

**Southern California
Rapid Transit District**

**CONCEPTUAL MASTER PLAN FOR THE
WESTLAKE / MacARTHUR PARK RED LINE
STATION AREA**



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PRINCIPLES AND ALTERNATIVES

February 12, 1992

**Kaplan / Mc Laughlin / Diaz
Barrio Planners, Inc.**

**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area**

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OUTLINE

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**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****I. INTRODUCTION****Vision:
Year 2000**

It is the year 2000. Los Angeles has evolved to become a significantly different place than it was in 1992. The centrifugal forces of sprawl, which have sent would-be residents of Los Angeles to the far reaches of Riverside and San Bernardino Counties have abated. As sprawl has abated, so has the perennial yellowish atmosphere of the L.A. basin. The area's dependence on the automobile, so important as a form giver and a symbol of the "Southern California lifestyle" has become an historical footnote -- one acknowledged as a misguided response to the populace's desire for mobility and personal independence; a response made at the expense of the atmospheric conditions and, ultimately, of mobility itself.

Not unlike it was during the earlier part of the twentieth century, the City has once again developed into a series of concentrated "urban villages", clustered around nodes of mass transit, each identifiable and distinct. A city of cultural diversity, each "village" possesses a unique flavor, an amalgam of the experiences brought with immigrants from countries of origin and attitudes and customs which are purely "L.A."

The "village center" built atop the Westlake MacArthur Park Station of the Red Line Metro, was the first of these transit-oriented "village centers". The area, in the early 1990's, enjoyed a certain notoriety as both a port of entry for L.A.'s burgeoning Central American and Pacific Rim immigrant communities and as an inner city neighborhood racked by unemployment, drug activity, and random acts of violence. Today, the village center at Westlake/MacArthur Park bustles with activity. It is an important transit node, serving both surface transit vehicles and underground rail system. It serves as the western gateway to downtown L.A., a dense but relatively low-rise neighborhood poised at the edge of downtown, the mid-rise towers of the commercial core rising above verdant MacArthur Park, joining their counterparts to the west as punctuation marks in the narrative that unfolds as Wilshire Boulevard. Most importantly, it is an energetic and vibrant neighborhood core. It hums with vendors, shops, and other commercial activity in its busy mercado and paseos. It offers neighborhood residents the community "living room", health and

**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****I. INTRODUCTION**

child care facilities, and pleasant urban public spaces it has needed. It has become somewhat of an attraction among the landmarks that dot L.A.: a phoenix among inner city neighborhoods, a the center of a lively ethnic enclave, and the initial example of a new community form that will eventually come to define Los Angeles in the twenty-first century.

The Westlake/MacArthur Park Metro Red Line Station and the new development that has taken place immediately on top of and around it have been a catalyst for positive change in the community.

The portals to the new Westlake/MacArthur Park Metro Red Line Station stand within a beautifully designed plaza flanked by shops and cafes which cater to the Metro Rail users. MacArthur Park, directly across the street, has been reconstructed and landscaped to truly reflect the needs and aspirations of the local community and it acts as a dramatic backdrop for the plaza. Here the activity is brisk with people moving to and from the transit portals to buses around Alvarado, Wilshire and Seventh Street.

The station area, however, is more than just a transit hub. Shoppers carrying packages emerge from the shops that lead away from the Transit Plaza. Following this shopping activity one finds oneself in a different part of this community "village." Here, shops and cafes that reflect the rich culture of the community overlook a plaza and connecting pedestrian paseos that clearly function as the neighborhood's major public meeting place. It is anchored by a beautiful food market on one side and by a theater on the other. Here friends meet to exchange news over coffee. Families come to see movies and shop in the market. Visitors from other communities, drawn by the variety of the shops and the vitality of the people, share the public celebration of community with the residents of the neighborhood.

**Conceptual Master Plan For The Westlake/MacArthur Park
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Because it is such a public place and because the uses are oriented to families, the whole area feels very safe and secure. This feeling is reinforced by the visibility and presence of private security personnel and Los Angeles police officers strolling through the village on foot patrols. Looking at this scene now and the lovely park across the street one would never believe that this neighborhood once had a security problem.

The shopping, food and entertainment are not the only reasons families are found here. Incorporated in this community village are also offices of community service organizations and public facilities, including a community center. A child care facility is also located here, very convenient for working parents using the Metro Rail.

Another feature is unique to this community village. Incorporated in it are medical office and medical related retail uses which constitute a market of medical goods and services. This "Medical Mall" incorporates and expands upon the medical uses that were located here before the construction of the Metro Rail Station and serves not only the immediate community, but the larger region which is now connected to it by Metro Rail.

Above the shops, cafes and other uses one notices yet another reason why this development is a true village center. Located atop the retail, parking, and office levels are residential units. These residences face onto landscaped decks and open areas, providing a secure, well-rounded family environment. People living here enjoy a complete, urban lifestyle, with shopping and services right at hand and with Metro Rail only an elevator ride away. The area atop the Westlake/MacArthur Park Red Line station has truly become the heart of the community.

Background

Such a scenario may be viewed as wishful speculation. However, given the actions undertaken by the Southern California Rapid Transit District during the 1980's and 1990's, it is more likely to be heralded as visionary planning.

**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****I. INTRODUCTION**

The Southern California Rapid Transit District has been involved in one of the largest public improvement projects in Los Angeles' history, the construction and operation of the Los Angeles Metro Rail rapid transit system Red Line. For many communities, the construction of the Metro Rail stations will be the largest public investment in years and probably for some time to come. It will provide not only an intense "central place" focus to specific areas, but it will also promote an entirely new set of linkages and possibilities for economic development for local communities in the Los Angeles basin.

The initial phase of the Red Line will extend from Union Station on the east, through the Central Business District, to the Westlake/MacArthur station on the west. This station will act as the western terminus for the Red Line until construction is completed to extend the line to Hollywood, and eventually into the San Fernando Valley. The RTD owns land on two and one-half blocks of land beneath which the station is being constructed. The agency seeks to work with the development community to bring about development on that site which meets both agency and community objectives.

Objectives

The RTD intends to solicit responses from the development community leading to the development of the site. The purpose of the project at hand is to assist the District in creating a conceptual development plan that will guide the developer responses. As the initial Red Line station located outside the Central Business District, it is recognized that the opportunity exists to establish a prototypical planning methodology for the planning of future Metro Rail sites, and to use the development potential of the Westlake/MacArthur Park Station study area as an example of the community economic benefits accruing from transit development. This report is a chronicle of the process leading to the development of that conceptual master plan.

This development project is significant for a variety of reasons: it is a highly visible manifestation of the RTD and the mass transit industry in the L.A. Basin, it provides a "textbook" example of joint development potential, and it has the opportunity to respond pragmatically to a community in need of intervention.

**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****I. INTRODUCTION**

Methodology

The creation of a planning and design approach for the Westlake/MacArthur Park station area is taking place in a four step process:

Establishing parameters -- defining agency goals and objectives, analyzing community contexts, needs and concerns, establishing networks of communication, understanding site constraints and development program opportunities. Such information is gained from a combination of data and site analysis, interviews with staff and community members, and public workshops. This information is ultimately expressed as a set of design and planning principles which will guide the development and provide a basis for evaluating and selecting a development strategy.

Exploring alternatives -- considering a range of options for achieving the planning and design goals announced above, considering and evaluating the implications of each, and recommending a preferred option to the RTD for selection.

Developing a conceptual master plan -- refining the recommended option so that it provides an illustration of a potential site master plan to guide potential developers and designers.

Eliciting developer interest -- communicating effectively to the development community the opportunities, principles, and objectives which will guide their responses to the upcoming Request For Interest and Qualifications for developers.

**Purpose and
Content of
This Document**

This report contains a documentation of the initial two phases. Specifically, it contains:

- a summation of the goals and objectives which will guide the development project, both on the part of the RTD and the community;

**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****I. INTRODUCTION**

- an understanding the Westlake/MacArthur Park station site from the perspectives of physical site conditions, community and regional opportunities and constraints, and local neighborhood concerns;
- an exploration of the planning and design principles which will provide direction and guidance to potential station area developers and designers;
- a discussion of the development strategy and program which respond to goals, objectives, opportunities and concerns;
- a description of the alternative development scenarios formulated to meet the goals and objectives;
- the selection of a preferred alternative based on design principles; and,
- a presentation of the preferred site development concept.

Conceptual Master Plan For The Westlake/MacArthur Park Red Line Station Area

II. GOALS AND OBJECTIVES

Goals and objectives for the development of the RTD site were established early in the process. These goals and objectives comprise an essential component of the design principles and the evaluative criteria which are used further along in the process.

Methodology

A set of objectives was identified by the RTD to help establish a basis for appraising development alternatives. Objectives were also identified by and discussed with community members as part of the project's outreach program. These goals and objectives were then synthesized to create a single goals statement which responds both to agency needs and community concerns.

Goals and objectives are comprised of two primary groups: those which refer to agency goals for development in general, and those which refer to shared agency and community goals for the Westlake/MacArthur Park site in particular.

RTD General Development Goals

Emphasize transit mission of RTD.

This is in accordance with the RTD's "transit first" policy. This station will be the temporary terminus for the Metro Red Line and the first station located outside the Los Angeles Central Business District. The rail, bus, and pedestrian access to and through the site is the most important element of any development.

Maximize financial return from station site development.

RTD land holdings represent considerable development potential. Combined with surrounding properties, this potential can be increased through master planned development.

Work with existing adjacent property owners in exploring area development opportunities.

The RTD should negotiate with adjacent property owners to create development scenarios that are beneficial to the District, adjacent property owners, and the community.

**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area**

II. GOALS AND OBJECTIVES

**Goals and Objectives
Specific To Westlake/
MacArthur Park**

Create a development which is both financially and technically feasible.

Development must respond both to market realities and technical constraints if it is to be entirely feasible.

Create a vital community center.

Development should reflect the importance of the RTD's mission, and should respond to an area's cultural and historic importance.

Respond to existing neighborhood concerns through land use and design.

Development design and planning need to be sensitive to issues such as security, health care, and community space needs as well as reinforce the positive attributes of the existing neighborhood.

Provide a catalyst for local economic development.

The development should provide economic benefits such as employment opportunities, goods, and services.

Provide opportunities for community commercial, institutional and residential uses.

The development should meet the needs of the existing area residents in addition to reaching out to new markets.

**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****III. ISSUES AND OPPORTUNITIES**

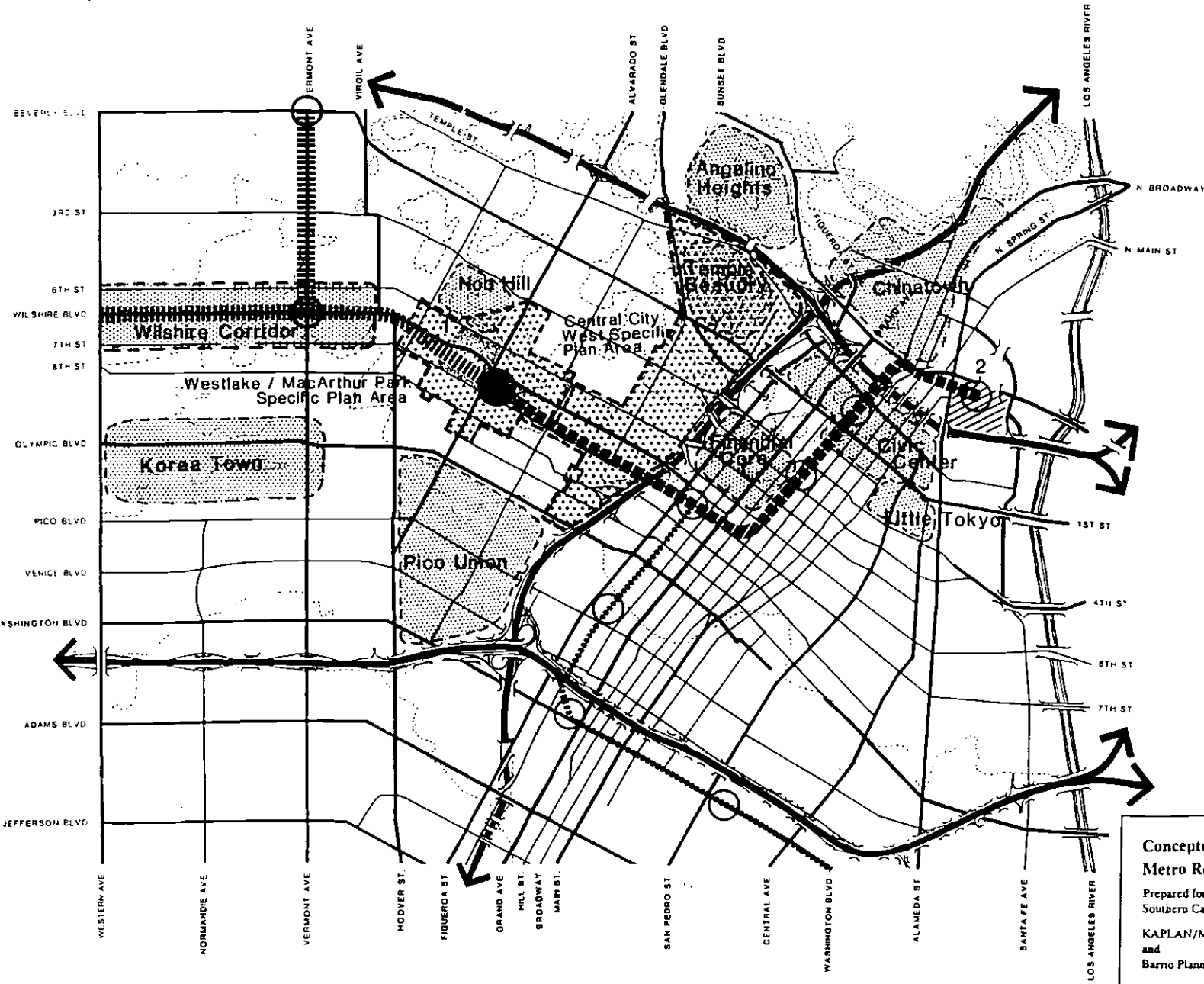
The development of a strategic plan for the station area which responds to its context requires a thorough understanding of both its physical and social environments. This understanding has been gained through a number of methods: review of existing information, on-site observation, meetings with technical staff, and interviews and workshops undertaken as part of a public outreach program. The following summary identifies significant findings. A more detailed accounting of existing conditions is appended to this report.

Regional Context











The development atop and adjacent to the Westlake/MacArthur Park station will have automatic regional prominence for a variety of reasons. The station will serve as the western terminus for the Metro Red Line until the extension of the line to Hollywood and eventually into the San Fernando Valley. It will be the first station of the Red Line to open outside of the Central Business District. As such, it will enjoy high visibility.

The station site is located on Wilshire Boulevard, adjacent to MacArthur Park, midway between the Wilshire Miracle Mile to the west and the Central Business District to the east. The site has the opportunity to build upon the framework established by existing pre-war office towers, to become the eastern most node of activity along Wilshire Boulevard west of the CBD. For westbound Wilshire traffic, the site stands as a gateway to the Center City West area, with its visual prominence emphasized by its parkside location.

The station site is located at the geographic center of a predominantly Central and South American district extending along Alvarado Street, from the Echo Park community to the north of the Hollywood Freeway to the Pico Union community to the south. The area also includes the Temple-Beaudry, Nob Hill, Angeleno Heights, and Korea town neighborhoods.



Regional Setting

- Project Location**
-  WestLake/MacArthur Park Station Site
- Circulation**
-  Freeways
-  Major Highway
-  Secondary Highway
- Public Transit**
-  Metro Red Line and Stations (Phase 1)
-  Metro Red Line and Stations (Phase 2)
-  Metro Blue Line and Stations
- Topography**
-  50 Foot Contour Intervals (Appx.)
- Districts**
-  Sub-Districts
-  Specific Plans



Conceptual Master Plan for the Westlake/MacArthur Park Metro Red Line Station

Prepared for:
Southern California Rapid Transit District

KAPLAN/McLAUGHLIN/DIAZ
and
Barro Planners Incorporated

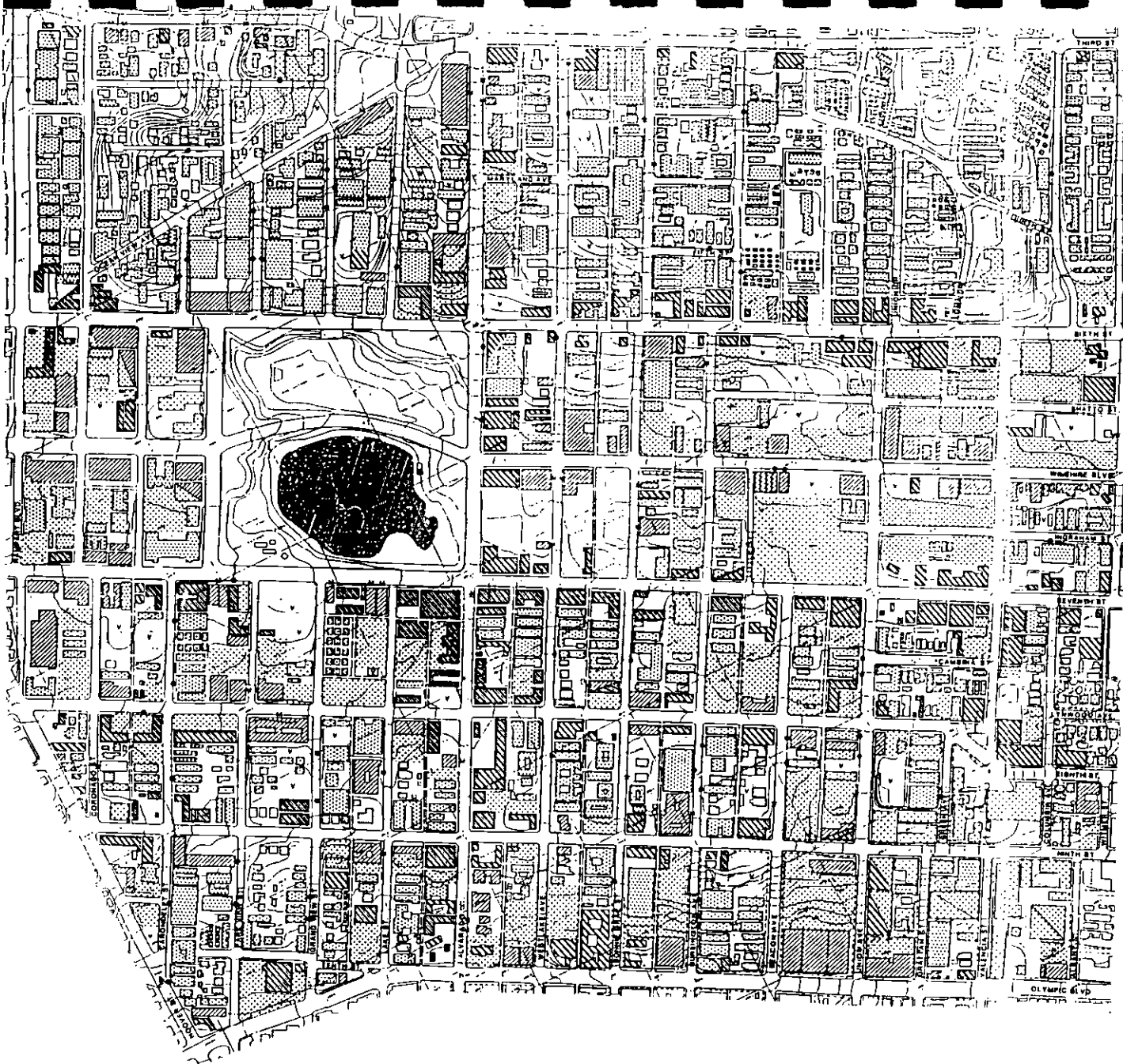
**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****III. ISSUES AND OPPORTUNITIES**

Both Wilshire Boulevard and Alvarado Street are designated as major highways. Wilshire Boulevard, and Alvarado and Seventh Streets function as surface transit routes. It is anticipated that the station will become a transfer point between surface and subway transit patrons, especially those currently using the Alvarado Street route. It has also been estimated that twenty-five percent of transit trips originating at the station will result from "kiss-and-ride" activity.

Community Context



The Westlake/MacArthur Park neighborhood is more dense, has a lower median income, and has higher incidence of crime than the City of Los Angeles as a whole. Crime and security issues are prevalent in the community, as are a perceived shortage of usable public open space and off-street parking. The neighborhood does have an abundance of pedestrian activity, and contains a number of landmarks, among them the Otis-Parsons School of Design, and the Westlake Theater Building. The area's skyline is predominated by a large number of parapet electric light signs dating from the 1920's. Some investment in the community is occurring, with several small retail and residential complexes recently constructed, and a new elementary school being contemplated.

Over the past 25 years, the community has become the focus of families and individuals migrating to Los Angeles from several Central and South American countries. The neighborhood adjacent to the Metro Rail Station Site is described as predominantly Latino with a predominantly Salvadoran population. The migration of Salvadoran immigrants and refugees increased in the 1980's due to the escalating wars in Central America. The resident population also includes other ethnic groups such as Guatemalans, Mexican, Korean and African-American. The resident population also includes a substantial percentage of senior citizens and a smaller percentage of students that attend the Otis/Parsons School of Design.








Generalized Land Use


RESIDENTIAL


-  SINGLE FAMILY UNITS
-  MULTIPLE FAMILY UNITS


COMMERCIAL


-  RETAIL
-  SERVICE
-  OFFICE
-  MEDICAL
-  PUBLIC/INSTITUTIONAL
SCHOOLS, CHURCHES

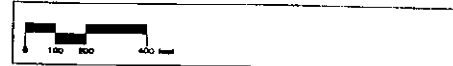
 PARKS/RECREATION

 PARKING

 VACANT

 COMMUNITY LANDMARK

 NEW STRUCTURE



Conceptual Master Plan for the Westlake/MacArthur Park
Metro Red Line Station

Prepared for
Southern California Rapid Transit District

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INC.

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**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****III. ISSUES AND OPPORTUNITIES**

The area to the south of the station site, along Seventh and Alvarado Streets, functions as a neighborhood commercial core. The corner of Alvarado and Seventh, a transit transfer point, is considered to be a significant intersection within this retail neighborhood.

MacArthur Park, the station's namesake, is an historic recreational resource for the neighborhood, district and City. The Park constitutes the only large open space/recreational resource within the community at large. It is under a great demand to accommodate the recreational needs for a dense and increasing population. In the late 1980's, the Park became a magnet for the drug trade. With this came an increase in related criminal activity in the Park and in the surrounding neighborhood. A major portion of the Park is currently under use as a staging area for Phase II Metro Red Line construction. When the Metro Red Line construction is completed, the Park is scheduled to undergo substantial reconstruction

The Station site is included within the 20-year Westlake Community Plan, adopted several years ago. In anticipation of station development, the City of Los Angeles has prepared the Westlake/MacArthur Park Specific Plan for the area immediately surrounding the station site. As of 1990, the Specific Plan had been approved by the Planning Commission and is pending adoption by the City Council. A major purpose of the Specific Plan has been to focus intense development in the station vicinity, and along Alvarado Street and Wilshire Boulevard through the use of height and density regulations, and density incentives and transfers.

The Specific Plan recommends primarily C4-2 commercial zoning for the station site. This zoning designation allows for general commercial uses. All development occurring on commercially zoned properties may develop by right to a maximum floor area ratio of 4.5:1. This ratio may be increased to 6:1 through the use of density incentives, such as the provision of community services, open space, low-income or senior housing, or a child care facility. Residential uses developed on commercially zoned properties may be developed at an R-3 density.

**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****III. ISSUES AND OPPORTUNITIES**

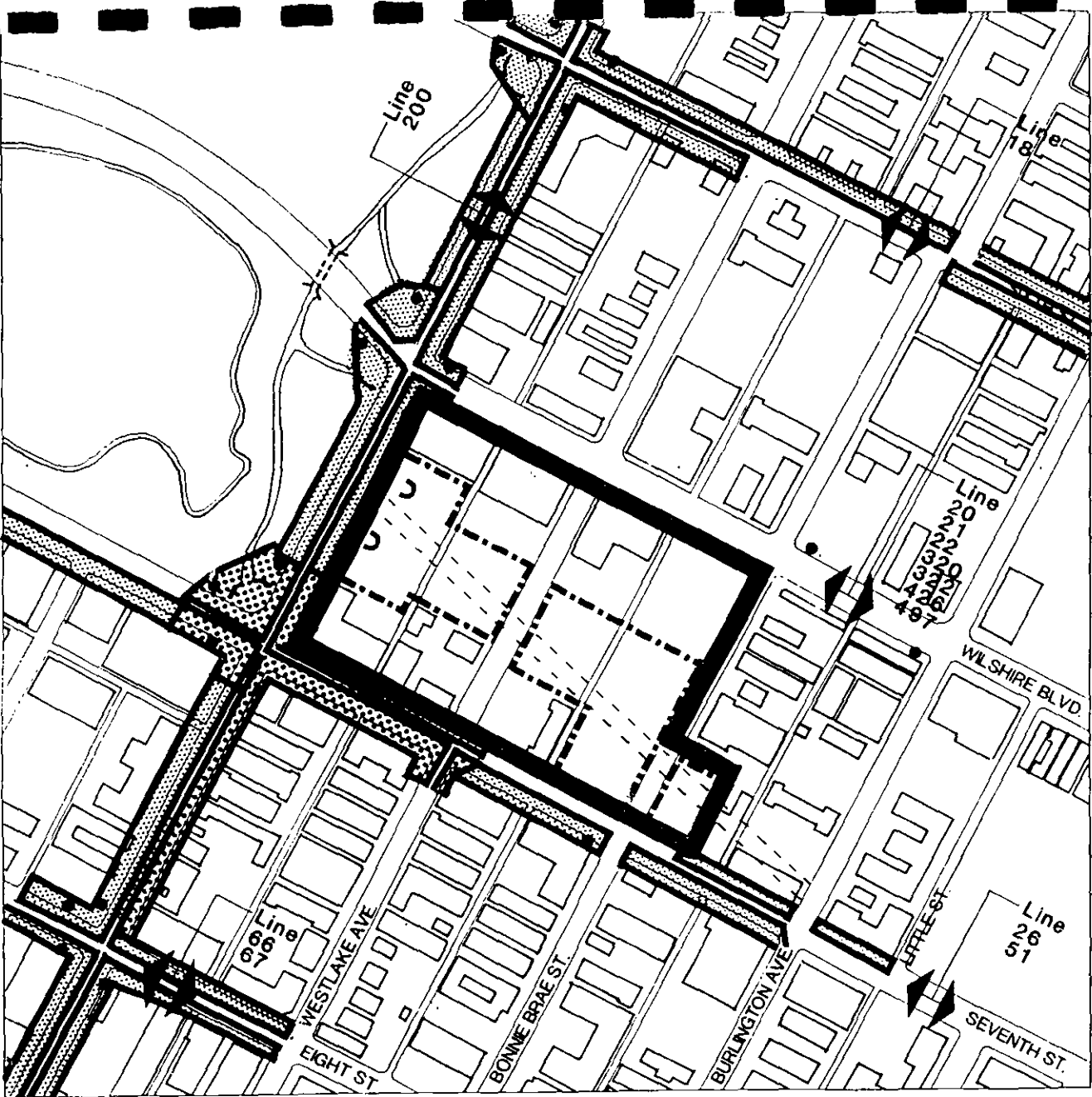
Site Context

The configuration of the development atop and adjacent to the station was determined by the alignment of the metro tunnel and location of the underground metro station. The existing surface conditions of the Metro Station site are presently vacant with the exception of the station portals and above grade mechanical equipment.






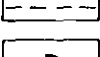
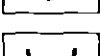
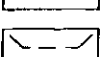

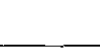
The project site consists of the area bounded by Alvarado Street, Wilshire Boulevard, Bonnie Brae Street, and Seventh Street. A small parcel at the northeast corner of Seventh and Bonnie Brae is included as well. Of the project site, the RTD owns a midblock area beginning at Alvarado Street, extending in a south-easterly direction, across Westlake Avenue to Seventh Street, and crossing Bonnie Brae Street. Topographically, the site is at 265-270 feet elevation at Alvarado Street and rises 10 feet to Westlake Avenue. East of Westlake Avenue the site rises an additional 10 feet as it approaches Bonnie Brae Street. The existing construction of the station structure and its ventilation equipment pose constraints on the type and amount of construction which can economically occur on the station site.

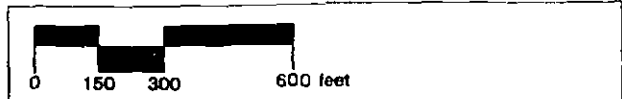
Heavy pedestrian activity occurs along Alvarado and Seventh Streets in the vicinity of the site. The proximity of MacArthur Park, existing residential densities, commercial nature of Alvarado Street, and bus stops at all intersections along Alvarado Street contribute to this activity near the station site.

Wilshire Boulevard is developed with office uses set amid a formal streetscape of trees and historic lampposts. The development along Wilshire appears to be heavily oriented to the medical profession, with the Los Angeles County Medical Association, and several privately-sponsored health clinics and medical office buildings in the area. The study area has a more local orientation on Seventh and Alvarado Streets, with two to three story low-rise neighborhood commercial activity located there.



Bus Routes/ Pedestrian Activity

- Pedestrian Movement**
-  Heavy
 -  Medium-Heavy
 -  Light-Medium
 -  Bus Stop
 -  Bus Routes
 -  Metro Rail Alignment
 -  Station Entrance
 -  Park Entrance
 -  Pedestrian Underpass
 -  Project Site



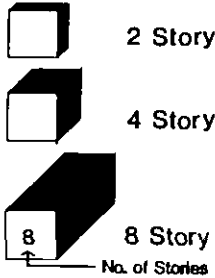
**Conceptual Master Plan for the Westlake/MacArthur Park
Metro Red Line Station**

Prepared for:
Southern California Rapid Transit District

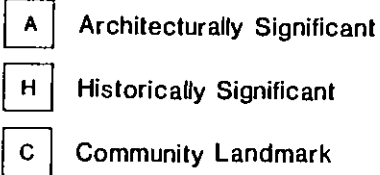
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Building Height / Character

Building Height



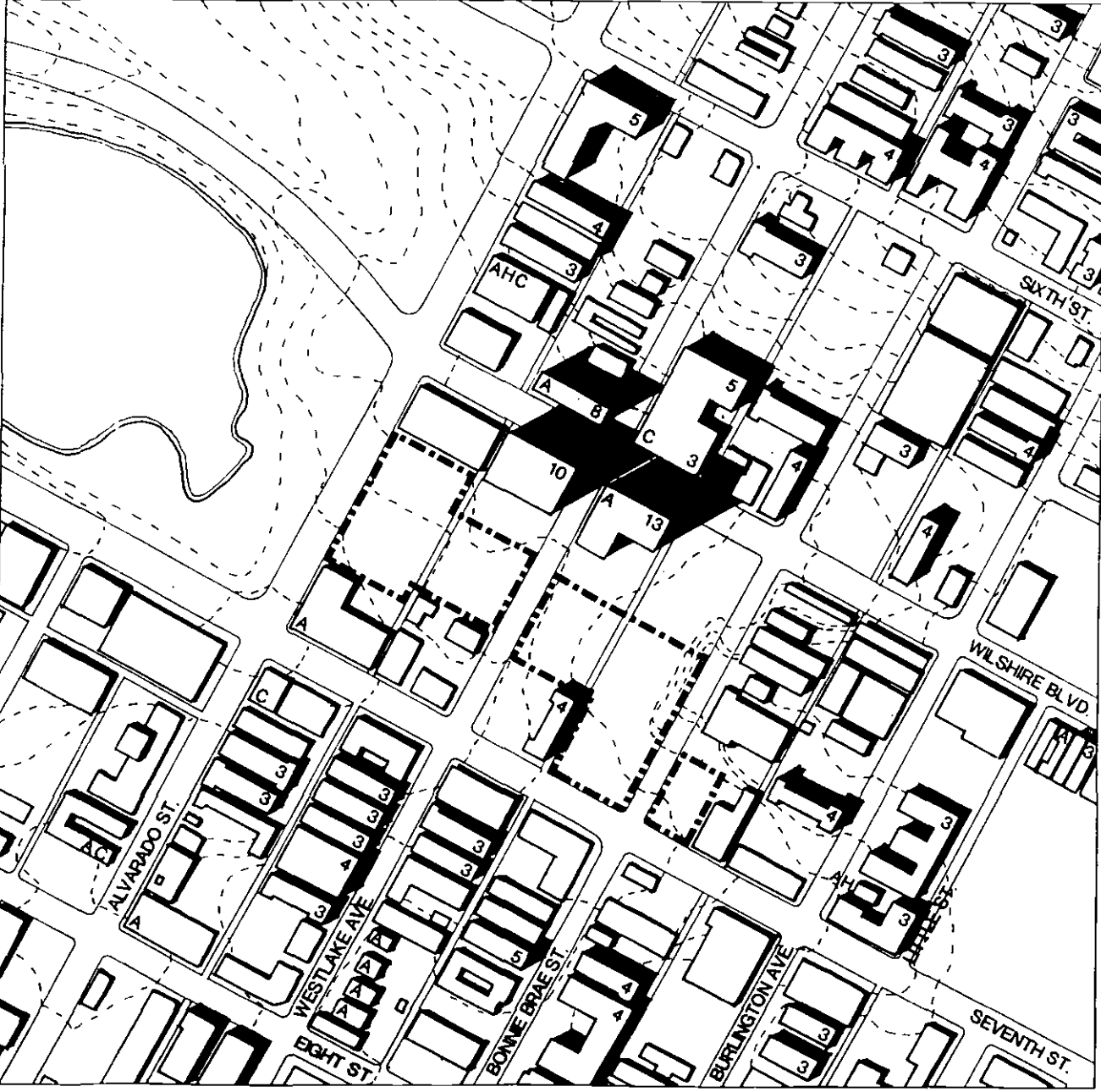
Building Character



**Conceptual Master Plan for the Westlake/MacArthur Park
Metro Red Line Station**

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Southern California Rapid Transit District

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**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****IV. PLANNING AND DESIGN PRINCIPLES**

Through the analysis of existing conditions, meetings with the RTD staff and with concerned community groups, and the community workshop held on October 29, 1991, a number of issues have been identified for which planning and design principles can be formulated. A number of these principles have been developed to help insure that the development addresses the pertinent issues. In addition, these principles can provide a basis for evaluation of the alternative development scenarios.

Emphasize Transit Presence

A basic tenet of the development is that it is associated with a heavy-rail transit station and it is being undertaken by a transit agency. These points underscore the importance of transit to the project. It is essential that development on the site be oriented to this central mission of the RTD.

- The visibility and integrity of the transit station and function should be emphasized. The station facility and of the immediate station area should be impeccably maintained.
- The ground floor of the development should be designed to maximize the user friendliness and efficiency of pedestrian use of transit facilities through signage, amenities, and other wayfinding measures.
- Uses should be selected and oriented so that they will maximize the utility of transit to potential visitors, customers and residents.
- Safe, direct, and clearly communicated pedestrian routes between the subway portal and bus stops, kiss-and-ride areas, commercial areas, and other neighborhood points of interest should be provided. Instructions directing patrons to the Metro Red Line facility should be evident and presented graphically and in English, Spanish, and Korean where appropriate.

**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****IV. PLANNING AND DESIGN PRINCIPLES**

Build A Vital Community Center

By its nature as a focus of community pedestrian activity and circulation, a transit station area is destined to act as a neighborhood hub. The planning and design of uses and activities in the development above and around the station should reflect its central role in the community.

- Uses, facilities, and institutions which have a central organizing function within the community should be incorporated into the development. These may include supermarkets, specialty retail, community meeting rooms, education, library, and other cultural institutions.
- The transportation plaza and other public areas should be developed as the primary focii of activity. Active uses should open on to public areas without interruption by blank walls or vehicle curb cuts.
- An ongoing management entity for the development's commercial and public areas should be created. This entity should have responsibility to maintain the cleanliness, security, and event programming of plaza and paseo areas.
- The architectural design should be of distinctive quality. Public spaces should be well designed and "user friendly". Amenities should be placed to correspond with potential user needs. This would include seating in both sunlit and shaded areas, drinking fountains, telephones, secured public restroom facilities, trash containers, and newsstands.
- Entrances into the plaza and paseo areas should relate to the intersections of Alvarado Street with Wilshire Boulevard and Seventh Street.
- The streetscape and landscape theme of the plaza be extended across Alvarado to the Park, and extended to Wilshire and Seventh. This can be accomplished through use of distinctive paving, works of art, lampposts, seating or other amenities, or banners or informational signage.

**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****IV. PLANNING AND DESIGN PRINCIPLES**

Respond To Community Context

While distinctive as a community "central place", the transit station area needs to be respectful of the social and design context of the existing community.

- Existing uses on the site be maintained in existing or new buildings to the maximum degree possible.
- Informational signage, including maps and directories for the development, should be provided in English, Spanish, Korean, and other languages appropriate to the needs of the user population.
- Commercial activities need to reflect the buying habits and income levels of the nearby population.
- Development similar in nature to the medical clinic and office building development along Wilshire Boulevard is encouraged, especially in the area near existing activity along Wilshire Boulevard.
- Commercial activity should be located near Alvarado and Seventh Streets, office and institutional activity near Wilshire Boulevard, and residential activity near Westlake and Bonnie Brae Streets.
- Historic buildings should be maintained and be incorporated as contextual elements. Where historic building heights are limited to two stories, matching cornice lines or setbacks in adjacent, taller buildings would be encouraged.
- Buildings should have visually accessible and, where feasible, active frontages on plaza and paseo areas as well as on Wilshire Boulevard, Alvarado, Seventh, and Bonnie Brae Streets. This would include positioning of building entrances, at least fifty percent window coverage, or decorative artwork on these facades.

**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****IV. PLANNING AND DESIGN PRINCIPLES**

- Bonnie Brae Street should be maintained as through thoroughfares in order to preserve the integrity of the existing neighborhood form in the new development.
- Buildings located on Seventh Street between Bonnie Brae and Alvarado should contain active ground floor uses, building entrances, and at least 50 percent window coverage to reinforce the street's role as a commercial thoroughfare.
- Taller structures should be located towards the northern (i.e. Wilshire Boulevard) and western (i.e. Alvarado Street) edges of the site.
- The height of high-rise towers should be limited as per the existing zoning ordinance. Buildings facing Seventh Street and Bonnie Brae Street should be respectful of the existing surrounding building heights.
- An ethnic "theme", reflecting the Central American population, should be employed as part of the landscape, hardscape, or architectural design.
- Linkages between the site and MacArthur Park should be constructed. Such linkages can be in terms of design aesthetic, and/or pedestrian linkages. The linkage might take the form of a signalled, mid-block pedestrian crosswalk directly in front of the transit portals.

Provide a Secure Environment

Security is a primary concern within the Westlake-MacArthur Park community. The issues of crime, in particular drug-trade related activity, and to a lesser degree the presence of a sizable transient population, were raised almost unanimously. Providing a safe, secure environment within the development will be necessary to ensure its survival. In addition, fostering a neighborhood-wide atmosphere of security is understood to be essential to guaranteeing the viability of any station-area project.

**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****IV. PLANNING AND DESIGN PRINCIPLES**

- A sense of "ownership" should be encouraged throughout the development. Maintaining "eyes on the public realm" is integral. An LAPD Ramparts Division or Transit Police Substation has been suggested as a possible plaza use.
- To the degree possible, the ground floor of the development should house active uses. Active uses include retail and commercial activity and community facilities.
- Sight lines should remain open into the site from surrounding streets. Areas which are "blind" from the surrounding streets are to be discouraged. The area should be easily patrollable and surveyable. All public spaces should be designed so that anticipation of conditions is encouraged.
- Pedestrian circulation through open spaces is to be encouraged. This can be done with placement of "foot traffic-generating" activities, such as transit portals, anchor commercial uses, and major community activities, at extreme points of the ground level, to encourage foot traffic through the site.
- Physical separation of "private areas" (i.e. residential units) from "public areas" (i.e. retail, circulation corridors) should be maintained. Separation can be vertical (residences are located above ground level) or horizontal (a green, buffer zone separates residences from public thoroughfares).
- The design should allow for surveillance of the public areas, particularly play areas, from within the residences, and circulation and plaza areas from the commercial establishments.

Accommodate Vehicular Circulation and Parking Needs

Three basic realms of activity are envisioned on the project site: residential activity, transit-related activity, and commercial activity. While the "transit-first" imperative is central to the development schemes, the needs of vehicular circulation to the project must be accommodated.

**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****IV. PLANNING AND DESIGN PRINCIPLES**

- Parking should be viewed as a "maximum allowable" rather than as a "minimum required" in order to support the transit orientation of the RTD.
- Residential parking stalls should be separated from parking for transit or commercial uses to minimize potential conflicts. A separate vehicular entrance for residences should be maintained.
- Residential parking stalls should be located as close to residential units as possible, preferably in the ground floor directly beneath them or within them, as design permits.
- Long-term park-and-ride activity should be discouraged in commercial or residential parking zones by enforced time limits, by validation procedures, or by pricing.
- The location of kiss-and-ride facilities on Westlake Street or Seventh Street is encouraged as an alternative to Alvarado Street.
- Short-term parking for retail or medical customers should be visible, accessible, and affordable.

Create A Quality Residential Environment

One objective of the development program is to provide community housing opportunities. The residential units will serve the needs of the indigenous market.

- Units should provide adequate space for families in terms of bedrooms and common areas. A mix of one, two, and three bedroom units is recommended.
- Residential development should include low-rise (i.e. three story or less) walk-up structures located atop parking and commercial structures.

**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****IV. PLANNING AND DESIGN PRINCIPLES**

- Residential units should have a distinct "address". The location should be predominantly between Westlake and Bonnie Brae Streets. The residential development entry should be secure.
- Private residences should be provided with adequate separation, by grade or by impervious planted buffer, from public areas.
- Residential development should include semi-public gathering and play areas, available to residential population. Visual contact from within the unit to play spaces is considered to be important. The semi-private space should be located atop retail/parking podiums amid residential buildings.

Create a Successful Retail Environment

A major component of the development program is the 250,000 - 370,000 square feet of retail space. As a neighborhood center project, the quality and the success of the retail component of the project will be crucial to its overall success.

- Retail uses should be located along major pedestrian circulation routes. These routes are identified as those linking the Metro Red Line station portals to other transit linkages and neighborhood commercial and residential areas.
- Storefronts should be made visible from as many vantage points along the circulation routes as possible.
- The retail frontage should be as continuous as possible, avoiding breaks and sharp corners. Interruptions by service bays and driveways are to be kept to a minimum.
- Retail anchors, those generating the highest volume of shoppers, should be located at the extreme points from the station portals on the retail diagram. This will encourage pedestrian flow through the entire project site.

**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****IV. PLANNING AND DESIGN PRINCIPLES**

- If second level retail is to be provided, means of access through stairs or escalators should be provided at both ends of the retail diagram. Strong retail anchors should be provided on the second level. These might include food, entertainment, or a large retailer.
- Food and entertainment uses (theater) should be located in proximity to one another in order to symbiotically create cross-over and critical mass of activity.
- Convenience retail and fast food uses should be clustered around the "transit square". General retail, food, grocery, entertainment uses should be clustered around the "town square".
- All retail space should have rear service entrances, convenient to an elevator leading to a common loading area. The food court should have direct trash chute access to the dumpster area.

**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****V. DEVELOPMENT PROGRAM**

A program for the development of the site was initially based upon a real estate market analysis prepared by Halcyon Ltd. and KDG Consultants for RTD in August, 1990. The program was subsequently refined jointly by the RTD and its consultants based on agency objectives, input from interested retailers, adjacent property owners, and the neighborhood input gained from the community outreach program.

This program calls for between 250,000 and 370,000 s.f. of retail development, 220,000 - 330,000 s.f. of residential development, 20,000 - 260,000 s.f. of office development, and 21,000 s.f. of miscellaneous community institutional facilities. Included among the retail development are a 50,000 - 60,000 s.f. market/grocery store, a five-screen cinema, and 80,000 - 150,000 s.f. of specialty shops. A significant component of the commercial office development would be contingent upon the location at the site of a large public agency. Community institutional facilities might include day care facilities, a chapel, a library, and a community all-purpose room. The program is presented in the table which follows.

Assumptions

The program is organized into two phases which are similar to the two phases recommended in the Halcyon report. The Short Term phase looks at a ten year build out period with most of the program consisting of retail uses. The Long Term phase is primarily office uses and would require a minimum of 10-15 years to occur. As outlined in the Halcyon study, it's feasibility is contingent upon several factors including the following:

- Metro Rail becomes a favorite transportation system of Los Angeles.
- Central City West emerges as projected.
- Lafayette Park housing moves eastward towards the Westlake/MacArthur Park project area.
- Growth in office development in the Los Angeles region continues, and office development in the Wilshire area improves.

Conceptual Master Plan for the
WESTLAKE / MacARTHUR PARK Red Line Station Area

Los Angeles, California

Kaplan/McLaughlin/Diaz Architects/Planners

PROGRAM

Area Tabulations are approximate, preliminary and based upon assumptions not necessarily noted.

<i>PROGRAM AREAS</i>	<i>PHASE I</i>	<i>PHASE II</i>	<i>TOTAL</i>
<i>Residential Total</i>	250 units	50 units	300 Units
Lowrise	250	50	300
<i>Retail Total</i>	210,000 GSF	20,000 GSF	230,000 GSF
Market/Grocery GSF	55,000		55,000
Cinema GSF	15,000		15,000
Restaurants/Shops GSF	130,000		130,000
Venders GSF	10,000		10,000
Below Office Buildings		20,000	20,000
<i>Office Total</i>		30,000 GSF	280,000 GSF
Medical GSF		30,000	30,000
Agency/Professional GSF		250,000	250,000
<i>Community Total GSF</i>	20,000 GSF		20,000 GSF

**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****V. DEVELOPMENT PROGRAM**

- The site becomes a preferred prime and back office location due to its Metro Rail location and adjacent affordable housing.
- The site's location around a renovated MacArthur Park is seen as positive environment for market rate housing and commercial development.

Market Strategy

A market strategy for the project looks at the different components of the program and the different markets that program will be serving. From the information in the Halcyon study and information the RTD has received from retailers, developers, and community members about the community the following market strategy was identified.

Retail

The retail program should address transit riders, the local community, and those from outside the community.

Transit oriented retail will include uses which benefit from high pedestrian volumes and impulse type buying such as news stands, card shops, fast food, convenience type stores, etc. These uses should obviously be located immediately adjacent to Metro portals or along the pedestrian paths to these portals.

Local serving, community oriented retail will be anchored by a large grocery store/supermarket perhaps along the lines of the mercado format, such as Grand Central Market in downtown Los Angeles. This would compliment the Thrifty Drug Store now located on the site which should remain as a use in the project. These major uses could be augmented by other value oriented retail, service uses such as repair shops, and community oriented entertainment uses such as restaurants and a movie theater.

Extra-community retail will be those uses which will have a larger market area and draw than just the local community. These uses might include special "name" retailers (especially value oriented national retailers), unique specialty shops, unique ethnic restaurants and medical and health related retail outlets including pharmacies, health food stores, skin and hair care, etc.

**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****V. DEVELOPMENT PROGRAM**

Residential

The housing component of the program should be targeted to the local community. To make this housing affordable to local market and at the same time keep the quality of construction high it is assumed that the cost of the housing will be underwritten in some way.

Office

Current office demands will be primarily for medical office uses. Later, as the general office market improves and the development establishes itself as successful, the strategy will be to expand the target office market to include governmental office space and support office space for downtown and Central City West.

**Development
Strategy**

The organization of the program uses constitutes the development strategy. This organization can be described in terms of how the uses should be related to each other and their location relative to other elements of the site, such as the Metro portals, MacArthur Park, existing buildings, and adjacent streets. It can also be described in terms of the general environmental character of various components of the project. The development strategy for this project envisions the uses being organized around three primary themes or environments.

The Transit Plaza

The focus of this environment will be the Metro portals and the open plaza around them. Transit oriented retail uses will be located here as well as those uses that may cater to a larger regional market. In addition to an orientation to the Metro portals the plaza should also relate to MacArthur Park and the pedestrian activity along Alvarado Street.

**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****V. DEVELOPMENT PROGRAM**

The Town Square

The market and the community serving retail will form the nucleus of this district. Other community serving retail uses will be located here as well as community oriented food and entertainment. Although it may be adjacent to the Transit Plaza it should have an environment more conducive to prolonged community interaction and have a closer identity with the community.

The Medical Paseo

One of the most interesting ideas to be expressed by the community is the idea of a market place for medical services and products. This district would contain medically oriented retail and would supplement the office space found in the areas medical office buildings. As a special area it should be oriented adjacent to the two existing highrise offices in the study area and it should have an identity orientation to Wilshire Boulevard.

**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****VI. ALTERNATIVE DEVELOPMENT SCENARIOS**

The purpose of this exercise is to identify a development approach that will come closest to meeting the objectives of the RTD, addressing the planning and design issues and satisfying the program. Issues relevant to the discussion of alternatives may be thought of as belonging to one of three groups:

Constants

A number of factors are assumed to be constant across all alternatives.

- All land on the greater two-and-one-half block study area is included within the development project boundary.
- Uses are stratified vertically, with retail uses predominating the first two levels, parking on the next two to three levels, and residential and office activities on the upper floors.
- The transit plaza element is preserved in all alternatives.
- Existing mid-rise office buildings would remain.

Future Issues

A number of factors are acknowledged to constitute important considerations. Their resolution is considered to be of significance in the assessment of development feasibility in future stages of analysis.

- **Construction technology.** The relation between the above-ground development and the station box will impact the cost feasibility of the project. All development concepts will have to be ultimately evaluated based on how they accommodate this structural consideration and the costs involved.
- **Need for and placement of highrise structures.** The program can be met through a range of options of building types. Whether residential buildings are clustered in a few high-rises or dispersed in more mid-rises is both a choice of design and cost.

**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****VI. ALTERNATIVE DEVELOPMENT SCENARIOS**

**Alternative
Diagrams**

The quality of the street-level environment is the critical factor in determining an appropriate development response to the project site. The street-level environment is determined both through the "zoning" of activities to create "nodes" and the deliberate encouragement of patterns of circulation. It is with respect to these issues that the alternative development scenarios are defined. Since the retail component of the project is the most critical to its success, alternative development scenarios were identified which assume different basic ways of accommodating the retail uses in the project. The diagrams of those alternatives are shown in the attached figures.

Diagram 1 - Diagonal Spine

The Diagonal Spine diagram features a public thoroughfare interior to the site which follows the alignment of the Metro Rail tunnel. Structures are massed to the north and south of the spine. Commercial activities line the central thoroughfare, spilling out onto the transit plaza. A public square is developed near the right-of-way of Westlake Street. A large, lightweight market pavilion is shown as an optional consideration for development within the central thoroughfare.

Diagram 2 - Courtyard System

The Courtyard System places emphases at the key intersections peripheral to the site -- Wilshire and Bonnie Brae, and Seventh and Westlake. Retail activity is focussed on these intersections. A retail square is developed along Seventh Street.

Diagram 3 - Shopping District

The Shopping District places its retail emphasis near the corner of Seventh and Alvarado, an existing active retail hub. This is done by creating an internal pedestrian circulation path from Seventh to Alvarado Streets, along the Westlake right-of-way above the tunnel alignment. The tunnel right-of-way is maintained as a thoroughfare only west of Westlake Street.

**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area**

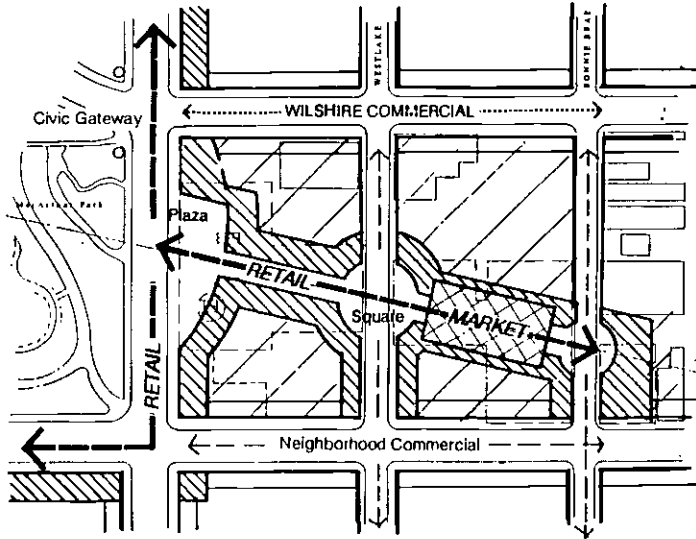
VI. ALTERNATIVE DEVELOPMENT SCENARIOS

Diagram 4 - 7th Street/Alvarado Retail Focus

The Seventh Street/Alvarado Retail Focus reinforces the existing retail corner by directly facing the new development's retail focus in that direction. In this alternative, the tunnel right-of-way is completely decked over. No internal thoroughfare is created, thus giving maximum emphasis to the existing street grid.

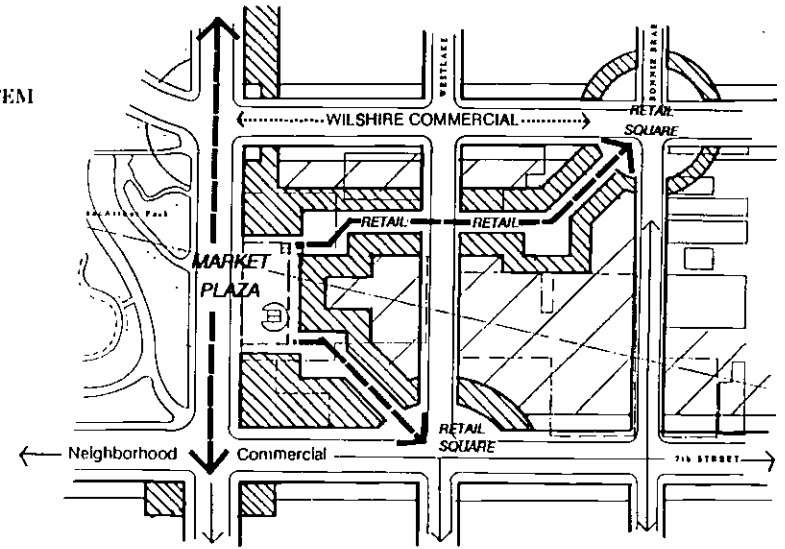
**DIAGRAM #1
DIAGONAL SPINE**

*Through-Block
Public Area Extends
Over RTD Station*



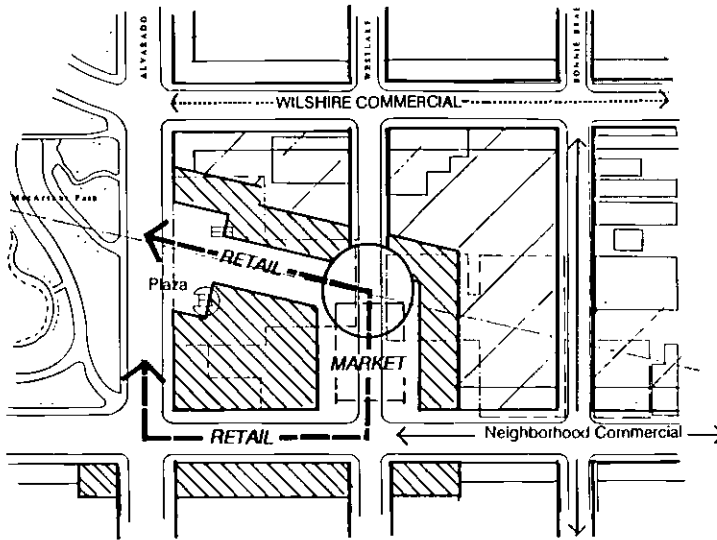
**DIAGRAM #2
COURTYARD SYSTEM**

*System of
Passageways and
Courts Link Key
Intersections*



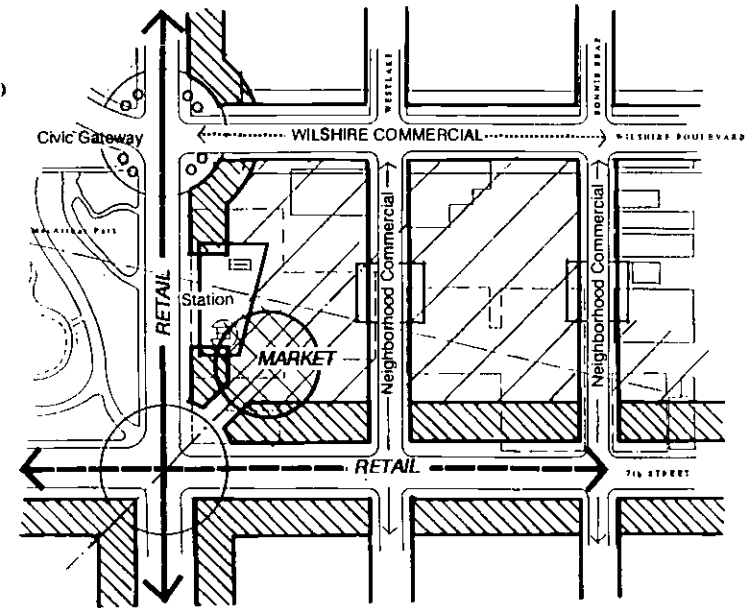
**DIAGRAM #3
SHOPPING DISTRICT**

*"Loop" Retail
Circulation Utilizes
Through-Block
Connection to
Westlake*



**DIAGRAM #4
7th STREET / ALVARADO
RETAIL FOCUS**

*Existing Street
Street Frontage
Reinforced
(No Through-Block
Connections)*

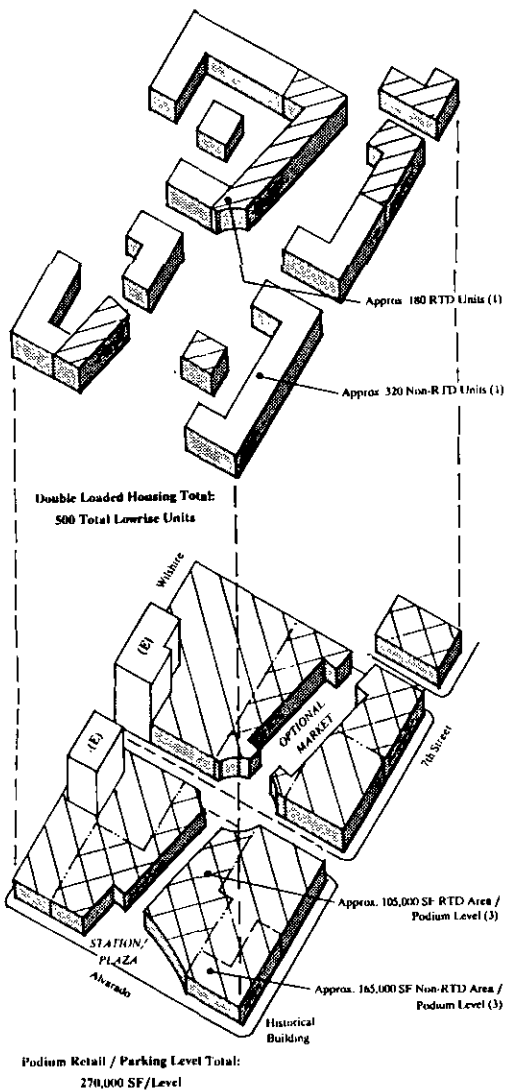


**GROUND FLOOR CIRCULATION
OPEN SPACE AREAS
RETAIL DIAGRAM**

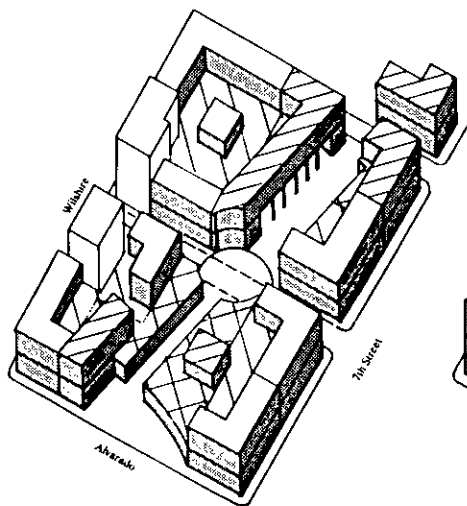
*Conceptual Master Plan for the
WESTLAKE / MacARTHUR PARK Red Line Station*

Los Angeles California

**DIAGRAM #1
PODIUM:**



**ALL
LOWRISE**

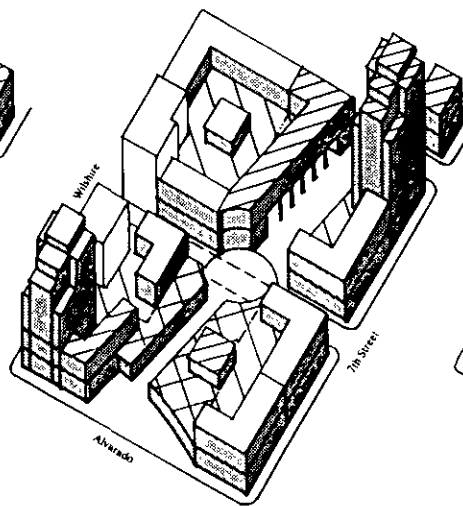


APPROX. 500 UNITS TOTAL

Approx. 180 RTD Units (1)
Approx. 320 Non-RTD Units (1)

**COMBINATION
LOWRISE & HIGHRISE**

Lower Density Combination

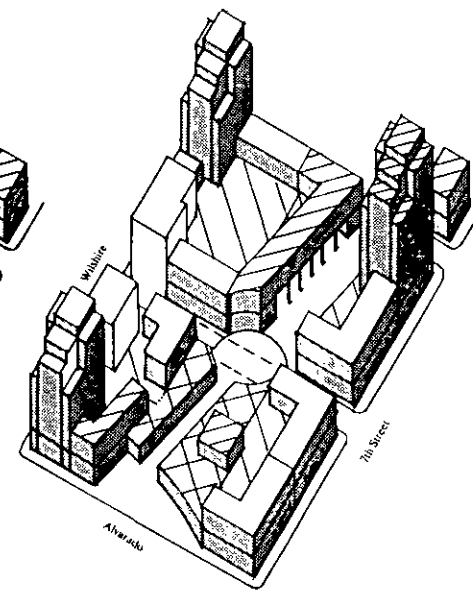


APPROX. 700 UNITS TOTAL

Approx. 280 RTD Units (1)(4)
Approx. 420 Non-RTD Units (1)(4)

**COMBINATION
LOWRISE & HIGHRISE**

Higher Density Combination



APPROX. 800 UNITS TOTAL

Approx. 280 RTD Units (1)(4)
Approx. 520 Non-RTD Units (1)(4)

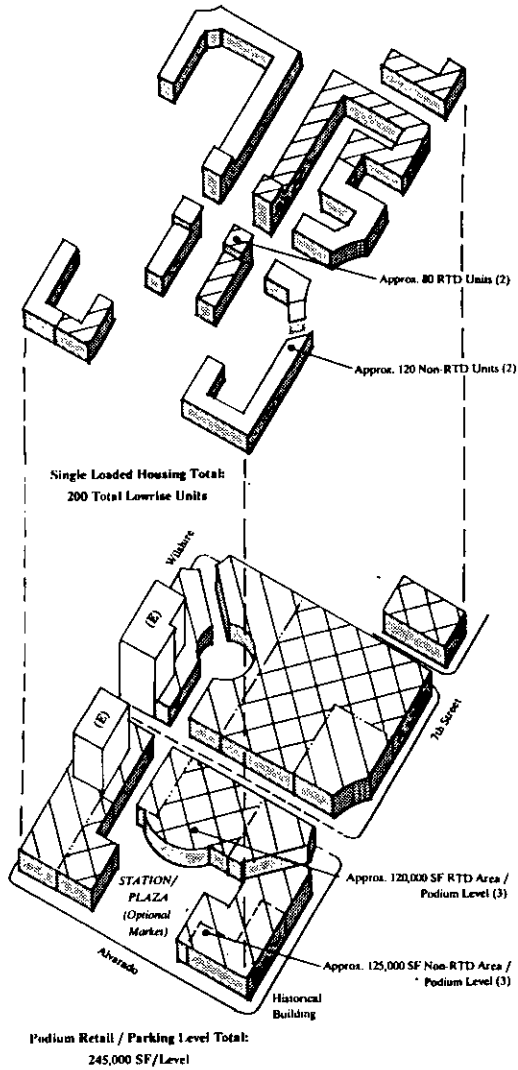
*Conceptual Master Plan for the
WESTLAKE / MacARTHUR PARK Red Line Station
Los Angeles California*



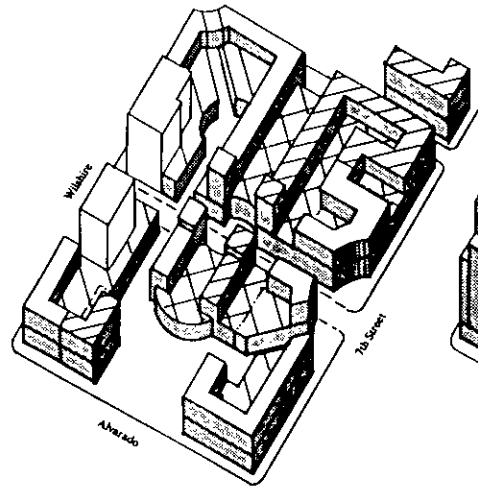
- (1) Assumes 4 Residential Stories, 1,200 SF Average Unit Size
- (2) Assumes Average of 2.5 Residential Stories, 1,200 SF Average Unit Size
- (3) Does Not Include Two Existing Highrise Buildings on Wilshire.
- (4) [# Units/Tower] = [100 Units] + [Displaced Lowrise Units]

**DIAGRAM #1 EXAMPLES
DIAGONAL SPINE**

DIAGRAM #2
PODIUM:



ALL
LOWRISE

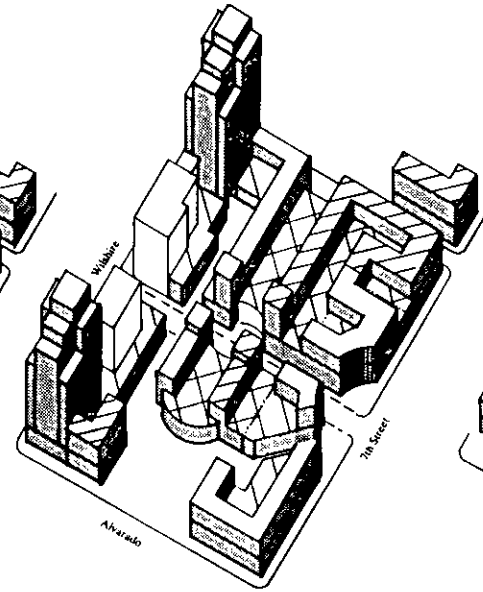


APPROX. 200 UNITS TOTAL

Approx. 80 RTD Units (1)
Approx. 120 Non-RTD Units (1)

COMBINATION
LOWRISE & HIGHRISE

Lower Density Combination

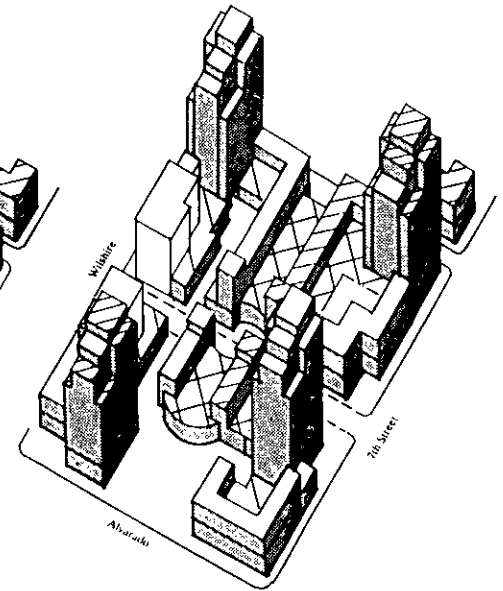


APPROX. 400 UNITS TOTAL

Approx. 80 RTD Units (1)(4)
Approx. 320 Non-RTD Units (1)(4)

COMBINATION
LOWRISE & HIGHRISE

Higher Density Combination



APPROX. 600 UNITS TOTAL

Approx. 280 RTD Units (1)(4)
Approx. 320 Non-RTD Units (1)(4)

Conceptual Master Plan for the
WESTLAKE / MacARTHUR PARK Red Line Station

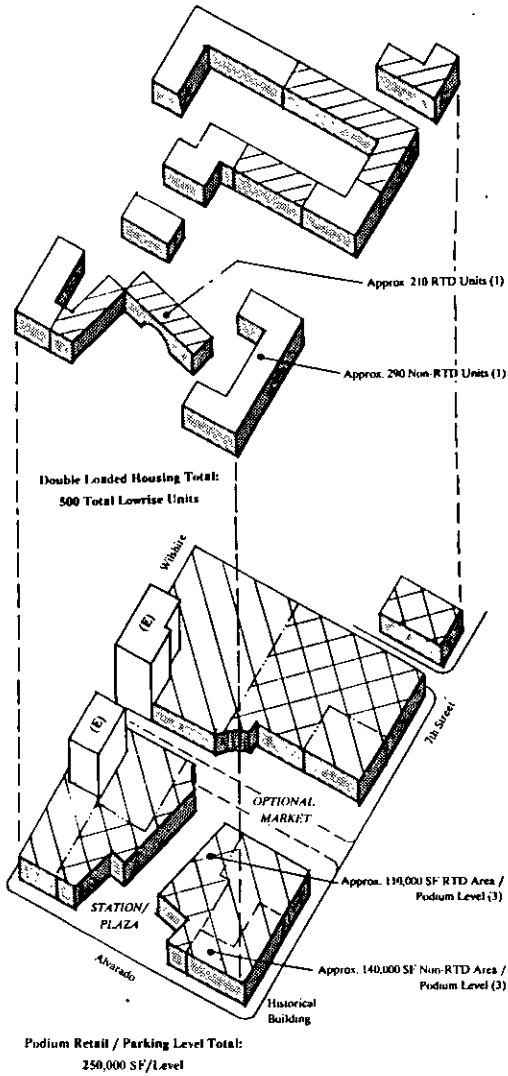
Los Angeles California



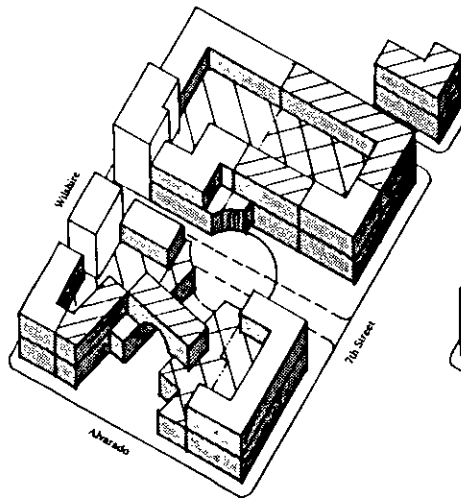
- (1) Assumes 4 Residential Stories, 1,200 SF Average Unit Size
- (2) Assumes Average of 2.5 Residential Stories, 1,200 SF Average Unit Size
- (3) Does Not Include Two Existing Highrise Buildings on Wilshire.
- (4) [# Units/Tower] = [100 Units] + [Displaced Lowrise Units]

DIAGRAM #2 EXAMPLES
COURTYARD SYSTEM

DIAGRAM #3
PODIUM:



ALL
LOWRISE

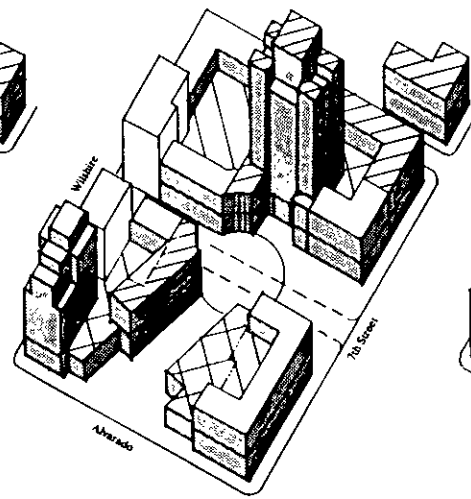


APPROX. 500 UNITS TOTAL

Approx. 210 RTD Units (1)
Approx. 290 Non-RTD Units (1)

COMBINATION
LOWRISE & HIGHRISE

Lower Density Combination

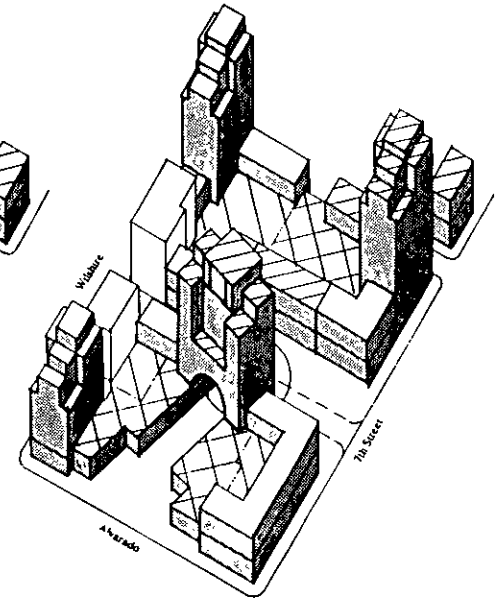


APPROX. 700 UNITS TOTAL

Approx. 310 RTD Units (1)(4)
Approx. 390 Non-RTD Units (1)(4)

COMBINATION
LOWRISE & HIGHRISE

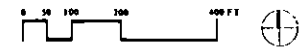
Higher Density Combination



APPROX. 900 UNITS TOTAL

Approx. 410 RTD Units (1)(4)
Approx. 490 Non-RTD Units (1)(4)

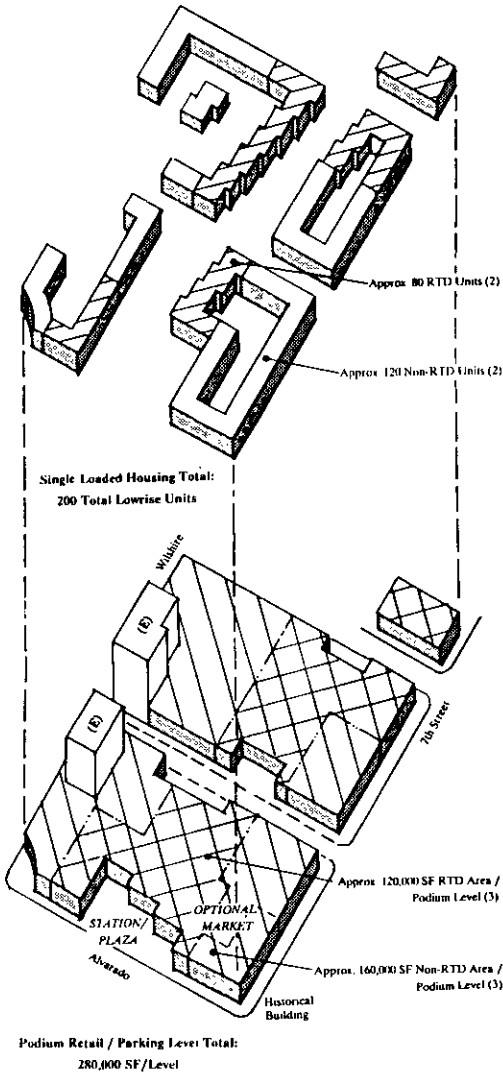
Conceptual Master Plan for the
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Los Angeles California



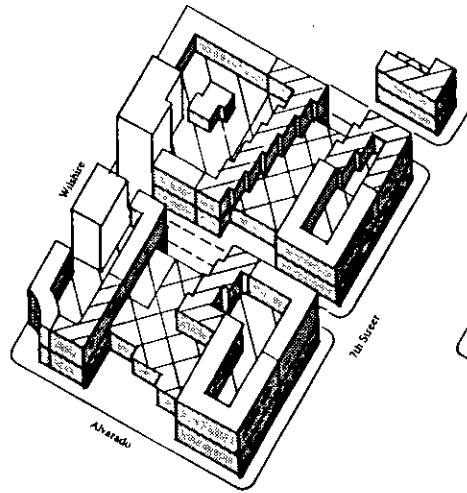
(1) Assumes 4 Residential Stories, 1,200 SF Average Unit Size
(2) Assumes Average of 2.5 Residential Stories, 1,201 SF Average Unit Size
(3) Does Not Include Two Existing Highrise Buildings on Wilshire.
(4) [# Units/Tower] = [100 Units] + [Displaced Lowrise Units]

DIAGRAM #3 EXAMPLES
SHOPPING DISTRICT

DIAGRAM #4
PODIUM:



ALL
LOWRISE

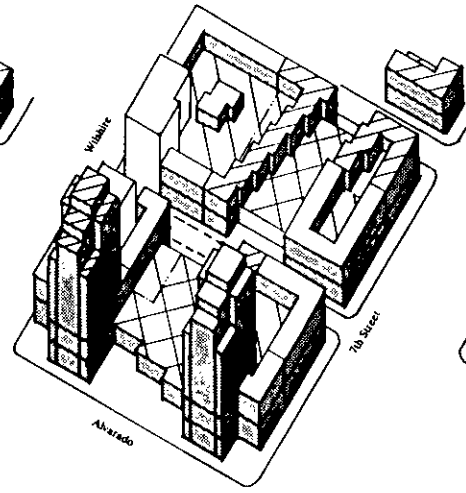


APPROX. 200 UNITS TOTAL

Approx. 80 RTD Units (1)
Approx. 120 Non-RTD Units (1)

COMBINATION
LOWRISE & HIGHRISE

Lower Density Combination

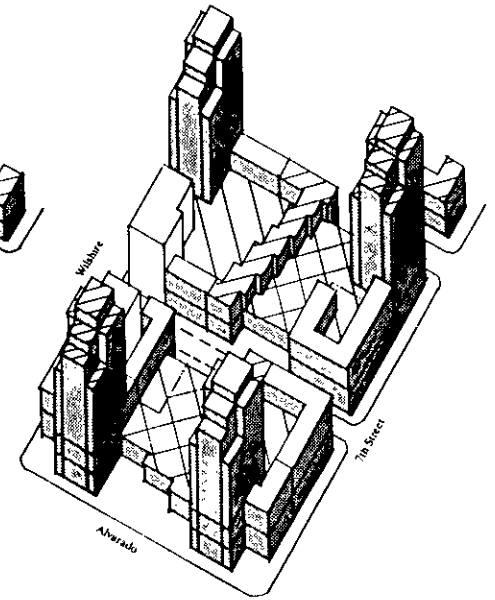


APPROX. 400 UNITS TOTAL

Approx. 180 RTD Units (1)(4)
Approx. 220 Non-RTD Units (1)(4)

COMBINATION
LOWRISE & HIGHRISE

Higher Density Combination

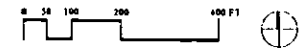


APPROX. 600 UNITS TOTAL

Approx. 280 RTD Units (1)(4)
Approx. 320 Non-RTD Units (1)(4)

Conceptual Master Plan for the
WESTLAKE / MacARTHUR PARK Red Line Station

Los Angeles California



- (1) Assumes 4 Residential Stories, 1,200 SF Average Unit Size
- (2) Assumes Average of 2.5 Residential Stories, 1,200 SF Average Unit Size
- (3) Does Not Include Two Existing Highrise Buildings on Wilshire.
- (4) [# Units/Tower] = [100 Units] + [Displaced Lowrise Units]

DIAGRAM #4 EXAMPLES
7th STREET / ALVARADO
RETAIL FOCUS

Southern California
RAPID TRANSIT DISTRICT

KAPLAN / McLAUGHLIN / DIAZ
Architects Planners

BARRIO PLANNERS
Incorporated

Existing Street Street Frontage Reinforced (No Through-Block Connections)

**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****VII. EVALUATION AND SELECTION**

Criteria

A framework for evaluation of the alternatives is based upon the development objectives discussed earlier and on the results of the existing conditions and urban design and planning principles. The attached Table illustrates the evaluation of the alternatives based on the criteria described in this report.

Discussion

The four alternative diagrams from the previous chapter of the report share many similarities. Indeed, they have many equal attributes in terms of the goals and design principles enunciated earlier. However, Diagram 3 does exhibit a number of qualities which earmark it for selection and subsequent refinement.

By avoiding construction near the station portal, the transit-oriented pedestrian flow is allowed to move unimpeded, and the transit plaza remains as a visible part of the public landscape. The cost of development is limited (and therefore the financial feasibility enhanced) by avoiding the complex station portal area.

By maintaining the retail presence on Seventh Street and focussing ground floor commercial activity toward the corner of Seventh and Alvarado, the existing neighborhood commercial activity patterns are reinforced. By creating a limited interior thoroughfare in the vicinity of the portal area, the opportunity for the retail development to relate directly to the transit portal is enhanced. This diagram strikes a healthy compromise between the need to fit in to the existing commercial context and the need to capture the "transit market".

The location of the bulk of the residential community east of Westlake enhances its identity as a distinct "place." Its location atop the grocery store podium creates a helpful synergy between households and an important household use. The reinforcement of clearly demarcated "precincts" assist in both community identity and in security.

WESTLAKE/MACARTHUR PARK ALTERNATIVE EVALUATION CRITERIA (1 = most preferable/4 = least preferable)	Alt.1	Alt.2	Alt.3	Alt.4
1. Emphasizes transit presence - user friendliness - efficient pedestrian flow - efficient intermodal transfer	3	1	2	4
2. Is economically viable - minimizes construction difficulty - maximizes use potential	1	3	2	4
3. Vital community center. - plaza and public areas central - contains cultural activities - strong pedestrian links to adjacent areas	2	3	1	4
4. Responsive to community context - relates to adjacent use pattern - maintains historic buildings - "active" ground floors - building heights relate to adjacent structures/zoning - maintains existing streets - linkage to MacArthur Park	3	2	1	4
5. Provides secure environment - maintains sight lines from adjacent streets - eyes on the public areas	1	4	2	3
6. Accommodates vehicular circulation and parking needs - separate transit/commercial/residential parking & circulation - commercial parking visible from adjacent streets - parking amount adequate	4	3	2	1
7. Creates quality residential environment - adequate semi-public areas - separation from commercial areas - distinct residential address	4	3	2	1
8. Creates successful retail/commercial environment - adequate retail "armature" - distinct commercial address - relation to pedestrian flow - space for "anchor" tenants	2	3	1	4
TOTAL RATING (low score most favorable)	20	22	13	25

**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****VII. EVALUATION AND SELECTION**

With respect to security, the visibility of all public spaces from surrounding streets is maintained, rendering formal as well as informal surveillance effective.

The location of major parking facilities east of Westlake Street should allow traffic flow associated with street traffic and station "kiss and ride" to move relatively free of conflict with retail customers and residents.

Recommended Alternative

Based on the team's evaluation of the alternatives, a modified version of Diagram 3 - Shopping District is recommended as a preferred alternative.

The development strategy for the recommended alternative envisions a multi-use, multi-level project which is to be constructed in at least two phases. While the uses comprising the village center are stratified by level, the project is to be arranged around distinct ground floor "environments" or public spaces.

The primary element around which the development is organized is a pedestrian corridor leading from Alvarado Street, in the vicinity of the transit portals, to Seventh Street, in the area of Westlake Street. Four primary "environments" are arranged along this "spine":

- a "town square", oriented to community retail, entertainment, and cultural uses which will be the primary gathering place;
- a "transit plaza", providing the transit focus and regional "address" for the development;
- a "medical plaza", which will be the symbolic center for medical-related activity; and,
- the residential units and their courtyards.

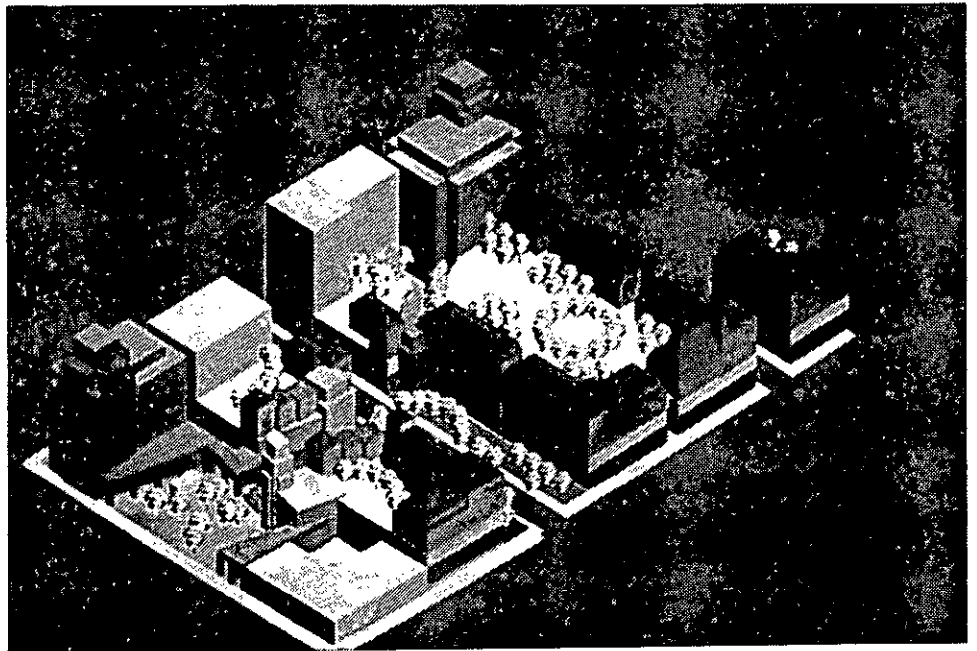
A number of design studies were undertaken once the preferred alternative was selected. These studies considered two primary

**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****VII. EVALUATION AND SELECTION**

issues:

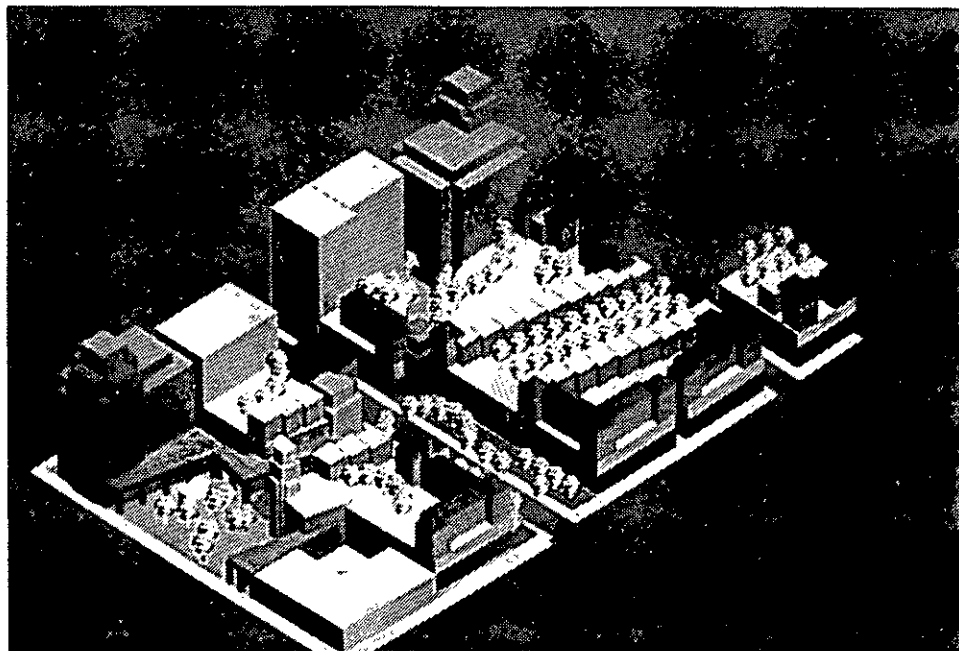
- the nature and form of the podium-top residential development.
- the nature and form of the ground floor space in terms of circulation and relation to the existing neighborhood; and,

Alternatives for the residential development are explored in the CADD drawings below. The exploration is concerned with the appropriate design response to physical constraints imposed by the exiting subterranean tunnel and in terms of the appropriate residential environment to be provided.



CADD representation illustrating residential community spanning station tunnel.

**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****VII. EVALUATION AND SELECTION**

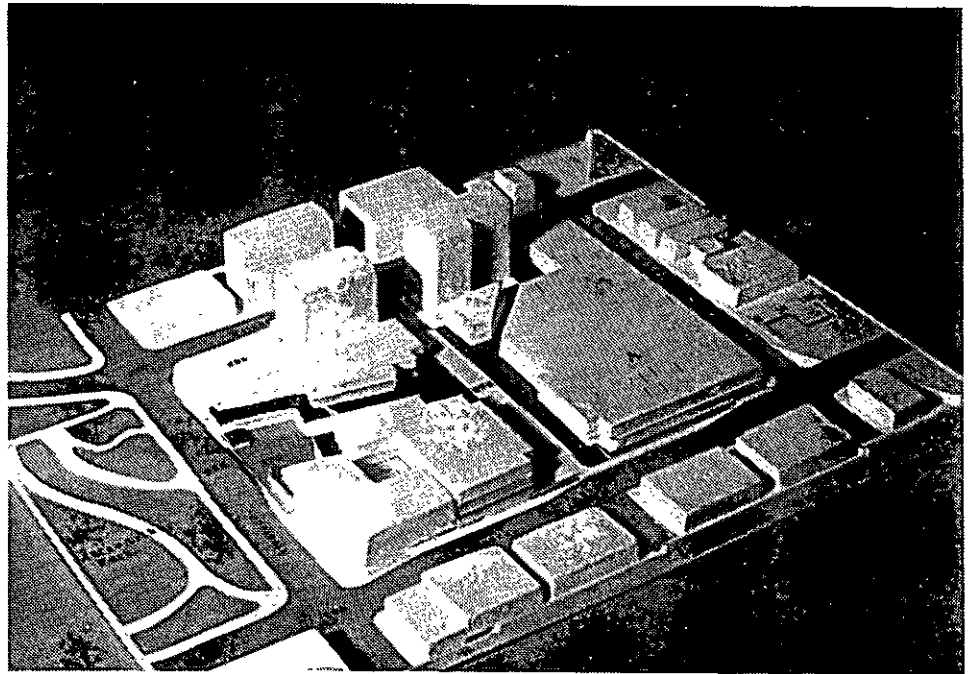


CADD representation illustrating residential community avoiding station tunnel.

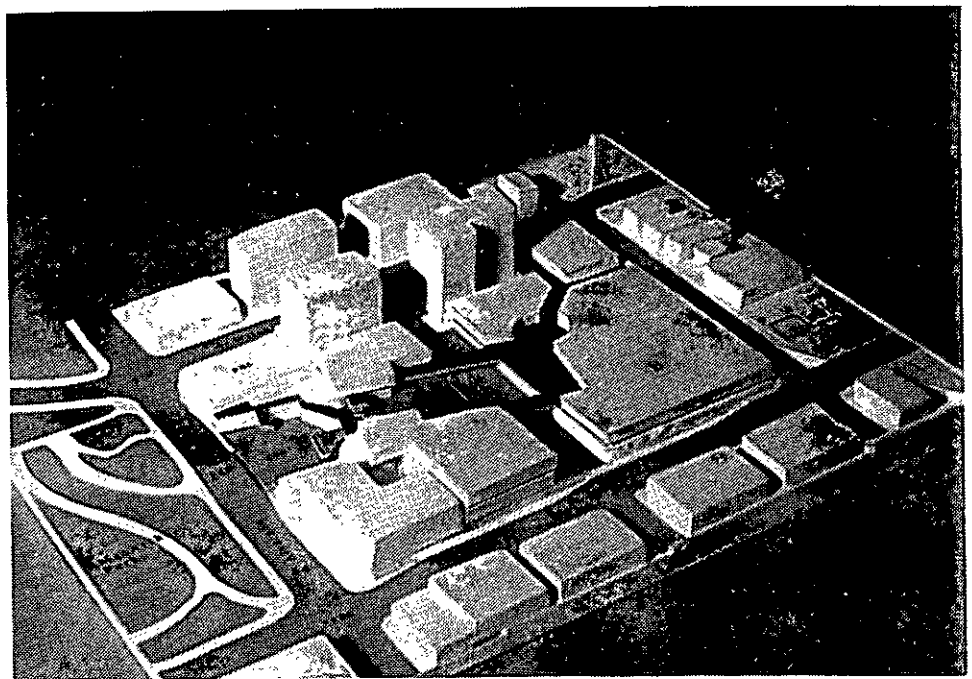
The nature and form of the ground-level circulation and retail environment is explored in the model photographs below. A series of alternatives were explored the potential to maintain Westlake Street as a through thoroughfare, the placement and design of major public open spaces, and the overall relation of the circulation and open space diagram to the surrounding neighborhood.

Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area

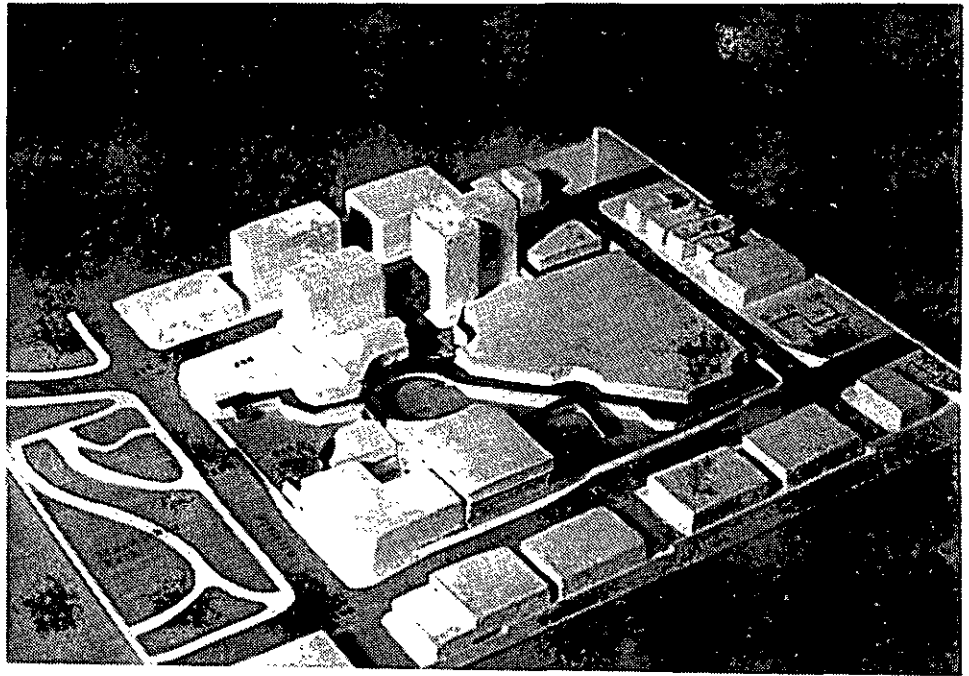
VII. EVALUATION AND SELECTION



Model representation illustrating Westlake as through street.

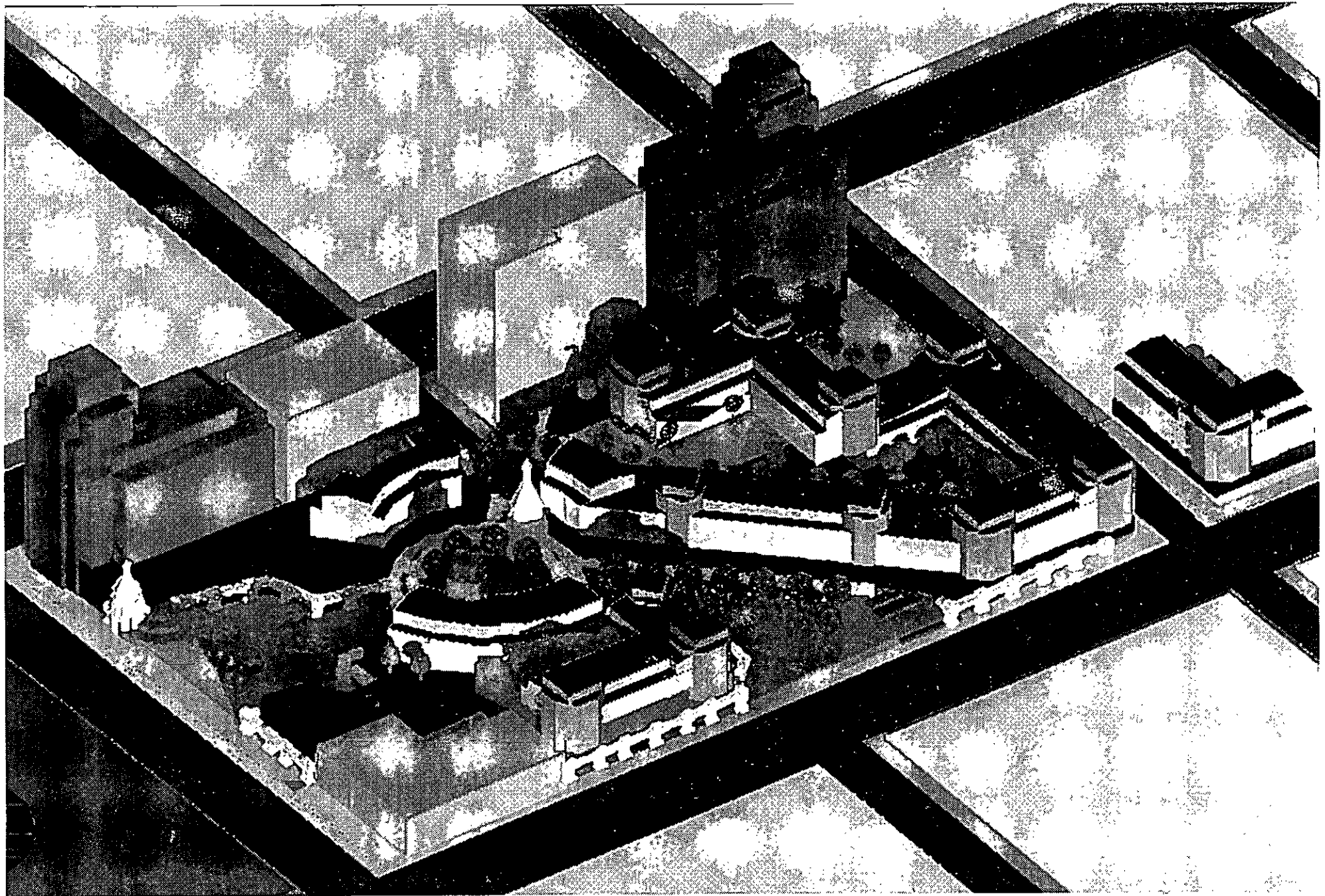


Model representation illustrating pedestrian second level over Westlake Street.

**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****VII. EVALUATION AND SELECTION**

Model representation illustrating retail armature extending across Westlake Street.

The final site plan concept was developed based upon the alternative scheme in which the right-of-way of Westlake Street was interrupted by the ground-level retail floorplan. Access through from Seventh Street to Wilshire Boulevard is maintained through a pedestrian route underneath a second-level pedestrian walkway. A CADD representation of the final concept is illustrated on the following page.



Southern California Rapid Transit District

Development Concept Plan

KMD

**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****APPENDICES****I. EXISTING CONDITIONS ANALYSES****A. REGIONAL SETTING**

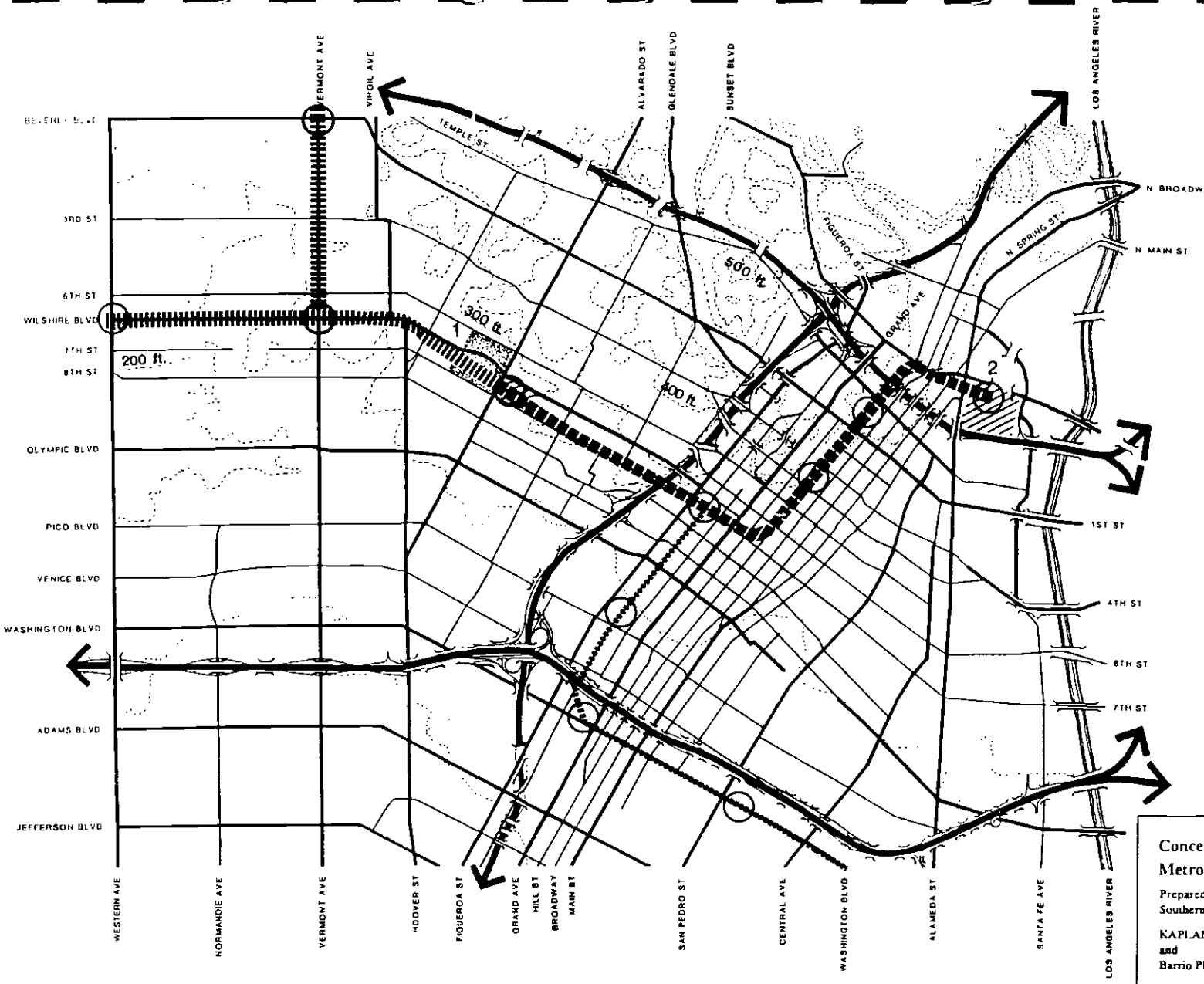
The Westlake/MacArthur Park Metro Red Line Station is located approximately four miles west of downtown Los Angeles, near the intersection of Wilshire Boulevard and Alvarado Street. The station represents the westerly terminus of the first segment of the Metro Red Line. The next segment will proceed further west, along Wilshire Boulevard, with a terminus at Western Avenue and a northerly extension along Vermont.

Topography









The elevation at the Wilshire/MacArthur Park Station is between 275-300 foot elevation. The land gently rises to a height of 500 feet, northeasterly of site in the Temple Beaudry community and up to 600 feet, north of the Hollywood freeway. The land assumes a moderate flat plain southerly of the site. The topography creates a moderate undulating effect to all major thoroughfares in or near the station site.

Vehicular Circulation

The existing street system is characterized by major or secondary east-west highway every 3/4 mile near the station site. Major highways include Wilshire, Olympic and Beverly Boulevards. Secondary highways include 3rd, 6th, 7th, 8th and 9th Streets. North-south highways are less defined because of existing development and hilly terrain north of the station site. Alvarado Street is a major thoroughfare and provides access from the Echo Park community on the north. As Alvarado Street proceeds south, it merges into Hoover Street providing access from the Pico Union community and the University of Southern California, further south. All freeways are over two miles distant from the project site.



Regional Setting











- Project Location**
-  WestLake/MacArthur Park Station Site
- Circulation**
-  Freeways
-  Major Highway
-  Secondary Highway
- Public Transit**
-  Metro Red Line and Stations (Phase 1)
-  Metro Red Line and Stations (Phase 2)
-  Metro Blue Line and Stations
- Topography**
-  50 Foot Contour Intervals (Appx.)

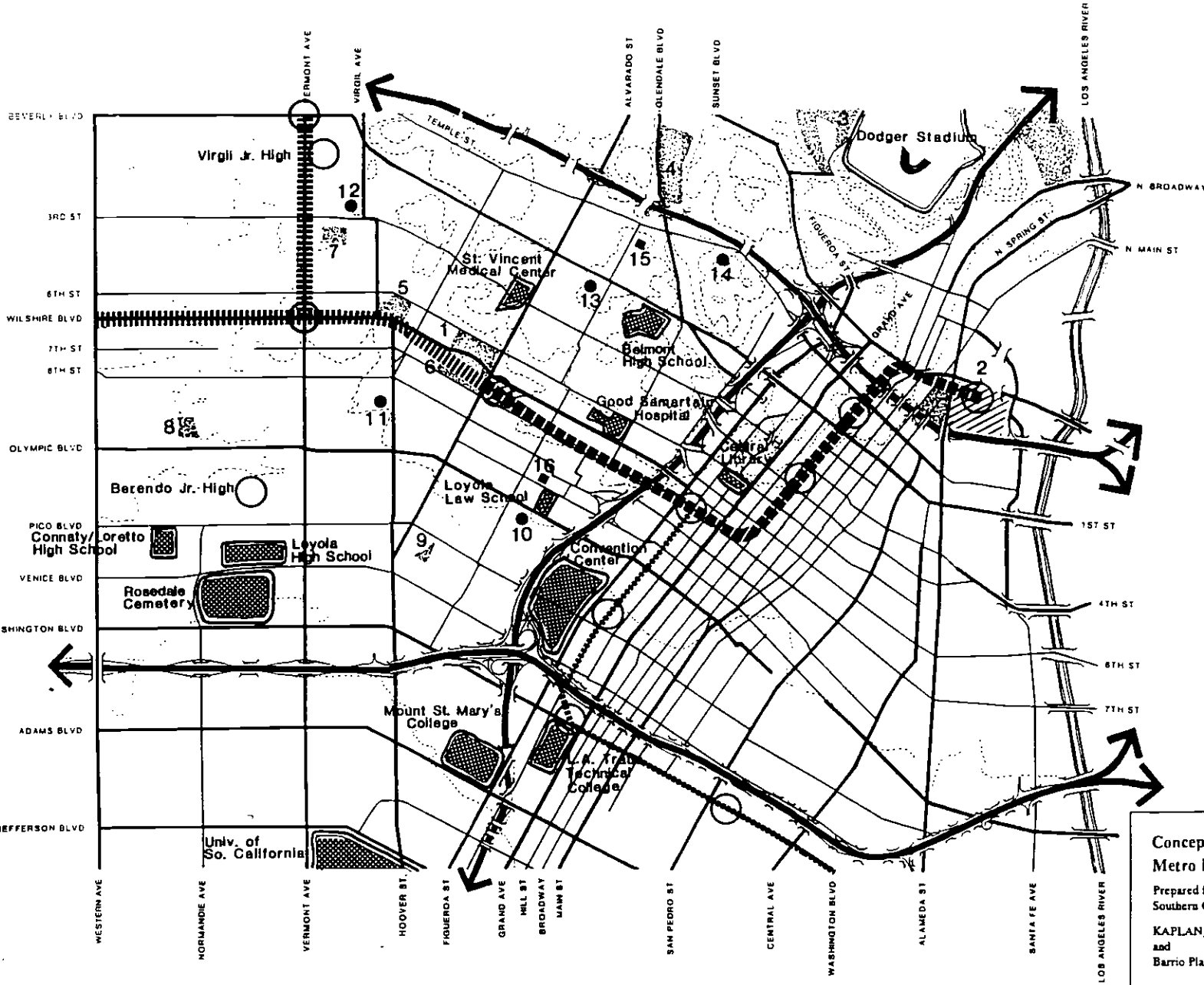
Conceptual Master Plan for the Westlake/MacArthur Park Metro Red Line Station

Prepared for:
Southern California Rapid Transit District

KAPLAN/McLAUGHLIN/DIAZ
and
Barrio Planners Incorporated

Regional Setting

- Project Location**
-  Westlake/MacArthur Park Station Site
- Circulation**
-  Freeways
-  Major Highway
-  Secondary Highway
- Public Transit**
-  Metro Red Line and Stations (Phase 1)
-  Metro Red Line and Stations (Phase 2)
-  Metro Blue Line and Stations
- Topography**
-  50 Foot Contour Intervals (Appx.)
- Districts**
-  Sub-Districts
-  Specific Plans
- Community Features**
- 1 MacArthur Park
- 2 Union Station
- 3 Elysian Park
- 4 Echo Park
- 5 Lafayette Park
- 6 Otis Art Institute
- 7 Shatto Recreation Center
- 8 Ardmore Recreation Center
- 9 Terrace Park
- 10 Tenth St. Elem. School
- 11 Hoover Elem. School
- 12 Commonwealth Elem. School
- 13 Union Avenue Elem. School
- 14 Betty Plascencia Elem. School
- 15 Our Lady of Loretto School
- 16 Immaculate Conception School



Conceptual Master Plan for the Westlake/MacArthur Park Metro Red Line Station

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**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****APPENDICES****Districts**

The neighborhood immediately adjacent to the station site is part of a larger district that lies within five mile radius of downtown Los Angeles. Over the past twenty-five years, there has been a dramatic change in the demographic characteristics of the district. The area includes several subdistricts such as Central City West, Temple Beaudry, Pico Union, Angelion Heights and Echo Park. The district contains a diverse population, though a substantial portion of it is from Central and South America.

Downtown Los Angeles is located approximately four miles east of the station site, across the Harbor Freeway. The downtown area includes the Civic Center district, financial core area, Convention Center, Garment District and the East Side industrial area. Approximately two miles west of the site is the beginning of the Wilshire Corridor or Miracle Mile District. Southwest of the station site is the growing Korea Town district with its core located along Olympic Boulevard.

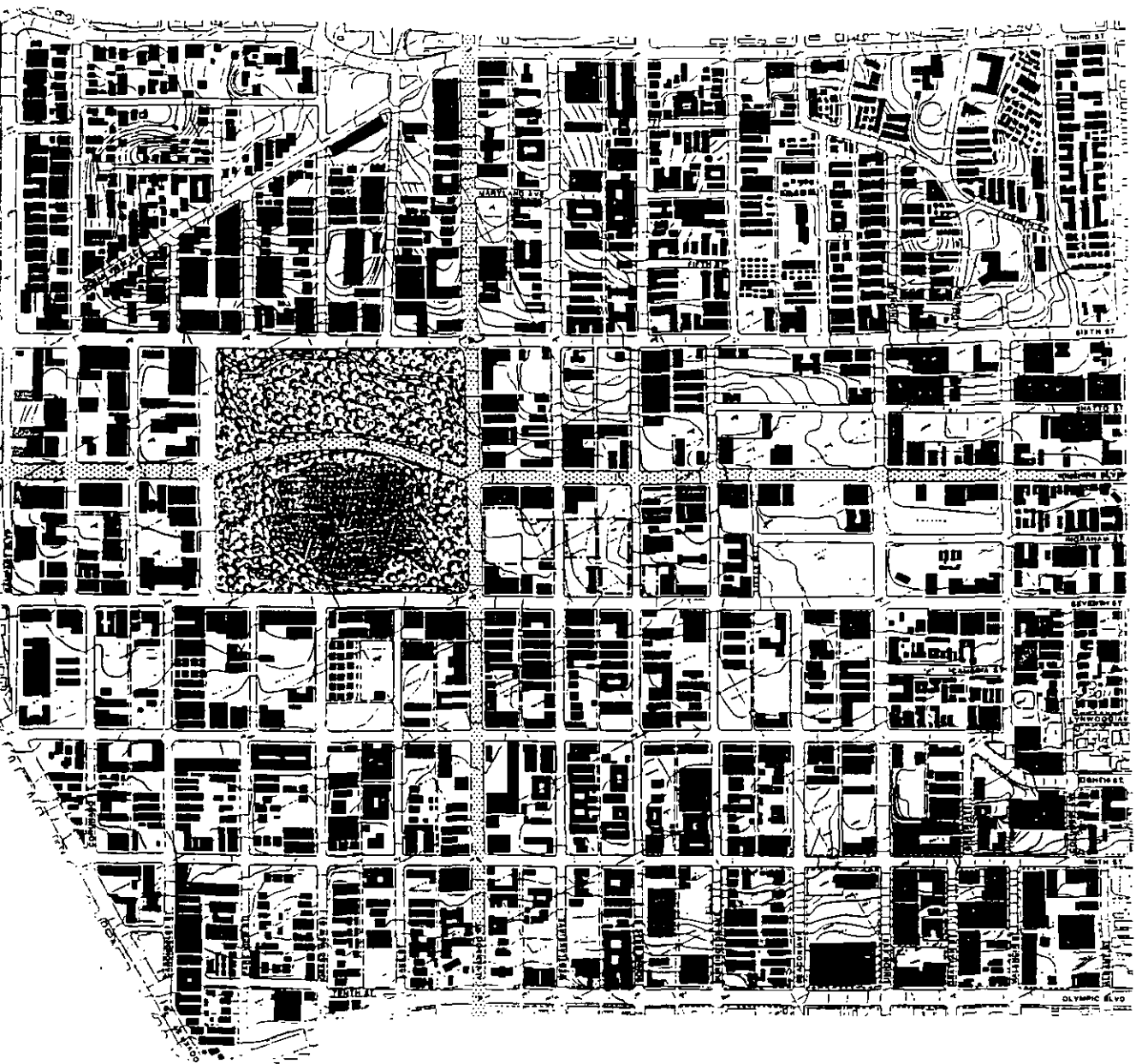
The station site is therefore located at the geographic center of these diverse subdistricts.

B. COMMUNITY SETTING




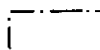
A closer investigation of the community context of the station site location reveals several important characteristic about the immediate neighborhood.

Site Location

The station site is situated near the intersection of Wilshire Boulevard and Alvarado Street. Both of these street are designated as major highways and Alvarado Street is the first continuous north-south arterial located west of the Harbor Freeway. The significance of these streets is reinforced by their use as major routes for several bus lines. Wilshire Boulevard carries seven routes of which two are express routes. Alvarado Street provides the only continuous north-south bus route near the metro station site. Bus stops along Wilshire Boulevard, and Seventh and Alvarado Streets are provided at every major intersection



Community Context/ Built Form Environment

-  Existing Structures
-  MacArthur Park
-  Major Highways
-  Project Site



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Metro Red Line Station

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**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****APPENDICES**

The station site is also positioned adjacent to the east of MacArthur Park. This recreational resource is one of the City's largest, historical community parks.

The location of the park relative to the station site provides important westerly and southerly view corridors from the station site. View corridors to the site area are provided along Wilshire Boulevard and Seventh Street from the west, across MacArthur Park.

Land Use

The station is situated within the traditional commercial core along Alvarado Street, from Sixth Street on the north to Olympic Boulevard on the south. While the demographic characteristics of the community have created a change in the type of retail and service commercial uses, Alvarado Street continues to be a neighborhood commercial core of the community. Other strip commercial type uses are also present along east-west arteries such as Sixth Street and Seventh Street.

Historically and to the present day, Wilshire Boulevard has been developed with a variety of office uses. Westerly of the station site and across MacArthur Park, the scale and intensity of office uses becomes more pronounced and intensive. Westerly of Lafayette Park, the Wilshire corridor evolves into the Miracle Mile District. Historically the Wilshire Boulevard and MacArthur Park environment was also developed with several prominent hotels dating back to the 1930's and 1940's.

The neighborhood that lies east of MacArthur Park, between Sixth Street and Seventh Street, is presently a transitional area between lower-scale development to the west and the Central Business District to the east. It is characterized by office structures along Wilshire Boulevard and a variety of remaining residential and commercial units elsewhere.

**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****APPENDICES**

The location of the station site relative to MacArthur Park and to this large transitional area provides a landmark and gateway opportunity for the development of the metro rail station. Development of the metro rail station could act as a catalyst for future developments throughout this neighborhood and along the easterly portion of the Wilshire corridor.

The residential uses in the immediate neighborhood are characterized by very dense multiple units with very few remaining single family units. The multiple units include a diverse mixture of large apartments and single room apartment structures which date back to the 1920's. Recently, newer apartment structures have developed in the immediate neighborhood replacing either older apartment structures or the remaining single family units. In most cases the newer multiple unit developments tend to be larger structures with underground parking. Because of their date of construction, very few of the older apartment structures provided any form of on site parking.

Generally, the residential neighborhoods north of Sixth Street to Third Street are fairly well defined on both the east and west side of Alvarado Street. South of Seventh Street, the residential neighborhoods are less continuous and more interrupted due to the close proximity of major thoroughfares such as Eighth and Ninth Street and Olympic Boulevard.

There are several dominant public or institutional type uses that also exist within a one mile radius of the metro station site. The Otis/Parsons School of Design fronts onto the westerly side of MacArthur Park and dates back to the 1920's. Saint Vincent's Medical Center is located on Alvarado Street about one mile north of the station site. A new public elementary school is currently being constructed on Seventh Street, just two blocks east of the station site. Other institutional uses, within close proximity include the Red Cross Headquarters facility, Loyola Law, Los Angeles Archdiocese and Immaculate Conception Elementary School.

**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****APPENDICES**

Pedestrian Activity

A notable characteristic of the MacArthur Park environment is the abundant pedestrian activity throughout the neighborhood. There are several factors that contribute to this characteristics. First and foremost is the high density of multiple apartment units within the entire district. Second is the high degree of overcrowding that exist within the residential sector. Another contributing factor is lack of open space within multiple apartment units or throughout the neighborhood, with the exception of MacArthur Park. Equally significant is the placement and location of bus stops at every major intersection along Alvarado Street. Because Alvarado Street is the only continuous north-south arterial it becomes a major north-south pedestrian corridor as well as a major transfer point to all east-west arterial streets.

The most dense pedestrian activity, near the project site, occurs at the intersection of Seventh and Alvarado Streets. The heavy pedestrian activity extends along the east side of Alvarado Street. The pedestrian activity is still pronounced but less dense along the remainder of Alvarado Street, Sixth Street and remaining portions of Seventh Street. Pedestrian activity is less dense along Wilshire Boulevard because of the dominant office uses and minimal retail uses.

It should be noted that all of the intersections along Alvarado Street from Sixth Street to Olympic Boulevard function as pedestrian nodes because of the concentration of retail uses and bus stop locations. The entrance to MacArthur Park at Seventh Street, Wilshire Boulevard and Sixth Street are also a significant contributor to the high level of pedestrian activity at these intersections.

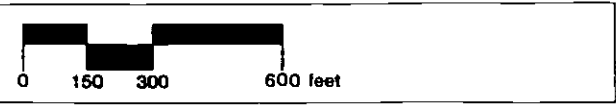
Circulation/Adjacent Properties

 Major Highways

 Secondary Highways

 Project Site

1. Thrifty's Drug Store
2. Metro Medical Office/Parking
3. Office/Parking
4. Retail Uses
5. Metro Medical Office/Parking
6. Lawyer's Parking Lot
7. Metro Mall-Retail
8. Fire Station
9. Convalescent Residence



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**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****APPENDICES**

Demographics

Over the past 25 years, this larger district has become the focus of families and individuals migrating to Los Angeles from several Central and South American countries. The neighborhood adjacent to the Metro Station Site is described as predominantly Latino with a predominantly Salvadoran population. The migration of Salvadoran immigrants and refugees increased in the 1980's due to the escalating wars in Central America. Respondents also noted that the resident population also includes other ethnic groups such as Guatemalans, Mexican, Korean and Afro-American. The resident population also includes a substantial percentage of senior citizens and a smaller percentage of students that attend the Otis/Parsons School of Design. The diversity of the resident population increases in the communities that lie north, south and east of the Metro Rail Station. These adjacent communities includes a broader spectrum of families from Central and South America, Mexico, Philippine Islands, Korea and other Asian countries.

C. PLANNING AND URBAN DESIGN CONTEXT**Metro Station**

The configuration of the Westlake/MacArthur Park Metro Site Station Site was determined by the alignment of the metro station tunnel and location of the underground metro station. The existing surface conditions of the Metro Station site are presently vacant with the exception of the station portals and above grade mechanical equipment.

The project site occupies a midblock area beginning at Alvarado Street, extending in a south-easterly direction, across Westlake Avenue to Seventh Street, and crossing Bonnie Brae Street. The site has a frontage of 300 feet along Alvarado Street and a 250 foot frontage along Seventh Street. Topographically, the site is at 265-270 feet at Alvarado Street and increases 10 feet at Westlake Avenue. East of Westlake Avenue the site increases an additional 10 feet and increase sharply as it approaches Bonnie Brae Street for an additional 10 feet.

**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****APPENDICES**

Adjacent Uses

Adjacent to the project site are a variety of retail, office and parking uses which are privately owned. The uses north of the site area include a 13,000 square foot Thrifty Drug Store with frontages along Wilshire Boulevard and Alvarado Street. Also, there are two mid-rise office buildings with frontage along Wilshire Boulevard. The Metro Medical Office building contains 83,000 square feet. It provides an emphasis on medical services. The second office structure contains 110,000 square feet of general office space. A large percentage of that building's office space is not presently occupied. The rear portion of these two office structures and a portion of the frontage along Wilshire Boulevard is occupied with surface parking Lots.

The uses south of the project site includes a two story commercial building of 35,600 square feet of retail and medical offices with frontage along Alvarado Street and Seventh Street. Uses east of this commercial structure include single story emergency medical offices and retail uses (19,500 square feet); a surface parking lot for Langer's Delicatessen and a four story retail Metro Mall (24,000 square feet) of which the first two floors are occupied.

A city fire station is located just east of the project site with frontage along Seventh Street. A two story convalescent home is situated just north of the project site along Bonnie Brae Street. The remaining portion of Bonnie Brae Street, north to Wilshire Boulevard contains offices uses including the Central America Refugee Center. As previously noted, a new public elementary school is currently under construction on Seventh Street, one block east of the project site area.

**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****APPENDICES**

**Building Height/
Character**



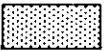


There are several dominant and significant structures located just north of the project site, along Wilshire Boulevard. The two previously described office structures are 10 and 13 stories respectively and are in sound condition. The office structure at 1930 Wilshire Boulevard also exhibits significant architectural ornamentation along its facade and the in the interior of the structure. Across these two office structures, on the north side of Wilshire Boulevard, exist two additional office buildings which are sound, exhibit some architectural ornamentation. These buildings are 8 stories and 3 stories in height. The three story structure contains the headquarters of the Los Angeles County Medical Association. The grouping of these office structures provides a dominant presence and gateway effect for downtown-bound traffic at the intersection of Wilshire Boulevard and Alvarado Street. This grouping of buildings also represent the tallest structures, between MacArthur Park and the CBD.

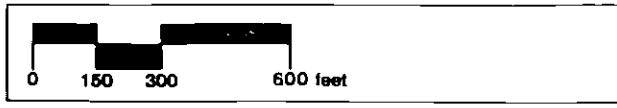
South of the project site, the retail buildings along Seventh Street tend to be one and two story structures. These buildings are generally in need of moderate rehabilitation and lacking in architectural details or features. Multiple residential structures, within the interior of the surrounding blocks, vary from three to four stories and are generally in need of moderate rehabilitation.

The exceptions include recently constructed, infill apartment structures ranging in height from three to four stories with underground parking. Also, a five story mixed use development, including retail and apartment uses, located on the southeast corner of Sixth and Alvarado Street.



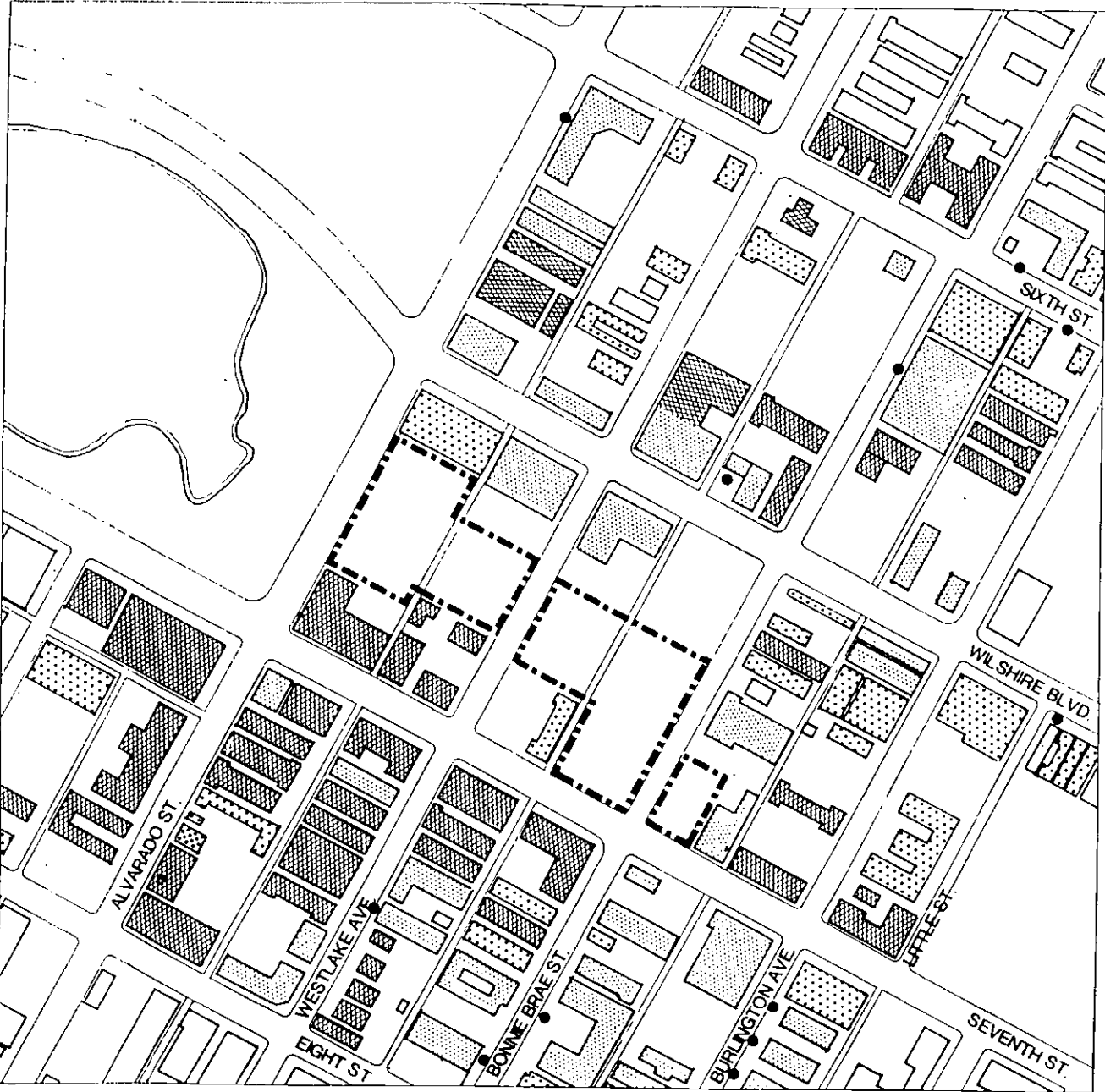
Built Form Environment

-  Building Footprint
-  Surface Parking Lots
-  Vacant Parcels
 - A. Mixed Use Project Under Construction
 - B. Elementary School Under Construction
-  Open Space
-  Project Site (vacant)









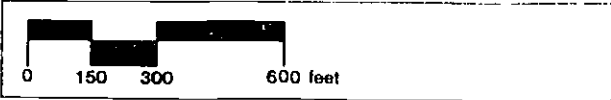
Conceptual Master Plan for the Westlake/MacArthur Park Metro Red Line Station

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Building Conditions

-  Sound
-  Deferred Maintenance
-  Moderate Rehabilitation
-  Heavy Rehabilitation
-  Recent Development
-  Project Site



**Conceptual Master Plan for the Westlake/MacArthur Park
Metro Red Line Station**

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**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****APPENDICES****Landmarks**

There are a variety of community landmarks in terms of structures, uses or open space near the metro project area site. The most prominent and historical is MacArthur Park, formally known as Westlake Park. The former Westlake Theater on Alvarado Street is presently being considered for designation as a historical structure. Institutional landmarks include the Otis/Parsons School of Design, just west of MacArthur Park and the Los Angeles County Medical Association on Wilshire Boulevard and Westlake Avenue. Recently located institutions include the Salvadoran Consulate and the Mexican Consulate, located on the south and north sides of MacArthur Park, respectively. Langer's Delicatessen represents a commercial community landmark, having been established in 1947 at the southeast corner of Seventh and Alvarado Streets.

The MacArthur Park environment is also noted for several community landmark hotels that were developed in the 1930's and 1940's. They are located near MacArthur Park and include the Park Plaza, Ansonia, Ashbury, Park Wilshire and Nob Hill Towers hotels. Most of these hotels also include some of the City's first neon parapet signs, with the hotel names oriented towards easy viewing from MacArthur Park. The Westlake Theater structure also includes a similar parapet sign.

II. COMMUNITY PARTICIPATION AND OUTREACH**Process**

In early October, 1991 the consultant team conducted a series of interviews with knowledgeable community members. The purpose of these interviews was to gain insight about the social and economic characteristics of the community, neighborhood issues and specific development suggestions and concerns. A public workshop was held with interviewees. The purpose of this workshop was to work toward prioritizing the issues raised in the interviews. In addition, the workshop was instrumental in continuing the dialogue between the community and the SCRTD concerning concerns surrounding the development near the Westlake/MacArthur Park Station.

**Conceptual Master Plan For The Westlake/MacArthur Park
Red Line Station Area****APPENDICES****Planning/Design
Criteria**

Respondents provided a variety of descriptive terms and suggestions which they felt should be incorporated into the planning and design of the mixed use concept.

Good quality design and construction.

Well designed street scape, street trees and street furniture.

Create open space connection and line of sight linkage to MacArthur Park.

Create a safe, secure and well lighted environment.

Provide for a mix of people from the local and broader community.

Create an ethnically diverse showplace.

Create a vibrant village type atmosphere.

Create a farmers market atmosphere.

Preserve, reinforce the history of the neighborhood.

Celebrate the Central American community.

Incorporate the Thrifty site at 6th Street and the commercial parcel at 7th Street into the total development.

Consider and be sensitive to the MacArthur Park Design Guidelines.

Workshop Priorities

A workshop was held with invited members of the local community on October 29, 1991. At the workshop, participants, most of whom had been previously interviewed, discussed and responded to three questions. The questions and responses are presented below. These responses are used to inform the planning, design, and evaluation process.

What do you perceive as the potential project contribution to neighborhood issues?

- Catalyst for crime control. This was seen as the overwhelming issue facing the neighborhood and the project. It was seen as necessary to control crime if the project itself were to succeed.
- Economic development tool. The development was seen as an element to leverage value from station redevelopment to contribute to positive neighborhood change.

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- **Public Space.** The project can provide a secure outdoor environment badly needed in the overcrowded neighborhood.
- **Parking.** The project can provide a site for development of needed parking spaces for area merchants, residents and visitors.

What uses or activities would you like to see included in the development?

- Retail uses, with a strong anchor such as a supermarket.
- Parking facilities.
- Food and entertainment uses.
- Community gathering/recreation space.
- LAPD Substation (though a minority report vigorously opposed on the basis of its potential to intimidate residents was registered).

What design features would you like to see incorporated into the complex?

- Pedestrian link to MacArthur Park.
- Elements of Hispanic/Central American culture.
- Active public space.
- "Sanctuary" from the dense neighborhood.
- Tradition of the Wilshire Boulevard address.
- Parking.

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This section presents a summary of the interviews that were conducted with residents, members of community organizations and business representatives. Attached to this report is a listing of all individuals that were interviewed.

The summary findings of this report are presented under the following major categories.

- Neighborhood/Population Characteristics.
- Neighborhood Issues.
- Development Suggestions/Concerns.
- Planning Design Criteria.

A. NEIGHBORHOOD/POPULATION CHARACTERISTICS**Character**

Several respondents indicated that the neighborhood surrounding the RTD Metro Rail Site has undergone considerable changes in terms of the social and economic characteristics over the past 15 years. These changes, however, are part of a much larger transition which has been occurring over the past 25 years throughout a much broader district. The district referred to lies west of the Harbor Freeway, north of the Hollywood Freeway, including the Echo Park community, south of the Santa Monica Freeway and including the Pico Union Community and westerly to approximately Hoover Street.

One respondent noted that the area immediately adjacent to the Metro Rail Station is the initial point of entry for Salvadoran refugees because of the multiple residential units in this vicinity. Recent immigrants tend to relocate further north and south after their initial arrival. Several respondents indicated that in the early 1980's the immediate neighborhood was characterized by a predominately Latino population of low income immigrant and refugee individuals and families living in high density and overcrowded conditions. While the neighborhood was crowded, it was also quiet and safe and that one could walk the streets without any fear.

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Several respondents made note of the fact that the community has several positive features. These include the wealth of history as evidenced by MacArthur Park, Hotels from the 1930's and 1940's, the first neon sign corridor that exist in this community and the rich and diverse Central and South American culture in the immediate and broader community.

B. SECURITY

Most respondents concurred that two significant factors altered the character, safety and image of the community. In the mid 1980's there was a migration of homeless individuals into the neighborhood and into MacArthur Park. The homeless population was described as "hard core drug addicts" as compared to homeless individuals or family units. Concurrently, a few existing hotel structures, located on 6th Street between Alvarado Street and Westlake Avenue, began catering to probation criminals involved in drug sales. These two factors are described as the catalyst for escalating drug sales, and a variety of associated crimes which started in MacArthur Park and subsequently spread into various sectors of the residential neighborhood.

The impact of drug sales at MacArthur Park, in the early 1980's, created the impetus for the formation of the MacArthur Park Foundation, initiated by the Otis/Parsons School of Design. Members of this organization initiated the MacArthur Park Public Arts Program followed by preparation of the MacArthur Park Design Guidelines. Their involved efforts helped to reduce the crime and criminal activity at MacArthur Park.

In the late 1980's, the drug and crime problem had again escalated and spread into the adjacent residential sectors. This caused community residents to form neighborhood MASH Units (More Advocates for Safer Home) in an effort to work with the local council office and Los Angeles Police Department to address crime issues and provide a safer environment. More recently, a coalition of concerned residents, property owners and business representatives has been created and is called the West Lake Task Force. Their combined efforts have helped to reduce the total amount of criminal activity in the neighborhood.

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Most respondents agreed, however, that drugs and associated crime is still one of the main issues in the neighborhood. Most also noted that the crime activity and the associated bad publicity has also impacted the ability to rent existing multiple units, office space or to attract new development into the area. Depending on where the criminal activity is concentrated, it also impacts the ability of residents from patronizing certain commercial establishments.

C. OTHER NEIGHBORHOOD ISSUES

Throughout the course of the interviews, respondents identified a variety of neighborhood issues and concerns. There was general consensus regarding the neighborhood impact of these issues as well as the need to understand their impact on any proposed development. The issues are presented as described without any attempt to prioritize their importance.

Crime/Drug Activity

High Crime Rate

Infiltration of hard core drug users

Two years ago, 6th Street and Westlake Avenue accounted for 70% of reported crime in the Rampart Division

Neighborhood groups have helped reduce the crime rate by 25%

Created bad image to community, MacArthur Park and residents

Created unsafe environment

Increased vacancies in residential units and office space

Reduced willingness to invest in the neighborhood

Some drug dealers are from outside of the community

Lack of police personnel at Rampart Division

Bad publicity attracts even more drug activity in the neighborhood

Gangs

Three gangs exist in or near the neighborhood, i.e. 18th Street, Rockwood and Crazy Riders

Presence contributes to turf battles

Gang members rent residential units but refuse to pay rent

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Housing

Poor condition of housing
Very dense residential area created by apartment and hotels
Severe overcrowding of housing units by single adults and family types
Lack of on-site parking
Poor management by some property owners

**Community-wide
Issues**

Security and safety issues
Senior Citizens can't go out at night
Low income status of residents
Lack of jobs for community residents
Need for community centers/programs and activities
Need for community coordinating council
Need for increased bus service along Alvarado Street
Health and trash problems associated with street vendors

Recreation

Lack of open space
Lack of recreational facilities or soccer fields
Children don't have anything to do
Residents are starving for positive stimulation
Need for recreational programs for youth, teenagers and senior citizens

MacArthur Park

Park is the "soul of the community"
Needs to be more inviting and more active
Needs to be restored and planned with well designed programs and activity areas
Needs to be redesigned to attract family's, children and senior citizens
Consideration should be given to reducing the overall size of the lake to accommodate more active uses
Park needs to change to address the recreational needs of the local and broader community
The future success or failure of the park will have a ripple effect upon the neighborhood

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D. DEVELOPMENT SUGGESTION/ CONCERNS

All respondents were asked to comment on a proposed mixed use development that could include commercial, office and residential uses. Also, to suggest specific types of uses that could be incorporated into the development that would benefit the community. The following section summarizes the respondents comments by major use category and identifies where their were differences of opinion.

Commercial Uses

All respondents agreed that commercial uses should be part of the mixed use development. There were differences of opinion regarding the focus, orientation and scale of retail type uses. Some respondents (4) stated that the entire development should only consist of commercial and offices uses without a residential component.

Several respondents stated that the commercial/retail uses be oriented towards local residents but slightly upscale from what presently exists in the local neighborhood. Several stated that they did not feel the need for any more mini-malls, swap meets or discount outlets.

Others felt that the development include an incubator type concept to assist in the development of local small businesses. Others described their preference as wanting quality, local serving commercial uses that were affordable. concerns were expressed that if commercial uses were too "high end", local residents would not patronize the development.

One respondent seriously questions the economic feasibility of commercial uses based on the low purchasing power (spendable income) of local residents. The neighborhood already appears to have a repetition of similar business trying to attract limited disposable income of local residents.

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The following describes the more specific type of uses and comments that were expressed by respondents:

- Variety of Central and South American Restaurants that will encourage a mix of people from the local and broader community.
- Variety of indoor/outdoors, affordable restaurants.
- Retail uses to service local residents.
- Theater/entertainment uses.
- Local serving businesses with a Central American theme, which incorporate historical businesses, i.e. Langers Restaurant, The Original Tommy's Burger.
- Target or K-mart.
- Grocery store.
- Super Market.
- Farmers Market theme that is oriented to the community.
- Village type concept with a market, restaurants, theater and other entertainment.

Offices Uses

With two exceptions there was general consensus about the inclusion of office uses as part of the development. Specific types of office use included professional offices, office space for trade schools, financial institutions and for community oriented not for profit agencies. Several respondents cautioned, however, that the neighborhood already has a high office vacancy rate that crime is a contributing factor and that the area currently is not a desirable location for office use.

Residential Uses

The inclusion of a residential component as part of the development created two divergent points of view from respondents. Seven of the ten respondents believe that housing units should be a part of the development. The residential units should incorporate quality design, security features, play areas for children and they should be affordable and well managed. Two respondents also suggested the possibility of including housing for senior citizens.

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Four of the ten respondents were against the concept of including a residential component. A summary of their position included the fact that the area already provides affordable housing which is too dense and overcrowded. Also, that there weren't sufficient community support systems to accommodate more dense housing. Several respondents felt that affordable housing would be more appropriate on other existing vacant or underutilized sites or in other residential sections of the neighborhood.

Other Uses

Several respondents suggested a variety of other types of uses which could be incorporated as part of the mixed use development concept.

These included the following:

A safe, secure plaza or open space area.

Child Care Center.

Police substation.

RTD Security provisions.

A multi-purpose community meeting facility.

Roof top gardens.

Public parking garage.

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LIST OF INDIVIDUALS INTERVIEWED

1. SHIRANI STANISLAUS, Office Manager
Metro Medical Mall
2010 Wilshire Blvd.
Member: Westlake Task Force
Tenure: 2 years
2. EMMET L. WEMPLE
Emment L. Wemple & Associates Landscape
Architects
2530 West 7th Street
Member: MacArthur Park Foundation
Participant: MacArthur Park Design Guidelines
Tenure: 19 years
Resident: 19 years
3. THOMAS M. COYLE, Director of
Administrative Services
Los Angeles County Medical Association
1925 Wilshire Blvd.
Member: Westlake Task Force
Tenure: 2-1/2 years
4. GENE BAUER, Manager
Park Plaza Hotel
607 South Park View
Member: MacArthur Park Foundation
Tenure: 20 years (Former Resident)
5. PAUL GAMBERG, Coordinator
Help Every Angelino Live Better in L.A. (HELP L.A.)
233 N. Rampart Blvd.
Resident: 1-1/2 years
6. ROGER WORKMAN, President
The Otis Art Institute of Parsons School of Design
2401 Wilshire Blvd.
Member: MacArthur Park Foundation
Participant: MacArthur Park Design Guidelines

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7. MADELINE JANIS, Attorney/Executive Director
Central American Refugee Center
668 S. Bonnie Brae
Member: Coalition for Humane Immigration
Rights of Los Angeles (CHIRLA)
Tenure: 8 years
8. LAUREN G. BRYANT, D.C.
Lucas Health Group
635 South Westlake Avenue
Member: Westlake Task Force
Tenure: 12 years
9. ADOLFO NODAL, General Manager
Cultural Affairs Department, City of Los Angeles
433 South Spring Street
Former Member: MacArthur Park Foundation
Participant: MacArthur Park Design Guidelines
Resident: 8 years
10. 5th/BONNIE BRAE MASH UNIT
(More Advocates for Safe Homes)
Representatives:
JOHN MILLS, Resident, 6 years
FRANK PRESCOTT, Resident, 18 years
WILLIAM BROWN, Resident, 10 years
MARGARET CARTER, Resident, 5 years
ELIZABETH MENDLY, Resident, 3 years
NOLA MARIE MOTT, Resident, 8 years
ALBERT CRANKOVICH, Resident
11. NORM LANGER
Langer's Delicatessen
704 S. Alvarado
Tenure: 44 years