

TECHNICAL REPORT  
LAND USE AND DEVELOPMENT IMPACTS  
LOS ANGELES RAIL RAPID TRANSIT PROJECT  
"METRO RAIL"

Draft Environmental Impact Statement and  
Environmental Impact Report

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Prepared for

U.S. Department of Transportation  
Urban Mass Transportation Administration  
and  
Southern California Rapid Transit District

June 1983

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ERRATA Sheet  
to the  
Technical Report  
on  
Land Use and Development Impacts

The Southern California Rapid Transit District has reviewed the attached technical report and found certain differences of fact or policy. The appropriate corrections are made below:

- o Page II-8, paragraph 5. Change fourth sentence to read: Recently, the Crocker Bank towers have reached a FAR of nearly 13, the current maximum zoning density". "While zoning generally governs the Floor Area Ratios in most areas of the City, for the redevelopment areas under CRA jurisdiction, the CRA's development regulations plus various incentives deriving from those regulations govern the FAR's. The FAR's permitted by underlying zoning are employed as a maximum or cap."
- o Page II-18, paragraph 3, last sentence, change 7840 square feet to 7.84 million square feet (of new commercial space --)

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# I. INTRODUCTION AND METHODOLOGY

## REPORT OVERVIEW

This report provides documentation for the assessment of land use and development impacts summarized in Chapter III of the Environmental Impact Statement/Environmental Impact Report (EIS/EIR) for the Southern California Rapid Transit District's proposed rail rapid transit project. It documents existing conditions within station areas in greater detail than the EIS/EIR, describes the methodology used to evaluate impacts, and provides more detailed quantitative documentation of impacts for the systemwide alternatives evaluated in the EIS, as well as for alternatives evaluated and rejected as a result of the Hollywood and North Hollywood Special Alternatives Analyses.

The basic premise of this analysis is that the presence of a heavy rail transit station will promote development around that station and that such development is generally desirable. Experience in other cities indicates that induced development does occur, though to varying degrees. The city of Toronto has experienced substantial development around heavy rail stations which can be attributed to their presence, while little or no development has occurred to date in the areas around BART stations in the San Francisco Bay Area. Development around stations is considered desirable, as documented in the SCR TD Milestone 6 Report: Land Use and Development, for a number of reasons.

- It reduces dependence on a single transportation mode (i.e., the automobile) and permits a choice among modes.
- It reinforces the "Centers Concept", basic to land use planning in the Los Angeles region, which calls for the concentration of development at a series of centers interconnected by a rapid transit system.
- By attracting development to the existing urban core area, it reduces the rate at which outlying areas are converted from agricultural or other open space use to urban use and reduces the cost of providing infrastructure (i.e., freeways, roads, utilities, and sewage) to serve the new development.

The extent to which development will occur around stations is influenced by a variety of factors. The availability of land designated for high density residential and commercial use that is currently underutilized and the desirability of the area from the perspective of the development community are fundamental variables. The availability of land for development is determined by its zoning and community plan designation and by current uses. The desirability of the area for development is influenced by a more complex set of factors including current development trends, the character of the surrounding community, accessibility by automobile, cost of land, size of parcels, and ease of land assemblage.

The assessment of land use impacts must evaluate the potential for development both with no project and with construction of the Metro Rail Project, as well as the suitability of the areas around stations for such development. Two Metro Rail Project alternatives are evaluated: the Locally Preferred Alternative which would run 18.6 miles from Union Station to Lankershim and Chandler in North Hollywood and the Minimum Operable Segment which would run 8.8 miles from Union Station to

Fairfax Avenue and Beverly Boulevard. The two alternatives are described in detail in the EIS/EIR. Two levels of development with the Metro Rail Project are identified and evaluated: first, the level of development that would likely occur under the existing market conditions with no direct intervention by SCRTD or governmental agencies to promote joint development, and second, that which could be absorbed by the market given a concerted effort on the part of the SCRTD and/or local government to promote development. The second level of development assumes that SCRTD or local governments actively implement their goal of focusing development around station locations. Throughout this report the first level of development is termed "Metro Rail" and the second "With Incentives."

For the purpose of impact assessment a timeframe of 20 years (January 1980 to January 2000) has been established. Assuming funding is obtained and construction of Metro Rail commences in 1984, development during the first four years of the 20-year period would be unaffected by Metro Rail and would therefore be identical under the No Project and Metro Rail Project conditions. Development during the six years of construction and the ten years of operation would reflect the influence of Metro Rail's presence.

Residential development projections for planning areas and individual station areas in the Regional Core were based on growth projections developed by the Southern California Association of Governments (SCAG). The No Project Alternative growth levels were based on SCAG-82A, a growth projection which assumes that the vast majority of population and housing growth will be dispersed throughout outlying areas, with limited growth in the Regional Core.

The residential growth levels for the Locally Preferred Alternative and its Aerial Option correspond to SCAG-82B, which assumes a concentration of new growth within the Regional Core. The adoption by SCAG of a 1982 growth projection roughly equivalent to SCAG-82A suggests that the SCAG-82B projection may be too high for the Regional Core as a whole. However, it is a reasonable projection of population growth within station areas where development would concentrate. For purposes of impact assessment, it is appropriate to think of the SCAG-82B projections for the entire Regional Core not as growth that would be directly induced by the Metro Rail Project but as an intensification of recent trends independent of the Metro Rail Project and an expression of the policies of the Centers Concept, which probably could not be accommodated without a rapid rail transit system in the Regional Core.

For the Minimum Operable Segment, the growth projections for the CBD, Westlake, and Wilshire Planning Areas and for the Union Station through Fairfax/Beverly Station areas are the same as the Locally Preferred Alternative (SCAG-82B). Projected development in the balance of the Regional Core for this alternative is the same as the No Project Alternative and is based on SCAG-82A.

Under both SCAG-82A and SCAG-82B forecasts, new residential units in the Regional Core are expected to be accompanied by a slight increase in the number of persons per household in both new and existing units. In some areas, four or five people will be added for every additional dwelling unit.

Commercial growth projections were developed in a real estate market absorption study prepared by Peat Marwick Mitchell & Co. and Sedway/Cooke. The market study identified commercial absorption potential for the period from 1980 to 2000 for three scenarios: 1) assuming the Metro Rail Project is not constructed, 2) assum-

ing that the Locally Preferred Alternative or Minimum Operable Segment is constructed, and 3) assuming that SCRTD and other local agencies actively promote joint development around stations. Six categories of development were considered: major office, community office, hotel, employee-serving retail, regional retail, and community retail. The projections reflect projects under construction or completed from January 1980 to January 1983, as well as market absorption for January 1, 1983 to January 1, 2000, based on historic growth rates, recent development trends, and information from local developers and brokers. The figures for retail development were based on population growth projected for each alternative (SCAG-82A and -82B).

Only the No Project growth projections for office space are directly derived from the market study. The "With Project" office space projections are illustrative of the increase in development that could occur given experiences in other cities with fixed rail systems and constraints on the local market. Actual additional development in conjunction with the Metro Rail Project may be substantially higher or lower depending on actual population growth and the extent to which local agencies actively promote joint development.

The projected growth under each alternative is assessed for its consistency with land use plans and policies and whether it can be accommodated in station areas without adversely impacting the surrounding community. Consistency with land use plans and policies is assessed at two geographic scales: regionwide and station areas. Accommodation of growth is evaluated only for the station areas. Consistency of projected growth with land use plans and policies is evaluated at the regional scale by four measures which correspond to the following key objectives of the city's General Plan: to concentrate development at designated growth centers along the Metro Rail route; to concentrate development at designated centers in other areas of the Regional Core (these first two measures are in accordance with the Centers Concept); to revitalize economically stagnant or declining areas; and to provide additional commercial services and employment near established concentrations of population. At the station area level, consistency is evaluated by the above measures as well as by the extent to which new development implements applicable Community Plans, Specific Plans, and/or redevelopment plans. Accommodation of projected growth within station areas and potential adverse impacts are evaluated at the station area level by six measures which correspond to basic planning objectives in these areas.

## METHODOLOGY

The methodology used to assess the impacts of Metro Rail construction and operation on land use and on development follows six steps: define market/planning areas, define station area boundaries, collect land use data, define areas susceptible to reinvestment, project commercial and residential growth, and evaluate projected development's consistency with land use policies and its potential adverse impacts.

### 1. Define Planning Areas and Market Areas

The First Tier EIS/EIR established a 55-square mile study area which was referred to as the Regional Core. Within this area, to be directly served by the Metro Rail Project, two out of every ten Los Angeles residents live and four out of every ten work. It is the financial, retail, cultural, and entertainment center of Southern California.

The Regional Core defined in the First Tier EIS/EIR has been modified for this study to include additional areas that may experience indirect impacts and to exclude areas that are not likely to be affected. There are three major areas of change. First, the potential circulation and access issues in North Hollywood suggested including additional lands to the west toward Coldwater Canyon Boulevard and to the east into Burbank. Second, lands south of the Santa Monica Freeway have been excluded because impacts beyond this physical barrier are expected to be insignificant. Third, the Central City North Community Planning Area has been added. The revised Regional Core, covering 76 square miles, is illustrated in Appendix A. A complete list of the census tracts and traffic analysis zones comprising the Regional Core is also found in Appendix A.

For the purposes of assessing all categories of impacts, the Regional Core has been subdivided into "planning areas" which correspond as closely as possible to community planning areas defined by the City of Los Angeles Department of Planning (LADOP).

Community planning areas have been defined principally to consider some of the more aggregated impacts of the transit improvements. These impacts extend beyond the station area and may include community cohesion and changes in accessibility to major community-serving facilities. With respect to land use and development, the community planning areas define the areas which will be served by the Metro Rail Project and whose development patterns may, consequently, be affected by the system.

The City of Los Angeles is divided into 36 planning areas. The planning areas lying fully or predominantly within the Regional Core include Central City North, Central City, Westlake, Wilshire, Hollywood, Sherman Oaks/Studio City, and North Hollywood. In addition, portions of the county (West Hollywood and Universal City) and Beverly Hills lie within the study area. Appendix A illustrates the boundaries of each planning area and includes a list of census tracts and Traffic Analysis Zones, along with the land area and 1980 population in each planning area. Some census tracts lying within the Regional Core are outside the defined community planning areas. In this report, reference to a particular planning area will include the census tracts comprising the planning area as well as the adjacent tracts that lie within the Regional Core (see Appendix A).

Market areas as perceived by the real estate and development community in Los Angeles do not correspond precisely with these planning areas nor do they have easily identifiable boundaries. In addition, market area boundaries vary with the type of development being considered. Market areas for major office development in the Regional Core are the Central Business District (CBD), Mid Wilshire, Miracle Mile, Hollywood, and Universal City along the Metro Rail line as well as the Olympic corridor to the south of Wilshire and West Hollywood and Beverly Hills to the west of Fairfax. Market absorption projections for major office space have been reaggregated to correspond as closely as possible to the community planning areas.

## 2. Define Station Area Boundaries

Geographic "station area" boundaries have been established to define the area likely to be directly impacted by the presence of a Metro Rail station. The minimum criterion for establishing station area boundaries is that they encompass an area at least one quarter mile radius from station entrances. This distance corresponds to a walking time of less than ten minutes to a station entrance--a walk the majority of

the people are willing to make for access to a fixed rail transit station. Recent experience indicates that people are willing to walk further--up to one half mile--to access a heavy rail system. Thus, in an area within a radius of one-quarter to one-half mile (1,320 to 2,640 feet) of a station, development is likely to concentrate in direct response to the accessibility to a fixed rail regional-serving transit system.

Station area boundaries have been expanded along major corridors where, because of existing land use characteristics and zoning, development would likely extend beyond one-quarter mile. Station area boundaries are on the average 1,500 feet to 2,000 feet from the station and generally correspond to the Specific Plan boundaries defined by the City of Los Angeles Department of Planning (LADOP). Figures 1-1 through 1-18 identify station areas on the Locally Preferred Alternative and Minimum Operable Segment. Figures 1-19 through 1-21 identify station areas considered in the Special Alternatives Analysis. Figures 1-22 and 1-23 identify station area boundaries for alternative station locations analyzed in Milestones 3 and 4.

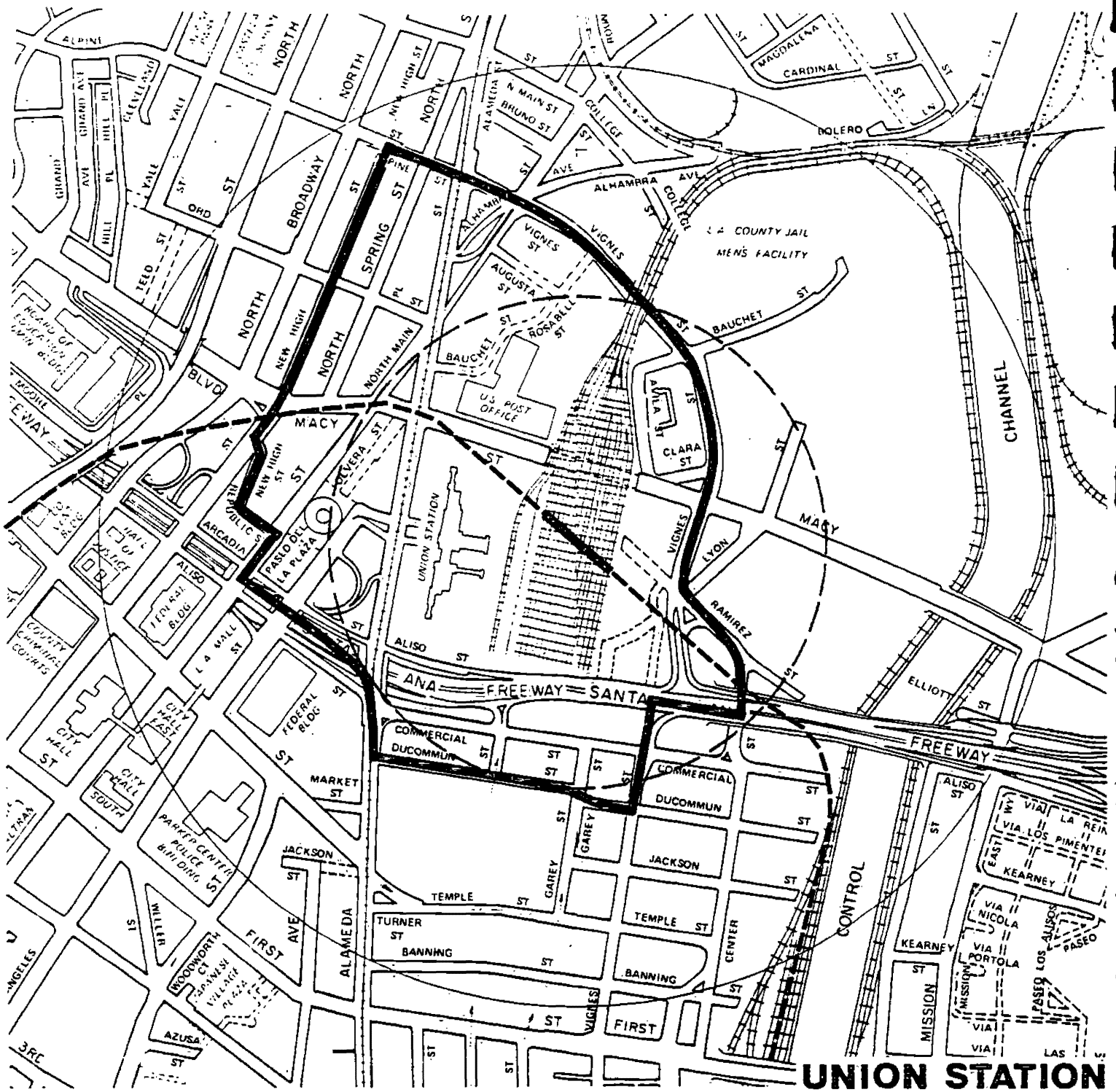
### 3. Collect Land Use Data

Existing conditions relevant to development potential and changes in land use were characterized and mapped at a single scale (1 inch = 200 feet) on a series of overlays. The following information was collected and mapped: existing land use, current zoning, current community plan designations, parcel boundaries, the assessed valuation of land and existing improvements; the ratio of the assessed valuation of improvements to the assessed valuation of the land, and common ownership of contiguous parcels. Existing land use was derived from an update of Sanborne maps based on field surveys by LADOP. Land use data were mapped in two forms: a detailed, parcel-by-parcel record of the use by two-digit assessor's land use code, number of stories and, for residential uses, number of units and density per net acre; and a summary, color-coded version, in which land uses were aggregated into ten categories. Community plan and zoning designations obtained from LADOP were mapped on a single overlay. Community plan designations were consolidated into categories corresponding to the ten land use categories. Parcel data were transferred from the Assessor's Map Books to another overlay.

### 4. Define Areas Susceptible to Reinvestment

The next step was to assess the susceptibility of parcels within the station areas to reinvestment and determine the development capacity of those parcels based on the data collected in step three. Development can take three forms: 1) removal of the structures that represent an underutilization of the site and construction of a more intensive project, 2) renovation of the structures if they are historically or architecturally significant and they represent an intensity of use relatively consistent with the probable intensity of new development, or 3) a combination of the above.

Assessed valuation data were used to evaluate the susceptibility of commercially zoned parcels to reinvestment. For a new commercial development project, the value of the improvement is typically three to five times the value of the land. In Los Angeles where there is an abundance of underutilized land, older projects are not likely to be considered for reinvestment until the assessed valuation of the improvement is less than the assessed valuation of the land. A commercial parcel was considered to be susceptible to reinvestment if the ratio of the assessed valuation of the existing improvement to that of the land--the "land utilization ratio"--were less than one. Parking lots which provide patron or employee parking for a specific facility were excluded; public commercial parking lots were included.



**UNION STATION**

- Station Area Boundary
- 1/4 Mile Radius
- 1/2 Mile Radius

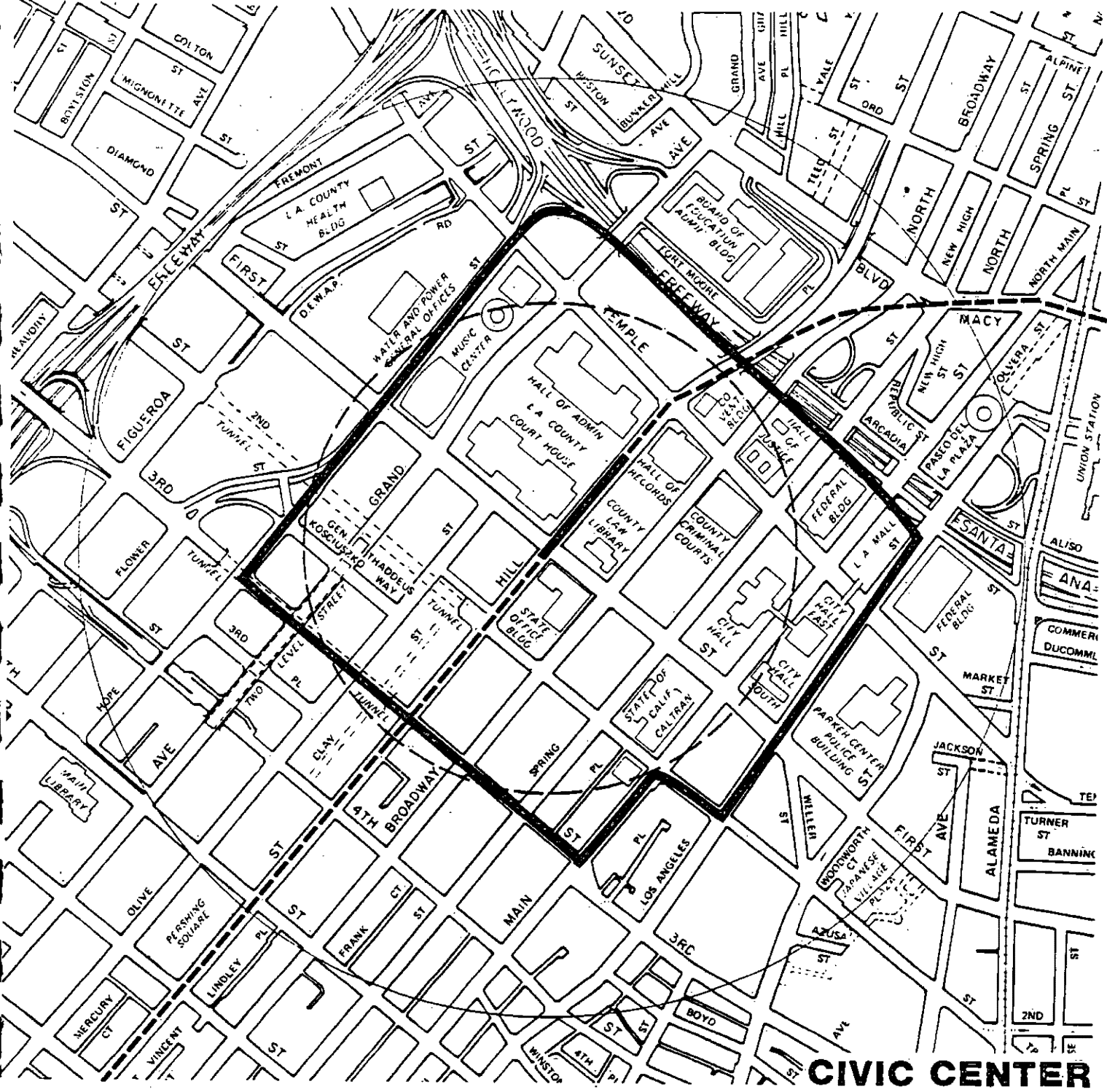
**Southern California Rapid Transit District**  
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**Figure I-1**  
**Station Area Boundaries**

0    400    800    1600 feet

↑

**SEDWAY/COOKE**  
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**CIVIC CENTER**

- Station Area Boundary
- 1/4 Mile Radius
- 1/2 Mile Radius

**Southern California Rapid Transit District**  
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**Figure 1-2**  
**Station Area Boundaries**

0    400    800    1600 feet

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**SEDWAY/COOKE**  
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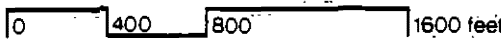





-  Station Area Boundary
-  1/4 Mile Radius
-  1/2 Mile Radius

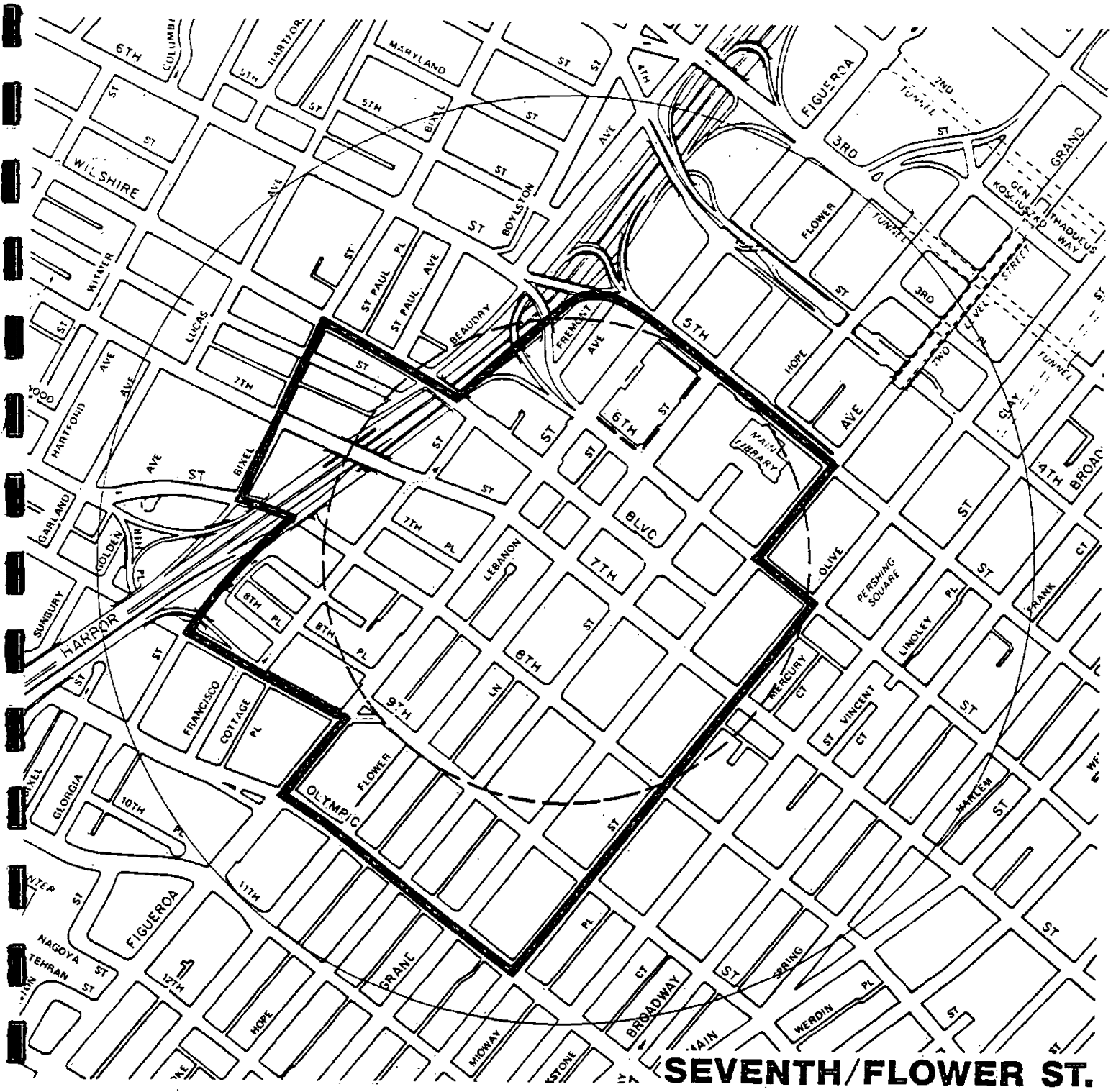
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**Figure 1-3**  
**Station Area Boundaries**





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**SEVENTH/FLOWER ST.**

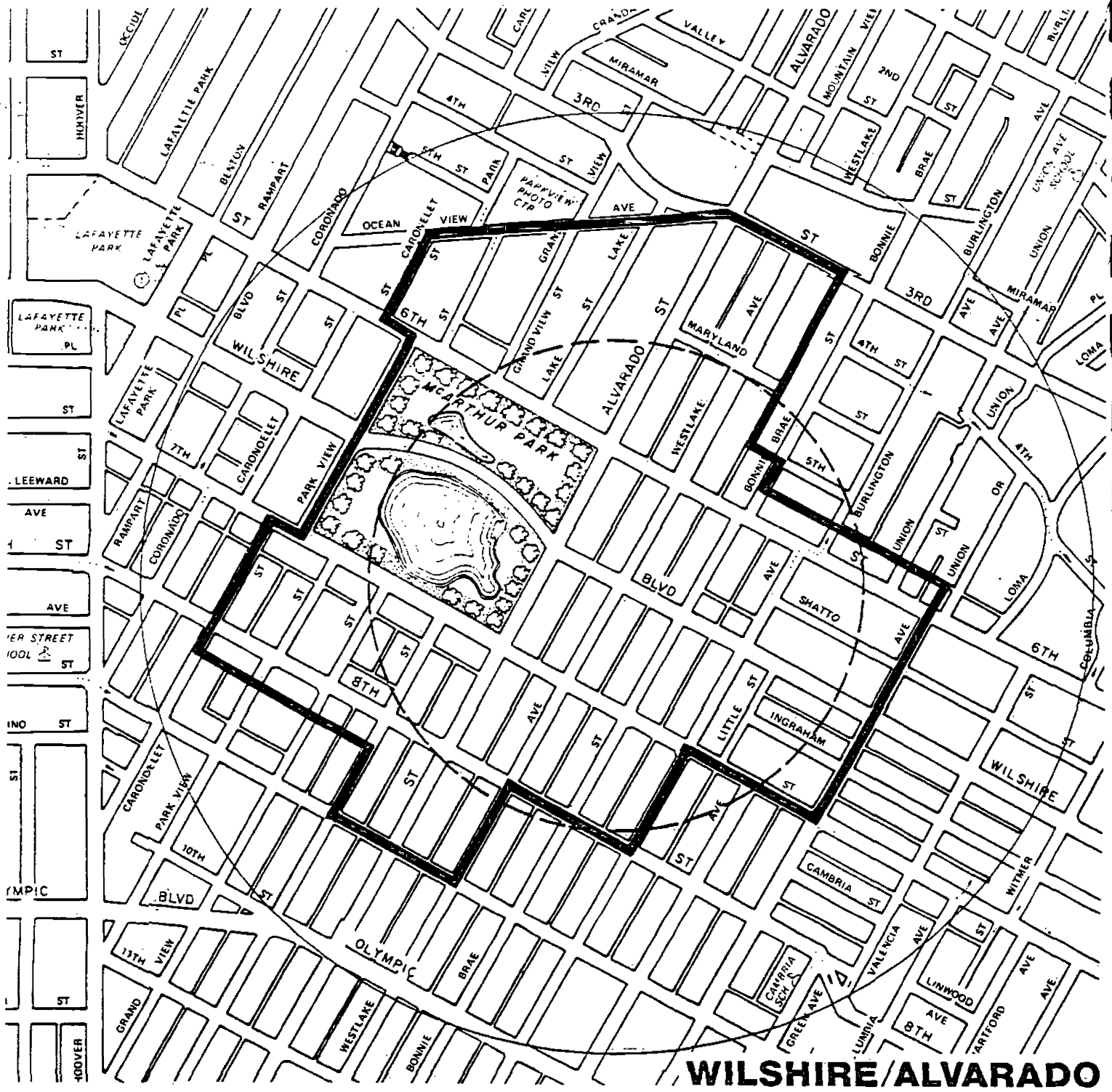
- Station Area Boundary
- 1/4 Mile Radius
- 1/2 Mile Radius

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**Figure 1-4**  
**Station Area Boundaries**



**SEDWAY/COOKE**  
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**WILSHIRE/ALVARADO**

- Station Area Boundary
- - -** 1/4 Mile Radius
- 1/2 Mile Radius

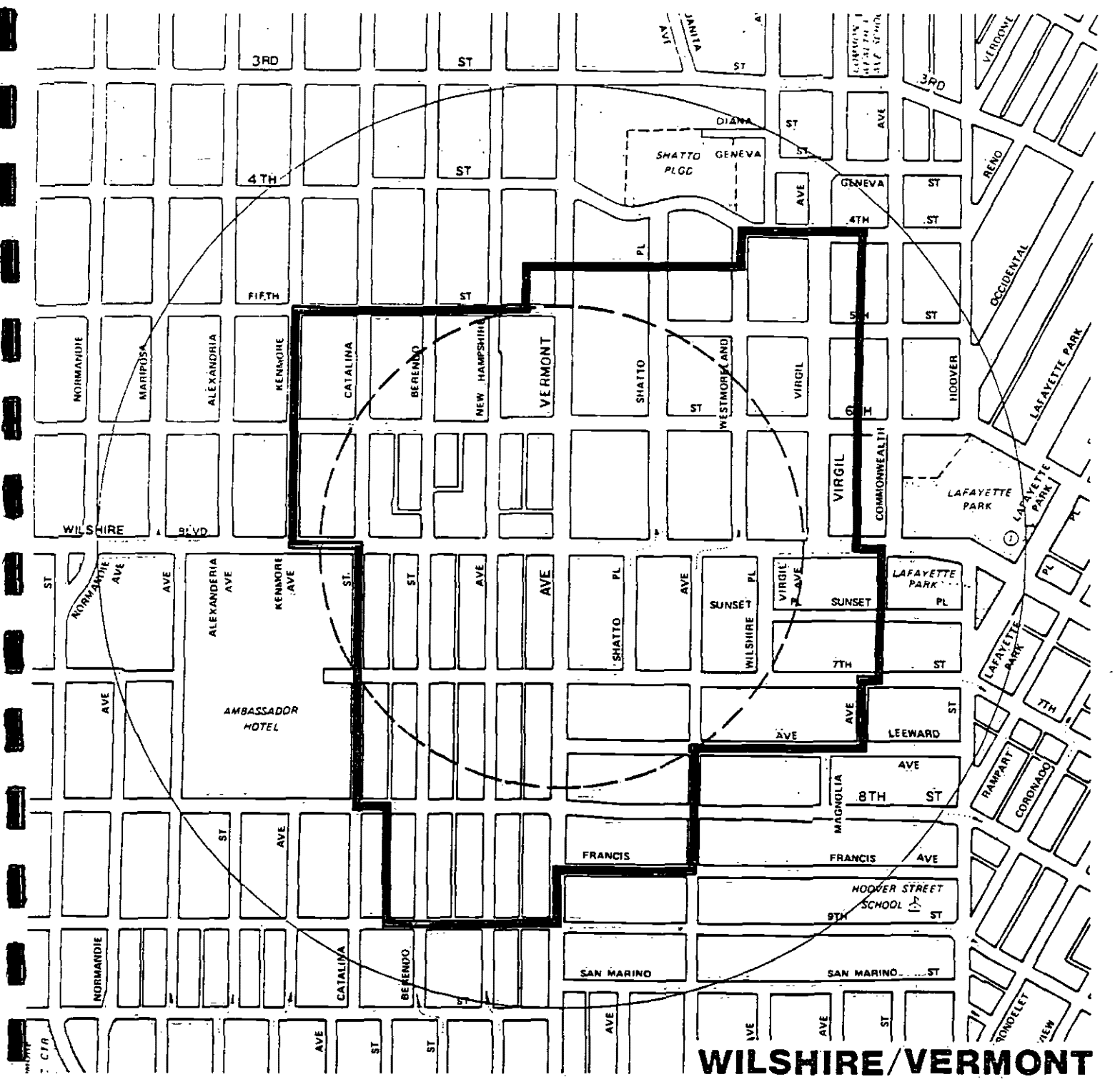
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**Figure I-5**  
**Station Area Boundaries**

0    400    800    1600 feet

↑

**SEDWAY/COOKE**  
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**WILSHIRE/VERMONT**

- Station Area Boundary
- 1/4 Mile Radius
- 1/2 Mile Radius

Southern California Rapid Transit District

# Metro Rail Project

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## Figure I-6

### Station Area Boundaries

0    400    800    1600 feet

**SEDWAY/COOKE**  
Urban and Environmental Planners and Designers



**WILSHIRE/NORMANDIE**

- Station Area Boundary
- - -** 1/4 Mile Radius
- 1/2 Mile Radius

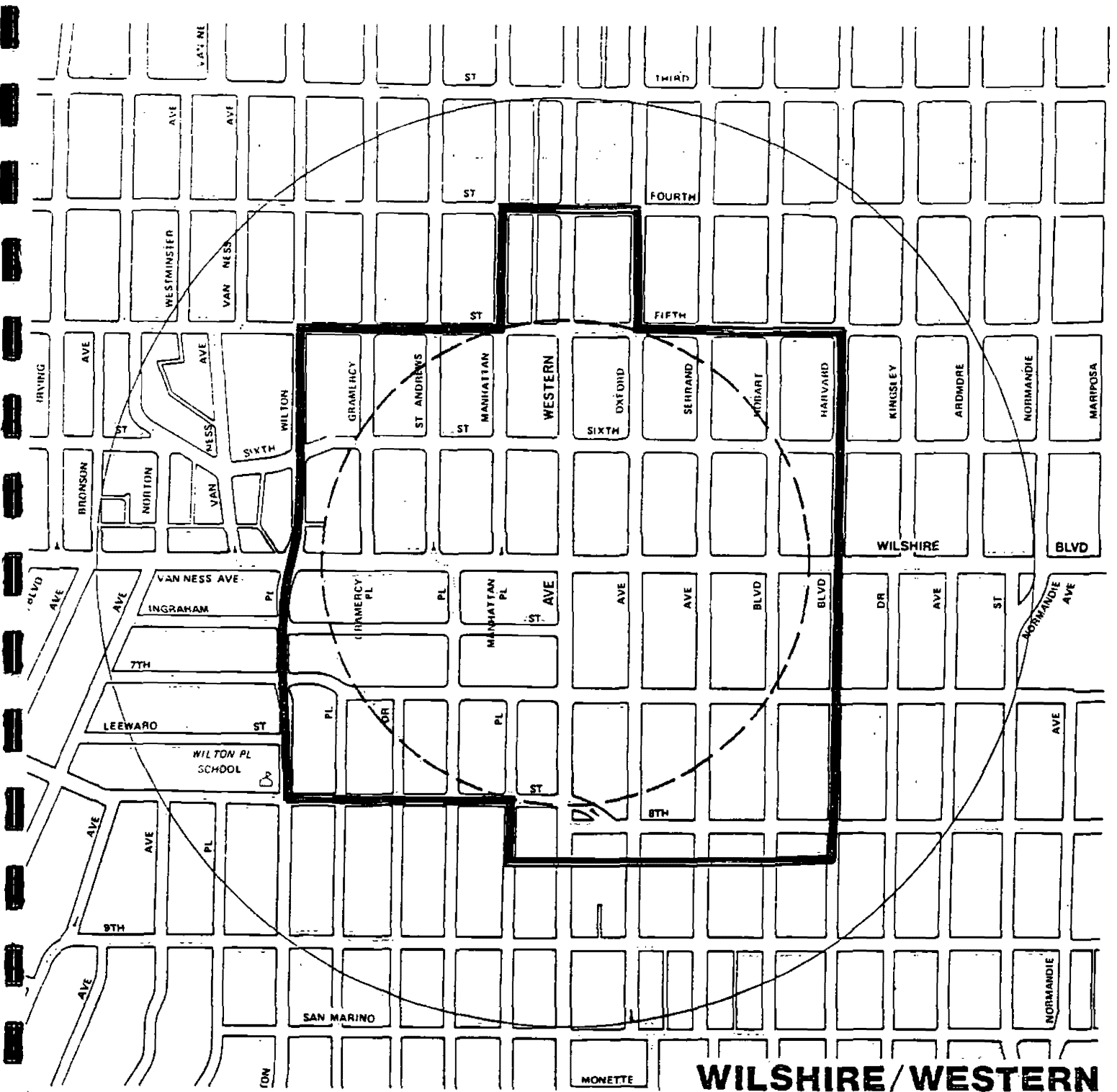
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**Figure 1-7**  
**Station Area Boundaries**

0    400    800    1600 feet

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**SEDWAY/COOKE**  
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**WILSHIRE/WESTERN**

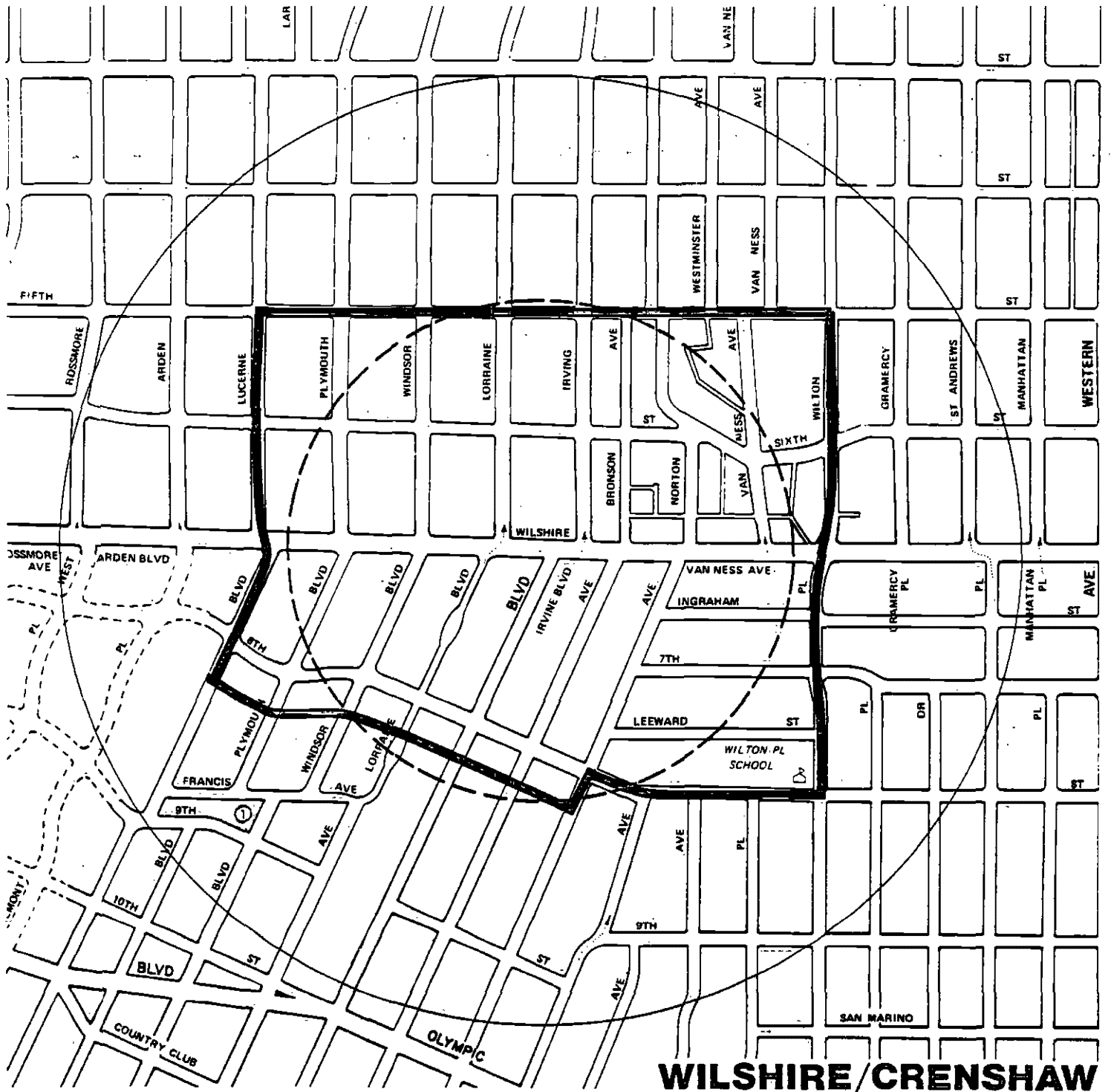
- Station Area Boundary
- 1/4 Mile Radius
- 1/2 Mile Radius

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**Figure I-8**  
**Station Area Boundaries**

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0    400    800    1600 feet



**WILSHIRE/CRENSHAW**

-  Station Area Boundary
-  1/4 Mile Radius
-  1/2 Mile Radius

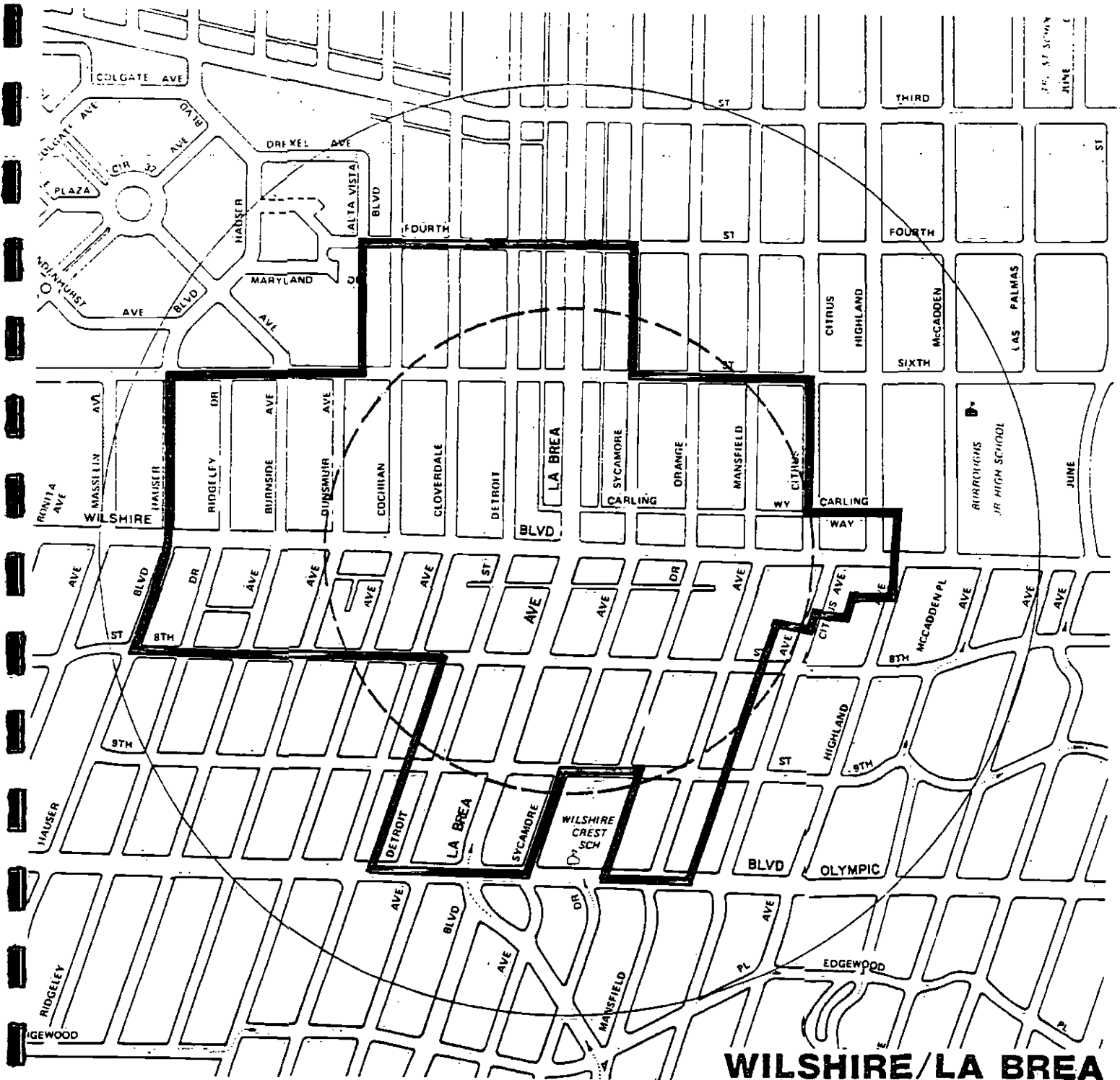
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**Figure 1-9**  
**Station Area Boundaries**

0 400 800 1600 feet



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**WILSHIRE/LA BREA**

-  Station Area Boundary
-  1/4 Mile Radius
-  1/2 Mile Radius

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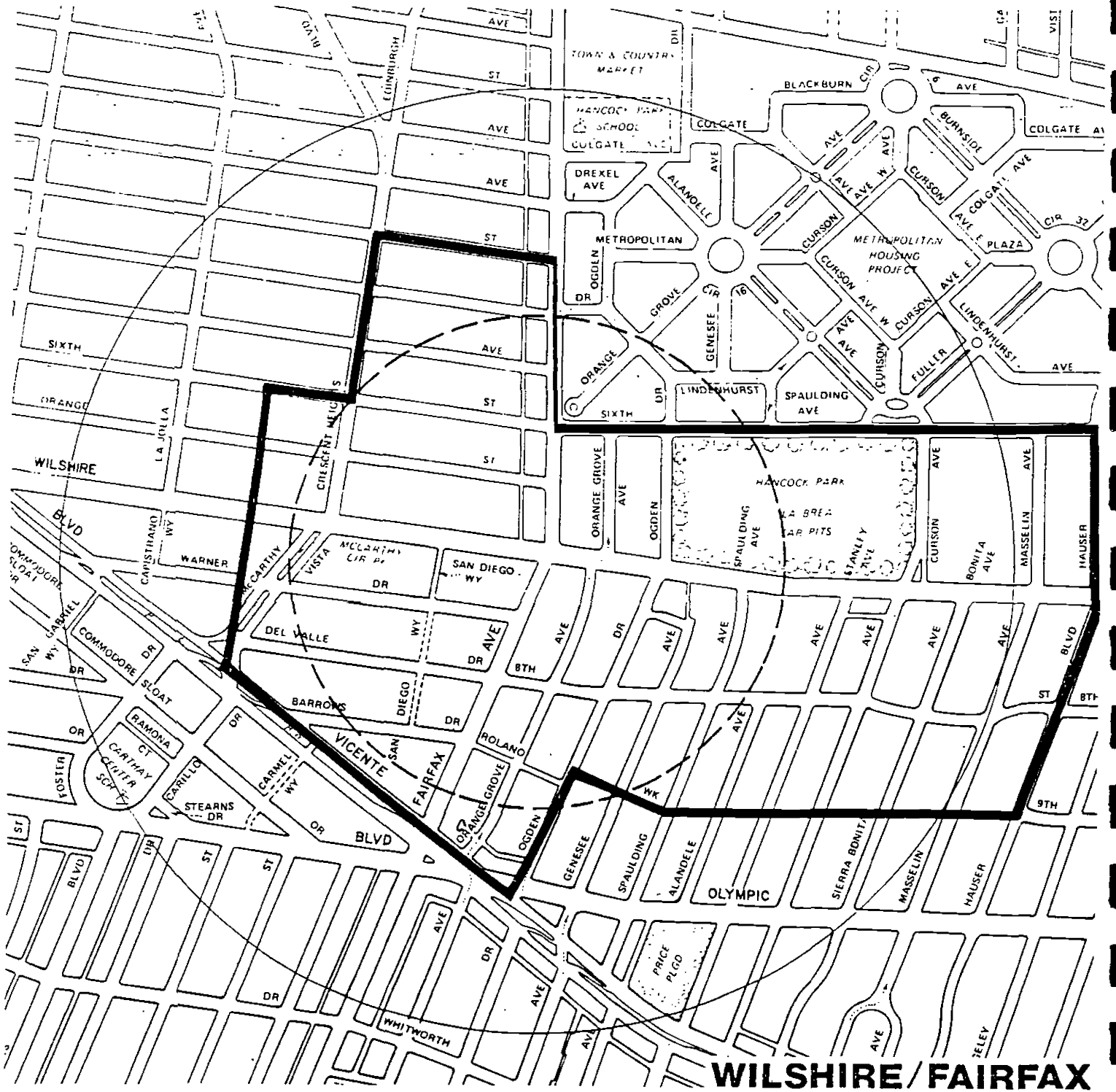
**Figure I-10**  
**Station Area Boundaries**

0 400 800 1600 feet



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**WILSHIRE / FAIRFAX**

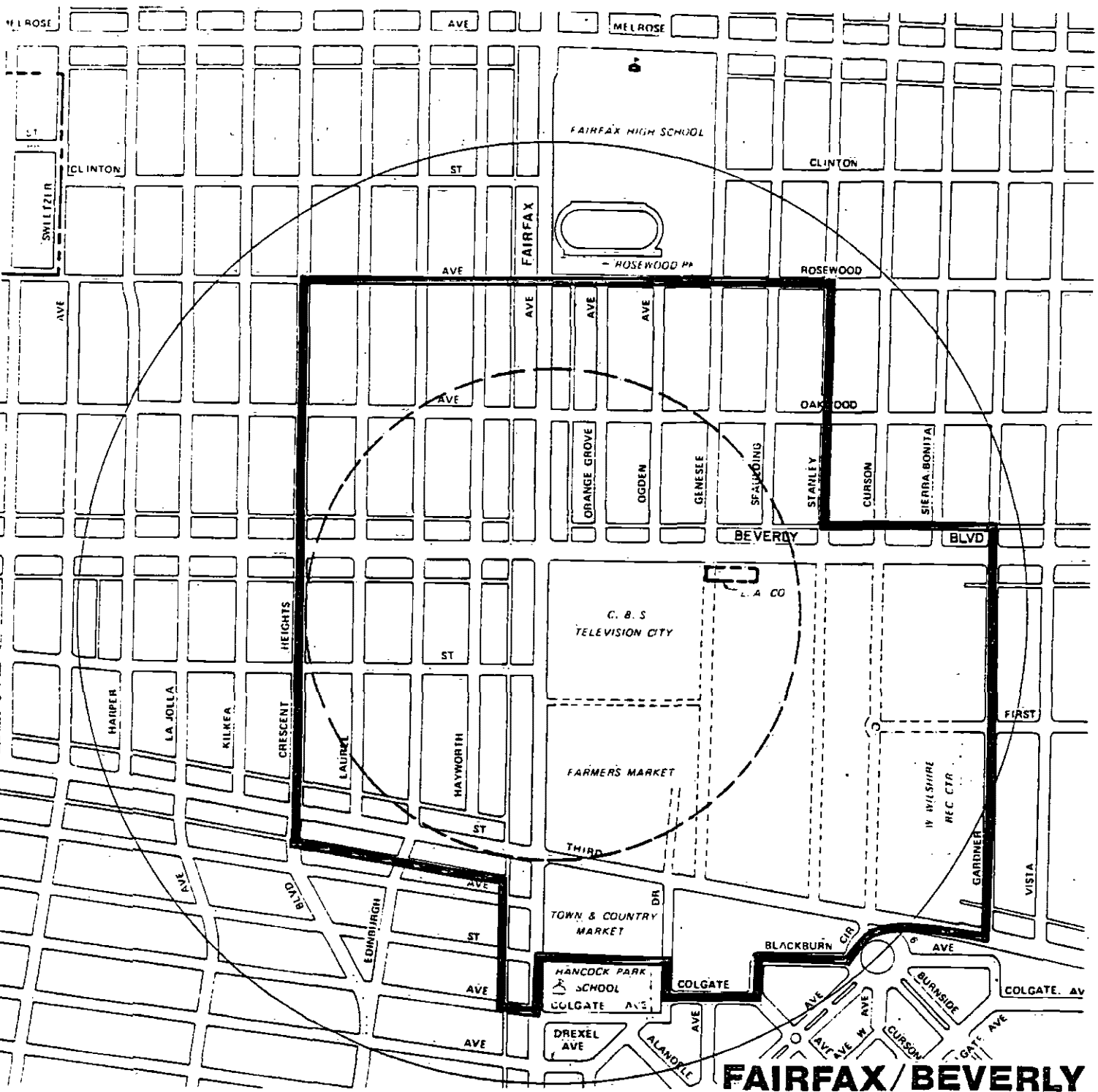
- Station Area Boundary
- - - -** 1/4 Mile Radius
- 1/2 Mile Radius

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**Figure 1-11**  
**Station Area Boundaries**

0 400 800 1600 feet ↑

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**FAIRFAX/BEVERLY**

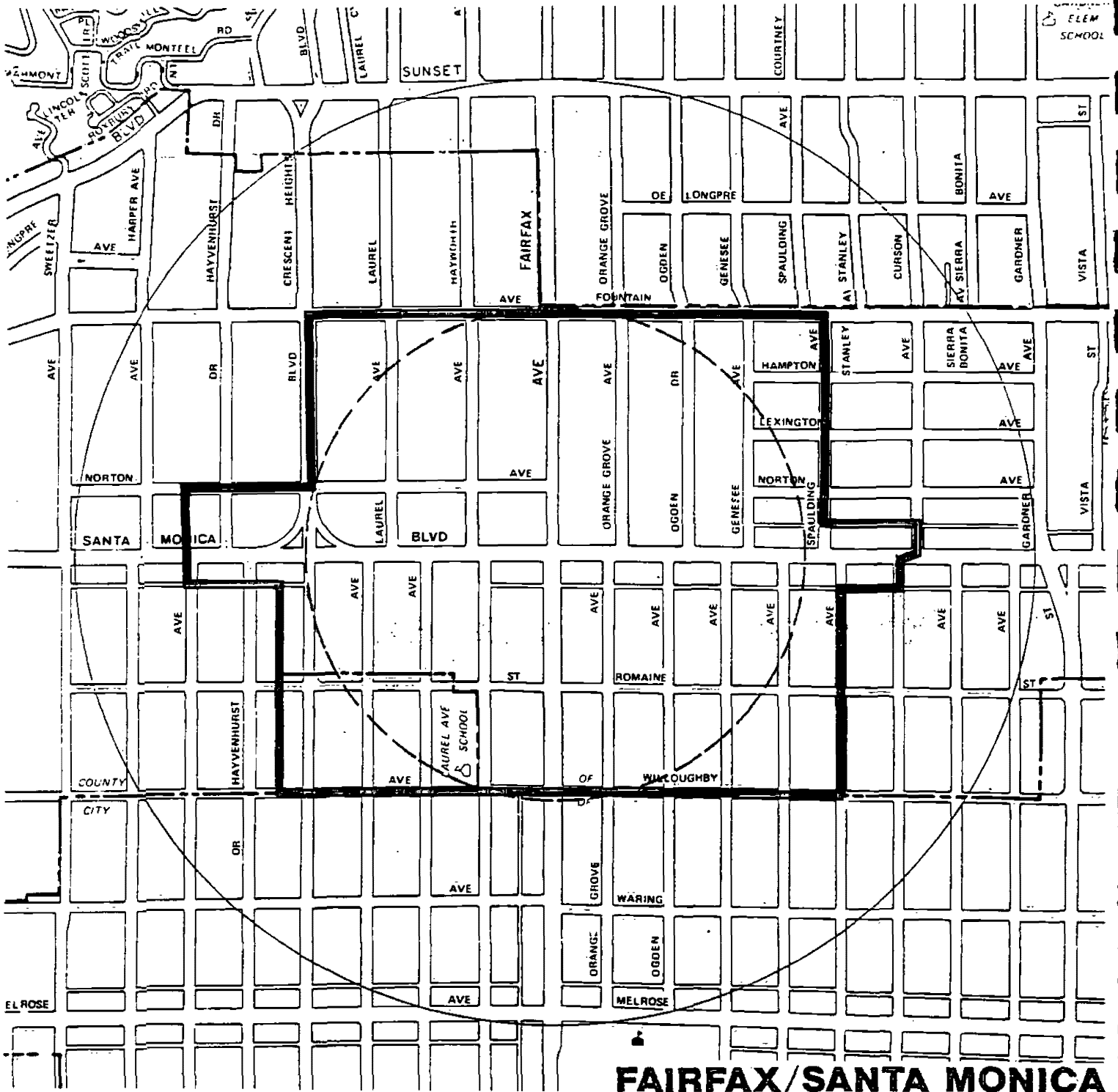
- Station Area Boundary
- 1/4 Mile Radius
- 1/2 Mile Radius

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**Figure I-12**  
**Station Area Boundaries**

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0 400 800 1600 feet



- Station Area Boundary**
- 1/4 Mile Radius**
- 1/2 Mile Radius**

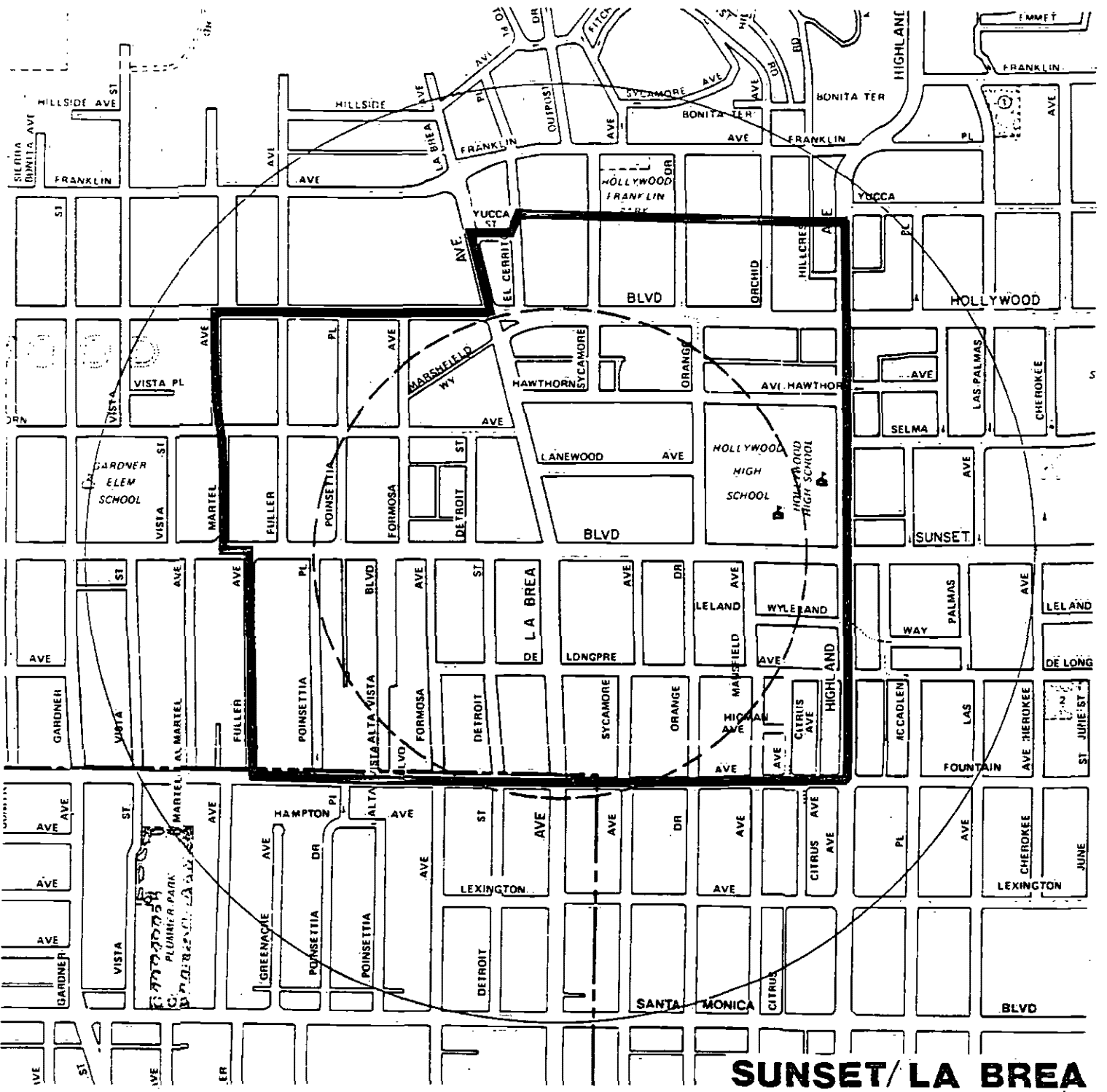
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**Figure 1-13**  
**Station Area Boundaries**

0 400 800 1600 feet



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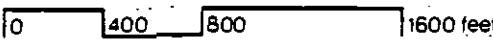



**SUNSET/ LA BREA**

-  Station Area Boundary
-  1/4 Mile Radius
-  1/2 Mile Radius

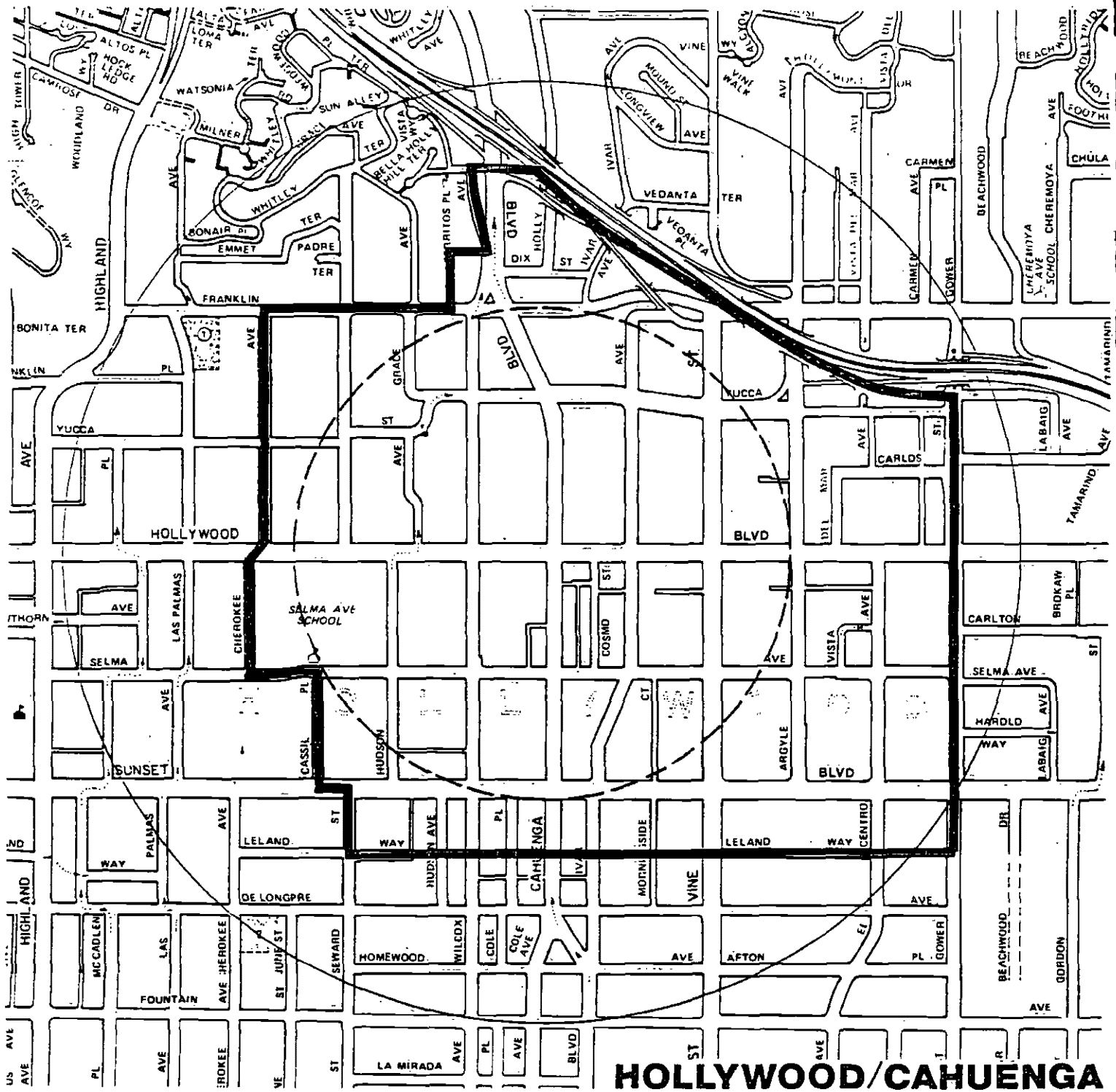
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**Figure I-14**  
**Station Area Boundaries**





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**HOLLYWOOD/CAHUENGA**

-  Station Area Boundary
-  1/4 Mile Radius
-  1/2 Mile Radius

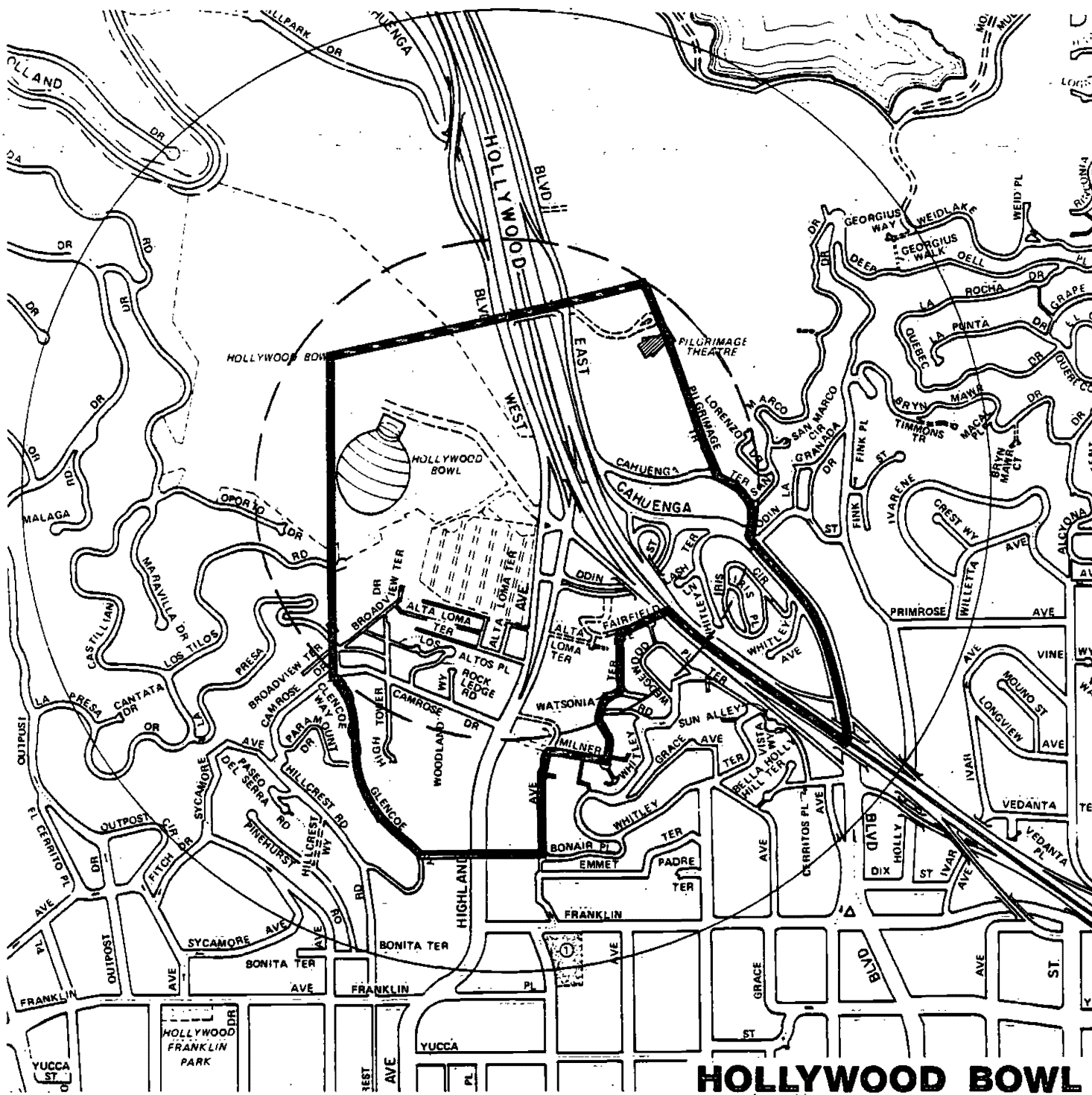
**Southern California Rapid Transit District**  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

**Figure 1-15**  
**Station Area Boundaries**

0    400    800    1600 feet



**SEDWAY/COOKE**  
 Urban and Environmental Planners and Designers



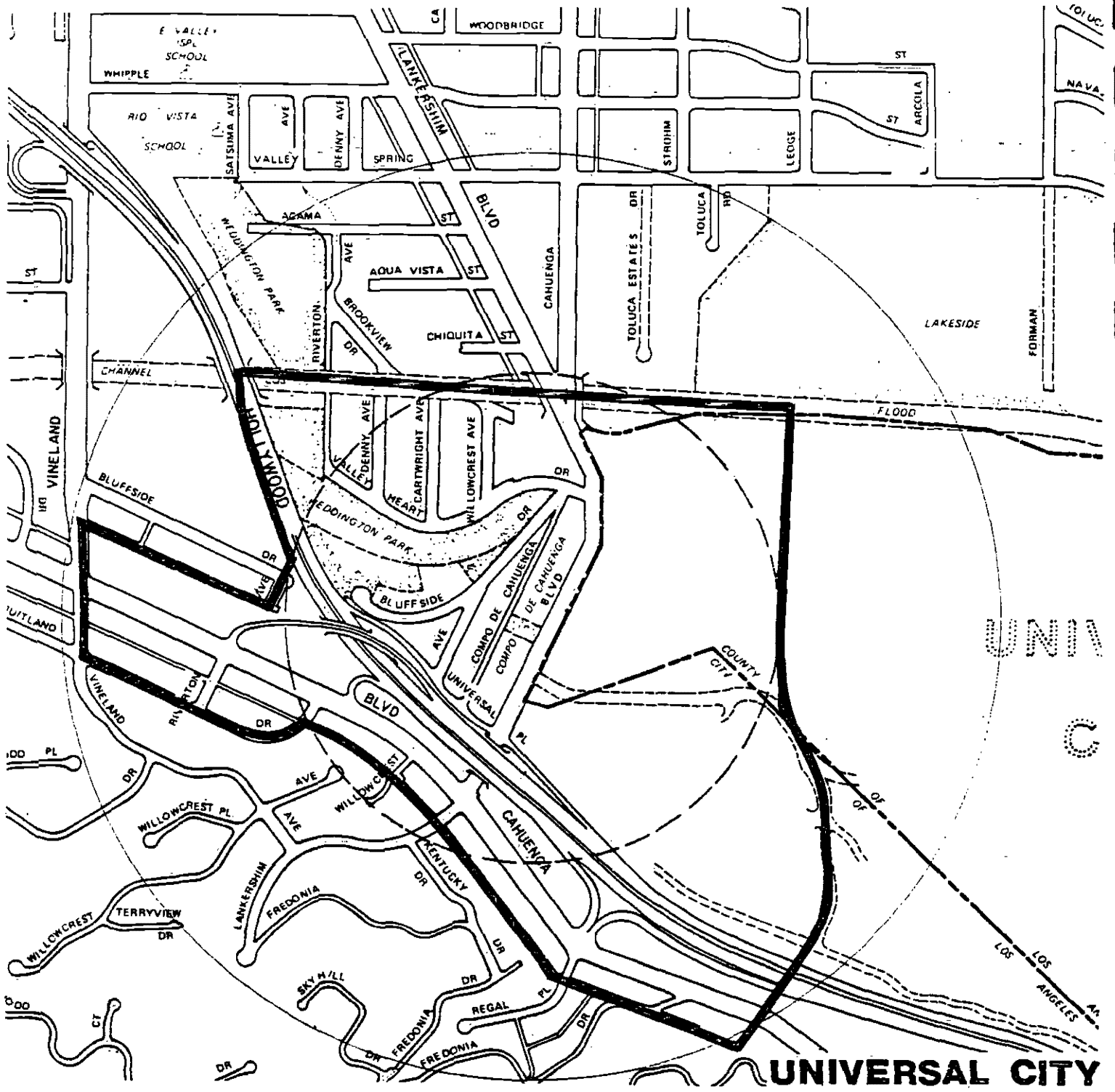
-  Station Area Boundary
-  1/4 Mile Radius
-  1/2 Mile Radius

Southern California Rapid Transit District  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

**Figure I-16**  
**Station Area Boundaries**

0 400 800 1600 feet 

SEDWAY/COOKE  
 Urban and Environmental Planners and Designers



- Station Area Boundary
- - -** 1/4 Mile Radius
- 1/2 Mile Radius

**Southern California Rapid Transit District**

**Metro Rail Project**

PRELIMINARY ENGINEERING PROGRAM

**Figure I-17**

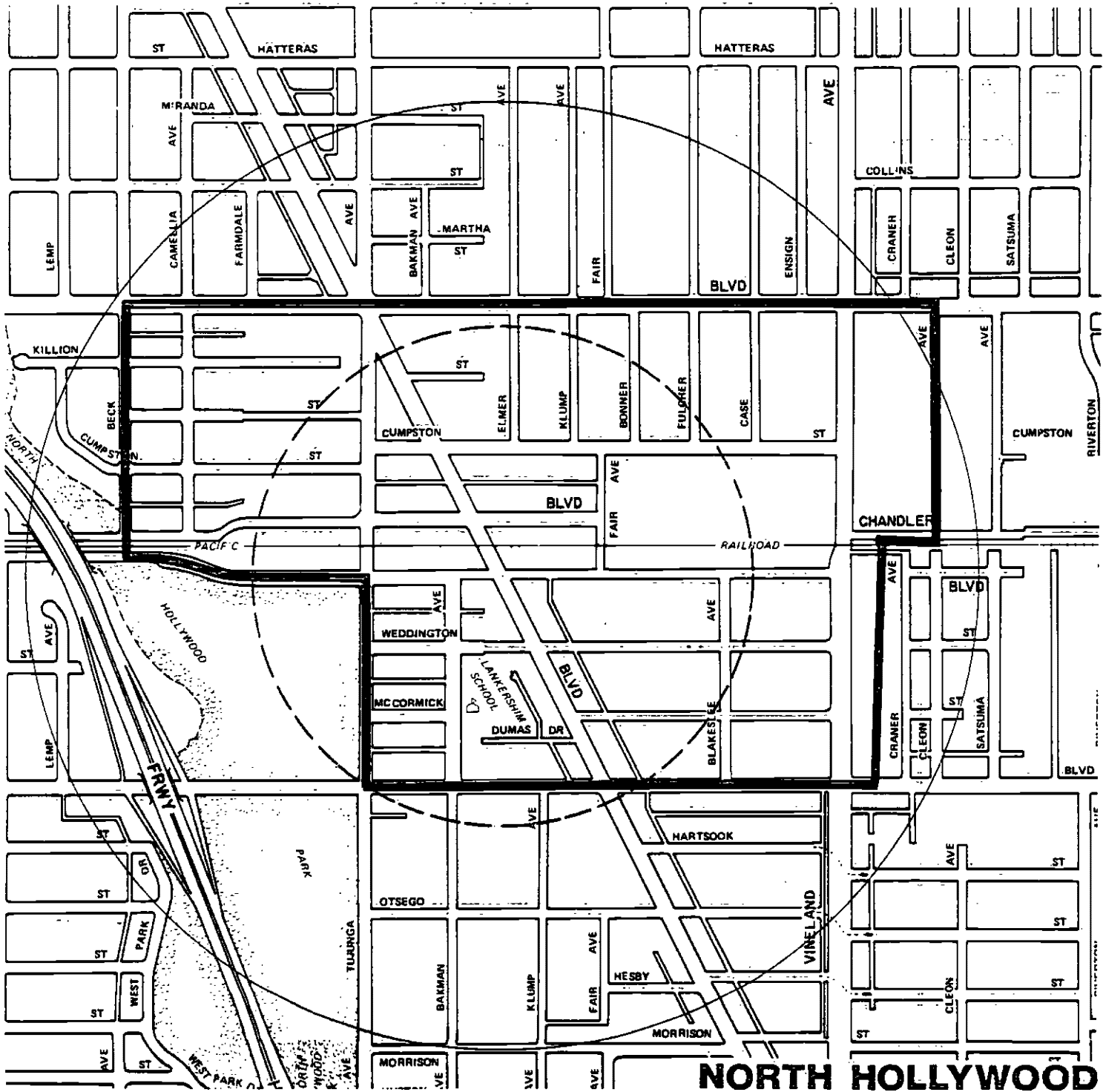
**Station Area Boundaries**

0    400    800    1600 feet

↑

**SEDWAY/COOKE**

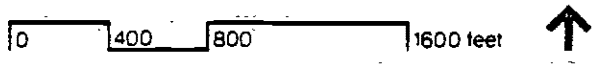
Urban and Environmental Planners and Designers



- Station Area Boundary**
- 1/4 Mile Radius**
- 1/2 Mile Radius**

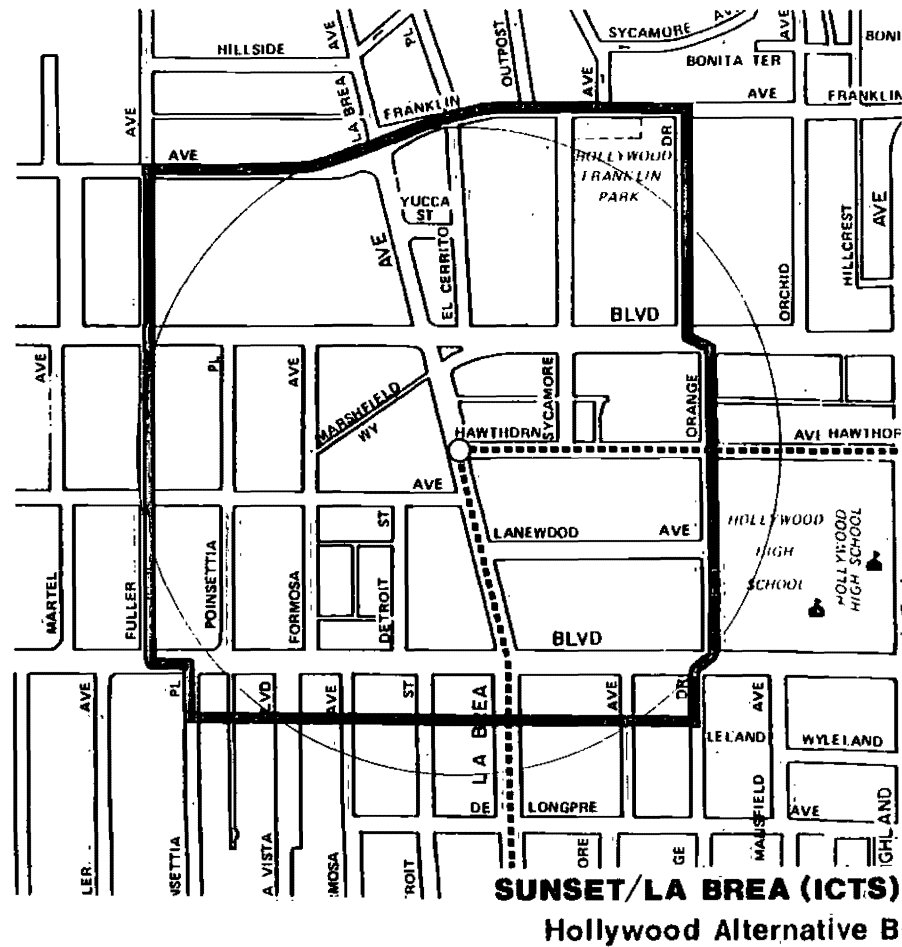
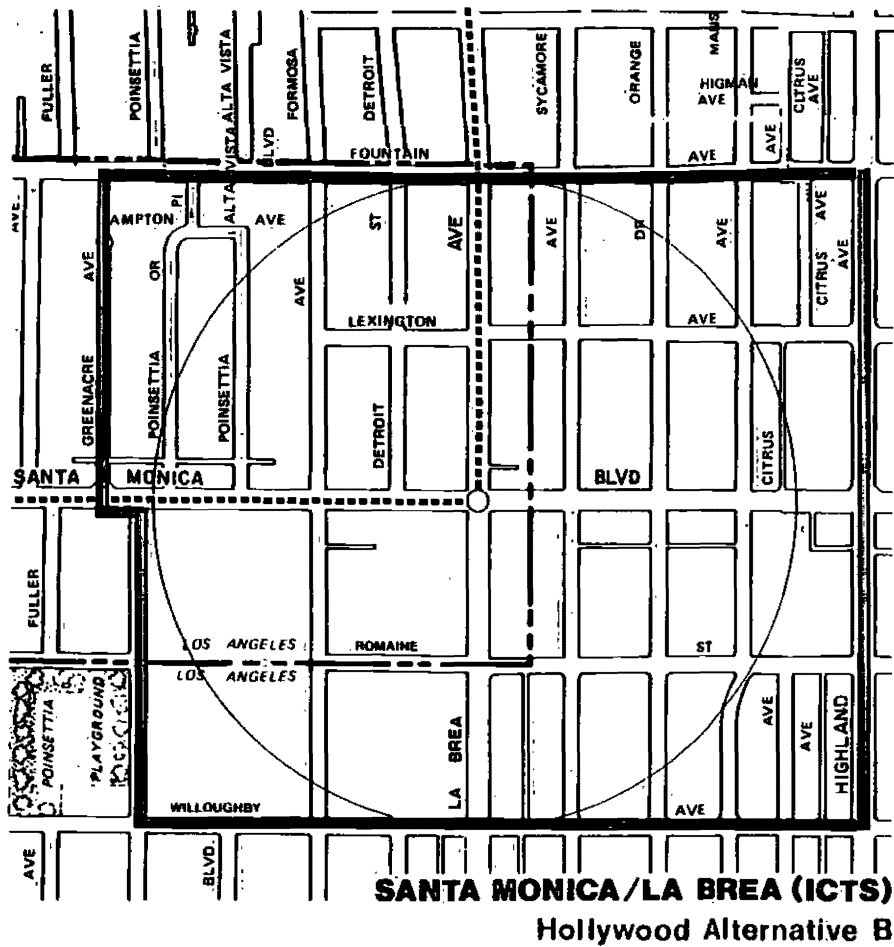
Southern California Rapid Transit District  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

**Figure I-18**  
**Station Area Boundaries**



SEDWAY/COOKE  
 Urban and Environmental Planners and Designers





**Southern California Rapid Transit District**  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

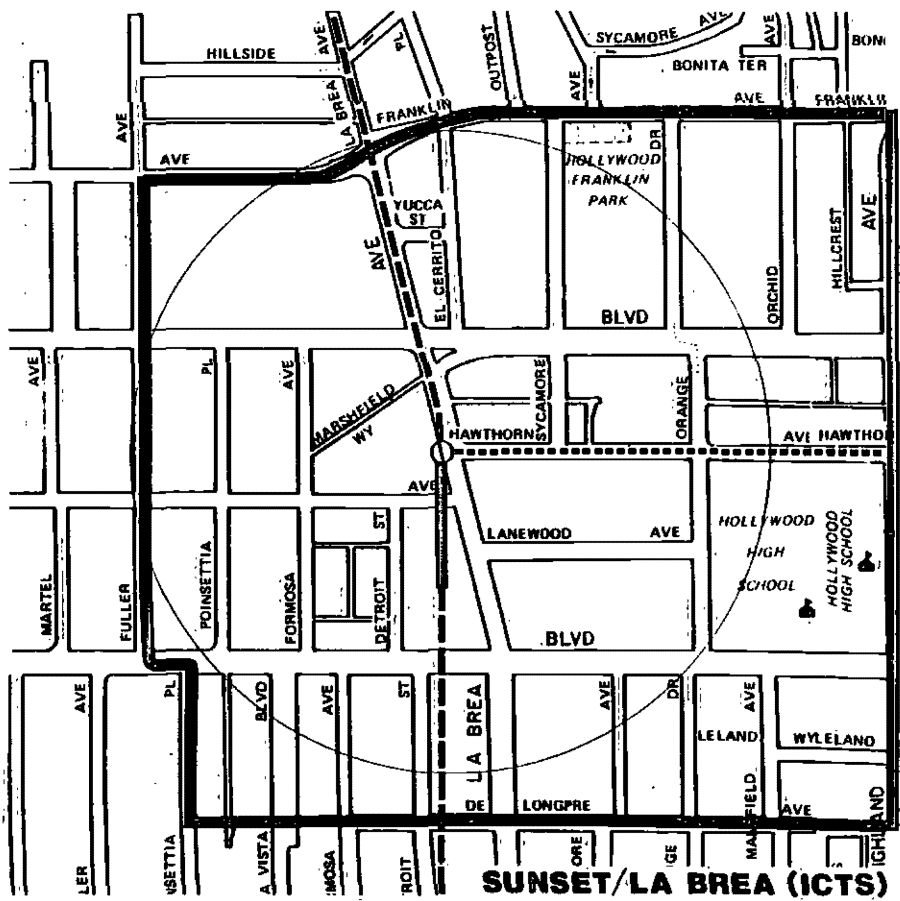
**Figure I-19**

**Station Area Boundaries**

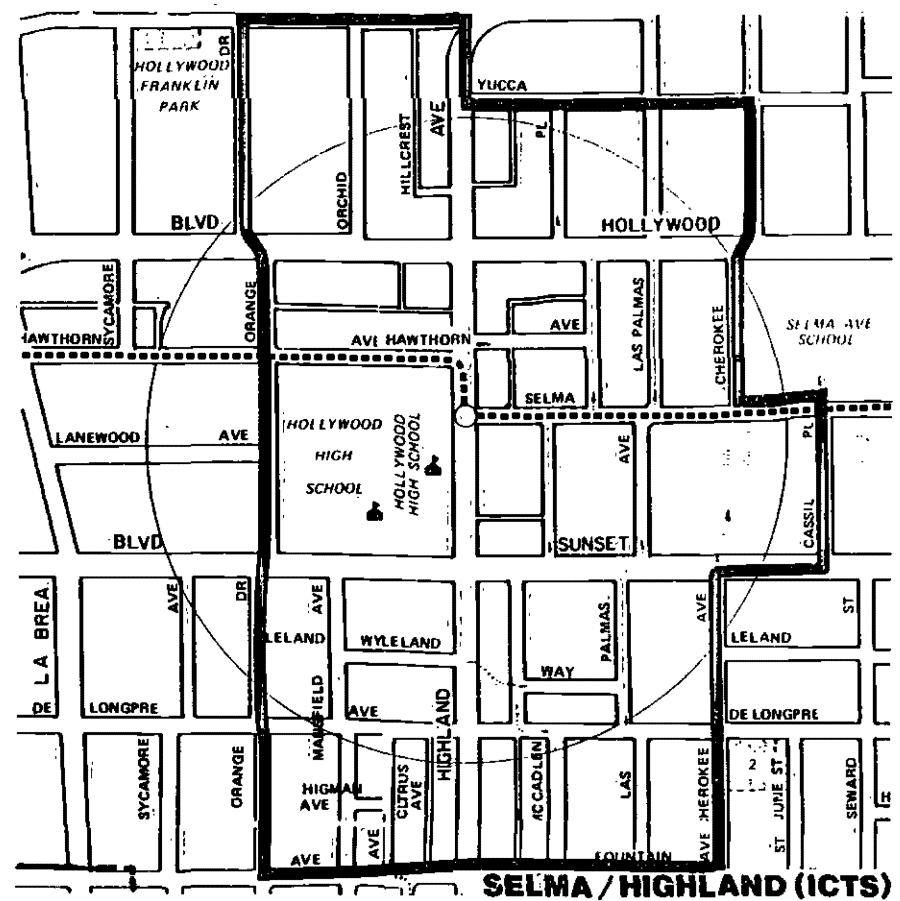
SEDWAY/COOKE  
 Urban and Environmental Planners and Designers

0 400 800 1600 feet

↑

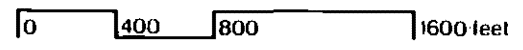


**SUNSET/LA BREA (ICTS)**  
 Hollywood Alternative C  
 Transfer Station



**SELMA /HIGHLAND (ICTS)**  
 Hollywood Alternatives B and C

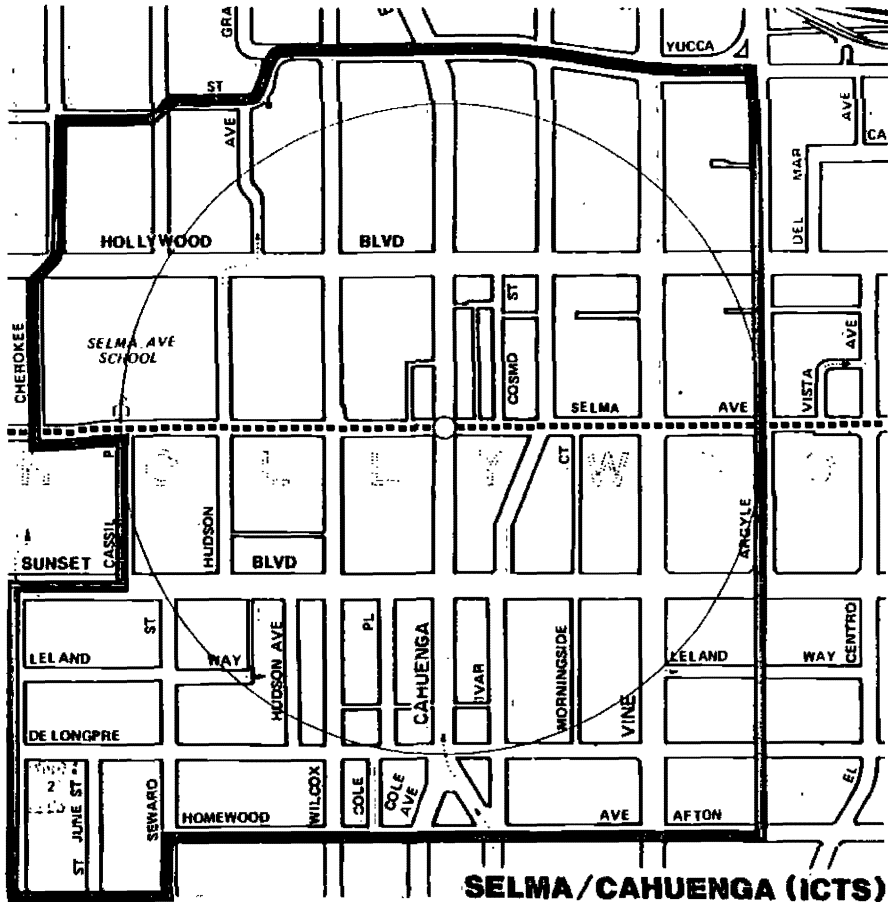
Southern California Rapid Transit District  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM



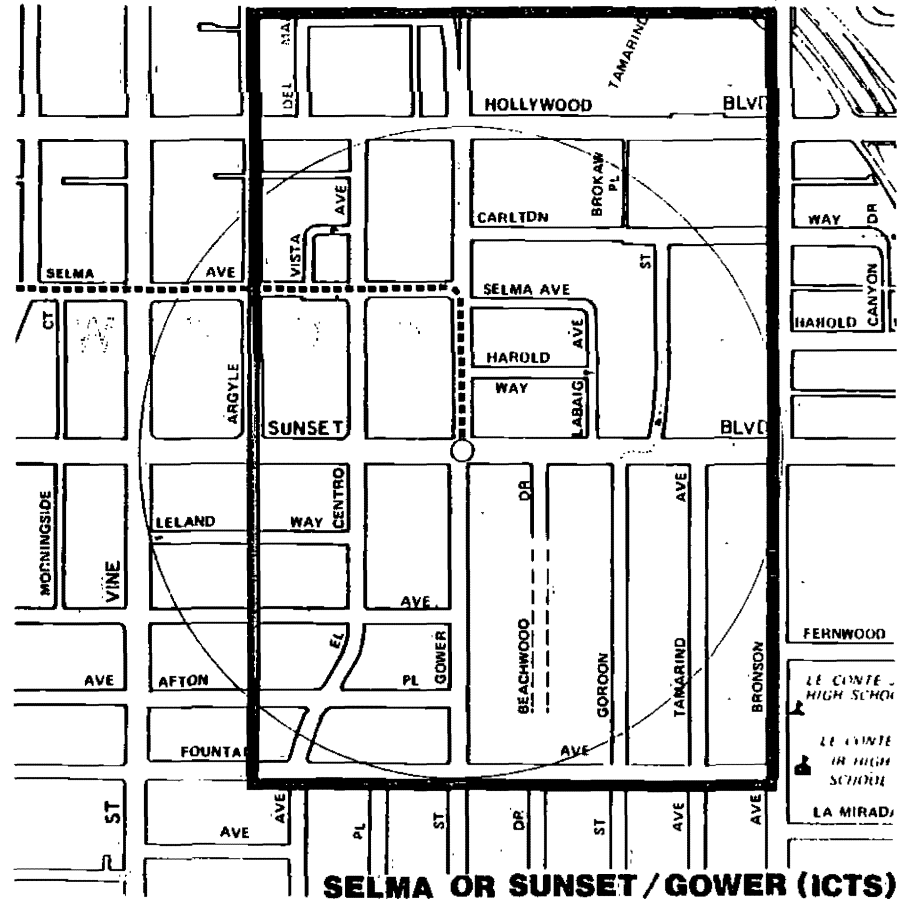
**Figure I-20**

**Station Area Boundaries**

SEDWAY/COOKE  
 Urban and Environmental Planners and Designers



**SELMA/CAHUENGA (ICTS)**  
Hollywood Alternatives B and C



**SELMA OR SUNSET / GOWER (ICTS)**  
Hollywood Alternatives B and C

Southern California Rapid Transit District  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

**Figure I-21**

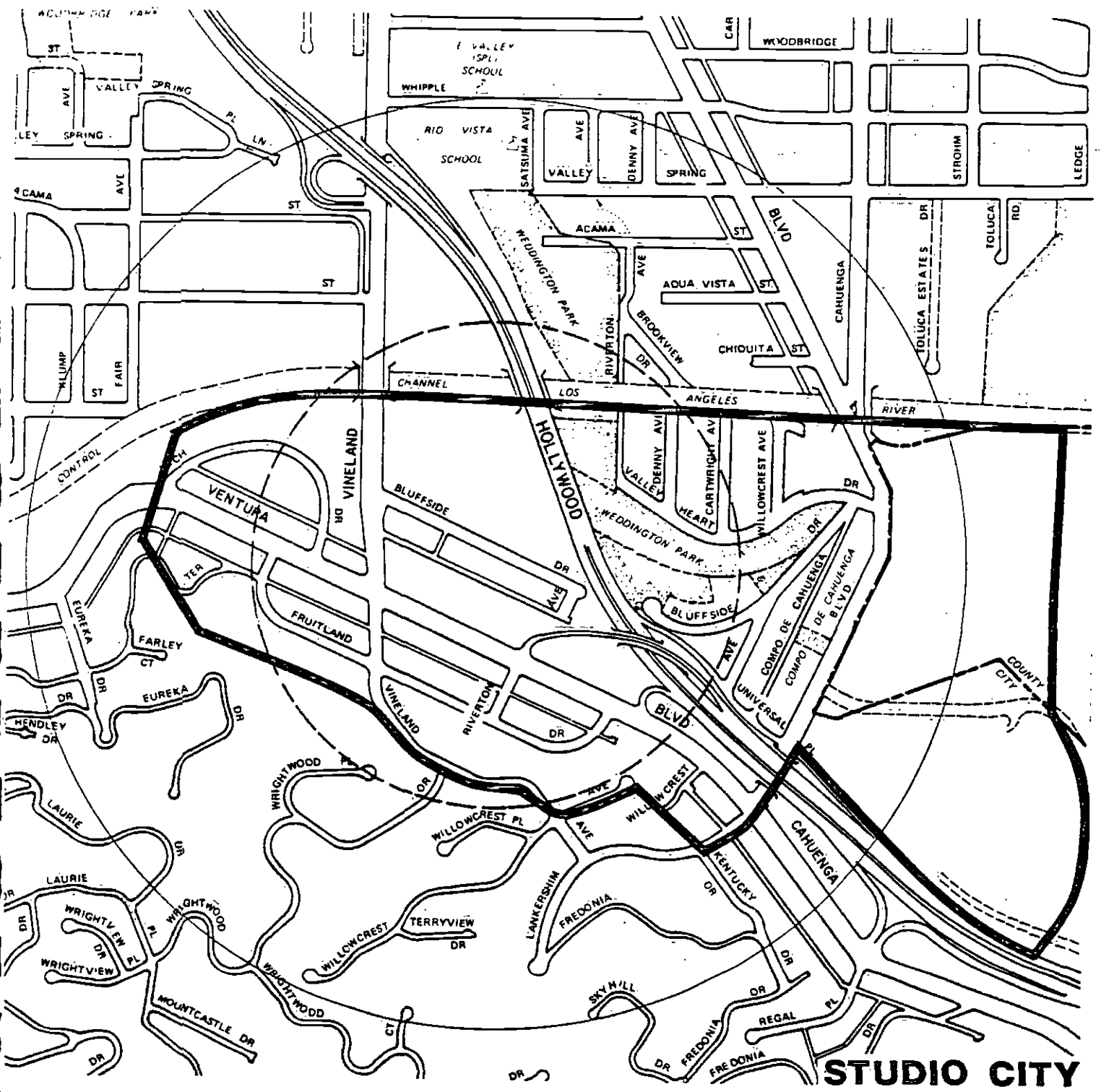
**Station Area Boundaries**

0 400 800 1600 feet



SEDWAY/COOKE

Urban and Environmental Planners and Designers



-  Station Area Boundary
-  1/4 Mile Radius
-  1/2 Mile Radius

Southern California Rapid Transit District  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

**Figure I-22**  
**Station Area Boundaries**

0 400 800 1600 feet



SEDWAY/COOKE  
 Urban and Environmental Planners and Designers



## NORTH HOLLYWOOD ALTERNATIVES

- Off Street Lankershim Station Area
- Vineland/Magnolia Station Area

Southern California Rapid Transit District

# Metro Rail Project

PRELIMINARY ENGINEERING PROGRAM

## Figure I-23

### Station Area Boundaries

0    400    800    1600 feet

↑

**SEDWAY/COOKE**  
Urban and Environmental Planners and Designers

Parcels for which the land utilization ratio was less than one were categorized into four groups and mapped on the parcelization overlay. The categories represent a range of land utilization ratios: 0 to 0.1 which represents primarily vacant lots and surface parking; 0.11 to 0.25 which is typified by minimal improvements having a lot coverage of less than 10 percent; 0.26 to 0.50 represented by older, one-story structures having a lot coverage of less than 25 percent; and 0.51 to 1.00 represented by older, one- to two-story structures with variable lot coverage.

A commercial parcel was considered susceptible to reinvestment if all the following criteria were met:

- The parcel was zoned for commercial use;
- The assessed value of the existing improvement was less than the assessed value of the land—typically a vacant parcel, surface parking lot, or an older, poorly maintained low-rise structure on a parcel zoned for substantially more intensive development; and
- The parcel could be combined with contiguous parcels into a development site comparable in size to sites recently developed in the area.

A residential parcel was identified as susceptible to reinvestment if all of the following criteria were met:

- The parcel was zoned for multifamily use—R3, R4, or R5;
- The parcel was currently occupied by a single family house if zoned R3 and by a duplex or single family house if zoned R4 or R5; and
- The block in which the parcel was located already contained at least one multifamily complex.

The capacity of each parcel to accommodate new development was calculated for two levels of development: 1) the theoretical capacity permitted by zoning and measured by the floor area ratio (FAR) for commercial development, and square feet of parcel area per unit for residential development; and 2) the probable level of development given the mix of uses anticipated (see step five), required parking, and the typical height and bulk of structures for those uses in each specific station area.

##### 5. Project Commercial and Residential Growth

Next, commercial and residential development and population growth were projected for planning areas and station areas. Commercial growth projections were derived from a market study of six categories of development prepared by Peat Marwick Mitchell & Co. and Sedway/Cooke. The categories of development are discussed below.

Office Space. Major office space is defined as office space which would attract employees and clients from throughout the Southern California region. In the CBD, Mid-Wilshire, and Miracle Mile areas major office space will be housed in mid-rise (8 to 12 stories) to high rise (over 12 stories) structures. In the other market areas it is expected to be accommodated in a mix of primarily mid-rise structures and garden office complexes (3 to 5 stories).

Community-serving office space is occupied by doctors, lawyers, real estate agencies, local branches of financial institutions and insurance companies and other professional offices that serve a localized area. These activities are typically located in garden offices.

Absorption rates for major office space and community serving office space were established for six market areas--the Central Business District (CBD), Westlake, Mid-Wilshire, Miracle Mile, Hollywood, and the Studio City/Universal City/North Hollywood area--based on historic trends, recent development activity, and developers' and brokers' assessments of future development patterns. These growth rates were used to represent the No Project Alternative. Based on the experience of other cities in which fixed heavy rail systems have been built and on input from developers and brokers, absorption rates for the Locally Preferred Alternative and the Minimum Operable Segment were established for the same market areas. Development was allocated to growth centers within each market area using the same information sources.

The analysis on which market absorption projections for office space is based is documented in Section III. As indicated previously, only the projections for the No Project Alternative are derived from the market study prepared by Peat Marwick Mitchell & Company (PMM&Co.). The "With Project" projections are illustrative of the increase in development that could occur with the operation of the Metro Rail Project. They are based on experiences in other cities with fixed rail systems and take into consideration the constraints imposed on development by anticipated local market conditions.

Retail Space. Employee-serving retail space added was estimated using a ratio of 50,000 square feet of retail space per 1,000,000 feet of office space. In high-rise or mid-rise structures the ground floor is typically devoted to employee-serving retail use.

Regional and community-serving retail space projections were derived from the SCAG-82A and -82B population growth projections which represent the "No Project" and "With Project" alternatives, respectively. Community-serving retail includes stores and services that would be found in "neighborhood centers" and "community centers" as defined by the Urban Land Institute (ULI) in Dollars & Cents of Shopping Centers. However, it is not assumed that the retail facilities would be spatially organized only as "shopping centers" as defined by the ULI, i.e., as establishments developed, owned, and managed as a unit. Neighborhood facilities would provide for the sale of convenience goods such as food, drugs and sundries, and personal services, such as laundry, dry cleaning, and shoe repair, to meet the day-to-day living needs of the immediate neighborhood. Community facilities would provide a wider range of establishments selling soft lines (wearing apparel) and hard lines (hardware and appliances). Community shopping facilities do not include full-line department stores but may include strong specialty stores.

Regional-serving retail facilities provide for the sale of general merchandise, apparel, furniture, and home furnishings in great variety as well as a range of services and recreational facilities. In today's market, regional-serving retail establishments will most likely be organized as a shopping center around one or two full-line department stores. However, because of the concentration of development and the location of existing free-standing full-line department stores in the CBD and on Wilshire, some independent regional-serving retail establishments can be expected to locate in these areas along with single-unit regional shopping centers. Such single-unit regional

centers may range in size from 100,000 square feet to more than 1,000,000 square feet of gross leasable area. The Broadway shopping center in the Seventh/Flower Station area typifies a small regional center with a single major department store as an anchor. Most regional centers in the the Los Angeles area include two or three major department stores and up to six in some cases.

The following methodology was used to estimate retail floor area added on the Regional Core:

- Population change for the period 1980 to 2000 for each planning area and each station area was determined as described subsequently in this chapter.
- Assumptions regarding "service areas" of businesses within station areas were established. It was assumed that new community-serving retail space within a station area would serve only the population added within that same station area. New population outside the station area was assumed to be served by existing and new businesses within shopping areas outside the station area.

In contrast, it was assumed that new regional-serving retail space within station areas would serve a substantial percentage of the new population in the entire Regional Core, as well as some population added outside the Regional Core. This is because new population is supported by the Metro Rail Project and because station areas correspond to multipurpose centers that currently exist and are designated by the city and county Centers Concept.

The No Project distribution of regional-serving retail space reflects currently planned projects and recent trends. The change in distribution with Metro Rail reflects the concentration of population and the projected distribution of riders along the Metro Rail line. The change with incentives assumes a concerted effort on the part of SCRTD and local agencies to promote regional-serving retail development. Table III-7 lists the percentage of taxable expenditures at regional retail facilities by new Regional Core residents that is assumed to be captured by each station area.

- Total taxable retail sales figures for the City of Los Angeles for 1977 were divided by the city's population in that year to obtain an estimate of per capita taxable retail spending. Per capita spending by planning area was as follows:

Central City North	\$3,266
Central City	\$2,005
Westlake	\$2,005
Wilshire	\$3,299
Hollywood	\$3,252
Studio City/Universal City	\$6,125
North Hollywood	\$3,983
Total Regional Core	\$3,266

- Per capita taxable retail spending was multiplied by the change in population for each planning area and each station area to generate the added increment of taxable retail spending for the year 2000.
- Capture rates were estimated to account for spending by new population at existing businesses. These capture rates were based on an evaluation of the current effectiveness of businesses in station areas in capturing their potential



share of the market and on the existing amount of retail space in station areas. It was assumed that existing businesses could absorb 60 percent of the additional retail sales in the No Project Alternative, 50 percent with Metro Rail, and 40 percent with joint development. Conversely, new businesses would absorb 40 percent of the additional sales in the No Project Alternative, 50 percent with Metro Rail, and 60 percent with joint development. These values were multiplied by the added increment of taxable retail spending for the year 2000 to obtain the added increment expended at new businesses.

- Using the 1977 taxable retail sales figures, a percentage of total retail sales for each Board of Equalization retail category was calculated. The percentage for each category was then subdivided to reflect the distribution between regional and community serving retail sales (Urban Land Institute, Dollars and Cents of Shopping Centers). The results are shown in Table I-1.
- The added increment of taxable spending at new businesses in the year 2000 was multiplied by the percent of spending in each retail category to obtain retail sales in each category. This calculation was performed for each station area for community-serving retail and for station areas grouped by planning areas for regional-serving retail.
- For each station area or group of station areas, retail sales in each category were converted into square feet of retail floor area by first dividing the sales by the average sales per store (Board of Equalization) and then multiplying the results by the median store size in each category (Urban Land Institute). Average sales per store for 1977 and square feet per store are shown in Table I-2.

For regional-serving shopping centers, square footage values for the groups of station areas within each planning area were distributed among stations in the form of regional shopping center units ranging from 200,000 square feet to 400,000 square feet.

Residential Development. Residential development projections for planning areas and individual station areas in the Regional Core were based on two sets of growth projections developed by SCAG. Preliminary SCAG projections were developed as a means of exploring regional land use policies—both projections represent the same rate of growth for the Southern California region as a whole; however, they represent two different approaches to the distribution of that growth. The No Project Alternative growth levels were based on SCAG-82A, a growth projection which assumes that the vast majority of population and housing growth will be dispersed throughout outlying areas, with limited growth in the Regional Core.

The residential growth levels for the Locally Preferred Alternative and its Aerial Option correspond to SCAG-82B, which assumes a concentration of new growth within the Regional Core. For the Minimum Operable Segment, the growth projections for the CBD, Westlake, and Wilshire planning areas and for the Union Station through Fairfax/Beverly Station areas are the same as for the Locally Preferred Alternative (SCAG-82B). Projected development in the balance of the Regional Core for this alternative is the same as for the No Project Alternative and is based on SCAG-82A.

TABLE I-1  
PERCENTAGE DISTRIBUTION OF RETAIL SALES BY CATEGORY

<u>Retail Category</u>	<u>Community</u>	<u>Regional</u>	<u>Total</u>
Apparel	1.60	4.80	6.40
Drug	2.16	.24	2.40
Food	8.01	.89	8.90
Liquor	2.25	.25	2.50
Eating/Drinking	6.95	6.95	13.90
Service Station	12.15	4.05	16.20
General Merchandise	0	12.00	12.00
Home Furnishings	0	4.60	4.60
Building Supplies	0	5.00	5.00
Auto Dealer/Service	0	12.30	12.30
Other Retail	<u>7.90</u>	<u>7.90</u>	<u>15.80</u>
Totals	41.02	58.98	100.00

Source: California State Board of Equalization, 1977.

TABLE I-2  
MEDIAN STORE SIZE BY RETAIL CATEGORY

<u>Retail Category</u>	<u>1977 Average Taxable Sales Per Store (\$)</u>	<u>Median Square Feet Per Store</u>
Apparel	192,900	2,700
Drug	396,963	5,600
Food	311,100	8,300
Liquor	260,960	2,400
Eating/Drinking	160,700	3,000
Service Station	534,935	1,750
General Merchandise	1,605,818	29,000
Home Furnishings	198,700	2,000
Building Supplies	594,822	4,600
Auto Dealer/Service	1,061,860	7,300
Other Retail	91,866	650

Source: Urban Land Institute, Dollars and Cents of Shopping Centers, 1981.

SCAG-82A and -82B disaggregate regional population and housing growth to Traffic Analysis Zones (TAZ) and to Regional Statistical Areas (RSA). Each TAZ represents from one to five Census Tracts depending on traffic levels. Each RSA represents an aggregation of TAZs. There are 55 RSAs within the Southern California region and 21 within Los Angeles County. The Regional Core lies primarily within portions of three RSAs. SCAG-82B projections do not reflect a concentration of development and population growth within station areas because the location of Metro Rail stations was not factored into the model.

Subsequent to publication of the SCAG-82A and -82B projections, SCAG adopted its formal growth policy and projections, disaggregated to the RSA level. At that level the projections correspond more closely with SCAG-82A projections than with SCAG-82B. When the impact assessment for the Metro Rail Project was performed, the adopted SCAG 1982 projection had not been disaggregated to the TAZ level. The adopted SCAG projections assume an improvement in public transit within the Regional Core comparable to Metro Rail (personal communication, Dennis Macheski, SCAG). This suggests that from SCAG's perspective use of SCAG-82B to represent growth with Metro Rail overestimates the influence of Metro Rail on patterns of development and population location. However, it may be argued that while SCAG-82B overestimates potential growth in the Regional Core as a whole, it probably represents a reasonable level of growth for the areas around stations and can be interpreted as a worst case projection for the Regional Core as a whole for the target year of 2000.

As was mentioned earlier, the preliminary SCAG projections were disaggregated to the TAZ level. For the EIS assessment of land use and development impacts it was necessary to establish growth projections for the station areas. Each station area is comprised of portions of several TAZs, typically four or five. In order to establish station area projections based on SCAG-82A and -82B projections, the following methodology was employed for each station area.

- A list of all TAZs partially or completely within the station area was compiled. The geographic area represented by these TAZs is always substantially larger than the station area itself.
- A list of all 1980 Census Tracts which correspond to those TAZs was compiled.
- SCAG-82A and -82B population and dwelling unit projections for the year 2000 as well as the 1980 base values used by SCAG were identified for each TAZ.
- 1980 Census population and dwelling unit counts for the Census Tracts which correspond to each TAZ were identified. (Note: SCAG did not use 1980 Census counts as its base for its -82A and -82B projections since the 1980 Census count was not yet available when those projections were made.)
- The percent change in population and dwelling units between the SCAG 1980 base and SCAG-82A and between the SCAG 1980 base and the SCAG-82B were calculated. These percent changes were applied to the 1980 Census values that correspond to each TAZ to obtain projections for the year 2000 based on the 1980 Census count.
- The change in population and dwelling units based on 1980 Census for each set of TAZs within which the station area is located were calculated. The ratio of the change in population to the change in dwelling units was calculated.

- A count of the 1980 dwelling units in the station area was derived from the land use survey conducted by the LADOP in 1982. Major projects completed in the last three years (1980-1982) were excluded.
- The ratio of 1980 dwelling units within the station area to 1980 dwelling units within the station area's TAZs was calculated. It was assumed that new dwelling units would be added in the same proportion. For example, if in 1980 dwelling units in the station area represented 20 percent of the dwelling units in the station area TAZs, then it was assumed that 20 percent of the dwelling units added to the station area TAZs between 1980 and 2000 would be located in the station area.
- Population added to the station area was determined by applying the ratio of change in population to change in dwelling units to the number of dwelling units added for the larger area. For example, if four people were added for every dwelling unit added in the larger area, then it was assumed that four people would be added for every dwelling unit added within the station area.

Under both SCAG-82A and SCAG-82B forecasts, the additional dwelling units in the Regional Core are expected to be accompanied by an increase in the number of persons per household in both new and existing units. In some areas, four or five people will be added for every additional dwelling unit.

#### 6. Evaluate Projected Development's Consistency with Land Use Policies and Potential Adverse Impacts

The projected growth under each systemwide alternative was then assessed for its consistency with land use plans and policies and its potential adverse impacts on the surrounding community. Consistency with land use plans and policies was assessed for the region as a whole, and for station areas. At the regional scale consistency was evaluated using four measures which correspond to key objectives of the city's General Plan: to concentrate development at designated growth centers in the Regional Core in accordance with the Centers Concept; to revitalize economically stagnant or declining areas; and to provide additional commercial services and employment near established concentrations of population. At the station area, consistency was evaluated by the above measures as well as by the extent to which new development implements applicable Community Plans, Specific Plans, and/or redevelopment plans. The assessment of potential adverse impacts of development on the surrounding community focuses on the station areas only. This impact is evaluated by six measures which correspond to basic planning objectives in these areas.

## II. EXISTING CONDITIONS

This section describes existing conditions relevant to the assessment of impacts. Emphasizing conditions in station areas, it focuses on existing land use, intensity of development and economic activity, relevant land use plans and policies including community plan and zoning designations, and the capacity for new development in each station area. Further background information on land use, population growth and economic development trends, and property valuation for the community plan areas is presented in the SCRTD Technical Report on Existing Conditions--Regional and Community Setting (1982).

### LAND USE AND DEVELOPMENT

#### The Southern California Region and Regional Core

The majority of the Southern California region, which consists of Imperial, Los Angeles, Orange, Riverside, San Bernardino, and Ventura Counties, is undeveloped. The U.S. Census-defined Los Angeles Urbanized Area--which includes central and southern Los Angeles County, much of Orange County, the San Gabriel Valley, and several other pockets of development--accounts for 1,827 square miles, or less than five percent of the region's 38,500 square miles. Approximately 11.6 million people resided in the region in 1980, of whom 9.5 million, or 82 percent, resided in the Los Angeles Urbanized Area.

The Regional Core encompasses about 76 square miles, equivalent to four percent of the Urbanized Area and 0.2 percent of the Southern California region, and contains 837,000 people, equivalent to nine percent of the Urbanized Area's population and seven percent of the Southern California region's. Table II-1 compares the intensities of residential development in the Southern California region, the Los Angeles Urbanized Area, and the Regional Core. Density in the Regional Core is more than double that of the Urbanized Area. Population in the region has increased consistently. In the Regional Core, however, population declined by six percent between 1950 and 1970. In the 1970s the Regional Core experienced a reversal of this trend with a 17 percent increase in population, greater than the rate experienced by the region as a whole.

TABLE II-1

#### POPULATION AND POPULATION GROWTH IN SOUTHERN CALIFORNIA

	Land Area (sq. mi.)	1980 Pop. (thousands)	1980 Pop. Density (persons/ sq. mi.)	Pop. Growth 1950-70	1970-80
Southern California Region	38,500	11,600	300	+101%	+15%
Los Angeles Urbanized Area	1,827	9,500	5,200		+13%
Regional Core	76	833	11,000	-6%	+17%

Source: United States Census Bureau 1970 and 1980.

Commercial development activity within the Urbanized Area and Regional Core can be compared in terms of total high-rise space and high-rise space added (see Table II-2). The Regional Core contained 85 percent of all high-rise space in the Los Angeles Urbanized Area in 1960, 61 percent in 1970, and 51 percent in 1980. Of the 3.8 million square feet added in the Urbanized Area between 1960 and 1970, 2.1 million, or 56 percent, were added in the Regional Core. Of the 3.3 million square feet added between 1970 and 1980, 1.2 million, or 37 percent, were in the Regional Core. Thus, although the Regional Core's share of new development is declining, it still contains more than half of all the high-rise space in the Urbanized Area and represents the greatest concentration of development in the Southern California region.

TABLE II-2  
HIGH RISE COMMERCIAL SPACE IN THE REGIONAL CORE  
(in thousands of square feet)

	Square Footage <sup>1</sup>			Square Footage Added Annually	
	1960	1970	1980	1960-1969	1970-1979
CBD	3,838	16,569	24,854	1,273	829
Percent of Regional Core	51.4%	57.8%	60.8%	60.1%	67.7%
Percent of Urbanized Area <sup>2</sup>	43.6%	35.5%	31.2%	33.6%	25.2%
Westlake	685	1,531	2,072	85	54
Percent of Regional Core	9.2%	5.3%	5.0%	4.0%	4.4%
Percent of Urbanized Area	7.8%	3.3%	2.6%	2.2%	1.6%
Wilshire	2,838	8,435	11,688	560	325
Percent of Regional Core	38.0%	29.4%	28.6%	26.4%	26.6%
Percent of Urbanized Area	32.2%	18.1%	14.7%	14.8%	9.9%
Hollywood	97	1,620	1,665	152	5
Percent of Regional Core	1.2%	5.7%	4.1%	7.2%	0.4%
Percent of Urbanized Area	1.1%	3.5%	2.1%	4.0%	0.2%
Universal City/ North Hollywood	12	504	616	49	11
Percent of Regional Core	0.2%	1.8%	1.5%	2.3%	0.9%
Percent of Urbanized Area	0.1%	1.1%	0.8%	1.3%	0.3%
Regional Core	7,470	28,659	40,895	2,119	1,224
Percent of Urbanized Area	84.9%	61.4%	51.4%	56.0%	37.1%
Urbanized Area	8,801	46,648	79,604	3,785	3,296

Source: Western Economic Research Inc., 1980 Edition, and The Russell Company.

<sup>1</sup>Square footage estimated as of January 1 for each year.

<sup>2</sup>Urbanized Area = Los Angeles/Orange County Region.

## Planning Areas

Table II-3 provides a profile of existing land use for the planning areas in the Regional Core. The Central City and Central City North planning areas have been combined as the Central Business District (CBD). The Universal City and North Hollywood planning areas have been combined to represent a single south San Fernando Valley area. The majority of land in all planning areas except the CBD is devoted to residential use. In all areas, except the CBD and Westlake, single family housing consumes more parcel area than multifamily housing although there are more than twice as many multifamily units as single family units in the Regional Core. In all planning areas multifamily units outnumber single family units.

TABLE II-3  
PERCENT OF PARCEL AREA IN GENERALIZED LAND USE CATEGORIES: PLANNING AREAS

<u>Planning Areas</u>	<u>Total Parcel Area (acres)</u>	<u>Single Family Residential</u>	<u>Multifamily Residential</u>	<u>Commercial or Mixed Use</u>	<u>Industrial</u>	<u>Public Facilities/ Open Space</u>	<u>Parking</u>
CBD	2,385	3.8	6.3	20.1	33.2	27.0	9.6
Westlake	1,331	15.6	40.0	22.8	3.1	11.8	6.7
Wilshire	8,148	41.7	35.3	14.4	1.2	5.5	1.9
Hollywood	14,536	39.3	13.1	4.3	1.6	40.8	0.9
Universal City/ North Hollywood	10,593	62.3	12.5	6.7	6.9	10.0	1.6
Regional Core	36,993	43.3	18.3	8.8	5.2	22.3	2.1
All Station Areas	2,340	17.0	25.0	34.0	5.0	11.0	8.0

Source: City of Los Angeles Department of Planning and Sedway/Cooke.

Table II-2 compares high-rise development activity among planning areas and in relation to the Regional Core as a measure of relative commercial development activity. The CBD has consistently maintained from 50 percent to 60 percent of the Regional Core's high-rise development although its share of the Urbanized Area's development has dropped from 44 percent in 1960 to 31 percent in 1980. Its average annual growth for the 1970s dropped to 829,000 square feet from 1,273,000 square feet in the 1960s. The Wilshire Planning Area, which combines the Mid-Wilshire and Miracle Mile market areas, contained 38 percent of the Regional Core's high-rise space in 1960 and 29 percent in 1980. Its average annual growth dropped from 506,000 square feet in the 1960s to 325,000 square feet in the 1970s. Hollywood's share of the Regional Core market has increased from one percent in 1960 to four percent in 1980 although its average annual growth dropped from 152,000 square feet in the 1960s to 51,000 square feet in the 1970s. The south San Fernando Valley's share of the Regional Core market increased from 0.2% of the Regional Core in 1960 to 1.5% in 1980 with an average annual growth of 49,000 square feet in the 1960s and 11,000 square feet in the 1970s.

## Station Areas

Table II-3 includes a comparison of the land use mix in station areas with that of the Regional Core. The station areas comprise only about 6.3 percent of the parcel area

in the Regional Core, yet represent a significant concentration of commercial and multifamily land uses relative to the Regional Core as a whole (26 percent of all commercial area and 30 percent of all employees). While commercial land uses account for 8.8 percent of all parcel-area in the Regional Core, they represent 34 percent of parcel area in the station areas. Single family housing comprises 43.3 percent of all parcel area in the Regional Core and multifamily housing comprises 18.3 percent. In contrast, in the station areas, single family housing represents 17 percent and multifamily housing represents 25 percent of all parcel area. While public facilities and open space comprise 22.3 percent of all parcel area in the Regional Core, they comprise only 11 percent in station areas. In summary, the stations are located in areas of extremely intense use within the Regional Core.

The following discussion briefly characterizes land uses within each station area. Station area characteristics are documented in greater detail later in this chapter under Station Area Profiles. Table II-4 shows the current distribution of parcel area among general land use categories in each station area. Table II-5 describes the intensity of development in each station area in relation to planning areas and the Regional Core, measured by square footage and employees for commercial development and by dwelling units and population for residential development.

CBD Station Areas. In the CBD station areas the predominant land use is regional commercial, except in the Union Station area, where 80 percent of the land is used for industrial purposes. The Union Station site, owned by Southern Pacific Railroad, and the Terminal Annex Post Office site occupy 50 percent of the station area. All downtown station areas contain a substantial amount of land that is either vacant or used for commercial surface parking not directly serving any particular facility. Of the total 85.5 million square feet of commercial floor area and 285,000 employees in the 4,000-acre CBD Planning Area, 38.9 million square feet and 125,000 employees are located in the approximately 700 acres that comprise the four station areas; that is, 45 percent of the commercial activity is concentrated in less than 18 percent of the land area.

Westlake Station Area. The Wilshire/Alvarado Station area contains six percent of the commercial floor area, 11 percent of the employees, and nine percent of the land area in the Westlake Planning Area.

Wilshire Station Areas. Along the Wilshire Corridor the land use mix varies among station areas. At both the Wilshire/Vermont and Wilshire/Normandie Stations over 50 percent of the land is used commercially, while only about 5 percent of the Wilshire/Crenshaw Station area is devoted to commercial uses. Only in the Wilshire/Normandie, Wilshire/Fairfax, and Fairfax/Beverly Station areas does a substantial portion of the commercially developed land serve a regional market. In the Mid-Wilshire area (Vermont to Western Avenues) residential development is primarily multifamily. Along the Miracle Mile (La Brea to Fairfax) and at Fairfax/Beverly, residentially developed land is more evenly divided between multifamily and single family housing. At Crenshaw the housing is predominantly single family. The seven Wilshire station areas contain 26 percent of the floor area and 34 percent of the employees on ten percent of the land area in the Wilshire Planning Area.

West Hollywood/Hollywood Station Areas. In the West Hollywood/Hollywood Planning Area the Fairfax/Santa Monica and La Brea/Sunset Station areas are predominantly high density residential neighborhoods with community-serving commercial enterprises as the secondary use. The Hollywood/Cahuenga Station area is devoted primarily to a mix of regional and community commercial uses, with high density



TABLE II-4

 STATION AREA LAND USE PROFILES, YEAR 1990<sup>1</sup>  
 Percent of Parcel Area in Generalized Land Use Categories

	Single Family Residential	Multi- Family Residential	Community (Low Intensity) Commercial <sup>2</sup>	Regional (High Intensity) Commercial <sup>2</sup>	Industrial	Public Facilities/ Open Space	Vacant/ Commercial Surface <sup>3</sup> Parking
UNION STATION							
Land Use	-	-	5%	-	70%	5%	20%
Community Plan	-	-	10%	-	80%	10%	-
Zoning	-	-	20%	-	80%	-	-
CIVIC CENTER							
Land Use	-	2%	-	35%	-	38%	25%
Redevelopment Project Designation	-	10%	-	40%	-	50%	-
FIFTH/HILL							
Land Use	-	2%	30%	45%	-	3%	20%
Redevelopment Project Designation	-	2%	-	95%	-	3%	-
SEVENTH/FLOWER							
Land Use	-	-	8%	50%	-	2%	40%
Redevelopment Project Designation	-	48%	-	50%	-	2%	-
WILSHIRE/ALVARADO							
Land Use	2%	45%	30%	3%	-	20%	-
Community Plan	-	34%	40%	8%	-	18%	-
Zoning	-	40%	36%	4%	-	20%	-
WILSHIRE/VERMONT							
Land Use	2%	18%	60%	12%	-	5%	3%
Community Plan	-	40%	15%	40%	-	5%	-
Zoning	-	50%	35%	10%	-	5%	-
WILSHIRE/NORMANDIE							
Land Use	5%	35%	35%	25%	-	-	-
Community Plan	-	40%	10%	50%	-	-	-
Zoning	-	48%	10%	42%	-	-	-
WILSHIRE/WESTERN							
Land Use	7%	48%	35%	10%	-	-	-
Community Plan	-	45%	20%	35%	-	-	-
Zoning	-	55%	25%	20%	-	-	-
WILSHIRE/CRENSHAW (optional)							
Land Use	70%	15%	5%	-	-	5%	5%
Specific Plan	65%	20%	10%	-	-	5%	-
WILSHIRE/LA BREA							
Land Use	40%	36%	15%	5%	-	4%	-
Community Plan	45%	31%	12%	8%	-	4%	-
Zoning	45%	31%	7%	13%	-	4%	-
WILSHIRE/FAIRFAX							
Land Use	30%	37%	5%	10%	-	18%	-
Community Plan	22%	45%	5%	10%	-	18%	-
Zoning	22%	45%	5%	10%	-	18%	-
FAIRFAX/BEVERLY							
Land Use	37%	30%	8%	25%	-	-	-
Community Plan	30%	30%	40%	-	-	-	-
Zoning	30%	30%	40%	-	-	-	-
FAIRFAX/SANTA MONICA							
Land Use	15%	71%	10%	-	-	4%	-
Community Plan	10%	76%	10%	-	-	4%	-
Zoning	10%	76%	10%	-	-	4%	-
LA BREA/SUNSET							
Land Use	25%	50%	12%	3%	-	10%	-
Community Plan	-	60%	5%	25%	-	10%	-
Zoning	-	68%	5%	15%	2%	10%	-
HOLLYWOOD/CAHUENGA							
Land Use	5%	25%	28%	25%	-	2%	15%
Community Plan	-	15%	-	85%	-	-	-
Zoning	-	20%	-	80%	-	-	-
HOLLYWOOD BOWL (optional)							
Land Use	35%	10%	5%	-	-	50%	-
Community Plan	35%	10%	5%	-	-	50%	-
Zoning	35%	10%	5%	-	-	50%	-
UNIVERSAL CITY							
Land Use	30%	12%	10%	20%	-	18%	10%
Community Plan	30%	12%	10%	30%	-	18%	-
Zoning	30%	12%	10%	30%	-	18%	-
NORTH HOLLYWOOD							
Land Use	10%	15%	35%	-	25%	15%	-
Community Plan	-	15%	40%	-	30%	15%	-
Zoning	-	25%	45%	-	15%	15%	-

Source: Sedway/Cooke

<sup>1</sup>Each station area contains from 100 to 150 acres of parcel area.<sup>2</sup>Includes on-site parking required by Code to serve the commercial facilities.<sup>3</sup>Commercial parking consists of facilities not affiliated with or required by Code to serve a commercial facility.

TABLE II-5  
DEVELOPMENT IN REGIONAL CORE, YEAR 1980

	COMMERCIAL		RESIDENTIAL	
	Floor Area <sup>1</sup> (in 1,000 sq. ft.)	Employees <sup>2</sup>	Dwelling Units	Population
<b>CBD PLANNING AREA</b>	<b>81,500</b>	<b>289,700</b>	<b>12,740<sup>8</sup></b>	<b>43,000<sup>8</sup></b>
Union Station	900 <sup>3</sup>	3,000	0 <sup>5</sup>	0 <sup>9</sup>
Civic Center	7,500 <sup>4</sup>	37,000	1,030 <sup>5</sup>	1,720 <sup>9</sup>
Fifth/Hill	16,500 <sup>4</sup>	44,000	780 <sup>5</sup>	1,250 <sup>9</sup>
Seventh/Flower	14,000 <sup>4</sup>	41,000	1,380 <sup>5</sup>	1,660 <sup>9</sup>
All CBD Station Areas	38,900	125,000	3,180	4,630
<b>WESTLAKE PLANNING AREA</b>	<b>23,800</b>	<b>83,500</b>	<b>35,200<sup>8</sup></b>	<b>92,450<sup>8</sup></b>
Wilshire/Alvarado	1,400 <sup>5</sup>	8,500	3,240 <sup>5</sup>	7,720 <sup>9</sup>
<b>WILSHIRE PLANNING AREA</b>	<b>65,100</b>	<b>227,000</b>	<b>137,780<sup>8</sup></b>	<b>308,210<sup>8</sup></b>
Wilshire/Vermont	4,500 <sup>5</sup>	21,300	3,500 <sup>5</sup>	7,720 <sup>9</sup>
Wilshire/Normandie	3,800 <sup>5</sup>	19,200	3,960 <sup>5</sup>	7,860 <sup>9</sup>
Wilshire/Western	2,900 <sup>5</sup>	10,000	4,260 <sup>5</sup>	8,810 <sup>9</sup>
Wilshire/Crenshaw (optional)*	800 <sup>5</sup>	4,200	820 <sup>5</sup>	1,800 <sup>9</sup>
Wilshire/La Brea	1,600 <sup>5</sup>	4,500	3,150 <sup>5</sup>	5,670 <sup>9</sup>
Wilshire/Fairfax	3,000 <sup>5</sup>	13,300	630 <sup>5</sup>	1,070 <sup>9</sup>
Fairfax/Beverly*	900 <sup>5</sup>	5,000	2,390 <sup>5</sup>	4,300 <sup>9</sup>
All Wilshire Station Areas	17,500	77,500	18,710	37,230
<b>HOLLYWOOD PLANNING AREA</b>	<b>39,700</b>	<b>136,300</b>	<b>114,520<sup>8</sup></b>	<b>216,520<sup>8</sup></b>
Fairfax/Santa Monica*	400 <sup>6</sup>	1,200	4,990 <sup>5</sup>	8,480 <sup>9</sup>
La Brea/Sunset	1,000 <sup>5</sup>	5,500	2,320 <sup>5</sup>	3,650 <sup>9</sup>
Hollywood/Cahuenga	2,600 <sup>5</sup>	12,400	2,230 <sup>5</sup>	4,020 <sup>9</sup>
Hollywood Bowl (optional)*	15 <sup>5</sup>	300	460 <sup>5</sup>	830 <sup>9</sup>
All Hollywood Station Areas	4,015	19,400	10,000	16,980
<b>UNIVERSAL CITY/NORTH HOLLYWOOD PLANNING AREA</b>	<b>22,700</b>	<b>75,100</b>	<b>77,860<sup>8</sup></b>	<b>172,740<sup>8</sup></b>
Universal City	1,000 <sup>7</sup>	9,100	1,170 <sup>5</sup>	2,230 <sup>9</sup>
North Hollywood	500 <sup>5</sup>	2,900	560 <sup>5</sup>	1,230 <sup>9</sup>
<b>DESIGNATED CENTERS</b>	<b>61,200</b>	<b>231,700</b>	<b>30,200</b>	<b>54,610</b>
<b>ALL STATION AREAS</b>	<b>63,315</b>	<b>242,400</b>	<b>38,860</b>	<b>70,020</b>
<b>REGIONAL CORE</b>	<b>232,800</b>	<b>811,600</b>	<b>378,100</b>	<b>832,960</b>

\*Station areas not designated as centers in the city's Concept Plan.

<sup>1</sup>Includes office, retail, and hotel space. Total estimates for the planning areas were derived by Sedway/Cooke, assuming 250 sq. ft./employee for office space and 500 sq. ft./employee for retail space.

<sup>2</sup>Assumes 250 sq. ft./office employee, 500 sq. ft./retail employee, and 2 rooms/hotel employee. Total estimates for the planning areas are from the Southern California Association of Governments, 1980 base for SCAG-82A and -82B projections.

<sup>3</sup>Sedway/Cooke estimate.

<sup>4</sup>City of Los Angeles Department of Transportation, 1981.

<sup>5</sup>City of Los Angeles Department of Planning survey.

<sup>6</sup>Los Angeles County Department of Regional Planning.

<sup>7</sup>Music Corporation of America.

<sup>8</sup>U.S. Census Bureau, 1980 Census. See SCRTD Technical Report on Land Use and Development (1983) for Census traits in each planning area.

<sup>9</sup>Derived by multiplying dwelling units by average persons per household in corresponding census traits.

residential development as the secondary use. This station area includes a substantial amount of land that is vacant or used for commercial surface parking. The four Hollywood/West Hollywood stations comprise ten percent of the commercial floor area and 14 percent of the employees on five percent of the land area in the Hollywood/West Hollywood Planning Area.

Universal City/North Hollywood Station Areas. The Universal City Station area contains a mix of primarily single family residential, regional-serving commercial, and public open space uses. The North Hollywood Station area is evenly divided among community-serving commercial, industrial, and residential uses. The Universal City and North Hollywood Station areas contain seven percent of the commercial floor area and 18 percent of the employees on two percent of the land area in the combined Universal City/North Hollywood Planning Areas.

## LAND USE PLANS AND POLICIES

The basic principle for the organization and planning of the Los Angeles area is the Centers Concept. Developed during the late 1960s and early 1970s and adopted by the City of Los Angeles in 1974, the Concept is described in a fifty-year plan. The Concept Plan envisions a series of regional centers connected by a regional rapid transit system, with low to medium building intensity between centers. The city's Centers Concept identifies 16 growth centers within the Regional Core, of which 12 correspond to proposed Metro Rail stations along the Locally Preferred Alternative. Eight centers correspond to stations on the Minimum Operable Segment. The County General Plan reflects this concept for the entire county, both incorporated and unincorporated areas, and the Southern California Association of Governments (SCAG) Regional Development Guide applies the concept to the entire Southern California region. Because all but one station are located in the City of Los Angeles, the following description of land use plans and policies will emphasize those of the city.

The Concept Plan is refined and localized in the twenty-year Citywide Plan and short-term Community Plans. In some cases the Community Plan is further refined by Specific Plans that define both the planning and the zoning for an area, like the Park Mile Specific Plan area which contains the Wilshire/Crenshaw Station. LADOP is developing a single Specific Plan for the areas around all proposed Metro Rail stations. The Specific Plan is being prepared with input from Citizen Advisory Committees in each station area.

Zoning is the regulatory mechanism by which the Community Plans are implemented, and California State law requires that zoning conform to land use plans. Zoning in most station areas basically conforms to Community Plans use designations (see Table II-4). In a few station areas where the Community Plan land use designation has been revised to reflect "regional center" commercial development, the existing high density residential zoning has not been changed correspondingly. This inconsistency between planning and zoning occurs to the greatest degree in the La Brea/Sunset Station area.

The Los Angeles Community Redevelopment Agency (CRA), a state empowered body, has designated some areas in the Regional Core as Redevelopment Projects. In these areas, the CRA and LADOP jointly oversee the development process. Except for Union Station, all downtown stations lie within the Central Business District

Redevelopment Project area. The North Hollywood Station is adjacent to the first phase commercial core development project in the North Hollywood Redevelopment Project area. The CRA may identify other areas along the Metro Rail alignment as Redevelopment Projects.

Figure II-1 shows centers designated in the city's Concept Plan, Community Plan areas, the Park Mile Specific Plan area, and Redevelopment Projects within the Regional Core and along the Metro Rail route. Figure II-2 shows the relative development intensities established by the Community Plans for the Regional Core. The regional commercial category in the Community Plans and in zoning generally corresponds to Height District 4 (FAR 13),\* and community commercial generally corresponds to Height District 1 or 2 (FAR 3 or 6). The multifamily residential category includes R3, R4, and R5 zoning at theoretical maximum densities of 54 units per net acre, 101 units per net acre, and 216 units per net acre, respectively. The majority of land zoned for multifamily residential use downtown, along Wilshire from Alvarado to Western, in Hollywood, and in North Hollywood is zoned R4 or R5. From Wilshire/Crenshaw to Fairfax/Beverly, the multifamily category represents primarily R2 and R3 zoning with some R4. In the Fairfax/Santa Monica Station area, the county's planning and zoning permits 50 units per net acre with a 50 percent density bonus for all rental projects and a density bonus of FAR 1 on commercially zoned land if that additional development is residential.

In the city and county lesser intensities of the zoned use as well as other less intensive uses are permitted in any given zoning category. For example, residential development, up to the intensity permitted by R5 zoning and the Height District designated for a particular parcel, is permitted within commercial zones as either single use structures or mixed use developments with retail and/or office space. Similarly, commercial development, up to the intensity permitted by the designated Height District, is permitted on industrially zoned land. However, residential development is not permitted on industrially zoned land.

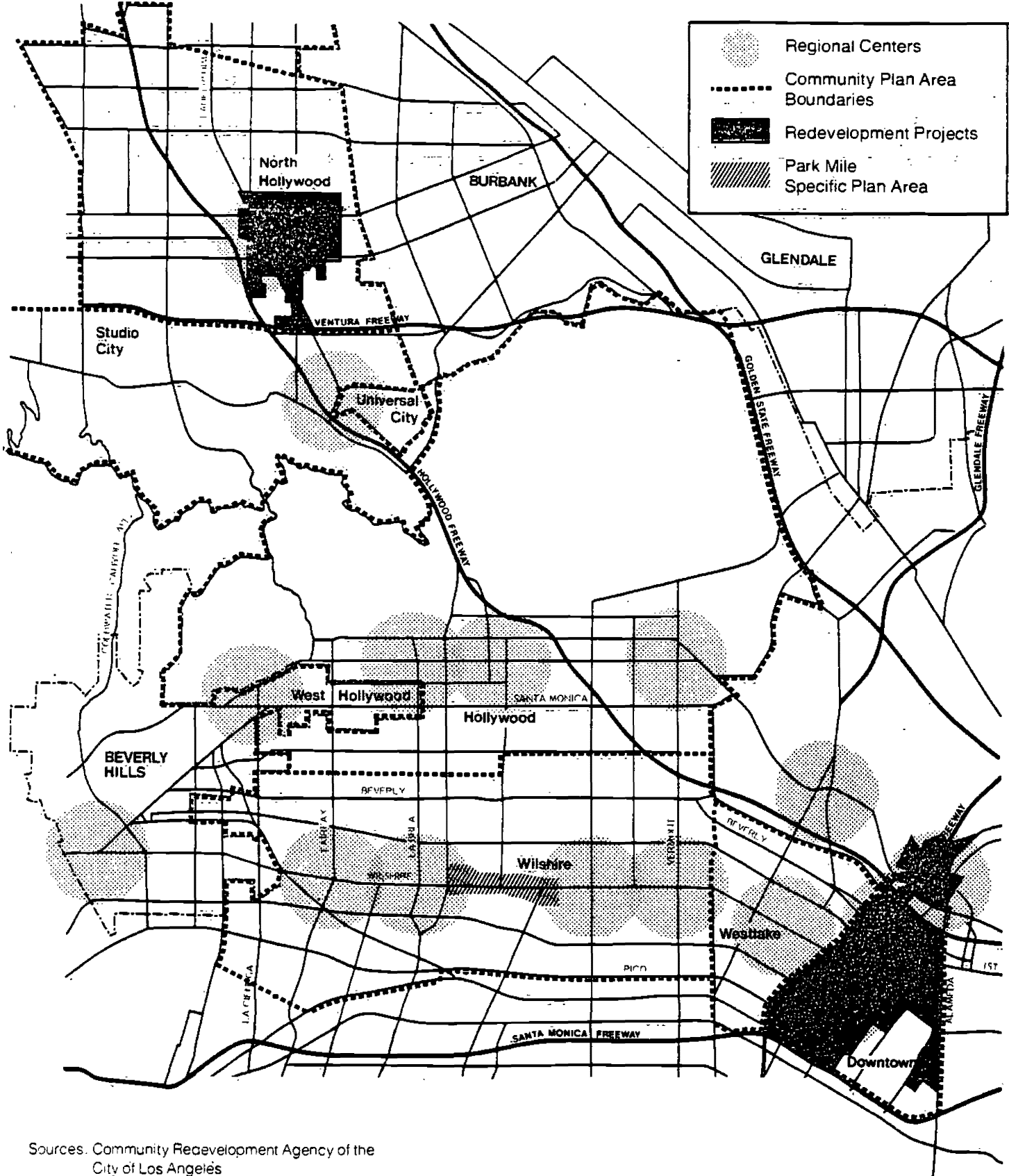
The planning and regulatory context for development within station areas and planning areas in the Regional Core is described in more detail in the First Tier EIS/EIR, the Milestone 6 Report: Land Use and Development Policies, and in the SCRTD Technical Report: A Summary of Public Policies and an Impact Assessment Methodology.

## A COMPARISON OF EXISTING AND PERMITTED LAND USE INTENSITIES

In general, the pattern of land use types designated in the Community Plans and zoning is consistent with existing land use. However, the intensity of development established by the plans and zoning is, in virtually all cases, substantially higher than the current intensity of use. Only in the CBD has recent development approached intensities permitted by zoning. Several recent projects, including the Crocker Bank towers and the O'Melveny and Meyers building, have reached an FAR of 13, the current maximum density. Older, stable buildings not expected to be renovated or removed for redevelopment in the CBD typically have FARs of 4 to 6. Recent

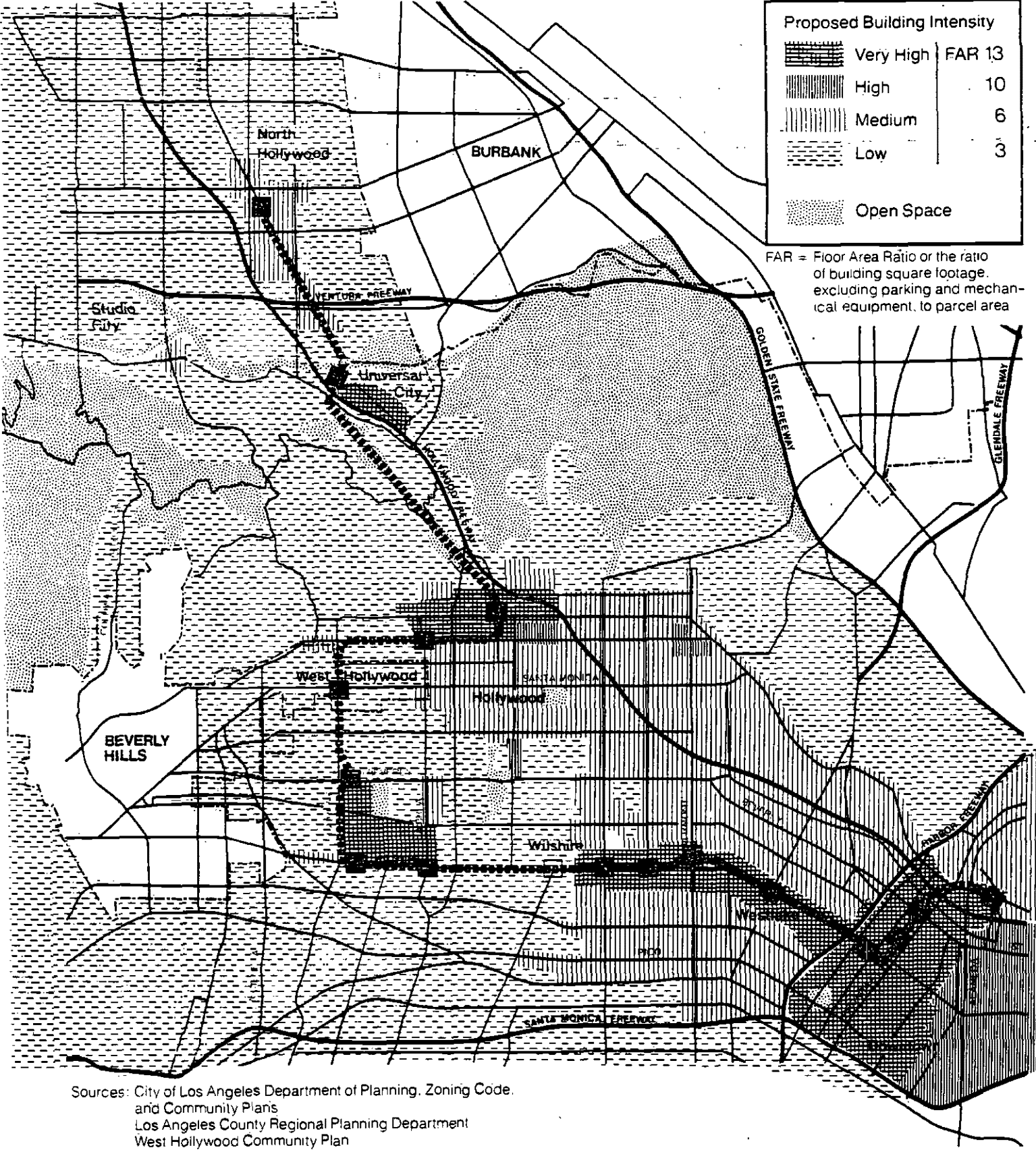
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\* FAR is Floor Area Ratio, the ratio of building square footage, exclusive of parking and mechanical equipment storage, to parcel area.



Sources: Community Redevelopment Agency of the City of Los Angeles  
Los Angeles City Planning Department

<p><b>Southern California Rapid Transit District</b>  <b>Metro Rail Project</b>          PRELIMINARY ENGINEERING PROGRAM</p> <p>0 1 2 3 miles </p>	<p><b>Figure II-1</b>  <b>Local Land Use Development Plans</b></p> <p>SEDWAY/COOKE          Urban and Environmental Planners and Designers</p>
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Sources: City of Los Angeles Department of Planning, Zoning Code, and Community Plans  
 Los Angeles County Regional Planning Department  
 West Hollywood Community Plan

**Southern California Rapid Transit District**  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

**Figure II-2**  
**Proposed Building Intensity**

0 1 2 3 miles

↑

**SEDWAY/COOKE**  
 Urban and Environmental Planners and Designers

residential development in the South Park Area achieves a density of 100 units per net acre, substantially less than the 216 units per net acre permitted by the applicable R-5 zoning.

Along the Wilshire Corridor where FARs of 13 are permitted, mid- to high-rise buildings fronting Wilshire typically achieve FARs of 4 to 6. Community-serving commercial uses, usually located in areas zoned Height District 2 (FAR 6), are typically developed at FARs of 0.5 to 1. Recent residential development is typified by a three-story wood-framed structure over parking, usually on a 100-foot-wide lot (two single family parcels). A maximum density of about 90 units per net acre is achievable with this type of development compared with permitted densities of 101 units per net acre for R-4 and 216 units per net acre for R-5 zoning.

Commercial intensities of stable buildings in station areas are on the order of FAR 0.5 to 1.5 along the alignment although permitted intensities are greater. For example, along Fairfax permitted FARs vary from 3 to 13, in Hollywood FARs of 13 are permitted, and in the San Fernando Valley station areas the permitted FAR is generally 3. The overall FAR for the proposed North Hollywood Commercial Core is about 2. Recent residential densities are similar to those described for Wilshire. In summary, development rarely reaches the intensity permitted by zoning and by the Community Plan.

#### PARCELS SUSCEPTIBLE TO REINVESTMENT

As Chapter I indicated, a commercial parcel was considered susceptible to reinvestment if all the following criteria were met:

- The parcel was zoned for commercial use;
- The assessed value of the existing improvement was less than the assessed value of the land--typically a vacant parcel, surface parking lot, or an older, poorly maintained low-rise structure on a parcel zoned for substantially more intensive development; and
- The parcel could be combined with contiguous parcels into a development site comparable in size to sites recently developed in the area.

A residential parcel was considered to be susceptible to reinvestment if it met all the following criteria:

- The parcel was zoned for multifamily residential use, i.e., R3, R4 or R5.
- The parcel was currently occupied by a single family house or a duplex; and
- The block in which the parcel was located already contained at least one multifamily complex.

The next section, Station Area Profiles, includes maps of areas susceptible to reinvestment based on the above criteria. The generalized zoning designation for these areas is also shown, using the following categories: multifamily residential (R3, R4, or R5), community commercial (C2), and regional commercial (C4). The selection of specific sites by developers will depend on a variety of factors including parcel size

and cost, regulatory constraints on development, location relative to other developments and amenities, and proximity to proposed Metro Rail stations.

Table II-6 identifies the acres of residential and commercial parcel area susceptible to reinvestment and the intensity of development that would be permitted on it by zoning as well as the intensity that would be likely to occur with anticipated development practices during the next 20 years. In general, the intensity of development permitted by zoning is unlikely to be achieved by current or expected development practices. The "probable" development is what can be reasonably expected, and represents an intensity slightly higher than that of recent development projects in the area and substantially higher than the average existing FAR in the station area.

The parcels susceptible to reinvestment measure is used in two ways in this analysis. First, in evaluating existing conditions, it provides a measure of the development opportunities in a station area and the amount of additional development needed to achieve the land use pattern established by the Community Plan or Specific Plan and by zoning. A substantial development capacity indicates a need for revitalization. Second, in assessing impacts, the development capacity establishes an impact "threshold." If the amount of development projected with construction of the Metro Rail Project is less than the development capacity of parcels susceptible to reinvestment, that development will not, in general, produce adverse impacts because it is consistent with land use planning designations. Furthermore, if the Metro Rail Project stimulates development in an area designated as a growth center and with a substantial development capacity, the impact is beneficial.

For example, only 5 percent of all parcel areas in the Wilshire/Fairfax Station area is susceptible to commercial reinvestment. Zoning would permit up to 4.5 million square feet of new development at an FAR of 13. Given expected development practices, which would result in an average FAR of 8, 2.6 million additional square feet of floor area could be accommodated in addition to the existing approximately 3.0 million square feet. In contrast, 55 percent of the parcel area in the Hollywood/Cahuenga Station area is susceptible to commercial reinvestment. Zoning would permit the development of 47 million square feet at an FAR of 13. Current development practices and projected land use types in the station areas suggest that an average FAR of 3 better reflects the the probable intensity of development and would result in the addition of 11 million square feet to the existing 2.6 million square feet of commercial development. This comparison indicates that the Wilshire/Fairfax Station area is more stable and much less in need of revitalization than the Hollywood/Cahuenga Station area.

All station areas except Wilshire/Fairfax and Wilshire/Crenshaw contain 20 or more acres of commercially zoned land susceptible to change, with probable development capacities ranging from 2.6 million square feet to 20 million square feet. The supply of residentially zoned land susceptible to change varies dramatically from almost none in some station areas to over 20 acres in others.

#### STATION AREA PROFILES: LOCALLY PREFERRED ALTERNATIVE AND MINIMUM OPERABLE SEGMENT

This section describes existing conditions in each Metro Rail Project station area including: existing land uses and levels of development, a review of applicable land use plans and policies, a general description of existing zoning, and an evaluation of areas susceptible to reinvestment.



TABLE II-6

## PARCEL AREA SUSCEPTIBLE TO REINVESTMENT

Station Area	PARCEL AREA SUSCEPTIBLE TO COMMERCIAL REINVESTMENT				PARCEL AREA SUSCEPTIBLE TO RESIDENTIAL REINVESTMENT		
	Acres	As Percent of All Parcel Area in Station Area	Development Intensity (FAR <sup>1</sup> ) Maximum Permitted by Zoning    Probable <sup>2</sup>		Acres	As Percent of All Parcel Area in Station Area	Development Intensity (Net Dwelling Units <sup>3</sup> ) Permitted by Zoning
Union Station	73	49%	13	3	0	0	0
Civic Center	28	19%	6	6	3.5	2%	760
Fifth/Hill	71	47%	6	6	0	0	—
Seventh/Flower	71	47%	6	6	0	0	—
Wilshire/Alvarado	35	23%	13	3	20.5	14%	3,780
Wilshire/Vermont	30	24%	13	6	25	20%	4,270
Wilshire/Normandie	28	25%	13	6	17	15%	2,180
Wilshire/Western	34	27%	13	6	26	21%	2,090
Wilshire/Crenshaw	15	12%	3	3	18	14%	990
Wilshire/La Brea	26	17%	13	4	10	7%	980
Wilshire/Fairfax	8	5%	13	8	21	14%	2,080
Fairfax/Beverly	48	32%	12	5.7	2	1%	170
Fairfax/Santa Monica	20	13%	2	2	30 See Footnote 5	20%	1,240 <sup>4</sup> 600
La Brea/Sunset	26	17%	10.4	3	21	14%	2,350
Hollywood/Cahuenga	83	55%	13	3	7	5%	700
Hollywood Bowl	0	0	—	—	3	2%	600
Universal City							
West of Lankershim	5	3%	3	3	0	0	0
East of Lankershim	20	11%	13	6	0	0	0
North Hollywood	53	35%	6	3	25	17%	2,310

Source: Sedway/Cooke

<sup>1</sup>FAR = Floor Area Ratio, or the ratio of floor area, excluding parking and mechanical equipment storage, to parcel area.<sup>2</sup>Likely development intensities based on current land use patterns, trends, and projected land uses in each station area.<sup>3</sup>Net dwelling units take into account units that would be displaced.<sup>4</sup>Up to 750 additional units could be permitted through density bonuses for all-rental projects.<sup>5</sup>A density bonus of FAR 1 is permitted on the 20 acres of commercial parcel area if that additional development consists of housing units. Assuming an average unit size of 1,500 square feet, an additional 600 residential units would be permitted in the station area.

The generalized land use designations used to summarize the Community Plans, Specific Plan, and zoning designations in this section are:

- Housing--low density, 0-7 units/gross acre (R1); medium density, 7-14 units/gross acre (R2 and R3); and high density, 40+ units/gross acre (R4 and R5).
- Regional Commercial--land which serves as a regional center for commercial activity (C4 and C2)
- Community/Highway Commercial--commercial uses which may be oriented for highway access and use or which may serve a surrounding community (C2, C1, and CR).

Each community plan provides for 0.6 acres per 1,000 residents for neighborhood or convenience shopping areas and 0.2 acres per 1,000 residents for community shopping and business districts.

- Mixed Use--lands containing a mix of uses such as commercial and residential.
- Industry--commercial manufacturing, limited commercial, and light commercial land use (CM, M1, and M2).
- Public/Quasi-Public--government offices and similar land uses which provide services of a non-commercial nature.
- Parking--Parking structures (PB) or surface parking lots (P).

The second numerical value in the zoning designation corresponds to the permitted Floor Area Ratio (FAR) and is referred to as a "Height District" in the City Zoning Code. Height District 4 permits an FAR of 13, Height District 3 an FAR of 10, Height District 2 an FAR of 6, and Height District 1 an FAR of 3.

The criteria used to designate parcels as "susceptible to reinvestment" were described in Chapter I. The development capacity of parcels susceptible to reinvestment is characterized in two ways. First, the maximum amount of development permitted by zoning is given. For example, zoning on a one-acre C4-4 parcels (FAR 13) susceptible to reinvestment would permit floor area of 13 times 43,465 square feet or 566,000 square feet. Second, development of "probable development intensities" (as defined in Chapter I) is given. For example, development patterns, parcel configuration, and expected use might limit the probable development intensity of the one-acre parcel zoned C4-4 to an FAR of 6. In that case, maximum new development on the parcel at probable development intensities would be six times 43,560 square feet or 261,000 square feet. Residential development is similarly characterized both as development permitted by zoning and development at probable development intensities. All residential development values represent net development from which existing units, that would have to be removed to accommodate new development, have been deducted. Figures showing areas susceptible to reinvestment by station area (Figures II-3 through II-20) are located at the end of this chapter.

### Union Station

Land Use Profile. Existing land use in the Union Station area consists of a central core of public-serving uses bounded on the west by a band of unimproved parking and by an industrial/commercial land use mix to the core's north and east. Lands west of

Alameda Street include mixed uses interspersed with parking and public or quasi-public land use. The Santa Ana Freeway defines a sharp boundary directly south of the public land use core area, with remnant industrial and unimproved parking areas continuing south of the Freeway.

Land Use Plans And Policies. The Community Plan designations for Union Station proper call for the provision of extensive industrial lands together with appropriately sited public and commercial land use. The northwestern corner of the Union Station area falls within the Chinatown Redevelopment Area. The Redevelopment Area is proposed for commercial and/or public use having a FAR range from 3 to 6.

Zoning. Land east of Alameda Street is zoned for light and heavy industrial use. Land west of Alameda and south of the Chinatown Redevelopment Area is zoned for commercial and public use. In general, zoning is consistent with Community Plan land use designations and permits development to occur at a maximum FAR of 13. The Chinatown Redevelopment Area FAR controls development intensity and is utilized as a regulatory guide in that area.

Areas Susceptible to Reinvestment (see Figure II-3). Seventy-three acres of parcel area zoned for industrial or commercial use representing about 50 percent of all parcel area in the station area. The majority of this land consists of the Union Station and Terminal Annex sites for which development projects have been proposed. At an FAR of 3—a reasonable average development intensity for the area—nine million square feet of new development could be accommodated on these parcels. Zoning at an FAR of 13 would permit a total of 41.3 million square feet of development. There is no residentially zoned land susceptible to reinvestment.

#### Civic Center Station (First/Hill Street)

Land Use Profile. The Civic Center Station area is strongly defined by a concentration of government offices north of First Street. South of First Street a mixture of parking and older low-rise retail/commercial and office buildings is found. A block of high density residential housing (the Angeles Plaza senior housing) is also situated south of First Street.

Land Use Plans And Policies. The Community Plan provides for public land uses north of First Street. South of First Street, substantial portions of regional commercial land use together with pockets of residential and public use are proposed.

Two Redevelopment Projects are located within the Civic Center Station area: the CBD Redevelopment Project and Bunker Hill. Two of the four redevelopment areas comprising the CBD Redevelopment Project lie within the Civic Center Station area. The Redevelopment Project provides for an average FAR of 3 on the lands north of First Street in the Civic Center area. A maximum FAR of 6 may be achieved on individual parcels in conjunction with a transfer of density. The Central Commercial Core Redevelopment Area for the CBD occurs south of First Street and east of Hill Street. The average FAR provided for in this redevelopment area is 6 with a maximum FAR of 13 with the use of density transfers. The Bunker Hill Redevelopment Area is located south of First Street and west of Hill Street. The FAR average for the Bunker Hill Redevelopment Area is 5, with a maximum FAR of 13.

Zoning. The CRA regulates development within its redevelopment areas in accordance with the FAR and other guidelines specified for the Redevelopment Project.

Areas Susceptible to Reinvestment (see Figure II-4). The Civic Center Station area contains 28 acres of parcel area susceptible to commercial reinvestment which would accommodate 6.0 million square feet of new development at the permitted FAR of 6. Three and one-half acres of land designated for residential use by the CRA would accommodate 500 dwelling units. Most of this parcel area is comprised of full blocks. Parcel area susceptible to reinvestment represents 21 percent of all parcel area.

### Fifth/Hill Station

Land Use Profile. This station area is conspicuous in its varied composition of land uses. The northwest portion bounded by Olive Street on the east and Sixth Street on the south contains a mix of new high-rise offices, hotels, and parking. The area east of Olive Street and south of Sixth Street is predominately older commercial buildings interspersed with unimproved parking. Retail activity on the ground floors of these buildings generates substantial revenues. Upstairs office space is largely vacant or used for storage.

Land Use Plans And Policies. The Community Plan for this station area calls for extensive regional commercial land use. Small pockets of public use such as Pershing Square are identified. Similarly, small pockets of high density residential use such as the Angeles Plaza housing complex are designated.

Four Redevelopment Areas intersect in this station area: the Central Commercial Core, the Central City East, and the South Park areas of the CBD Redevelopment Project and the Bunker Hill Redevelopment Area. The CBD-Central Commercial Core Redevelopment Area covers a large V-shaped portion of land in this station area just south of the Bunker Hill area and continues east to Main Street, and south to Seventh Street. An average FAR of 6 is proposed for this area. The remaining station area east of Main Street is within Central City East and is proposed for an average FAR of 3 with a maximum of 13 on any individual parcel with a density transfer. The South Park area begins south of Seventh Street and is proposed for an average FAR of 6 to a maximum of 13. The Bunker Hill Redevelopment Area is bounded on the east by Hill Street and on the south by a line running roughly north-east from Fifth and Figueroa to just south of the Angeles Plaza. An average FAR of 5, with a maximum of 13, is proposed for this area.

Zoning. Development regulations in this station area are contained in the CBD Redevelopment Project.

Areas Susceptible to Reinvestment (see Figure II-5). There are 71 acres of parcel area susceptible to commercial reinvestment dispersed throughout the Fifth/Hill Station area. At the average intensity permitted by the Redevelopment Project regulations (FAR 6), 20.5 million square feet of new development can be accommodated. There are no parcels designated for residential use. Due to the location of historic structures and viable structures covering one-quarter block or smaller parcels, few full blocks are available for redevelopment in this station area. Parcel area susceptible to reinvestment represents nearly 50 percent of all parcel area.

### Seventh/Flower Station

Land Use Profile. The area north of Seventh Street contains new intensively developed retail and high-rise office buildings. South of Seventh Street are numerous unimproved and improved parking facilities, dotted intermittently by vacant lots and older office and retail buildings.

Land Use Plans And Policies. For this station area, the Community Plan designates regional commercial use north of Seventh Street and high density housing south of Seventh. The entire station area falls within the CBD Redevelopment Project. The Central Commercial Core Redevelopment Area of the project lies north of Seventh, and the South Park Redevelopment Area lies south of Seventh. The proposed average FAR for both areas is 6.

Zoning. This station area falls within the CBD Redevelopment Project, so that development is regulated by the CRA.

Areas Susceptible to Reinvestment (see Figure II-6). The Seventh/Flower Station area contains 71 acres of parcel area susceptible to reinvestment, or almost 50 percent of all parcel area. New development, totalling 18.6 million square feet, could be accommodated at the permitted FAR of 6. The majority of this parcel area is located south of Seventh Street in the South Park area. Specific development projects have been proposed on more than a dozen sites. The CRA has established a development program for the area as a whole which emphasizes residential growth in the South Park area and retail and office development along Seventh Street.

#### Wilshire/Alvarado Station

Land Use Profile. A mix of office and retail uses front Wilshire Boulevard, and retail uses line the frontages of Sixth, Eighth, and Alvarado Streets. Low, medium, and high density housing complexes form neighborhoods just off the major arterials serving the station area.

Land Use Plans And Policies. The Westlake Community Plan which includes this station area shows regional commercial use along the frontage of Wilshire Boulevard. Community/highway commercial use is shown for lands fronting Sixth, Seventh, Eighth, and Alvarado Streets. Medium density housing is designated along several north-south streets just north of Sixth Street, and along the north side of Ninth Street.

Zoning. The zoning for the street frontage of Wilshire Boulevard is commercial (C4-4). Zoning for the street frontages of Alvarado, Sixth, Seventh, and Eighth Streets are commercial (C2-4). In all of these areas zoning would permit an FAR of 13. The remaining parcels are zoned for residential uses (R5-4 and R4-2).

Areas Susceptible to Reinvestment (see Figure II-7). There are 35 acres of parcel area susceptible to reinvestment and zoned for commercial use and 20.5 acres zoned for residential use. This parcel area represents 37 percent of the parcel area in the station area. Commercial zoning would permit 19.5 million square feet of development and residential zoning 3,780 additional units. The maximum new development that could be accommodated at probable development intensities is 4.8 million square feet and 3,150 housing units.

#### Wilshire/Vermont Station

Land Use Profile. The Wilshire Boulevard and Vermont Avenue frontages are composed of office and retail-serving land uses. Immediately off these frontages numerous parking lots and structures are interspersed with additional office buildings. Further north and south of Wilshire Boulevard are medium-to-high density multifamily residential units.

Land Use Plans And Policies. The Wilshire Community Plan shows regional commercial use along the Wilshire Boulevard frontage, along the south side of Sixth Street, and along the north side of Seventh Street. Community and highway commercial uses are designated along the north side of Sixth Street and along portions of the north side of Eighth Street. High density multifamily residential is designated north of Sixth Street between Kenmore and New Hampshire Avenues, south of Seventh Street roughly between Catalina Street and New Hampshire Avenue, and south of Seventh Street just east of Vermont Avenue to Magnolia Avenue.

Zoning. The Wilshire Boulevard and Vermont Street frontages are zoned commercial at a maximum FAR of 13 (C4-4). The remainder of the area is zoned primarily R5-4 and R4-4, multifamily residential.

Areas Susceptible to Reinvestment (see Figure II-8). At the Wilshire/Vermont Station 30 acres of commercially zoned land and 25 acres of residentially zoned land are underutilized and susceptible to reinvestment; the combined areas represent about 44 percent of all parcel area in the station area. Zoning would permit 17.0 million square feet of commercial development and 4,270 additional residential units on this parcel area. The maximum new development that could be accommodated at probable development intensities would be 7,840 square feet of new commercial space and 3,530 residential units.

#### Wilshire/Normandie Station

Land Use Profile. Land uses along Wilshire Boulevard include retail, office, mixed use, and parking facilities. Similar land uses are found along the Sixth Street frontage. One block north and south of Wilshire Boulevard are parking lots and structures together with office and retail uses. Residential areas are located on the northern and southern blocks of this station area with the former containing newer lower density housing and the latter containing older and more concentrated buildings.

Land Use Plans And Policies. With one exception, the blocks bordering Wilshire Boulevard are shown on the Wilshire District Plan as regional commercial. The exception is the north side of Wilshire between Hobart Boulevard and Kingsley Drive which is designated community/highway commercial. Two additional commercial areas are shown on the north side of the block fronting Sixth Street, and the north side of the block fronting Eighth Street. The remainder of this station area is shown as high density multifamily residential.

Zoning. The blocks north and south of Wilshire between Hobart Boulevard and Kenmore Avenue are primarily zoned commercial at an FAR of 13 (C2-4 and C4-4). The northern and southern blocks bordering the commercially zoned corridor are zoned primarily R5-4, and single family residential (R1-1) is zoned for the extreme north portion of the station area.

Areas Susceptible to Reinvestment (see Figure II-9). There are 28 acres of underutilized parcel area zoned for commercial use in this station area; most of it is located on the Ambassador Hotel site. There are 17 acres of residentially zoned land. This parcel area represents about 40 percent of all parcel area in the station area. Zoning would permit 16.0 million square feet and 2,180 additional residential units. The maximum new development that could be accommodated at probable development intensities would be 7.3 million square feet and 1,850 residential units.

### Wilshire/Western Station

Land Use Profile. Existing land use for the Wilshire Boulevard and Western Avenue frontages consists of retail, office, parking lots, and pockets of mixed use. This land use pattern also extends away from these major thoroughfares. However, one block beyond the Wilshire Boulevard and Western Street frontages residential areas begin abruptly. Solid blocks of low-to-high density single and multifamily residential areas ring the periphery of this station area.

Land Use Plans And Policies. The Wilshire District Plan designates the block bordering Wilshire as regional commercial. The Western Avenue frontage south of Ingraham Place and north of Sixth Street is designated community/highway commercial. Radiating out from these designations is a ring of high density residential which is in turn ringed by medium density residential uses.

Zoning. Street frontages along Western Avenue are zoned for lower density commercial at an FAR of 6 (C2-2), and along Wilshire Boulevard a higher commercial density at an FAR of 13 (C4-4). North and south of Wilshire, entire blocks are zoned for high density multifamily residential use.

Areas Susceptible to Reinvestment (see Figure II-10). This station area contains 34 acres of underutilized commercially zoned land and 26 acres of underutilized residentially zoned land, together representing 48 percent of all parcel area. Zoning would permit a maximum of 19.1 million square feet of new commercial development and 2,090 additional residential units. The maximum new development that could be accommodated at probable development intensities would be 3.9 million square feet and 1,760 residential units.

### Wilshire/Crenshaw Station

Land Use Profile. The frontage along Wilshire Boulevard is composed of neighborhood related retail and office land use. To the north and south of Wilshire Boulevard the station area is composed of established stable residential neighborhoods.

Land Use Plans And Policies. The Park Mile Specific Plan provides a combined plan/zoning designation from Highland Avenue east to Wilton Place along Wilshire Boulevard, and includes lands north of Wilshire Boulevard to Sixth Street and south to Eighth Street. The Park Mile Plan designates the frontage of Wilshire for community-serving uses. Commercial structures are limited in height to between three and six stories depending upon their locations. This limitation is intended to minimize shadow and shade impacts on adjacent land uses. Adjacent land uses designated by the plan include low density single family residential north of Wilshire Boulevard and west of Crenshaw Boulevard; restricted density multifamily residential north of Wilshire Boulevard and east of Crenshaw Boulevard; and restricted density multifamily and low density single family residential south of Wilshire Boulevard.

North of Sixth Street, beyond the Park Mile Specific Plan north boundary, the Wilshire District Plan designates low-to-medium density residential. The same general designations apply to the area south of Eighth Street.

Zoning. Most of the residential areas north of Sixth Street are zoned R1-1, single family residential, with some medium density residential (R3-1) in the southwest sector of this station area. Zoning within the Park Mile Specific Plan area is dictated by the Specific Plan.

Areas Susceptible to Reinvestment (see Figure II-11). This station area contains 15 acres of commercially zoned land susceptible to reinvestment which could accommodate 1.9 million square feet at the FAR of 3 permitted by the Specific Plan. All of this land is located along Wilshire Boulevard. The 18 acres of residentially zoned land susceptible to reinvestment and located exclusively south of Wilshire and west of Norton Avenue could accommodate 990 residential units at the R-2 densities permitted by the Specific Plan and zoning. The underutilized parcel area amounts to 26 percent of all parcel area in the station area.

### Wilshire/La Brea Station

Land Use Profile. With one exception, existing land use fronting Wilshire Boulevard is predominantly retail establishments serving local residents. The exception involves an area of low and medium density residential land use on the southeast block of the Wilshire/La Brea intersection. Land use along La Brea Avenue is currently composed of retail and commercial strip development. The northern portion of this station area is predominantly residential with stable single family development east of La Brea Avenue and older multifamily residential to the west. South of Wilshire Boulevard, a mix of stable single family and multifamily residences occurs east and west of La Brea Avenue.

Land Use Plans And Policies. The Wilshire District Plan designates regional commercial use for the Wilshire Boulevard frontage from Sycamore Avenue west to Burnside Avenue. From Sycamore Avenue east to Highland Avenue the Plan calls for community/highway commercial. The frontage along La Brea Avenue is designated in the Plan as highway and community commercial. The northeast portion of this station area is designated low density residential by the District Plan. The northwest portion of the station area is designated as high density residential. South of Wilshire the District Plan designates a predominantly residential use pattern with density ranging from low density single family housing to high density multifamily residential areas.

Zoning. The frontage along Wilshire Boulevard is zoned for commercial use (C4-4). The La Brea Avenue frontage is zoned commercial (C2-4) north of Wilshire Boulevard, and C2-1 and C2-1-0 south of Wilshire Boulevard. The northeast section of the station area is zoned for single family residences (R1-1), and the northwest portion is zoned for multifamily (R4-4). South of Wilshire Boulevard, lands are zoned for a variety of residential densities (R1-1, R3-1, R-13, and R4-1).

Areas Susceptible to Reinvestment (see Figure II-12). There are 26 acres of underutilized land zoned for commercial use which comprise most of the frontage along Wilshire Boulevard and La Brea Avenue in the station area. Zoning would permit 19.3 million square feet of development. The maximum new development that could be accommodated at probable development intensities would be 4.5 million square feet. Ten acres of residentially zoned land susceptible to reinvestment are located primarily in the blocks between Wilshire Boulevard and Eighth Street. Zoning would permit 980 units, while maximum development at probable intensities would be 630 additional units. The underutilized parcel area amounts to 24 percent of all parcel area.

### Wilshire/Fairfax Station

Land Use Profile. Land use fronting Wilshire Boulevard is composed of retail, office, and mixed uses. A series of parking lots is interspersed with these land uses along



the length of Wilshire. A similar mix of uses extends north of Wilshire along the western frontage of Fairfax Avenue. The eastern frontage of Fairfax contains an extensive parking area from Wilshire north to Sixth Street, with medium density multifamily residential continuing north of Sixth Street.

The southwest portion of this station area is composed of a low density single family residential neighborhood, while the southeast sector is made up of older medium density multifamily residences.

Land Use Plans and Policies. The District Plan designates the street frontage of Wilshire as regional commercial, the western frontage of Fairfax Avenue north of Wilshire as community/highway commercial, and the eastern frontage of Fairfax north of Wilshire to Sixth Street as parking. North of Sixth Street, the eastern frontage of Fairfax is designated as high density residential. The northeast portion of this station area is identified by the Wilshire District Plan as high density residential (north of Hancock Park). The northwest portion is proposed as high density residential two blocks north of Wilshire Boulevard and medium density further north. South of Wilshire Boulevard, land use designations west of Fairfax Avenue range from low density single family to medium densities. East of Fairfax Avenue the southern sector is shown as a core of low-to-medium density residential ringed by medium density residential.

Zoning. The entire frontage of Wilshire Boulevard (including the Hancock Park) is zoned high density commercial (C4-4). The western frontage of Fairfax Avenue north of Wilshire Boulevard is zoned for lower density commercial use, C2-1. The eastern frontage of Fairfax Avenue south of Wilshire Boulevard is also zoned C2-1. Zoning for the remainder of the station area consists of residential districts (R1-1, R4-1, R5-4, R40-1) and appears consistent with the designated land uses previously discussed. One exception, however, is the north portion of Hancock Park which is zoned residential (R4-4) and is currently designated by the Plan for public use.

Areas Susceptible to Reinvestment (see Figure II-13). In this station area there are eight acres of commercially zoned land and 21 acres of residentially zoned land susceptible to reinvestment. All of this land is located in the ten blocks between Wilshire Boulevard and Sixth Street and Wilshire Boulevard and Eighth Street as well as on the west side of Fairfax Avenue north of Wilshire Boulevard. Zoning would permit 4.5 million square feet of new commercial development and 2,080 new housing units, while maximum new development at probable development intensities would be 2.6 million square feet and 1,850 units. Underutilized parcels account for 19 percent of all parcel area in the station area.

### Fairfax/Beverly Station

Land Use Profile. Existing land use within this station area is clearly defined and homogeneous along the major arterials serving the area. The street frontage along the west side of Fairfax Avenue consists of mixed and retail land uses together with parking lots serving these uses. The east side of Fairfax Avenue provides similar uses with the exception of the CBS Television City and the Farmers Market. The CBS site is currently occupied by production facilities and offices. Farmers Market is a tourist attraction as well as a shopping center. The Beverly Boulevard street frontage is composed of a mix of office and retail uses. Inward from these arterials, land use is devoted entirely to low and medium density single and multifamily residences.

Land Use Plans and Policies. The Hollywood or Wilshire Plan designates the frontages of Beverly Boulevard, Fairfax Avenue, Third Street, and the entire block containing CBS Television City and the Farmers Market as community and highway commercial. Remaining areas are shown as residential single and multifamily neighborhoods.

Zoning. Street frontages along Fairfax Avenue and Beverly Boulevard are zoned for commercial uses (C2-1). The northeast sector of the station area (north and east of the Fairfax/Beverly intersection) is zoned for medium density residential development (R4-1) and the northwestern sector is zoned for single family with some medium density (R1-1 and R4-1). The southeast sector is zoned for commercial development (C2-4) and the southwest part of the station area is zoned for single family and multifamily residences (R1-1 and R3-1).

Areas Susceptible to Reinvestment (see Figure II-14). Within this station area there are 48 acres of underutilized commercially zoned land, most of which is located on the CBS/Gilmore site. In addition, most of the frontage along Fairfax Avenue and Beverly Boulevard is classified as underutilized. This does not mean that those parcels "should be" redeveloped or even renovated. It simply means that because of the value of the land, there will probably be pressure to renovate or redevelop if there is a demand for development in the area. Zoning would permit 30.0 million square feet of new commercial development, while maximum new development to probable development intensities would be 13.3 million square feet. Only two acres of residentially zoned parcel area are underutilized on which zoning would permit 170 units. Maximum development at probable development levels would be 100 additional units. Underutilized parcels represent 33 percent of all parcel area in this station area.

#### Fairfax/Santa Monica Station

Land Use Profile. Existing land use fronting Santa Monica Boulevard is mixed, and areas north and south of Santa Monica Boulevard are developed residentially at a variety of densities and housing types (single and multifamily). The frontage of Fairfax Avenue south of Santa Monica Boulevard consists of a mixed use pattern with some residential structures fronting Fairfax Avenue south of Willoughby Avenue. Fairfax Avenue north of Norton Avenue also currently accommodates multifamily residential use.

Land Use Plans And Policies. The Community Plan designates the Santa Monica Boulevard frontage as mixed use, and similarly classifies Fairfax Avenue as mixed use from Willoughby Avenue north to Norton Avenue. The remaining portions of the station area are proposed for high density residential.

Zoning. Properties fronting Santa Monica Boulevard and Fairfax Avenue from Norton Avenue south to Willoughby Avenue are zoned for commercial (C-3) the average parcel depth along Santa Monica Boulevard is 100 feet and ranges from 50 feet to 100 feet on Fairfax Avenue. The remaining station area is zoned R-4.

Areas Susceptible to Reinvestment (see Figure II-15). The station area contains 20 acres of underutilized parcel area zoned for commercial use which represent almost all of the commercially zoned land in the station area. At the intensity permitted by the present zoning (FAR 3) 1.9 million square feet of development could be accommodated. Because of the limited depth of commercially zoned parcels on all but one block, an FAR of 3 would represent a probable maximum development intensity even

if the zoning permitted a greater FAR. There are 30 acres of residentially zoned land which would accommodate 1,240 additional units under current zoning. If the densities permitted by zoning were increased to correspond to densities permitted in areas of the city along Santa Monica Boulevard, an additional 600 to 1,200 units could be accommodated. A density bonus of FAR 1 is permitted on the 20 acres of underutilized commercial parcel areas if that additional development consists of housing units. Assuming 1,500 gross square feet per unit, an additional 600 residential units could be accommodated in the station area. Underutilized parcels represent 33 percent of the station area.

### La Brea/Sunset Station

Land Use Profile. Existing land use fronting Sunset Boulevard and La Brea Avenue includes retail and office together with small motels and unimproved parking lots. Land uses fronting Hollywood Boulevard east of La Brea Avenue include office, retail, and extensive areas of parking. The remaining station area south of Sunset Boulevard and west of La Brea Avenue is composed of medium to high density residential areas which contain small pockets of lower density single family dwellings.

Land Use Plans And Policies. The Hollywood Community Plan designates regional commercial use within the northeast portion of the study area bounded by Hollywood Boulevard on the north, La Brea on the west, Highland Avenue to the east, and Sunset Boulevard (including south street frontage) to the south. Community and highway commercial is designated for properties fronting Sunset west of La Brea Avenue, and for a portion of Highland Avenue south of Sunset Boulevard. The northwest portion of the station area is designated as high density residential. The remaining area south of Sunset is also shown by the Community Plan as high density residential use.

Zoning. The northeast sector is zoned for commercial (C4-4) along Hollywood Boulevard with residential (R5-4) zoning rounding out the remaining northeast area. Street frontages along Sunset Boulevard and La Brea are zoned commercial (C2-1 along Sunset Boulevard west of La Brea Avenue, C4-4 east of La Brea Avenue, C4-4 along La Brea Avenue north of Sunset Boulevard, and C2-2 on La Brea Avenue generally south of Sunset Boulevard). Apart from commercial zoning (C2-2) along Highland Avenue, the remaining station area south of Wilshire Boulevard is zoned residential R4-1 and R4-2.

Areas Susceptible to Reinvestment (see Figure II-16). Approximately 26 acres of commercially zoned land and 21 acres of residentially zoned land susceptible to reinvestment are located in this station area. Zoning would permit 11.8 million square feet of commercial development and 2,350 additional residential units. The maximum new development at probable development intensities would be 3.3 million square feet and 2,050 residential units. Most of the commercial frontage along Sunset Boulevard and more than half of the frontage along La Brea Avenue is classified as underutilized. Underutilized residential parcels are dispersed throughout the station area. Underutilized parcels account for 31 percent of all parcel area.

### Hollywood/Cahuenga Station

Land Use Profile. From roughly Yucca Street south to Sunset Boulevard, the station area's land use consists of retail, office, limited industry, and motels. These uses are served by large areas of unimproved parking lots. The entire street frontage of Hollywood Boulevard is devoted to retail land uses. Residential land uses are north of Yucca Street where multifamily units at medium-to-high densities occur.

Land Use Plans And Policies. The entire station area from Yucca Street south is designated regional commercial by the Hollywood Community Plan. North of Yucca Street, medium-to-high density residential use is proposed.

Zoning. The area south of Yucca Street is extensively zoned for commercial use (C4-4 and small portion of C2-2). North of Yucca Street, the area is zoned residential (R5-4, R4-4, and small pockets of R3-4 and R1-1).

Areas Susceptible to Reinvestment (see Figure II-17). There are 83 acres of commercially zoned land and seven acres of residentially zoned land susceptible to change, representing 60 percent of all parcel area in the station area. Although zoning would permit an FAR of 13, the probable average intensity of development would be at a FAR of 3 because regional-serving retail space is expected to constitute a substantial portion of all development. Zoning would permit 47 million square feet of commercial space and 700 additional residential units. Maximum new development at the probable average development intensity would be 10.8 million square feet and 630 units. Most of the underutilized area consists of groups of parcels comprising from one-half to a full block.

### Hollywood Bowl Station

Land Use Profile. The Hollywood Bowl Station area which is bisected by the Hollywood Freeway consists primarily of single family housing and county-owned open space surrounding the Hollywood Bowl and the Pilgrimage Theatre, as well as parking for the Bowl. Along Highland Avenue there are several motels in addition to multi-family housing at medium to high densities. The Whitley Heights area, which consists of houses built in the early 1900s and having historic significance, is located in the southeast portion of the station area.

Land Use Plans and Policies. Land use designations for the area reflect existing uses, with about half the area committed to public open space uses and half to residential use, primarily single family. The frontage along Highland Avenue south of the Bowl is designated for high density residential development with medium densities to the west. Pockets of high density residential development would be permitted east of the Hollywood Freeway.

Zoning. Zoning is generally consistent with the Community Plan land use designations. The county open space is zoned RE15-1-14 which permits parks and community facilities owned and operated by governmental agencies, the "H" Hillside Area designation permits restriction of residential development to densities consistent with the adopted General Plan designation. The R5-1 or high density residential zoning along Highland Avenue permits hotels and motels limited to an FAR of 3.

Areas Susceptible to Reinvestment (See Figure II-18). There is no underutilized commercially zoned land within the station area and three acres of underutilized residentially zoned land, equivalent to two percent of all parcel area. Zoning would permit 600 new residential units and probable buildout would be 510 units.

### Universal City Station

Land Use Profile. The frontage along Lankershim Boulevard is composed primarily of strip commercial development served by several parking lots. The northern part of this station area contains a low density single family residential area which is

ringed on the south and to west by Weddington Park. The southeast portion of the station area consists of fast growing Universal City area. The station area is bisected by the Hollywood Freeway which runs from the northwest to the southeast. West of the freeway, the station area accommodates a large medium density residential area. Ventura Boulevard bisects this residential area that roughly parallels the freeway. The frontage along Ventura Boulevard consists of strip retail and commercial land use.

Land Plans And Policies. The Sherman Oaks-Studio City-Toluca Lake District Plan designates this station area as community and highway commercial along both Lankershim and Ventura Boulevards. In the southeast sector of the station area the District Plan proposes regional commercial use. West of the Hollywood Freeway, high density residential is shown north of Ventura Boulevard, and low density residential is designated south of Ventura Boulevard. Two additional areas of residential use are designated within the northern sector of the station area. The first is a low density residential area just north of Weddington Park, and the second is designated multifamily in an area south of the park.

Zoning. Frontage along Lankershim, Ventura, and Cahuenga Boulevards is zoned commercial (C2-1). Several large blocks of land within Universal City are also zoned for commercial (C2-1), and the remaining Universal City land is zoned for parking structures (PB-1) and for residential (RE 15-1). The remaining station area, including Weddington Park, is zoned for residential. The southwest sector is zoned for single family (R1-1), the north area west of the freeway, for R3-1 and R4-1, and the area north and east of the freeway for R1-1 and R4-1.

Areas Susceptible to Reinvestment (see Figure II-19). This station area contains 25 acres of underutilized commercially zoned land of which 80 percent is located east of Lankershim Boulevard on the MCA site. The remaining 20 percent is dispersed throughout the station area along Ventura Boulevard, Cahuenga Boulevard, and the west side of Lankershim Boulevard. A total of 5.7 million square feet of commercial development could be accommodated at the permitted FAR of 3. There is no residentially zoned land susceptible to reinvestment.

#### North Hollywood Station

Land Use Profile. With one exception, existing land use along the frontage of Lankershim Boulevard consists of community-serving retail use. The exception to this general retail pattern occurs for that portion of Lankershim Boulevard intersected by both Chandler Boulevard and the railroad right-of-way. This area accommodates industrial uses such as lumber and construction yards which are rail-dependent. The northeast sector of this station area currently accommodates several blocks of low and medium density residential development. South of Chandler Boulevard the station area is developed in a mix of retail, office, light industrial uses, with some pockets of low and medium density residential scattered throughout.

Land Use Plans And Policies. The area bounded by Chandler Boulevard, Lankershim Boulevard, Magnolia Boulevard, and roughly Blakeslee Avenue lies within the North Hollywood Redevelopment Core Area or the portion of the Redevelopment Area to be developed first. The Redevelopment Plan designates this area for retail and office, and also provides for areas of residential mixed uses.

The station area's remaining land use is designated by the North Hollywood Community Plan. The plan identifies the Lankershim and Magnolia corridors as community

and highway commercial. The northeast sector of this station area, south of Burbank Boulevard to Chandler Boulevard between Elmer and Vineland Avenues, is designated as industrial. The remaining station area north of Burbank Boulevard and west of Tujunga Avenue is designated as medium and high density residential.

Zoning. The frontages along Lankershim Boulevard are zoned for commercial use (C2-2) as are the parcels situated between Tujunga and Bakman Avenues. The northeast sector of this station area is zoned for residential (R4-2) which is not consistent with the Community Plan's industrial use classification. The western section of the station area is zoned for residential use (R4-1, R4-2, and R1-1).

Areas Susceptible to Reinvestment (see Figure II-20). In this station area 53 acres of commercially zoned land are susceptible to reinvestment. Zoning would permit 13.9 million square feet of development, while the maximum new development that could be accommodated at probable development intensities would be 6.9 million square feet. There are 25 acres of residentially zoned land on which zoning would permit 2,310 new units. The maximum new development at probable development intensities would be 2,060 units. Underutilized land accounts for 52 percent of all parcel area in the station area.

## STATION AREA PROFILES: SPECIAL ALTERNATIVES ANALYSIS

The following stations were evaluated during the Special Alternative Analyses in the Hollywood area and in the North Hollywood/Studio City/Universal City area.

### Hollywood Alternatives B and C

In Hollywood two alternatives to the Locally Preferred Alternative were evaluated. Both consisted of a surface or aerial light rail line--referred to as an Intermediate Capacity Transit System or ICTS--connecting with and running east from the main Metro Rail line. Alternative B would connect with the main Metro Rail line at the Fairfax/Santa Monica Station and extend east along Santa Monica Boulevard, north on La Brea Avenue, and east again on Selma Avenue, terminating at Gower Street. The main line would continue north on Fairfax Avenue through the Santa Monica Mountains to the Universal City or Studio City Station. The ICTS would have six stops or stations at the following locations under Alternative B.

1. Fairfax Avenue and Santa Monica Boulevard. This station location would be shared with the main Metro Rail line. The station area is described in the prior section.
2. Santa Monica Boulevard and La Brea Avenue.
3. La Brea Avenue and Sunset Boulevard. This station would be located one block north of the La Brea/Sunset Station of the Locally Preferred Alternative; the station area is described in the prior section.
4. Selma Avenue and Highland Avenue.
5. Selma Avenue and Chahuenga Boulevard. This station would be one block south of the Hollywood/Chahuenga Station of the Locally Preferred Alternative; the station area is described in the prior section.

6. Selma Avenue and Gower Street.

Alternative C would connect with the main Metro Rail line at the Sunset/La Brea Station and extend east on Selma Avenue to Gower Street. The main line would extend north on La Brea through the mountains to Universal City of Studio City Station. This ICTS line would have four stops or stations at the following locations.

1. La Brea Avenue and Sunset Boulevard.
2. Selma Avenue and Highland Avenue.
3. Selma Avenue and Cahuenga Boulevard.
4. Selma Avenue and Gower Street.

Figures 1-19 through 1-21 illustrate the precise boundaries for these station areas used to evaluate land use and development impacts in the Special Alternatives Analysis and in this report. Station areas along the ICTS line are smaller than those along the main Metro Rail line for two reasons. First, they occur at intervals of less than one-half mile so that the shared boundary is less than one-quarter mile from either station. Second, light rail lines do not typically attract riders from as large a service area as heavy rail lines. This is particularly true when the line is located on the surface in a shared right-of-way with other vehicles, resulting in travel times approximately the same as for buses.

Those station areas in the Hollywood Alternative not described in the prior section are described below:

Santa Monica/La Brea Station

Land Use Profile. The southern half of the station area (south of Santa Monica Boulevard) is comprised almost entirely of light industrial uses, primarily related to film and video production. North of Santa Monica Boulevard there is a mix of single family housing and medium to high density multifamily housing. The frontage along Santa Monica Boulevard and along La Brea Avenue is devoted to community serving commercial uses. A few blocks of light industrial use extend north of Santa Monica Boulevard as well.

Land Use Plans and Policies

This station area is located in both the city and county. In both jurisdictions, land use plans generally reflect current usage. The area south of Santa Monica Boulevard to Willoughby Avenue is designated light industrial as are four blocks north of Santa Monica Boulevard and east of La Brea Avenue which are currently occupied by a mix of light industrial, commercial, and residential uses. The remaining frontage on Santa Monica Boulevard and La Brea Avenue, i.e., northwest of their intersection, is designated for highway-oriented commercial use. High density residential use is designated for areas north of the commercial and industrial area on Santa Monica Boulevard except on Poinsetta Drive and Greenacre Avenue where a low-density designation is intended to preserve the existing neighborhood.

Zoning. Zoning is generally consistent with Land Use Plan designations with two exceptions: residential zoning on portions of two blocks in the northeast quadrant

designated light industrial (located in the city) and high density residential zoning in the northwest quadrant where the plan calls for single family housing to preserve the existing neighborhood (located in the county).

Areas Susceptible to Reinvestment. Excluding areas zoned for industrial use from consideration, there are six acres of commercially zoned land and five acres of residentially zoned land susceptible to reinvestment. Zoning would permit 1.7 million square feet of commercial space and 500 additional residential units. The General Plan would permit an additional 1.0 million square feet of new commercial space (by reclassifying several areas of light industrial use to commercial). At probable development intensities, limited by parcel depth, parcel size and location, a range of 300,000 to 500,000 square feet of new commercial space and 390 new residential units could be accommodated.

#### Selma/Highland Station

Land Use Profile. This station area contains a mix of land uses. The largest single use is Hollywood High School (located in the La Brea/Sunset Station area under the Locally Preferred Alternative). Commercial uses, including a number of theaters, front Hollywood and Sunset Boulevards with surface parking behind. Residential uses, primarily multifamily, are located along Yucca Street and Franklin Avenue in the north and De Longpre Avenue in the southern portion of the station area. Other residential complexes are scattered throughout the area with a major cluster along Selma Avenue.

Land Use Plans and Policies. The Hollywood Community Plan calls for regional commercial uses in most of the station area, from Yucca Street in the north to and including the south frontage of Sunset Boulevard with the exception of Hollywood High School. The remaining frontage on Highland Avenue is designated highway-oriented commercial with high density residential use along Franklin Avenue and De Longpre Avenue.

Zoning. Zoning is generally consistent with the Land Use Plan, permitting C4-4 uses at an FAR of 13 from Yucca Street to Sunset Boulevard, C2-2 use at an FAR of 6 on Highland Avenue, R5 development on Franklin Avenue, and R4 on De Longpre Avenue.

Areas Susceptible to Reinvestment. There are 38 acres of commercially zoned land and 7 acres of residentially zoned land susceptible to reinvestment. Zoning would permit 20.8 million square feet of commercial space and 680 additional residential units. At probable intensities, a maximum of 5.3 million square feet and 540 residential units could be added.

#### Selma/Gower Station

Land Use Profile. The southeast quadrant of this station area consists of light industrial uses, specifically film and video production facilities. The frontage along Sunset Boulevard west of Gower Street, Gower Street north of Sunset Boulevard, and all of Hollywood Boulevard is commercial with surface parking behind. Residential uses, comprised of a mix of densities, are located in the northeast and southwest quadrant of the station area.

Land Use Plan and Policies. The Community Plan calls for regional commercial uses west of Gower Street from Yucca Street south to De Longpre Avenue, with high



density residential south of De Longpre Avenue to Fountain Avenue. East of Gower Street and south of Sunset Boulevard the plan calls for light industrial uses. The north frontage of Sunset Boulevard and both frontages on Hollywood Boulevard are designated highway-oriented commercial and the area between the two high density residential.

Zoning. Zoning south of Sunset Boulevard is relatively inconsistent with land use plan designations. Most of the land south of the Sunset Boulevard frontage is zoned high density residential (R4) which conflicts in some cases with light industrial and regional commercial land use designations. Zoning north of Sunset Boulevard is generally consistent with the plan, permitting C4-3 and C4-4 development west of Gower at an FAR of 10 generally and 13 on Hollywood Boulevard and R4 east of Gower between the Hollywood and Sunset frontages. The frontages themselves are zoned C4-3 and C4-4 at FARs of 10 or 13 which correspond to regional commercial rather than the highway-oriented commercial use called for in the plan.

Areas Susceptible to Reinvestment. There are 35 acres of commercially zoned land and 16 acres of residentially zoned land susceptible to reinvestment in this station area. Zoning would permit 17.8 million square feet of commercial space and 1,460 additional residential units. Probable development intensities would result in a maximum of 4.5 million square feet of new commercial space and 1,300 additional residential units.

Studio City/Universal City and North Hollywood Alternatives. Although the Studio City alternative to the Universal City Station would serve the same employment center at Universal City via a pedestrian or shuttle bus connection, the two stations would impact different residential communities. The Studio City Station area evaluated in the Special Alternatives Analysis is illustrated in Figure 1-22 and described below.

In North Hollywood, the alternatives to the selected station on Lankershim at Chandler would serve the same primary commercial center, the North Hollywood Redevelopment Core Area. However, they would serve and impact somewhat different residential and secondary commercial areas. Figure 1-23 depicts the alternate station areas that were evaluated in the Special Alternatives Analysis.

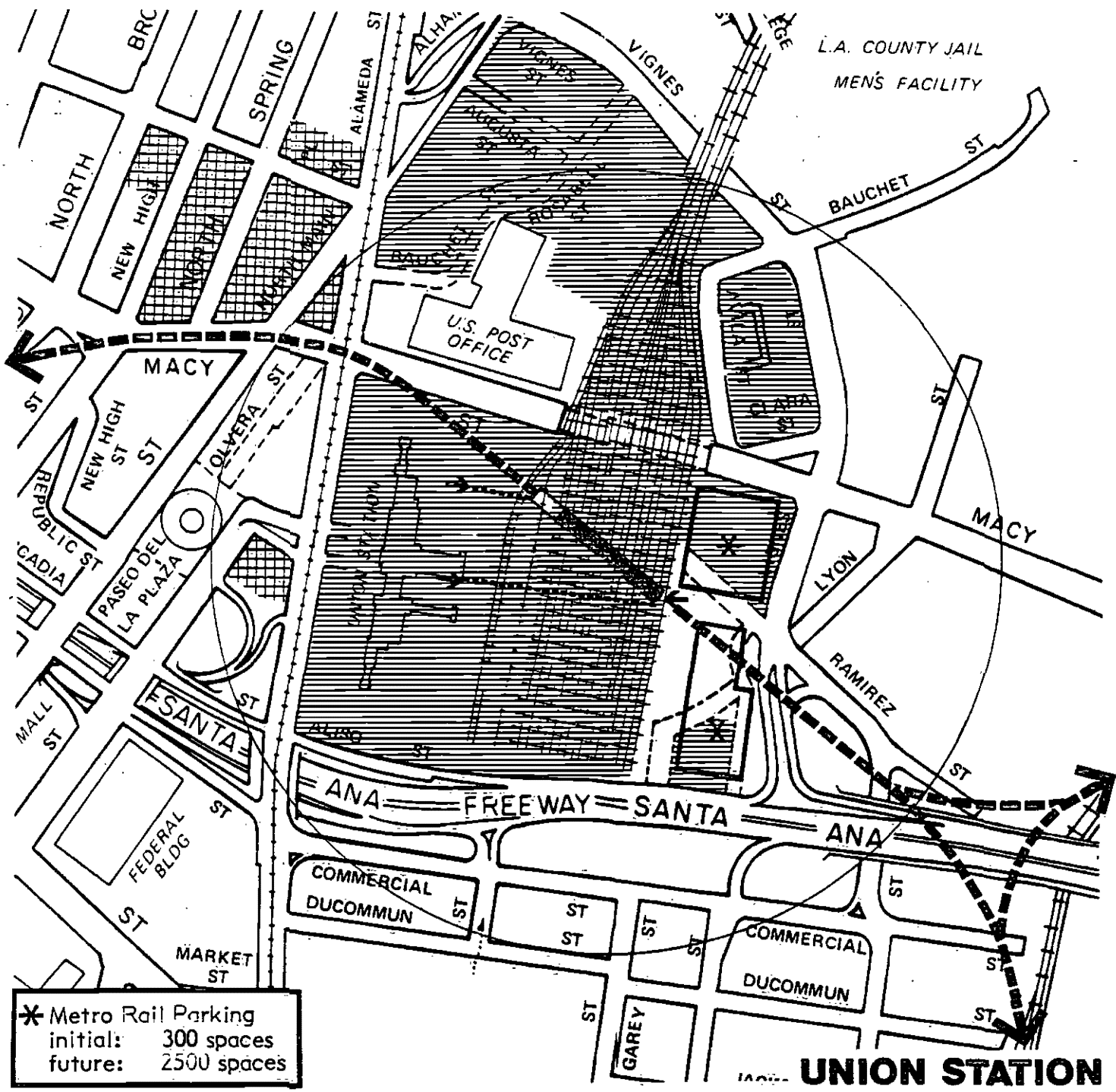
### Studio City Station

Land Use Profile. The Studio City Station area is developed with largely low density residential units. Some medium and high density residential pockets are found just north of Bluffside Drive, and northwest of the Ventura Boulevard and Vineland Avenue intersection. Weddington Park is located just east of the Hollywood Freeway in this station area. Retail frontage occurs along Ventura and Cahuenga Boulevards, with single family residential areas south of this retail strip. Directly north of the Los Angeles River Channel, bordering Vineland Avenue on the east, is a hotel/restaurant complex. There is a large undeveloped area between Bluffside Drive and the Los Angeles River Channel.

Land Use Plans And Policies. The Sherman Oaks-Studio City-Toluca Lake District Plan land use and development policy for this station area correspond with those described for the Universal City Station area.

Zoning. For a discussion of zoning within this station area, see the Zoning section for the Universal City Station area.

Areas Susceptible to Reinvestment. Underutilized commercially zoned land in this station area is the same as for Universal City. However, there are also 15 acres of residentially zoned land susceptible to reinvestment. Zoning would permit 880 additional units while the maximum development that could be accommodated at probable development intensities would be 800 additional units.



\* Metro Rail Parking  
 initial: 300 spaces  
 future: 2500 spaces

--- Proposed Metro Rail Alignment  
 Locally Preferred Alternative  
 ■ Proposed Metro Rail Station

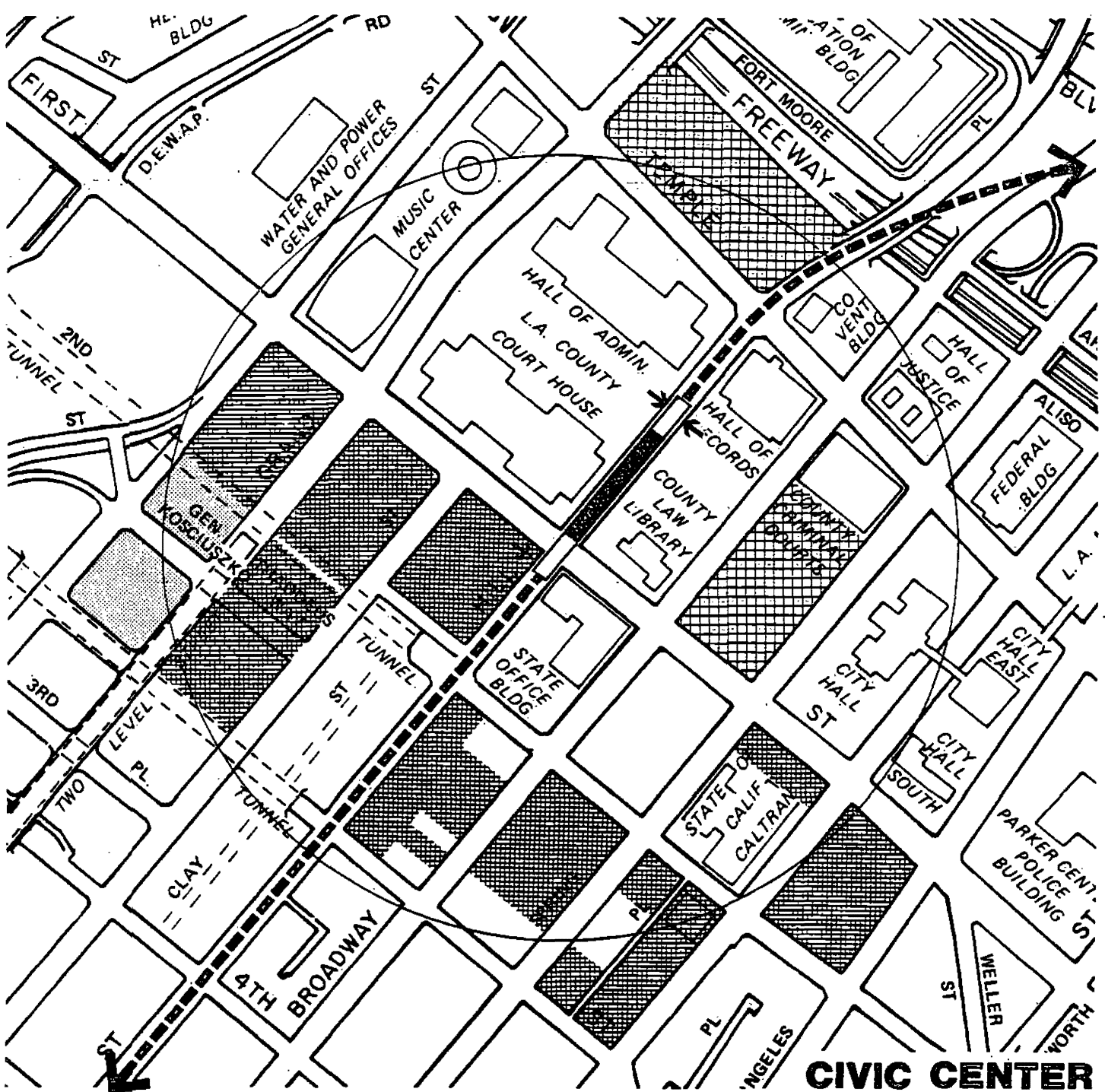
Zoned Land Use  
 [Grid Pattern] Community Commercial  
 [Diagonal Lines] Industrial

**Southern California Rapid Transit District**  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM






**Figure II-3**  
**Parcel Area Susceptible to Reinvestment**

SEDWAY/COOKE  
 Urban and Environmental Planners and Designers

0 250 500 1000 feet ↑



**CIVIC CENTER**

- Zoned Land Use**
-  Proposed Metro Rail Alignment  
Locally Preferred Alternative
  -  Proposed Metro Rail Station
  -  Residential
  -  Community Commercial
  -  Regional Commercial




**Southern California Rapid Transit District**  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

**Figure II-4**  
**Parcel Area Susceptible to Reinvestment**

SEDWAY/COOKE  
 Urban and Environmental Planners and Designers

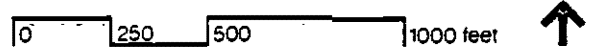
0    250    500    1000 feet    ↑



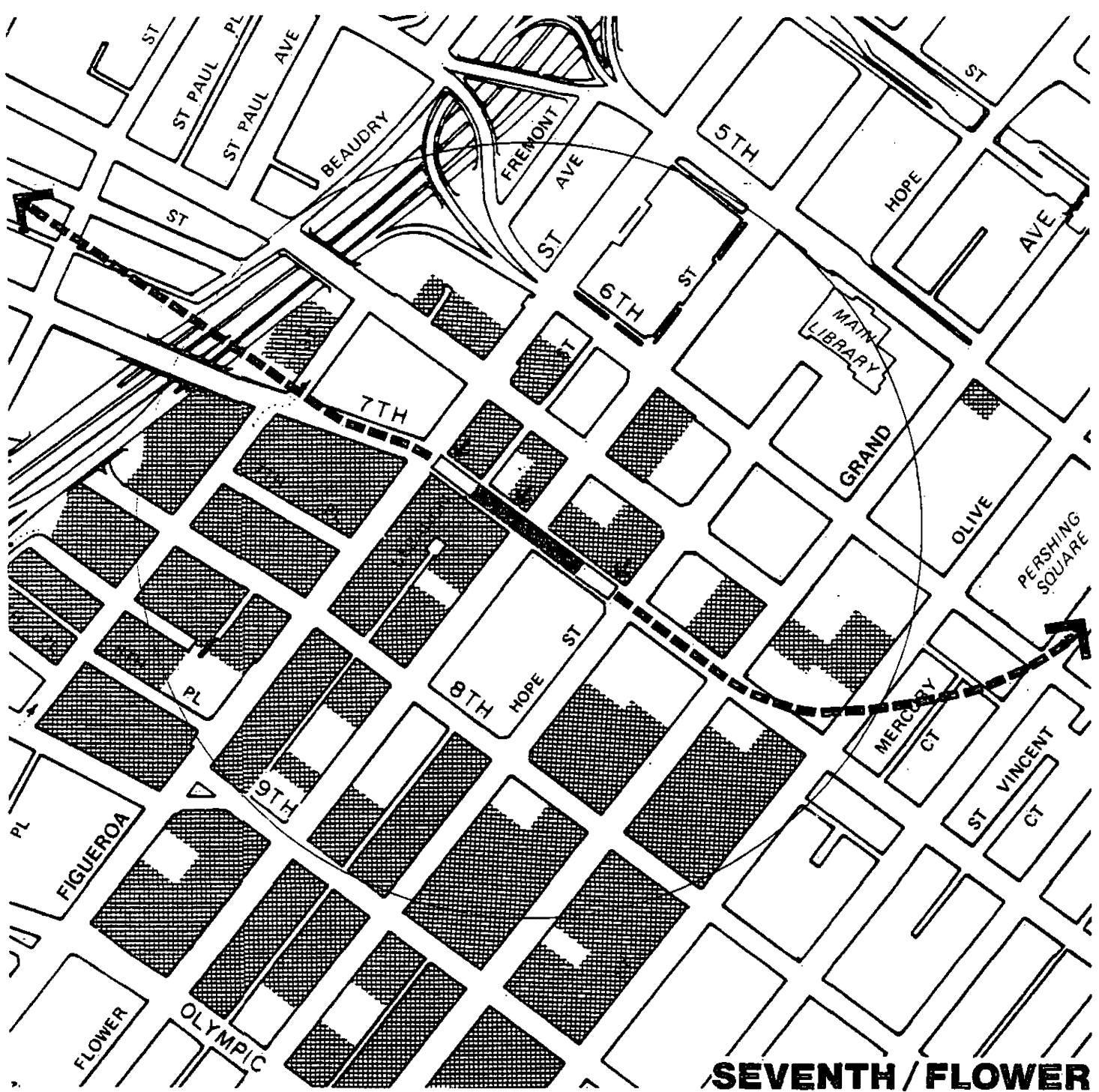
-  Proposed Metro Rail Alignment  
Locally Preferred Alternative
-  Proposed Metro Rail Station
-  Zoned Land Use  
Regional Commercial

Southern California Rapid Transit District  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

**Figure II-5**  
**Parcel Area Susceptible**  
**to Reinvestment**



SEDWAY/COOKE  
 Urban and Environmental Planners and Designers



**SEVENTH / FLOWER**

--- Proposed Metro Rail Alignment  
Locally Preferred Alternative

█ Proposed Metro Rail Station

Zoned Land Use

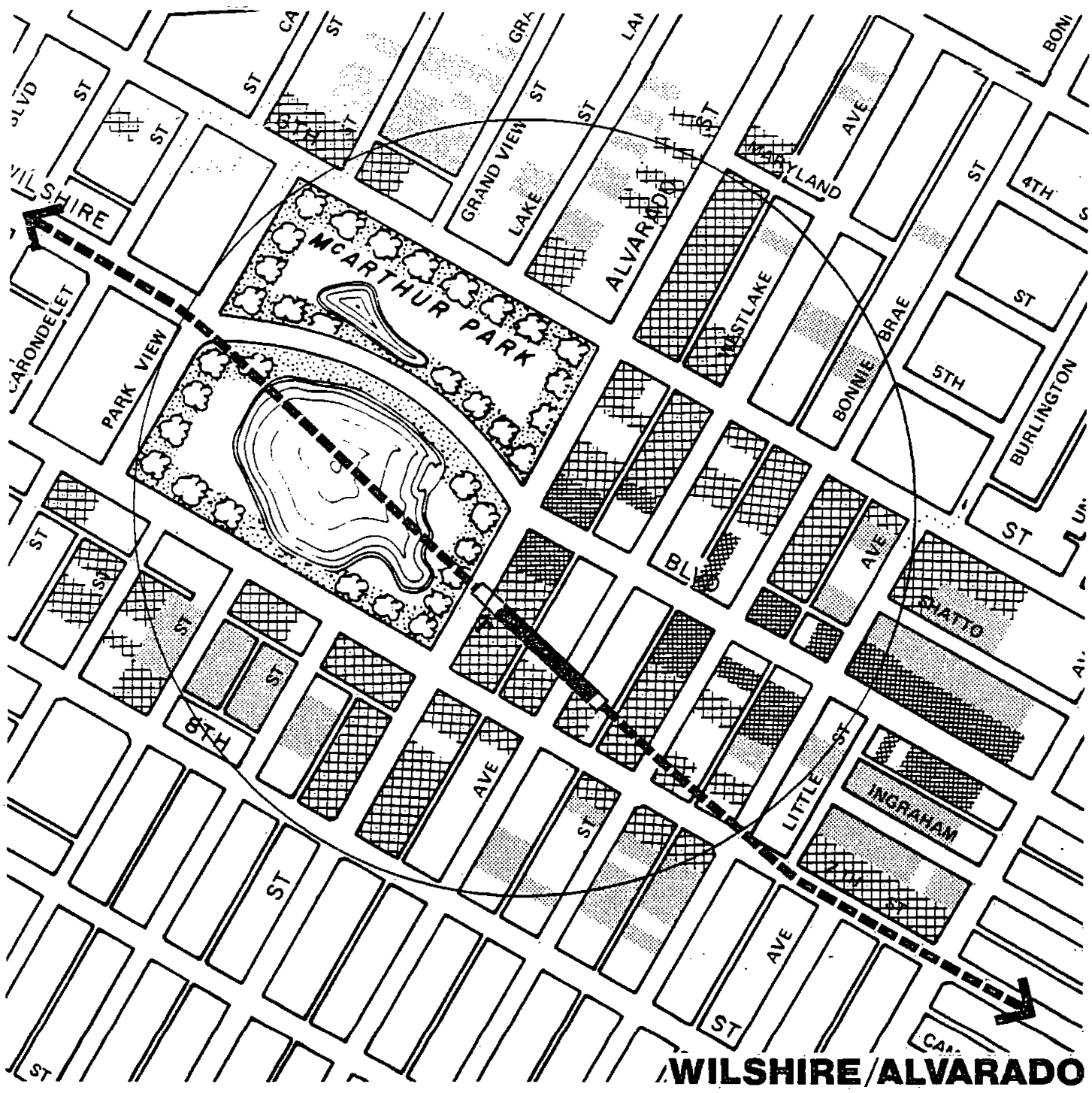
█ Regional Commercial

Southern California Rapid Transit District  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

**Figure II-6**  
**Parcel Area Susceptible**  
**to Reinvestment**




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SEDWAY/COOKE  
 Urban and Environmental Planners and Designers



**WILSHIRE / ALVARADO**

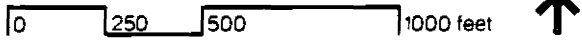
Zoned Land Use

-  Residential
-  Community Commercial
-  Regional Commercial

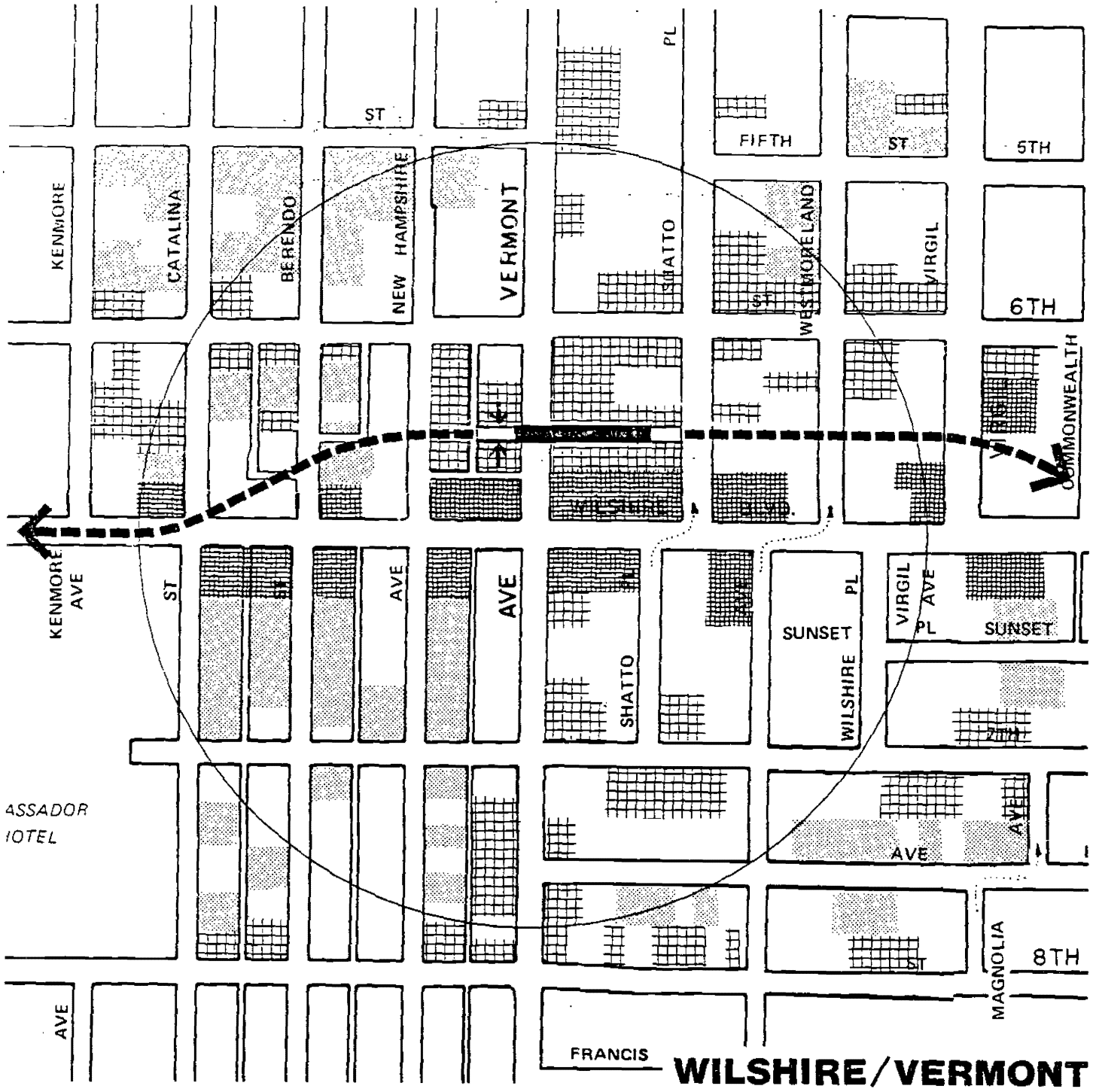
-  Proposed Metro Rail Alignment  
Locally Preferred Alternative
-  Proposed Metro Rail Station






Southern California Rapid Transit District  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

**Figure II-7**  
**Parcel Area Susceptible**  
**to Reinvestment**



SEDWAY/COOKE  
 Urban and Environmental Planners and Designers




- Zoned Land Use**
-  Proposed Metro Rail Alignment  
Locally Preferred Alternative
  -  Proposed Metro Rail Station
  -  Residential
  -  Community Commercial
  -  Regional Commercial

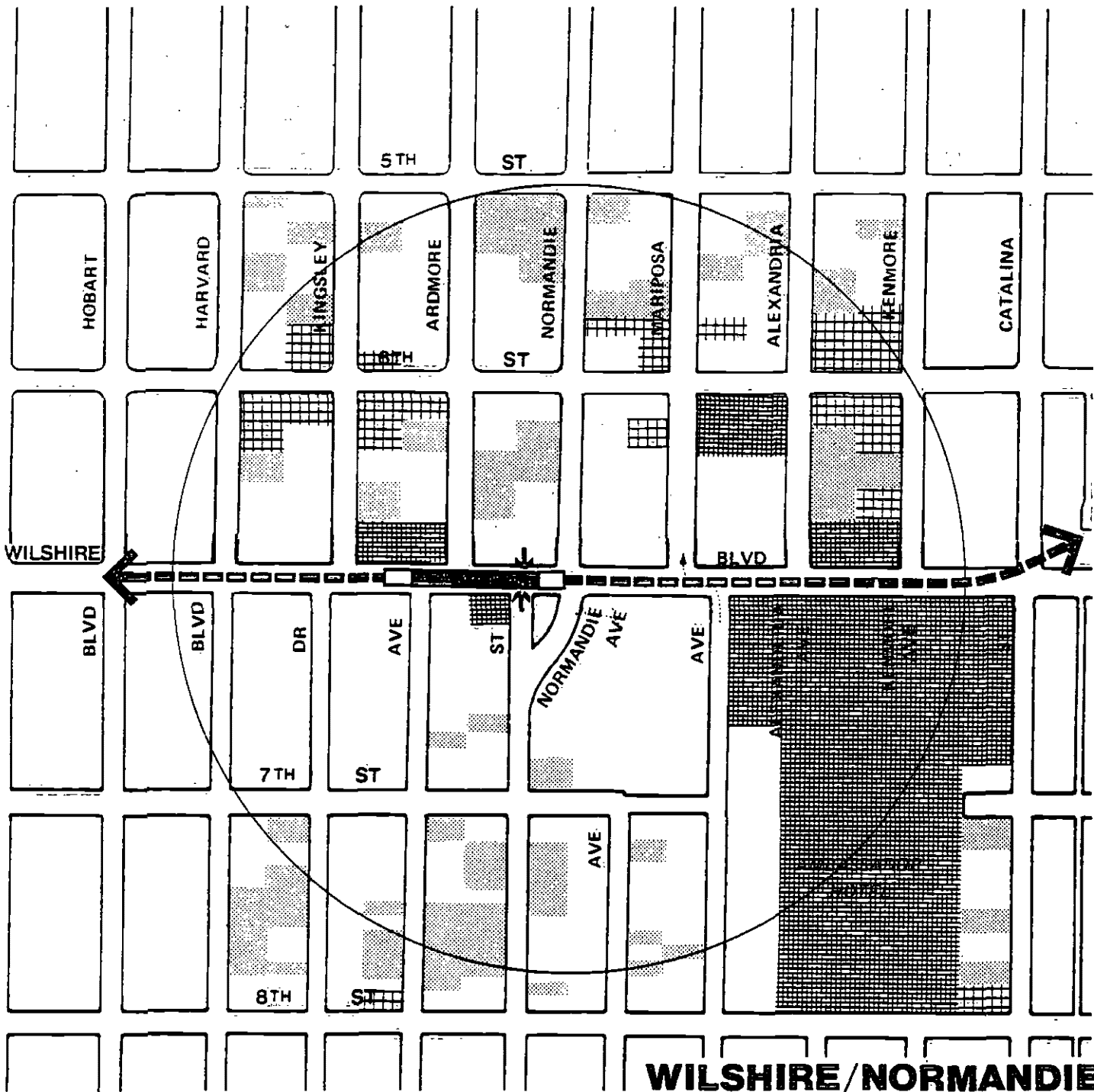
**Southern California Rapid Transit District**  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

**Figure II-8**  
**Parcel Area Susceptible to Reinvestment**

SEDWAY/COOKE  
 Urban and Environmental Planners and Designers

0 250 500 1000 feet 





**WILSHIRE/NORMANDIE**

Zoned Land Use

- Proposed Metro Rail Alignment  
Locally Preferred Alternative
- █ Proposed Metro Rail Station

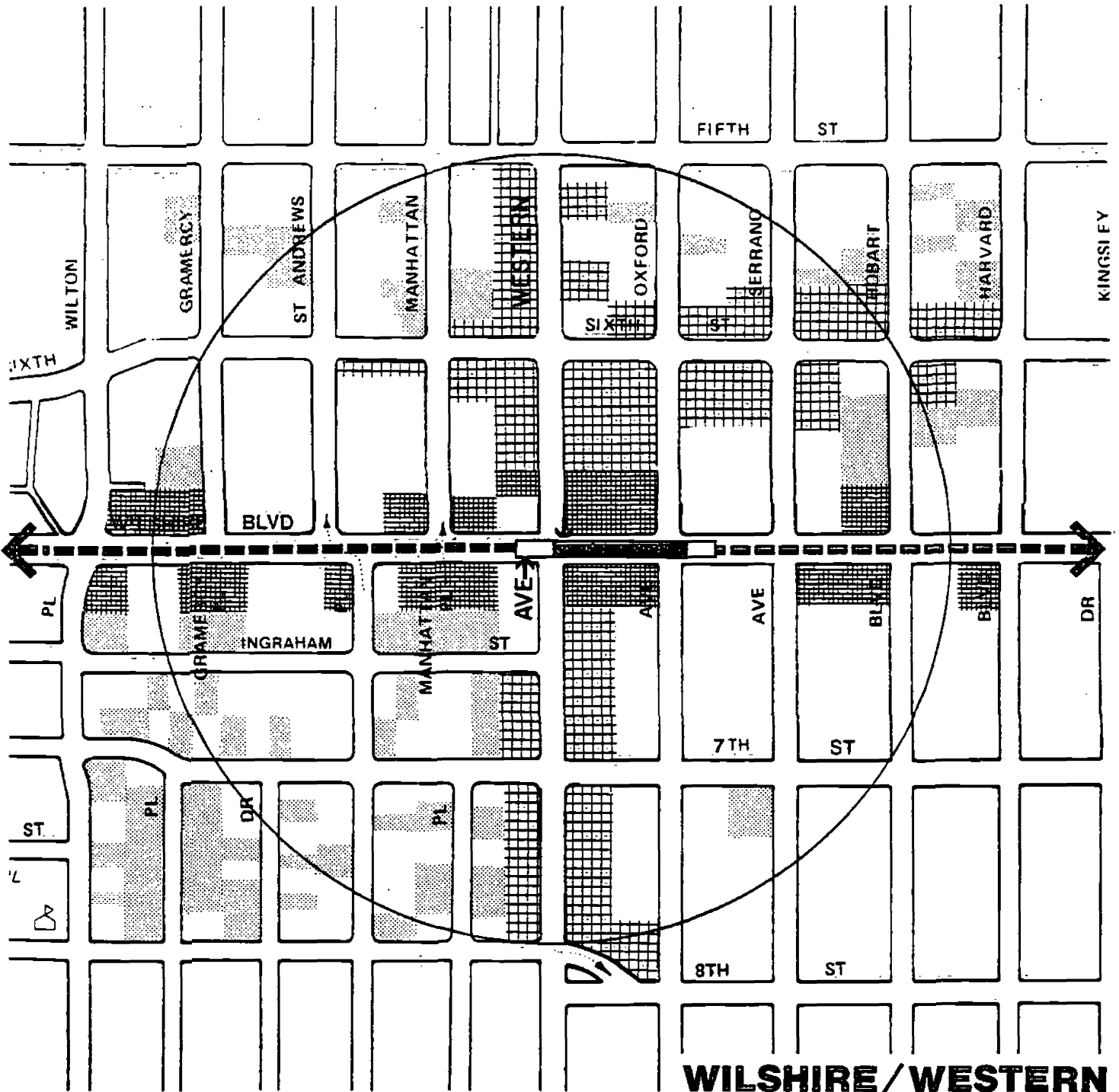
- ▨ Residential
- ▧ Community Commercial
- ▩ Regional Commercial

Southern California Rapid Transit District  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM



**Figure II-9**  
**Parcel Area Susceptible**  
**to Reinvestment**






SEDWAY/COOKE  
 Urban and Environmental Planners and Designers



Zoned Land Use

-  Proposed Metro Rail Alignment  
Locally Preferred Alternative
-  Proposed Metro Rail Station

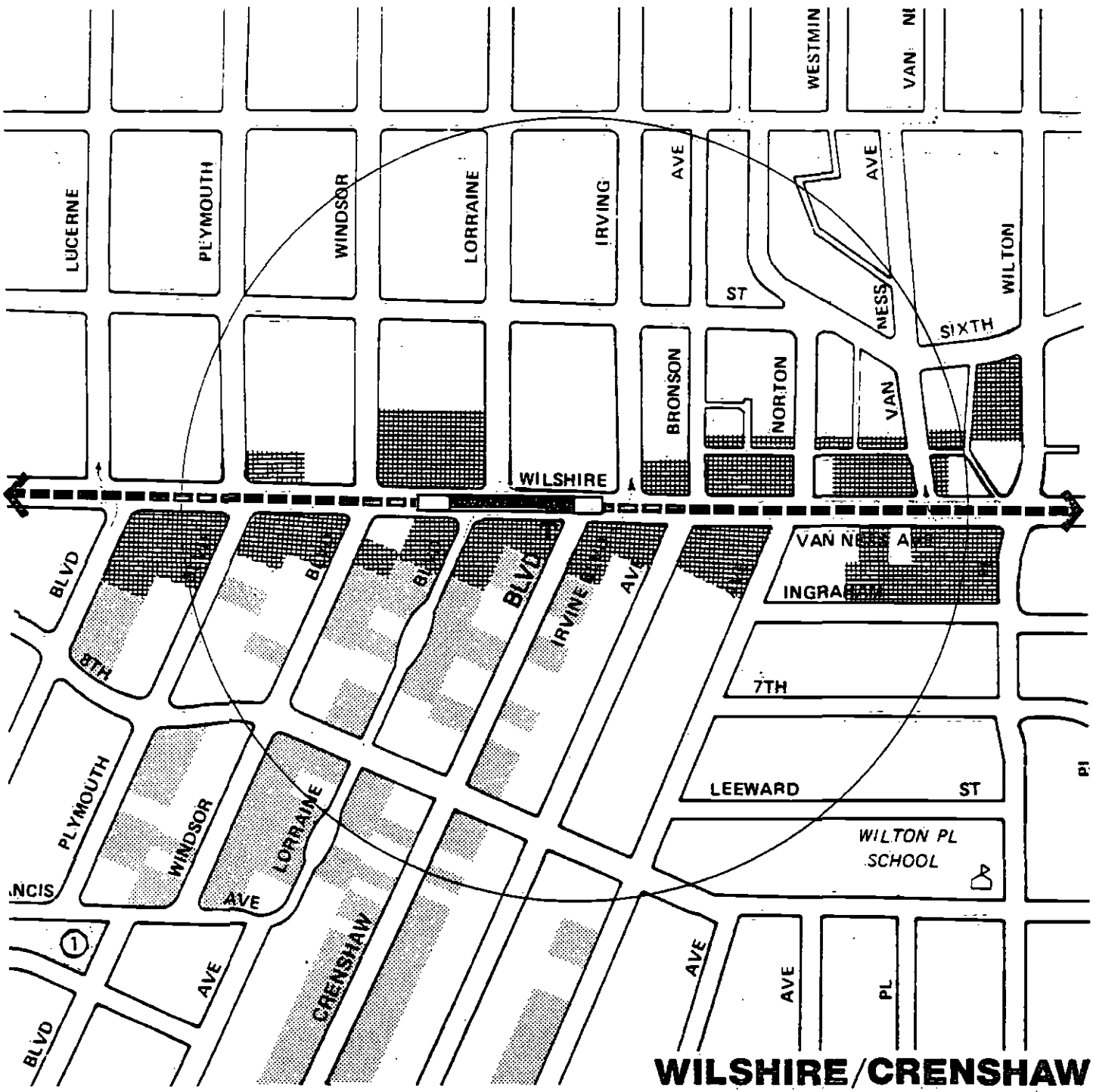
-  Residential
-  Community Commercial
-  Regional Commercial

Southern California Rapid Transit District  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

**Figure II-10**  
**Parcel Area Susceptible**  
**to Reinvestment**

SEDWAY/COOKE  
 Urban and Environmental Planners and Designers





**WILSHIRE / CRENSHAW**

- Zoned Land Use**
- Proposed Metro Rail Alignment  
Locally Preferred Alternative
  - █ Proposed Metro Rail Station
  - ▨ Residential
  - ▩ Regional Commercial

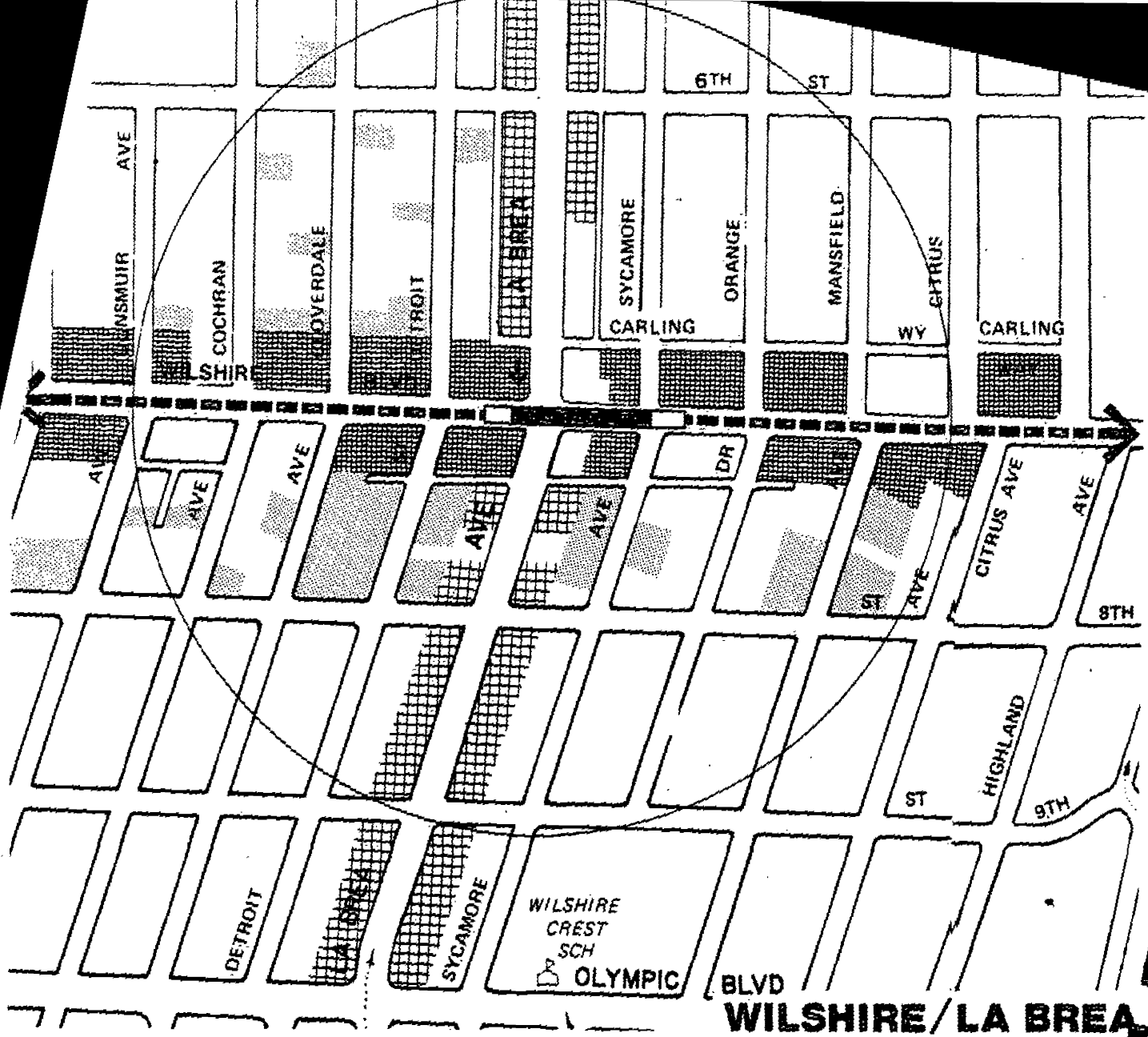
**Southern California Rapid Transit District**  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

**Figure II-11**  
**Parcel Area Susceptible**  
**to Reinvestment**






0    250    500    1000 feet

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**SEDWAY/COOKE**  
 Urban and Environmental Planners and Designers



**WILSHIRE/LA BREA**

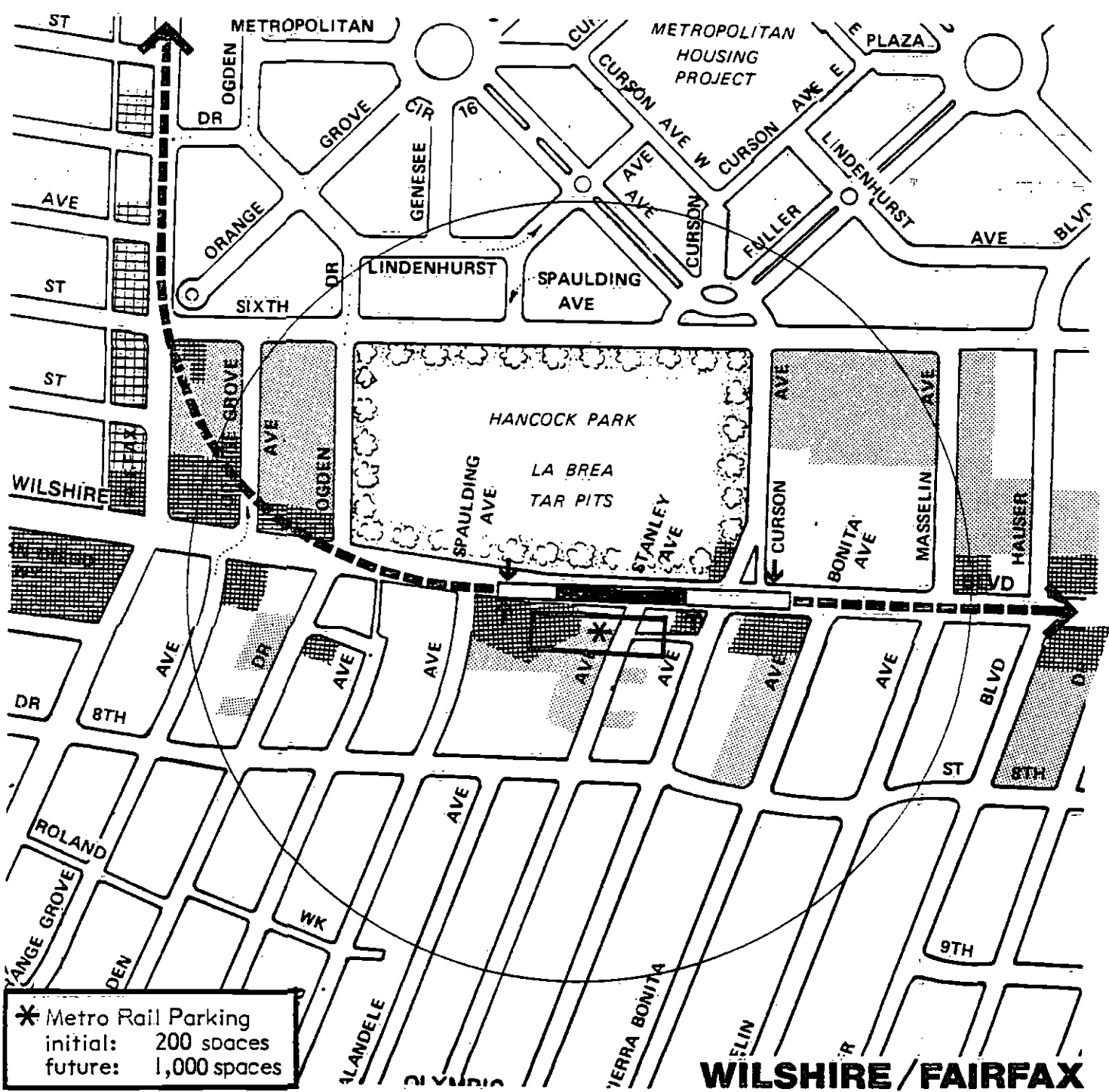
- Zoned Land Use**
-  Proposed Metro Rail Alignment Locally Preferred Alternative
  -  Proposed Metro Rail Station
  -  Residential
  -  Community Commercial
  -  Regional Commercial

Southern California Rapid Transit District  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

**Figure II-1**  
**Parcel Area Susceptible to Reinvestment**

0 250 500 1000 feet ↑

SEDWAY/COOK  
 Urban and Environmental Planners and Designers



**Southern California Rapid Transit District**  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

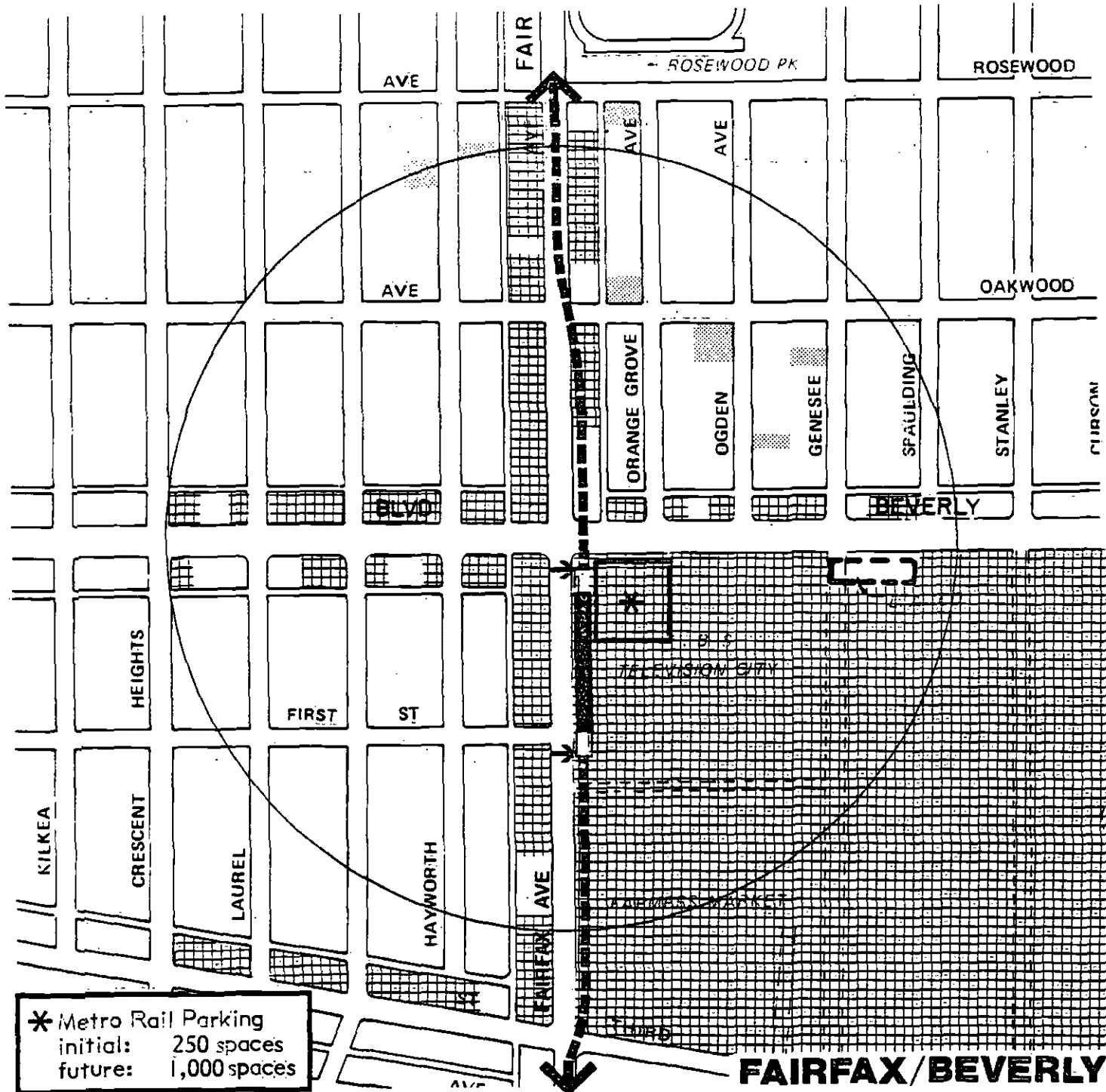
**Figure II-13**  
**Parcel Area Susceptible to Reinvestment**

SEDWAY/COOKE  
 Urban and Environmental Planners and Designers

0 250 500 1000 feet ↑

Zoned Land Use  
 Residential  
 Community Commercial  
 Regional Commercial

Proposed Metro Rail Alignment  
 Locally Preferred Alternative  
 Proposed Metro Rail Station



\* Metro Rail Parking  
 initial: 250 spaces  
 future: 1,000 spaces

-  Proposed Metro Rail Alignment  
Locally Preferred Alternative
-  Proposed Metro Rail Station
- Zoned Land Use**
-  Residential
-  Community Commercial

**Southern California Rapid Transit District**  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

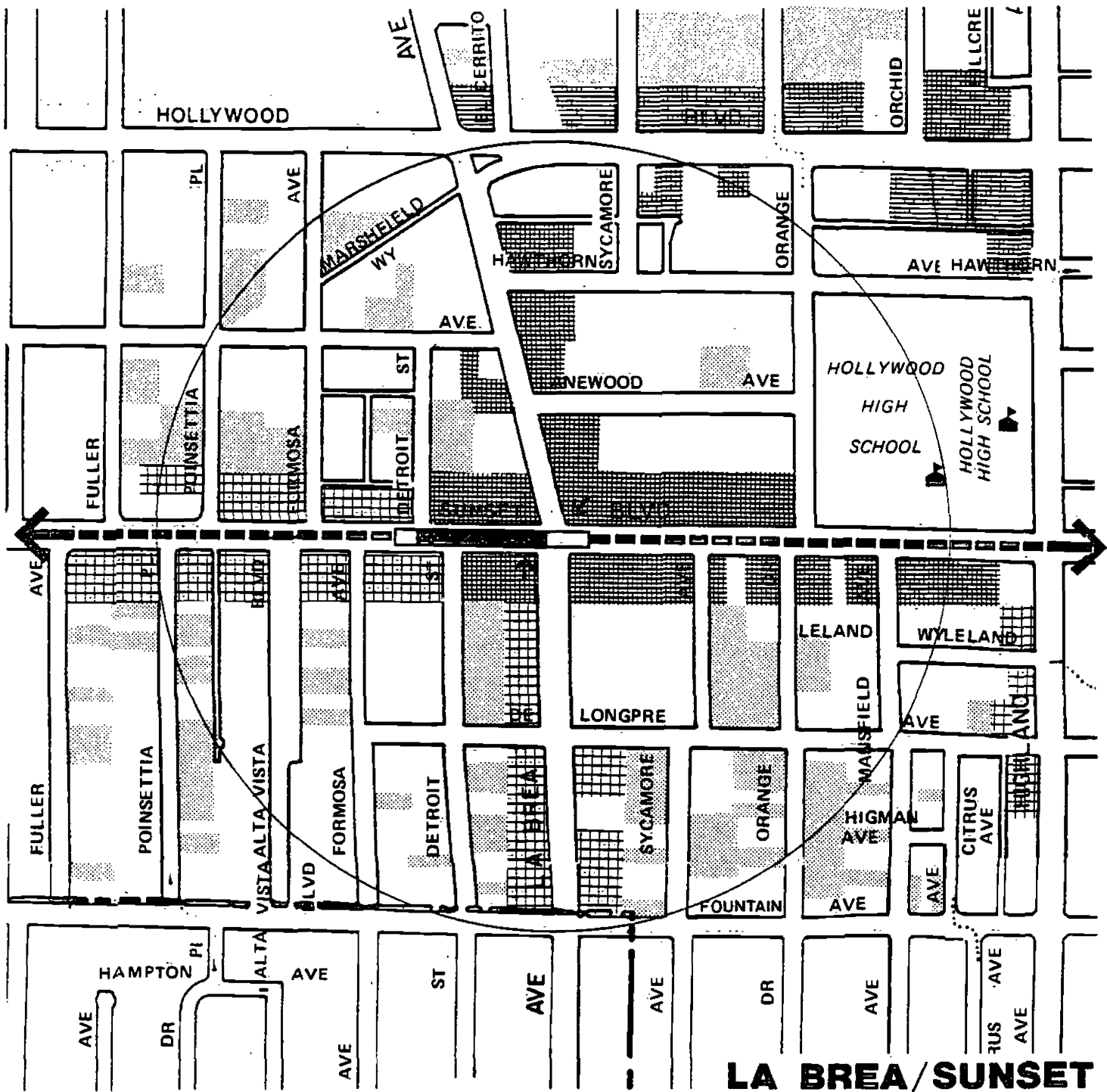
**Figure II-14**  
**Parcel Area Susceptible to Reinvestment**

SEDWAY/COOKE  
 Urban and Environmental Planners and Designers

0    250    500    1000 feet

↑





- Legend**
- Proposed Metro Rail Alignment Locally Preferred Alternative
  - Proposed Metro Rail Station
  - Zoned Land Use: Residential
  - Zoned Land Use: Community Commercial
  - Zoned Land Use: Regional Commercial

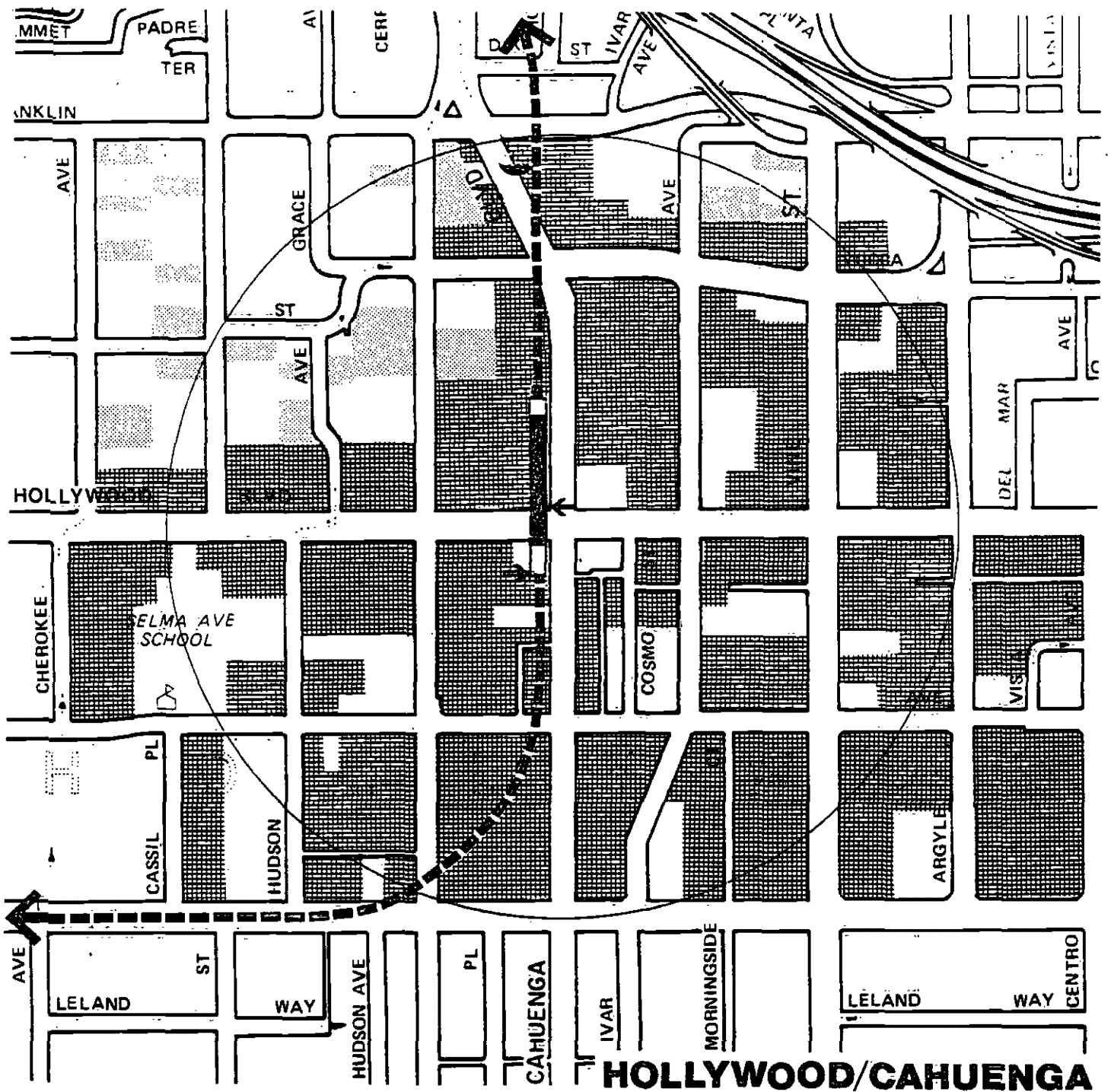
Southern California Rapid Transit District  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

**Figure II-16**  
**Parcel Area Susceptible to Reinvestment**

0 250 500 1000 feet

SEDWAY/COOKE  
 Urban and Environmental Planners and Designers

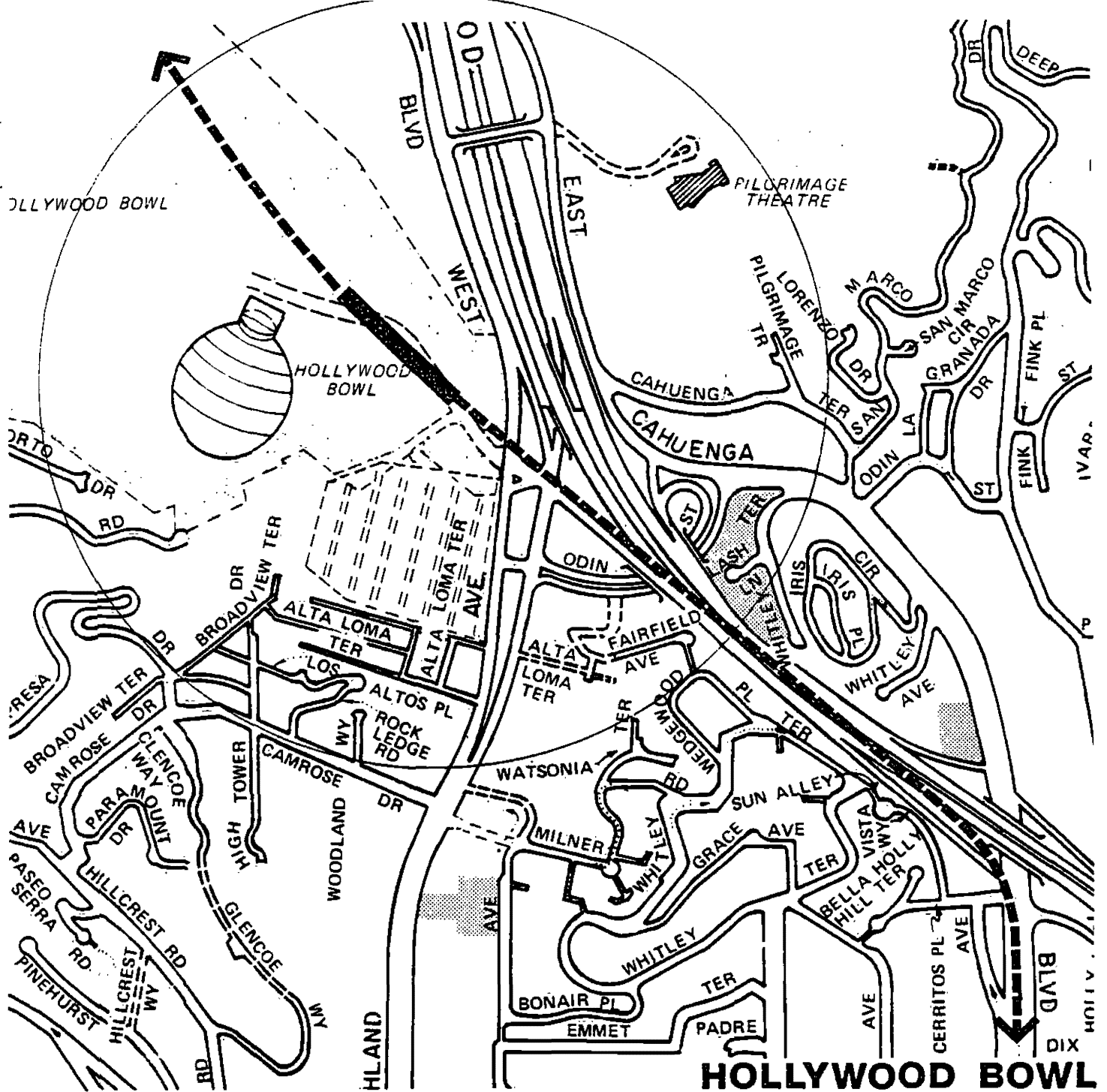






**HOLLYWOOD/CAHUENGA**

- |  |  |   |                     |
|--|--|---|---------------------|
|  | Proposed Metro Rail Alignment<br>Locally Preferred Alternative |  | Residential         |
|  | Proposed Metro Rail Station                                    |  | Regional Commercial |

<p><b>Southern California Rapid Transit District</b>  <b>Metro Rail Project</b>          PRELIMINARY ENGINEERING PROGRAM</p>	<p><b>Figure II-17</b>  <b>Parcel Area Susceptible          to Reinvestment</b></p> <p>SEDWAY/COOKE          Urban and Environmental Planners and Designers</p>
<p>0    250    500    1000 feet</p> <p style="text-align: center;">↑</p>	




 Proposed Metro Rail Alignment  
 Locally Preferred Alternative  
 Proposed Metro Rail Station

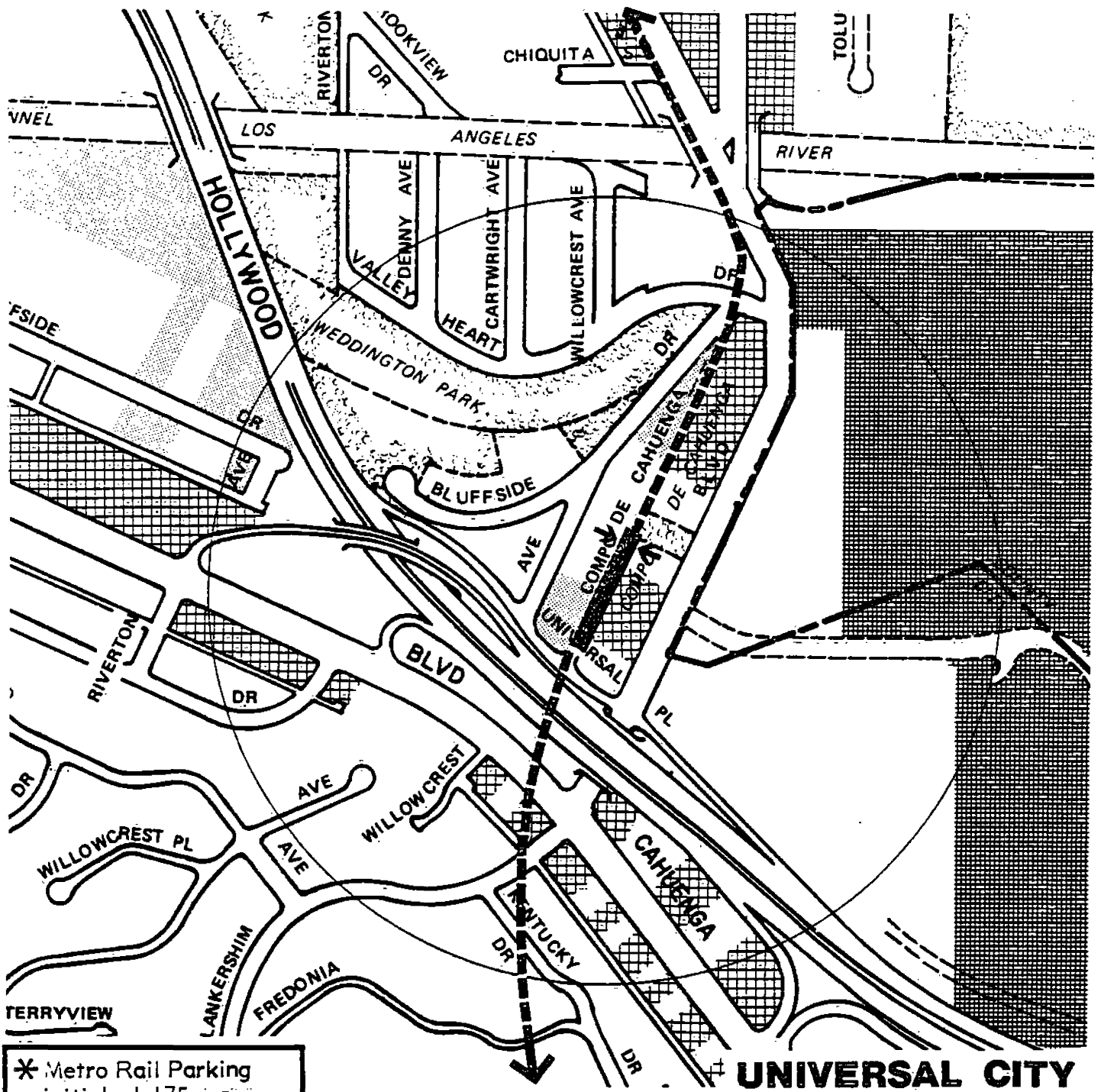
Zoned Land Use  
 Residential

Southern California Rapid Transit District  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

**Figure II-18**  
**Parcel Area Susceptible**  
**to Reinvestment**

0 250 500 1000 feet 

SEDWAY/COOKE  
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\* Metro Rail Parking  
 initial: 1,175 spaces  
 future: 2,500 spaces

--- Proposed Metro Rail Alignment  
 Locally Preferred Alternative

■ Proposed Metro Rail Station

Zoned Land Use

▨ Residential

▩ Community Commercial

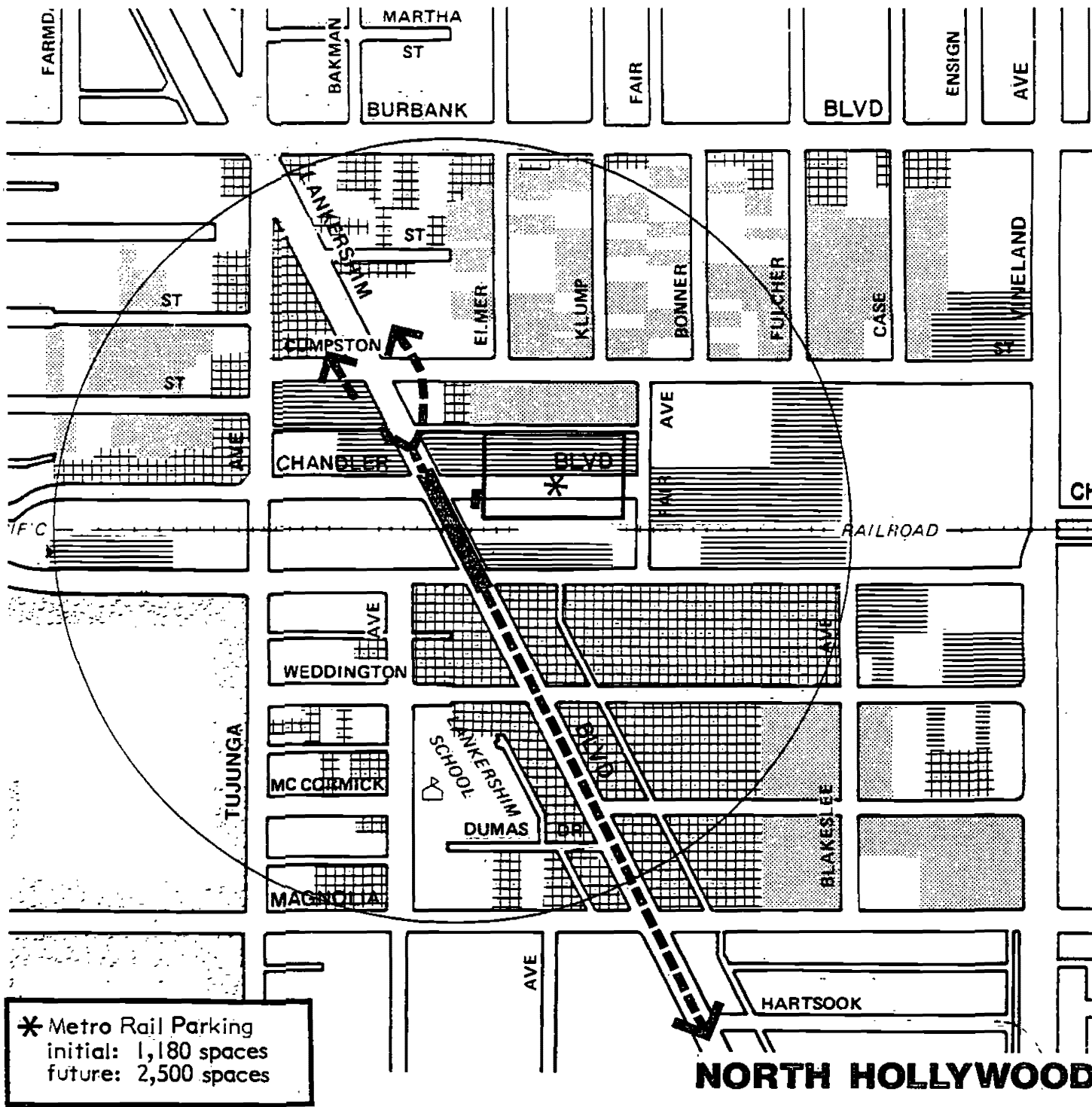
▧ Regional Commercial

**Southern California Rapid Transit District**  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

**Figure II-19**  
**Parcel Area Susceptible to Reinvestment**

SEDWAY/COOKE  
 Urban and Environmental Planners and Designers

0 250 500 1000 feet ↑



\* Metro Rail Parking  
 initial: 1,180 spaces  
 future: 2,500 spaces

- Proposed Metro Rail Alignment**  
 Locally Preferred Alternative
- Proposed Metro Rail Station**
- Zoned Land Use**
- Residential
  - Community Commercial
  - Industrial

**NORTH HOLLYWOOD**

**Southern California Rapid Transit District**  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

**Figure II-20**  
**Parcel Area Susceptible to Reinvestment**

SEDWAY/COOKE  
 Urban and Environmental Planners and Designers

0 250 500 1000 feet ↑

### III. COMMERCIAL DEVELOPMENT PROJECTIONS

This chapter describes the results of the analysis of future office and retail real estate development within the Regional Core.

#### BACKGROUND ANALYSIS

##### Major and Community Office Space Development

Table III-1 presents an analysis of historical office space development in each planning area within the Regional Core. Institutional, governmental, special purpose, and low rise office buildings are not included in this analysis.

An analysis of historical major office space absorption for market areas within the Regional Core is presented in Table III-2.1 through III-2.5. Annual averages for the years 1971-1980 and 1976-1980 are included in these tables. These historical trends were used to help estimate future office space development within each planning area.

Table III-3, Market Area Characteristics, presents projections of office space development for the planning areas. These projections were presented to members of the real estate development community at a workshop on July 30, 1982. With the exception of projections for the Mid-Wilshire and Miracle Mile areas, the workshop attendees considered the market area projections to be reasonably accurate. The workshop participants did agree that the projections for Mid-Wilshire were more reasonable for the Miracle Mile area and the Miracle Mile projections were more appropriate for the Mid-Wilshire area. This change has been incorporated into Table 10. Projections are based on historical absorption trends and current leasing and building development information, (obtained through phone interviews with individuals in the real estate industry and presented in Table III-3). No Project and Metro Rail Project projections are included in Table III-3. The No Project projections are lower than the Metro Rail Project projections except in the Studio City, Universal City, North Hollywood area where accessibility is not perceived to be a major constraint on growth. Table III-4 presents market characteristics for the station areas.

Table III-5 identifies planned, proposed, and potential office, retail, and hotel projects. The projects are identified at either station area or planning area levels.

##### Regional and Community Retail Development

Tables III-6 through III-7 summarize the results of the analysis used to project retail development. Table III-6 identifies regional retail development that would be required to serve the population growth projected by SCAG for the Regional Core. The No Project values correspond with SCAG-82A; the Metro Rail Project alternatives--Locally Preferred Alternative and Minimum Operable Segment--values correspond with SCAG-82B. Table III-7 shows the projected distribution of that development among groups of station areas. This distribution is based on historic trends, employment as well as population growth projections (derived from major office space projections and SCAG population projections), and known development plans. Table III-7 groups station areas by planning areas. The exercise of distributing development among individual station areas relied largely on the location of proposed

TABLE III-1

## HISTORICAL SUPPLY OF MAJOR OFFICE SPACE IN REGIONAL CORE

	<u>1950-1954</u>	<u>1955-1959</u>	<u>1960-1964</u>	<u>1965-1969</u>	<u>1970-1974</u>	<u>1975-1979</u>	<u>1980-1982</u>
Miracle Mile							
Sq. ft. added	645,000	110,000	385,000	469,000	1,394,000	--	--
Total sq. ft.	645,000	755,000	1,140,000	1,609,000	3,003,000	3,003,000	3,003,000
Mid-Wilshire							
Sq. ft. added	507,000	1,136,000	1,569,000	2,415,000	2,913,000	--	250,000
Total sq. ft.	507,000	1,643,000	3,212,000	5,627,000	8,540,000	8,540,000	8,790,000
Central City							
Sq. ft. added	1,014,000	592,000	969,000	4,072,000	7,085,000	700,000	4,746,000
Total sq. ft.	1,014,000	1,606,000	2,575,000	6,647,000	13,732,000	14,432,000	19,178,000
Westlake							
Sq. ft. added	--	123,000	100,000	--	255,000	225,000	--
Total sq. ft.	--	123,000	223,000	478,000	703,000	703,000	703,000
Hollywood							
Sq. ft. added	--	197,000	320,000	498,000	415,000	--	--
Total sq. ft.	--	197,000	517,000	1,015,000	1,430,000	1,430,000	1,430,000
North Hollywood/ Studio City/ Universal City							
Sq. ft. added	--	12,000	150,000	--	117,000	--	--
Total sq. ft.	516,000	588,000	738,000	738,000	855,000	855,000	855,000
Regional Core Total							
Sq. ft. added:	2,166,000	2,17,000	3,493,000	7,454,000	12,179,000	925,000	4,996,000
Total sq. ft.:	2,166,000	4,336,000	7,829,000	15,283,000	27,462,000	28,387,000	33,383,000

Source: Peat Marwick Mitchell &amp; Co.

TABLE III-2.1

HISTORICAL ABSORPTION OF MAJOR OFFICE SPACE  
DOWNTOWN LOS ANGELES MARKET AREA

<u>Year Completed</u>	<u>Square Feet Built</u>	<u>Cumulative Square Feet Available</u>	<u>Estimated Square Feet Occupied</u>	<u>Occupancy Percentage</u>	<u>Estimated Annual Absorption</u>
1971	2,600,000	8,928,000	7,142,400	80%	941,000
1972	215,000	9,143,000	7,771,500	85%	629,100
1973	948,000	10,091,000	8,678,300	86%	906,800
1974	2,535,000	12,626,000	9,848,300	78%	1,170,000
1975	0	12,626,000	10,353,300	82%	505,000
1976	0	12,626,000	10,984,600	87%	631,300
1977	0	12,626,000	11,994,700	95%	1,010,100
1978	0	12,626,000	12,373,500	98%	378,800
1979	234,000	12,860,000	12,731,400	99%	357,600
1980	375,000	13,235,000	13,102,600	99%	371,200
Annual average absorption		1971-1980:	690,000 square feet		
		1976-1980:	550,000 square feet		

Source: Peat Marwick Mitchell & Co.

TABLE III-2.2

HISTORICAL ABSORPTION OF MAJOR OFFICE SPACE  
MIRACLE MILE MARKET AREA

<u>Year Completed</u>	<u>Square Feet Built</u>	<u>Cumulative Square Feet Available</u>	<u>Estimated Square Feet Occupied</u>	<u>Occupancy Percentage</u>	<u>Estimated Annual Absorption</u>
1971	593,300	2,454,300	1,939,000	79%	413,000
1972	0	2,454,300	2,013,000	82%	74,000
1973	0	2,454,300	2,083,000	85%	70,000
1974	0	2,454,300	2,157,000	88%	74,000
1975	0	2,454,300	2,206,000	90%	49,000
1976	0	2,454,300	2,231,000	91%	25,000
1977	0	2,454,300	2,281,000	93%	50,000
1978	0	2,454,300	2,331,000	95%	50,000
1979	0	2,454,300	2,380,000	97%	49,000
1980	0	2,454,300	2,405,000	98%	25,000
Annual average absorption		1971-1980:	88,000 square feet		
		1976-1980:	40,000 square feet		

Source: Peat Marwick Mitchell & Co.



TABLE III-2.3

HISTORICAL ABSORPTION OF MAJOR OFFICE SPACE  
MID-WILSHIRE MARKET AREA

<u>Year Completed</u>	<u>Square Feet Built</u>	<u>Cumulative Square Feet Available</u>	<u>Estimated Square Feet Occupied</u>	<u>Occupancy Percentage</u>	<u>Estimated Annual Absorption</u>
1971	1,463,600	6,244,470	4,870,700	78%	1,046,000
1972	149,000	6,393,470	5,242,700	82%	372,000
1973	1,041,554	7,435,024	5,576,700	75%	334,000
1974	0	7,435,024	6,320,700	85%	744,000
1975	0	7,435,024	6,394,700	86%	74,000
1976	0	7,435,024	6,474,700	87%	80,000
1977	0	7,435,024	6,623,700	89%	149,000
1978	0	7,435,024	6,920,700	93%	297,000
1979	0	7,435,024	7,211,700	97%	291,000
1980	0	7,435,024	7,286,700	98%	75,000
Annual average absorption		1971-1980:	345,000 square feet		
		1976-1980:	180,000 square feet		

Source: Peat Marwick Mitchell & Co.

TABLE III-2.4

HISTORICAL ABSORPTION OF MAJOR OFFICE SPACE  
HOLLYWOOD MARKET AREA

<u>Year Completed</u>	<u>Square Feet Built</u>	<u>Cumulative Square Feet Available</u>	<u>Estimated Square Feet Occupied</u>	<u>Occupancy Percentage</u>	<u>Estimated Annual Absorption</u>
1971	270,500	2,015,500	1,618,000	80%	222,000
1972	270,000	2,285,500	1,747,000	76%	129,000
1973	0	2,285,500	1,843,000	81%	96,000
1974	0	2,285,500	1,891,000	83%	48,000
1975	0	2,285,500	1,897,000	83%	6,000
1976	0	2,285,500	1,904,000	83%	7,000
1977	0	2,285,500	1,935,000	85%	31,000
1978	0	2,285,500	2,055,000	90%	110,000
1979	30,000	2,315,500	2,233,000	96%	178,000
1980	0	2,315,000	2,273,000	98%	40,000
Annual average absorption		1971-1980:	87,000 square feet		
		1976-1980:	73,000 square feet		

Source: Peat Marwick Mitchell & Co.

TABLE III-2.5

HISTORICAL ABSORPTION OF MAJOR OFFICE SPACE  
STUDIO CITY/UNIVERSAL CITY/NORTH HOLLYWOOD MARKET AREA

<u>Year Completed</u>	<u>Square Feet Built</u>	<u>Cumulative Square Feet Available</u>	<u>Estimated Square Feet Occupied</u>	<u>Occupancy Percentage</u>	<u>Estimated Annual Absorption</u>
1971	0	313,000	272,300	87%	3,100
1972	0	313,000	275,400	88%	3,100
1973	213,750	526,750	421,400	80%	146,000
1974	58,050	584,750	473,600	81%	52,200
1975	130,000	714,800	550,400	77%	76,800
1976	41,000	755,800	619,800	82%	69,400
1977	98,100	853,900	734,400	86%	114,600
1978	0	853,900	768,500	90%	34,100
1979	188,000	1,041,900	979,400	94%	210,900
1980	379,000	1,420,900	1,321,400	93%	342,000
Annual average absorption		1971-1980:	105,000 square feet		
		1976-1980:	155,000 square feet		

Source: Peat Marwick Mitchell & Co.

TABLE III-3

## MARKET AREA CHARACTERISTICS AND PROJECTED ABSORPTION OF MAJOR OFFICE SPACE

Market Areas	Existing Major Office Space	Quoted Lease Rates (\$/SF/YR)		Occupancy Rate	Historical Average Annual Absorption		Projected Annual Absorption, 1981-2000				Trends
		Office	Retail <sup>2</sup>		1970-1980	1975-1980	Under Construction 1/1981-1/1983	No Project	Metro Rail	With Joint Development	
CBD	19,180,000	\$ 9.00 - 45.00	12.00 - 50.00	95%	690,000	550,000	5,900,000	800,000	1,000,000	1,120,000	Bunker Hill and South Park represent areas of continued real estate development.
Westlake	700,000	9.00 - 15.00	12.00 - 24.00	90 - 95%	*3	*3	0	50,000	75,000	125,000	Retail space along Alvarado generates \$200 to \$600 per square feet.
Mid-Wilshire	8,800,000	9.00 - 25.00	18.00 - 24.00	95%	345,000	180,000	450,000	175,000	300,000	350,000	Influx of Korean-oriented businesses and services; absorption of vacant space by current tenant expansion; no new tenants.
Miracle Mile	3,000,000	15.00 - 26.00	10.00 - 28.00	85 - 90% <sup>4</sup>	88,000	40,000	550,000	225,000	350,000	400,000	Very active real estate market near museum; national retail chains looking to locate along Miracle Mile.
Hollywood	1,400,000	12.00 - 21.00	9.00 - 18.00	90 - 95%	87,000	73,000	0	75,000	100,000	150,000	Occupancy in office buildings has fallen 2% to 3%. National retail chains looking at Hollywood area; Broadway Department store recently closed.
North Hollywood/ Studio City Universal	855,000 <sup>5</sup>	7.20 - 27.00	N/A	80 - 95%	105,000	155,000	892,000	225,000	225,000	275,000	Universal City, Studio City strong; land prices \$40 to \$50 along Ventura Boulevard. Very soft market above Riverside on Lankershim.

Source: Peat Marwick Mitchell & Co. and Sedway/Cooke.

<sup>1</sup> Generally, does not include low-rise (less than eight stories) institutional or government buildings.

<sup>2</sup> Retail leases quoted on triple-net basis.

<sup>3</sup> Included in Mid-Wilshire and CBD Planning Areas.

<sup>4</sup> Renovation of Museum Square accounts for low occupancy rate.

<sup>5</sup> Includes some buildings less than eight stories because of height restriction.

TABLE III-4

## STATION AREA CHARACTERISTICS

Station Areas	Existing Major Office Space <sup>1</sup>	Quoted Lease Rate (\$/SF/YR)		Planned and Proposed Project Trends/Comments
		Office	Retail <sup>2</sup>	
Union Station	--	N/R	\$9.00 - 18.00	State/city are currently seeking to purchase Union Station; potential mixed use development, including hotel, office and retail.
Hill/First/Civic Center	260,000	\$12.00 - 15.00	\$30.00 - 40.00	Music Center expansion; California Plaza.
Hill/Fifth	1,300,000	\$9.00 - 15.00	\$30.00 - 50.00	Retail space on Broadway/Fifth Streets generates \$200 to \$600 per square foot in sales volume.
Seventh/Flower	9,300,000	\$24.00 - 45.00	\$30.00 - 50.00	Pacific Plaza, Canal Randolph, Pankow projects; financial institutions are squeezing out retail shopping in core of CBD.
Wilshire/Alvarado	N/A	\$9.00 - 15.00	\$12.00 - 24.00	No projects planned; neighborhood retail generates \$200 to \$600 per square foot; businesses cater to Hispanic community; medical-related office users.
Wilshire/Vermont	2,200,000	\$9.00 - 15.00 (lowrise) \$15.00 - 18.00 (highrise)	\$18.00 - 24.00 (ground floor lowrise) \$30.00 - 45.00 (ground floor highrise)	Korean businesses are entering market, both professional and retail; occupancies are stronger west of Vermont.
Wilshire/Normandie	3,000,000	\$15.00 - 21.00	\$18.00 - 45.00	Current tenants are expanding; very few new tenants.
Wilshire/Western	1,300,000	\$15.00 - 25.00	\$18.00	Wiltorn project; 750,000 square feet; Wilshire Serrana is 50 percent leased.
Wilshire/La Brea	300,000	\$15.00 - 21.00	\$23.00 - 30.00 (prime retail) \$10.00 - 15.00 (old retail)	55,000 square foot site at the northwest corner of La Brea/Wilshire for sale at \$100 per square foot.
Wilshire/Fairfax	1,320,000	\$16.00 - 21.00 (low rise) \$21.00 - 26.00 (high rise)	\$18.00 - 24.00	Office lease rates are higher west of Sierra Bonita; some Beverly Hills firms are relocating to Miracle Mile area; stable retail tenants, national retail chains are looking at Miracle Mile area for new locations.
Fairfax/Beverly	--	N/R	\$6.00 - 11.00	\$81 square foot asking price at Fairfax and Drexel.
Fairfax/Santa Monica	--	N/R	\$7.00 - 10.00	Elderly housing project under construction above Santa Monica.
La Brea/Sunset	150,000	\$10.80 - 15.00	\$12.00 - 15.00	
Hollywood/Cahuenga	110,000	12.00 - 15.00	\$9.00 - 18.00	Occupancy for Hollywood area is down 2 percent to 3 percent. National retail chains are looking for Hollywood Boulevard locations; asking price for 50,000-square-foot site at Hollywood/Cahuenga—\$90 per square foot. Broadway Department store recently closed.
Studio City/Universal City	500,000 <sup>3</sup>	\$15.00 - 17.40	N/A	Getty Oil project is beginning construction.
North Hollywood	345,000 <sup>3</sup>	\$7.20 - 9.60 (under low rise) \$10.00 - 15.00 (newer)	N/A	Very soft market along Lankershim above Riverside.

N/A -- Not available

N/R -- Not relevant

<sup>1</sup>Does not include low rise (less than eight stories), institutional, or government buildings.<sup>2</sup>Retail lease rates quoted on triple-net basis.<sup>3</sup>Includes some buildings less than eight stories because of height restrictions.

TABLE III-5

PLANNED AND PROPOSED DEVELOPMENT IN THE REGIONAL CORE,  
BY ANTICIPATED YEAR OF COMPLETION, 1980-2000  
(Square Feet Of Floor Area Unless Otherwise Indicated)

<u>Station Areas</u>	<u>Completed 1980-1982</u>	<u>Under Construction or Proposed 1983-1985</u>	<u>Proposed 1986-1990+</u>
<b>CBD PLANNING AREA</b>			
<b>UNION STATION</b>			
Union Station site		170,000 office	170,000 office 40,000 retail 500 hotel rooms
Terminal Annex site Chinatown		272 housing units	
<b>CIVIC CENTER</b>			
Angelus Plaza (67%) Times Mirror/ County Parcels	740 housing units		1,500,000 office 50,000 retail
Promenade Phases I & II Bunker Hill Parcel A	141 housing units	135 housing units	470 housing units (rental) 400 housing units
Bunker Hill Parcels L & M Crocker Towers Parking California Plaza (50%)		750 spaces	1,600,000 office 110,000 retail 375 housing units
<b>FIFTH HILL</b>			
Angelus Plaza (33%) Crocker Phase I	353 housing units 1,200,000 office 80,000 retail		
Crocker Phase II	1,000,000 office 20,000 retail		
O'Melvary & Meyers Wells Fargo	640,000 office 1,000,000 office 20,000 retail		
Jewelry Center	350,000 office 60,000 retail		
California Plaza (50%)			1,600,000 office 110,000 retail 500 hotel rooms 375 housing units
Auditorium Tower			500,000 office 50,000 retail 500 rooms
Auditorium Hotel Engstrum Building/ Library site State Office Building		800,000 office 35,000 retail 1,250 parking spaces	1,000,000 office
Spring Street revitalization			1,000,000 office 1,400 parking spaces
<b>SEVENTH/FLOWER</b>			
Plaza Figueroa			248 housing units 575,000 office 150,000 retail 500 hotel rooms
Pacific Plaza			2,400,000 office 250,000 retail
SW corner Wilshire/Sixth NW corner Wilshire/Figueroa Seventh/Franisco Robinson's renovation Grand Financial Plaza Eighth/Grand So. Cal. Gas Co. Pantry Block Sheraton Grande		350,000 office 250,000 office 70,000 office 120,000 office	450,000 office 1,000,000 office 1,000,000 office 750,000 office
ManuLife Figueroa Building Bullock's Headquarters	446,000 office 122,000 office 286,000 office	500 hotel rooms 50,000 retail	

Table III-5 (Continued)

<u>Station Areas</u>	<u>Completed 1980-1982</u>	<u>Under Construction or Proposed 1983-1985</u>	<u>Proposed 1986-1990.</u>
<b>OUTSIDE STATION AREAS</b>			
Federal Reserve site			400,000 office
Interchange Center			630,000 office
			20,000 retail
Rockhope Building			200,000 office
Little Tokyo		425 hotel rooms	500 hotel rooms
Crown Hill		700,000 office	580 housing units
		165,000 retail	
Beaudry Building		300,000 office	700,000 office
Forest Park Condos		412 housing units	
South Park by 2006 (CRA Plans)			1,250 hotel rooms 6,303 housing units
<b>MID-WILSHIRE</b>			
<b>VERMONT</b>			
SE Corner Wilshire/Vermont		500,000 office	
<b>NORMANDIE</b>			
Derby Plaza		250,000 office	
Ambassador site			5,000,000 office 500,000 retail 500 hotel rooms
<b>WESTERN</b>			
3699 Wilshire		300,000 office	
Wiltern Theatre site		800,000 office	
CRENSHAW	180,000 office		
<b>OUTSIDE STATION AREA</b>			
<b>MIRACLE MILE</b>			
<b>LA BREA</b>			
<b>WILSHIRE/FAIRFAX</b>			
Museum Square			370,000 office
5600 (Interccontinental)		360,000 office	
May Co./Park La Brea			2,000,000 office
<b>FAIRFAX/BEVERLY</b>			
CBS/Gilmore site			3,000,000 office
<b>OUTSIDE STATION AREA</b>			
Dart site			300,000 office
San Vicente/Wilshire			400,000 office
Transamerica site			237,000 office
<b>WEST HOLLYWOOD/HOLLYWOOD</b>			
<b>FAIRFAX/SANTA MONICA</b>			
<b>LA BREA/SUNSET</b>			
<b>HOLLYWOOD/CAHUENGA</b>			
3255 Cahuenga		20,000 office	
Trizec site			1,200,000 office
Citizens Savings site		250,000 office	
Wallach's Music City			350,000 office

Table III-5 (Continued)

<u>Station Areas</u>	<u>Completed 1980-1982</u>	<u>Under Construction or Proposed 1983-1985</u>	<u>Proposed 1986-1990+</u>
HOLLYWOOD BOWL			
OUTSIDE STATION AREAS			
UNIVERSAL CITY/ STUDIO CITY/ NORTH HOLLYWOOD			
UNIVERSAL CITY			
MCA Office Park		500,000 office	
Getty Oil Building		700,000 office	
Hotel		500 hotel rooms	
NORTH HOLLYWOOD			
Redevelopment Core		300,000 office	500,000 office
		75,000 retail	125,000 retail
Hewlett Packard		120,000 office	
OUTSIDE STATION AREA			
Toluca Lake area		511,000 office	1,260,000 office

Source: Sedway/Cooke and Peat Marwick Mitchell & Co.



TABLE III-6

TAXABLE EXPENDITURES BY NEW REGIONAL CORE RESIDENTS AT REGIONAL  
RETAIL FACILITIES AND CORRESPONDING FLOOR AREA ADDED

PLANNING AREAS	APPAREL		DRUG		FOOD		GENERAL MERCHANDISE		HOME FURNISHINGS		BUILDING SUPPLIES	
	\$1,000.	Sq. Ft.	\$1,000	Sq. Ft.	\$1,000	Sq. Ft.	\$1,000	Sq. Ft.	\$1,000	Sq. Ft.	\$1,000	Sq. Ft.
<b>CBD</b>												
No Project	1,435	20,091	72	1,338	266	7,101	3,588	64,806	1,376	13,846	1,495	11,563
Locally Preferred Alternative	3,342	46,774	167	3,115	620	16,531	8,354	150,875	3,203	32,235	3,481	26,920
Minimum Operable Segment	3,342	46,774	167	3,115	620	16,531	8,354	150,875	3,203	32,235	3,481	26,920
<b>WESTLAKE</b>												
No Project	1,312	18,370	66	1,223	243	6,492	3,281	59,254	1,258	12,660	1,367	10,572
Locally Preferred Alternative	3,215	44,993	161	2,996	596	15,902	8,036	145,130	3,081	31,007	3,348	25,895
Minimum Operable Segment	3,215	44,993	161	2,996	596	15,902	8,036	145,130	3,081	31,007	3,348	25,895
<b>WILSHIRE</b>												
No Project	5,691	79,651	285	5,304	1,055	28,150	14,227	256,922	5,454	54,892	5,928	45,841
Locally Preferred Alternative	16,000	230,936	825	15,378	3,059	81,618	41,248	744,907	15,812	159,151	17,187	132,911
Minimum Operable Segment	16,000	230,936	825	15,378	3,059	81,618	41,248	744,907	15,812	159,151	17,187	132,911
<b>HOLLYWOOD</b>												
No Project	2,777	38,863	139	2,588	515	13,735	6,941	125,357	2,661	26,783	2,892	22,367
Locally Preferred Alternative	9,792	137,055	490	9,127	1,816	48,438	24,480	442,084	9,384	94,452	10,200	78,879
Minimum Operable Segment	2,777	38,863	139	2,588	515	13,735	6,941	125,357	2,661	26,783	2,892	22,367
<b>UNIVERSAL CITY</b>												
No Project	180	2,520	9	168	33	891	450	8,130	172	1,737	188	1,451
Locally Preferred Alternative	450	6,301	23	420	83	2,227	1,125	20,325	431	4,343	469	3,627
Minimum Operable Segment	180	2,520	9	168	33	891	450	8,130	172	1,737	188	1,451
<b>NORTH HOLLYWOOD</b>												
No Project	372	5,209	19	347	69	1,841	930	16,802	357	3,590	388	2,998
Locally Preferred Alternative	930	13,022	47	867	173	4,602	2,326	42,004	892	8,974	969	7,495
Minimum Operable Segment	372	5,209	19	347	69	1,841	930	16,802	357	3,590	388	2,998
<b>TOTALS</b>												
No Project	11,767	144,613	590	9,630	2,181	51,109	29,417	466,465	11,278	99,662	12,258	83,229
Locally Preferred Alternative	33,729	432,307	1,713	28,788	6,347	152,787	85,569	1,394,450	32,803	297,927	35,654	248,807
Minimum Operable Segment	25,886	369,295	1,320	24,592	4,892	130,518	65,959	1,190,860	25,291	254,430	27,489	212,481
PLANNING AREAS	AUTO DEALER		LIQUOR		EATING & DRINKING		SERVICE STATIONS		OTHER RETAIL		TOTAL	
	\$1,000	Sq. Ft.	\$1,000	Sq. Ft.	\$1,000	Sq. Ft.	\$1,000	Sq. Ft.	\$1,000	Sq. Ft.	Sq. Ft.	Employees
<b>CBD</b>												
No Project	3,678	25,287	75	688	2,078	38,799	1,211	3,962	2,362	16,715	204,196	408
Locally Preferred Alternative	8,563	58,870	174	1,601	4,839	90,328	2,820	9,224	5,500	38,915	475,388	951
Minimum Operable Segment	8,563	58,870	174	1,601	4,839	90,328	2,820	9,224	5,500	38,915	475,388	951
<b>WESTLAKE</b>												
No Project	3,363	23,121	68	629	1,900	35,475	1,107	3,623	2,160	15,283	186,702	373
Locally Preferred Alternative	8,237	56,628	167	1,540	4,654	86,889	2,712	8,873	5,291	37,433	457,286	915
Minimum Operable Segment	8,237	56,628	167	1,540	4,654	86,889	2,712	8,873	5,291	37,433	457,286	915
<b>WILSHIRE</b>												
No Project	14,582	100,249	296	2,726	8,240	153,818	4,801	15,708	9,366	66,268	809,529	1,619
Locally Preferred Alternative	42,279	290,656	859	7,903	23,889	445,974	13,921	45,542	27,155	192,134	2,347,110	4,694
Minimum Operable Segment	42,279	290,656	859	7,903	23,889	445,974	13,921	45,542	27,155	192,134	2,347,110	4,694
<b>HOLLYWOOD</b>												
No Project	7,115	48,913	145	1,330	4,020	75,051	2,343	7,664	4,570	32,333	394,984	790
Locally Preferred Alternative	25,092	172,497	510	4,690	14,178	264,674	8,262	27,028	16,116	114,027	1,392,951	2,786
Minimum Operable Segment	7,115	48,913	145	1,330	4,020	75,051	2,343	7,664	4,570	32,333	394,984	790
<b>UNIVERSAL CITY</b>												
No Project	461	3,172	9	86	261	4,867	152	497	296	2,097	25,616	51
Locally Preferred Alternative	1,154	7,931	23	216	652	12,169	360	1,243	741	5,242	64,044	128
Minimum Operable Segment	461	3,172	9	86	261	4,867	152	497	296	2,097	25,616	51
<b>NORTH HOLLYWOOD</b>												
No Project	954	6,556	19	178	539	10,059	314	1,027	612	4,334	53,914	106
Locally Preferred Alternative	2,384	16,390	48	446	1,347	25,148	785	2,568	1,531	10,834	132,350	265
Minimum Operable Segment	954	6,556	19	178	539	10,059	314	1,027	612	4,334	53,914	106
<b>TOTALS</b>												
No Project	30,153	182,011	612	4,949	17,038	279,270	9,928	28,519	19,366	137,030	1,673,968	3,347
Locally Preferred Alternative	87,709	544,102	1,781	14,794	49,559	834,854	28,880	85,254	56,334	398,585	4,869,129	9,739
Minimum Operable Segment	67,624	464,663	1,373	12,635	38,210	712,965	22,266	72,807	43,434	340,392	3,754,298	7,507

TABLE III-7

PERCENT OF TAXABLE EXPENDITURES BY NEW REGIONAL CORE RESIDENTS  
AT REGIONAL RETAIL FACILITIES CAPTURED BY STATION AREAS

	METRO RAIL SYSTEM ALTERNATIVES				
	No Project	Locally Preferred Metro Rail	Alternative: With Incentives	Minimum Operable Metro Rail	Segment: With Incentives
Expenditures by New Regional Core Residents in Station Areas:					
CBD	45	30	35	30	35
Westlake	0	0	0	0	0
Wilshire	10	15	20	20	25
Hollywood	10	15	20	3	3
Universal City/ North Hollywood	5	10	10	2	2
Expenditures by New Regional Core Residents in Regional Core Outside Station Areas					
	15	15	0	15	10
Expenditures by New Regional Core Residents Outside Regional Core					
	15	15	15	30	25
Total Expenditures by New Regional Core Residents					
	100	100	100	100	100

Note: This table is simplified to assume that in all cases except the Locally Preferred Alternative With Incentives, only regional core residents will make expenditures in the Regional Core. In fact, non-Regional Core residents can be expected to make purchases in the Regional Core, especially in the CBD (note, however, that expenditures by employees are partially accounted for under "employee-serving retail") just as Regional Core residents can be expected to make purchases outside the Regional Core. For the Locally Preferred Alternative With Incentives it is assumed that the combination of the Metro Rail system's concentration of development around station areas in the CBD and the CRA's South Park development just outside CBD station areas and including a major retail component would result in about 17 percent more new regional-serving retail development in the CBD than would be required to serve only new Regional Core residents.

Source: Sedway/Cooke and Peat Marwick Mitchell & Co.

retail development projects. Regional shopping facilities were assumed to locate in station areas and at specific sites where such development has been proposed.

Table III-8 identifies community-serving retail development that would be required to serve the population growth projected by SCAG for each planning area in the Regional Core. Table III-9 identifies community-serving retail development needed to serve the population added in each station area. It is assumed that, in each station area, community retail facilities would be added to serve only those residents in the station area. Residents outside the station area are expected to rely primarily on community retail facilities within their immediate neighborhoods.

### Joint Development Implementation Issues

Participants in the July 30, 1982 developer's seminar were asked to discuss a number of issues regarding joint development. Explanations and examples of joint development concepts, planning, strategy and implementation mechanisms were presented by Peat Marwick Mitchell & Co. and Sedway/Cooke representatives. Participants were then presented with a number of questions and asked to give their opinions regarding the desirability and feasibility of joint projects, both in general and as they may apply to Metro Rail. The following paragraphs summarize the participants' comments in several joint development issue areas.

#### Planning and Coordination

There was an expressed opinion that public agencies must be clear about their objectives in pursuing joint development in conjunction with transit projects. The nature of the facilities to be built and the arrangements for joint development depend to a large extent on such objectives. If the public agency limits its objectives to transportation only, then the resulting jointly developed facilities are likely to be limited in scope to station entrances and related functional uses. On the other hand, objectives that address land use patterns along the transit routes are likely to endanger projects that are more extensive in purpose and size. Early establishment of clear objectives would assist developers and others in understanding the intent behind and framework of the joint development process.

The participants indicated that joint development is more likely to be successful if coordination between the public agency and the business and development community is started early in the planning process. There was some discussion concerning other regional transportation projects and the degree to which coordination with developers had been effected. While Toronto and Montreal were cited as instances of limited, successful joint development, it was noted that in many projects no attempt was made to identify and develop opportunities for public-private cooperation.

It was noted that involvement by developers prior to the selection of station sites is desirable, and concern was expressed that design engineers might be "operating in a vacuum" and failing to take into account market conditions and joint development considerations in their selection of station areas and specific sites within those areas. It was suggested a projectwide businessman's committee could be helpful in developing general recommendations regarding station locations and their general impact. In addition, it was suggested that project planners and designers should meet with developers and business people in each station area to discuss issues and opportunities relative to that area.

TABLE III-8

EXPENDITURES AT COMMUNITY RETAIL FACILITIES BY POPULATION  
ADDED IN PLANNING AREAS AND CORRESPONDING FLOOR AREA ADDED

PLANNING AREAS	APPAREL		DRUG		FOOD		LIQUOR		EATING & DRINKING		SERVICE STATIONS		Sq. Ft.	TOTAL Employees
	\$1,000	Sq. Ft.	\$1,000	Sq. Ft.	\$1,000	Sq. Ft.	\$1,000	Sq. Ft.	\$1,000	Sq. Ft.	\$1,000	Sq. Ft.		
<b>CBD</b>														
No Project	478	6,697	646	12,041	2,395	63,906	673	6,188	2,078	38,799	3,633	11,886	156	312
LPA/MOS	1,114	15,591	1,504	28,033	5,577	148,780	1,566	14,406	4,839	90,328	8,458	27,672	364	727
<b>WESTLAKE</b>														
No Project	437	6,123	591	11,010	2,190	58,432	615	5,658	1,900	35,475	3,322	10,868	143	286
LPA/MOS	1,072	14,998	1,447	26,966	5,364	143,115	1,507	13,858	4,654	86,889	8,137	26,619	350	700
<b>WILSHIRE</b>														
No Project	1,897	26,550	2,561	47,737	9,496	253,354	2,667	24,532	8,240	14,404,369	47	9,365,804	619	1,239
LPA/MOS	5,500	76,979	7,425	138,406	27,533	734,564	7,734	71,128	12,889	445,974	41,763	136,626	1,795	3,592
<b>HOLLYWOOD</b>														
No Project	926	12,954	1,249	23,292	4,633	123,616	1,302	11,970	4,020	75,051	7,028	22,992	302	604
LPA/MOS	3,264	45,685	4,406	82,140	16,340	435,946	4,590	42,213	14,178	264,674	24,786	81,084	1,066	2,132
<b>UNIVERSAL CITY</b>														
No Project	60	840	81	1,511	301	8,017	84	776	261	4,867	456	1,491	20	39
LPA/MOS	150	2,100	203	3,776	751	20,043	211	1,941	652	12,169	1,140	3,728	49	98
<b>NORTH HOLLYWOOD</b>														
No Project	124	1,736	167	3,122	621	16,568	174	1,604	539	10,059	941	3,082	41	81
LPA/MOS	310	4,341	418	7,805	1,553	41,421	436	4,011	1,347	25,148	2,355	7,704	101	203
<b>TOTALS</b>														
No Project		48,203		86,672		459,987		44,540		279,270		85,556		1,125
LPA/MOS		144,103		259,093		1,375,089		133,151		834,854		120,315		3,362

NOTE: LPA/MOS - Locally Preferred Alternative/Minimum Operable Segment.

TABLE III-9

EXPENDITURES AT COMMUNITY RETAIL FACILITIES IN STATION AREAS  
AND CORRESPONDING FLOOR AREAS AODED

STATION AREAS	APPAREL		DRUG		FOOD		LIQUOR		EATING & DRINKING		SERVICE STATIONS		OTHER RETAIL		TOTAL	
	\$1,000	Sq. Ft.	\$1,000	Sq. Ft.	\$1,000	Sq. Ft.	\$1,000	Sq. Ft.	\$1,000	Sq. Ft.	\$1,000	Sq. Ft.	\$1,000	Sq. Ft.	\$1,000	Sq. Ft.
<b>UNION STATION</b>																
No Project	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
LPA/MOS	27	384	37	690	137	3,664	39	355	119	2,225	208	682	135	958	8,958	16
With Incentives	49	691	67	1,243	247	6,596	69	639	215	4,004	375	1,227	244	1,725	16,125	32
<b>CIVIC CENTER</b>																
No Project	36	505	49	908	181	4,821	51	467	157	2,927	274	897	178	1,261	11,786	24
LPA/MOS	90	1,253	121	2,254	448	11,961	126	1,158	389	7,262	680	2,225	442	3,129	29,242	58
With Incentives	161	2,256	218	4,057	807	21,531	227	2,085	700	13,072	1,224	4,005	796	5,673	52,638	105
<b>FIFTH/HILL</b>																
No Project	34	473	46	850	169	4,513	48	437	147	2,740	257	839	167	1,180	11,032	22
LPA/MOS	80	1,123	108	2,018	402	10,712	113	1,037	348	6,503	609	1,992	396	2,802	26,187	52
With Incentives	144	2,021	195	3,633	723	19,281	203	1,867	627	11,706	1,096	3,586	713	5,043	47,137	94
<b>SEVENTH/FLOWER</b>																
No Project	21	296	29	533	106	2,828	30	274	92	1,717	161	526	105	740	6,914	14
LPA/MOS	40	561	54	1,009	201	5,356	56	519	174	3,252	305	996	198	1,401	13,094	26
With Incentives	72	1,010	97	1,816	361	9,641	102	934	314	5,853	548	1,793	356	2,522	23,569	47
<b>WILSHIRE/ALVARADO</b>																
No Project	37	513	50	923	184	4,898	52	474	159	2,974	278	911	181	1,281	11,974	24
LPA/MOS	90	1,258	121	2,262	450	12,004	126	1,162	390	7,288	682	2,233	444	3,140	29,347	59
With Incentives	162	2,264	218	4,071	810	21,608	228	2,092	703	13,119	1,229	4,019	799	5,652	52,825	106
<b>WILSHIRE/VERMONT</b>																
No Project	20	274	26	493	98	2,614	28	253	85	1,587	149	486	97	684	6,391	13
LPA/MOS	192	2,666	259	4,829	961	25,627	370	2,481	833	15,559	1,457	4,767	947	6,703	62,652	125
With Incentives	345	4,834	466	8,692	1,729	46,129	486	4,467	1,500	28,006	2,623	8,580	1,705	12,065	112,773	226
<b>WILSHIRE/NORMANDIE</b>																
No Project	31	432	42	777	155	4,126	43	399	134	2,505	235	767	153	1,079	10,085	20
LPA/MOS	108	1,509	146	2,713	540	14,400	152	1,394	468	8,742	819	2,678	532	3,766	35,202	70
With Incentives	194	2,716	262	4,884	972	25,922	273	2,510	843	15,738	1,474	4,821	958	6,780	63,371	127
<b>WILSHIRE/WESTERN</b>																
No Project	26	371	36	667	133	3,539	37	343	115	2,149	201	658	131	926	8,653	17
LPA/MOS	64	896	86	1,611	320	8,548	90	828	278	5,190	486	1,590	316	2,236	20,899	42
With Incentives	115	1,613	156	2,900	577	15,389	162	1,490	500	9,343	875	2,862	569	4,025	37,622	75
<b>WILSHIRE/CRENSHAW</b>																
No Project	3	49	5	88	17	465	5	45	15	283	26	87	17	122	1,139	2
LPA/MOS	16	226	22	407	81	2,161	23	209	70	1,312	123	402	80	565	5,282	11
With Incentives	29	408	39	733	146	3,892	41	377	127	2,363	221	724	144	1,018	9,515	19
<b>WILSHIRE/LA BREA</b>																
No Project	68	954	92	1,716	341	9,106	96	882	296	5,528	518	1,694	337	2,382	22,262	45
LPA/MOS	163	2,283	220	4,104	816	21,781	229	2,109	708	13,224	1,238	4,051	805	5,697	53,249	106
With Incentives	294	4,109	396	7,388	1,470	39,208	413	3,797	1,275	23,804	2,229	7,293	1,449	10,255	95,854	192
<b>WILSHIRE/CURSON</b>																
No Project	13	181	17	325	65	1,726	18	167	56	1,058	98	321	64	451	4,219	8
LPA/MOS	34	472	46	849	169	4,509	47	437	147	2,737	256	839	167	1,179	11,022	22
With Incentives	61	851	82	1,529	304	8,117	85	786	264	4,928	462	1,510	300	2,123	19,844	40
<b>FAIRFAX/BEVERLY</b>																
No Project	64	899	87	1,617	321	8,581	90	831	279	5,210	488	1,596	317	2,245	20,979	42
LPA/MOS	161	2,256	218	4,055	807	21,523	227	2,084	700	13,067	1,224	4,003	796	5,630	52,618	105
With Incentives	290	4,060	392	7,300	1,452	38,741	408	3,751	1,260	23,521	2,203	7,206	1,432	10,133	94,712	189
<b>FAIRFAX/SANTA MONICA</b>																
No Project	47	659	64	1,184	236	6,285	66	609	204	3,816	357	1,169	232	1,644	15,366	31
LPA	133	1,859	179	3,343	665	17,742	187	1,718	577	10,772	1,009	3,300	656	4,641	43,375	87
With Incentives	239	3,347	323	6,017	1,197	31,936	336	3,092	1,039	19,389	1,816	5,940	1,181	8,353	78,074	156
<b>SUNSET/LA BREA</b>																
No Project	22	306	30	550	109	2,919	31	285	95	1,772	166	543	107	759	7,136	14
LPA	57	800	77	1,439	286	7,638	80	736	248	4,630	434	1,419	284	2,006	18,668	37
With Incentives	103	1,441	139	2,590	515	13,748	145	1,334	447	8,345	782	2,557	508	3,595	33,610	37
<b>HOLLYWOOD/CAHUENGA</b>																
No Project	21	295	28	531	106	2,819	30	273	92	1,718	161	523	104	738	6,897	14
LPA	79	1,101	106	1,979	394	10,504	112	1,017	341	6,373	598	1,952	387	2,746	25,673	51
With Incentives	142	1,962	191	3,563	709	18,910	200	1,830	614	11,474	1,074	3,515	699	4,943	46,217	92
<b>HOLLYWOOD ALTERNATIVES:</b>																
<b>FAIRFAX/SANTA MONICA (B)</b>																
No Project	47	659	64	1,184	236	6,285	66	609	204	3,816	357	1,169	232	1,644	15,366	31
Metro Rail	133	1,859	179	3,343	665	17,742	187	1,718	577	10,772	1,009	3,300	656	4,641	43,365	87
With Incentives	239	3,347	323	6,017	1,197	31,936	336	3,092	1,039	19,389	1,816	5,940	1,181	8,353	78,074	156
<b>SANTA MONICA/LA BREA (B)</b>																
No Project	14	193	19	347	69	1,843	19	178	60	1,119	105	343	68	482	4,505	9
Metro Rail	45	636	61	1,143	227	6,067	64	587	198	3,683	344	1,128	68	1,587	14,831	30
With Incentives	82	1,144	110	2,058	409	10,921	115	1,058	355	6,630	621	2,030	404	2,856	26,697	53
<b>SUNSET LA/BREA (B)</b>																
No Project	15	204	20	366	73	1,943	20	188	63	1,179	110	361	72	509	4,750	10
Metro Rail	39	541	52	974	194	5,167	54	500	168	3,136	293	961	191	1,353	12,632	25
With Incentives	70	975	94	1,753	349	9,303	98	900	303	5,645	529	1,729	344	2,538	22,743	45
<b>ELMA/HIGHLAND (B)</b>																
No Project	14	189	18	340	68	1,804	19	175	59	1,095	103	336	67	472	4,411	9
Metro Rail	37	524	51	942	187	5,000	53	588	163	3,036	284	930	185	1,308	12,224	24
With Incentives	67	943	91	1,696	337	9,003	95	874	293	5,466	512	1,674	333	2,355	22,009	44

TABLE III-9 (Continued)

STATION AREAS	APPAREL		DRUG		FOOD		LIQUOR		EATING & DRINKING		SERVICE STATIONS		OTHER RETAIL		TOTAL	
	\$1,000	Sq. Ft.	\$1,000	Sq. Ft.	\$1,000	Sq. Ft.	\$1,000	Sq. Ft.	\$1,000	Sq. Ft.	\$1,000	Sq. Ft.	\$1,000	Sq. Ft.	\$1,000	Sq. Ft.
<b>SELMA/CAHUENGA (B)</b>																
No Project	12	167	16	300	60	1,593	17	154	52	9678	91	296	59	417	3,894	1
Metro Rail	30	423	41	761	151	4,038	42	391	131	2,451	1230	751	149	1,056	9,871	20
With Incentives	54	762	73	1,369	272	7,268	77	704	236	4,413	413	1,352	269	1,901	17,769	3
<b>SELMA/GOWER (B)</b>																
No Project	12	169	16	304	60	1,612	17	156	52	979	92	300	60	422	3,942	
Metro Rail	57	796	77	1,431	285	7,596	80	736	247	4,612	423	1,413	281	1,987	18,571	37
With Incentives	102	1,433	138	2,576	512	13,673	144	1,324	445	8,301	777	2,543	5,051	3,576	33,426	67
<b>FAIRFAX/SANTA MONICA (C)</b>																
No Project	47	659	64	1,184	236	6,285	66	609	204	3,816	357	1,169	232	1,644	15,366	3
Metro Rail	133	1,859	179	3,343	665	17,742	187	1,718	577	10,722	1,009	3,300	656	4,641	43,375	8
With Incentives	239	3,347	323	6,017	1,197	31,936	336	3,092	1,039	19,389	1,816	5,940	1,181	8,353	78,074	156
<b>HAWTHORNE/LA BREA (C)</b>																
No Project	37	515	50	926	184	4,915	52	476	160	2,984	279	914	182	1,286	12,016	2
Metro Rail	98	1,370	132	2,464	490	13,076	138	1,266	425	7,929	743	2,432	483	3,420	31,967	6
With Incentives	176	2,467	238	4,435	882	23,538	248	2,279	766	14,291	1,338	4,378	870	6,157	57,545	11
<b>SELMA/HIGHLAND (C)</b>																
No Project	14	189	18	340	68	1,804	19	175	59	1,095	103	336	67	472	4,411	9
Metro Rail	37	524	51	942	187	5,000	53	484	163	3,036	284	930	185	1,308	12,224	2
With Incentives	67	943	91	1,696	337	9,003	95	872	293	5,466	512	1,674	333	2,355	22,009	4
<b>SELMA/CAHUENGA (C)</b>																
No Project	12	167	16	300	60	1,593	17	154	52	967	91	296	59	417	3,894	8
Metro Rail	30	423	41	761	151	4,038	43	391	131	2,451	230	751	149	1,056	9,871	20
With Incentives	54	762	73	1,369	272	7,268	77	704	236	4,413	413	1,352	269	1,901	17,769	3
<b>SELMA/GOWER (C)</b>																
No Project	12	169	16	304	50	1,612	17	156	52	979	92	300	60	422	3,942	8
Metro Rail	57	796	77	1,431	285	7,596	80	736	247	4,612	432	1,413	281	1,987	18,571	37
With Incentives	102	1,433	138	2,576	512	13,673	144	1,324	445	8,301	777	2,543	505	3,576	33,426	67
<b>VALLEY ALTERNATIVES:</b>																
<b>UNIVERSAL CITY OR STUDIO CITY</b>																
No Project	2	31	3	55	11	293	3	28	10	178	17	55	11	77	717	1
LPA	18	251	24	451	90	2,395	25	232	78	1,454	136	446	89	627	5,856	12
With Incentives	32	452	44	812	162	4,312	45	417	140	2,618	245	802	159	1,128	10,541	2
<b>NORTH HOLLYWOOD ALTERNATIVES</b>																
No Project	28	399	38	717	143	3,803	40	368	124	2,309	216	707	141	995	9,298	19
LPA	39	550	53	990	197	5,252	55	509	171	3,188	299	977	194	1,374	12,840	26
With Incentives	71	991	96	1,781	354	9,453	100	915	307	5,739	537	1,758	349	2,473	23,110	46

LPA = Locally Preferred Alternative; MOS = Minimum Operable Segment

Source: Peat Marwick Mitchell &amp; Co. and Sedway Cooke Associates

Some concern regarding cooperation was also voiced in terms of the potential number of public agencies with which a developer might have to deal on a project. The confusion and delays resulting from dealing with multiple agencies might be mitigated, it was suggested, by designation of a single agency responsible for joint development on a project. It was noted that the Los Angeles Community Redevelopment Agency had shown itself to be competent in dealing with developers.

### Role of the Public Sector

Developers were asked to discuss the benefits and liabilities of working with public sector agencies in development projects and to point out how the public agencies could optimize their impact on the joint development process. It was noted that most urban developments now involve the active participation of one or more public agencies and that such participation goes beyond the historic role of zoning changes, plan approval, building inspection and other regulatory processes.

The following beneficial participative actions that can be taken by public agencies, especially redevelopment agencies were noted by participants:

- Land assembly
- Land carry
- Land leases
- Write downs
- Relocation of residents
- Publicly financed improvements
- Tax free financing
- Use of tax increment financing to underwrite costs
- Provision of density bonuses
- Expediting the approval process
- Generation of projects that complement, support or enhance the primary project.

In summary, participants indicated that public agencies can be most helpful in the joint development process by acting as an expediter/facilitator in the development process and by providing "hard financial incentives" that offset developer costs.

Among the negative aspects of public sector participation noted by developers were:

- Delays, lack of coordination and multiple decision makers inherent in the joint development process.
- The impression that delays, lack of coordination, etc., will result from projects involving public agencies and the effect that such an impression may have on developers, bankers, investors, and others.
- Imposition of undesirable and/or infeasible requirements on the developer by the public agency, e.g., to build low and moderate income housing or to develop commercial facilities that are not suited to the area or to market conditions.

### Public Private Arrangements

Several of the issues discussed at the seminar involved the nature of the financial and institutional arrangements between public agencies and private developers in the joint development process. Questions posed to generate discussion on these areas included:

- How do you feel about the public sector sharing in the economic benefits derived from joint development projects?
- How do you feel about private sector contributions to station costs (in joint development areas?)
- How do you feel about advance land acquisition by the public sector?

One comment made during discussion of these questions described the framework of public-private sector cooperation as trying to bring together processes whose goals were essentially in conflict with each other. The conflicting goals were identified as the public good on one hand and profit on the other. Another speaker, identified a theme that was repeated by others throughout the discussion of financial arrangements. That theme was that "it all depends on the quid pro quo."

Comments regarding financial arrangements were frequently made in the context of the two statements noted above. A composite statement of the responses to the questions posed to developers regarding financial arrangements might well be the following:

You, as a public agency, want me to participate in a project that will enhance the public good. I operate primarily on the profit motive, but am willing to participate in the project if I can, in the process, obtain benefits that lead to financial gain.

The developers noted that such benefits need to be in the form of cost offsets in "hard dollars" such as write downs, advantageous leases, publicly provided facilities and others listed as benefits in the section of this report, "Role of the Public Sector." Such hard financial benefits were differentiated from potential benefits or advantages, such as access to an increased number of customers as a result of being located over or adjacent to a station entrance.

Thus, participation by the public sector in profits or contributions by the private sector to station costs were not generally viewed as unacceptable as long as the developer would receive something in return. Some participants did note that they objected ideologically to the concept of the public sector either sharing in profits by means other than taxes or in directly acquiring land and developing commercial projects. It was noted, however, that such ideological concerns would not necessarily prohibit the establishment of mutually advantageous arrangements involving profit participation or limited public ownership/development.

Participants from the development industry were not receptive to the notion of establishing measures to limit or preclude speculation on land that might rise in value as a result of a transit project. One developer asked rhetorically if the public sector would be willing to absorb a land owner's losses if the parcel(s) declined in value.

It was suggested that public agencies explore innovative financial incentives for private sector participation in the costs of transit facilities. Specific ideas along this line were:

- Provide for the assignment of investment tax credits on Metro Rail cars to a private business in return for some value contributed.



- Provide for private ownership and lease-back to SCRTD of station facilities so that a private business could write off depreciation.

With regard to legal and institutional arrangements of joint development projects involving Metro Rail, two specific comments were made:

- Development agreements are not an acceptable form of arrangement because state law provides too many ways for the public sector to escape its contractual obligations.
- Establishment of redevelopment areas around stations would facilitate joint development because of the established competence and credibility of CRA and because redevelopment law provides for many useful mechanisms such as tax increment financing, write downs and others.

Another specific suggestion made by a developer regarding the joint development process involved SCRTD's preparing "Master EIRs" for station areas so that projects planned in accordance with specific plans could be processed without the preparation of a separate EIR.

#### Other Observations

Two observations regarding the seminar reflect an additional concern to those addressed above and also an underlying theme. The first has to do with the apparent perception by participants that the Metro Rail project lacks certainty. Its distance in the future along with questions regarding its future funding and route alignment made it a possibility rather than a probability or certainty in the developers eyes. This appeared to result in the issue of joint development being addressed in the abstract rather than as representing a real set of opportunities for the mid-range future.

Second, there appeared to be an underlying concern that any arrangements for joint development need to provide assurance to the developers that the process will be moved expeditiously, that public sector participation will adhere to agreed upon plans and conditions, and finally, developers will be given "hard financial benefits" in return for their financial participation.

#### DEVELOPMENT PROJECTIONS

Table III-10 summarizes commercial development projections for six categories of development for each planning area and each station area for the Locally Preferred Alternative and the Minimum Operable Segment. Table III-11 summarizes commercial development projections for the Hollywood alternatives B and C evaluated in the Special Alternatives Analysis.

Table III-12 translates floor area projections its employees for the Locally Preferred Alternative and the Minimum Operable Segment, assuming one employee per 200 square feet of office space, one employee per 500 square feet of retail space, and one employee per two hotel rooms. Table III-13 provides the same information for Alternatives A and B evaluated in the Hollywood Special Alternatives Analysis.

TABLE III-10  
 PROJECTED COMMERCIAL DEVELOPMENT 1/1980-1/2000  
 FOR THE LOCALLY PREFERRED ALTERNATIVE AND MINIMUM OPERABLE SEGMENT UNDER THREE GROWTH SCENARIOS  
 (Thousands of Square Feet Unless Otherwise Indicated)

	NO PROJECT						METRO RAIL PROJECT						WITH INCENTIVES					
	Major Office	Community Office	Employee Retail	Regional Retail	Community Retail	Hotel	Major Office	Community Office	Employee Retail	Regional Retail	Community Retail	Hotel	Major Office	Community Office	Employee Retail	Regional Retail	Community Retail	Hotel
<b>CBD</b>																		
Union Station	0	0	0	0	0	0	500	0	25	50	9	400	1,500	0	75	100	16	800
Civic Center	1,600	0	80	50	12	225	1,900	0	95	100	30	225	2,250	0	113	100	53	225
Fifth/Hill	6,690	0	335	100	11	725	8,350	0	418	200	26	725	9,485	0	474	225	47	725
Seventh/Flower	4,755	0	237	600	7	500	5,250	0	262	1,240	13	1,000	6,754	0	341	1,250	24	1,000
All Stations	13,045	0	652	750	30	1,450	16,000	0	800	1,590	78	2,350	19,989	0	1,003	1,675	140	2,750
Planning Area	15,000	750	750	1,050	156	N/A	20,000	750	1,000	2,050	364	N/A	21,000	750	1,120	2,630	364	N/A
<b>WESTLAKE</b>																		
Wilshire/Alvarado	150	0	0	0	12	0	500	0	25	0	89	0	1,100	0	55	0	134	0
Planning Area	1,000	500	50	0	143	0	1,500	500	75	0	350	0	2,000	500	100	0	350	0
<b>WILSHIRE</b>																		
Wilshire/Vermont	750	0	38	0	6	0	1,100	0	55	0	82	0	1,950	0	98	0	122	0
Wilshire/Normandie	1,120	0	56	0	10	0	2,020	0	101	200	82	500	2,150	0	108	300	87	500
Wilshire/Western	1,350	0	68	0	9	0	1,700	0	85	100	33	0	1,830	0	91	150	49	0
Wilshire/Crenshaw	0	380	0	0	0	0	150	380	0	0	0	0	340	380	15	0	0	0
Wilshire/La Brea	0	180	9	0	22	0	520	180	35	0	49	0	670	180	43	0	73	0
Wilshire/Fairfax	1,750	0	88	0	4	0	2,380	0	119	200	16	0	2,880	0	145	300	25	0
Beverly/Fairfax	1,000	0	50	150	21	0	2,500	0	125	300	65	500	3,100	0	155	300	98	1,000
All Stations	5,970	560	308	150	72	0	10,370	560	520	800	327	1,000	12,890	560	656	1,050	454	1,500
Planning Area	8,000	1,380	400	150	619	N/A	13,000	1,380	650	1,100	1,795	N/A	15,000	1,380	750	1,300	1,795	N/A

Table III-10 (Continued)

	Major Office	Community Office	Employee Retail	Regional Retail	Community Retail	Hotel	Major Office	Community Office	Employee Retail	Regional Retail	Community Retail	Hotel	Major Office	Community Office	Employee Retail	Regional Retail	Community Retail	Hotel	
<b>WEST HOLLYWOOD/ HOLLYWOOD</b>																			
Fairfax/Santa Monica	150	30	9	0	15	0	400	80	24	0	123	0	650	100	38	50	184	0	
LaiBrea/Sunset	150	30	9	0	7	0	180	50	11	200	92	0	400	80	24	250	138	0	
Hollywood/Cahuenga	380	40	20	150	7	0	530	100	30	440	92	500	1,030	120	52	710	138	1,000	
Hollywood Bowl	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	20	0	
All Stations	680	100	38	150	29	0	1,110	230	65	650	307	500	2,080	300	114	1,010	480	1,000	
Planning Area	1,300	200	65	150	382	N/A	1,700	300	85	1,100	1,066	N/A	2,600	400	130	1,300	1,066	N/A	
<b>UNIVERSAL CITY/ NORTH HOLLYWOOD</b>																			
Universal City	2,500	0	125	75	7	500	2,500	0	125	300	15	500	2,700	0	135	240	22	500	
North Hollywood	920	0	46	0	9	rms. 0	1,320	0	66	140	11	0	1,720	0	86	200	17	rms. 0	
Both Stations	3,420	0	171	75	16	500	3,820	0	191	440	26	500	4,420	0	221	440	39	500	
Planning Area	4,500	100	225	75	60	rms. N/A	4,500	100	225	440	150	N/A	5,500	100	275	440	150	rms. N/A	
Regional Core	29,800	2,930	1,490	1,425	1,360	N/A	40,700	3,030	2,035	4,690	3,725	N/A	46,100	3,130	2,375	5,670	3,725	N/A	
<b>ALL STATIONS: Locality Preferred Alternative</b>	23,265	660	1,696	1,137	159	1,950 rms.	31,800	790	1,429	3,569	827	4,350 rms.	40,479	860	2,049	4,175	1,358	5,750 rms.	
<b>ALL STATIONS: Minimum Operable Segment</b>	19,165	560	960	912	114	1,450 rms.	26,870	560	1,345	2,479	3,350 rms.	494	33,979	560	1,714	2,725	728	4,250 rms.	

Source: Peat, Marwick Mitchell & Co and Sedway/Cooke.  
N/A - Not Available.

TABLE III-11

PROJECTED COMMERCIAL DEVELOPMENT, 1/1981-1/2000, FOR HOLLYWOOD ALTERNATIVES  
(Thousands of Square Feet)

	<u>Santa Monica/ Fairfax</u>	<u>Santa Monica/ La Brea</u>	<u>Sunset/ La Brea</u>	<u>Selma/ Highland</u>	<u>Selma/ Cahuenga</u>	<u>Selma/ Gower</u>	<u>Outside Station Areas</u>	<u>Total Market Area</u>
ALTERNATIVE B								
<u>No Project</u>								
Major Office	150	0	150	150	355	0	220	1,025
Community Office	30	0	30	30	70	30	40	230
Employee Retail	9	0	9	9	21	2	13	63
Regional Retail	0	0	0	0	150	0	0	150
Community Retail	15	5	5	4	4	4	265	302
Totals	204	5	194	193	600	36	538	1,770
<u>Metro Rail</u>								
Major Office	378	189	283	189	284	189	188	1,700
Community Office	60	40	40	40	70	40	40	330
Employee Retail	22	11	16	11	13	17	12	102
Regional Retail	200	0	50	50	100	50	210	660
Community Retail	43	15	13	12	10	19	954	1,066
Totals	703	255	503	302	382	309	1,404	3,858
<u>With Incentives</u>								
Major office 1/1981-1/1983 1/1983-1/2000	580	463	580	232	232	232	231	2,550
Community Office	100	0	60	60	90	60	60	430
Employee Retail	34	23	32	15	16	15	15	150
Regional Retail	200	0	50	80	250	90	210	880
Community Retail	78	27	23	22	18	33	865	1,066
Totals	992	513	745	409	606	430	1,381	5,076

Table III-11 (continued)

	<u>Santa Monica/ Fairfax</u>	<u>Sunset/ La Brea</u>	<u>Selma/ Highland</u>	<u>Selma/ Cahuenga</u>	<u>Selma/ Gower</u>	<u>Outside Station Areas</u>	<u>Total Market Area</u>
ALTERNATIVE C							
<u>No Project</u>							
Major Office	150	150	150	355	0	220	1,025
Community Office	30	30	30	70	30	40	230
Employee Retail	9	9	9	21	2	13	63
Regional Retail	0	0	0	150	0	0	150
Community Retail	15	5	5	4	4	269	302
Totals	204	201	193	600	36	542	1,776
<u>Metro Rail</u>							
Major Office	400	500	150	250	150	250	1,700
Community Office	70	70	40	70	40	40	330
Employee Retail	24	29	10	16	10	13	102
Regional Retail	100	200	50	50	50	210	660
Community Retail	43	32	12	10	19	950	1,066
Totals	637	831	262	396	269	1,465	3,858
<u>With Incentives</u>							
Major Office	425	531	425	531	425	213	2,550
Community Office	100	100	50	80	50	50	430
Employee Retail	26	32	24	31	24	13	150
Regional Retail	120	250	100	100	100	210	330
Community Retail	78	58	22	18	33	857	1,066
Totals	749	971	621	760	632	1,343	5,076

Source: Peat Marwick Mitchell &amp; Co.

TABLE III-12

EMPLOYEES ADDED, 1/1980-1/2000, FOR THE LOCALLY PREFERRED ALTERNATIVE  
AND MINIMUM OPERABLE SEGMENT UNDER THREE GROWTH SCENARIOS  
(Thousands of Square Feet Unless Otherwise Indicated)

	NO PROJECT			METRO RAIL PROJECT			WITH INCENTIVES		
	Office	Retail	Hotel	Office	Retail	Hotel	Office	Retail	Hotel
<b>CBD PLANNING AREA</b>									
Union Station	0	0	0	500	84	400	1,500	191	800
	0	0	0	2,500	168	200	7,500	382	400
Civic Center	1,600	142	225	1,900	225	225	2,250	266	225
	8,000	2,4	113	9,500	450	113	11,250	532	113
Fifth/Hill	6,690	446	725	8,350	644	725	9,485	746	725
	33,450	892	363	41,750	1,288	363	47,425	1,492	363
Seventh/Flower	4,755	844	500	5,250	1,515	1,000	6,754	1,615	1,000
	23,775	1,688	200	26,275	3,030	500	33,770	3,230	500
All Stations	13,045	1,432	1,450	16,000	2,468	2,350	19,989	2,818	2,750
	65,225	2,864	725	80,025	4,936	1,1785	99,945	5,636	1,375
Total CBD Planning Area	15,750	1,956	1,450	20,750	3,414	2,350	21,750	4,114	2,750
	78,750	3,912	725	103,750	6,828	1,175	108,750	8,228	1,375
<b>WESTLAKE PLANNING AREA</b>									
Wilshire/Alvarado	150	12	0	500	114	0	1,100	189	0
	750	24	0	2,500	228	0	5,500	378	0
Total Westlake Planning Area	1,500	193	0	2,000	425	0	2,500	450	0
	7,500	386	0	10,000	850	0	12,500	900	0
<b>WILSHIRE PLANNING AREA</b>									
Wilshire/Vermont	750	43	0	1,100	137	0	1,950	220	0
	3,750	86	0	5,500	274	0	9,750	440	0
Wilshire/Normandie	1,120	66	0	2,020	383	500	2,150	495	500
	5,600	132	0	10,100	766	250	10,750	990	250
Wilshire/Western	1,350	77	0	1,700	218	0	1,830	290	0
	6,750	154	0	8,500	436	0	9,150	580	0
Wilshire/Crenshaw	380	0	0	530	0	0	720	15	0
	1,900	0	0	2,650	0	0	3,600	30	0
Wilshire/La Brea	180	31	0	700	84	0	850	116	0
	900	62	0	3,500	168	0	4,250	232	0
Wilshire/Fairfax	1,750	92	0	2,380	335	0	2,880	470	0
	8,750	184	0	11,900	670	0	14,400	940	0
Beverly/Fairfax	1,000	221	0	2,500	490	500	3,100	553	1,000
	5,000	442	0	12,500	980	250	15,500	1,106	500
All Wilshire Station Areas	6,530	530	0	10,930	1,647	1,000	13,450	2,160	1,500
	32,650	1,060	0	54,650	3,294	500	67,250	4,320	750
Total Wilshire Planning Area	9,380	1,169	0	14,380	3,545	1,000	16,380	3,848	1,500
	46,900	2,338	0	71,900	7,090	500	81,900	7,696	750
<b>HOLLYWOOD PLANNING AREA</b>									
Fairfax/Santa Monica	180	24	0	480	147	0	750	272	0
	900	48	0	2,400	294	0	3,750	544	0
La Brea/Sunset	180	16	0	230	303	0	480	412	0
	900	32	0	1,150	606	0	2,400	824	0
Hollywood/Cahuenga	420	177	0	630	562	500	1,150	900	1,000
	2,100	354	0	3,150	1,124	250	5,750	1,800	500
Hollywood Bowl (optional)	0	0	0	0	0	0	0	20	0
	0	0	0	0	0	0	0	40	0
All Hollywood Station Areas	780	217	0	1,340	1,012	500	2,380	1,604	1,000
	3,900	434	0	6,700	2,024	250	11,900	3,208	500
Total Hollywood Planning Area	1,500	597	0	2,000	2,251	500	3,000	2,496	1,000
	7,500	1,194	0	10,000	4,502	250	13,500	794	250
<b>UNIVERSAL CITY/NORTH HOLLYWOOD PLANNING AREA</b>									
Universal City	2,500	207	500	2,500	440	500	2,700	397	500
	12,500	414	250	12,500	880	250	13,500	794	250
North Hollywood	920	55	500	1,320	217	0	1,720	303	0
	4,600	110	250	6,600	434	0	8,600	606	0
Both Stations	3,420	262	500	3,820	657	500	4,420	700	500
	17,100	524	250	19,100	1,314	250	22,100	1,400	250
Total Universal City North Hollywood Planning Area	4,600	360	500	4,600	815	500	5,500	865	500
	23,000	720	250	23,000	1,630	250	27,500	1,730	250
<b>REGIONAL CORE</b>									
	32,730	4,275	1,950	43,730	10,450	4,350	49,230	11,770	5,750
	163,650	8,550	975	218,650	20,900	2,175	246,150	23,540	2,875

TABLE III-13

EMPLOYEES ADDED, 1/1980-1/2000, FOR HOLLYWOOD ALTERNATIVES A AND B  
UNDER THREE GROWTH SCENARIOS  
(thousands of square feet)

	<u>Santa Monica/ Fairfax</u>	<u>Santa Monica/ La Brea</u>	<u>Sunset/ La Brea</u>	<u>Selma/ Highland</u>	<u>Selma/ Cahuenga</u>	<u>Selma/ Gower</u>	<u>Outside Station Areas</u>	<u>Total Market Area</u>
ALTERNATIVE B								
<u>No Project</u>								
Office	900	0	900	900	2,125	150	1,300	6,275
Retail	48	10	28	26	350	12	556	1,030
<u>Metro Rail</u>								
Office	2,190	1,145	1,615	1,145	1,770	1,145	1,140	10,150
Retail	530	52	158	146	246	172	2,352	3,656
<u>With Incentives</u>								
Office	3,400	2,315	3,200	12,460	1,610	1,460	1,455	14,900
Retail	624	100	210	234	568	276	2,180	4,192
ALTERNATIVE C								
<u>No Project</u>								
Office	900	-	900	900	2,125	150	1,300	6,275
Retail	48	-	28	28	350	12	564	1,030
<u>Metro Rail</u>								
Office	2,350	-	2,850	950	1,600	950	1,450	10,150
Retail	334	-	522	144	152	158	2,346	3,656
<u>With Incentives</u>								
Office	2,625	-	3,155	2,375	3,055	2,375	1,315	14,900
Retail	448	-	680	292	298	314	2,160	4,192

Source: Sedway/Cooke and Peat Marwick Mitchell & Co.

Table III-14A and B compare the projections generated by the market study with growth rates during the last two decades and with SCAG-82A and -82B projections. As described previously, the market projections for the No Project Alternative represent an estimate of the amount of major office development the real estate market can be expected to absorb and retail development that would be required to serve the population growth projected by SCAG-82A. The Metro Rail Project alternatives illustrate the effects of concentrating growth around stations and include the amount of retail development that would be required to serve the population growth projected by SCAG-82B. The SCAG projections, on the other hand, represent two divergent policy directions which would require a commitment by local government to encourage development in some areas and discourage it in others. SCAG-82A is intended to represent a continuation or intensification of recent trends toward decentralization and should, therefore, correspond to some extent with the historic growth rate. The No Project market projections should similarly correspond with the historic growth rate. Both SCAG-82B and the With Metro Rail Project Alternatives should reflect similar trends relative to the historic growth rate. They should indicate an increase in the growth rate in the Regional Core since SCAG-82B represents a policy of concentrating development within the Regional Core and the With Metro Rail Project Alternatives represent a concentration of development around the Metro Rail stations. Since the SCAG study did not include Universal City, Studio City, and North Hollywood in its definition of the Regional Core, SCAG-82B would be expected to show a decline in the employment growth rate in those areas.

A comparison of the growth rates projected by SCAG-82A and by the market study's No Project Alternative indicate that, in general, the market study is more consistent with recent development trends\* than SCAG-82A. SCAG-82A appears to represent an intensification of the decline in the employment growth rate in the Regional Core, while the No Project market projections assume that the growth rate is relatively stable.

The No Project market projections for the CBD/Westlake, Wilshire, and Hollywood planning areas are within about 15 percent of the historic growth rate for employment. The CBD/Westlake area\*\* shows a slight decline due to declining accessibility. Wilshire and Hollywood show a slight increase in response to the decline in the downtown area. Projected growth rates in the Universal City/North Hollywood area are not expected to be consistent with the historic rate for the last 20 years since major development has only occurred in those areas in recent years. The market projection reflects projects under construction or proposed and represents a seven-fold increase in the historic growth rate.

SCAG-82A shows a decline of more than 50 percent in the CBD/Westlake employment growth rate, a decline in the Wilshire and Hollywood growth rates of more than 25 percent, and a five-fold increase in Universal City/North Hollywood growth rate.

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\* Because the historic growth rates in Tables III-14A and B are estimates based on the floor area values in Table II-2 they can only be used as approximate representations of actual growth rates.

\*\* The two areas are combined for this comparison because some of the development projected to occur west of the Harbor Freeway as an expansion of the CBD and classified as CBD development in the market study actually lies within the Westlake Planning Area.



TABLE III-14A

COMPARISON OF MARKET STUDY WITH HISTORIC GROWTH RATES AND WITH SCAG-82A AND -82B PROJECTIONS:

## TOTAL EMPLOYEES IN PLANNING AREAS

	Year 1980 SCAG 82-Base	Year 2000				
		SCAG		Market Study		
		-82A	-82B	No Project	Metro Rail	With Incentives
CBD Planning Area	289,700	316,500	334,200	373,100	401,500	408,100
Westlake Planning Area	83,500	100,100	114,100	91,400	94,400	96,900
Wilshire Planning Area	227,000	257,300	292,900	276,200	306,500	317,300
Hollywood Planning Area	136,300	142,000	156,500	145,000	151,100	156,800
Universal City/North Hollywood Planning Areas	75,100	92,400	80,500	99,100	100,000	104,600
Regional Core: Locally Preferred Alternative Minimum Operable Segment	811,600	908,300	978,200 975,600	984,800	1,053,500 1,046,500	1,083,700 1,073,400

TABLE III-14B

COMPARISON OF MARKET STUDY WITH HISTORIC GROWTH RATES AND WITH SCAG-82A AND -82B PROJECTIONS:

## EMPLOYEES ADDED AND SQUARE FEET ABSORBED ANNUALLY

	1960-1980 <sup>1</sup>	1980-2000				
		SCAG		Market Study		
		-82A	-82B	No Project	Metro Rail	With Incentives
CBD Planning Area employees	4,910	1,341	2,224	4,170	5,590	5,920
sq. feet	1,120,000	349,000	615,000	945,000	1,300,000	1,405,000
Westlake Planning Area employees	320	832	1,531	390	540	670
sq. feet	73,000	217,000	420,000	85,000	120,000	150,000
Wilshire Planning Area employees	2,100	1,516	3,298	2,460	3,970	4,520
sq. feet	486,000	346,000	898,000	525,000	935,000	1,070,000
Hollywood Planning Area employees	390	287	1,011	430	740	1,020
sq. feet	93,000	77,000	275,000	105,000	235,000	315,000
Universal City/North Hollywood Planning Area employees	140	869	273	1,200	1,240	1,470
sq. feet	33,000	210,000	79,000	270,000	290,000	345,000
Regional Core: Locally Preferred Alternative employees	7,860	5,232	8,337	8,650	12,090	13,600
sq. feet	1,805,000	1,199,000	2,287,000	1,938,000	2,891,000	3,335,000
Regional Core: Minimum Operable Segment employees			8,209		11,730	13,090
sq. feet			2,220,000		2,730,000	3,150,000

Sources: Peat Marwick Mitchell &amp; Co. and Sedway/Cooke.

<sup>1</sup> Derived from Table II-2 assuming: (a) an occupancy rate of 85 percent; (b) that office space represents the following proportion of total floor area (proportion estimated by averaging the proportion indicated in the SCAG base for 1980 and the proportion indicated by the No Project Market Study projections): CBD 80%, Westlake 81%, Wilshire 82%, Hollywood 72%, and Universal City/North Hollywood 79%; and (c) one employee per 225 square feet of office space, one employee per 500 square feet retail space, and one employee per two hotel rooms.

The Metro Rail market projections indicate a 20 to 30 percent increase in the CBD's employment growth rate, a 90 to 115 percent increase in the Wilshire growth rate, and a 90 to 160 percent increase in Hollywood. The market study indicates an increase in the growth rate in Universal City/North Hollywood of up to 25 percent over the No Project rate.

SCAG-82B continues to show a decline in the CBD growth rate (approximately 15 percent less than the historic growth rate), a 60 percent increase in the Wilshire growth rate and a 160 percent increase in Hollywood. SCAG-82B shows a decline in the growth rate in Universal City/North Hollywood because that area is not part of the Regional Core as defined by SCAG.

In summary, both the market study and SCAG show similar trends in Wilshire and Hollywood. However, SCAG shows a decided decline in the CBD growth rate even under a policy of concentrating growth in the Regional Core, while the market study shows only a slight decline with No Project and an increase with the Metro Rail Project. A SCAG-82A and No Project market projection for Universal City/North Hollywood represents a similar trend of substantial growth. Differences between SCAG-82A and the Metro Rail Project Alternatives for Universal City/North Hollywood reflect the difference in definition of the Regional Core.

#### ILLUSTRATIVE DEVELOPMENT PATTERNS FOR IMPACT ASSESSMENT

In order to assess the traffic, parking, air quality, and other environmental impacts of development associated with the Metro Rail Project, it was necessary to identify, for illustrative purposes, reasonably realistic physical development patterns in each station area for the three growth scenarios: No Project, Metro Rail, and Development with Incentives. That is, it was necessary to locate all of the development projected for each station area on specific sites in that station area.

First, projects built from 1980 to 1983 were sited. Then the remaining market absorption for the 1983 to 2000 was allocated first to sites for which specific development proposals have been made. If the projects were in the preliminary design stage or far enough along in planning that a specific development program had been identified, if that program could be accommodated under current zoning and if it could be absorbed by the projected market demand, the identified development program was applied to the site. For example, the California Plaza site which is split between the Civic Center and the Fifth/Hill Stations was assumed to absorb all development proposed for this site as of mid-1982: 3.2 million square feet of office space; 220,000 square feet of retail space; 450 hotel rooms, 750 residential units as well as the Museum of Contemporary Art and a site for the Belia Lewitzky Dance Gallery.

If only a general development proposal had been made for a site, an illustrative program was developed which was consistent with recent development patterns in the area, consistent with zoning and land use plans, compatible with other development proposals in the area, and within market absorption limits.

For example, at the Wilshire/Normandie Station area, the Ambassador Hotel grounds have been proposed as a site for additional development. However, as of mid-1982 no specific development program had been proposed. Under current zoning the 23

acre site could accommodate 13 million square feet of development. The 20-year market absorption for the entire station area with Metro Rail Project is projected at 2.4 million square feet to 2.7 million square feet, of which 400,000 to 500,000 square feet would be retail space, likely to take the form of a regional shopping center. The Ambassador Hotel site is a logical location for a regional shopping center, additional hotel rooms, and a major office complex. However, there are several other sites "competing" for a share of that development, including the Brown Derby site and the southwest corner of Wilshire Boulevard and Normandie Avenue (Irolo Street). In addition, the area is not expected to be able to absorb, by the year 2000, all of the development that could be accommodated on the Ambassador site. For the purposes of this exercise, then, it is assumed that only a portion of the site would be developed during the 20-year time period under consideration. Additional commercial development on the site could be absorbed after the year 2000. It should be emphasized that it is entirely possible that all of the development projected for the station area could occur on this single site; the illustrative development pattern used for impact assessment is simply a "best guess" at what may happen.

After development was allocated to proposed development sites, the remaining market potential was broken into development "packages" consistent with the pattern and form of existing and planned development and with public policies and plans (that is, those of the CRA and the City or County planning departments) and appropriate to the location and configuration of parcels or groups of parcels susceptible to reinvestment. For the No Project Alternatives parcel selection criteria emphasized minimization of site preparation costs (that is, minimization of land assembly and removal of existing structures). Developers of major office, employee-serving retail and community-serving retail space were assumed to consider sites along the major corridors in the station area (e.g., Wilshire Boulevard) as more or less equally desirable with some preference for sites proximate to recent development projects and to major intersections. For the Metro Rail Project alternatives it was assumed that a definite preference would be indicated for sites proximate to the station. It was difficult to incorporate a preference for proximity to the station entrance in many cases because the location of the entrance has changed several times during this evaluation process.

Table III-15 identifies the illustrative development programs assumed for the hypothetical development sites identified on maps of each station area in Figures III-1 through III-18. Sites are identified by either alpha- or numeric labels. Alphabetical labels are used to identify sites with projects built from 1/1980 to 1/1983. Numeric labels correspond to sites identified in the exercise described above and represent hypothetical sites and development programs illustrative of development patterns likely to occur with and without the Metro Rail Project.

TABLE III-15

## ILLUSTRATIVE DEVELOPMENT PATTERN USED IN IMPACT ASSESSMENT

SITES BY STATION AREA	NO. PROJECT					METRO RAIL					WITH INCENTIVES				
	Office <sup>1</sup>	Retail <sup>1</sup>	Hotel Rooms	Housing Units <sup>2</sup>	Parking Spaces <sup>3</sup>	Office <sup>1</sup>	Retail <sup>1</sup>	Hotel Rooms	Housing Units <sup>2</sup>	Parking Spaces <sup>3</sup>	Office <sup>1</sup>	Retail <sup>1</sup>	Hotel Rooms	Housing Units <sup>2</sup>	Parking Spaces <sup>3</sup>
<b>UNION STATION</b>															
Illustrative Development Sites I/1983-1/2000															
1. Union Station Site	0	0	0	0	0	500	84	400	0	852	1,500	191	800	0	2,227
<b>CIVIC CENTER</b>															
Illustrative Development Sites I/1983-1/2000															
1. County/Times-Mirror Site															
a. theaters	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
b. office/retail	0	0	0	0	0	300	50	0	0	350	350	91	0	0	441
c. office/retail	300	0	0	0	450	300	50	0	0	350	600	50	0	0	650
2. California Plaza	1,300	122	225	375	2,358	1,300	125	225	375	1,575	1,300	125	225	375	1,575
3. Angelus Plaza: Senior Housing	0	0	0	1,093	0	0	0	0	1,093	0	0	0	0	1,093	0
4. Market Rate Housing	0	0	0	0	0	0	0	0	500	500	0	0	0	500	500
5. Crocker Towers Parking	0	0	0	0	750	0	0	0	0	750	0	0	0	0	750
6. Miscellaneous Sites	0	20	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>TOTALS</b>	<b>1,600</b>	<b>162</b>	<b>225</b>	<b>1,468</b>	<b>3,558</b>	<b>1,900</b>	<b>225</b>	<b>225</b>	<b>1,968</b>	<b>3,525</b>	<b>2,250</b>	<b>266</b>	<b>225</b>	<b>1,968</b>	<b>3,916</b>
<b>FIFTH HILL</b>															
Built I/1981-1/1983															
A. Crocker Phase I	1,200	80	0	0	*3	1,200	80	0	0	*4	1,200	80	0	0	*4
B. Crocker Phase II	1,000	20	0	0	*3	1,000	20	0	0	*4	1,000	20	0	0	*4
C. O'Melveny & Meyers	640	0	0	0	*3	640	0	0	0	*4	640	0	0	0	*4
D. Wells Fargo	1,000	20	0	0	*3	1,000	20	0	0	*4	1,000	20	0	0	*4
E. Jewelry Center	350	60	0	0	*3	350	60	0	0	*4	350	60	0	0	*4
<b>Totals A-E</b>	<b>4,190</b>	<b>180</b>	<b>0</b>	<b>0</b>	<b>5,805</b>	<b>4,190</b>	<b>180</b>	<b>0</b>	<b>0</b>	<b>5,805</b>	<b>4,190</b>	<b>180</b>	<b>0</b>	<b>0</b>	<b>5,805</b>
Illustrative Development Sites I/1983-1/2000															
1. California Plaza (includes Museum)	1,600	110	225	375	2,790	1,900	110	225	375	2,160	1,900	110	225	375	2,160
2. Auditorium Tower/Hotel	500	50	500	200	1,325	500	50	500	200	1,220	500	50	500	200	1,220
3. a. State Office Building	(800)	35	0	0	0	(800)	35	0	0	0	(800)	35	0	0	0
b. Parking	0	0	0	0	1,250	0	0	0	0	1,250	0	0	0	0	1,250
4.	0	0	0	0	0	150	50	0	0	0	150	50	0	0	200
5. Main St./Spring St. Parking/Building	0	0	0	0	1,400	0	0	0	0	1,400	0	0	0	0	1,400
6. Engstrom Site	0	0	0	0	0	750	75	0	0	825	750	75	0	0	825
7.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8.	0	0	0	0	0	200	20	0	0	220	200	20	0	0	220
9.	0	0	0	0	0	0	0	0	0	0	300	30	0	0	330
10.	0	0	0	0	0	0	0	0	0	0	90	15	0	0	105
11. Renovation	0	0	0	0	0	0	0	0	0	0	420	0	0	0	0
12. Renovation	0	0	0	0	0	0	0	0	0	0	25	0	0	0	0
13. Renovation	0	0	0	0	0	0	0	0	0	0	50	0	0	0	0
14. Spring St. Revitalization	400	31	0	0	0	600	54	0	0	0	850	111	0	0	0
15.	0	0	0	0	0	60	30	0	0	90	60	30	0	0	90
16.	0	40	0	0	0	0	40	0	0	40	0	40	0	0	40
<b>Totals 1-16</b>	<b>2,500</b>	<b>266</b>	<b>725</b>	<b>575</b>	<b>6,765</b>	<b>4,160</b>	<b>464</b>	<b>725</b>	<b>575</b>	<b>7,205</b>	<b>5,295</b>	<b>566</b>	<b>725</b>	<b>575</b>	<b>7,710</b>
<b>TOTALS</b>	<b>6,690</b>	<b>446</b>	<b>725</b>	<b>575</b>	<b>12,570</b>	<b>8,350</b>	<b>644</b>	<b>725</b>	<b>575</b>	<b>13,010</b>	<b>9,485</b>	<b>746</b>	<b>725</b>	<b>575</b>	<b>13,515</b>

TABLE III-15

## ILLUSTRATIVE DEVELOPMENT PATTERN USED IN IMPACT ASSESSMENT

SITES: BY STATION AREA	NO PROJECT					METRO RAIL					WITH INCENTIVES				
	Office <sup>1</sup>	Retail <sup>1</sup>	Hotel Rooms	Housing Units <sup>2</sup>	Parking Spaces <sup>3</sup>	Office <sup>1</sup>	Retail <sup>1</sup>	Hotel Rooms	Housing Units <sup>2</sup>	Parking Spaces <sup>3</sup>	Office <sup>1</sup>	Retail <sup>1</sup>	Hotel Rooms	Housing Units <sup>2</sup>	Parking Spaces <sup>3</sup>
<b>SEVENTH/FLOWER</b>															
Built 1/1981-1/1983															
A. Manufacturer's Life	446	0	0	0	0	446	0	0	0	0	446	0	0	0	0
B. Figueroa Building	122	0	0	0	0	122	0	0	0	0	122	0	0	0	0
C. Bullock's Headquarters	282	0	0	0	0	282	0	0	0	0	282	0	0	0	0
Total A-C	850	0	0	0	1,275	850	0	0	0	1,275	850	0	0	0	1,275
Illustrative Development Sites 1/1983-1/2000															
1. Pacific Plaza	2,400	480	0	0	4,320	2,400	650	0	0	2,880	2,400	650	0	0	2,880
2. Plaza/Figueroa	575	200	500	0	1,663	575	250	500	0	1,160	575	250	500	0	1,160
3. 816 So. Figueroa (renovation)	35	0	0	0	0	35	0	0	0	0	35	0	0	0	0
4.	250	0	0	0	375	250	0	0	0	250	250	0	0	0	375
5. Forest Park	0	50	0	400	75	0	50	0	400	50	0	50	0	400	50
6. Robinson's (renovation)	120	0	0	0	0	120	0	0	0	0	120	0	0	0	0
7. Grand Financial Plaza	450	0	0	0	1,000	450	0	0	0	450	450	0	0	0	450
8.	70	0	0	0	0	70	0	0	0	70	70	0	0	0	70
9.	0	0	0	200	0	0	40	0	400	40	0	40	0	400	40
10.	0	0	0	0	0	500	125	0	0	625	500	125	0	0	625
11.	0	0	0	0	0	0	0	0	0	0	200	0	0	0	200
12.	0	0	0	0	0	0	0	0	0	0	750	100	0	0	850
13.	0	0	0	0	0	0	250	500	0	585	550	250	500	0	1,135
14.	0	0	0	0	0	0	0	0	0	0	0	0	0	200	300
15. Miscellaneous Sites	0	114	0	0	0	0	150	0	0	150	0	150	0	0	150
Totals 1-15	3,900	844	500	600	7,433	4,400	1,515	1,000	800	6,260	5,900	1,615	1,000	1,000	8,285
TOTALS	4,750	844	500	600	8,708	5,250	1,515	1,000	800	7,535	6,750	1,615	1,000	1,000	9,560
<b>WILSHIRE/ALVARADO</b>															
Built 1/1981-1983															
A.	150	0	0	0	450	150	0	0	0	300	150	0	0	0	300
Illustrative Development Sites 1/1983-1/2000															
1.	0	0	0	0	0	350	30	0	0	760	350	30	0	0	760
2.	0	0	0	0	0	0	0	0	0	0	300	90	0	0	780
3.	0	0	0	0	0	0	0	0	0	0	300	15	0	0	630
4. Miscellaneous Sites	0	12	0	0	36	0	84	0	0	168	0	54	0	0	108
Totals 1-4	0	12	0	0	36	350	114	0	0	928	950	189	0	0	2,278
TOTALS	150	12	0	0	486	500	114	0	0	1,228	1,100	189	0	0	2,578
<b>WILSHIRE/VERMONT</b>															
Illustrative Development Sites 1/1983-1/2000															
1.	400	23	0	0	1,269	400	32	0	0	864	400	30	0	0	860
2.	350	20	0	0	1,110	300	20	0	0	640	300	20	0	0	640
3.	0	0	0	0	0	400	25	0	0	850	250	25	0	0	550
4.	0	0	0	0	0	0	0	0	0	0	700	75	0	0	1,550
5.	0	0	0	0	0	0	0	0	0	0	300	35	0	0	670
6.	0	0	0	0	0	0	35	0	0	70	0	35	0	0	70
7.	0	0	0	0	0	0	25	0	0	50	0	0	0	0	0
TOTALS	750	43	0	0	2,379	1,100	137	0	0	2,474	1,950	220	0	0	4,340

TABLE III-15

## ILLUSTRATIVE DEVELOPMENT PATTERN USED IN IMPACT ASSESSMENT

SITES BY STATION AREA	NO PROJECT					METRO RAIL					WITH INCENTIVES				
	Office <sup>1</sup>	Retail <sup>1</sup>	Hotel Rooms	Housing Units <sup>2</sup>	Parking Spaces	Office <sup>1</sup>	Retail <sup>1</sup>	Hotel Rooms	Housing Units <sup>2</sup>	Parking Spaces	Office <sup>1</sup>	Retail <sup>1</sup>	Hotel Rooms	Housing Units <sup>2</sup>	Parking Spaces
<b>WILSHIRE/NORMANDIE</b>															
Built 1/1981-1983															
A.	270	0	0	0	810	270	0	0	0	810	270	0	0	0	810
Illustrative Development Sites 1/1983-1/2000															
1. Brown Derby	250	15	0	0	795	250	15	0	0	530	250	15	0	0	530
2. SWC Wilshire/Normandy	415	25	0	0	1,320	415	30	0	0	890	415	30	0	0	890
3.	25	0	0	0	75	25	0	0	0	50	25	0	0	0	50
4.	160	8	0	0	504	0	0	0	0	0	0	0	0	0	0
5. Ambassador Hotel Site	0	0	0	0	0	1,060	300	500	0	3,055	1,190	400	500	0	3,515
6.	0	18	0	0	54	0	18	0	0	36	0	30	0	0	60
7.	0	0	0	0	0	0	20	0	0	40	0	20	0	0	40
Totals 1-7	850	66	0	0	2,748	1,750	383	500	0	4,601	1,880	495	500	0	5,085
TOTALS	1,120	66	0	0	3,558	2,020	383	500	0	5,400	2,150	495	500	0	5,895
<b>WILSHIRE/WESTERN</b>															
Built 1/1981-1/1983															
A.	300	15	0	0	610	300	15	0	0	630	300	15	0	0	630
B.	300	15	0	0	945	300	15	0	0	630	300	15	0	0	630
Totals A-B	600	30	0	0	1,555	600	30	0	0	1,260	600	30	0	0	1,260
1.	750	47	0	60	2,391	750	80	0	60	1,660	630	100	0	60+	1,460
2.	0	0	0	0	0	350	80	0	0	860	600	100	0	0	1,400
3.	0	0	0	0	0	0	28	0	0	56	0	60	0	+	120
Totals 1-3	750	47	0	60	2,391	1,100	188	0	60	2,576	1,230	260	0	60+	2,980
TOTALS	1,350	77	0	60	3,946	1,700	218	0	60	3,836	1,830	290	0	60+	4,240
<b>WILSHIRE/CRENSHAW</b>															
Illustrative Development Sites 1/1983-1/2000															
1.	180	0	0	0	540	180	0	0	0	360	180	0	0	0	360
2.	200	0	0	0	600	200	0	0	0	400	180	0	0	0	360
3.	0	0	0	0	0	150	0	0	0	300	150	5	0	0	310
4.	0	0	0	0	0	0	0	0	0	0	150	5	0	0	310
5.	0	0	0	0	0	0	0	0	0	0	60	5	0	0	130
TOTALS	380	0	0	0	1,140	530	0	0	0	1,060	720	15	0	0	1,470
<b>WILSHIRE/LA BREA</b>															
Illustrative Development Sites 1/1983-1/2000															
1.	180	9	0	0	567	300	15	0	0	630	300	30	0	0	660
2.	0	0	0	0	0	300	15	0	0	630	300	30	0	0	660
3.	0	0	0	0	0	100	4	0	0	208	250	20	0	0	540
4. Mixed Use Potential with Sites 3 + 6	0	11	0	0	33	0	10	0	0	20	0	15	0	0	30
5. Mixed Use Potential with Site 2	0	11	0	0	33	0	10	0	0	20	0	11	0	0	22
6. Mixed Use Potential with Sites 3 + 4	0	0	0	0	0	0	10	0	0	20	0	10	0	0	20
7.	0	0	0	0	0	0	20	0	0	40	0	0	0	0	0
TOTALS	180	31	0	0	633	700	84	0	0	1,568	850	116	0	0	1,932

TABLE III-15

## ILLUSTRATIVE DEVELOPMENT PATTERN USED IN IMPACT ASSESSMENT

SITES BY STATION AREA	NO PROJECT					METRO RAIL					WITH INCENTIVES				
	Office <sup>1</sup>	Retail <sup>1</sup>	Hotel Rooms	Housing Units <sup>2</sup>	Parking Spaces	Office <sup>1</sup>	Retail <sup>1</sup>	Hotel Rooms	Housing Units <sup>2</sup>	Parking Spaces	Office <sup>1</sup>	Retail <sup>1</sup>	Hotel Rooms	Housing Units <sup>2</sup>	Parking Spaces
<b>WILSHIRE/FAIRFAX</b>															
Built 1/1981-1983															
A. Museum Square	550	40	0	0	1,770	550	40	0	0	1,770	550	40	0	0	1,770
Illustrative Development Sites 1/1983-1/2000															
1. May Company Site	640	52	0	0	2,076	1,000	200	0	0	2,400	1,000	300	0	0	2,600
2.	90	0	0	0	270	0	0	0	0	0	500	30	0	0	1,060
3.	0	0	0	0	0	360	95	0	0	910	360	100	0	0	920
4.	470	0	0	0	1,410	470	0	0	0	940	470	0	0	0	940
Totals 1-4	1,200	52	0	0	3,756	1,830	295	0	0	4,250	2,880	430	0	0	5,520
TOTALS	1,750	92	0	0	5,526	2,380	335	0	0	6,020	2,880	470	0	0	7,290
<b>FAIRFAX/BEVERLY</b>															
Illustrative Development Sites 1/1983-1/2000															
1. CBS/Gilmore & May Co./Park La Brea	1,000	190	0	0	3,570	2,500	400	500	0	6,135	2,660	400	1,000	0	7,176
2.	0	15	0	0	45	0	25	0	0	50	60	25	0	0	0
3.	0	16	0	0	48	0	35	0	0	70	90	35	0	0	0
4.	0	0	0	0	0	0	30	0	0	60	90	30	0	0	0
5.	0	0	0	0	0	0	0	0	0	0	25	8	0	0	0
6.	0	0	0	0	0	0	0	0	0	0	150	47	0	0	0
7.	0	0	0	0	0	0	0	0	0	0	25	8	0	0	0
8.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	400
9.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	400
TOTALS	1,000	221	0	0	3,663	2,500	490	500	0	6,315	3,100	553	1,000	0	7,976
<b>FAIRFAX/SANTA MONICA</b>															
Illustrative Development Sites 1/1983-1/2000															
1.	45	4	0	0	147	45	10	0	0	110	45	15	0	0	120
2.	65	10	0	0	225	65	15	0	0	160	65	20	0	0	170
3.	70	10	0	0	240	70	15	0	0	170	70	20	0	0	180
4.	0	0	0	0	0	300	50	0	0	700	300	60	0	0	720
5.	0	0	0	0	0	0	57	0	0	114	0	80	0	0	160
6.	0	0	0	0	0	0	0	0	0	0	270	77	0	0	694
TOTALS	180	24	0	0	612	480	147	0	0	1,254	750	272	0	0	2,044
<b>LA BREA/SUNSET</b>															
Illustrative Development Sites 1/1983-1/2000															
1.															
a.	180	10	0	0	0	230	30	0	0	520	230	30	0	0	520
b.	0	0	0	0	570	0	100	0	0	200	250	87	0	0	674
2.	0	6	0	0	18	0	20	0	0	40	0	10	0	0	20
3.	0	0	0	0	0	0	100	0	0	200	0	150	0	0	300
4.	0	0	0	0	0	0	30	0	0	60	0	10	0	0	20
5.	0	0	0	0	0	0	15	0	0	30	0	15	0	0	30
6.	0	0	0	0	0	0	8	0	0	16	0	10	0	0	20
7.	0	0	0	0	0	0	0	0	0	0	0	100	0	0	200
TOTALS	180	16	0	0	588	230	303	0	0	1,066	480	412	0	0	1,784

TABLE III-15

## ILLUSTRATIVE DEVELOPMENT PATTERN USED IN IMPACT ASSESSMENT

SITES BY STATION AREA	NO-PROJECT					METRO RAIL					WITH INCENTIVES				
	Office <sup>1</sup>	Retail <sup>1</sup>	Hotel Rooms	Housing Units <sup>2</sup>	Parking Spaces <sup>3</sup>	Office <sup>1</sup>	Retail <sup>1</sup>	Hotel Rooms	Housing Units <sup>2</sup>	Parking Spaces <sup>4</sup>	Office <sup>1</sup>	Retail <sup>1</sup>	Hotel Rooms	Housing Units <sup>2</sup>	Parking Spaces <sup>4</sup>
<b>HOLLYWOOD/CAHUENGA</b>															
Illustrative Development Sites 1/1983-1/2000															
1.	430	177	0	0	1,821	0	0	0	0	0	420	180	0	0	1,200
2.	0	0	0	0	0	210	240	0	.5	900	250	150	0	.5	800
3.	0	0	0	0	0	210	162	0	.5	744	240	150	0	.5	780
4.	0	0	0	0	0	0	160	500	0	655	0	160	500	.5	655
5.	0	0	0	0	0	210	0	0	0	420	240	160	0	.5	800
6.	0	0	0	0	0	0	0	0	0	0	0	100	0	.5	200
7.	0	0	0	0	0	0	0	0	0	0	0	0	500	.5	335
TOTALS	430	177	0	0	1,821	630	562	500	0	2,719	1,150	900	1,000	0	4,770
<b>HOLLYWOOD BOWL</b>															
Illustrative Development Sites 1/1983-1/2000															
	0	0	0	0	0	0	0	0	0	0	20	0	0	0	0
<b>UNIVERSAL CITY</b>															
Illustrative Development Sites 1/1983-1/2000															
1. Universal City (MCA)	2,500	207	500	0	8,687	2,500	440	500	0	6,215	2,500	350	500	0	6,035
2. Station Site	0	0	0	0	0	0	0	0	0	0	200	47	0	0	494
TOTALS	2,500	207	500	0	8,687	2,500	440	500	0	6,215	2,700	397	500	0	6,529
<b>LANKERSHIM</b>															
Illustrative Development Sites 1/1983-1/2000															
1. Hewlett-Packard	120	0	0	0	360	120	0	0	0	360	120	0	0	0	360
2. Redevelopment Core	800	55	0	500	2,565	800	100	0	500	1800	800	100	0	500	1,800
3. West of Lankershim/South of Chandler	0	0	0	0	0	200	60	0	0	520	400	100	0	0	1,000
4. North of Chandler	0	0	0	0	0	200	57	0	0	514	200	53	0	0	506
5. North of Cumpston	0	0	0	0	0	0	0	0	0	0	200	50	0	0	500
TOTALS	920	55	0	0	2,925	1,320	217	0	0	3,194	1,720	303	0	0	4,166

1. Measured in thousands of square feet.

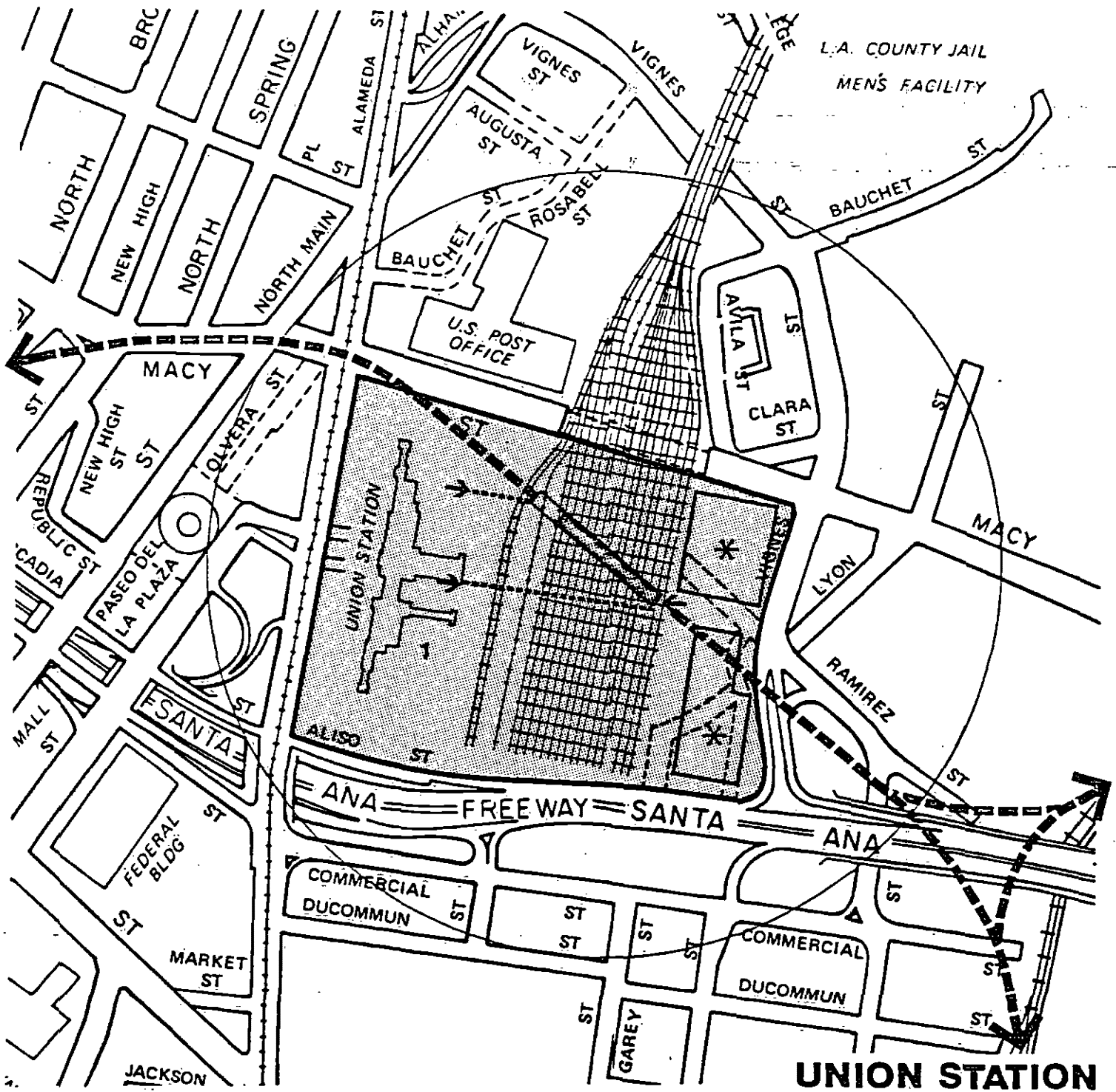
2. Only housing in conjunction with major development projects is shown; the remainder is assumed to be dispersed throughout station areas on underutilized parcels.

3. 1.5 spaces per 1,000 square feet CBD, 3 spaces per 1,000 square feet in other areas; 1 space per hotel room; residential parking lot not included.

4. One space per 1,000 square feet CBD, 2 spaces per 1,000 square feet in other areas; .67 spaces per hotel room; residential parking lot not included.

5. Development projects on these sites are expected to include housing; number of units is variable.



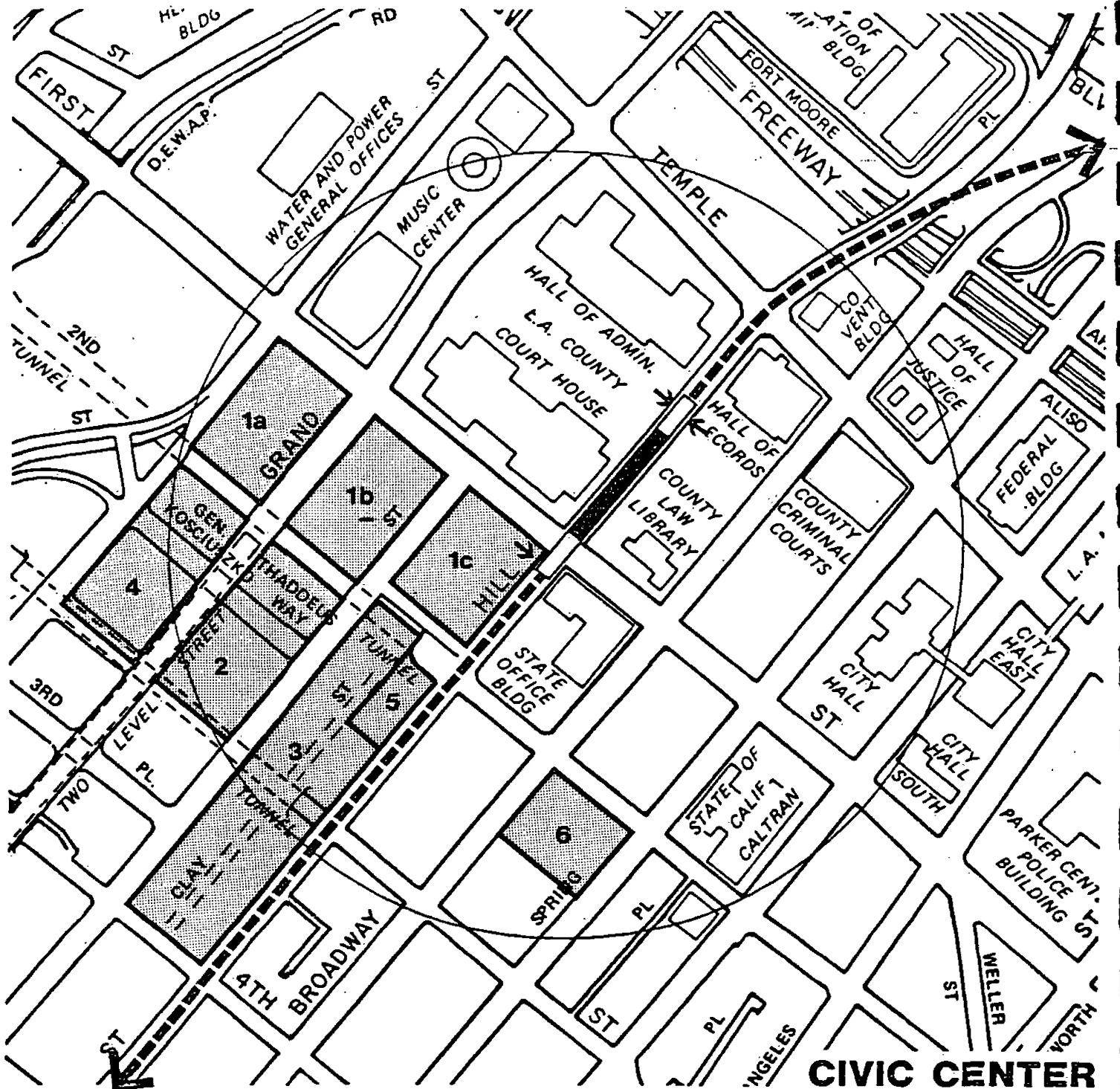


Southern California Rapid Transit District  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

**Figure III-1**  
**Current and Hypothetical**  
**Development Sites**

0 250 500 1000 feet ↑

SEDWAY/COOKE  
 Urban and Environmental Planners and Designers



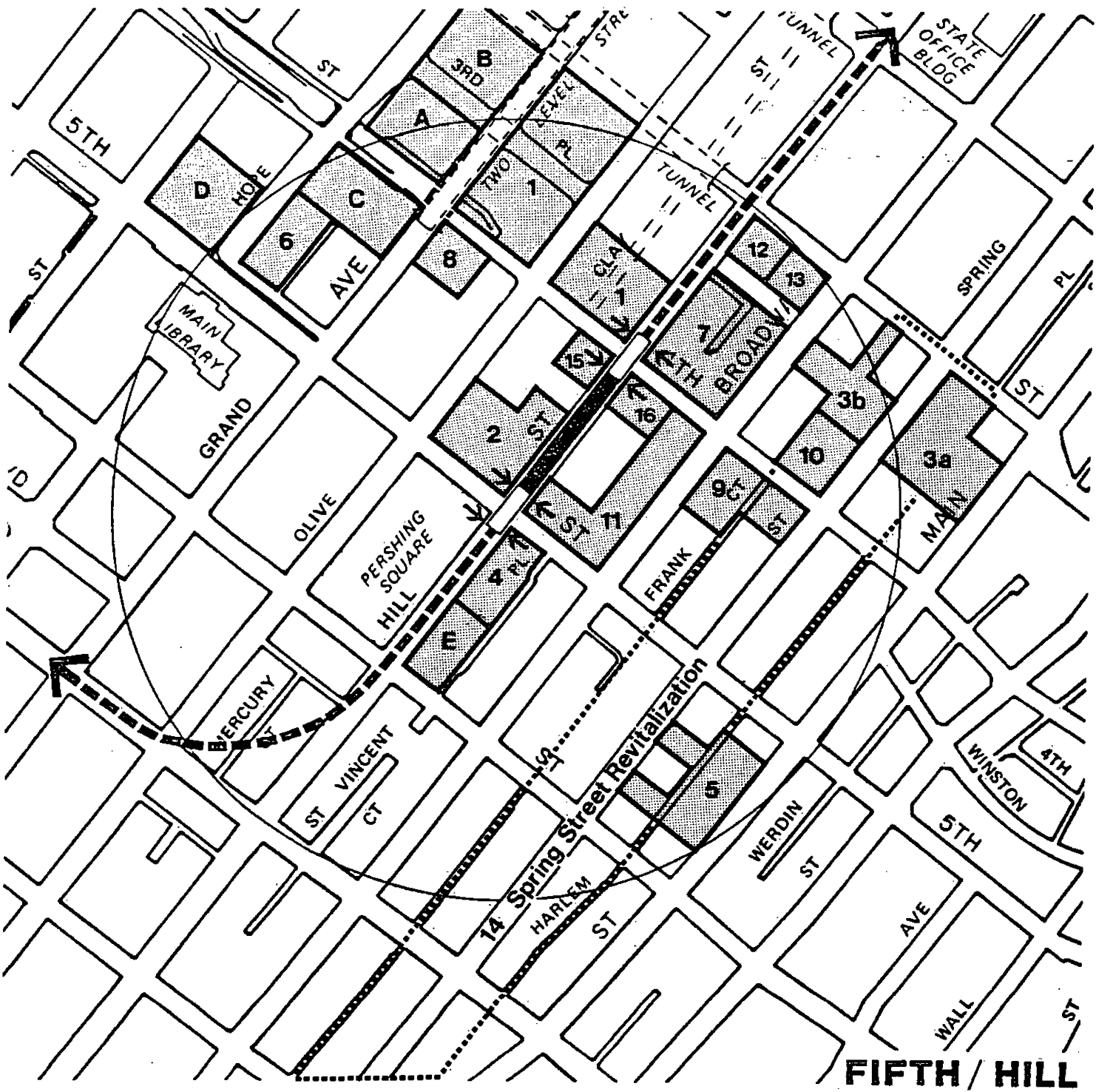
**CIVIC CENTER**

Southern California Rapid Transit District  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

**Figure III-2**  
**Current and Hypothetical**  
**Development Sites**

SEDWAY/COOKE  
 Urban and Environmental Planners and Designers

0 250 500 1000 feet ↑



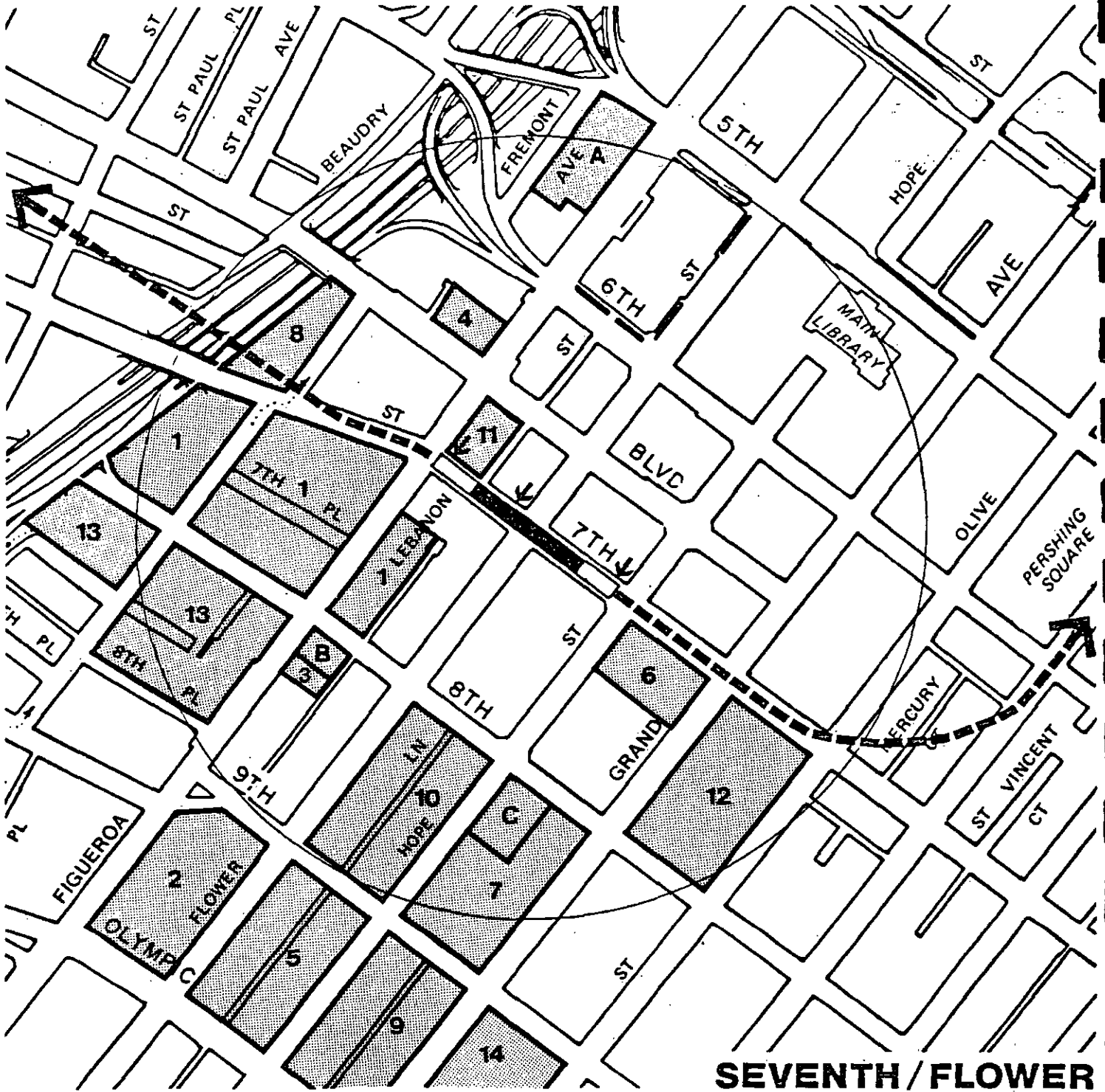
Southern California Rapid Transit District  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

**Figure III-3**  
**Current and Hypothetical**  
**Development Sites**

0 250 500 1000 feet



SEDWAY/COOKE  
 Urban and Environmental Planners and Designers



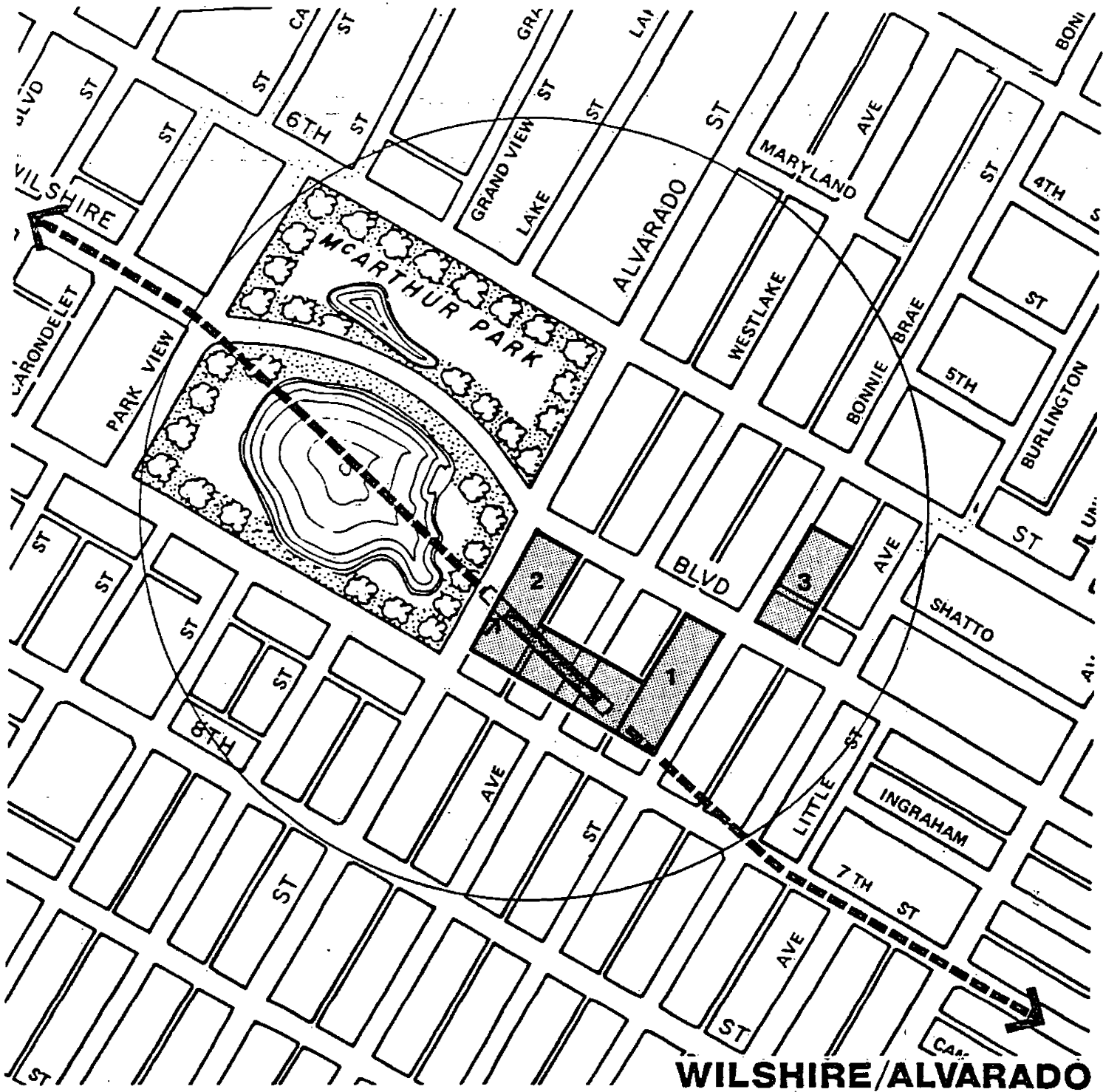
Southern California Rapid Transit District  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

**Figure III-4**  
**Current and Hypothetical**  
**Development Sites**

0 250 500 1000 feet



SEDWAY/COOKE  
 Urban and Environmental Planners and Designers



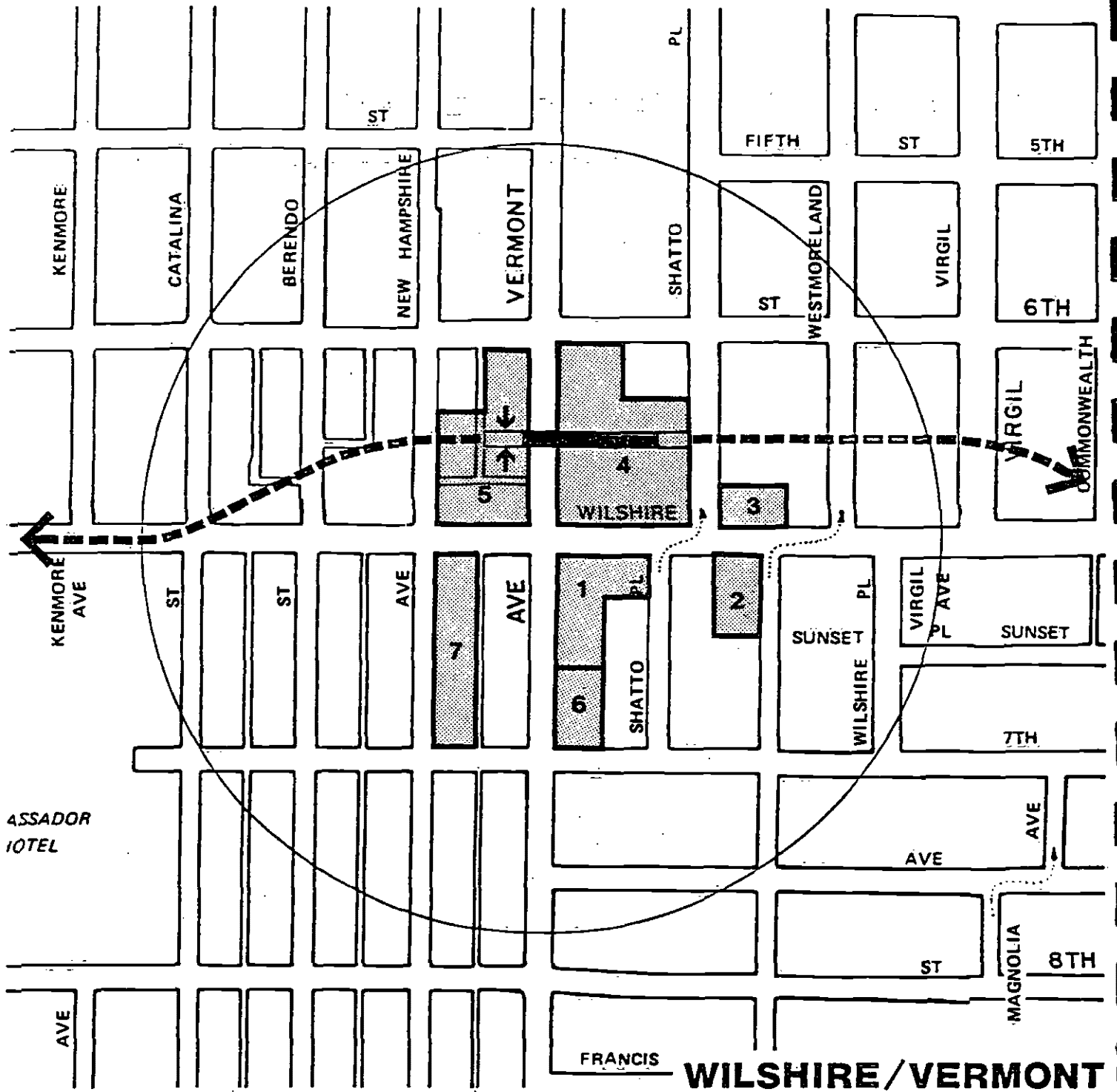
**WILSHIRE/ALVARADO**

Southern California Rapid Transit District  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

**Figure III-5**  
**Current and Hypothetical**  
**Development Sites**

0 250 500 1000 feet ↑

SEDWAY/COOKE  
 Urban and Environmental Planners and Designers



**WILSHIRE/VERMONT**

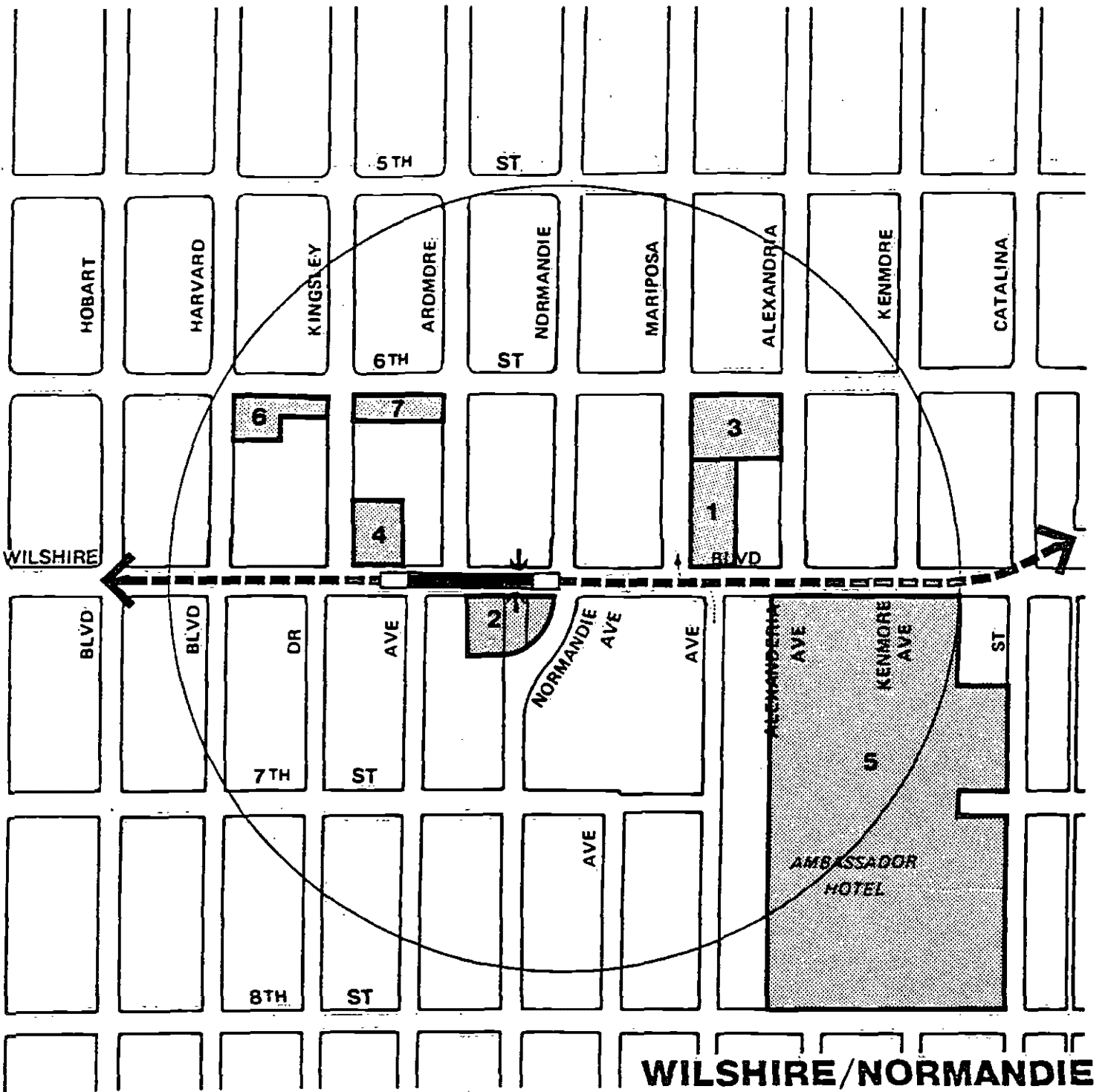
Southern California Rapid Transit District  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

**Figure III-6**  
**Current and Hypothetical**  
**Development Sites**

0 250 500 1000 feet

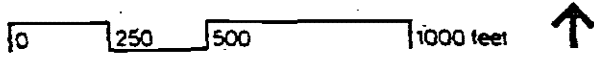


SEDWAY/COOKE  
 Urban and Environmental Planners and Designers

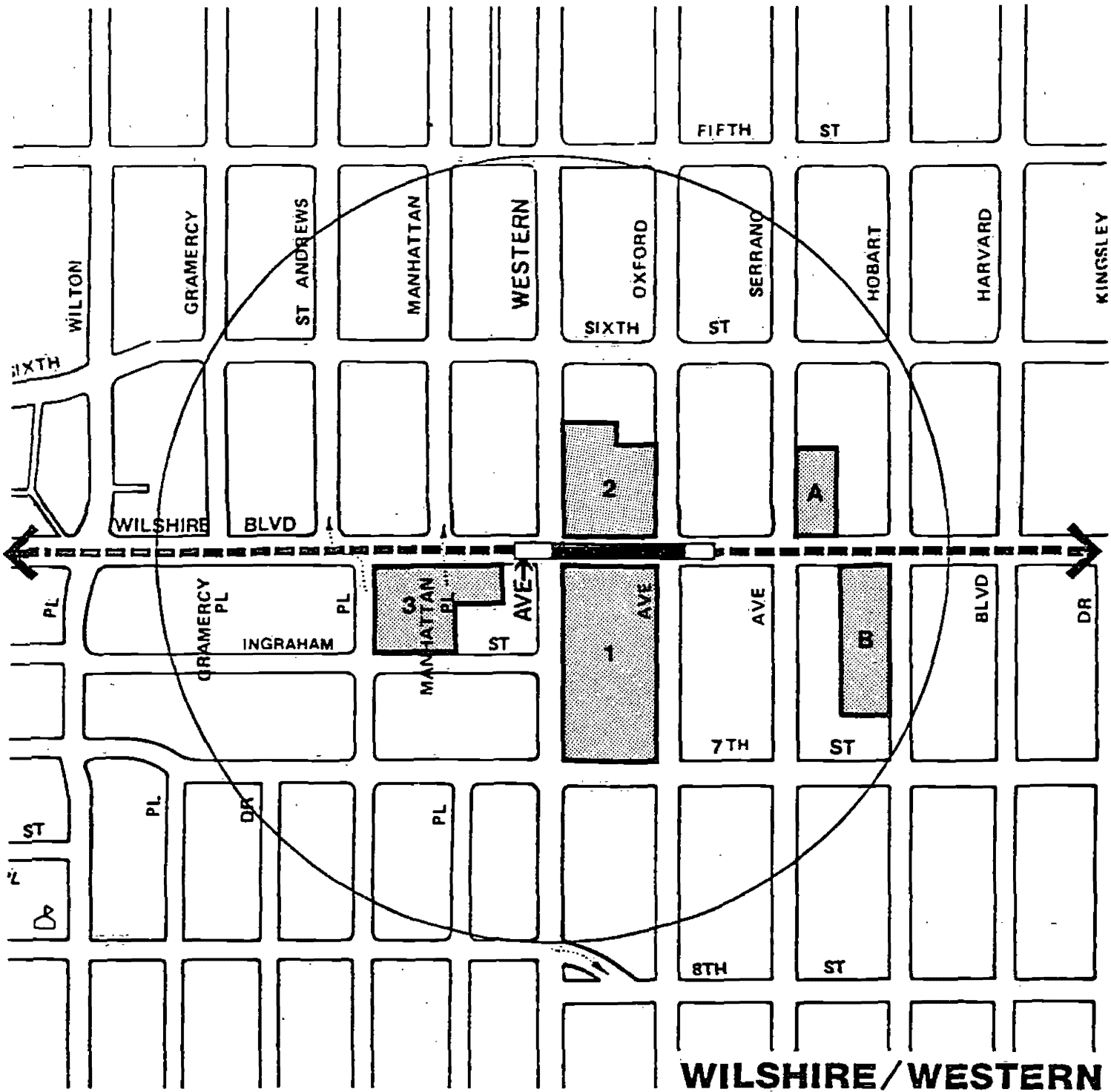


Southern California Rapid Transit District  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

**Figure III-7**  
**Current and Hypothetical**  
**Development Sites**



SEDWAY/COOKE  
 Urban and Environmental Planners and Designers



Southern California Rapid Transit District

# Metro Rail Project

PRELIMINARY ENGINEERING PROGRAM

0 250 500 1000 feet

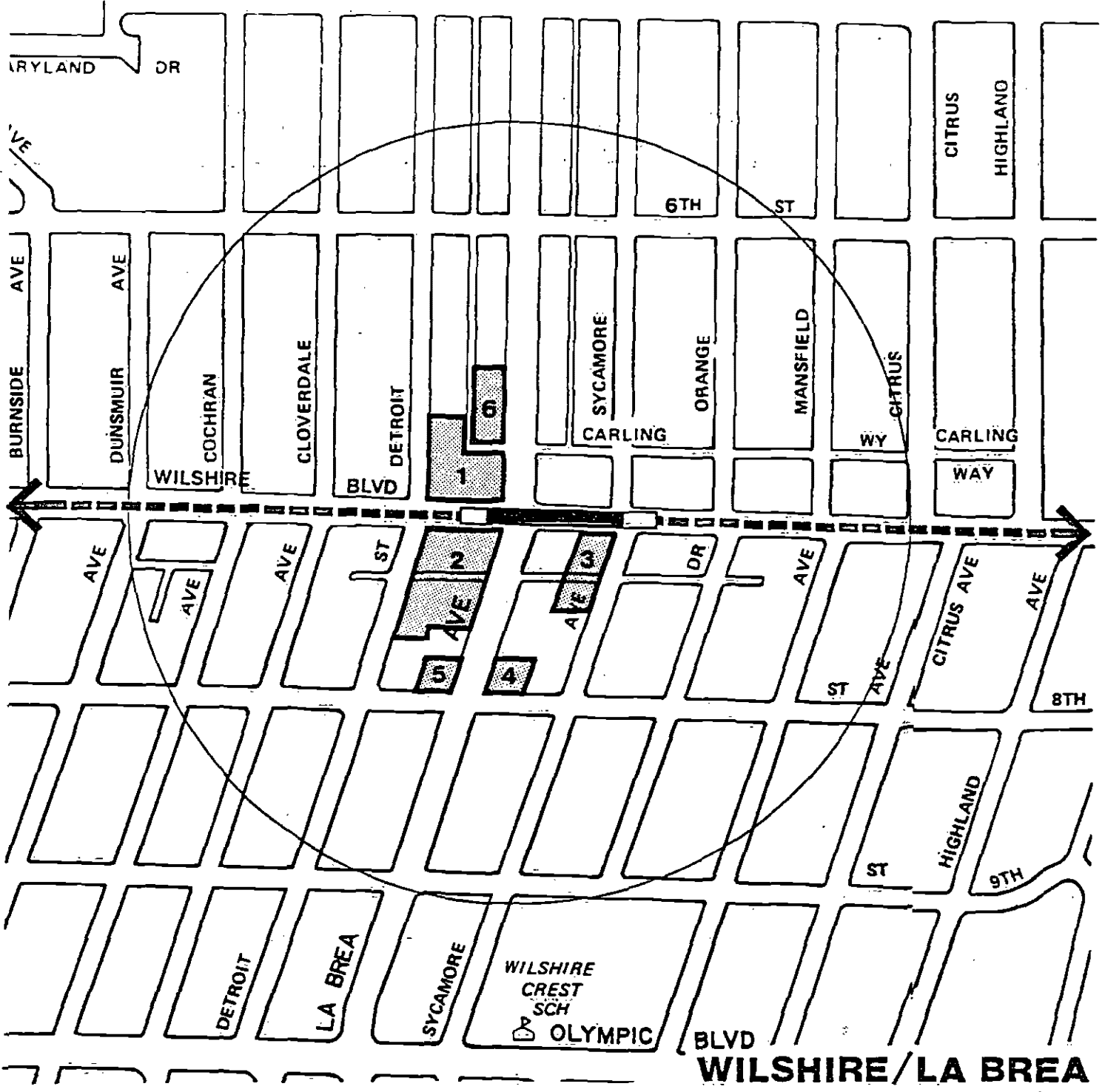


**Figure III-8**  
**Current and Hypothetical**  
**Development Sites**

SEDWAY/COOKE

Urban and Environmental Planners and Designers

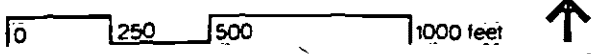




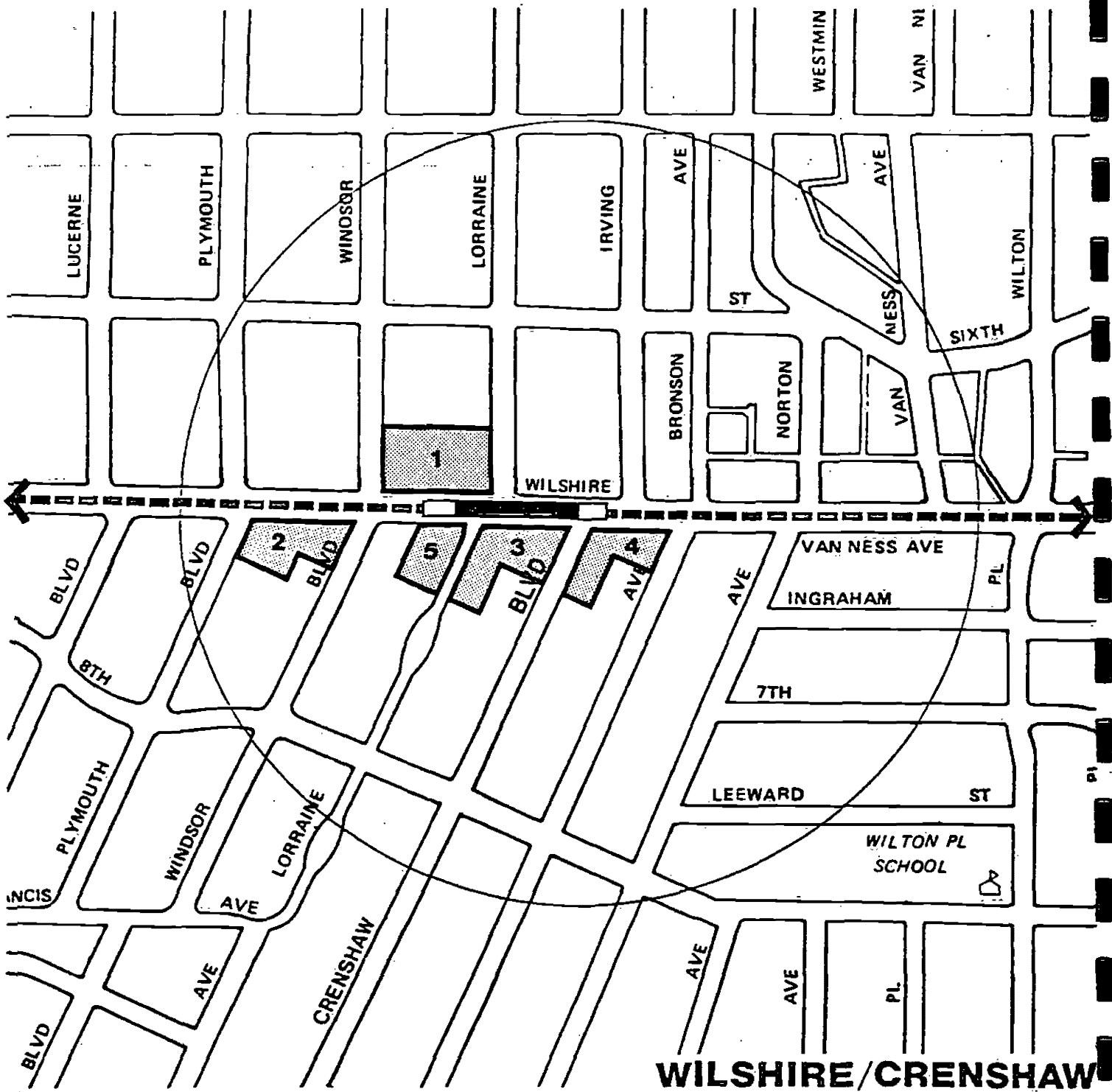
**WILSHIRE/LA BREA**

Southern California Rapid Transit District  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

**Figure III-9**  
**Current and Hypothetical**  
**Development Sites**



SEDWAY/COOKE  
 Urban and Environmental Planners and Designers



**WILSHIRE/CRENSHAW**

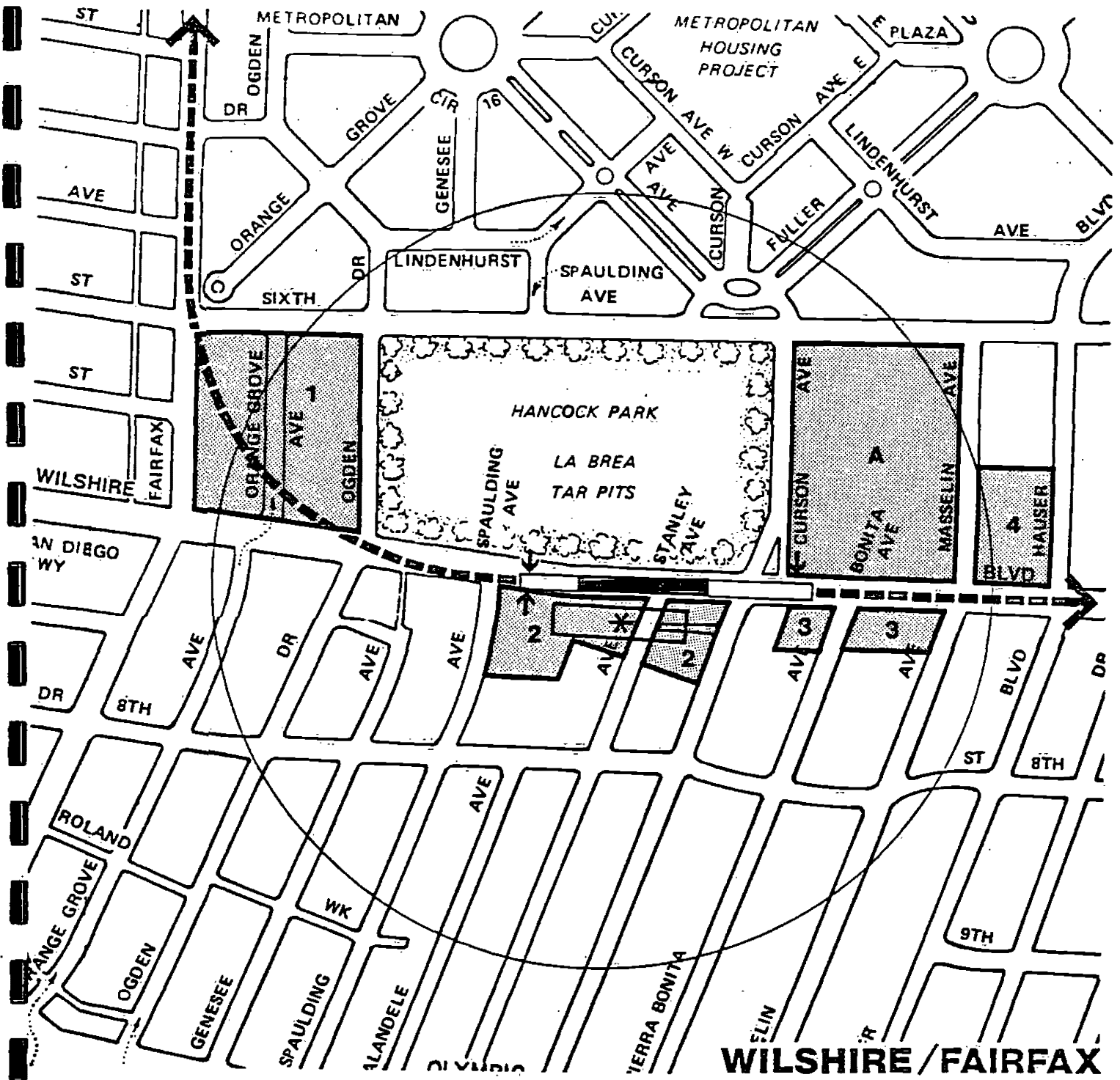
Southern California Rapid Transit District  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

0 250 500 1000 feet



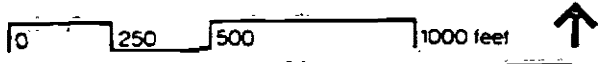
**Figure III-10**  
**Current and Hypothetical**  
**Development Sites**

SEDWAY/COOKE  
 Urban and Environmental Planners and Designers

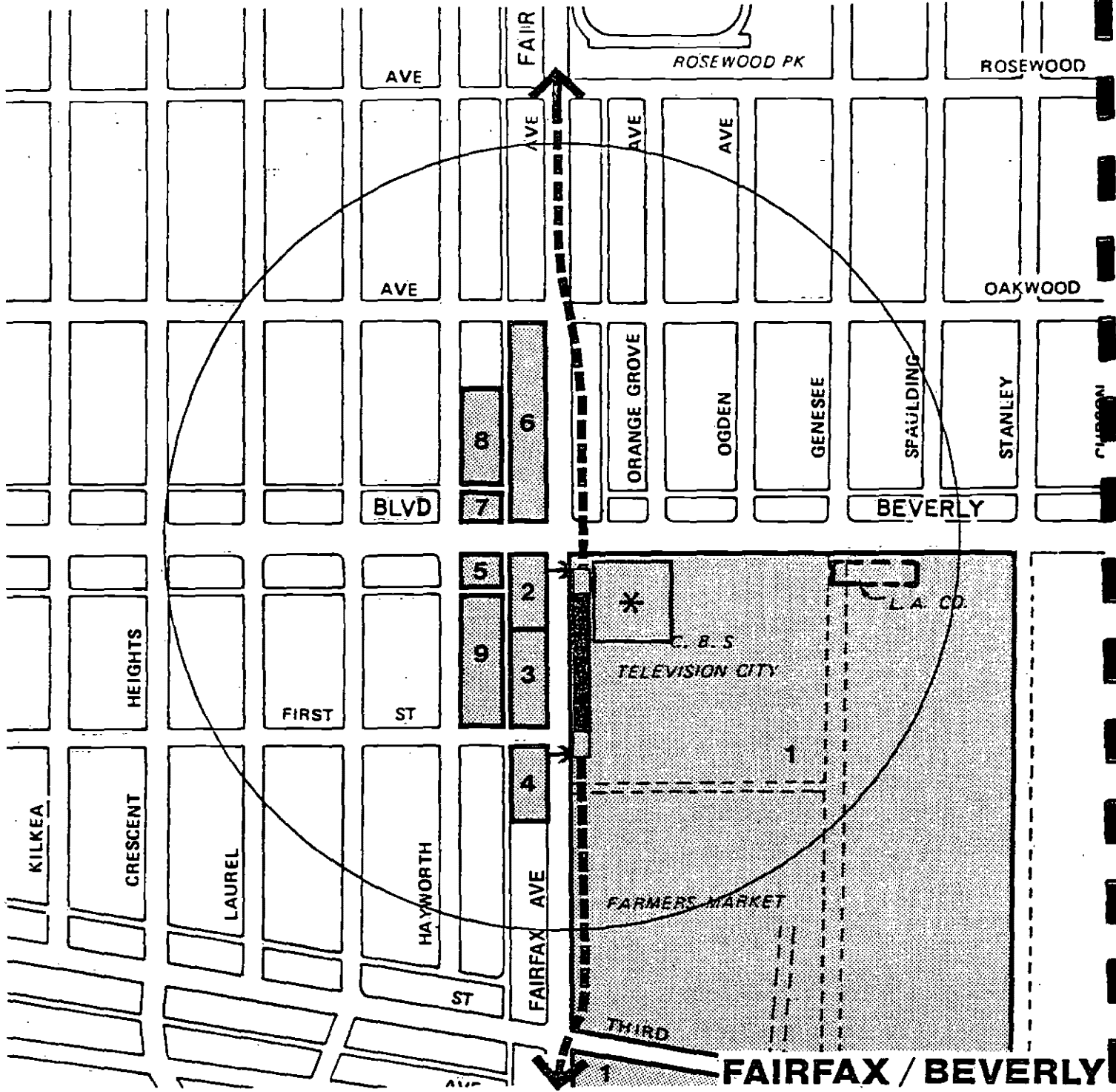


Southern California Rapid Transit District  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

**Figure III-11**  
**Current and Hypothetical**  
**Development Sites**



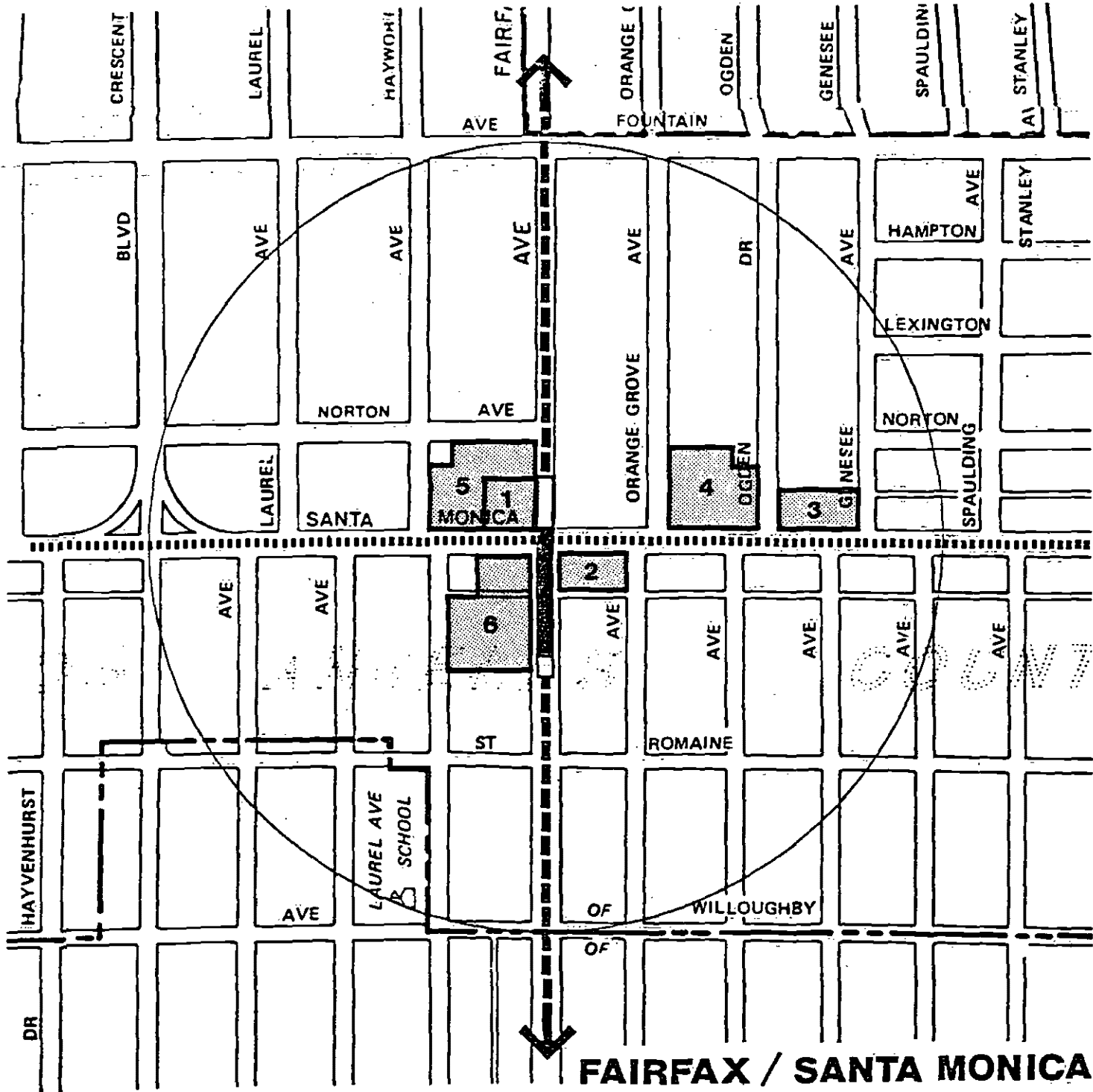
SEDWAY/COOKE  
 Urban and Environmental Planners and Designers



Southern California Rapid Transit District  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

**Figure III-12**  
**Current and Hypothetical**  
**Development Sites**  
 SEDWAY/COOKE  
 Urban and Environmental Planners and Designers

0 250 500 1000 feet ↑



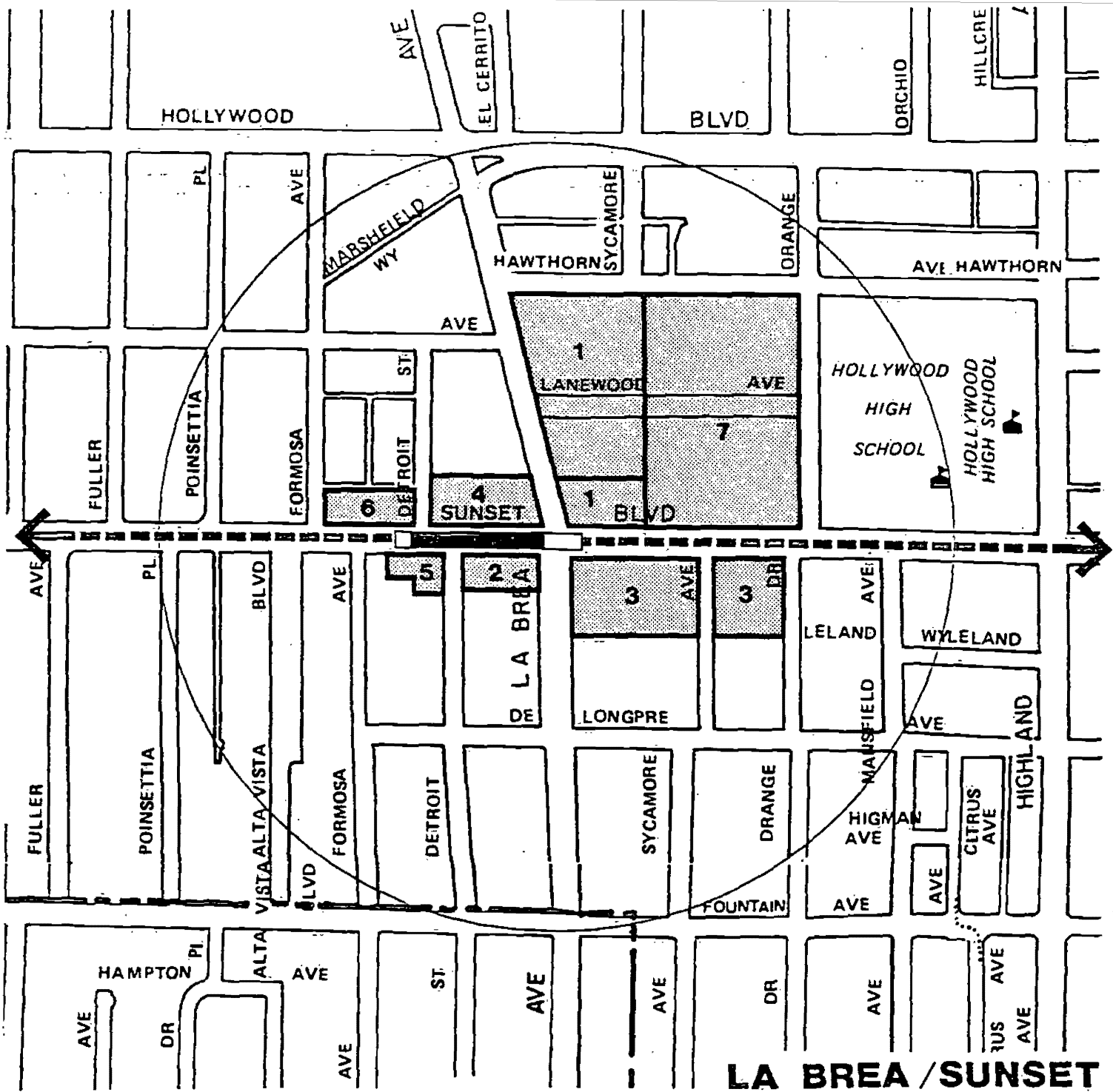
Southern California Rapid Transit District  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

**Figure III-13**  
**Current and Hypothetical**  
**Development Sites**

0 250 500 1000 feet



SEDWAY/COOKE  
 Urban and Environmental Planners and Designers



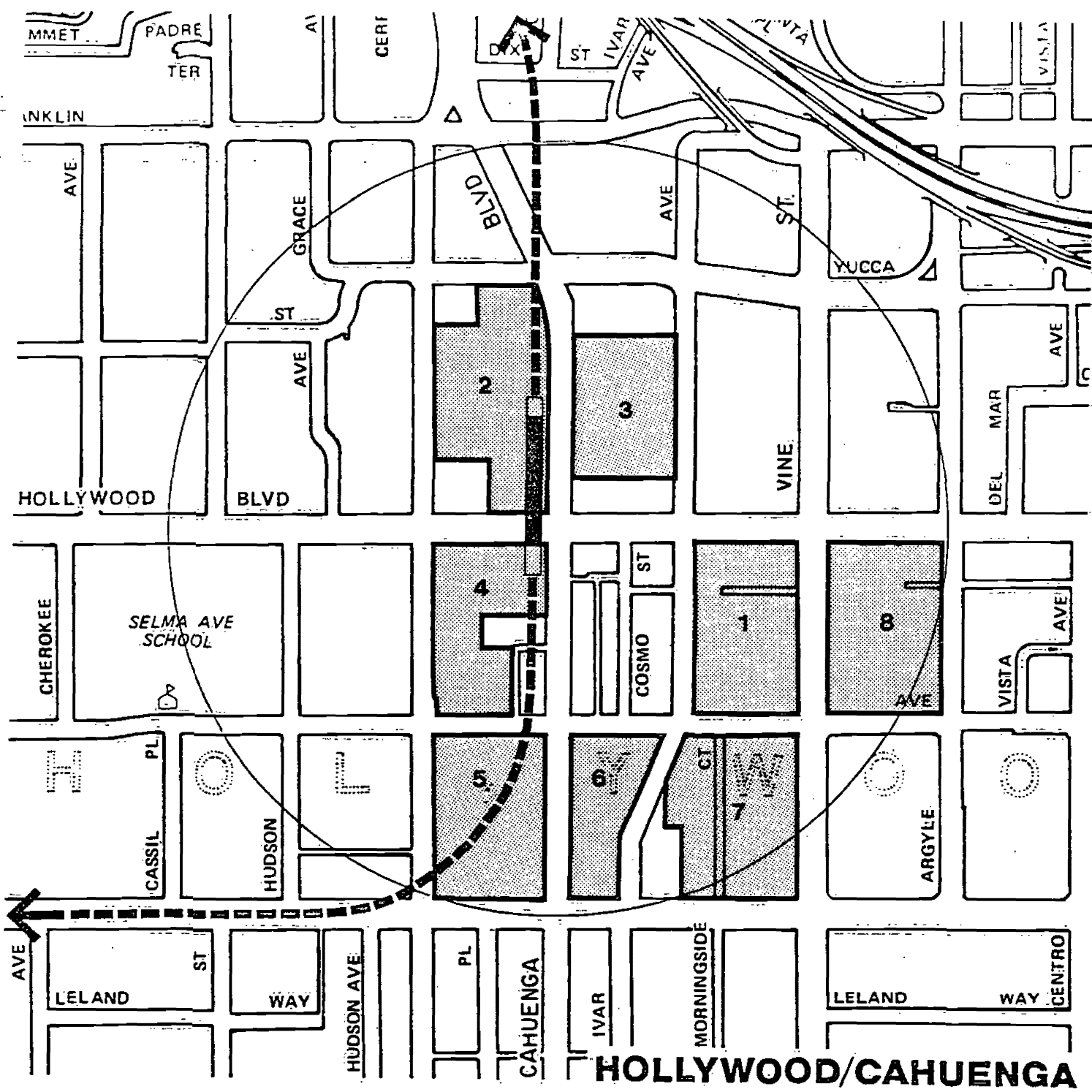
**LA BREA / SUNSET**

Southern California Rapid Transit District  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

**Figure II-14**  
**Current and Hypothetical**  
**Development Sites**

SEDWAY/COOKE  
 Urban and Environmental Planners and Designers

0 250 500 1000 feet ↑

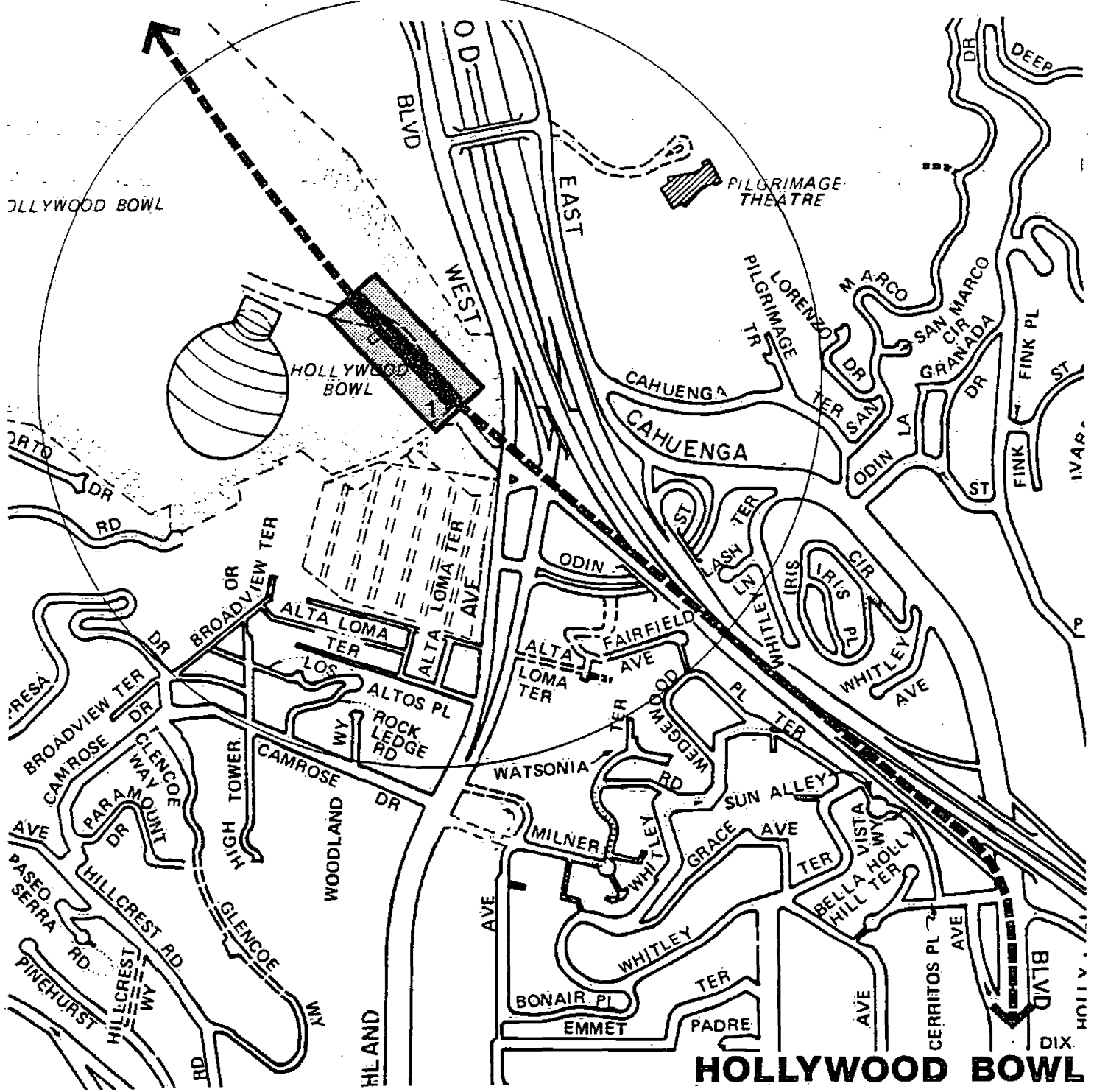


Southern California Rapid Transit District  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

**Figure III-15**  
**Current and Hypothetical**  
**Development Sites**  
 SEDWAY/COOKE  
 Urban and Environmental Planners and Designers

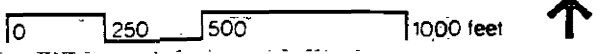
0 250 500 1000 feet

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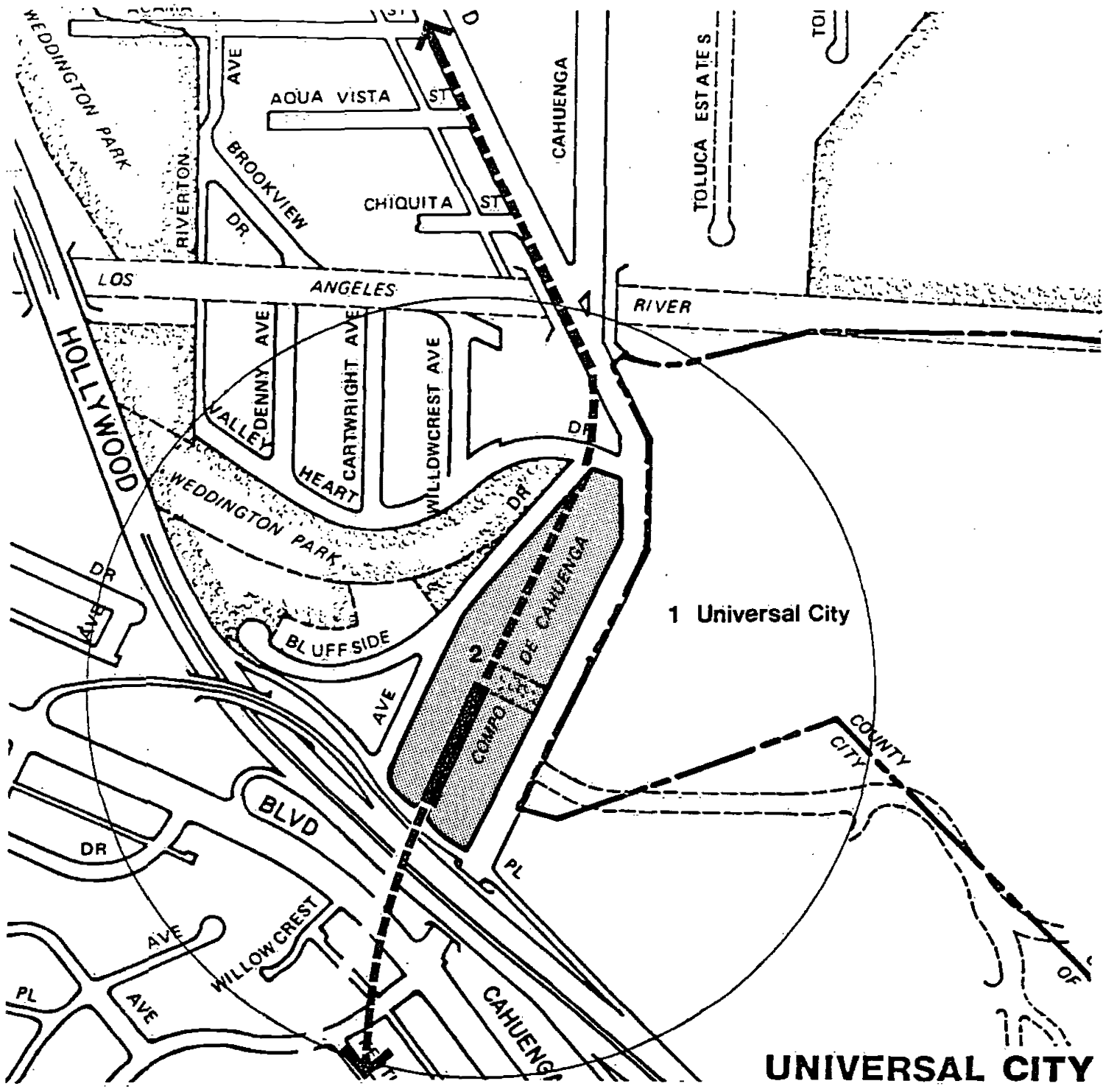
Southern California Rapid Transit District  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

**Figure III-16**  
**Current and Hypothetical**  
**Development Sites**



SEDWAY/COOKE  
 Urban and Environmental Planners and Designers





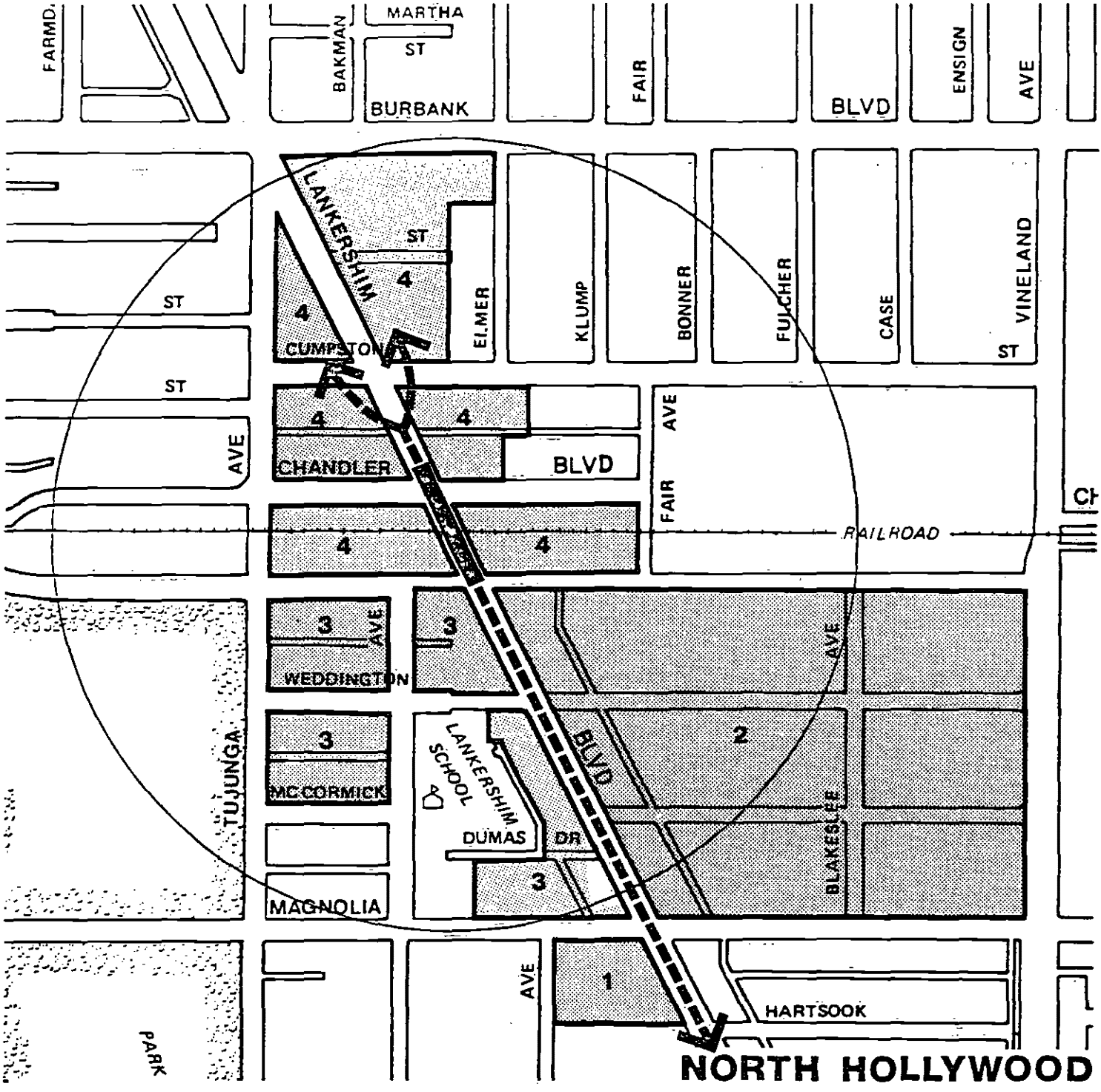
Southern California Rapid Transit District  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

**Figure III-17**  
**Current and Hypothetical**  
**Development Sites**

0 250 500 1000 feet

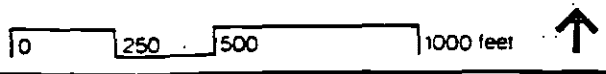


SEDWAY/COOKE  
 Urban and Environmental Planners and Designers



Southern California Rapid Transit District  
**Metro Rail Project**  
 PRELIMINARY ENGINEERING PROGRAM

**Figure III-18**  
**Current and Hypothetical**  
**Development Sites**



SEDWAY/COOKE  
 Urban and Environmental Planners and Designers

#### IV. COMPARISON OF GROWTH PROJECTIONS FOR METRO RAIL ALTERNATIVES

This chapter compares the three project alternatives with respect to commercial and residential growth. Growth projected in conjunction with each alternative is compared first for the Regional Core as a whole, then for the planning areas and finally for the station areas.

#### REGIONAL CORE

Table IV-1 summarizes the commercial and residential growth projections for each of the systemwide alternatives and compares it with total development and population in 1980. Projections are given for the Regional Core. Commercial projections are expressed in gross square footage and include office, retail, and hotel development. With construction of the Locally Preferred Alternative commercial development added within the Regional Core would be expected to increase by a range of 50 to 69 percent over development added under the No Project Alternative. The effects of the Aerial Option would be virtually identical to those of the Locally Preferred Alternative. Commercial development added under the Minimum Operable Segment would increase by a range of 41 to 49 percent over the No Project Alternative.

With the construction of the Locally Preferred Alternative, the number of dwelling units added would increase by about 200 percent over the No Project Alternative.

TABLE IV-1  
PROJECTED REGIONAL CORE GROWTH FOR SYSTEMWIDE ALTERNATIVES,  
YEARS 1980 TO 2000

	1980 Total	NO PROJECT ALTERNATIVE		LOCALLY PREFERRED ALTERNATIVE		MINIMUM OPERABLE SEGMENT	
		Increment	Percent Change	Increment	Percent Change	Increment	Percent Change
Commercial Development (1,000 sq. ft.)	232,800	38,600	17%	57,600-65,300 <sup>1</sup>	25%-28%	54,600-57,500 <sup>1</sup>	23%-25%
Residential Development (dwelling units)	378,100	50,620	13%	150,130	40%	113,920	30%
Population Growth	832,960	188,710	23%	429,600 <sup>2</sup>	52%	356,460 <sup>2</sup>	43%

Source: Southern California Association of Governments, Draft SCAG-82 Growth Forecast Policy, 1982; LADOP; Sedway/Cooke.

<sup>1</sup>Range reflects amount of development both without and with a concerted effort by SCRTD and others to promote joint development.

<sup>2</sup>Although this level of residential development is identified by SCAG-82B for the entire Regional Core, it is more likely to occur at this intensity only within station areas and to be less for the Regional Core as a whole.

Population added would increase about 130 percent over the No Project Alternative. With the Minimum Operable Segment, the Regional Core is projected to experience an increase in dwelling units added of about 125 percent and an increase in population added of about 85 percent over the No Project Alternative.

## PLANNING AREAS

Table IV-2 compares total 1980 population and population densities in planning areas and the Regional Core with those projected under the various project alternatives. Population density in the Regional Core would increase from 10,888 persons per square mile in 1980 to 13,355 persons per square mile in 2000 with No Project, 17,806 persons per square mile with the Locally Preferred Alternative, and 16,532 persons per square mile with the Minimum Operable Segment. The density of those planning areas served by the Minimum Operable Segment (CBD, Westlake, and Wilshire) would increase from 14,624 persons per square mile in 1980 to 19,251 persons per square mile in 2000 with No Project and 24,780 persons per square mile with the Minimum Operable Segment.

With respect to commercial development activity under the No Project Alternative, the CBD Planning Area is expected to capture the majority of commercial development within the Regional Core at an average annual rate of 750,000 square feet for major office space. This rate is slightly higher than the capture rate of 690,000 square feet per year during the last decade (1970-1980) and 550,000 square feet per year during the last five years of the decade (1975-1980). Westlake is expected to capture 50,000 square feet of major office space per year. The Wilshire Planning Area is expected to capture 400,000 square feet per year compared with 433,000 square feet per year during the last decade and 220,000 square feet per year during the last five years of the decade. Hollywood is expected to capture 75,000 square feet per year, continuing the trend established by a decline from 87,000 square feet per year in the 1970's to 73,000 square feet per year from 1975 to 1980. The Universal City/North Hollywood area is expected to capture 225,000 square feet of major office space per year, reflecting a continuation of recent trends. The area absorbed 105,000 square feet per year during the 1970s and 155,000 square feet per year from 1975 to 1980.

TABLE IV-2  
POPULATION AND DENSITY IN PLANNING AREAS AND REGIONAL CORE, YEARS 1980 AND 2000

Planning Areas	Sq. Mi.	1980		NO PROJECT		LOCALLY PREFERRED ALTERNATIVE		MINIMUM OPERABLE SEGMENT	
		Popula- tion	Persons/ Sq. Mi.	Popula- tion	Persons/ Sq. Mi.	Popula- tion	Persons/ Sq. Mi.	Popula- tion	Persons/ Sq. Mi.
CBD	6.76	43,040	6,367	73,930	10,936	102,890	15,220	102,890	15,220
Westlake	3.53	92,450	26,190	126,620	35,870	159,410	45,159	159,410	45,159
Wilshire	20.05	308,210	15,372	383,530	19,129	489,530	24,415	489,530	24,415
Hollywood	21.21	216,520	10,208	258,290	12,178	324,870	15,317	258,290	12,178
Universal City	9.71	41,100	4,232	42,630	4,390	44,160	4,548	42,630	4,390
North Hollywood	15.24	131,640	8,638	136,670	8,968	141,700	9,298	136,670	8,968
Regional Core	76.50	832,960	10,888	1,021,670	13,355	1,262,560	16,504	1,189,420	15,548

Residential development is expected to continue at the same rate as during the last two decades except in the CBD where CRA involvement is expected to increase the rate of growth considerably. Because most stations are at established centers, development within the Regional Core planning areas will tend to concentrate within station areas even under the No Project Alternative.

With the Locally Preferred Alternative, the CBD is expected to increase its capture rate to a range of 1,000,000 to 1,050,000 square feet of major office space per year. Westlake is expected to increase its capture rate to a range of 75,000 to 125,000 square feet per year. Wilshire is expected to capture 650,000 to 750,000 square feet per year. Hollywood could increase its capture rate to a range of 100,000 to 150,000 square feet per year. The Universal City/North Hollywood capture rate is not expected to increase significantly without special incentives. Because the Music Corporation of America (MCA) owns the Universal City area, where the majority of development is expected to occur, its development costs are substantially lower than a typical developer's. Since MCA has been able to act relatively independently of the development market, its development plans under the No Project Alternative probably reflect its internal ability to accommodate development. Similarly, the current market demand has already been increased by the North Hollywood Community Core Redevelopment Project, the major development site in North Hollywood. Consequently, additional growth as a result of the Metro Rail Project is not expected, unless incentives are provided in these two areas. With incentives, the capture rate could increase to 275,000 square feet per year.

With the Minimum Operable Segment, the CBD, Westlake and Wilshire Planning Areas would experience increases in capture rates comparable to those experienced under the Locally Preferred Alternative. The Hollywood and Universal City/North Hollywood areas would experience no increase in capture rate.

## STATION AREAS

Table IV-3 indicates total residential and commercial development in station areas for each alternative in the year 2000 and Table IV-4 shows population and employment in station areas. The level of development for the Project alternatives is presented as a range. The low end is illustrative of the development that could occur in conjunction with the Metro Rail Project and that could be absorbed by the market under normal circumstances. The high end includes the additional development that the market could absorb given special incentives by SCRTD and other agencies to encourage joint development adjacent to stations. Figure IV-1 depicts the growth projections graphically.

Table IV-3 indicates that under the No Project Alternative total commercial development in the 14 station areas designated as core areas of Centers will increase by 43 percent over 1980; with the Locally Preferred Alternative it will increase by 61 to 77 percent, and with the Minimum Operable Segment 58 to 70 percent. Employment will be similarly concentrated within designated centers under the Locally Preferred Alternative and the Minimum Operable Segment. Thus, relative to the No Project Alternative the Metro Rail Project will promote the concentration of activity within designated centers in accordance with the Centers Concept. The Locally Preferred Alternative will more effectively implement the Centers Concept in the Regional Core than will the Minimum Operable Segment. The Minimum Operable Segment will not provide the economic stimulation needed to promote revitalization in Hollywood and North Hollywood.

TABLE IV-3

## TOTAL DEVELOPMENT IN REGIONAL CORE FOR SYSTEMWIDE ALTERNATIVES, YEAR 2000

	COMMERCIAL FLOOR AREA (1,000 Sq. Ft.)			RESIDENTIAL (OCCUPIED DWELLING UNITS)		
	No Project	Locally Preferred Alternative	Minimum Operable Segment <sup>1</sup>	No Project	Locally Preferred Alternative	Minimum Operable Segment
<b>CBD PLANNING AREA</b>	100,400	107,500 - 109,600	107,500 - 109,600	22,310	33,810	33,810
Union Station	900	1,800 - 3,200	1,800 - 3,200	0	530	530
Civic Center	9,400	9,800 - 10,200	9,800 - 10,200	2,116	2,960	2,960
Fifth/Hill	24,300	26,000 - 27,300	26,000 - 27,300	1,830	2,780	2,780
Seventh/Flower	20,000	21,600 - 23,200	21,600 - 23,200	2,040	2,380	2,380
All CBD Station Areas	54,600	59,200 - 63,900	59,200 - 63,900	6,030	8,650	8,650
<b>WESTLAKE PLANNING AREA</b>	25,500	26,200 - 26,800	26,200 - 26,800	47,330	58,660	58,660
Wilshire/Alvarado	1,600	2,000 - 2,700	2,000 - 2,700	4,410	5,440	5,440
<b>WILSHIRE PLANNING AREA</b>	75,600	83,800 - 86,100	83,800 - 86,100	150,770	191,260	191,260
Wilshire/Vermont	5,300	5,700 - 6,700	5,700 - 6,700	3,690	5,920	5,920
Wilshire/Normandie	5,000	6,600 - 6,800	6,600 - 6,800	4,210	6,060	6,060
Wilshire/Western	4,300	4,800 - 5,000	4,800 - 5,000	4,570	5,140	5,140
Wilshire/Crenshaw*	1,200	1,300 - 1,500	1,300 - 1,500	880	990	990
Wilshire/La Brea	1,800	2,400 - 2,600	2,400 - 2,600	3,590	4,880	4,880
Wilshire/Fairfax	4,800	5,700 - 6,400	5,700 - 6,400	740	990	990
Fairfax/Beverly*	2,100	4,300 - 5,400	4,300 - 5,400	2,900	4,020	4,020
All Wilshire Station Areas	24,500	30,800 - 34,400	30,800 - 34,400	20,580	28,000	28,000
<b>HOLLYWOOD PLANNING AREA</b>	41,800	44,400 - 46,000	41,800	124,530	154,840	124,530
Fairfax/Santa Monica*	600	1,000 - 1,400	600	5,440	6,930	5,440
La Brea/Sunset	1,200	1,500 - 1,900	1,200	2,530	3,220	2,530
Hollywood/Cahuenga	3,200	4,200 - 5,500	3,200	2,430	3,040	2,430
Hollywood Bowl (optional)*	15	15 - 35	15	480	930	480
All Hollywood Station Areas	5,015	6,715 - 8,835	5,015	10,880	14,120	10,880
<b>UNIVERSAL CITY/NORTH HOLLYWOOD PLANNING AREA</b>	28,100	28,500 - 29,600	28,100	83,760	89,660	83,760
Universal City	4,100	4,300 - 4,500	4,100	1,250	1,330	1,250
North Hollywood	1,500	2,000 - 2,500	1,500	1,130	1,210	1,130
<b>DESIGNATED CENTERS</b>	87,400	98,400 - 108,500	96,400 - 104,100	34,580	45,880	44,420
<b>ALL STATION AREAS</b>	91,315	105,015 - 116,835	102,615 - 111,615	44,280	58,750	55,350
<b>REGIONAL CORE</b>	271,400	290,400 - 298,100	287,400 - 290,300	428,720	528,230	492,020

Source: Sedway/Cooke

\*Station areas not designated as centers in the city's Concept Plan.

<sup>1</sup>Range reflects amount of development both without and with a concerted effort by SCRTD and others to promote joint development.

TABLE IV-4  
TOTAL POPULATION AND EMPLOYMENT IN STATION AREAS, YEAR 2000

	NO PROJECT		LOCALLY PREFERRED ALTERNATIVE/AERIAL OPTION <sup>1</sup>		MINIMUM OPERABLE SEGMENT <sup>1</sup>	
	Population	Employment	Population	Employment	Population	Employment
<b>CBD</b>	73,930	373,100	102,890	401,500-408,100	102,890	401,500-408,100
Union Station	0	3,000	1,059	5,900-11,300	1,050	5,900-11,300
Civic Center	4,530	45,400	7,300	47,100-48,900	7,300	47,000-48,900
Fifth/Hill	3,880	78,700	6,250	87,400-93,300	6,250	87,400-93,300
Seventh/Flower	3,310	66,700	4,160	70,800-78,500	4,160	70,800-78,500
All CBD Station Areas	11,720	193,800	18,760	211,100-232,000	18,766	211,100-232,000
<b>WESTLAKE</b>	126,620	91,400	159,410	94,400-96,900	159,410	94,400-96,900
Wilshire/Alvarado	10,580	9,300	13,320	11,200-14,400	13,320	11,200-14,400
<b>WILSHIRE</b>	383,530	276,200	489,530	306,500-317,300	489,530	306,500-317,300
Wilshire/Vermont	8,960	25,100	14,120	27,100-31,500	14,120	27,100-31,500
Wilshire/Normandie	9,320	25,000	13,800	30,300-31,200	13,800	30,300-31,200
Wilshire/Western	10,030	16,900	11,210	18,900-19,700	11,210	18,900-19,700
Wilshire/Crenshaw (optional)*	2,080	6,100	2,390	6,900-7,800	2,390	6,900-7,800
Wilshire/Lo Brea	9,500	5,500	13,000	8,200-9,000	13,000	8,200-9,000
Wilshire/Fairfax	1,720	22,200	2,350	25,900-28,600	2,350	25,900-28,600
Fairfax/Beverly*	7,190	10,400	9,620	18,700-22,100	9,620	18,700-22,100
All Wilshire Station Areas	48,800	111,200	66,490	136,000-149,800	66,490	136,000-149,800
<b>HOLLYWOOD</b>	258,290	145,000	324,870	151,100-156,800	258,290	145,000
Fairfax/Santa Monica*	10,720	2,100	14,130	3,900-5,500	10,720	2,100
Lo Brea/Sunset	4,690	6,400	6,280	7,300-8,700	4,600	6,400
Hollywood/Cahuenga	5,020	14,900	6,380	16,900-20,500	5,020	14,900
Hollywood Bowl (optional)*	830	300	830	300-340	830	300
All Hollywood Station Areas	21,260	23,700	27,620	28,400-35,000	21,260	23,700
<b>UNIVERSAL CITY/ NORTH HOLLYWOOD</b>	179,300	98,800	185,860	100,000-104,600	179,300	98,800
Universal City	2,290	22,300	2,600	22,700-23,600	2,290	22,300
North Hollywood	2,350	7,700	2,460	9,900-12,100	2,350	7,700
<b>DESIGNATED CENTERS</b>	76,180	349,100	104,280	389,500-431,160	100,910	384,000-417,610
<b>ALL STATION AREAS</b>	97,000	368,000	131,250	419,300-466,900	124,470	412,000-449,900
<b>REGIONAL CORE</b>	1,021,670	984,500	1,262,560	1,053,500-1,083,700	1,189,420	1,046,200-1,066,100

Source: Sedway/Cooke Tables assuming 200 sq.ft./office employee (reflects the current downward trend from 250 sq.ft./employee in 1980), 500 sq.ft./retail employees and 2 rooms/hotel employee.

\*Station areas not designated as centers in the city's Concept Plan.

<sup>1</sup>Range reflects development both without and with promotion of joint development by SCRTD and others.

Table IV-5 identifies the parcel area that would be required to accommodate the growth projected under each alternative from January 1980 to January 2000 and the corresponding percentage of the total parcel area susceptible to reinvestment used to accommodate each increment of growth. Figure IV-1 depicts these results graphically. This comparison of the development projections with development capacity provides the basis for assessing impacts associated with the accommodation of growth.

ATLAS



TABLE IV-5

ACRES OF PARCEL AREA REQUIRED TO ACCOMMODATE GROWTH  
(Percent of Parcel Area Susceptible to Reinvestment)

	NET COMMERCIAL DEVELOPMENT <sup>1</sup>			NET RESIDENTIAL DEVELOPMENT <sup>1</sup>		
	No Project	Locally Preferred Alternative	Minimum Operable Segment	No Project	Locally Preferred Alternative	Minimum Operable Segment
<b>CBD</b>						
Union Station	0	7-17	7-17	0 <sub>*2</sub>	6 <sub>*2</sub>	6 <sub>*2</sub>
	0	10-23%	10-23%			
Civic Center	9	12-14	12-14	7 <sub>*2</sub>	16 <sub>*2</sub>	16 <sub>*2</sub>
	32%	42-49%	42-49%			
Fifth/Hill	25	37-39	37-39	11 <sub>*2</sub>	22 <sub>*2</sub>	22 <sub>*2</sub>
	33%	52-55%	52-55%			
Seventh/Flower	23	29-36	29-36	7 <sub>*2</sub>	11 <sub>*2</sub>	11 <sub>*2</sub>
	33%	41-50%	41-50%			
<b>WESTLAKE</b>						
Wilshire/Alvarado	2	5-7	5-7	7	14	14
	4%	13-20%	13-20%	37%	70%	70%
<b>WILSHIRE</b>						
Wilshire/Vermont	2	8-13	8-13	2	17	17
	8%	27-43%	27-43%	5%	69%	69%
Wilshire/Normandie	9	18-20	18-20	3	19	19
	15%	46-54%	46-54%	14%	113%	113%
Wilshire/Western	4	5-6	5-6	4	14	14
	12%	15-19%	15-19%	15%	51%	51%
Wilshire/Crenshaw	3	4-6	4-6	2	4	4
	21%	28-38%	28-38%	6%	18%	18%
Wilshire/La Brea	2	4-6	4-6	7	27	27
	8%	15-23%	15-23%	70%	273%	273%
Wilshire/Fairfax	4	8-10	8-10	2	4	4
	50%	103-127%	103-127%	6%	19%	19%
Fairfax/Beverly	9	20-26	20-26	11	27	27
	17%	37-48%	37-48%	294%	1,594%	1,594%
<b>HOLLYWOOD</b>						
Fairfax/Santa Monica	2	5-8	2	11	47	11
	10%	26-40%	10%	36%	156%	36%
La Brea/Sunset	2	13-20	2	2	9	2
	6%	50-78%	6%	10%	43%	10%
Hollywood/Cahuenga	4	15-29	4	2	10	2
	5%	18-35%	5%	32%	136%	32%
Hollywood Bowl	0	0-1 <sub>*3</sub>	0	0.1	3	0.1
	0%			3%	100%	3%
<b>UNIVERSAL CITY/ NORTH HOLLYWOOD</b>						
Universal City	12	15-16	12	2 <sub>*4</sub>	4 <sub>*4</sub>	2 <sub>*4</sub>
	48%	60-64%	48%			
North Hollywood	12	27-35	12	7	8	7
	23%	51-66%	23%	28%	31%	28%

Source: Sedway/Cooke

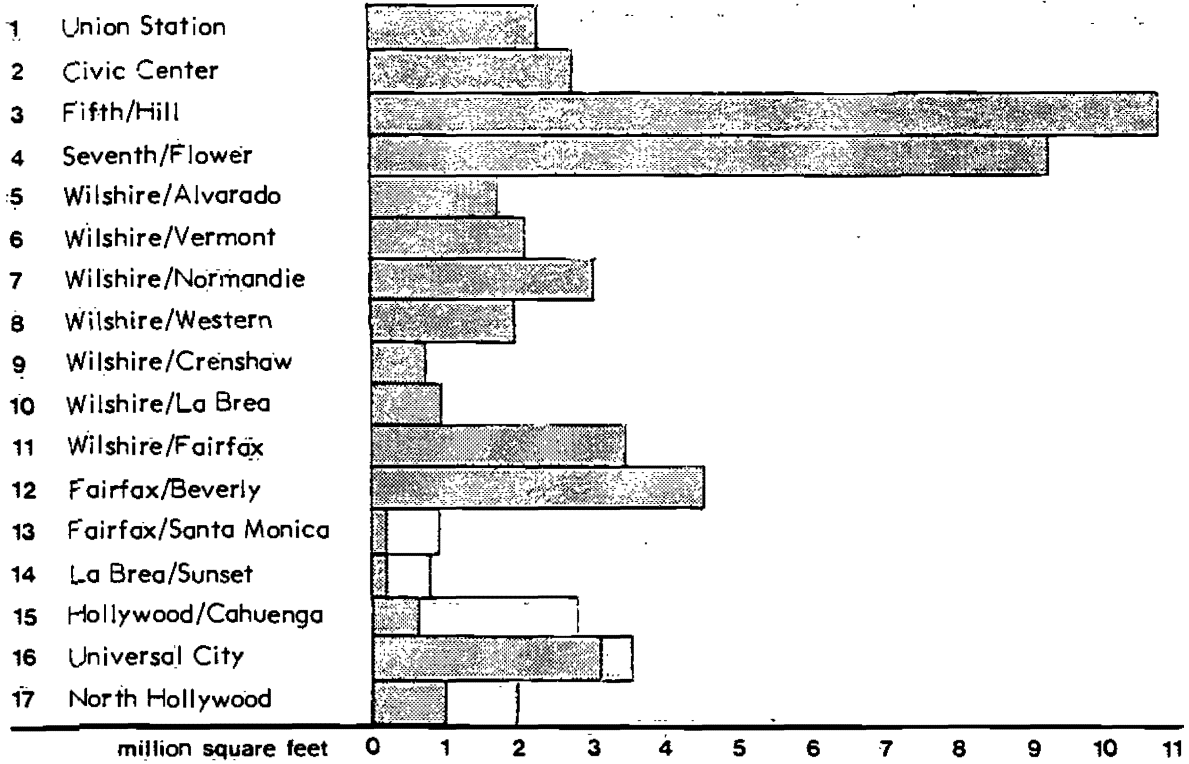
<sup>1</sup>Net growth is projected new development minus floor area or dwelling units displaced. An average of one single family or duplex unit would be displaced for every 13 multifamily units added in areas outside the CBD.<sup>2</sup>Only 3.5 acres of land susceptible to reinvestment are zoned for residential use in the CBD station areas; most residential development would be located on commercially zoned land designated for residential development by the CRA.<sup>3</sup>Commercial development would be located on the county-owned Hollywood Bowl site.<sup>4</sup>There is no residentially zoned land susceptible to reinvestment in this station area.

**Figure IV-1**

**Growth Projections, 1980-2000**

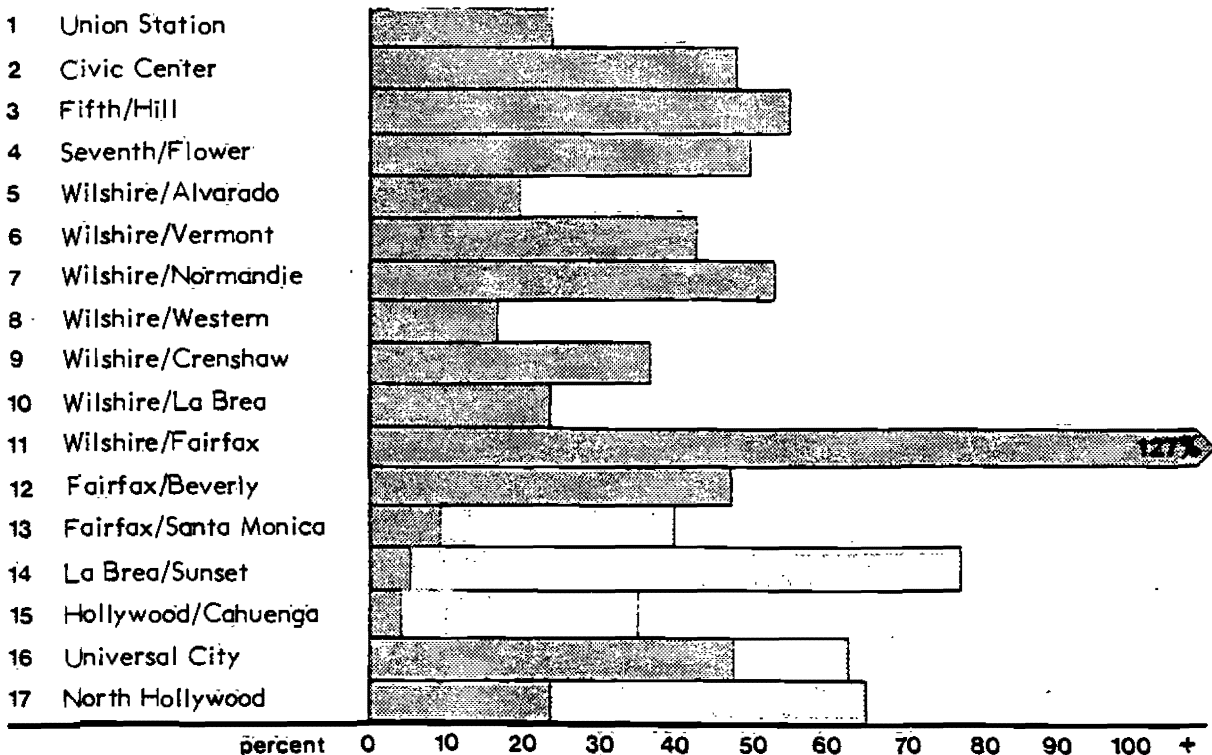
Locally Preferred Alternative. Minimum Operable Segment and Aerial Alternative
  Locally Preferred Alternative and Aerial Alternative

**Commercial Floor Area Added**



\*The proposed optional station at Hollywood Bowl would add .02 million square feet under the Locally Preferred Alternative and the Aerial Option. No additional commercial floor area would be added under the Minimum Operable Segment.

**Percent of Commercially Zoned Land Supply Used**

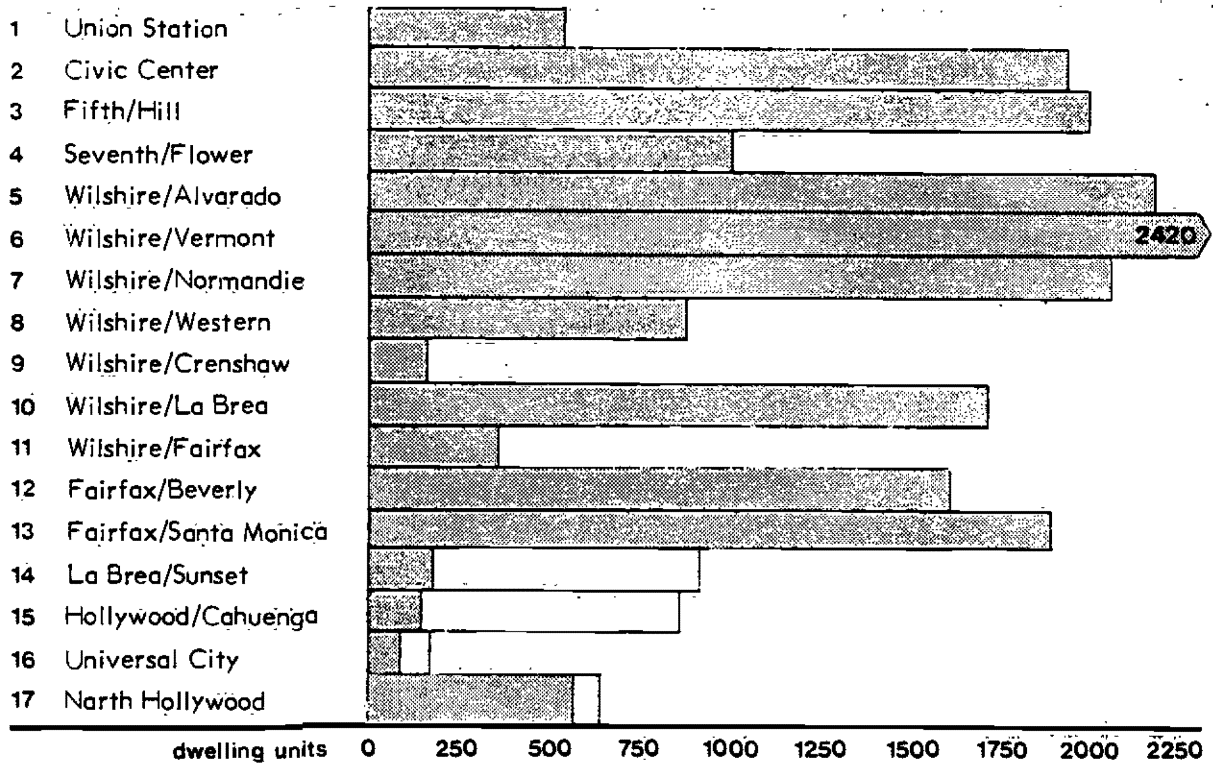


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Locally Preferred Alternative, Minimum Operable Segment and Aerial-Alternative

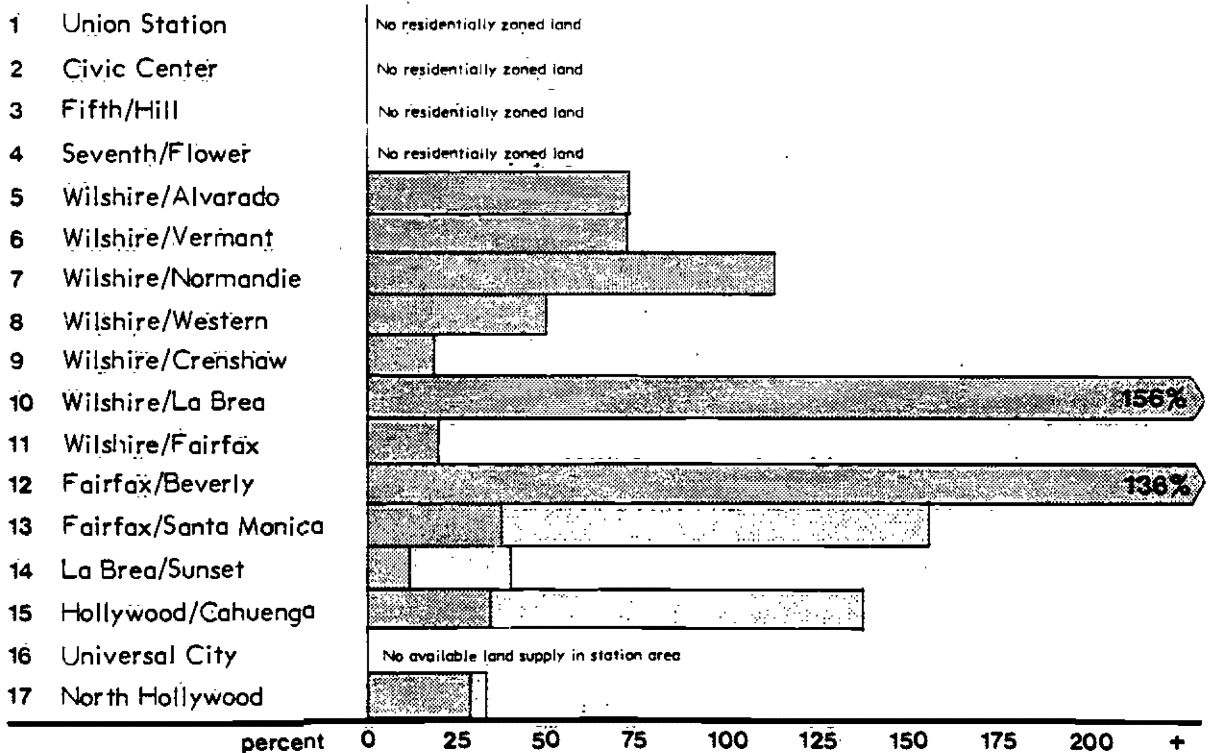
Locally Preferred Alternative and Aerial Alternative

### Dwelling Units Added



\*The proposed optional station at Hollywood Bowl would add 470 dwelling units under the Locally Preferred Alternative and the Aerial Option. Twenty dwelling units would be added under the Minimum Operable Segment.

### Percent of Residentially Zoned Land Supply Used



## V. IMPACTS OF PROJECTED GROWTH

Potential impacts both in the region and in station areas are listed in Table V-1. The table contains a matrix which evaluates the Locally Preferred Alternative and the Minimum Operable Segment relative to the year 2000 No Project Alternative base conditions. Impacts are identified as potentially beneficial, potentially adverse impacts which can be mitigated, and potentially adverse impacts which cannot be mitigated. Impacts of the Aerial Option are identical to those of the Locally Preferred Alternative.

### CONSISTENCY WITH LAND USE PLANS AND POLICIES

A number of local land use plans and policies are relevant in addressing the potential impacts of growth that would occur in conjunction with Metro Rail. The primary ones include the city's General Plan, Concept Plan, community plans, the Park Mile Specific Plan, and the CRA's development plans.

#### Regional Impacts

All Metro Rail Project alternatives benefit the region by implementing the Centers Concept within the Regional Core. Relative to the Locally Preferred Alternative the No Project Alternative would adversely affect implementation of the Centers Concept. It would neither stimulate development in designated centers nor accommodate the transportation demands generated by such development.

The only potentially adverse impact of the Locally Preferred Alternative at the regional scale might be a shift of development from centers not on the route to centers that are. The growth centers in the Regional Core which would not be connected by Metro Rail and which would attract office development under the No Project Alternative--West Hollywood, Beverly Center and Century City, as well as centers in West Los Angeles--are expected to continue to attract substantial amounts of new office development. However, as traffic congestion increases, some of the development that would occur in these areas under the No Project Alternative is likely to shift to station areas primarily along the Wilshire Corridor where congestion will have been reduced by the Metro Rail Project. Similarly, office development may be attracted away from centers outside the Regional Core as traffic congestion increases.

Increased development along the Metro Rail route is not expected to significantly impact the east Hollywood center at Vermont and Sunset. That center consists primarily of medical and related facilities and is accessible to the Hollywood Freeway. As a result, the east Hollywood area is expected to avoid direct competition with the west and central Hollywood centers and to maintain its present viability as a development center. In addition, as the population of the Hollywood area increases with the support of the Metro Rail Project, retail development is expected to increase in the east Hollywood area to serve that added population. Nonetheless, the LADOP and CRA, if it becomes involved in the redevelopment of the Hollywood area, should be particularly sensitive to the need for east Hollywood and the Vermont corridor to develop simultaneously with other centers in Hollywood.

**TABLE V-1  
LAND USE IMPACT  
ASSESSMENT  
FOR RAIL  
ALTERNATIVES**

	Impact Measures												
	1	2	3	4	5	6	7	8	9	10	11	12	13
<b>REGIONAL IMPACTS</b>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>									
<b>STATION AREA IMPACTS</b>													
Union Station	<input type="checkbox"/>		<input type="checkbox"/>			<input checked="" type="checkbox"/>	<input type="checkbox"/>				<input checked="" type="checkbox"/>		1
Civic Center	<input type="checkbox"/>					<input type="checkbox"/>	<input type="checkbox"/>						
Fifth/Hill	<input type="checkbox"/>				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		7
Seventh/Flower	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		7
Wilshire/Alvarado	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						
Wilshire/Vermont	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						
Wilshire/Normandie	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>						1
Wilshire/Western	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						
Wilshire/Crenshaw (optional)			<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						
Wilshire/La Brea	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		1,8,9
Wilshire/Fairfax	<input type="checkbox"/>					<input type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			4-7
Fairfax/Beverly	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	1
Fairfax/Santa Monica			<input type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	1-3
La Brea/Sunset	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	4,6
Hollywood/Cahuenga	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>				<input checked="" type="checkbox"/>		1,8,9
Hollywood Bowl (optional)						<input type="checkbox"/>	<input type="checkbox"/>						
Universal City	<input type="checkbox"/>			<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>					1
North Hollywood	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						

Legend:  Potentially beneficial impact.  
 Potentially adverse impact that can be mitigated by SCRTO and/or other responsible agencies.  
 Potentially adverse impact that cannot be mitigated.

Blank elements are not applicable.

V-2

in general, retail development will be attracted to the Regional Core and to station areas as a function of the distribution of population growth. Residential development will be attracted away from outlying areas currently experiencing rapid growth and to station areas and other parts of the Regional Core. With the Locally Preferred Alternative, community-serving retail development, which tends to be located in small centers within predominately residential areas, would increase throughout the Regional Core over the No Project levels. In contrast, regional retail development would be likely to concentrate within station areas, with a much smaller share spilling over into the surrounding communities.

Since the Locally Preferred Alternative is expected to support an increase in population and community-serving retail development throughout the Regional Core, the community retail areas in Echo Park and Koreatown, as well as in east Hollywood and the Vermont corridor, can be expected to experience no loss of development as a result of the Metro Rail Project. These areas may experience a stimulation of development due to the overall population growth and enhancement of the Regional Core's economy.

The impact of the Minimum Operable Segment will be similar to the Locally Preferred Alternative for the portion of the Regional Core along its alignment. However, office and regional retail development that might have been attracted to Hollywood and North Hollywood with the Locally Preferred Alternative would be likely to relocate instead to the Wilshire Corridor. It is possible that, in time, less lucrative businesses forced to move away from the Wilshire Corridor due to increased lease rates or new construction would relocate to Hollywood, thereby increasing economic activity in Hollywood to some extent. However, such activity would not be expected to generate new construction or to approach the magnitude expected with the construction of the Locally Preferred Alternative in Hollywood.

#### Station Area Impacts

As long as the station areas designated as centers can accommodate projected growth (see following discussion of the accommodation of growth in station areas), the Metro Rail Project will have a beneficial effect on those centers. Since the Locally Preferred Alternative includes 14 centers compared with 10 along the Minimum Operable Segment, the Locally Preferred Alternative will promote the Centers Concept in the station areas more effectively than the Minimum Operable Segment. Both Project alternatives are more effective in promoting the Centers Concept than the No Project Alternative.

There are two station areas on the Minimum Operable Segment which are not located in the cores of centers--the optional Wilshire/Crenshaw and the Beverly/Fairfax Stations--and two additional stations on the Locally Preferred Alternative--Fairfax/Santa Monica and the optional Hollywood Bowl Station. Projected growth in "non-center" station areas is generally consistent with the intensity of development established by the applicable Community Plan or Specific Plan and, in the case of Wilshire/Crenshaw and Fairfax/Beverly, with their Concept Plan designations as a node and satellite respectively. The commercial development projected for the four non-center station areas is consistent with projected development levels in Table II-6. The Fairfax/Beverly and Fairfax/Santa Monica Station areas do not contain sufficient residentially zoned land susceptible to reinvestment to accommodate projected growth, but this potential impact can be mitigated by locating residential development on commercially zoned sites (see the following discussions of accommodation of growth in station areas and mitigation options).

In the case of the optional Wilshire/Crenshaw Station, where the commercial frontage along Wilshire Boulevard has been substantially downzoned relative to the rest of the Wilshire Corridor by the Park Mile Specific Plan, only 30 to 40 percent of the development capacity permitted by the Specific Plan would be used to absorb projected commercial growth. Under the No Project Alternative the equivalent of one or two additional low-rise offices like the one currently under construction might be expected. In general, developers would remain relatively uninterested in this area because of the stringent development restrictions established by the Specific Plan. If Metro Rail is built without a station at Crenshaw, no additional growth would be expected in the station area; development that would have occurred under the No Project Alternative would be attracted to other station areas. The commercial corridor in this area could continue to deteriorate because of the lack of any revitalizing influence. A Metro Rail station could create the incentive needed to attract developers to the Park Mile area to build out at least a portion of the Specific Plan development program. The housing growth projected for the station area could be accommodated on parcels south of Wilshire Boulevard, primarily along Crenshaw Avenue, that are zoned for multifamily use and currently occupied by single family units. The residential growth could also be accommodated on surplus commercially zoned land susceptible to reinvestment along Wilshire Boulevard.

#### ACCOMMODATION OF PROJECTED STATION AREA GROWTH WITHOUT ADVERSE IMPACTS

Accommodation of projected growth in station areas is a desirable goal in that it implements the Centers Concept and places jobs, services, and housing within walking distance of rapid public transit. However, it may, in some cases, result in adverse impacts on the existing community.

Accommodation of growth is measured by comparing the 20-year residential and commercial growth projections with the development capacity of the station areas. More specifically, the impact assessment is based on a station area's ability to accommodate projected residential and commercial growth on land susceptible to reinvestment and within walking distance of stations. Table V-5 summarizes the comparison of growth projections with the supply of land susceptible to reinvestment. The potential adverse impacts of not being able to accommodate the projected development levels are described below in the context of six desirable development objectives. Table V-1 identifies the particular station areas in which these impacts may occur.

#### Accommodation of Projected Residential Growth on Residentially Zoned Land Susceptible to Reinvestment and Within Walking Distance of Stations

Residential growth in conjunction with the Metro Rail Project is potentially beneficial if it can be accommodated without disrupting the planned land use pattern—on land that is zoned for multifamily housing and currently occupied by single family dwellings or duplexes. It is potentially adverse if there is insufficient residentially zoned land susceptible to reinvestment, since new residential development could displace existing single family housing in the station area. Alternatively, new development could be forced to locate outside of the station area and, consequently, would be less accessible to the public transit system and to the service and employment centers adjacent to stations.

There is insufficient residentially zoned land to accommodate projected residential growth at Union Station, Wilshire/Normandie, Wilshire/La Brea and Fairfax/Beverly which are common to the Locally Preferred Alternative and the Minimum Operable Segment, and Fairfax/Santa Monica, Hollywood/Cahuenga, and Universal City which are only included in the Locally Preferred Alternative. In all cases, except Universal City, this potentially adverse impact could be mitigated.

#### Accommodation of Projected Commercial Growth on Commercially Zoned Land Susceptible to Reinvestment and Within Walking Distance of Stations

Commercial growth projected to occur in station areas is potentially beneficial if it can be accommodated on commercially zoned land susceptible to reinvestment. It is potentially adverse if the land supply is inadequate, since development may be forced to locate outside station areas. This would reduce accessibility to transit and to other activities in the center or may produce adverse impacts within the station areas. This impact is potentially adverse at Wilshire/Fairfax (Locally Preferred Alternative and Minimum Operable Segment) and at Sunset/La Brea (Locally Preferred Alternative only).

#### Preservation of Stable Residential Areas

Insufficient land supply to accommodate projected residential growth may adversely affect stable residential areas, whose preservation is a primary objective of the Centers Concept. In station areas where the supply of land susceptible to reinvestment for residential use is insufficient to accommodate projected residential growth and where there are stable single family neighborhoods, pressure to rezone and redevelop those single family neighborhoods for higher-density residential use could result. This potentially adverse impact could occur at Wilshire/La Brea, Fairfax/Beverly (Locally Preferred Alternative and Minimum Operable Segment) and at Fairfax/Santa Monica and Universal City (Locally Preferred Alternative only).

In station areas where there is not sufficient land susceptible to reinvestment to accommodate commercial growth projections, pressure to rezone residential areas for commercial use could result. This potentially adverse impact could occur at Wilshire/Fairfax (Locally Preferred Alternative and Minimum Operable Segment) and at La Brea/Sunset (Locally Preferred Alternative only).

#### Maintenance of Stable Land Values in Surrounding Neighborhoods

Speculative increases in land value could lead to increased rental and lease rates for both existing and new commercial and residential space which could, in turn, displace current tenants.

Land values will increase to some extent at all stations where development occurs. They may increase abruptly when construction on the Metro Rail Project begins and when operation begins. However, land costs are likely to stabilize except where there is a limited supply of land relative to demand for development. This situation could occur at Fifth/Hill and Seventh/Flower. However, land values are already relatively high in these areas due to current development activity. Thus, additional increases may not be as dramatic as might otherwise be expected and could not be attributed specifically to the Metro Rail Project. The land supply is also limited relative to demand at Wilshire/Fairfax, where land speculation may occur. The above station areas would be impacted both under the Locally Preferred Alternative and Minimum Operable Segment.



In areas where property values and the local tax base may be declining due to lack of business activity and new development the Metro Rail Project may have a beneficial impact. It may stabilize or increase property values and thereby increase the tax base of the community. This impact would be expected to occur with the Locally Preferred Alternative in Hollywood and North Hollywood.

#### Preservation of Historic and Cultural Resources

Historic and cultural resources within station areas could be affected either positively or negatively by growth induced by the Metro Rail Project. Where zoning permits an FAR of 13, historic structures frequently represent an underutilization of the parcels on which they are located. As described in Chapter II, underutilized parcels are prime candidates for reinvestment, which can take the form of either renovation and expansion or removal and replacement of existing structures. This situation is possible at Union Station and Wilshire/La Brea (Locally Preferred Alternative and Minimum Operable Segment), and Hollywood/Cahuenga (Locally Preferred Alternative only). Mitigation measures would be required in these areas to ensure that reinvestment takes the form of renovation rather than removal.

The Fifth/Hill and Seventh/Flower Station areas (Locally Preferred Alternative and Minimum Operable Segment) also contain historic and cultural resources. Zoning in these areas permits an average FAR of 6, while many of the historic structures are developed at an FAR of 6 or greater. This situation creates an incentive for renovation rather than removal.

#### Maintenance of Compatibility with Surrounding Land Uses and Community Character

Generally, a determination of whether development at station areas will be compatible with surrounding land uses or with the existing or desired community character cannot be made. Nearly any development program can be planned and designed to be compatible with surrounding uses and to create the image desired by the surrounding community. However, that development can just as easily--or more easily--be designed to do the opposite. A process for controlling the form of development would have to be provided to achieve the objectives of compatibility with surrounding uses and with the character desired by the local community. This process would include local community input.

At the Fairfax/Beverly Station areas (Locally Preferred Alternative and Minimum Operable Segment) and La Brea/Sunset Station area (Locally Preferred Alternative only), it is highly probable that development will not be compatible with surrounding uses or with the community's goals concerning the form of development. A more detailed discussion of these potential impacts and their mitigation is provided in Section 3.3.4 of the Draft EIS/EIR.

## VI. MITIGATION

Table VI-1 identifies mitigation measures, techniques for implementing them, agencies responsible for implementation, and applicability of techniques to affected station areas. SCRTD has limited authority in implementing all of the stated mitigation measures, but the District's cooperation and support with the responsible agencies listed on Table VI-1 will be required. Measures encouraging the use of joint development techniques will require active participation by SCRTD in cooperation with the CRA, LADOP, the Los Angeles County Department of Regional Planning (LADRP), and other responsible agencies. The LADOP and LADRP are currently preparing specific plans for all station areas with funding from the SCRTD in order to help mitigate many of the potential adverse impacts and enhance development opportunities, where appropriate. In addition, the SCRTD is currently negotiating a joint powers agreement with LADOP, LADOT, and CRA, and possibly comparable Los Angeles County agencies. The joint powers agreement would clarify the distribution of responsibility for planning and impact mitigation and establish a mechanism for coordination among agencies.

The following discussion describes eight mitigation measures designed to address impacts in all affected station areas. Table VI-1 identifies the station areas where each mitigation measure is applicable.

1. **Develop residential projects on commercially zoned land.**
2. **Increase density of new residential development in existing multifamily residential zones.**

These two measures are designed to mitigate impacts occurring where the availability of residentially zoned land susceptible to reinvestment limits the opportunity for residential development within walking distance of the stations. New residential development on commercially zoned land could occur in any of the following forms: as vertical mixed use development with residential units above retail and/or office space; as a horizontal mixed use development with commercial development fronting on the commercial corridor and residential use behind it; or as an exclusively residential project on a commercially zoned parcel.

Union Station. Residential development would be most appropriately located on commercially zoned land in the northwest corner--in Chinatown, where the CRA would be responsible for implementation.

Wilshire/Normandie Station. Residential development could be dispersed throughout this area on commercially zoned parcels, especially as mixed use projects in conjunction with retail development, or it could be located on the southern portion of the Ambassador Hotel site.

Wilshire/La Brea. Residential development in this area could be accomplished through either vertical or horizontal mixed use development in order to avoid pressure for increasing the density of stable single family areas.

Fairfax/Beverly. To avoid pressure to increase the density of existing residential neighborhoods, residential development on the CBS/Gilmore site would be necessary--possibly in the southeast portion.

**TABLE VI-1  
LAND USE  
IMPACT  
MITIGATION**

	Effective-ness	Responsible Agencies	Station Areas														
			Union Station	Civic Center	Liftdowntown	Arts/Arts	Wilshire/Lower	Wilshire/Alvarado	Wilshire/Vermont	Wilshire/Normandie	Wilshire/Western	Wilshire/Crenshaw	Wilshire/Lerrey	La Brea/Sunset	La Brea/Santa Monica	Hollywood/Sunset	Universal City
<b>1</b> Develop residential projects on commercially zoned lands:																	
Rezoning surplus commercially or industrially zoned land for residential uses.	Moderate	LADOP	●				●									●	
Require the construction of housing as part of large scale commercial projects or the contribution to a housing fund for small commercial projects.	High	LADOP, LADRP, CRA	●				●		●	●	●	●	●	●	●	●	
Encourage the construction of housing as mixed use or independent projects through density bonuses and other incentives.	Low	LADOP, LADRP, CRA	●				●		●	●	●	●	●	●	●	●	
Undertake joint development projects which include a housing component.	High	SCRTD, CRA, CEDO, CDD, CDC	●				●		●	●	●	●	●	●	●	●	
<b>2</b> Increase density of new residential development in existing multifamily residential zones.	Moderate	LADRP														●	
<b>3</b> Accommodate commercial development within station area by rezoning select residential parcels for commercial use.	High	LADOP									●					●	
<b>4</b> Redirect commercial development to other station areas by providing joint development opportunities elsewhere.	Moderate	LADOP, SCRTD									●						
<b>5</b> "Expand" station area by directing commercial development to adjacent areas through the Specific Plan and master planning processes.	Low	LADOP, SCRTD									●					●	
<b>6</b> Create financial incentives for preservation																	
Provide low-interest rehabilitation loans.	Moderate	CRA										●				●	
Promote use of existing tax incentives.	Moderate	CRA, LADOP, SCRTD										●				●	
<b>7</b> Downzone and permit TDRs.	High	CRA, LADOP										●				●	

Legend: LADOP = City of Los Angeles Department of Planning  
 LADRP = Los Angeles County Department of Regional Planning  
 CRA = Los Angeles Community Redevelopment Agency  
 CEDO = City of Los Angeles Economic Development Office  
 CDD = City of Los Angeles Community Development Department  
 CDC = Los Angeles County Community Development Commission

Fairfax/Santa Monica. Currently higher densities on residential sites and mixed use projects are encouraged through a density bonus program. Developers would have to take advantage of these incentives in order to accommodate projected residential growth.

Hollywood/Cahuenga. The majority of the land to be developed between 1980 and 2000 is expected to accommodate regional-serving retail uses generally limited to an FAR of 1 and a height of one, two, or three stories. There is insufficient market demand for office space to permit a mix of offices over retail facilities on all sites, so most sites would be underutilized whether the permitted FAR is 13 or is reduced to 6. A mix of residential and retail development on these sites would increase the intensity of use, thus returning investment to developers, and provide additional housing.

Universal City. Impacts resulting from an insufficient supply of residential land in this area would be difficult to mitigate. The existing very low density residential zoning and Community Plan designations reflect substantial public input, suggesting that increases in the density of existing residential areas will not be likely in the next 20 years. The portion of MCA's Universal City within and adjacent to the station area is not well-suited for residential development. Consequently, it is expected that the Universal City Station area will not develop as a residential center dependent on transit, but will serve as an employment and visitor center and as a transfer station for Metro Rail riders arriving by bicycle, bus, or automobile.

3. Accommodate the demand for commercial development within the station area by rezoning residentially zoned parcels for commercial use which are currently vacant or used for parking and are adjacent to existing commercial development.
4. Redirect commercial development to other station areas by creating incentives to develop elsewhere.
5. "Expand the station area" by directing commercial development to sites adjacent to the currently defined station area boundaries through the Specific Plan and master planning process.

These three measures are designed to mitigate impacts where the available commercially zoned land supply is inadequate for the projected level of development and where speculative increases in land values could result in tenant displacement. These measures are applicable in the following station areas.

Wilshire/Fairfax. Commercial development in this area is constrained by the proximity of stable residential neighborhoods to both the north and the south of the Wilshire frontage. This impact could be mitigated in several ways:

- One or two major sites partially zoned R4-P (multifamily residential or parking) which are presently occupied by surface parking and are adjacent to commercially zoned parcels could be rezoned and developed commercially. This would facilitate strong commercial activity around the Metro Rail station, reinforcing the public activity centered at the County Museum.
- Development could be redirected to the Wilshire/La Brea Station. There is a substantial supply of underutilized commercial land and limited market interest in development at the Wilshire/La Brea Station. Promotion of development at

the Wilshire/La Brea Station early in the station area "master planning" process by SCRTD could remove some of the pressure for development from Wilshire/Fairfax and, at the same time, enhance the potential of Wilshire/La Brea to develop as a transit-oriented center.

- Development could be encouraged to expand westward along Wilshire. Because the commercial frontage along Wilshire is shallow (100- to 150-foot parcel depth) a corridor of activity rather than a focal point would develop, with decreasing accessibility to the Metro Rail Project as development moves west.

La Brea/Sunset. See discussion under mitigation measure 8.

**6. Promote use of existing tax incentives and rehabilitation loans.**

**7. Downzone and create a mechanism to transfer unused development potential.**

These two measures are designed to mitigate impacts where the construction of the Metro Rail Project increases pressure for redevelopment of historic or cultural resources. These measures are applicable in the following station areas.

Fifth/Hill. This station is adjacent to the Broadway and Spring Street historic districts. Substantial tax incentives and current CRA policies, including the following, have been successful in encouraging preservation of historic structures in this area:

- The average permitted FAR for new construction is 6 (reduced from an FAR of 13). This FAR is exceeded by many historic structures, creating an incentive to preserve them.
- When a historic building's FAR is less than 6, its unused density can be transferred to other sites in the CBD.
- Low interest loans are available for rehabilitation.

There are several groups of underutilized parcels in the Fifth/Hill Station area on which one or two historic structures are located. The historic/cultural value of these structures should be reevaluated and, if they are determined to be valuable, they should be preserved and integrated into a larger development project.

Seventh/Flower. Although Seventh Street, the CBD's original shopping street, is not a historic district, it includes numerous historic buildings and provides a very pleasant pedestrian-scale streetscape. All the tax incentives and CRA policies described above apply to historic buildings in this area as well. The FAR limit and transfer of density policies apply to all buildings. In the CBD, then, preservation of historic buildings has been effectively integrated into CRA's development program, but careful monitoring will be necessary to ensure their preservation as pressure for development increases. SCRTD and private developers should cooperate with this program.

Wilshire/La Brea. At Wilshire/La Brea the grouping of Art Deco buildings under consideration for a historic district designation would encounter limited development pressure since little developer interest in this area is expected during the initial years of Metro Rail operation. However, if the mitigation measure of redirecting development to Wilshire/La Brea proposed in response to other impacts were implemented, pressure would increase. Mitigation measures modeled after the CRA's CBD

policies could be initiated. It would be difficult to reduce the FAR enough to discourage redevelopment. Even if the area were downzoned from FAR 13 to 6, no incentive for preservation would be created, since many of the buildings in the area do not reach that intensity. However, a downzoning to FAR 6 would make a transfer of density or transfer of development rights (TDR) mechanism feasible.

Hollywood/Cahuenga. The approach described for Wilshire/La Brea could also be applied at Hollywood/Cahuenga. Again, an overall downzoning would be required to create a market for TDRs.

**8. Develop special station area mitigation measures to preserve community character.**

Fairfax/Beverly. Two basic goals of the Fairfax community are to preserve the character of commercial and residential areas and to revitalize the commercial area. All of the commercial development projected for the Fairfax/Beverly Station area could be accommodated entirely on the CBS/Gilmore site and on the May Company site at Third and Fairfax, thereby avoiding impacts on the existing retail area. However, because the existing retail area represents an underutilization of land and retail revenues are marginal in some cases, location of all new commercial space on the two large development sites cannot be ensured, nor would it necessarily benefit the existing shopping area. An approach more beneficial to the community might be to locate most new commercial space on the large development sites, avoiding retail uses that would compete with existing shops. Allowances for some development in the existing Fairfax shopping area through a carefully designed and controlled revitalization program could be made. Community groups including Revitalize Fairfax should be involved. Major components of this program should include the following:

- Clustered parking either in small, partially subterranean structures behind the existing strip commercial development or in a single location, perhaps in conjunction with Metro Rail parking provided by SCRTD. This would permit more intensive development of the small parcels along the strip.
- Preservation of the fine-grained character of the shopping strip.
- Guaranteed tenancy for current tenants with regulated increases in rent, possibly tied to increased revenues expected from the combination of Metro Rail and revitalization.
- Enhancement of pedestrian spaces through landscaping and street furniture.

The Project alternatives may result in redevelopment pressures along the existing retail area of the Fairfax/Beverly Station area. This potential impact will depend largely on the supply of parking in the station area. An insufficient supply of parking is projected for this station area under the Project alternatives (see Transportation section of this chapter). Due to this, Metro Rail passengers will have to park in the surrounding neighborhood and walk to the station past the existing shops. Metro riders can be expected to shop at these facilities and thus increase their retail sales. This increase could result in pressure to redevelop some of the underutilized and marginal properties. Because the parking supply and daily passenger boardings in this station area are similar under each of the Project alternatives, the pressure for redevelopment would also be comparable. However, should access to the station by auto or bus be greater under the Minimum Operable Segment, as this station is the western terminus of the system, the pressure for redevelopment and the resulting

impacts under this alternative would be more severe. Under this alternative the need to cluster new commercial development onto the large development sites adjacent to the station location becomes even more important towards preserving the character of the local retail community.

The potential impact of development pressure on the stable residential neighborhoods in the area was included in the discussion of the impacts of an insufficient residential land supply.

La Brea/Sunset. This station is on the western edge of the Hollywood commercial core. Land to the east between Sunset and Hollywood Boulevards is designated and zoned for regional commercial use; land to the west is designated and zoned primarily for high density residential use. There are several blocks in this transitional zone where Community Plan and zoning designations are not consistent. The blocks between La Brea and Orange, northeast of the station, are zoned and used for multi-family housing but are designated for regional commercial use in the Community Plan. The adjacent block to the east between Orange and Highland is occupied by Hollywood High School. The station's location on the fringe of the commercial core, surrounded by residential uses, and its isolation from the rest of the commercial core area limit the opportunity for large scale development immediately around it.

If the population growth projected for the Hollywood Planning Area under the high growth projections were to occur, the level of development identified in Table 3-17 would be expected and would consist predominantly of retail space. As such, much of it would be developed at an FAR of 1 or less as a regional shopping center and would require redevelopment of large amounts of land. Development would be expected to extend to the east around Hollywood High School. Substantial development directly adjacent to the station could occur only if the two blocks northeast of the station were rezoned to be consistent with the Community Plan. The development of these blocks would result in the displacement of existing multifamily dwellings and could disrupt activities at the adjacent high school.

The La Brea/Sunset Station is too far from the Hollywood/Cahuenga Station (one mile) and too isolated to create two "anchors" between which pedestrian-oriented development could occur. For commercial revitalization and joint development, it would be better to have the station at Las Palmas or Highland (0.5 to 0.7 miles from the Hollywood/Cahuenga Station). Then the two stations would establish activity centers between which development could expand to create a contiguous, integrated commercial core. At their currently proposed locations they will develop as independent centers, with development tending to radiate in all directions. Besides inhibiting the creation of a single integrated commercial core, this will create pressure for rezoning and redeveloping land west of the La Brea/Sunset Station from residential to commercial use.

If the station cannot be relocated, the pattern of development should be carefully planned and managed to extend north around Hollywood High School and east toward the Hollywood/Cahuenga Station. This will help minimize development pressure on residential neighborhoods to the west, facilitate revitalization, and minimize impacts on Hollywood High School. Mixed use projects should be developed on parcels adjacent to the station to create concentrations of both commercial and residential uses immediately around the stations, and to reinforce the transition between residential use to the west and commercial use to the east.

Universal City. The conflict between the Universal City Station's growth inducing impact and community development goals was discussed under the mitigation of "insufficient residentially zoned land to accommodate housing growth." There may also be pressure to develop the commercial areas along Lankershim and Vineland at greater intensities than presently permitted. Current zoning and land use plan designations, based on substantial community input, limit the FAR to 3 and the height to three or six stories. Revision of current regulations would require community involvement and consensus comparable to that which produced the current community plan.



APPENDIX A  
PLANNING AREA DEFINITIONS

	<u>Traffic Analysis Zone</u>	<u>1980 Census Tract</u>	<u>Square Miles</u>	<u>1980 Population</u>
CBD PLANNING AREA				
	14001	2061	.886	8,059
	14006	2062	.294	3,015
	14007	2063	.222	5,964
	14008	2064	.355	1,348
	14009	2065	1.630	216
	17029	1977	.280	4,586
		2071	.258	4,585
	16009	2072	.192	232
	16019	2073	.209	27
	16008	1074	.120	1,629
	16010	2075	.128	877
	16011	2076	.128	179
	16017	2077	.197	1,916
	16018	2078	.142	2,292
	16023	2079	.322	2,364
	16022	2241	.344	2,420
	14020	2261	.408	568
	14016	2262	.241	523
	14017	2263	.406	2,243
			6.760	43,043

Density = 6,367

WESTLAKE PLANNING AREA

	16007	2081	.109	1267
		2082	.166	4,716
	16006	2083	.289	5,816
	16003	2084	.177	4,596
		2085	.197	4,422
	16001	2086	.264	6,194
		2087	.130	5,391
	16002	2088	.188	4,600
		2089	.192	7,688
	16005	2091	.184	8,629
		2092	.214	3,714
	16016	2093	.175	3,337
	16004	2094	.192	8,070
		2095	.161	4,866
	16015	2096	.166	2,969
	16014	2097	.138	1,284
	16012	2098	.128	5,666
		2243	.164	5,454
	16013	2242	.291	3,766
			3.525	92,445

Density = 26,226

## Appendix A (continued)

	Traffic Analysis <u>Zone</u>	1980 Census <u>Tract</u>	<u>Square Miles</u>	<u>1980 Population</u>
WILSHIRE PLANNING AREA				
	10029	1923	.336	2,166
		2116	.570	2,332
	10030	1924	.373	6,713
		2115	.342	4,120
	10031	1925	.241	5,748
		1926	.242	5,790
		1927	.203	2,246
		1916.02	.164	3,511
	10025	1945	.263	2,533
		2146	.225	2,685
		2147	.231	2,927
		2148	.223	2,912
	10033	2111	.430	5,910
		2112	.117	3,988
		2113	.117	5,349
		2119	.117	6,495
		2121	.117	2,815
	10032	2114	.245	5,317
		2118	.247	7,575
	10052	2117	.380	7,126
		2126	.244	6,227
	10054	2122	.203	7,969
		2123	.239	8,947
		2133	.238	6,480
		2134	.245	7,957
	10053	2124	.131	5,057
		2125	.141	3,845
		2132	.281	7,081
	10051	2127	.525	5,109
		2128	.292	4,089
		2129	.144	3,527
	10056	2131	.206	2,230
		2213	.353	7,832
		2214.01	.098	1,017
		2215.01	.092	1,417
	10027	2141	.431	3,772
		2142	.205	1,871
		2143	.181	1,799
	10028	2145	.473	6,383
		2151	.233	4,028
	10046	2152	.109	655
		2153	.316	1,307
	10045	2161	.264	2,654
		2162	.372	4,688
		2172	.358	3,643
	10043	2163	.475	4,332
		2168	.280	3,512
	10041	2165	.165	1,546
		2166	.294	4,306
		2167	.295	3,664

Appendix A (Continued)

	Traffic Analysis <u>Zone</u>	1980 Census <u>Tract</u>	Square <u>Miles</u>	1980 <u>Population</u>
WILSHIRE (continued)				
	10044	2169	.431	5,172
		2171	.356	5,051
	10055	2181	.388	6,647
		2188	.166	2,191
	10049	2182	.389	6,713
		2186	.278	3,368
		2187	.334	3,401
	10047	2183	.356	4,386
		2184	.342	4,516
		2185	.234	2,608
	10057	2211	.213	6,161
		2212	.389	6,294
		2216.01	.103	1,271
		2217.01	.100	1,921
	10042	2696	.247	5,428
		2697	.350	3,735
		2703	.467	3,082
	10024	2149	.317	4,498
		7008	.878	7,632
	10040	2164	.239	5,521
		7009.01	.411	3,410
			<u>20.054</u>	<u>308,208</u>
				Density = 15,369
HOLLYWOOD PLANNING AREA				
	17020	1882.02	.702	3,136
		1952	.553	5,740
		1953	.192	5,139
	10006	1891	.383	5,663
		1892	.525	6,019
	10005	1893	.844	3,335
		1903.01	.144	5,194
		1904	.123	4,994
	10004	1894	.669	2,995
		1895	.241	4,341
		1896	.270	1,667
		1897.01	3.516	3,818
	10003	1897.02	.559	1,874
		1941	2.281	6,243
	10009	1898	.216	2,305
		1899	.333	7,814
	10010	1901	.269	4,250
		1902	.252	7,032
		1907	.248	3,260
	10012	1903.02	.094	597
		1906	.166	2,325
	10015	1905	.217	6,906
		1911	.239	6,878
	10013	1908	.314	4,846
		1918	.313	6,054

## Appendix A (continued)

	Traffic Analysis Zone	1980 Census Tract	Square Miles	1980 Population
HOLLYWOOD (continued)				
	10014	1909	.366	7,815
		1917	.386	6,035
	10026	2144	.133	3,351
	10016	1912.01	.220	3,921
		1912.02	.159	4,916
		1913	.253	4,676
	10017	1914	.197	7,003
		1915	.252	4,411
		1916.01	.086	2,072
	10011	1919.01	.289	2,232
		1919.02	.275	2,907
	10026	1921	.159	1,801
		1922	.388	3,977
	10007	1942	1.219	5,092
		1943	.713	2,166
	10008	1944	.438	6,021
		7002	.275	6,375
		7003	.225	5,993
	10023	7004	.514	5,486
		7005	.503	7,469
	10009	7001	.494	10,020
			<u>21.207</u>	<u>216,524</u>
				Density = 10,210

STUDIO CITY/UNIVERSAL  
CITY PLANNING AREA

08226	1431	.733	3,102
08225	1436.01	.417	3,440
	1432	.370	2,914
	1436.02	.467	3,436
08223	1433	.616	4,908
08222	1434.01	.488	3,001
	1434.02	.233	1,638
	1435	.428	3,378
08230	1437	1.327	3,632
08229	1438.01	.594	2,860
	1438.02	.528	2,287
08228	1439.01	1.998	3,849
	1439.02	.981	2,655
08226	3200	.530	2
		<u>9.710</u>	<u>41,102</u>
			Density = 4,233

## NORTH HOLLYWOOD PLANNING AREA

	1231.01	.128	1146
	1231.02	.619	5,412
	1232	.873	9,003
	1233.01	.511	2,504
	1233.02	.472	4,970
	1234	.495	6,455
	1235	.514	5,773

Appendix A (continued)

<u>Traffic Analysis Zone</u>	<u>1980 Census Tract</u>	<u>Square Miles</u>	<u>1980 Population</u>
NORTH HOLLYWOOD PLANNING AREA (continued)			
	1237	.367	3,239
	1238	.625	4,302
	1239	.625	4,759
	1241.01	.369	4,999
	1241.02	.258	2,712
	1242.01	.391	2,629
	2142.02	.234	3,547
	1243	.345	3,211
	1244	.356	3,379
	1247	.531	4,407
	1248	.264	2,012
	1249.01	.258	4,773
	1249.02	.244	1,986
	1251	.502	4,213
	1252	.502	2,949
	1253	.653	4,614
	1254	.394	3,979
	1255	.352	4,524
	1256	.347	2,594
	3110	.505	3,649
	3111	.645	3,570
	3112	.370	3,018
	3113	.459	3,680
	3114	.358	2,156
	3115	.570	4,846
	3116	1.106	6,627
		<u>15.242</u>	<u>131,637</u>
			Density = 8,636