

STATION AREA RECOMMENDATIONS

Focusing on individual stations, this section of the report will describe both policy options that will enable profitable redevelopment along the Exposition Line and urban design recommendations that will enhance the visual appeal of the area to create a more vibrant transit-oriented community.

The policy recommendations are discussed for each station area and are also reflected on the Expo Policy Matrix below. This does not represent a comprehensive list for each station area, as all policy options could arguably be made available in every station area. The following discussion is intended, rather, to highlight the policies that have the greatest potential to assist in stimulating TOD, mixed-use, and infill development in each individual station area.

In each of these areas, we have developed a schematic urban design and visualizations that illustrate one way the area could look. This is intended for illustration only, as the actual plan will have to be developed in conversation with the community. However, it does make the policy recommendations easier to understand, and also allows for a qualitative assessment of the impact of infill development in these areas. In developing these illustrations, we have used elements from other successful infill projects and integrated them using the recommended policies and urban design principles.

Table 2—Expo Policy Matrix

	Vermont	Western	Crenshaw	La Brea	La Cienega
1. Land Use and Housing Density Policies					
I-A. Mixed-Use Option in Selected Industrial Zones					x
I-B. Allow Some High-Density Mixed-Use Projects By Rezoning TOD Areas to RAS Designation					
I-C. Increase Densities and Height Limits on Land in C1 and CM Zones In TOD zones				x	
I-D. Increase Height Limits in C1.5, C2, C4, and CR Zoning in the Station Areas.	x	x	x		
I-E. Increase Densities in R2 and RD2 Zones in TODs.	x	x	x		
I-F. Lot Assembly Bonuses in TOD zones.	x	x	x	x	
2. Parking Policies					
2-A. Reduction of Minimum Parking Standards in Commercial Zones	x		x	x	
2-B. Reduction of Minimum Parking Standards in Residential Zones	x		x		x
2-C. Make better use of the on-street parking supply	x				
2-D. Create or reinforce shared parking facilities.	x		x		x
3. Financing and Project Implementation Tools					
3-A. Take Advantage of Redevelopment Areas	x		x	x	
3-B. Target Redevelopment Housing Funds to TOD Areas				x	
3-C. Pursue Non-Redevelopment Tax Increment Financing					x
3-D. Take Advantage Low Income Housing Tax Credit “Smart Growth” Policies					
3-E. Use Public Agency Land As Equity			x		
3-F. Focus CDC Efforts on Station Areas					
4. Project Review Policies					
4-A. Create Station-Area Specific Plans					
4-B. Use the CEQA Infill Exemption Where Possible					

La Cienega

The La Cienega station area has the potential to transform from a modest industrial area to a vibrant urban center. The station area is currently situated in a landscape dominated by industrial uses to the west and established residential communities to the east of La Cienega Blvd. This station area in particular presents a unique opportunity to bring two separate halves together and create more opportunities for education, jobs and manufacturing, as well as the integration of higher density residential units.

Opportunity sites

There are approximately 166 acres that have potential for redevelopment within 1/2-mile of the La Cienega station area. The opportunity screening analysis showed that industrially zoned land near the La Cienega station area is largely under utilized and presents the greatest potential for infill development. The majority of the opportunity sites in La Cienega are suitable for the Large Mixed Use Prototype, with some smaller mixed-use sites located on the fringe of the residential areas that surround the station area to the east of La Cienega. Of the large mixed-use sites, only 6 percent would require further assembly in order to achieve a reasonable rate of return for the developer.

While there is little opportunity for the development of the townhome prototype in this station area, it is worth noting that a live-work type of development would work well here, especially along the Jefferson Boulevard corridor. A live-work development is essentially a modified version of the townhome that has commercial uses on the ground floor, such as a small business or office, with a living space on the second story.

A pro forma analysis showed that the Large Mixed Use prototype is the most profitable, even under existing zoning conditions that allow a mix of uses. However, in La Cienega, where opportunities for the prototype abound, the potential is stunted by industrial zoning which limits the types of development that can occur on the site. Table 4 shows what the expected investment potential is for this station area assuming a full build-out, 50% build-out, and 35% build-out.

Table 3—Opportunity Site Summary

La Cienega	
Prototype	Acres
P1 (Townhome)	2
P2 (Small Mixed Use)	22
P3 (Large Mixed Use)	141
Total	166

Table 4—Opportunity Site Investment Potential

La Cienega			
Prototype	Total Value	50%	35%
P1 (Townhome)	\$ 26,894,125	\$ 13,447,063	\$ 9,412,944
P2 (Small Mixed Use)	\$ 558,806,951	\$ 279,403,475	\$ 195,582,433
P3 (Large Mixed Use)	\$ 5,216,827,493	\$ 2,608,413,746	\$ 1,825,889,622
Total	\$ 5,802,528,569	\$ 2,901,264,284	\$ 2,030,884,999

This area is a prime location to mix industrial, manufacturing and commercial uses and, unlike other station areas, La Cienega has greater opportunities for larger mixed-use buildings. While residential development will be important here, not all the large mixed-use buildings need to include a residential component. Especially in the La Cienega environment, industrial and some retail-office combinations might be possible.

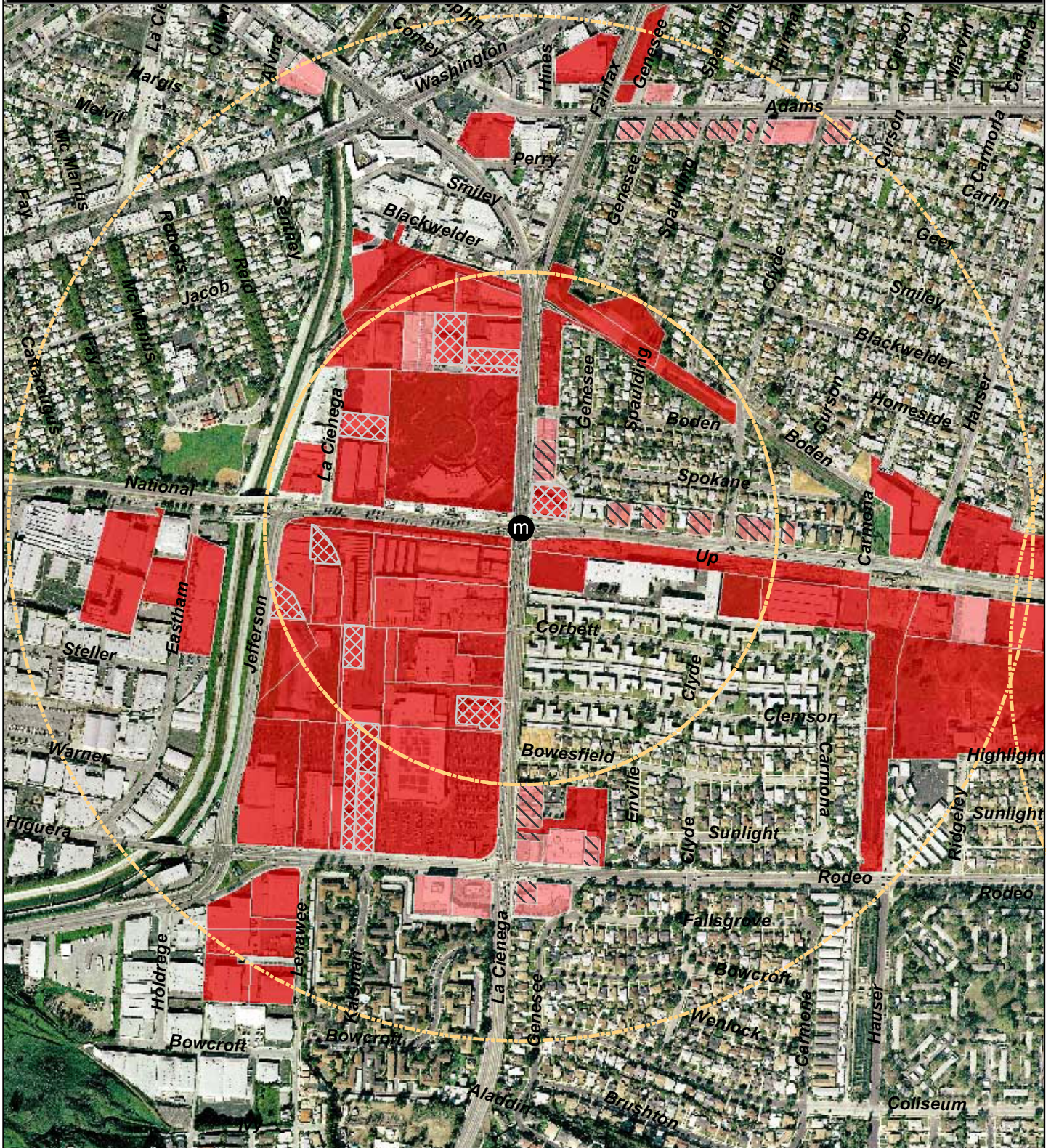
Policy Recommendations

Allow Mixed-Use Option in Selected Industrial Zones. The City must be judicious in permitting the mixed-use option in industrial zones because it is in the long-term interest of the City to retain a reserve of industrial land. However, most of the infill opportunities immediately adjacent to the La Cienega station are currently zoned for industrial use. Therefore, the City should consider permitting the mixed-use option on some of these industrial lands.

Reduce Minimum Parking Standards in Residential Zones. As part of a neighborhood-level parking strategy, the City should reduce minimum parking standards in residential zones.

Create or reinforce shared parking facilities. The large amount of under utilized land at La Cienega makes the creation of large, shared parking facilities a viable option in this area.

La Cienega Station Area - Prototype Opportunity Sites



Legend

Development Prototypes

- Prototype 1 (P1) - Townhouse
- Prototype 2 (P2) - Small Mixed Use
- Prototype 3 (P3) - Large Mixed Use

Assembly Required

- P2 < 0.3 acres
- P3 < 1 acre

Transportation

- m Proposed Metro Rail Stop
- Exposition Streets

Distance From Proposed Station

- 1/4-mile, 1/2-mile Buffers



Pursue Non-Redevelopment Tax Increment Financing.

The La Cienega area is not in a redevelopment project area. However, the large blocks of land and the possibility for major public infrastructure improvements (such as large parking facilities) make this an especially strong potential area for a non-redevelopment TOD TIF pilot program.

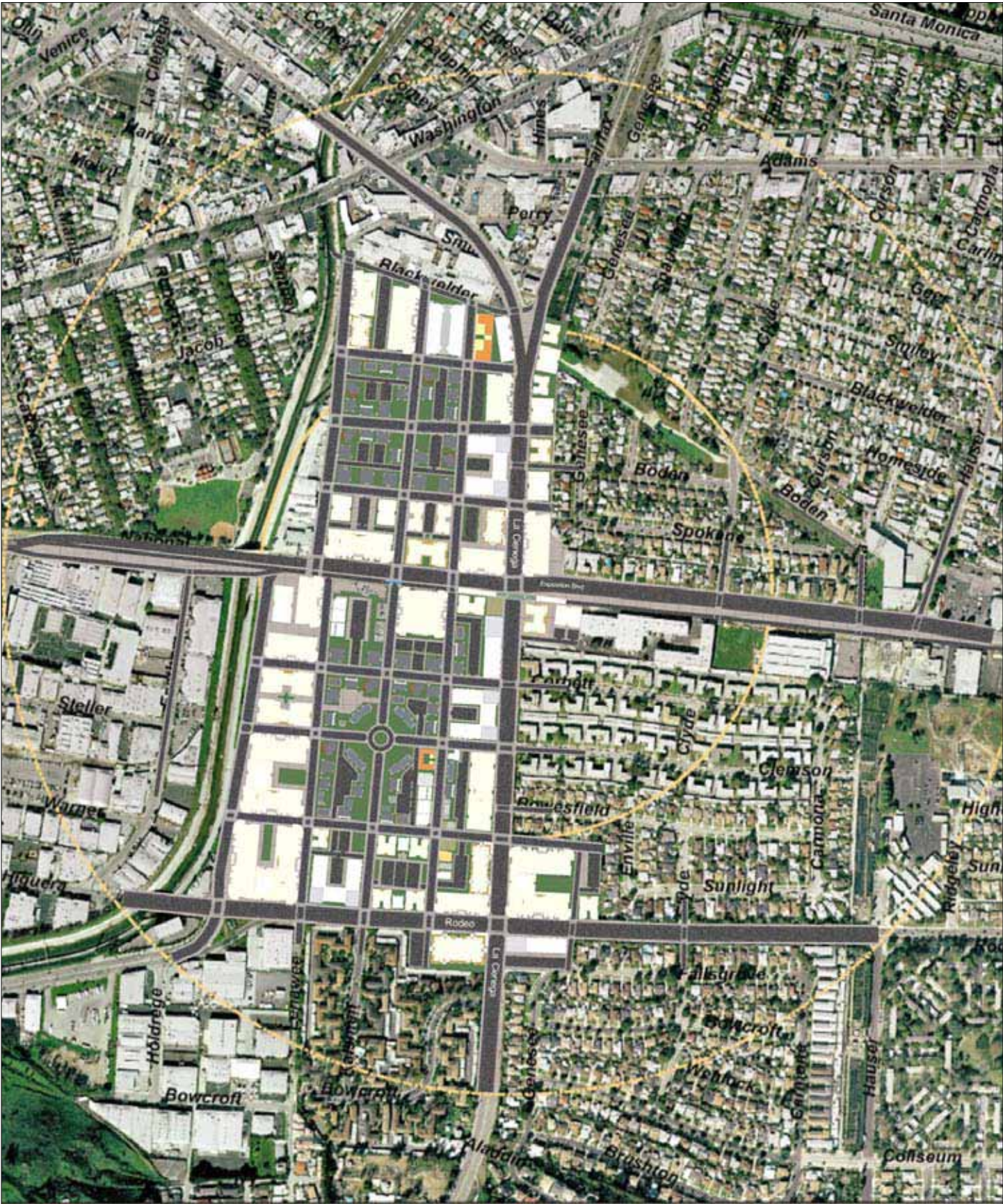
Urban Design Recommendations

The La Cienega station area is characterized by “super blocks” with limited connectivity to the main thoroughfares and collector roads. Creating a safe, walkable environment will be paramount to achieving the City’s infill goals in these station areas. To achieve this, the City must implement new design standards that are focused on pedestrian needs. The following is a summary of urban design recommendations that can help to guide policy development in this, and likely other station areas:

- Employ methods of context sensitive design. Reducing the existing block sizes and providing an interconnected network of streets allow for higher traffic capacity and improved walkability. This is especially important in La Cienega where north/south and east/west connectivity is severely limited.
- Use consistent standards for building design that foster safe pedestrian mobility including:
 - Minimizing or eliminating front setbacks except where needed to enable a wider sidewalk.
 - Establishing design standards that place loading zones, large equipment and parking lots away from the street view or below buildings.
 - Adding pedestrian access to existing buildings that may already be set back from the street.
 - Establishing design standards for façade transparency such as requiring buildings facing the street to have windows and entrances.

- Using screening and landscaping to mitigate the visual impact of surface parking lots, mechanical equipment, industrial facilities and refuse.
- Requiring ground floor retail for structured parking garages
- Identify, map and prioritize locations where new street connections or pedestrian pathways will provide direct access between concentrations of homes and businesses and the station area.
- Undertake a program of streetscape improvements along the major streets that includes sidewalk improvements, street trees, ornamental light fixtures and street furnishing.
- Establish an open space plan for the station areas to ensure inclusion of open space and plazas

The following pages provide some illustrations of what La Cienega station might look like.



An aerial view of the site design plan for La Cienega.



The corner of Rodeo and La Cienega as it is today.



What the same corner could look like with new infill development around the station area.



An aerial view of Rodeo and La Cienega urban design plan.



A rendering of the potential streetscape looking North on La Cienega.