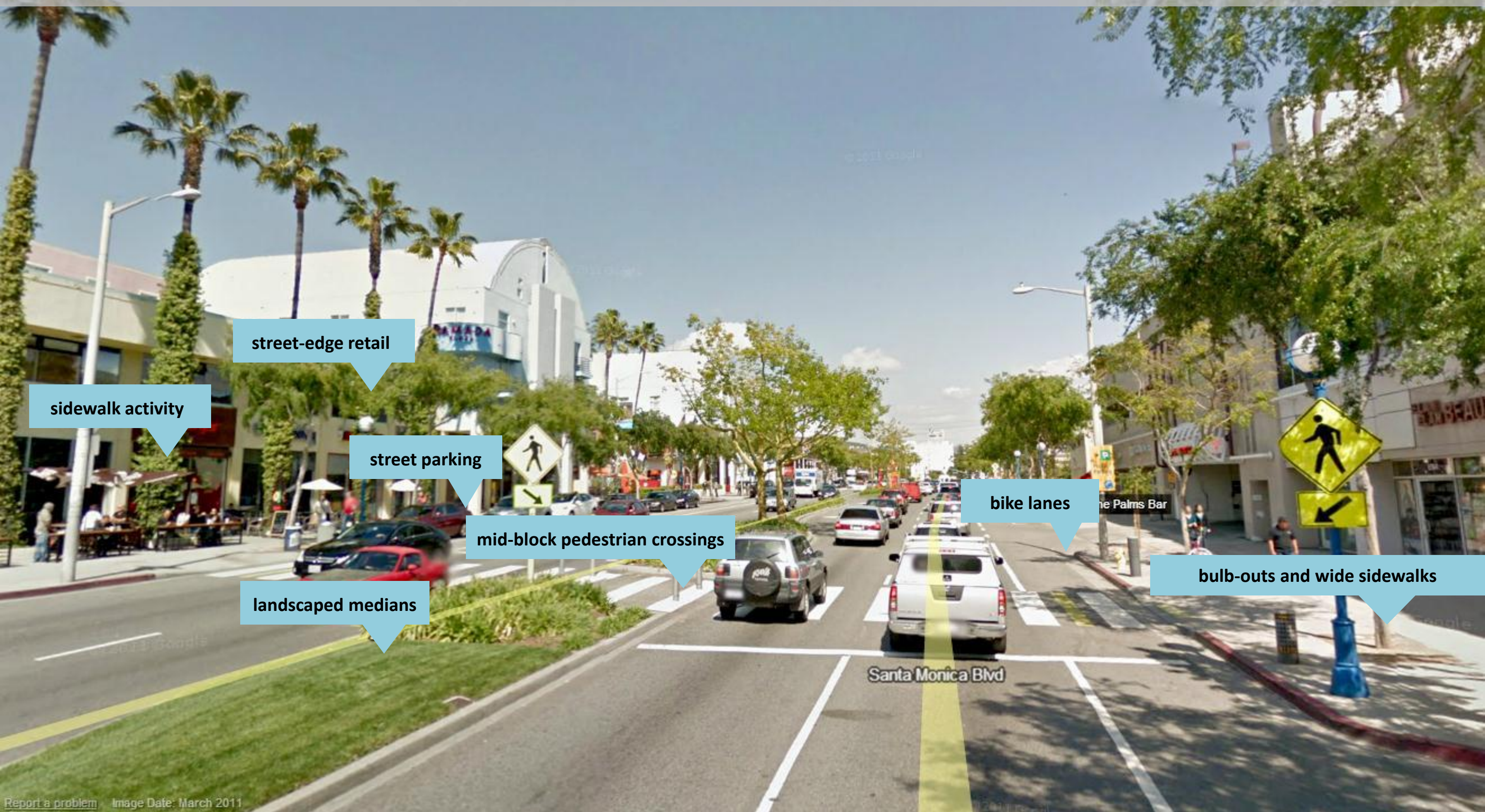
Existing: Surface parking dominates the street edge, while retail is pushed to the back of the lot.



Proposed: Maintain existing structure to rehabilitate development by adding commercial space closer to the street's edge and creating an iconic presence.



Santa Monica Blvd, West Hollywood



street-edge retail

sidewalk activity

street parking

mid-block pedestrian crossings

landscaped medians

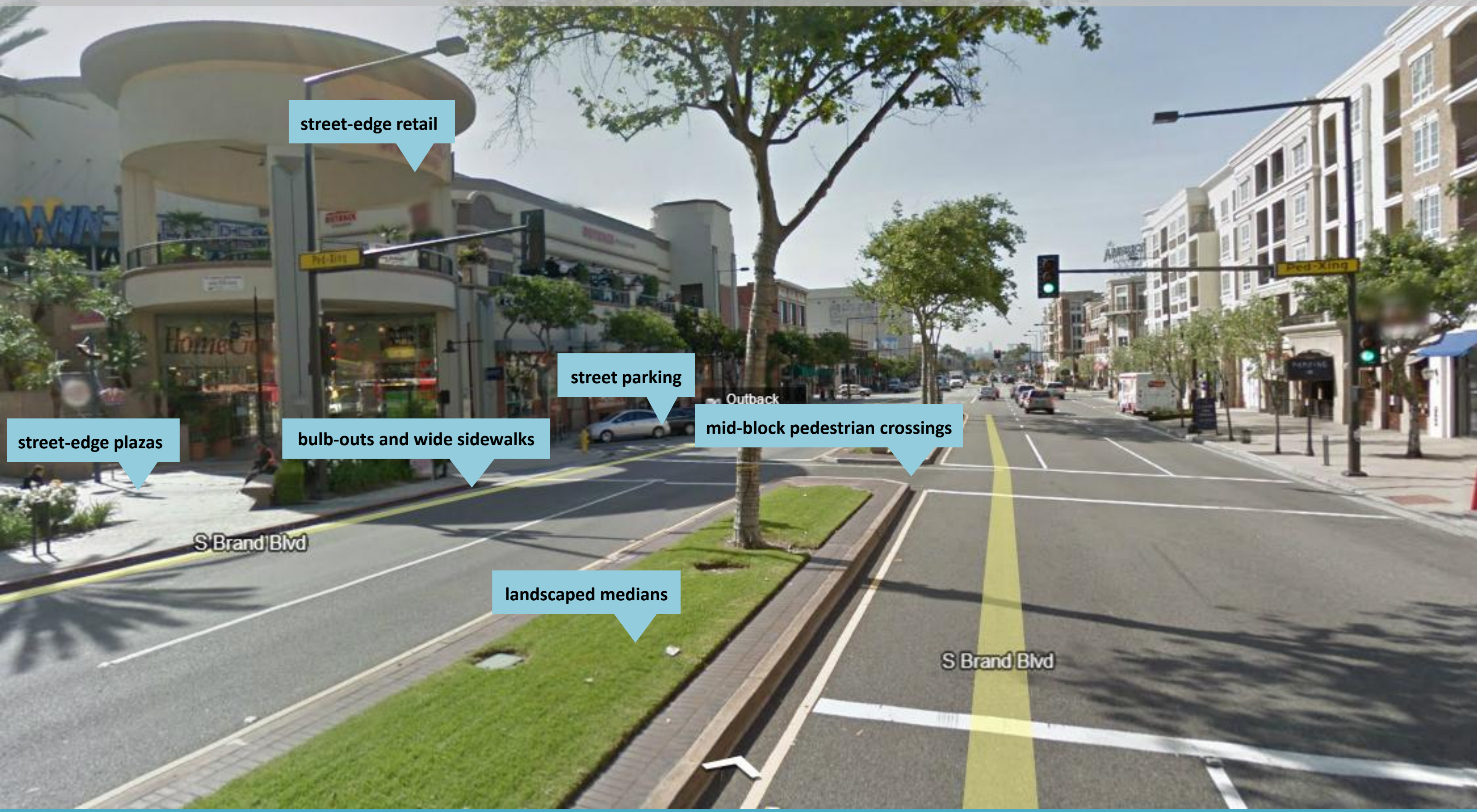
bike lanes

bulb-outs and wide sidewalks

Santa Monica Blvd

[Report a problem](#) Image Date: March 2011

Brand Blvd, Glendale



street-edge retail

street parking

mid-block pedestrian crossings

street-edge plazas

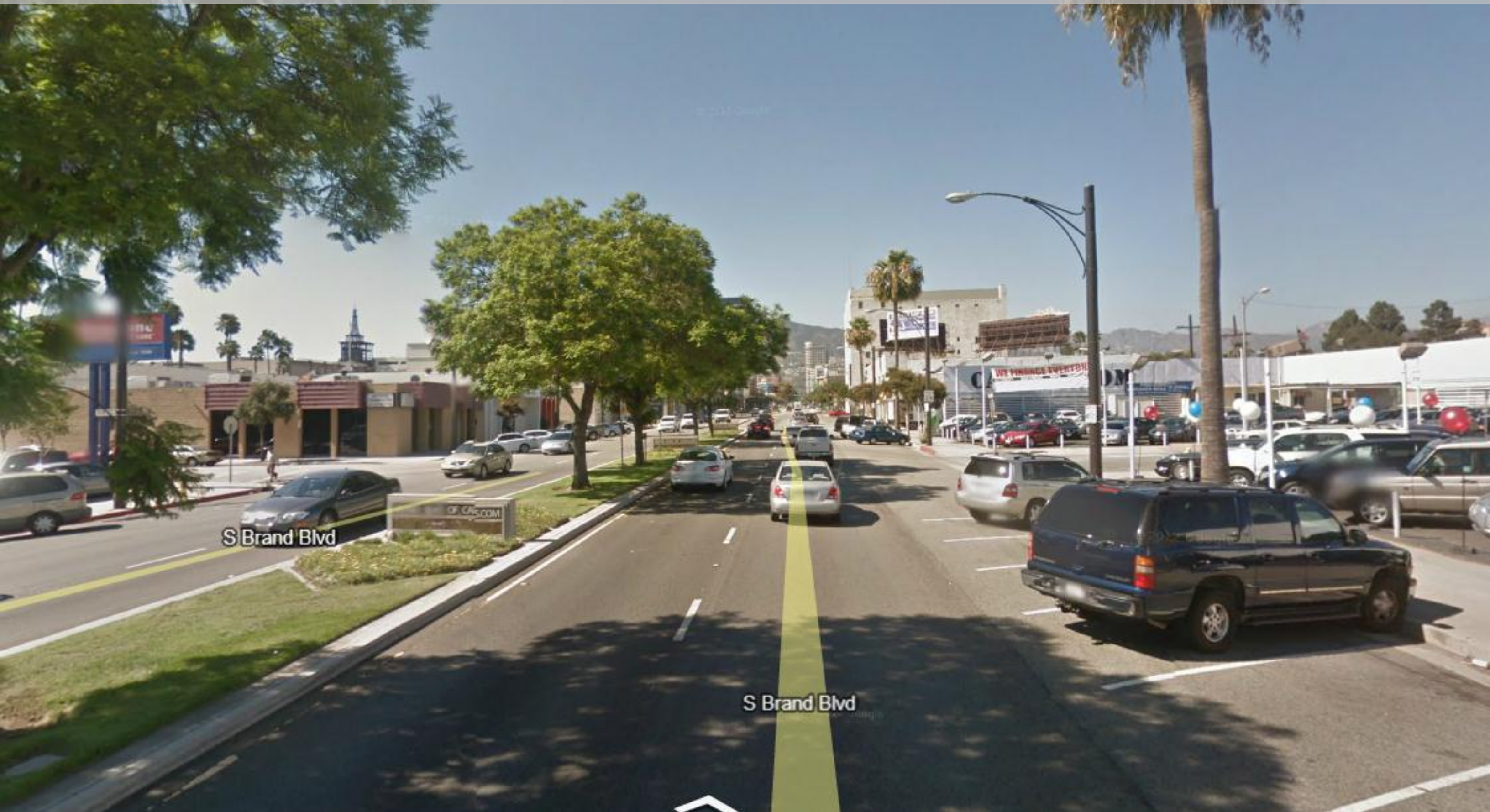
bulb-outs and wide sidewalks

landscaped medians

S Brand Blvd

S Brand Blvd

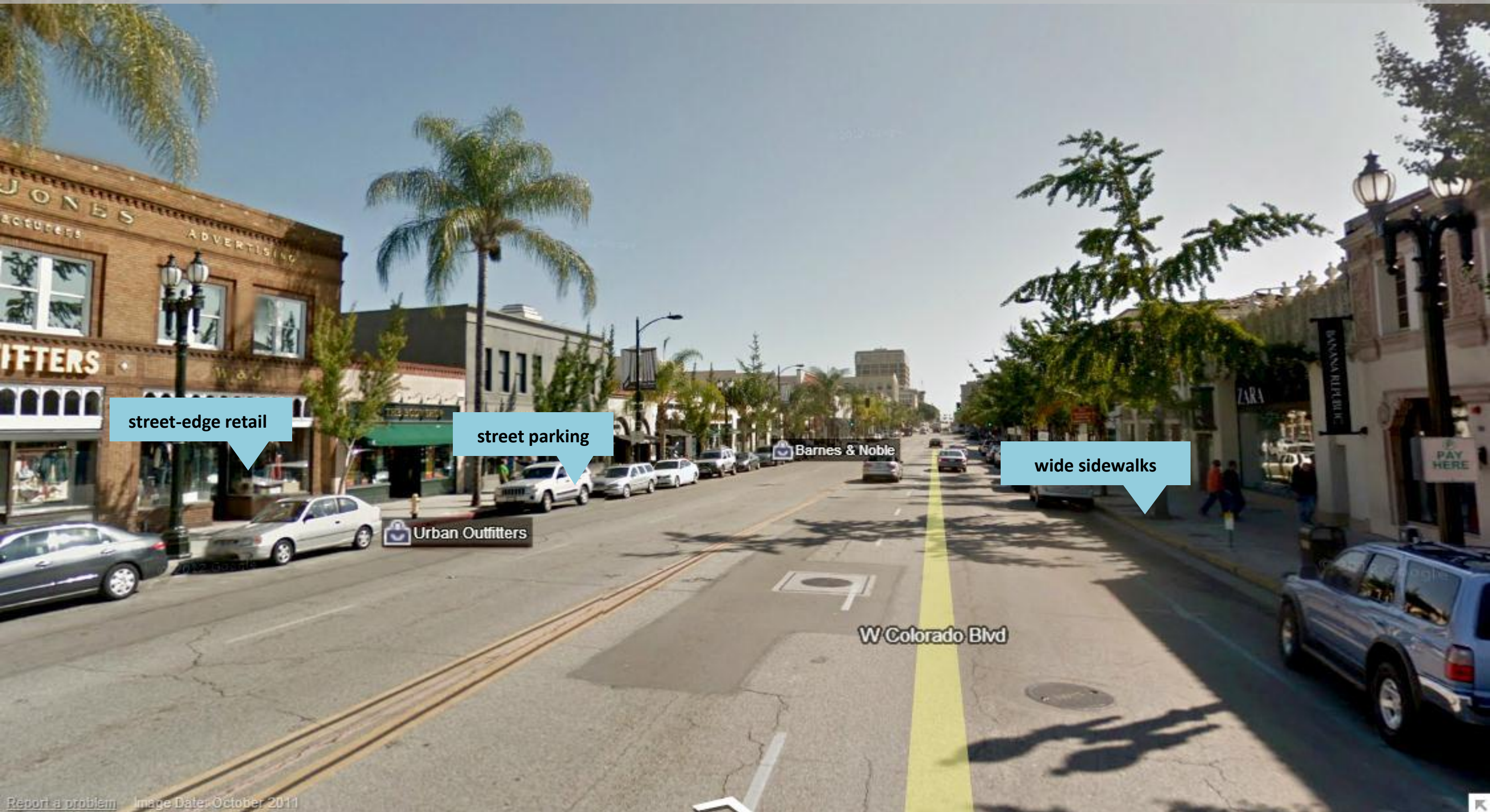
Brand Blvd, Glendale



S Brand Blvd

S Brand Blvd

Colorado Blvd, Pasadena



street-edge retail

street parking

wide sidewalks

Urban Outfitters

Barnes & Noble

W Colorado Blvd

Colorado Blvd, Pasadena



Sunset Strip



street-edge retail

sidewalk activity

landscaped medians

gateway signage

wide sidewalks

street parking

SUNSET PLAZA

W Sunset Blvd

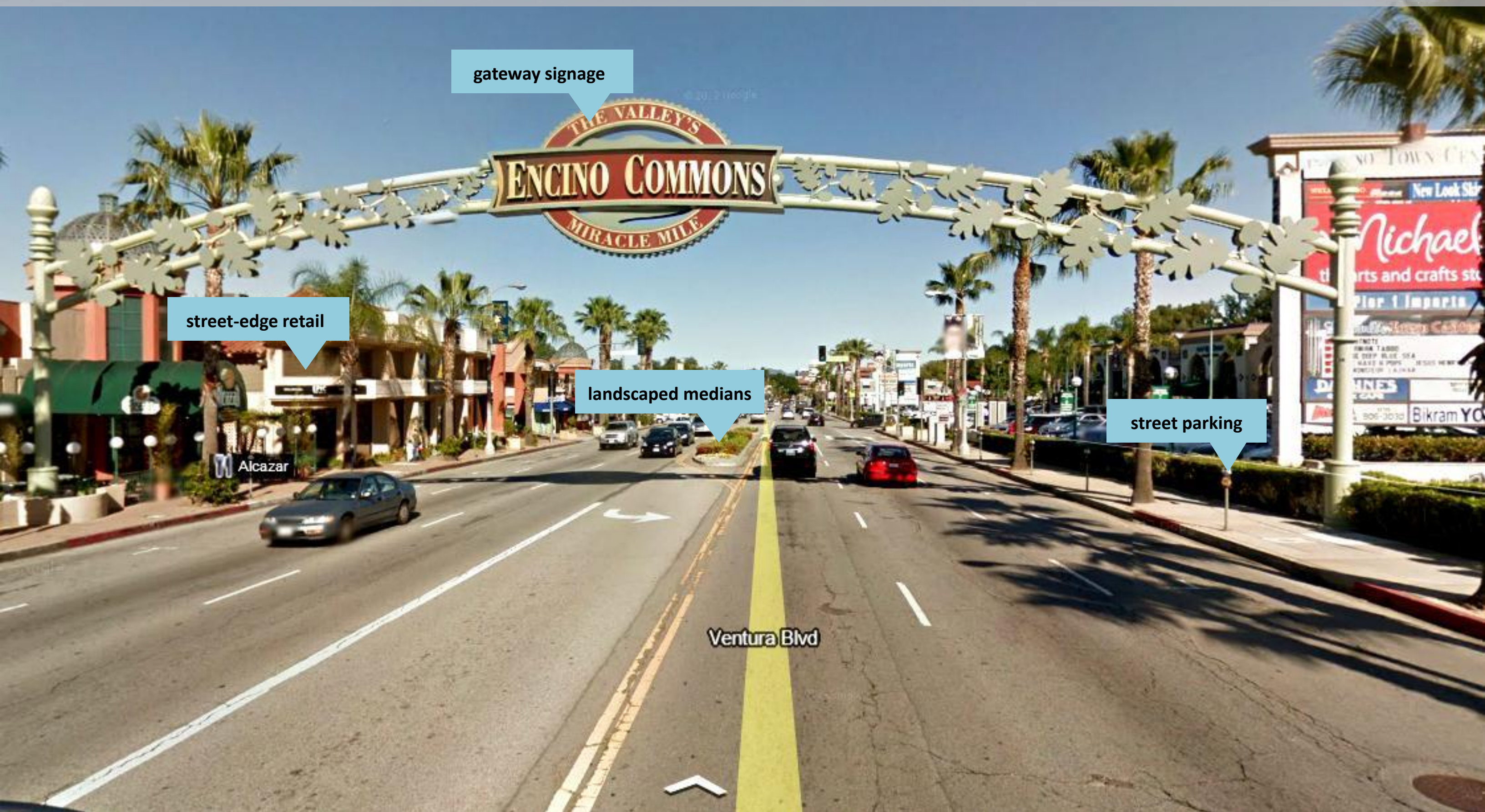
W Sunset Blvd

Report a problem Image Date: May 2011

Sunset Strip



Ventura Blvd, San Fernando Valley



gateway signage

street-edge retail

landscaped medians

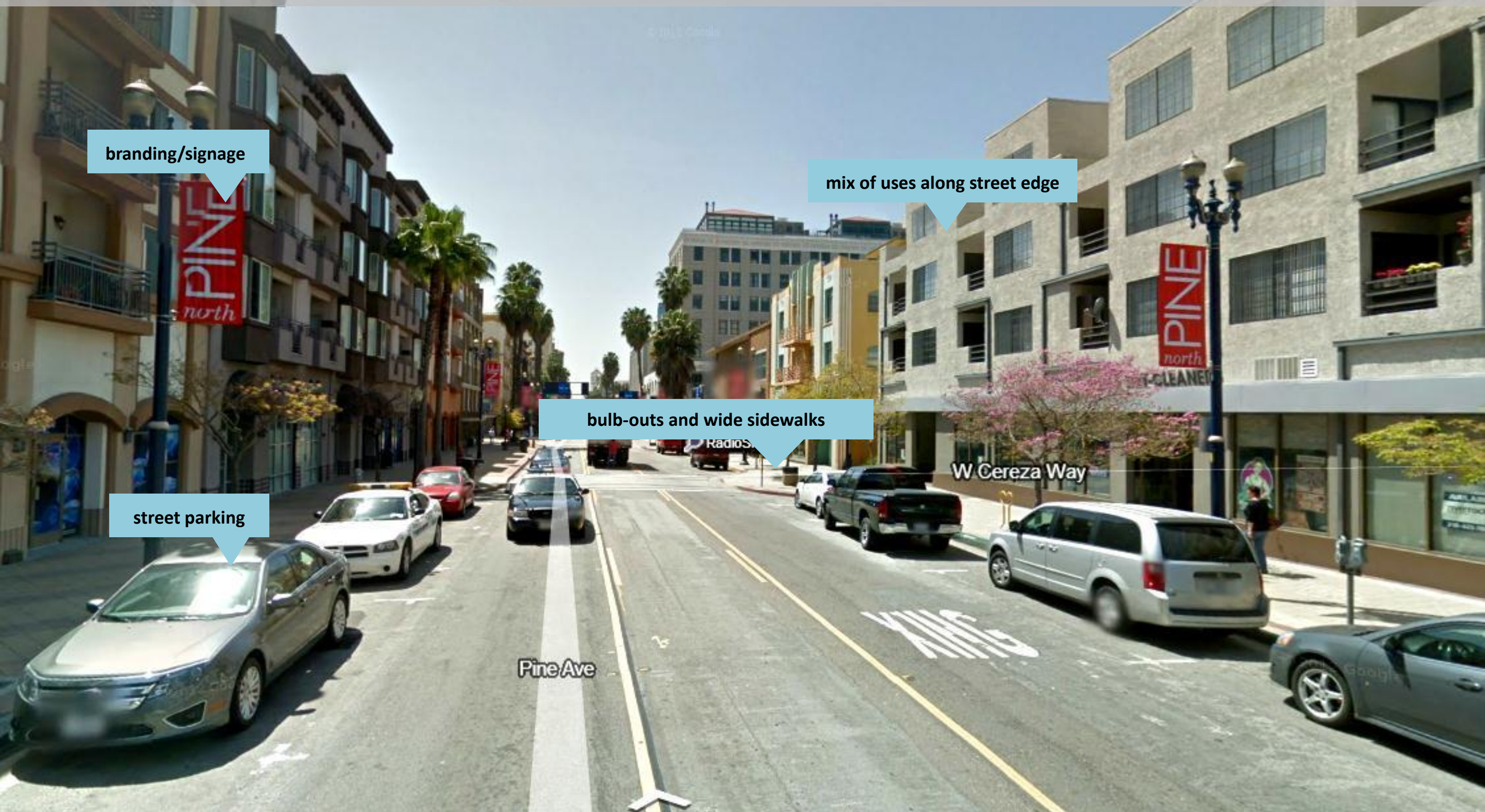
street parking

Ventura Blvd

Ventura Blvd, San Fernando Valley



Pine Avenue, Long Beach



branding/signage

mix of uses along street edge

bulb-outs and wide sidewalks

street parking

Pine Avenue, Long Beach





What ties it all together

Median

Bike lane

Transit

Signage

Public Realm

Contextual Signage

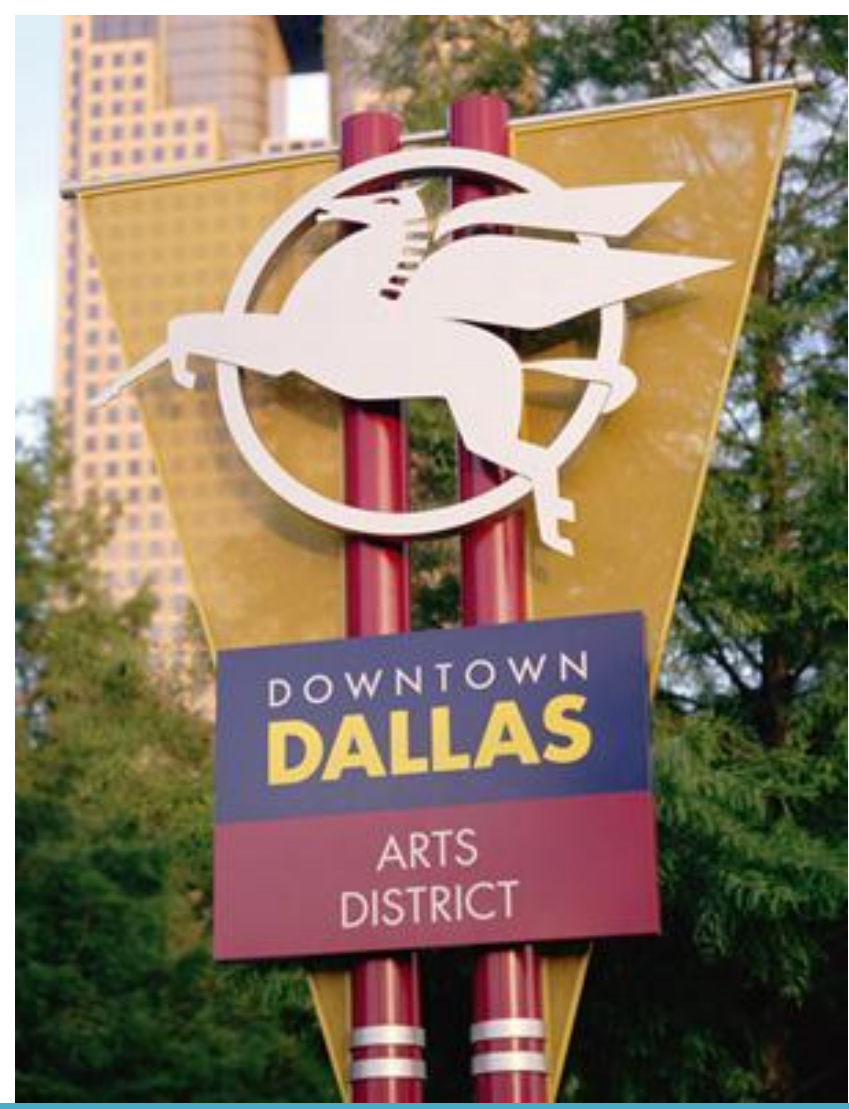


Palos Verdes Estates: Mediterranean/Spanish

San Pedro: Nautical/Maritime

Rolling Hills: Equestrian

Signage



Western Avenue Corridor / Ideas

DRAFT

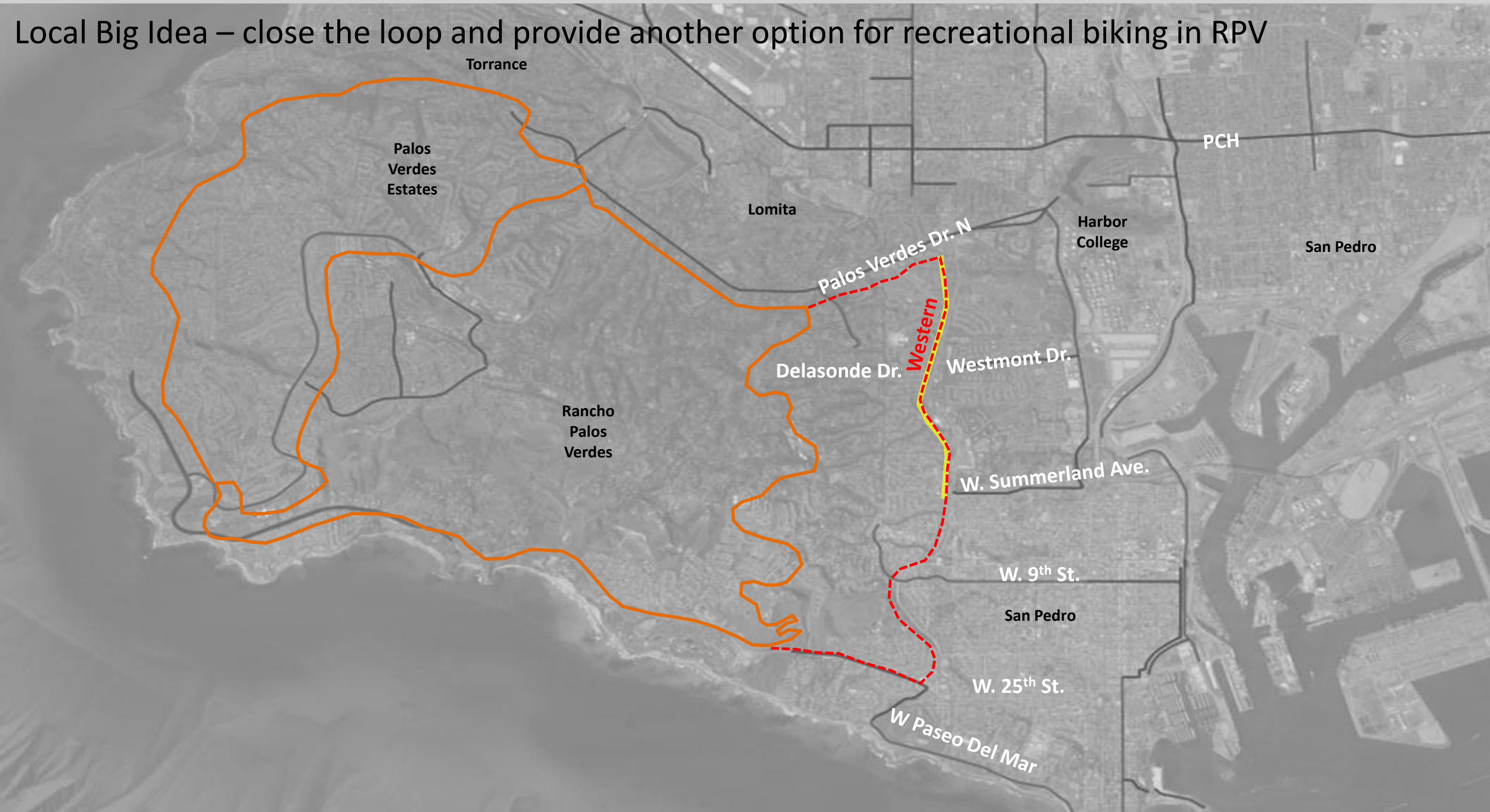
Examples of corridor branding and median-located features

Signage

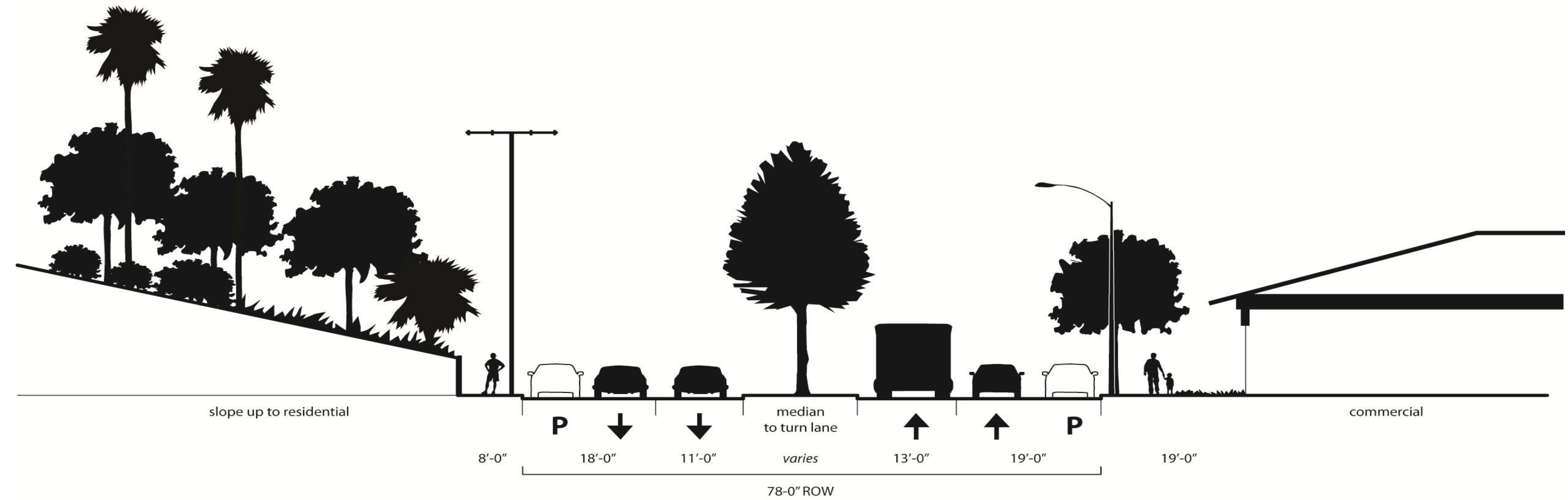


Bicycle Infrastructure

Local Big Idea – close the loop and provide another option for recreational biking in RPV

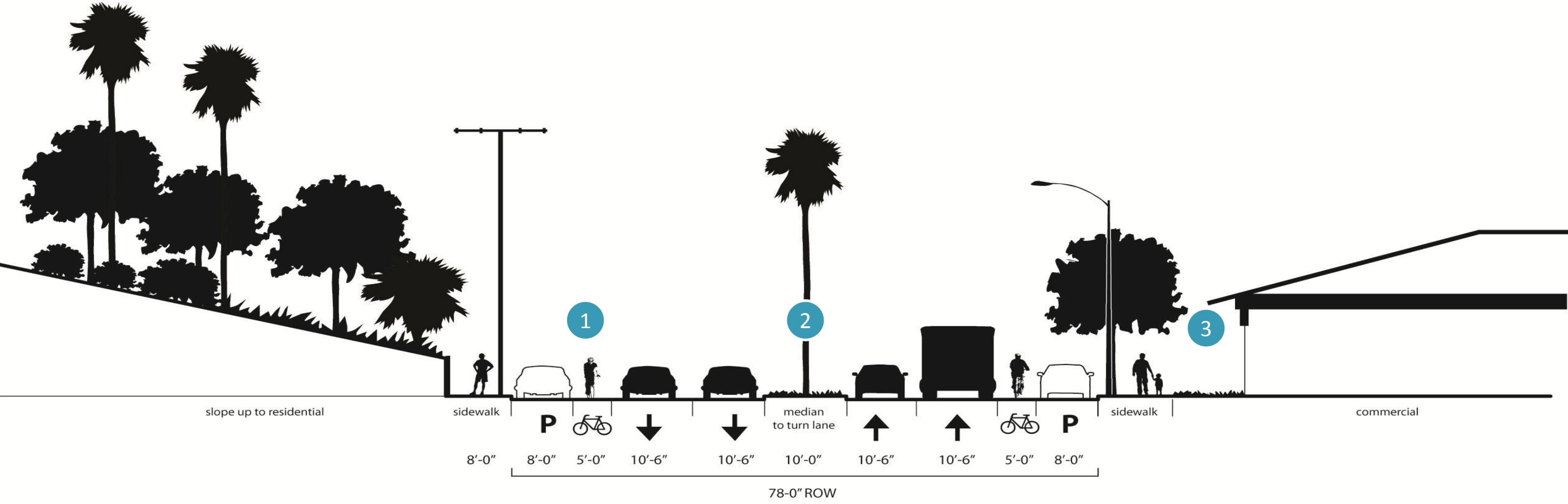


Bicycle Infrastructure



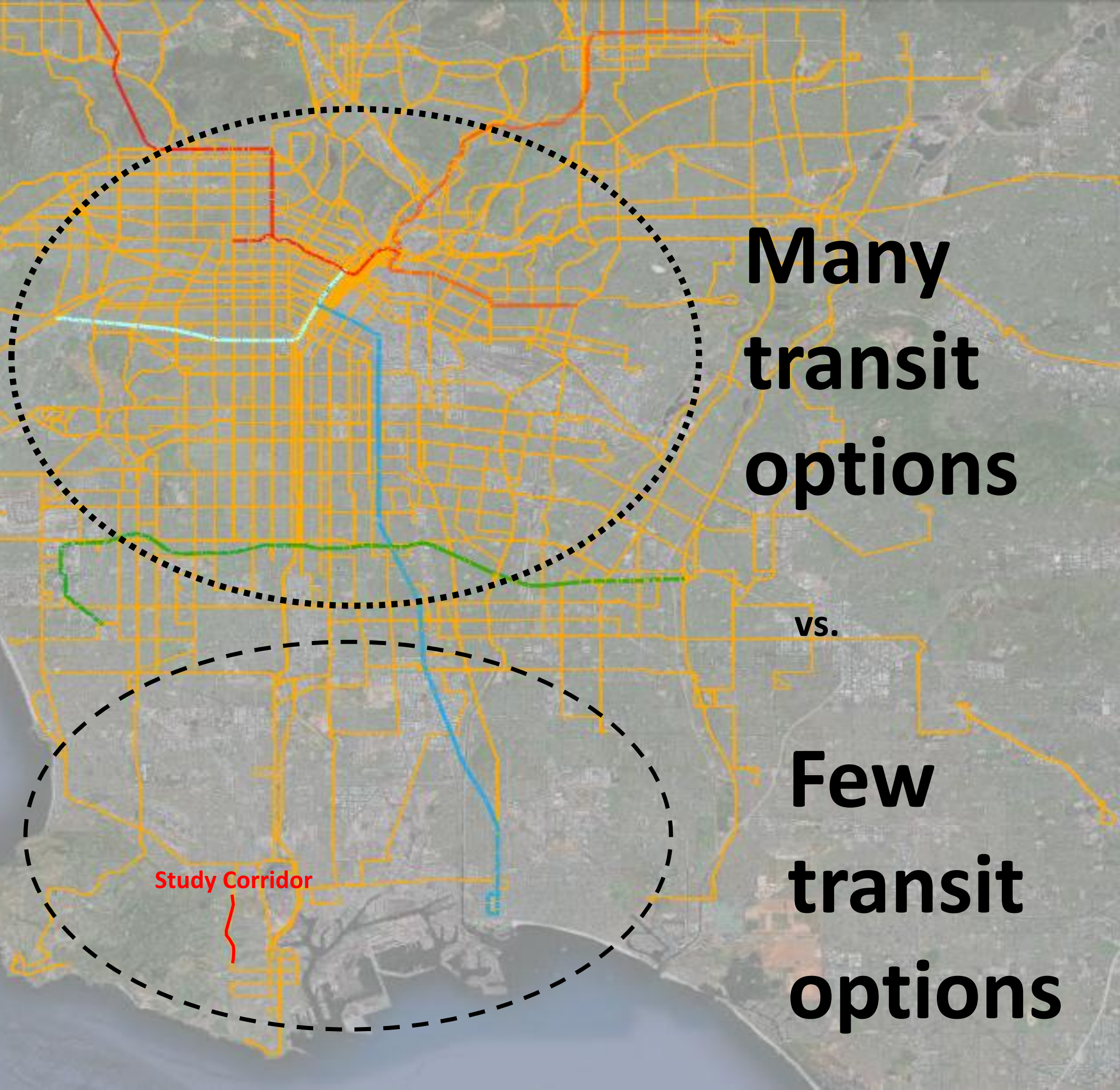
Narrow medians and re-stripe lanes

[Opportunity to rethink median planting to create a more unified streetscape]



Issues

1. General **lack of access** to regional transit in south Bay area
2. **Insufficient transit options** for existing local customer base to access corridor – especially from San Pedro. This has ingrained an irrational dependence on the automobile for even the shortest trips
3. South Bay and Peninsula disproportionately low on benefiting from future County-wide transit projects.



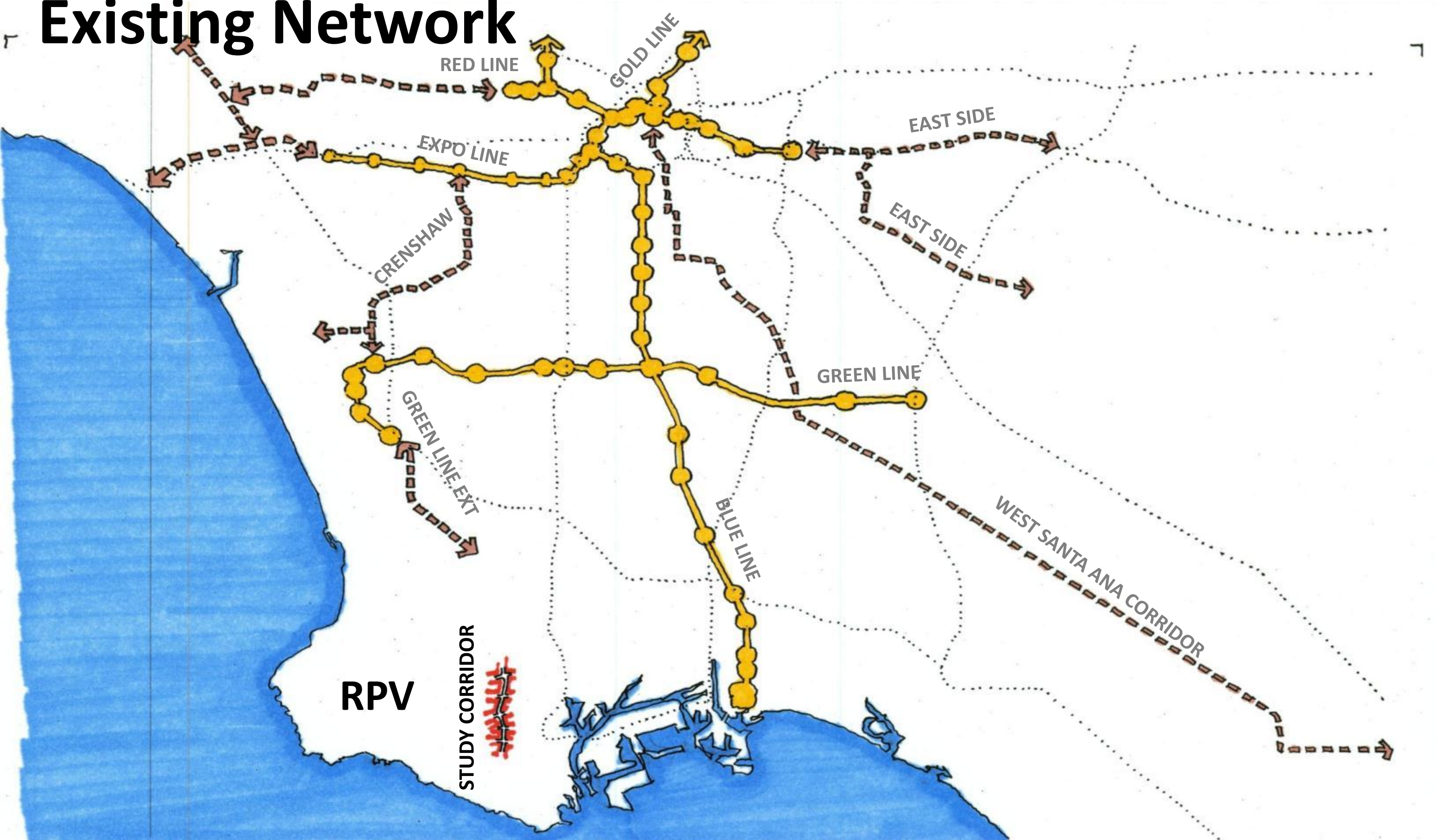
**Many
transit
options**

vs.

**Few
transit
options**

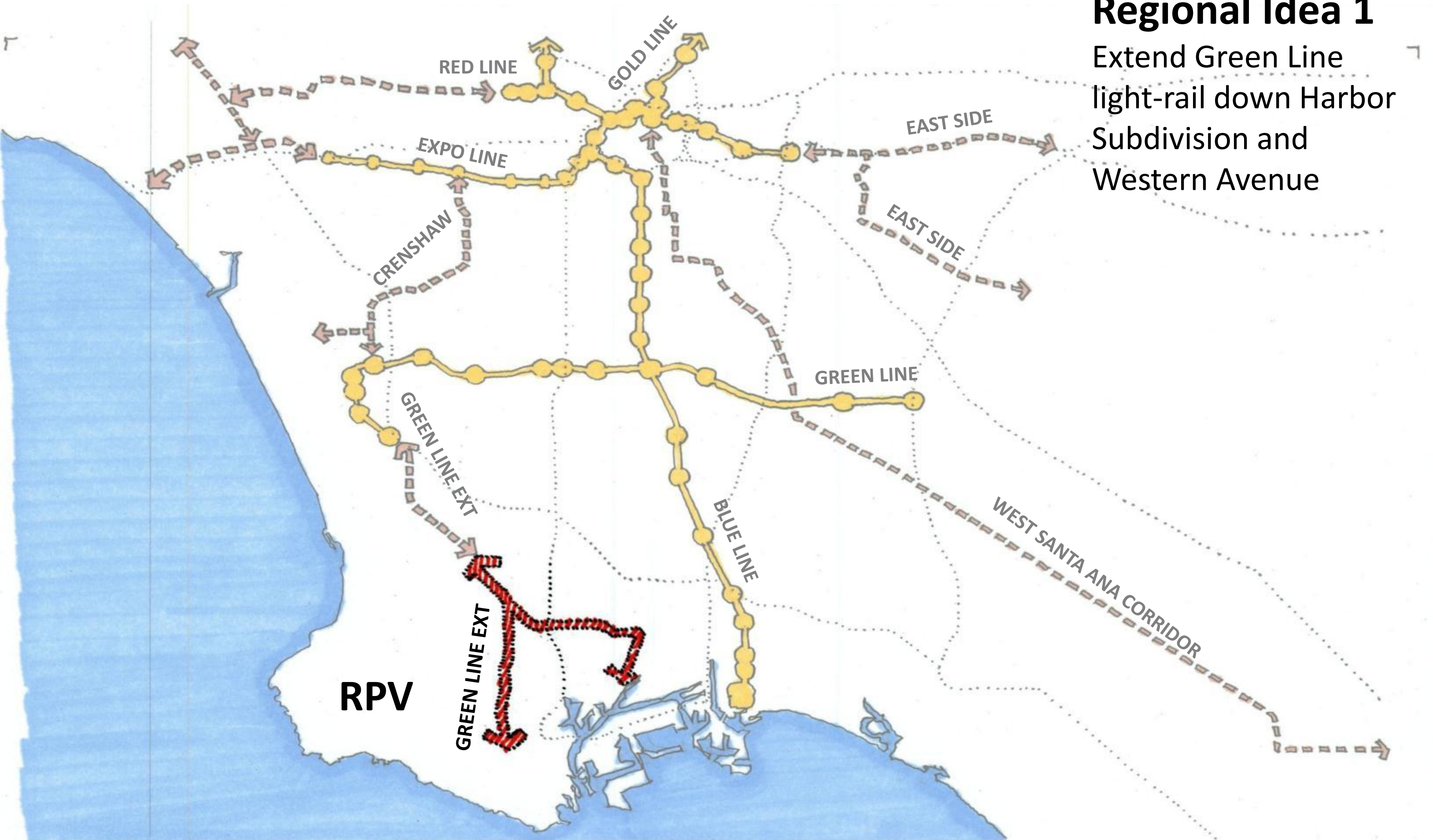
Study Corridor

Existing Network



Regional Idea 1

Extend Green Line
light-rail down Harbor
Subdivision and
Western Avenue



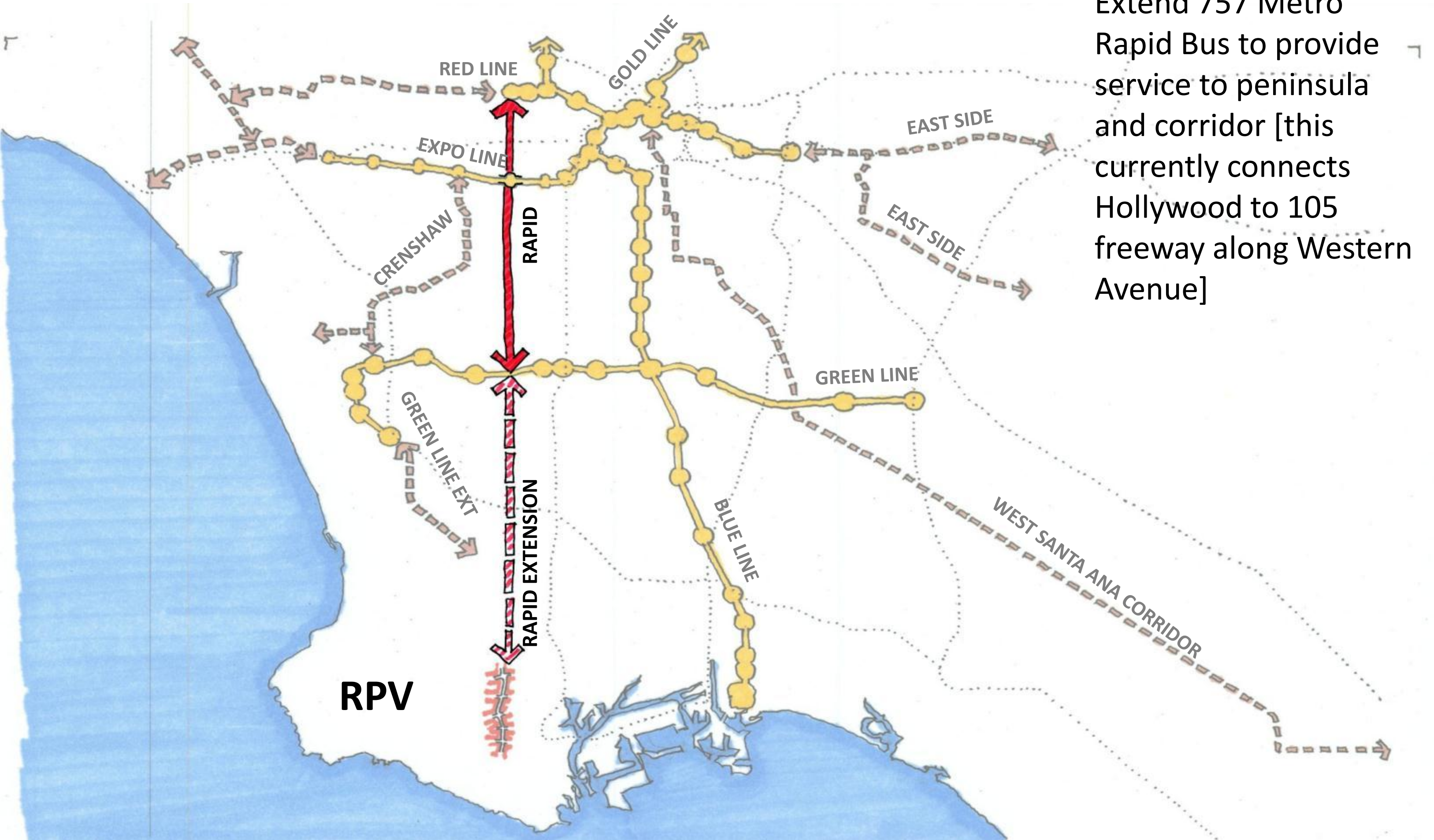


Light Rail Transit on Western?



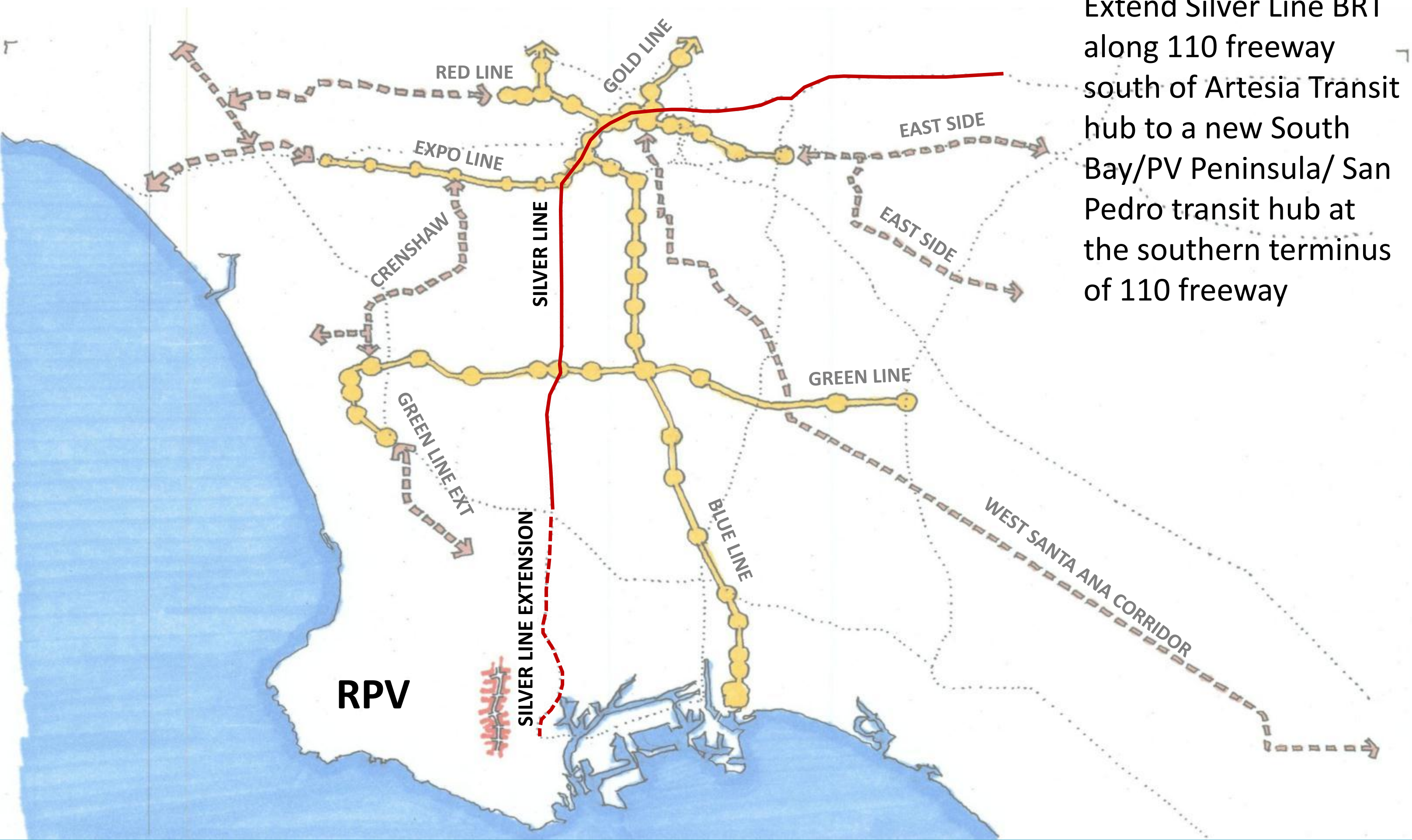
Regional Idea 2

Extend 757 Metro Rapid Bus to provide service to peninsula and corridor [this currently connects Hollywood to 105 freeway along Western Avenue]



Regional Idea 3

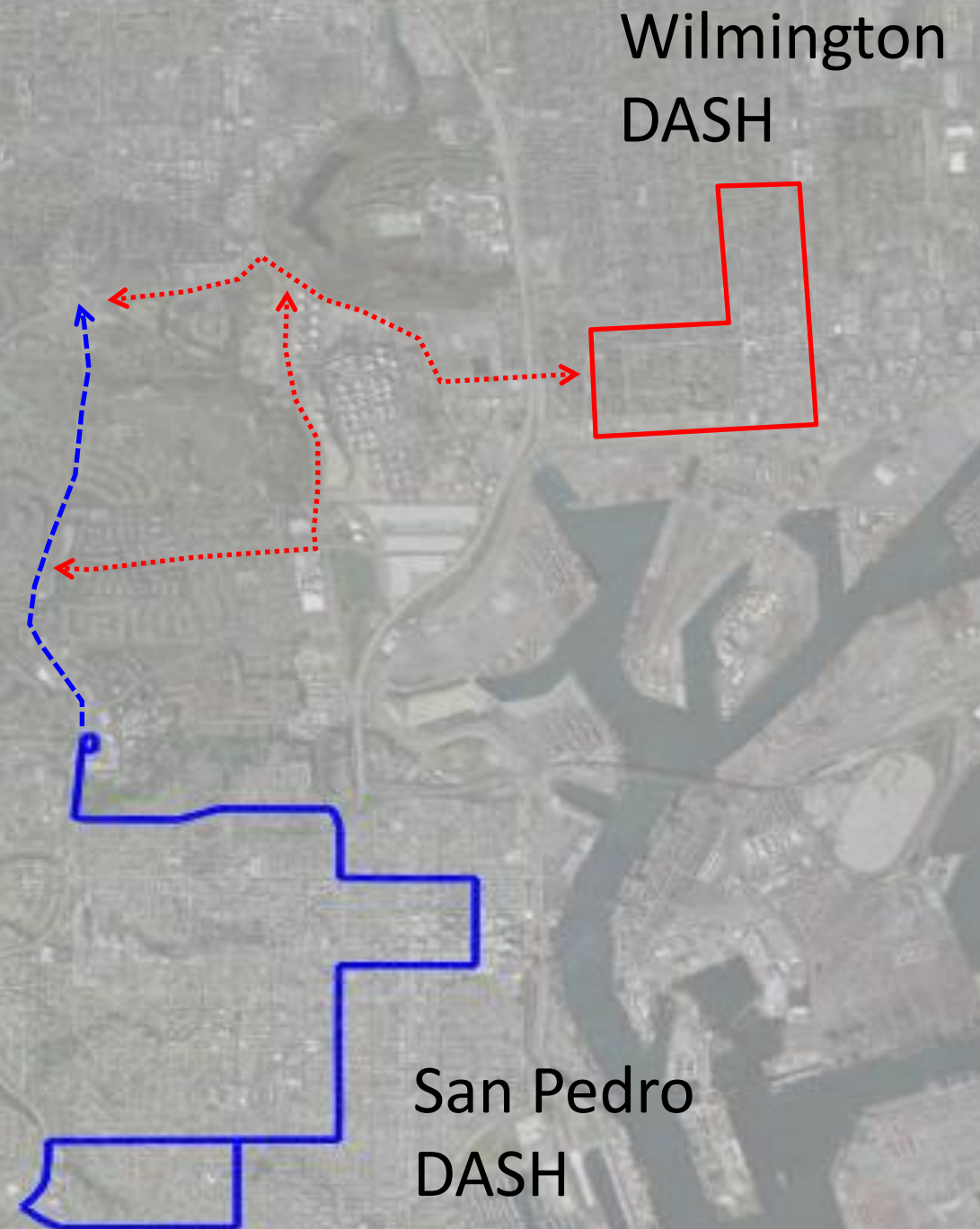
Extend Silver Line BRT along 110 freeway south of Artesia Transit hub to a new South Bay/PV Peninsula/ San Pedro transit hub at the southern terminus of 110 freeway



Local Idea 1

Expand service area of DASH system:

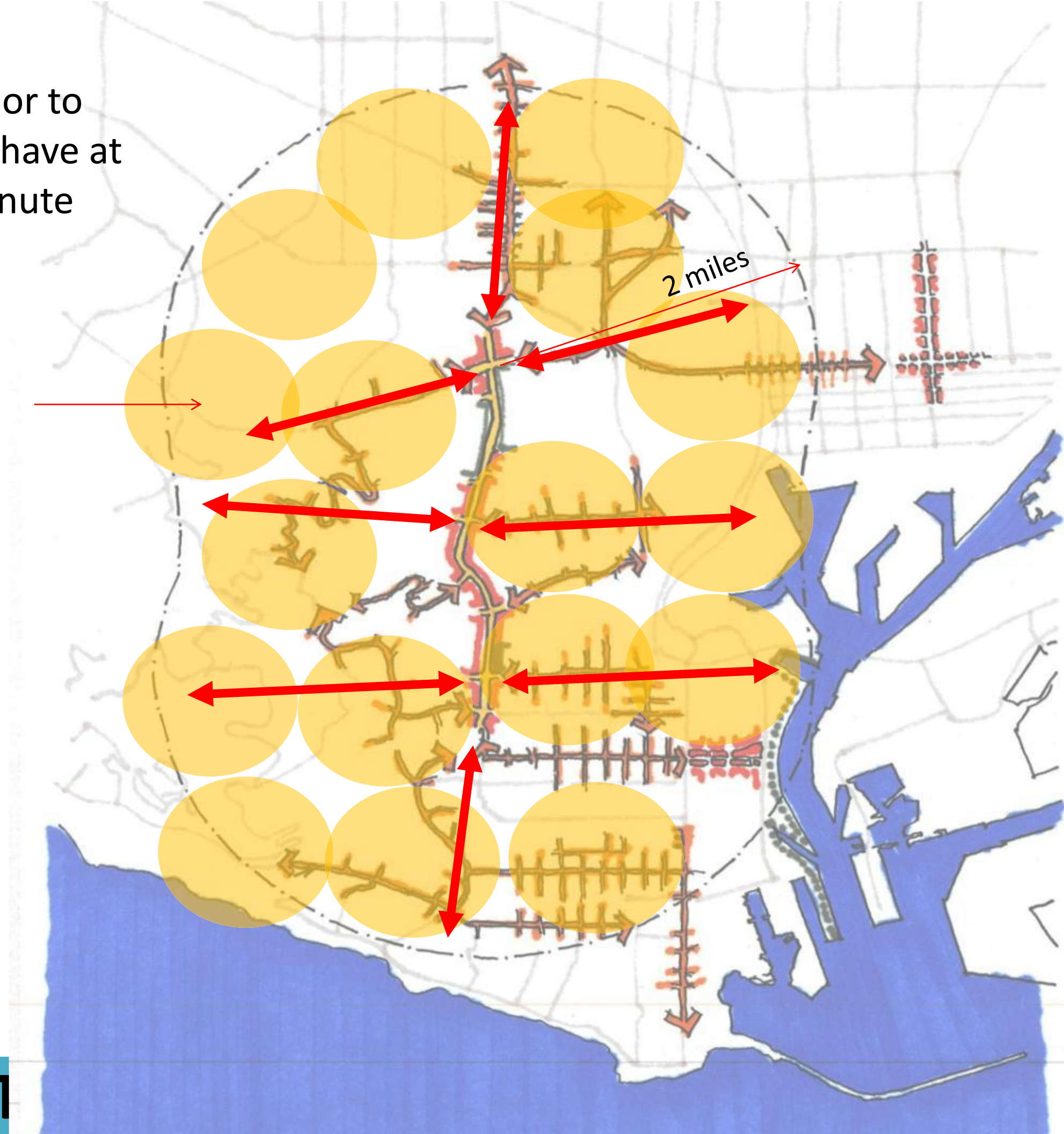
1. Extend existing route to provide access to northern half of corridor
2. New "North San Pedro" DASH route to supplement existing.
3. Extend Wilmington DASH to connect to north



Local Idea 2

Maximize east-west linkages to corridor to ensure that all potential local visitors have at least one transit stop within a five-minute walk

five-minute walk



Local Idea 3

While PVPTA provides multiple lines of service to the corridor, their hours of operation can do with expansion along with increased frequency of service.

Study Corridor

