



**Metro**

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**PLANNING AND PROGRAMMING COMMITTEE  
FEBRUARY 18, 2004**

**SUBJECT: EASTSIDE GOLD LINE STATIONS  
JOINT DEVELOPMENT GUIDELINES**

**ACTION: ADOPT CONCEPTUAL DEVELOPMENT GUIDELINES**

**RECOMMENDATION**

Adopt the attached Conceptual Joint Development Guidelines for the MTA's Metro Gold Line First/Boyle, First/Soto, First/Lorena, and Cesar Chavez/Soto joint development sites. (See Attachments A, B, C, and D.)

**ISSUE**

MTA staff has produced a set of development guidelines for the First/Boyle, First/Soto, First/Lorena, and Cesar Chavez/Soto Metro Gold Line Station areas pursuant to MTA Board direction. The guidelines are consistent with current land use policies and they reflect community and stakeholders input. MTA staff will use these guidelines to provide guidance on future joint development projects and to evaluate future joint development proposals.

**POLICY IMPLICATIONS**

The recommended action is consistent with the MTA's adopted Joint Development Policy.

**OPTIONS**

The MTA could choose to not adopt the proposed Conceptual Development Guidelines or modify them. Staff does not recommend these options because the proposed guidelines are based on input from stakeholders, market assessments, and the Community Linkages Study of the Metro Gold Line Eastside Extension completed in June 2003.

## **FINANCIAL IMPACT**

The recommended action will not impact the MTA's FY 2002-03 budget. Ultimately, the development of these MTA-owned properties will generate revenues that may be used to offset capital and operating expenses.

## **BACKGROUND**

The MTA Board has directed staff to develop conceptual development guidelines for all MTA-owned sites that have the potential to support future development. The First/Boyle, First/Soto, First/Lorena, and Cesar Chavez/Soto sites are included in the Community Linkages Program of the Metro Gold Line Eastside Extension. The recommendations attached here have the concurrence of the community-based organizations: Mothers of East Los Angeles, Abuelitos de Boyle Heights, Los Angeles Neighborhood Initiative, Boyle Heights Chamber of Commerce and East Los Angeles Chamber of Commerce.

The Community Linkages Study of the Metro Gold Line Eastside Extension identified guidelines for future development on First/Boyle, First/Soto, First/Lorena, and Cesar Chavez/Soto stations. The purpose of the Community Linkages Study is to improve the quality of life of the affected communities, and to improve the local economic development potential on Metro Gold Line Stations. The study consisted of extensive input from the community and was presented to the Metro Gold Line Eastside Extension Review Advisory Committee who unanimously approved it.

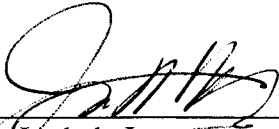
## **NEXT STEPS**

MTA staff will use the guidelines to review any development proposals for the First/Boyle, First/Soto, First/Lorena, Cesar Chavez/Soto Metro Gold Line Eastside Extension properties.

## **ATTACHMENTS**

- A. First/Boyle Conceptual Development Guidelines
- B. First/Soto Conceptual Development Guidelines
- C. First/Lorena Conceptual Development Guidelines
- D. Cesar Chavez/Soto Conceptual Development Guidelines

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**Los Angeles County Metropolitan Transportation Authority**

**First/Boyle Station Area  
Conceptual Development Guidelines**

**SITE CONDITIONS AND HISTORY**

The MTA-owned property consists of three parcels. The first parcel borders 1<sup>st</sup> Street and Bailey Street and contains the station entrance; this parcel is 1.29 acres and is located next to the Mariachi Plaza. The second parcel is located across the street from the Gold Line's first underground station. Encircled by Boyle Ave., 1<sup>st</sup> Street and the 101 freeway, this parcel is approximately 1.5 acres. The third parcel of land is across the street from the second parcel and is approximately 0.13 acres.

The First/Boyle Station site's salient demographic characteristics are described below:

- A dense population of 16,801 (2000 Census Study, two census tracts)
- 91% of the residents are Hispanic.
- 17% of the housing is owner-occupied
- 83% of the housing is renter-occupied
- 71% of the housing inventory is more than 40 years old

**AREA PLANS AND ZONING**

CENSUS TRACT: 2060.400 and 2035.000  
C2-1 Commercial (along street frontage)  
[Q]R4-1 Multiple Dwelling (rear of property)

**BACKGROUND**

The Eastside Gold Line planning work included a task called "Eastside Gold Line Community Linkages Program". The purpose of the program is to identify, plan and implement urban design concepts and strategies to maximize integration of the light rail stations/transit service with the communities that it will serve. This integration is achieved through careful design of pedestrian improvements, crosswalks, bicycle access and amenities, streetscape improvements, way finding signage, traffic calming strategies and tree plantings along pedestrian corridors. One element of the program included a task to address future development around stations were MTA owns property that could be used for future joint-development.

Staff and consultants conducted analysis, meet with community stakeholders and conducted community presentations to review recommendations. The Eastside Review Advisory Committee endorsed the Eastside Conceptual Development Guidelines.

## **COMMUNITY VISION**

The Community Linkages Program of the Metro Gold Line Eastside Extension generally recommends a mixed-use project that is integrated with the Gold Line Station. The proposed land uses include affordable condominiums, senior housing, assisted living senior housing, hotel, commercial, retail, restaurants. The community expressed that the area surrounding the First/Boyle station has tremendous potential to become a flourishing cultural and tourist center with the Mariachi Plaza as the main focal point. The station serves, among other facilities and residences, White Memorial Medical Center, First Street Commercial Area, and Mariachi Plaza.

Community residents also indicated the need to preserve and enhance the Mariachi Plaza and surrounding public open space.

## **AREA CONTEXT**

The 1<sup>st</sup> and Boyle Station sites surround Mariachi Plaza. A replica of traditional Mexican Plazas, the location celebrates the area's musical and artistic traditions. 1<sup>st</sup> Street is lined with numerous shops and small restaurants, ranging from small family owned music and variety stores to sit down restaurants. White Memorial Medical facility sits north of the station site and is within walking distance. Multiple family and pockets of single-family dwellings also occupy the neighborhood. Significant structures include the 1<sup>st</sup>/Boyle hotel and the many Victorian style homes and historical structures. Within walking distance on Boyle Avenue, north of 1<sup>st</sup> Street several retirement homes are located.

## **DEVELOPMENT GUIDELINES**

This site's development scenario consists of a mixed-use (residential/commercial) project on MTA-owned properties.

### **Housing**

Multi-family residential seems to be the most likely development type. The low inventory of multi-family, senior, affordable housing complexes within Boyle Heights indicates a substantial market for this type of development. Market rate residential exhibits some potential, but any project would have to meet the strict specifications of the city council and city planning. If public subsidies were available, then affordable housing would likely be well received in the market. Potentially, demand may exist for both family and senior projects. The need for available condominium units was deeply expressed by the community in order to increase ownership-based housing in the area.

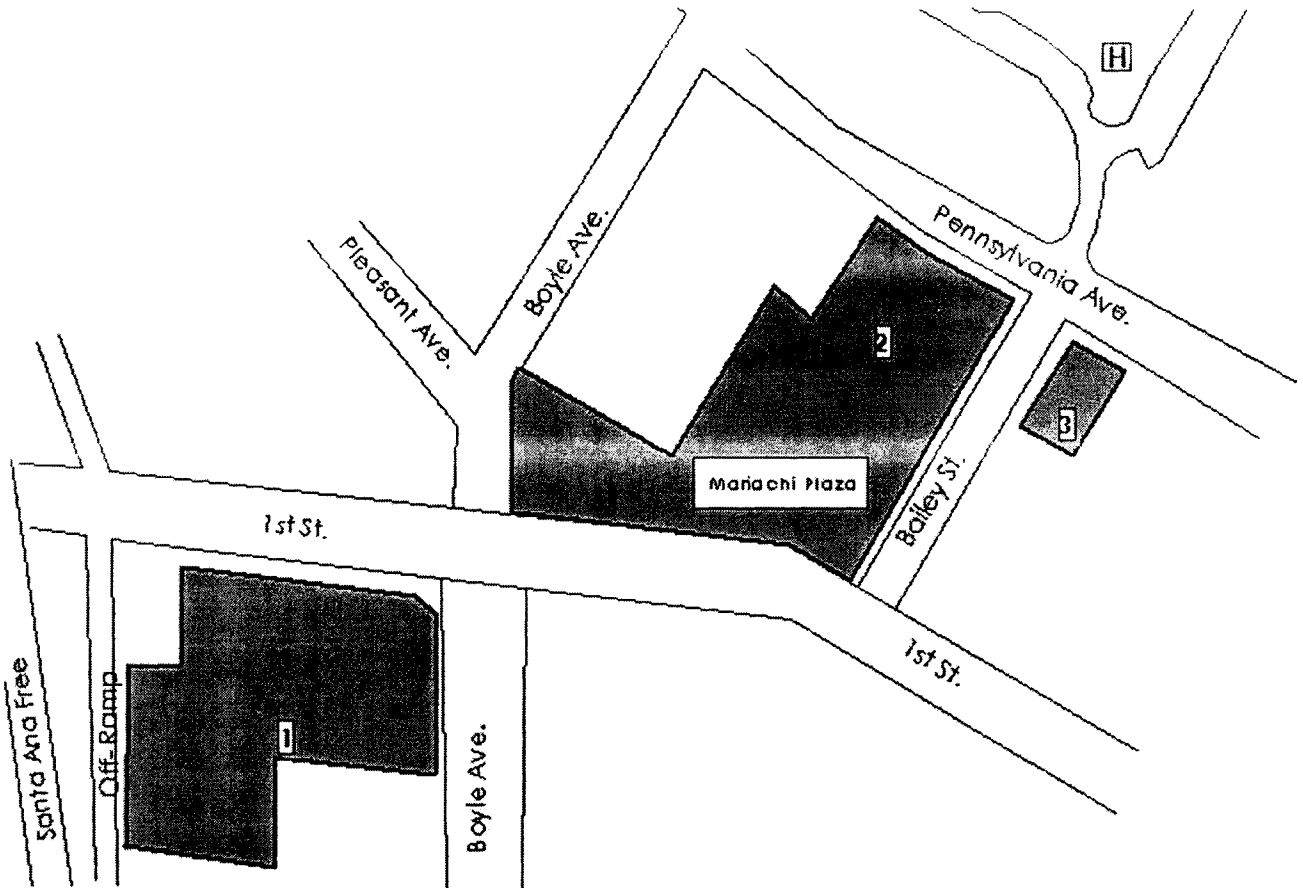
### **Commercial/Retail/Hotel**

The area has a tremendous potential to become a major cultural and tourist center. The existing scale of the neighborhood as well as the prevalent mariachi musicians provide distinct services for tourists and culture enthusiasts who visit Boyle Heights. In addition,

the community has expressed interests in the availability of banquet rooms and major restaurants in order to conduct various events such as weddings, “quinceñeras”, various events, etc. Considering that there is currently a major medical facility and high pedestrian activity in the area, the development of a retail center would also be appropriate at the station site.

# Los Angeles County Metropolitan Transportation Authority

## 1st & Boyle Area



MTA PROPERTY



White Memorial  
Medical Center



**Los Angeles County Metropolitan Transportation Authority**

**First/Soto Station Area  
Conceptual Development Guidelines**

**SITE CONDITIONS AND HISTORY**

The First and Soto Station Area consists of several parcels with combined area of approximately 1.42 acres. Soto Street cuts through the parcels, making it easy to group the properties into two clusters. The first group of parcels is just under one acre (.93) and is located on the southwest corner of 1<sup>st</sup> Street and Soto Street. The station entrance will be located within this parcel, next to 1<sup>st</sup> Street. An alley runs through the west portion of the property. The second property is across the street (.29 acres), on the southeast corner of 1<sup>st</sup> Street and Soto Street and abuts an alley on the east end of the property.

The First/Soto Station site's salient demographic characteristics are described below:

- A dense population of 28,900 (2000 Census Study, two census tracts)
- 94% of the residents are Hispanic.
- 19% of the housing is owner-occupied
- 81% of the housing is renter-occupied
- 71% of the housing inventory is more than 40 years old

**AREA PLANS AND ZONING**

CENSUS TRACT: 2043.000 and 2044.200

C2 Commercial (along frontage)

RD Restricted Density Multiple Dwelling (rear of property)

**BACKGROUND**

The Eastside Gold Line planning work included a task called "Eastside Gold Line Community Linkages Program". The purpose of the program is to identify, plan and implement urban design concepts and strategies to maximize integration of the light rail stations/transit service with the communities that it will serve. This integration is achieved through careful design of pedestrian improvements, crosswalks, bicycle access and amenities, streetscape improvements, way finding signage, traffic calming strategies and tree plantings along pedestrian corridors. One element of the program included a task to address future development around stations where MTA owns property that could be used for future joint-development.

Staff and consultants conducted analysis, meet with community stakeholders and conducted community presentations to review recommendations. The Eastside Review Advisory Committee endorsed the Eastside Conceptual Development Guidelines.



## **COMMUNITY VISION**

The Community Linkages Program of the Metro Gold Line Eastside Extension generally recommends a commercial/retail oriented to transit users and integrated with the Gold Line Station.

Community residents also indicated the need to preserve and enhance the plaza and open space around the station portal. .

## **AREA CONTEXT**

Located within the Adelante Eastside Community Redevelopment Zone, the 1<sup>st</sup> and Soto property sits at the intersection of two commercial corridors. Soto Street is home to a number of thriving businesses and multi-family dwellings. 1<sup>st</sup> Street is lined with a combination of commercial activity, small family restaurants and public facilities. The 1<sup>st</sup> and Soto parcels are walking distance from a library, government offices and numerous youth oriented organizations.

## **DEVELOPMENT GUIDELINES**

This site's development scenario consists of a retail transit oriented development. Since the parcels are small, the development concept envisions a total of 8,100 square feet of new businesses that would cater to future transit patrons and the broader neighborhood.

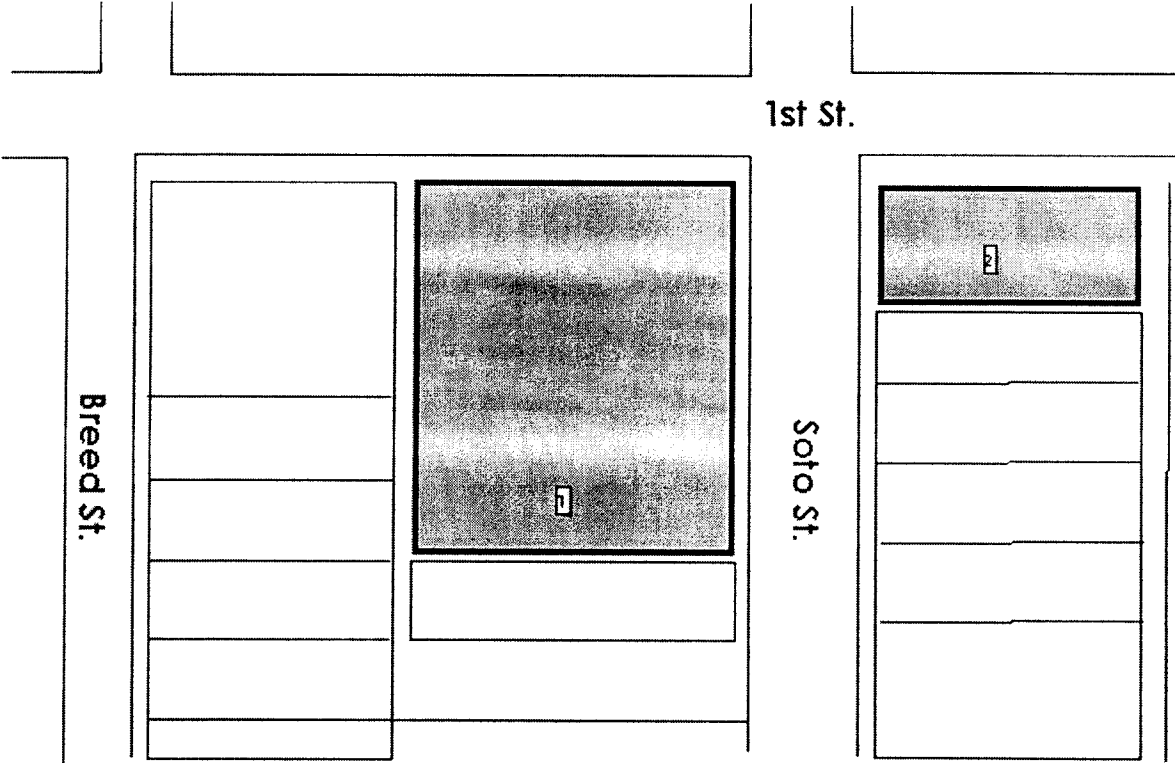
### **Commercial/Retail**

Commercial and retail businesses could include small eateries and retail, with outdoor eating and seating areas, creating pedestrian activity at the transit plaza.

The area has high pedestrian activity and the development of a retail center with small commercial uses would be appropriate at the station site.

Los Angeles County Metropolitan Transportation Authority

1st St./Soto St.



 MTA PROPERTY



**LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY**

**First/Lorena Station Area  
Conceptual Development Guidelines**

**SITE CONDITIONS AND HISTORY**

A total of .8 acres is available at this site. This site sits on the northeast corner of 1<sup>st</sup> Street and Lorena Street.

The First/Lorena Station site's salient demographic characteristics are described below:

- A dense population of 22,693 (2000 Census Study)
- 97% of the residents are Hispanic.
- 33% of the housing is owner-occupied
- 67% of the housing is renter-occupied
- 71% of the housing inventory is more than 40 years old

**AREA PLANS AND ZONING**

CENSUS TRACT: 2039.000  
C2-1 Commercial

**BACKGROUND**

The Eastside Gold Line planning work included a task called "Eastside Gold Line Community Linkages Program". The purpose of the program is to identify, plan and implement urban design concepts and strategies to maximize integration of the light rail stations/transit service with the communities that it will serve. This integration is achieved through careful design of pedestrian improvements, crosswalks, bicycle access and amenities, streetscape improvements, way finding signage, traffic calming strategies and tree plantings along pedestrian corridors. One element of the program included a task to address future development around stations where MTA owns property that could be used for future joint-development.

Staff and consultants conducted analysis, meet with community stakeholders and conducted community presentations to review recommendations. The Eastside Review Advisory Committee endorsed the Eastside Conceptual Development Guidelines.

**COMMUNITY VISION**

The Community Linkages Program of the Metro Gold Line Eastside Extension generally recommends a commercial project that is integrated with the Gold Line Station. The proposed land uses include commercial office, retail, restaurant.

## **AREA CONTEXT**

Southeast of the site is the proposed 3<sup>rd</sup> and Indiana station. The plan is to create a link between the station and 1<sup>st</sup> Street by creating a formal promenade. Adjacent to the site is the renowned “El Mercado”, which is popular for its traditional Mexican artisanry, vendors, restaurants and Mariachi entertainment. The site is across the street from Evergreen Cemetery. Normally an inactive site, the cemetery boundaries have become a place that the community utilizes for recreational exercise. The sidewalk surrounding the cemetery has been modified into a formal soft surface track for local residents to utilize. Eastward, along 1<sup>st</sup> Street, a multitude of small shops and restaurants line the street. Westward, we find multiple and single family homes. On the north, a veteran’s memorial exists. Self-help graphics is also in the area.

## **DEVELOPMENT GUIDELINES**

This site’s development scenario consists of a neighborhood serving commercial project on MTA-owned properties.

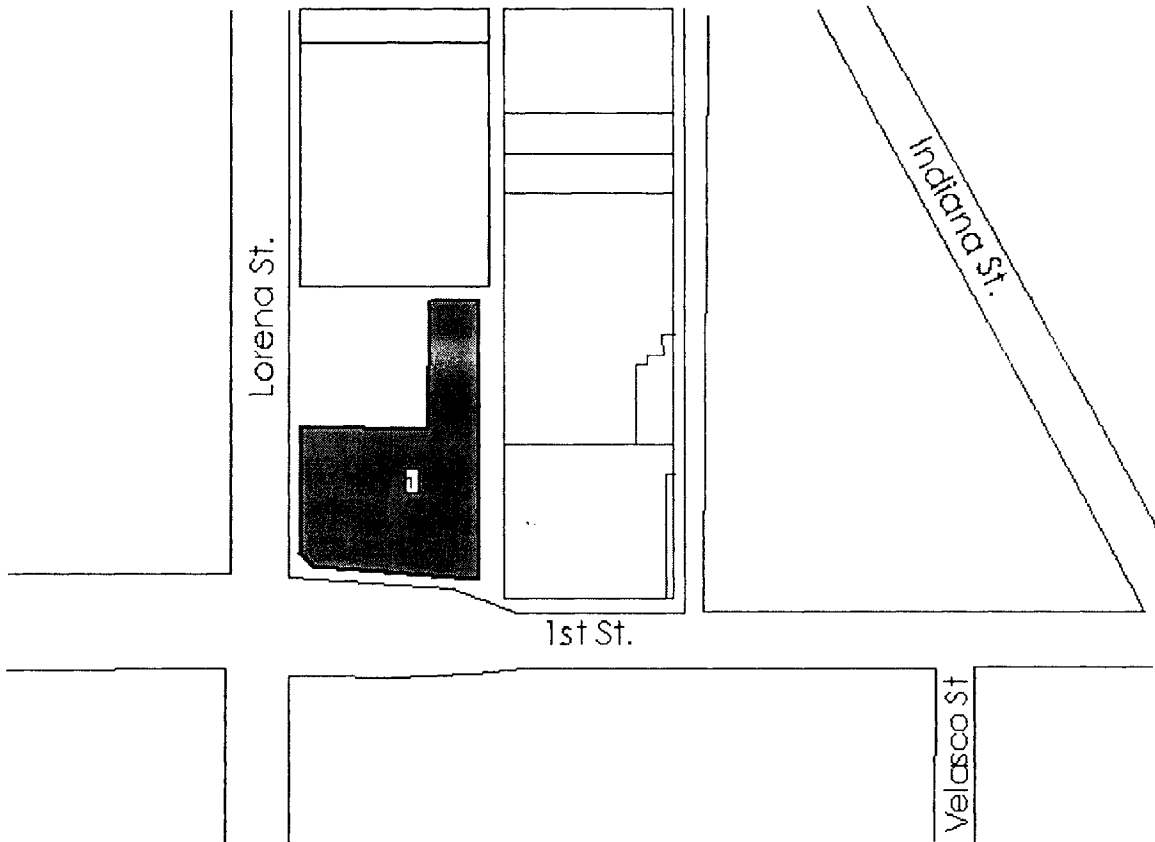
### **Commercial/Retail**

The area has pedestrian activity and the development of a retail center with small commercial uses would be appropriate at the station site. The El Mercado that is adjacent to the property provides compatible uses to any potential commercial project.

The intent is to also create a new westerly anchor to the 1<sup>st</sup> Street Commercial corridor at a highly visible street intersection.

Los Angeles County Metropolitan Transportation Authority

1st St./Lorena St.



 MTA PROPERTY



**LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY**

**Cesar Chavez/Soto Area  
Conceptual Development Guidelines**

**SITE CONDITIONS AND HISTORY**

The MTA-owned property consists of 3.55 acres. The first 1.95 acres is located on the corner of Cesar Chavez and Mathews with Soto Street bordering the west side of the property. An alley way runs through this property. Cesar Chavez, Mathews Street and Fickett Street border the second parcel of 1.60 acres. This property is also divided into two by an alley.

**AREA PLANS AND ZONING**

CENSUS TRACT: 2042.000  
R3 Multiple Dwelling

**BACKGROUND**

The Eastside Gold Line planning work included a task called “Eastside Gold Line Community Linkages Program”. The purpose of the program is to identify, plan and implement urban design concepts and strategies to maximize integration of the light rail stations/transit service with the communities that it will serve. This integration is achieved through careful design of pedestrian improvements, crosswalks, bicycle access and amenities, streetscape improvements, way finding signage, traffic calming strategies and tree plantings along pedestrian corridors. One element of the program included a task to address future development around stations were MTA owns property that could be used for future joint-development.

Staff and consultants conducted analysis, meet with community stakeholders and conducted community presentations to review recommendations. The Eastside Review Advisory Committee endorsed the Eastside Conceptual Development Guidelines.

**COMMUNITY VISION**

The Community Linkages Program of the Metro Gold Line Eastside Extension generally recommends a mixed-use project that is integrated with the Gold Line Station. The proposed land uses include one large public/private commercial development that would include a major grocery market, drug store, major cinema theaters, restaurants, condominiums, housing, and retail. The community expressed that the area

surrounding Cesar Chavez/Soto has tremendous potential to become a major neighborhood commercial/entertainment center.

## **AREA CONTEXT**

The Cesar Chavez and Soto Street parcels are located in the heart of a thriving commercial corridor. Located within the Adelante Eastside Community Redevelopment Zone, Cesar Chavez is home to a number of successful restaurants and flourishing businesses. The area is renowned for its dynamic pedestrian activity and energetic atmosphere. There is multi-family housing and pockets of single-family homes in the neighborhood. The area is well known for its many murals, which both celebrate and depict the history of the area's peoples, cultures and plights.

## **DEVELOPMENT GUIDELINES**

This site's development scenario consists of retail commercial or a mixed-use (commercial and housing) project on MTA-owned properties.

### **Entertainment / Retail / Commercial**

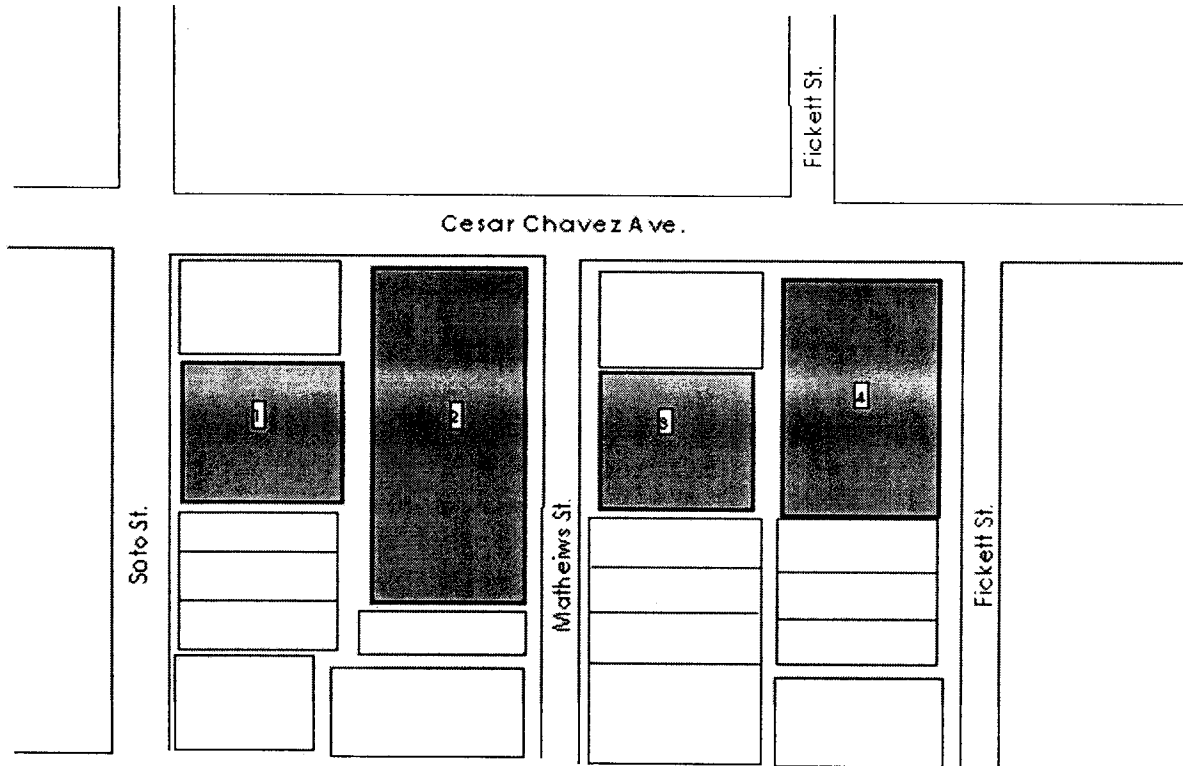
The area has high pedestrian activity and the development of a major commercial and retail center would be appropriate at the station site. The community representatives indicated that the establishment of a major commercial/entertainment center at the Cesar Chavez/ Soto site would greatly benefit the community. This parcel of land is one of the largest vacant parcels in the area.

### **Housing**

Multi-family residential is a good development type. The low inventory of multi-family, senior, affordable housing complexes within Boyle Heights indicates a substantial market for this type of development. Market rate residential exhibits some potential, but any project would have to meet the strict specifications of the city council and city planning. If public subsidies were available, then affordable housing would likely be well received in the market. The need for available condominium units was deeply expressed by the community in order to increase ownership-based housing in the area.

Los Angeles County Metropolitan Transportation Authority

Cesar Chavez/ Soto St.



MTA PROPERTY



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