



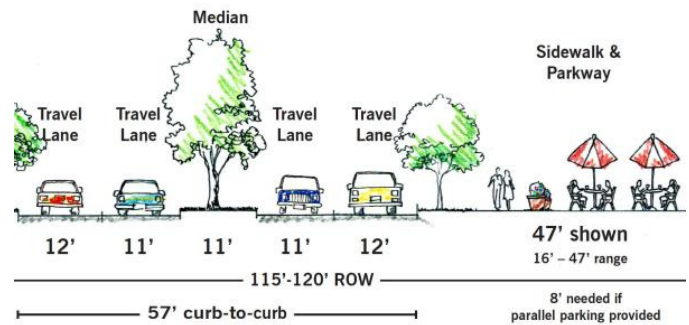
Location: Los Alamitos, Los Angeles County

Timeframe: 2009 - 2010

Project Partners: City of Los Alamitos

Project Services

- Public outreach and interviews
- Redevelopment and infill analysis
- Land use and policy recommendations
- Design standards and guidelines



This Demonstration Project provided the City of Los Alamitos with funding to assess the revitalization potential of the Katella and Los Alamitos corridors, and provided recommended actions to capitalize on the forthcoming Bus Rapid Transit routes and stations to help stimulate redevelopment.

Goals

- Enhance the City’s sense of identity along the corridors
- Create a central, pedestrian- and bicycle-friendly place for those who live, work, learn, and shop in Los Alamitos
- Consolidate scattered office, medical, retail, and service uses into logical districts
- Develop strategies for the reuse of underutilized parcels and commercial centers
- Maximize multimodal corridors and capitalize on future BRT investments

The Katella and Los Alamitos corridors have the capacity to become great corridors. Key civic, institutional, and commercial anchors dot the corridors. The rights-of-way are sufficiently wide to accommodate multiple modes of transportation while preserving efficient travel for the large volumes of traffic that use the corridors to access local destinations, adjacent cities, and nearby freeways. Additionally, OCTA is planning transportation investments that could influence development and activity along the corridors.

Results

- Design concepts and strategies such as a pedestrian and business-friendly boulevard
- Pro forma analysis of Los Alamitos Plaza (Site 1) Area and Center Plaza Area (Site 2)
 - 1A Concept Plan: 6.7 acres; 293,400 sq. ft.
 - 2A Concept Plan: 2.8 acres; 121,349 sq. ft.
 - 2B Concept Plan: 5.8 acres; 252,650 sq. ft.
- Building design guidelines and façade components
- Economic development strategies to obtain funding
- Recommendation to increase the economic activity through marketing and branding, business development, and attractions