



Location: La Mirada, Los Angeles County

Timeframe: 2009 - 2010

Project Partners: City of La Mirada

Project Services

- Video flythrough
- Land use regulations
- Design standards and guidelines
- Market and feasibility analysis



This Demonstration Project assisted the City of La Mirada in development of the Imperial Highway Specific Plan that established a comprehensive policy and regulatory guidance document for all properties within the Imperial Highway Specific Plan area.

Goals

- Implement the community's vision for the area
- Coordinate land use, urban design, transportation and infrastructure planning
- Create a lively mixed use environment
- Retain high-performing existing businesses
- Engage in the recruitment of new businesses
- Improve pedestrian and bicycle accessibility, parking and transit

The Imperial Highway corridor is one of the primary areas of the City of La Mirada with potential for economic growth. Between 40,000 and 60,000 vehicles per day travel along this three-mile corridor that runs east-west for the full width of the City. Given its strategic location, Imperial Highway offers tremendous opportunity for attracting businesses and mixed use development that could serve the numerous visitors, students and workers living in and visiting La Mirada. The corridor currently has a number of vacant and underutilized properties and is not maximizing its potential as a primary business and activity corridor. The community has identified the need to improve the economic vitality and livability of the corridor through the establishment of a comprehensive strategy to attract additional commercial, office and retail businesses and increase residential opportunities.

Results

- 3 Planning Areas totaling 71 acres
- Potential for 433 dwelling units in Planning Areas 1 and 3
- Land use policies encouraging investment, mix of land uses
- Circulation policies increasing transit usage, and pedestrian and bicycle activity
- Mobility and parking, infrastructure, and urban design policies
- Infrastructure plans for water system, wastewater, and storm drain systems