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U.S. Congresswoman Lucille Roybal, City Councilwoman Jan Perry and CEO Roger Snoble are among officials presenting key ideas for a walkable urban corridor on First Street in downtown Los Angeles.



Officials Unveil Master Plan for 'Walkable' Downtown Corridor

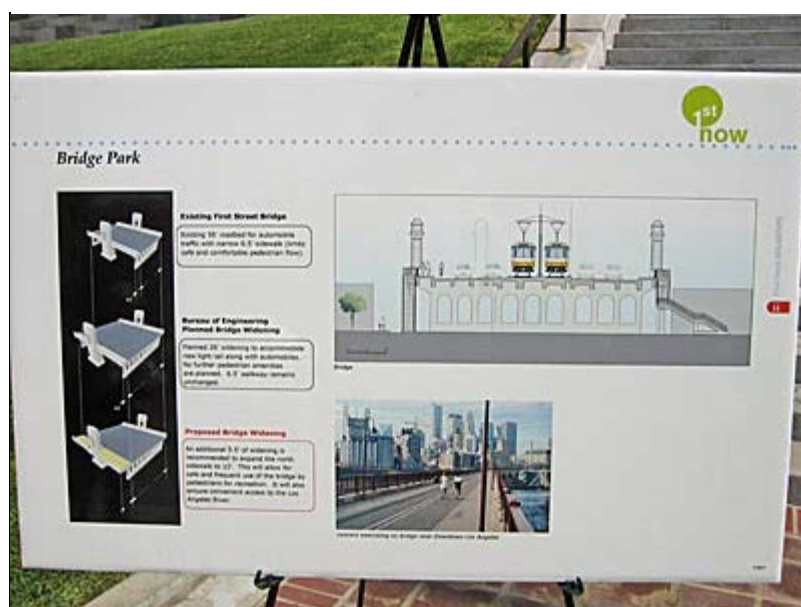
- "1st Street Now" would provide pedestrian link between downtown, East LA

BY DAVE SOTERO

(Sept. 15, 2005) CEO Roger Snoble joined Congresswoman Lucille Roybal-Allard, City Councilwoman Jan Perry and "Project Restore" team members, recently, to unveil a bold master plan linking areas along First Street in downtown LA and East Los Angeles into a pedestrian-friendly, transit-oriented street.

The plan, dubbed "1st Street Now," calls for a walkable urban corridor attractive to pedestrians that will benefit developments along the two-mile stretch of First Street through the Civic Center and Little Tokyo, over the LA River, and onto Mariachi Plaza in Boyle Heights.

"The First Street Now project will re-establish the corridor as an important transportation link for Los Angeles," Snoble said at a City Hall press conference. "From one end of this project to another, the Metro System will play a crucial, starring role."



The 1st Street Now Master Plan calls for widening the 1st Street bridge, where the Metro Gold Line will travel, to accommodate more pedestrians activity.

At the western end of the project is the Metro Red Line, which provides easy transit access to the downtown area.

At the eastern end, Metro is planning extensions of the Metro Gold Line that will have three stops along the improvement corridor – Little Tokyo and the Arts District, Pico/Aliso and Mariachi Plaza.



Diego Cardoso shows Metro CEO Roger Snoble details of the 1st Street Now plan.

Metro worked closely with the Project Restore Team, dedicating \$75,000 and the resources of its Countywide Planning & Development Department to the plan.

Other funding partners included Project Restore, Community Redevelopment Agency, and Civic Center Public Partnership.

The plan was developed by LA-based firms Suisman Urban Design, Campbell & Campbell, and Rios Clementi Hale Studios to produce solutions that highlight the area's distinctive neighborhood identities and build on current developments underway along First Street.