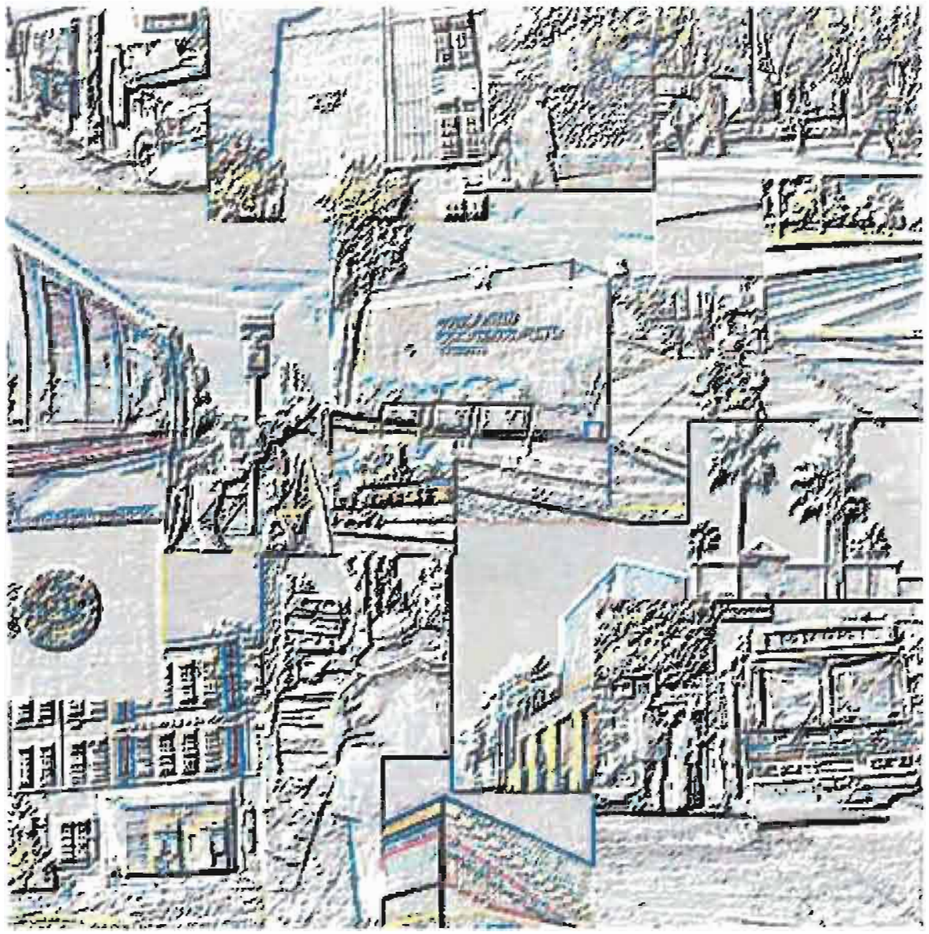

MTA Gold Line Cluster C
Eastside Metro Rail Project

Community Linkages Project
Final Report

Task VII Deliverables
September 10, 2003

Submitted by:
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in association with
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Cornerstone Studios
Kosmont Partners
Diversified Strategies for Organizing

MTA Gold Line Cluster C-Eastside Metro Rail Project
Community Linkages Final Report

Prepared for:

Los Angeles County Metropolitan Transportation Authority

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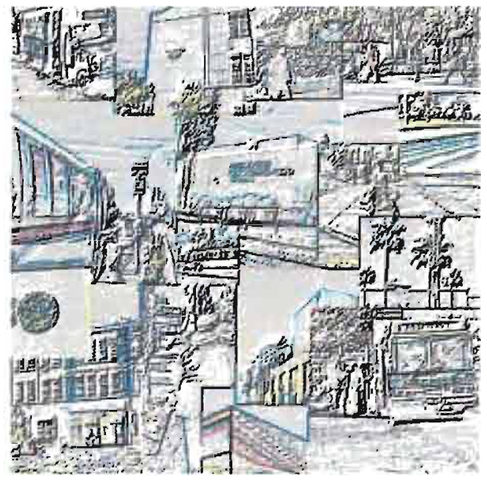
Executive Summary



Executive Summary
Overview

The Community Linkages Project for Metro Gold Line Cluster Area C station areas identifies a series of fundamental objectives:

A. Facilitating ridership.
B. Taking economic development advantage of the enhanced accessibility of the area.
C. Enhancing the quality of life in East Los Angeles.

Executive Summary
Part A, Facilitating Ridership

Mobility is essential within neighborhoods and within the region. Improving all forms of movement and their inter-modal connectivity will facilitate ridership. Thus a hierarchy of movement systems must be well established and inter-coordinated. The following primary recommendations are central to this purpose and are discussed in **Sections II-VI** of the report:

1. Providing safe and convenient pedestrian sidewalks and street crossings.
2. Connecting the proposed regional bikeway system to the Metro Gold Line.
3. Implementing traffic calming enhance pedestrian safety and to assure safer vehicular movement.

(cont.)

4. Providing convenient parking for cars on major streets, while protecting neighborhood streets from unwanted traffic and parking.
5. Elaborating the existing bus shuttle system to provide more frequent service between neighborhoods and between area destinations and the new Metro Gold Line stations.
6. Building park-and-ride facilities of sufficient capacity and visibility to attract automobile drivers within the area and those driving north or east on the I-60 freeway.
7. Assisting way-finding so that both residents and visitors may know where they are, what destinations are nearby, and how to conveniently access places of everyday and special use.

Executive Summary
Part B, Economic Development Advantages

Completion of the Metro Gold Line system and stations will allow full development of a transit-oriented-district. A mix of retail, residential, and institutional uses characterize such a district. This economic development will enhance existing businesses, create additional jobs in the East Los Angeles area, provide greater service and amenity for residents, increase the supply of affordable housing, and encourage greater use of transit. Every project, including the initial construction of park-and-ride facilities, must be planned and designed to augment this purpose. **Section VII** of this report outlines the purposes and opportunities associated with creation of a vibrant transit-oriented-district.

(cont.)

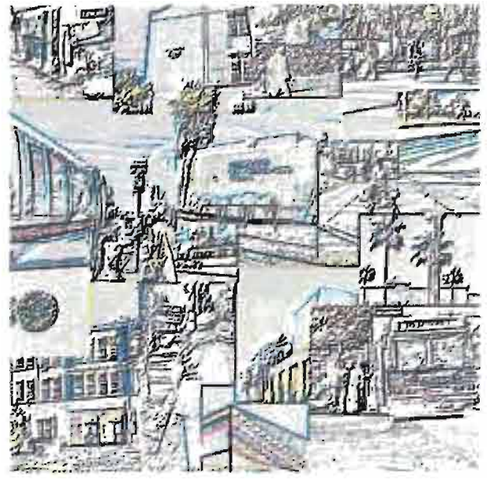
Executive Summary
Part B, Economic Development Advantages

A recent publication on emerging trends in community planning and design (see Appendix D: Livable Places Update) reports "…transit oriented neighborhoods have the greatest net benefit to the economy, produce half the amount of toxic air emissions, and reduce the miles that people travel by 50% to over 75%. What sets transit oriented neighborhoods apart from other types is that land and transportation are planned as a package."

Executive Summary
Part C, Enhancing Quality of Life

The advent of the Metro Gold Line system and its three stations in East Los Angeles creates the opportunity for a new era of community planning and development. East Los Angeles will have the opportunity to become a model for the region as an especially livable community. To achieve this result, a clear focus must be present to assure that every project, both public and private, be designed to enhance connectivity and mobility, economic development, and substantial amenity. **Sections II-VII** of this report include all three of these possibilities as integral to each issue, and to every recommendation for action.

Section I
Introduction



Part 1, Project Objectives

Six primary objectives are critical to the successful linking of the Gold Line to the East Los Angeles area. The areas of study includes the neighborhoods surrounding the Maravilla Station (3rd/Ford), the East Los Angeles Civic Center Station (3rd/Mednik), and the Atlantic Station (Pomona/Atlantic).

1. **Interface transportation modes and pedestrian connections**

2. **Provide accessibility for pedestrians, including handicap provisions**

3. **Improve public spaces for community safety and aesthetic value**

4. **Develop traffic routes, pedestrian paths, and bicycle lanes**

5. **Implement traffic calming and pedestrian safety measures**

6. **Identify opportunities for land development and new projects for Los Angeles County and Caltrans implementation**

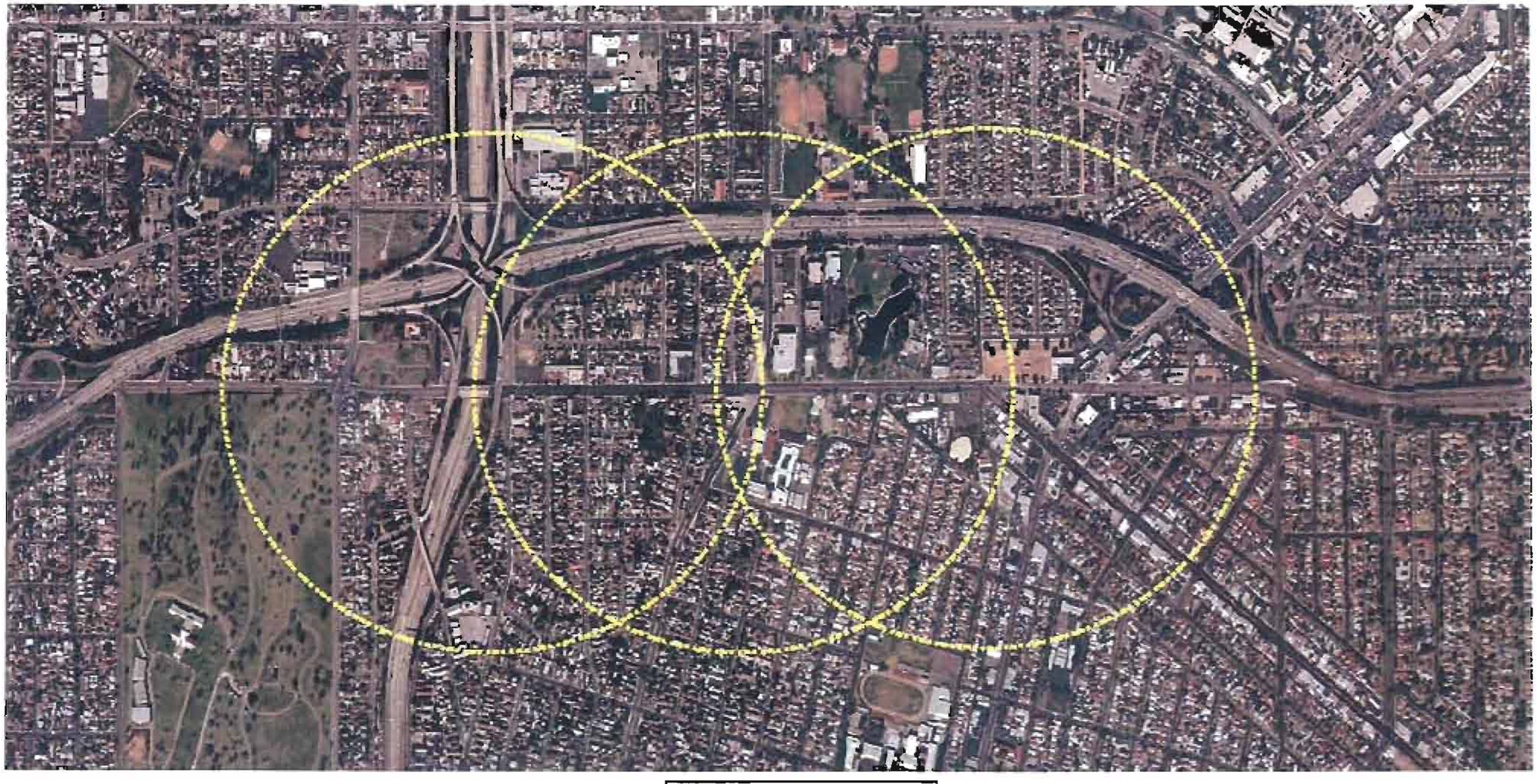
Part 2, Community Outreach Approach

Through extensive public outreach efforts, the M&W Team conducted a series of two-hour community meetings with about an average of 75 attendants each, and one public presentation to the Review Advisory Committee (RAC) and Community Advisory Committee (CAC) to solicit input from the community. Meeting dates were:

- ***Maravilla Station*: January 28, 2003 at the Centro Maravilla Service Center**
- ***East Los Angeles Civic Center Station*: February 5, 2003 at the East Los Angeles Library**
- ***Atlantic Station*: February 18, 2003 at the Kaiser Permanente East Los Angeles Medical Office**
- ***Review Advisory Committee (RAC)*: May 8, 2003 at the Our Lady of Lourdes Parish Hall**
- ***Community Advisory Committee (CAC)*: June 3, 2003 at the Centro Maravilla Service Center**
- ***Cluster C Project Update*: July 9, 2003 at the Kaiser Permanente East Los Angeles Medical Office**

RAC Presentation at Our Lady of Lourdes Parish Hall in East Los Angeles

Part 3, ½ Mile Radius Study Area



1/2 Mile Radius From Proposed LRT Stations

N

0 0.125 mi. 0.250 mi. 0.500 mi.

Part 4, Community Concerns

Location of Community Concerns Aerial Map

1/2 Mile Radius Study Area
From Proposed LRT Station

1 Community Concern Locations

Part 4, Community Concerns

1. Transportation Modes and Pedestrian Connections/Accessibility

- Bus route modifications and additional connections to the Gold Line
- Other modes of transportation for local community members including seniors and students

2. Public Spaces, Community Safety, and Aesthetic Value

- Neighborhood security, vandalism, and traffic congestion
- Noise impacts near residential areas and senior citizens housing

3. Traffic Paths and Pedestrian Routes

- Enforce parking regulations in off-street and on-street areas
- On-street and off-street parking impacts near neighborhoods

(cont.)

Part 4, Community Concerns

4. Traffic Calming and Pedestrian Safety

- Children's safety near schools and parks
- Safety of pedestrians intersections
- Educational programs with special attention to students and seniors citizens in anticipation of Eastside Gold Line start-up

5. Land Development and New Projects

- Ensure residents in cul-de-sac neighborhoods have adequate egress and access
- Maintain coordination and compatibility with other projects in the area such as East Los Angeles Civic Center and East Los Angeles Community College
- Explore alternate sites for parking such as state-owned and county-owned properties
- Address the East Los Angeles Civic Center Master Plan

Part 4, Community Concerns

Summary of 22 Community Concern Locations

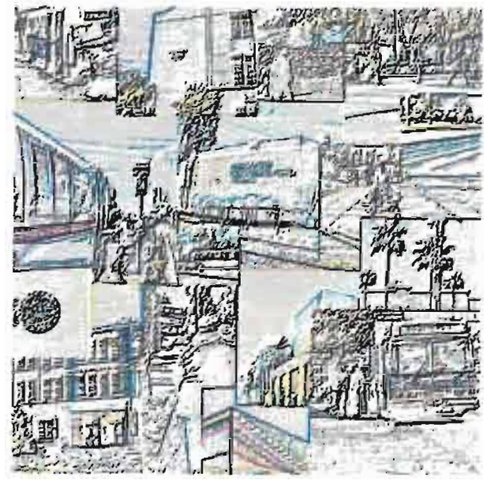
Proposed Actions / Community Concerns	Section III		Section IV							Section V				Section VI	Section VII
	Multi-Modal Interface Plan and Design		Safety Systems Design							Wayfinding				Traffic Management and Traffic Calming Strategies	Transit Oriented Land Use Linkages
	Bike Lane	Circulator Connection	Enhanced Pedestrain Crossing	Median	Bulb Out	Bench	Shelter	Bike Rack	Ped. Light	Signage	Kiosk	Entry Feature	Street Tree	Park and Ride Alternative	Economic Development
Floral Drive and Collegian Avenue near East Los Angeles Community College								X	X						
Humphreys Avenue School						X		X	X						
Commercial Businesses on Cesar Chavez and West Riggin Street								X	X	X					
Griffith Middle School		X	X	X	X			X	X				X		
Sherrif Station on 3rd Street			X		X	X	X		X						
Pomona and Atlantic Boulevard		X	X	X	X				X	X	X		X		X
Community between Indiana Street and Ford Boulevard on 3rd Street			X	X	X				X			X	X		
ELACC Parking Lots		X						X	X						
King Taco on 3rd Street		X	X	X	X				X	X	X		X	X	X
Cesar Chavez and Rowan Avenue		X						X							
3rd Street and Mednik Avenue	X		X	X	X	X	X	X	X	X	X		X		
3rd Street and La Verne Avenue			X		X	X	X		X	X			X		X
Pomona Boulevard		X	X	X	X	X	X		X	X	X	X	X		X
Segement between Ford Boulevard and Mednik Avenue			X		X	X	X		X	X	X		X		X
Casa TELACU			X		X	X	X		X				X		
3rd Street and Woods Avenue			X	X	X	X	X		X	X			X		
East Los Angeles Civic Center	X		X	X	X	X	X	X	X	X	X		X		
La Verne Avenue			X						X				X		X
Fraser Street Pedestrian Mall			X	X	X	X	X		X	X	X		X		
South Woods and Telford Street Neighborhood			X	X	X							X	X		
60 Pomona Freeway East bound Entrance Loop at Atlantic Boulevard		X	X	X					X	X	X	X	X	X	X
Mednik Avenue and Cesar Chavez Avenue	X	X										X			

LEGEND:

Community Concern Addressed
X

Section II

Review of Schematic Design / Engineering



Part 1, Access and Pedestrian Movement

Plan Diagram

Part 1, Access and Pedestrian Movement

a. **A modification of the existing "El Sol" East Los Angeles Shuttle Service should be considered, to include increased frequency of service, for the route connecting all stations with destinations to the east, west, south, and north.**

El Sol Shuttle at existing Transfer Center

b. **A Class II bicycle route should be implemented along Mednik Avenue connecting the East Los Angeles Civic Center Station to the proposed regional bikeway system at Cesar Chavez Avenue and Olympic Boulevard. This linkage will support bicycle riders from within the neighborhoods for both commuting and recreational purposes. Bicycle lockers should be provided at the East Los Angeles Civic Center Station area.**

Southeast Mednik Avenue, with space available for bicycle lane

(cont.)

Part 1, Access and Pedestrian Movement

c. **Street linkages are of critical importance along 3rd Street, in addition to the improvements already planned at each of the station areas. Additional sidewalk improvements, including sheltered seating areas, pedestrian lighting and tree planting as well as paving repair should occur between the station areas and to the west of the Maravilla Station and to the east of the Atlantic Station.**

d. **At all cross streets, The sidewalks should be inspected for uplifted roots to reduce accidents.**

e. **Street lighting should be upgraded where necessary to provide greater pedestrian security for transit patrons.**

(cont.)

Broken sidewalk on Ford Boulevard near 3rd Street

Bus shelter near East Los Angeles Civic Center area

Part 1, Access and Pedestrian Movement

f. **Occasional benches and shelters should be provided at strategic locations, such as shuttle and bus stops, within the street network pattern.**

Existing bus stop

Existing MTA and El Sol bus stops

g. **Signs should be provided that indicate directions to primary destinations, for example, to schools away from 3rd Street, or to the stations moving towards 3rd Street.**

Existing bus stop signage

Existing Kaiser Permanente signage

Part 1, Access and Pedestrian Movement

East Los Angeles Shuttle Service Map

Part 2, Potential Projects at Each Station

a. **At the Maravilla Station, there is the potential for a park and ride facilities under the adjacent 60 Freeway westbound/eastbound connector. Additionally, the sidewalk width along both sides of the freeway overpass bridge should be widened with proper pedestrian lighting to connect the station with residential areas to the west.**

Parking Opportunity under 60 Freeway connector at Ford Boulevard

Narrow sidewalk along Ford Boulevard Bridge over 710 Freeway

Under used parking lot at Ford Boulevard and Cesar Chavez Boulevard

(cont.)

Part 2, Potential Projects at Each Station

b. **At the East Los Angeles Civic Center Station, the proposed nine foot wide sidewalk adjacent to the Civic Center should be widened to better accommodate foot traffic and to provide a suitably generous approach to the civic buildings. Complete bicycle support facilities should also be provided at the East Los Angeles Civic Center Station area in relation to a new connector bikeway that should be created along Mednik Avenue. Bicycle facilities should include appropriately protected bicycle racks and lockers. Transporting bicycles on the light rail trains should be accommodated, as East Los Angeles is known as an area in which bicycle riding is an important alternative transportation option.**

(cont.)

Existing narrow sidewalk on 3rd Street at Mednik Avenue

Existing narrow sidewalk on 3rd Street at Roybal Health Center

Part 2, Potential Projects at Each Station

c. **At the Atlantic Station, the proposed multi-level parking garage along Atlantic Boulevard should be reconsidered to include street-oriented uses on its ground level. This is a highly visible site that should participate as a catalyst for the development of a vital commercial center.**

d. **For each station, suitable "refuge areas" should be provided at the intersection crosswalks and the end of the ramps down from the platforms. These refuge areas are needed to provide a safe area for school children and others crossing 3rd Street within the neighborhood, and for transit passengers debarking from the Gold Line waiting for crossing lights to change.**

View of area adjacent to the proposed MTA Park and Ride structure site on Atlantic Boulevard, north of Pomona Boulevard

(cont.)

Part 2, Potential Projects at Each Station

e. **For each station area, additional signage should be provided to assist Gold Line patrons and others to know what businesses and public institutions are nearby and how to walk to them.**

Existing Kaiser Permanente directional signage

Part 3, Station Area Thematic Design

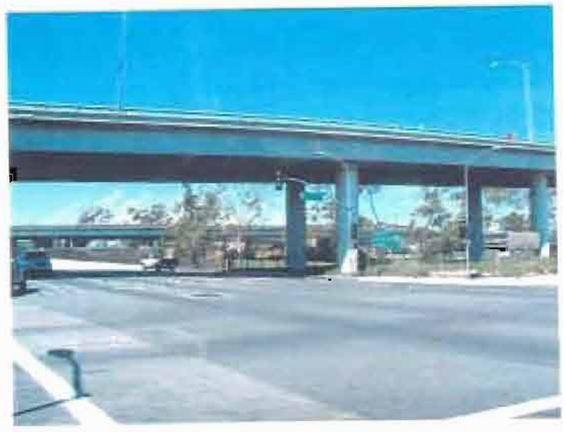
Plan Diagram

PROPOSED GOLD LINE LIGHT RAIL STATION PROPOSED PEDESTRIAN CORRIDOR

Part 3, Station Area Thematic Design

The station areas are distinct in their location, vis-à-vis the general area in their existing development, and in their potential for further growth and improvement.

King Taco Restaurant



Available park-and - ride site under 60 Freeway connector

a. Maravilla Station: Community Retail Center: This station area has the potential to be developed further as a retail center for nearby residents, for persons driving along 3rd Street or Ford Boulevard, for bus and transit riders using stops at this location, and perhaps for persons using a park and ride lot that could be located on Caltrans property. It has the potential to be a genuinely pleasant and convenient neighborhood place.

Existing commercial on 3rd Street near Ford Boulevard

(cont.)

Part 3, Station Area Thematic Design

b. East Los Angeles Civic Center Station: East Los Angeles Civic Center: This is one of the most significant civic places on the east side of the Los Angeles River. Meanwhile, the civic buildings do not face 3rd Street and have no distinctive civic image. A proper and symbolic civic entry should be provided from 3rd Street and generous sidewalk space should support persons arriving from the new transit platform.

3rd Street and Mednik Avenue Intersection

Landscaping at the Roybal Health Center

Fetterly Avenue and 3rd Street

(cont.)

Part 3, Station Area Thematic Design

Kaiser Permanente Health Center

Existing street facing businesses on Atlantic Boulevard

Substandard pedestrian connection to East Los Angeles Community College and local businesses along Atlantic Boulevard

c. Atlantic Station: Town Center. The confluence of major streets, immediate access by freeway, and location at the terminus of the new Gold Line provides extraordinary access and visibility for this location. The nearby Kaiser Permanente Health Center and the presence of East Los Angeles Community College, destinations of an improved pedestrian corridor, reinforce the potential of this node as a vibrant commercial center.

(cont.)

Part 4, Traffic and Parking Calming

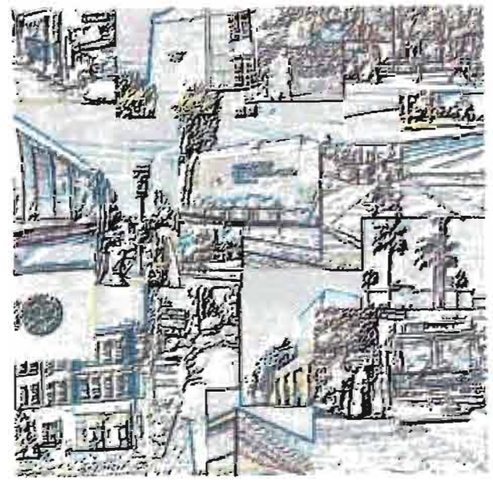
a. **The impact of the Gold Line and its stations may already provide a calming influence on traffic speed along 3rd Street. The number of traffic lanes will be reduced. Further, maintaining permanent curbside parking along 3rd Street between Ford Boulevard and Atlantic Boulevard will temper the speed of traffic to accommodate car movements related to parking.**

Curb parking: Telford and South Woods neighborhood

b. **Drivers not able to find convenient curbside parking spaces will look for such space on the residential cross streets. or in parking areas reserved for specific users. Creation of restricted parking zones with proper credentialing and monitoring should be strongly considered.**

c. **Additional calming measures that should be considered include flashing traffic lights, options for expanding parking, and integration of street serving uses within parking structures.**

Section III
Multi-Modal Interface Plan and Design



Part 1, Multi-Modal Interface Plan
Goal

The goal is to create transportation linkages, where pedestrians, bicyclists, transit patrons, and motorists are all partners in mobility, and that they each contribute to the quality of life in the East Los Angeles community.

Urban design strategies for multi-modal transit are outlined for redeveloping the study area surrounding the Maravilla, East Los Angeles Civic Center, and the Atlantic Station neighborhoods.

The interactive context sensitive design process assisted by LACMTA with the community has generated an appropriate framework for the optimum integration of multi-modal interface elements within existing and proposed transportation initiatives.

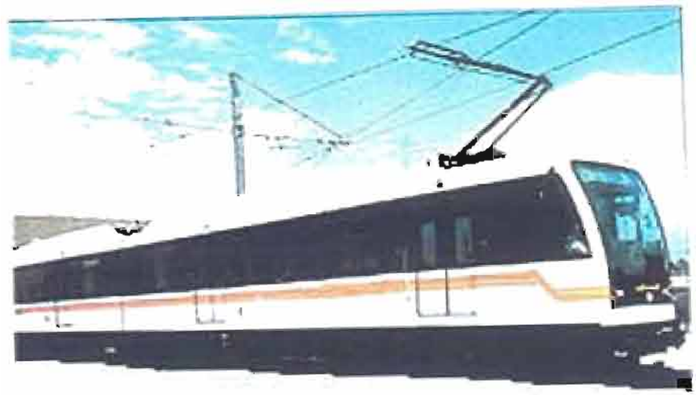
Part 1, Multi-Modal Interface Plan

Proposed Gold Line LRT Alignment

Part 1, Multi-Modal Interface Plan

Characteristics

- **The proposed Eastside Corridor Gold Line in Cluster C will have three stations at the 3rd Street/Ford Boulevard, 3rd Street/Mednik Avenue, and the Pomona Boulevard/ Atlantic Boulevard intersections.**
- **Each station will have distinct local destinations and various multi-modal transport opportunities**
- **3rd Street will become the principal pedestrian boulevard linking the neighborhoods of the stations.**



The P2000 light rail train has a sleek modern, and sophisticated design

Part 1, Multi-Modal Interface Plan
Gold Line LRT Station Linkages

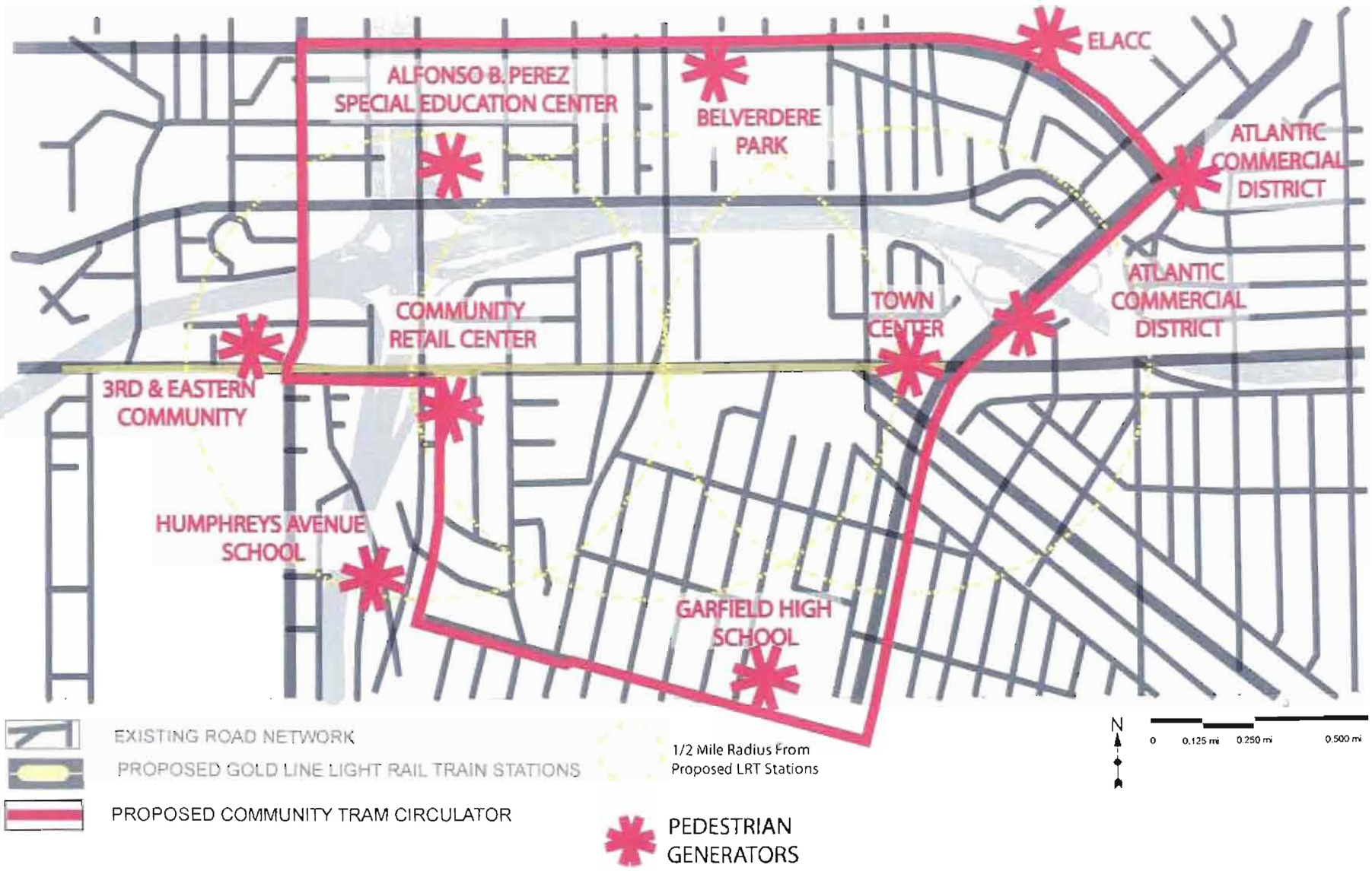
- **Maravilla Station: Access to 710/60 Freeway, proposed community tram circulator, MTA Bus Line 256, El Sol Shuttle Union Pacific/ Salazar Park and Whittier Boulevard/ Saybrook Park lines, and by walking through, but not limited to McDonnell Avenue and Humphreys Avenue neighborhoods**

- **East Los Angeles Civic Center Station: Access to MTA Bus Lines 258, 259, El Sol Shuttle Transfer Point,and proposed bikeway with bike lockers, and by walking through but not limited to, South Arizona Avenue, and La Verne Avenue/4th Street neighborhoods**

- **Atlantic Station: Access to 60 Freeway, Park-and-Ride Facility, MTA Bus Line 260, El Sol Shuttle Whittier Blvd/ Saybrook Park Line, Monterey Park Spirit Bus lines 1,2,and 5, and by walking through, but not limited to, South Woods Avenue and Hillview Avenue neighborhoods**

Part 1, Multi-Modal Interface Plan

Proposed Circulator



Part 1, Multi-Modal Interface Plan

Proposed Circulator

- **The proposed 6.5-mile community tram circulator shall have interface connections and linkages to adjacent neighborhoods with two Gold Line stations, proposed bikeways, various MTA bus lines, El Sol Shuttle lines, some Monterey Park Spirit Bus lines, and various Montebello bus lines.**

- **Two synchronized shuttles traveling clockwise, reduce waiting time to approximately 5-10 minutes. Open aired trams have proven successful.**

- **The proposed bus stops for the circulator shall use existing stops from the MTA and El Sol Shuttle lines on Cesar Chavez Avenue, Atlantic Boulevard, 6th Street, Ford Boulevard, and Eastern Avenue.**

Example of highly effective, non-polluting electric shuttle

Part 1, Multi-Modal Interface Plan

Proposed Regional Bikeway

Part 1, Multi-Modal Interface Plan

Proposed Regional Bikeway

- The new proposed regional bikeway connector to the existing proposed bikeways should connect directly to the East Los Angeles Civic Center Station. Mednik Avenue should have bike lanes, with appropriate bulb outs, pedestrian refuges, while maintaining permanent on-street parking.
- The current proposed bikeways within a half mile radius are from Cesar Chavez avenue from Eastern Avenue towards Atlantic Boulevard and continuing, Eastern Avenue from Olympic Boulevard towards West Ramona, and 1st Street from Eastern Avenue towards Alameda Street.
- Secured and durable bike lockers should be placed strategically near the Los Angeles Civic Center
- Bike racks should also be placed where needed at all bus stops, especially those along Mednik Avenue.

Example of bike lockers that are durable, more attractive, and low maintenance.

Part 1, Multi-Modal Interface Plan

Proposed Regional Bikeway-Existing Conditions

Intersection at 3rd Street and Mednik Avenue

Part 1, Multi-Modal Interface Plan

Proposed Regional Bikeway

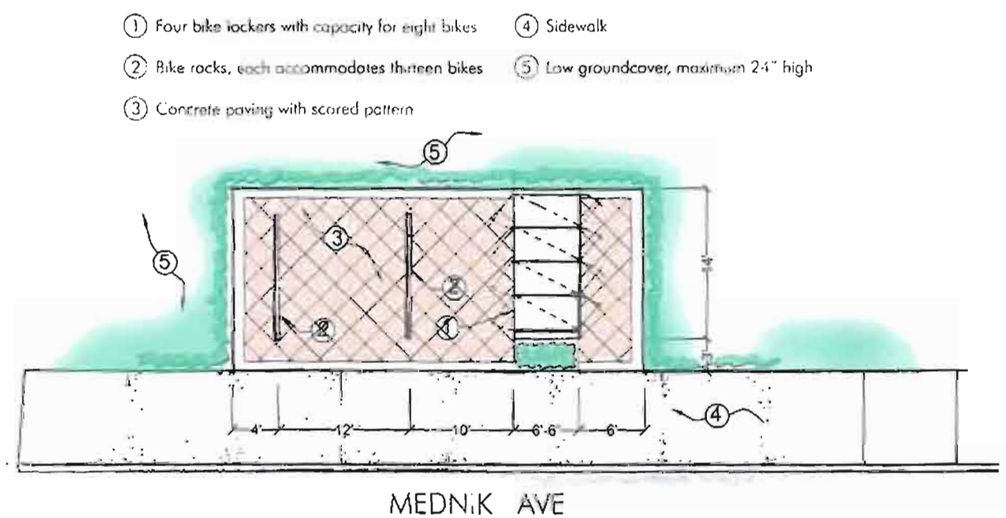
Enhanced intersection at 3rd Street and Mednik Avenue

- **Bicycle lanes and bulb- outs retain travel lanes and permanent parking.**

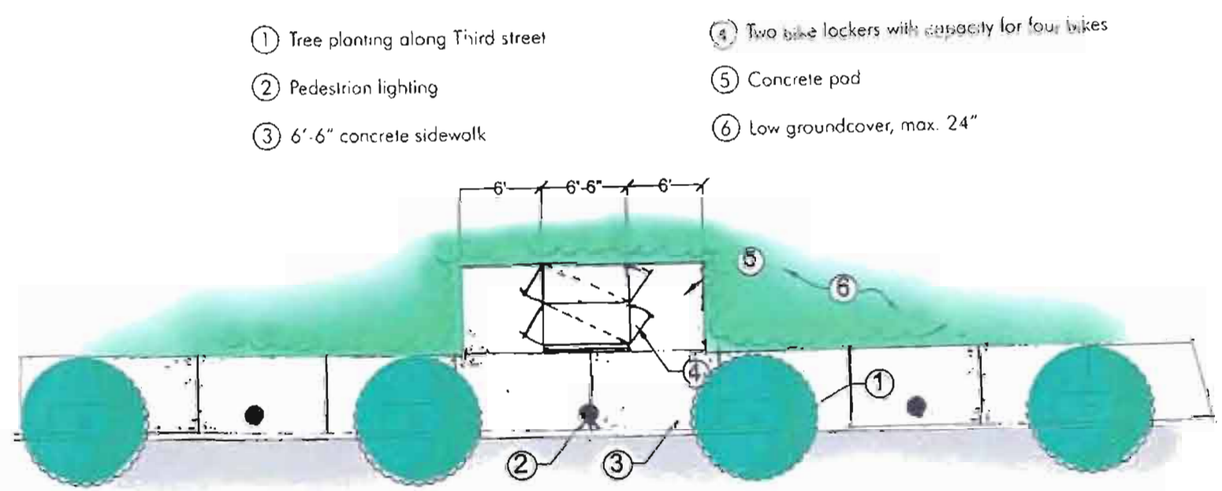
- **Bulb-outs provide shorter crossing distances for pedestrians and serve as a traffic calming measure.**

Part 1, Multi-Modal Interface Plan

Proposed Regional Bicycle Storage



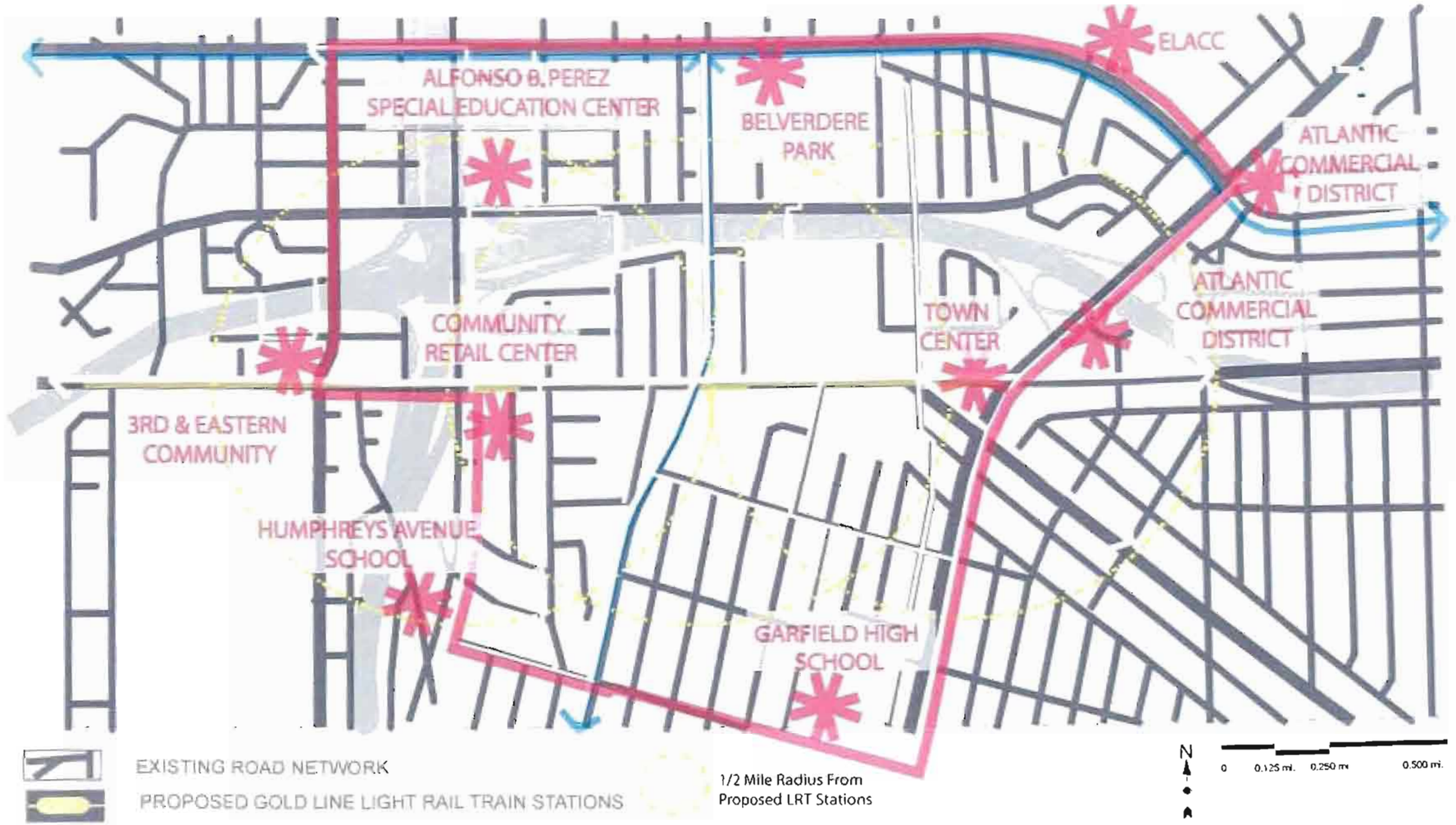
Plan view of an attractive low maintenance bike locker plaza near the proposed bikeway



Plan view of a smaller bike locker area near the proposed the East Los Angeles Civic Center Station.

Part 1, Multi-Modal Interface Plan

Proposed Pedestrian Linkage Enhancements



Part 1, Multi-Modal Interface Plan

Pedestrian Linkage Enhancements-Existing Conditions

Narrow sidewalk on bridge over 710 Freeway

Part 1, Multi-Modal Interface Plan

Pedestrian Linkage Enhancements

- There is an opportunity to create a linkage and a gateway to the community with public art. Connecting the community west of the 710 freeway and the Maravilla Station is emphasized.

Proposed wider sidewalks on bridge over 710 Freeway

- Wider sidewalks are essential for safety and access

- Pedestrian-scaled lights provide security for pedestrians at night and serve as ornamental amenities during the day.

Part 1, Multi-Modal Interface Plan

Pedestrian Linkages Enhancements - Existing Conditions

Narrow sidewalk on Atlantic Boulevard

Part 1, Multi-Modal Interface Plan

Pedestrian Linkages Enhancements - Existing Conditions

Enhanced pedestrian connection on Atlantic Boulevard

Part 1, Multi-Modal Interface Plan

Neighborhood Street Enhancements

Typical neighborhood street

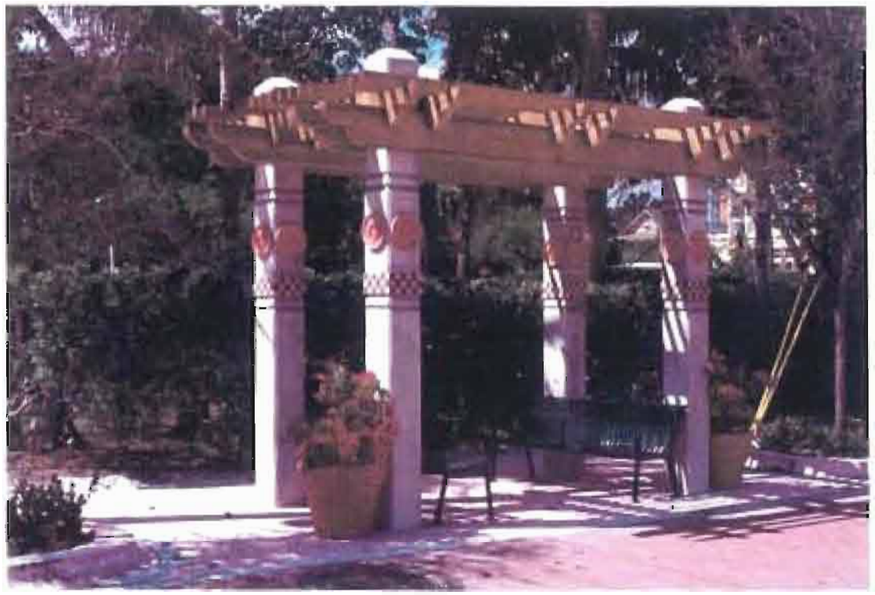
Part 1, Multi-Modal Interface Plan

Neighborhood Street Enhancements

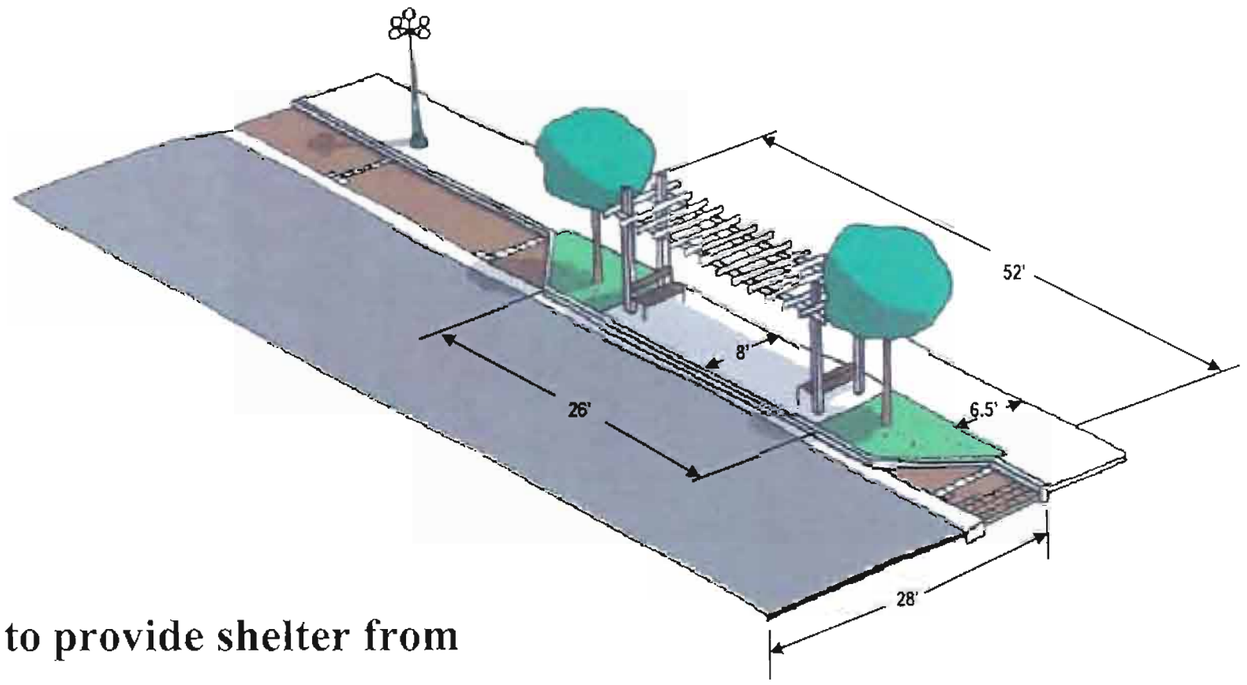
Improved typical neighborhood street

Part 2, Multi-Modal Interface Design

Bus Stop Design



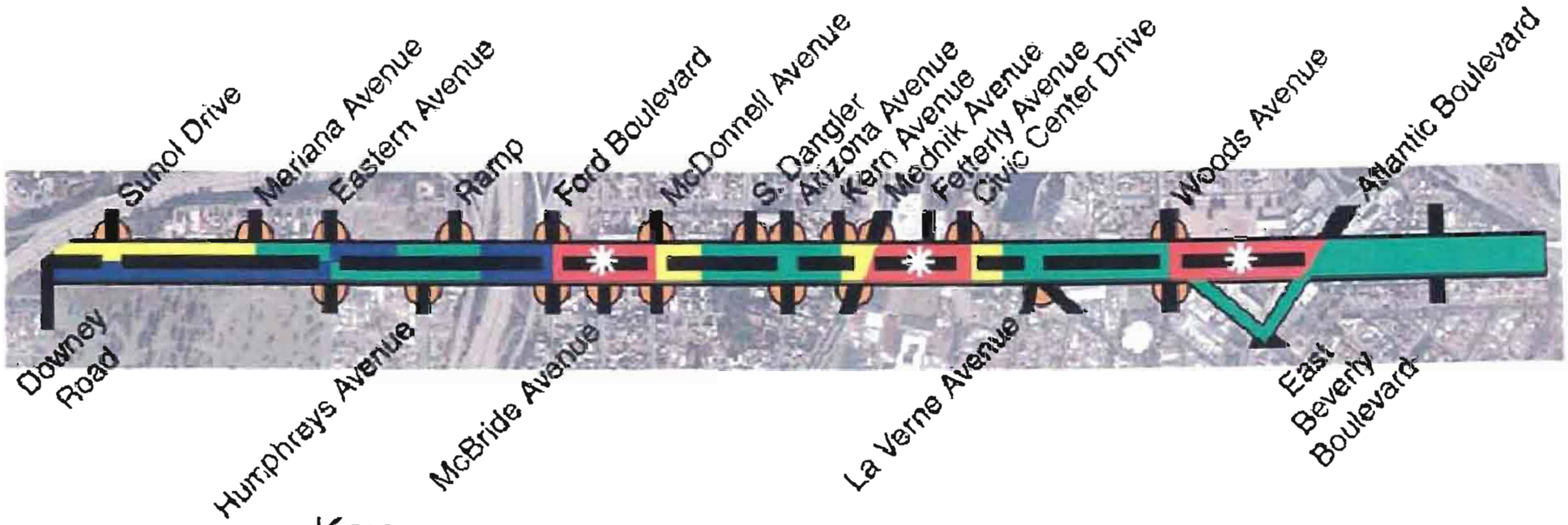
Example of a bus and rest stop



- **Bus and rest stops can be placed on 3rd Street to provide shelter from the sun.**
- **Structures should be designed to reflect East Los Angeles' growing civic pride and constructed of low maintenance materials to withstand heavy use.**

Part 2, Multi-Modal Interface Design

3rd Street Modifications



Key

- Station Location
- No Change in Width (where lane width is 22' or less)
- Transition Zone
- Add On-Street Parking (where lane width is 28' or more and sidewalk is 9' or more)
- Widen Sidewalk (where lane is 23' or more and sidewalk is 9' or less)
- Add Bulbouts (on both sides of the intersecting street)

Part 2, Multi-Modal Interface Design

3rd Street Modifications

a. Design Components

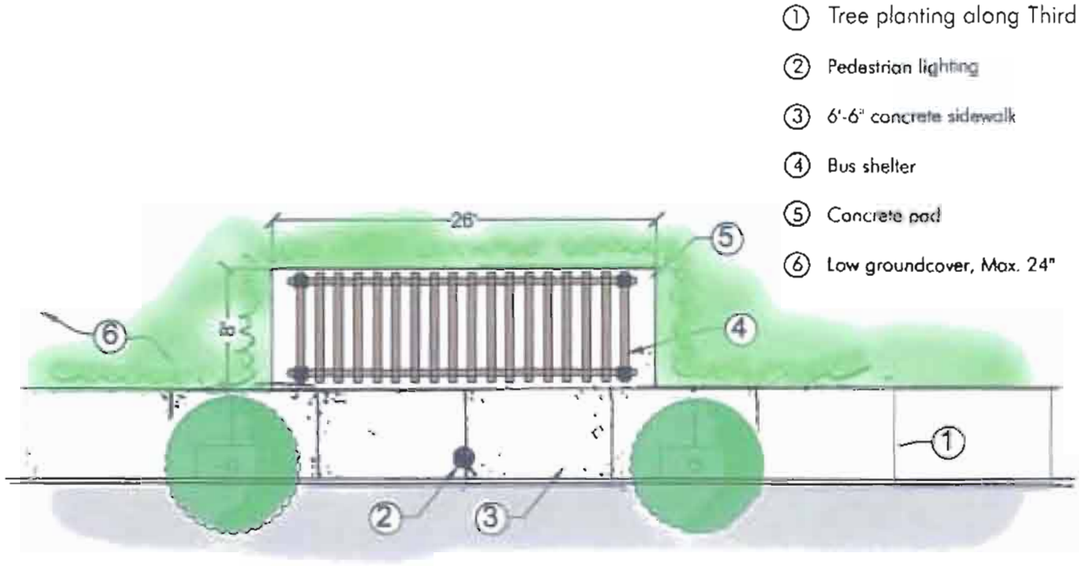
- Bus Stop Designs
- Enhancing Entrances to Side Streets and Continuing On-Street Parking on 3rd Street
- Parking, Valley Gutters, Sidewalks, and Bulb-outs
- Frequent Places to Sit and Rest

b. Street Modifications

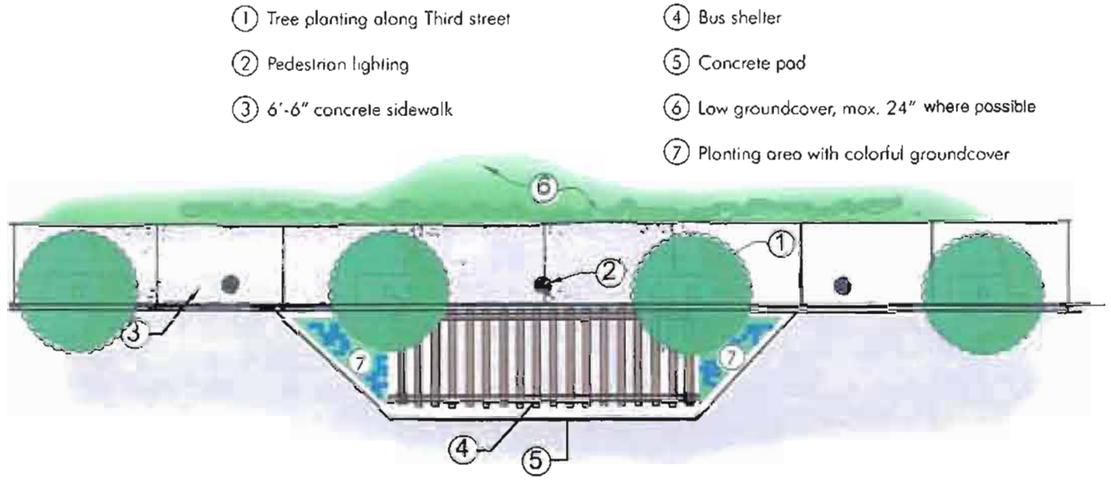
- Nosing/Pedestrian Refuge at every Median and Opportunity Between the tracks
- Maintain On-Street Parking where feasible
- Widen Sidewalk where feasible
- Add Bulb Outs at Cross Streets

Part 2, Multi-Modal Interface Design

Bus Stop Design



Plan of bus and rest stop adjacent to sidewalk



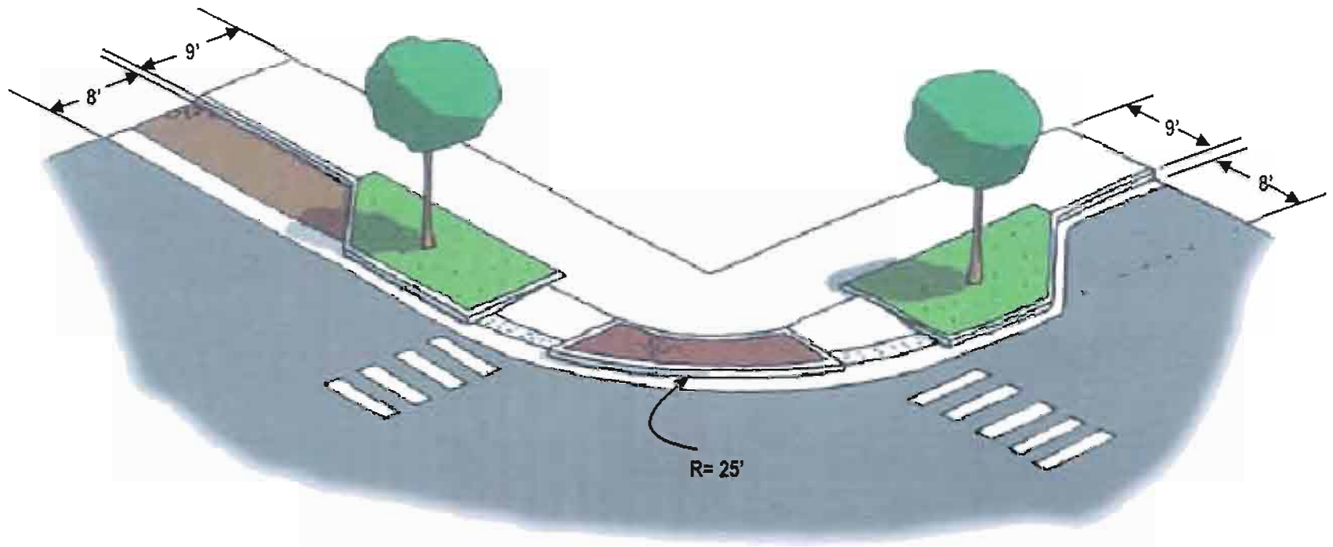
Plan of bus and rest stop on a bulb out

Part 2, Multi-Modal Interface Design

Improved Pedestrian Access

- **Well defined crosswalks are highly visible to both pedestrians and motorists enhancing safety.**

- **Provide textured paving different from the path in the corner to distinguish crossing points to minimize maintenance requirement**



Typical side street bulb-out at a minimum sidewalk width of 9-feet wide and with 3rd Street on-street parking.

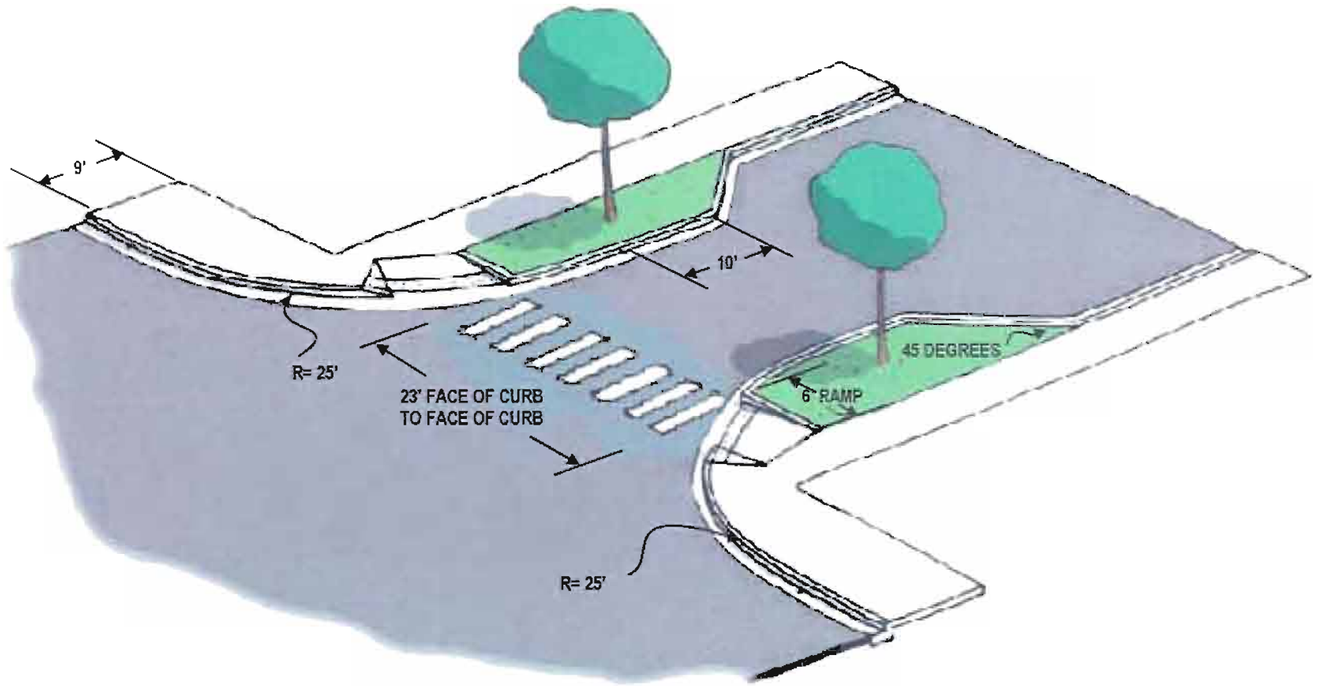
Part 2, Multi-Modal Interface Design

Improved Pedestrian Access

- **Bulb-outs should be placed on side streets where shown on Page III-19. Bulb outs also provide direct path to the crosswalk with ADA compliant ramps.**

- **Bulb-outs provide a shorter crossing distance, better visibility for pedestrians and motorists**

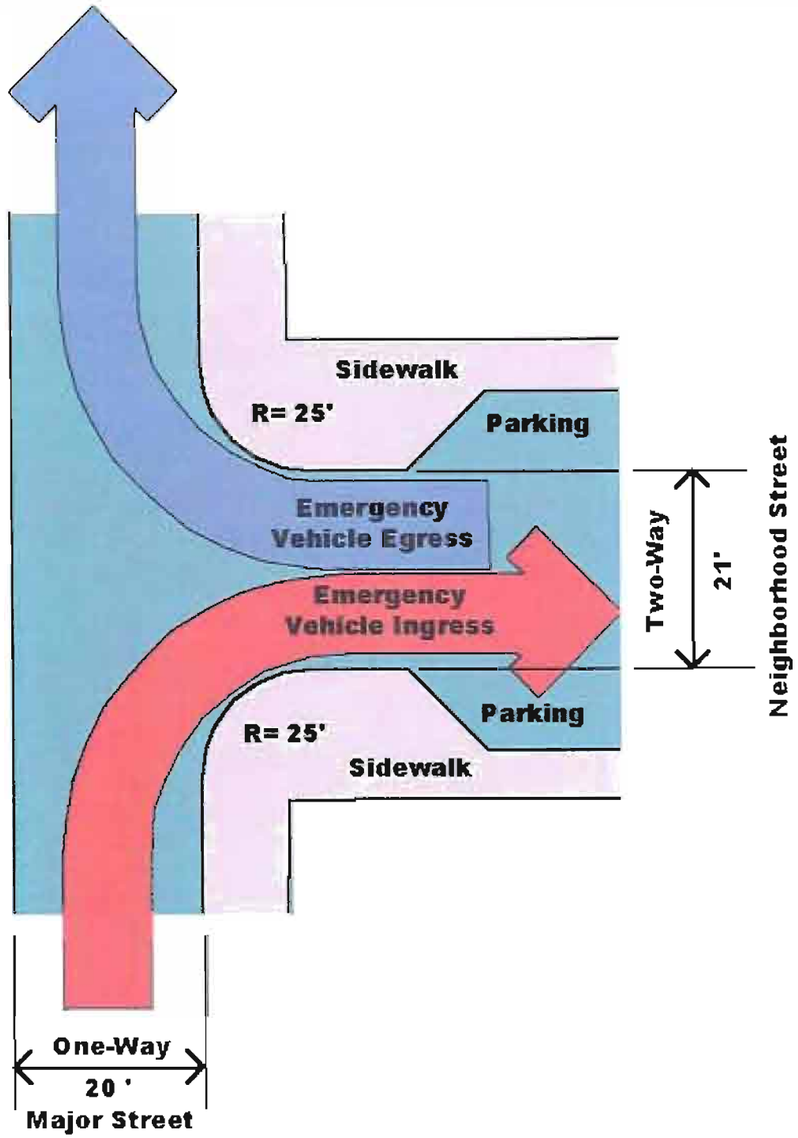
- **Trees planted within the bulb-out visually accentuate the side street entrance and egress, creating a small gateway to the community.**



Typical bulb-out on side streets with sidewalks under nine feet wide.

Part 2, Multi-Modal Interface Design

Neighborhood Street Bulb-out Effect on Emergency Vehicles



- Street widths with proposed bulb-outs accommodates typical minimum radius and street widths for larger emergency vehicles.(WB 40 tractor trailer,bus, large fire truck, and service vehicles)

Part 2, Multi-Modal Interface Design
Neighborhood Street Bulb-out Effect on Emergency Vehicles

Systems features and resulting benefits:

- **Easier signal timing** - ***More car carrying capacity***
- **Shorter pedestrian crossing time** - ***Less pedestrian exposure***
- **Protected parallel parking** - ***Fewer rear-end collisions with parked vehicles***
- **Reduced speed** - ***Increased safety***
- **Better bus stops on extended bulb-outs** - ***Increased pedestrian amenities***
- **Ensure fire hydrants are not blocked by parked cars when located at bulb-outs** - ***Easy access for emergency vehicles***
- **Self enforcement of parking regulations on corners** - ***Better sight lines with proper radius***
- **Provide site for street trees** - ***Provide aesthetics and shade***

Part 2, Multi-Modal Interface Design

Existing Conditions

Typical Neighborhood Street Entrance

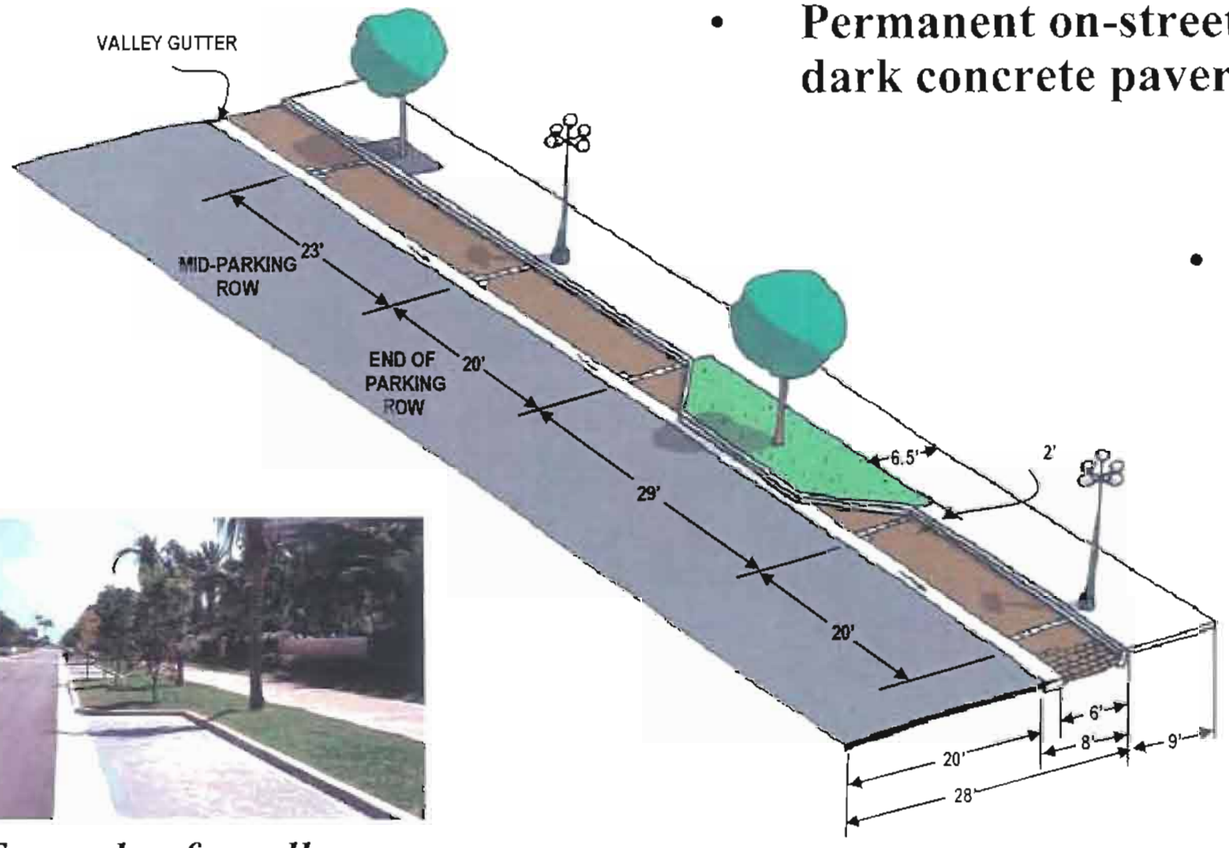
Part 2, Multi-Modal Interface Design

Proposed Enhancement

Typical Neighborhood Street Entrance with Community Gateway

Part 2, Multi-Modal Interface Design

Typical Parking, Valley Gutter, Sidewalk, and Bulb-Out Detail



Example of a valley gutter with parking

- **Permanent on-street parking on 3rd Street is identified with dark concrete pavers between curb extensions**

- **Pedestrian lighting is aligned between the parking and the sidewalk creates a distinctive path both in the day and night**

- **Valley gutters separate 3rd Street travel lanes and on-street parking.**

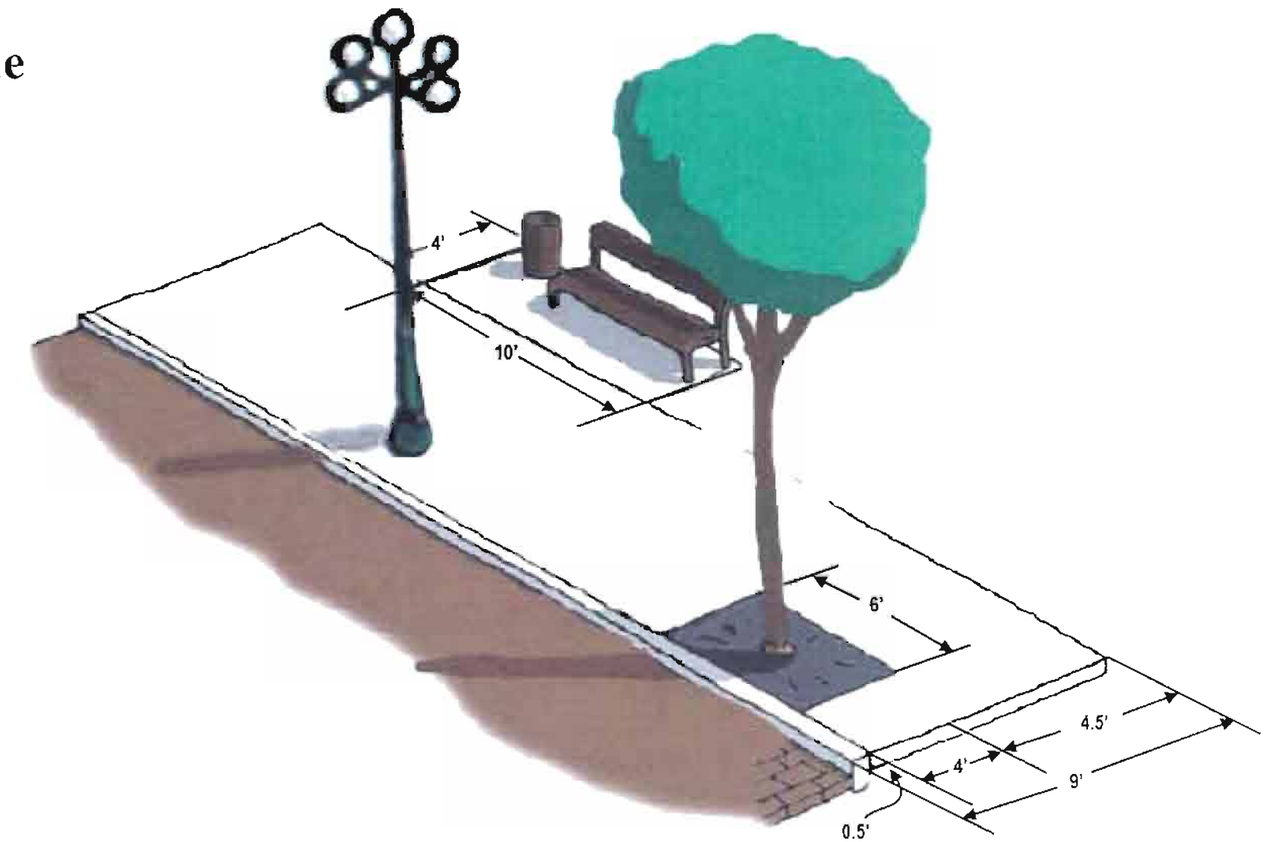
Part 2, Multi-Modal Interface Design

Frequent Places to Sit and Rest

- New benches placed near the nine-foot sidewalk support social activity and provide comfortable rest for those who need it.

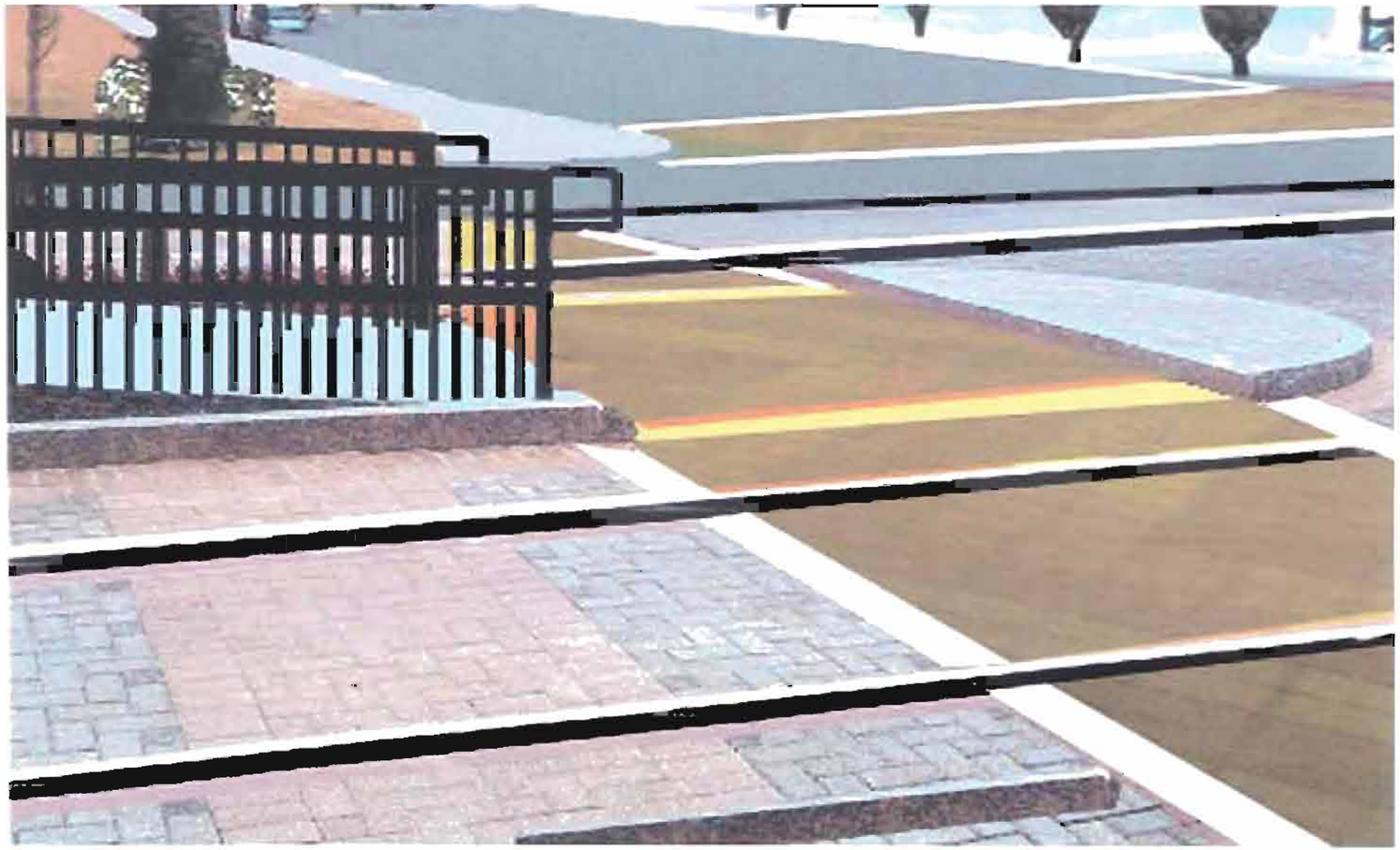
- Trash receptacles included with benches or other pedestrian amenities.

- Trees within the sidewalks have grates or grill coverings to facilitate convenient pedestrian movement.



Part 2, Multi-Modal Interface Design
MTA-Proposed Nosing/Pedestrian Refuge

- An safe pedestrian refuge located at the end of the platform ramp is identified with tactile warning strips and a raised nosing.



Part 3, Integration of Multi Modal Elements

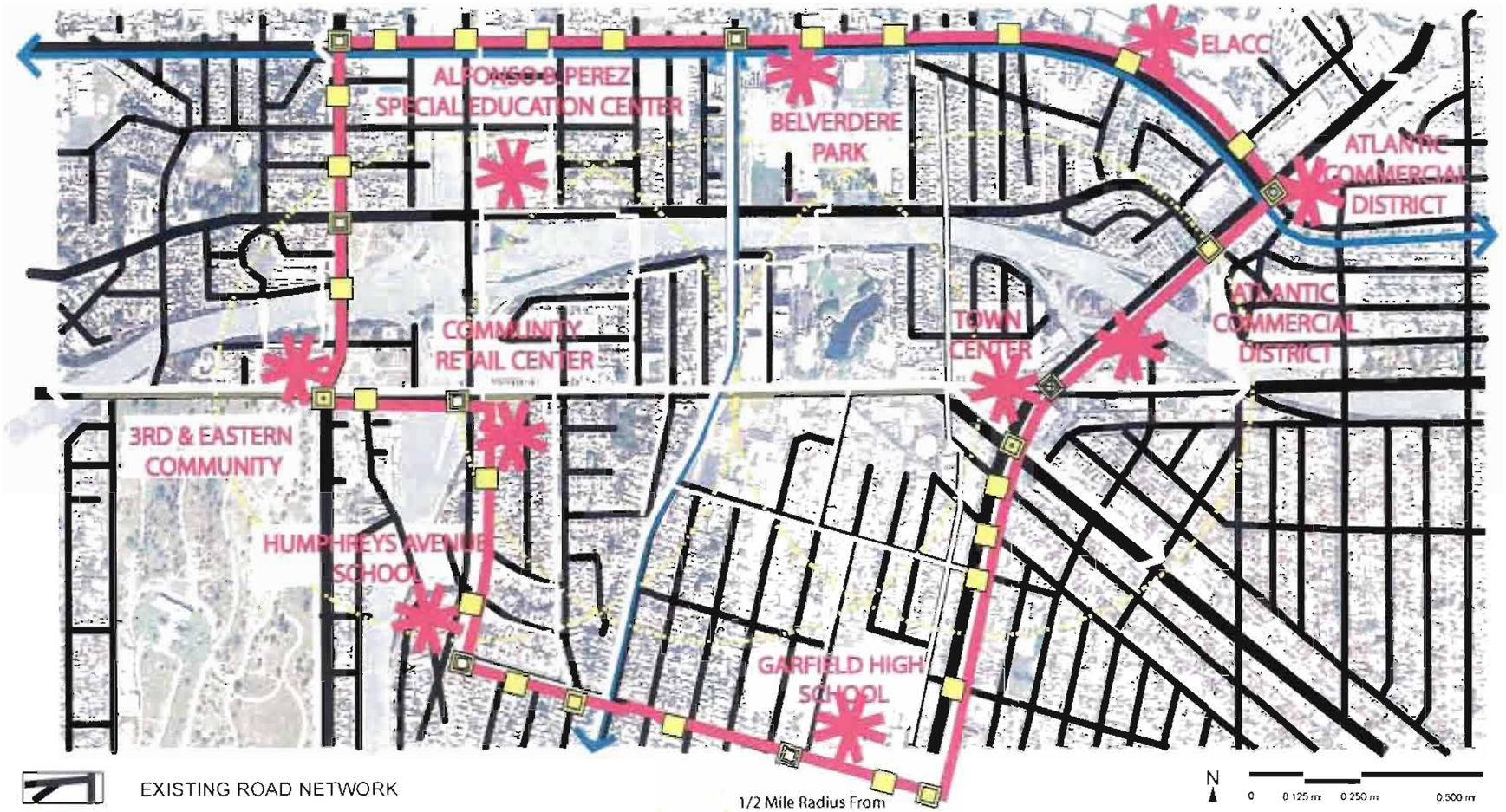
a. **The integration of multi-modal interface elements within existing and proposed transportation is exhibited in the Multi-Modal Community Linkages Map. The elements connected are:**

- **Existing road network,**
- **Proposed light rail stations,**
- **Proposed community tram circulator,**
- **Proposed bikeways, and**
- **Proposed pedestrian linkage enhancements.**

b. **The integration of existing and proposed multi-modal connections and transfer points is identified in the following Community Tram Circulator Chart showing linkages at the proposed community tram circulator stops.**

Part 4, Identification of Interface Connections

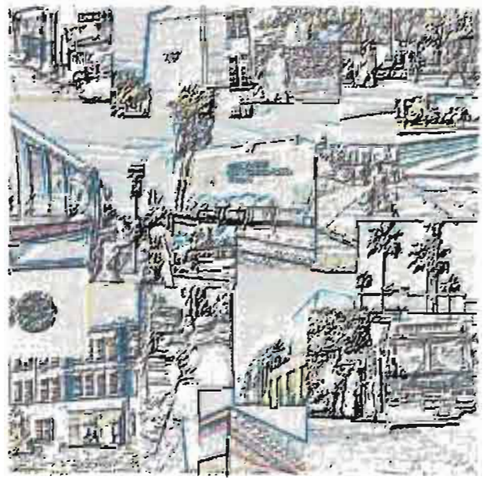
Multi-Modal Community Linkages Map



Part 4, Identification of Interface Connections Community Tram Circulator Interface Stops and Connections Chart

Location Concern Number	Proposed Community Tram Circulator Stop	Destination	Connection to Proposed Bikeway	Connection to MTA Bus Line	Connection to El Sol Shuttle	Connection to Monterey Park Spirit Circulator	Connection to Montebello Bus Lines
22	Cesar Chavez & Mednik	Belverede Park		68,530, 258, 259	ELAC/ City Terrace		
	Cesar Chavez & Belvedere Park	Belverede Park					
	Cesar Chavez & Vancouver	Neighborhood					
	Cesar Chavez & Westcott	Neighborhood					
8	Cesar Chavez & Schoolside	ELACC					
1	Cesar Chavez & Collegian	Commercial					
3	Cesar Chavez & Atlantic	Commerical		68, 260		1,2, 5	
	Cesar Chavez & 1st	Commercial		31			
13	Atlantic Station	Town Center		260	Whitier Blvd/ Saybrook Park	1. 2, 5	
	Atlantic & Beverly	Town Center					40, 341, 342, 343
	Atlantic & Via Corona	Commercial					
	Atlantic & Repetto	Commercial					
	Atlantic & 4th	Commericial					
	Atlantic & Eagle	Commercial					
	Atlantic & 6th	Atlantic Boulevard Park		260			
	6th & S. Woods	Neighborhood					
12	6th & Cleta	Garfield High School					
	6th & Fraser	Neighborhood			Union Pacific/ Salazar Park		
	6th & Fetterly	Neighborhood					
	6th & Arizona	Neighborhood		258, 259			
	6th & Mc Bride	Neighborhood					
6	6th & Ford	Humphreys Avenue School		256	Whitier Blvd/ Saybrook Park		
	Ford & 5th	Neighborhood					
	Ford & 4th	Neighborhood					
9	Maravilla Station	Commercial Retail Center		256	Union Pacific & Whittier		
	3rd & Humprheys	Serbian Cemetery					
7	3rd & Eastern	Calvary Cemetery					40, 341, 342, 343
	Eastern & Gleason	Chinese Cemetery					
	Eastern & 1st	Neighborhood		31	Union Pacific/ Salazar Park		
	Eastern & Eugene	Neighborhood					
	Eastern & New York	Santa Marta Hospital					
	Eastern & Cesar Chavez	Neighborhood		68, 530	ELAC/City Terrace		
	Cesar Chavez & Humphreys	Neighborhood					
	Cesar Chavez & Ford	Commercial					
	Cesar Chavez & Mc Donell	Commercial					
	Cesar Chavez & Dangler	Commercial					

Section IV
Safety Systems Design



Part 1, Safety Systems Design Plan
Goals

The overall goals and objectives of the safety systems design plan is to insure multi-modal interfaces that are both safe, convenient, and aesthetically pleasing.

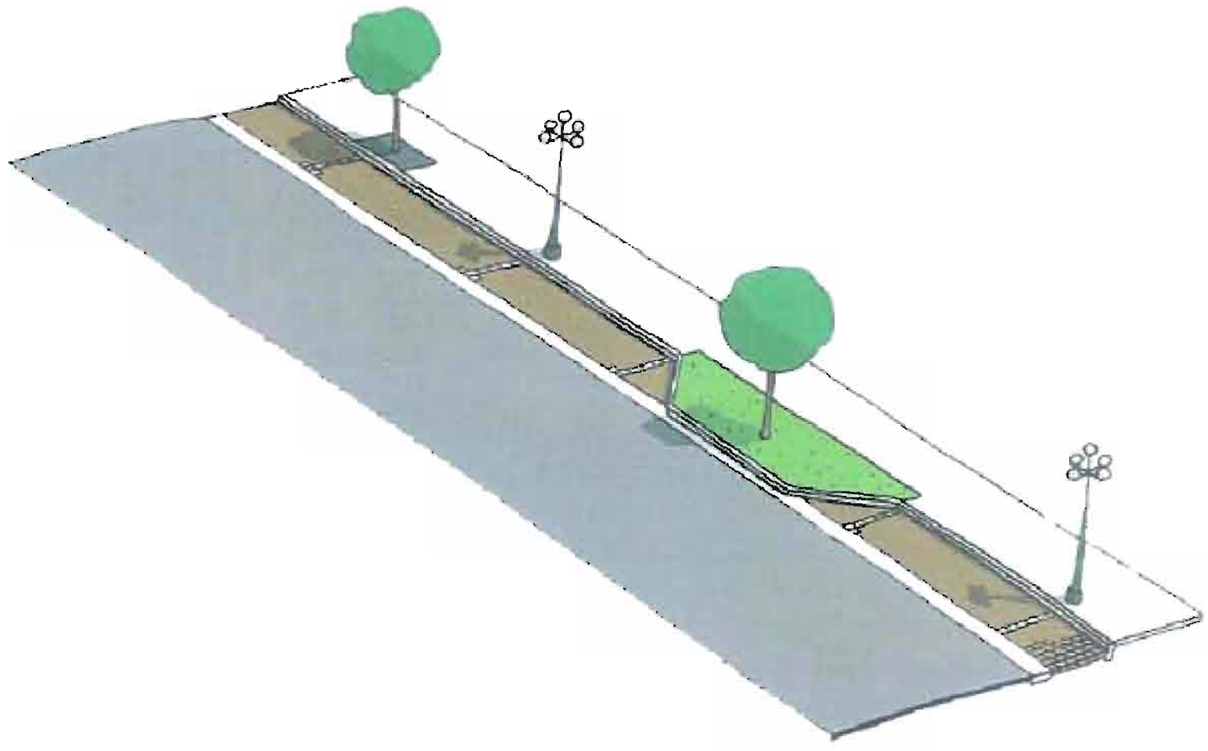
The following safety elements are recommended based on the existing physical setting and the proposed thematic context of the MTA Community Linkages Study Area for Cluster C.

- **3rd Street Traffic Calming Measures**
- **Bulb-Outs and Medians**
- **Enhanced Pedestrian Crossings**
- **Pedestrian-Scale Street Lights**
- **Circulators Trams and Stops**
- **Bicycle Connectors and Storage**
- **Street Trees**

Although these elements are presented in other sections of the Cluster C Community Linkages Report, the emphasize here is safety.

Part 1, Safety Systems Design Plan
3rd Street Traffic Calming Measures

Traffic calming measures are highly recommended to regulate the speed of motorists, improve the safety of transit patrons, reduce the danger for pedestrians crossing 3rd Street, and assure smooth flow of traffic by reducing accidents.



These include:

- **Bulb-Outs, Medians, and Nosings**
- **Valley Gutters and Curb-Side Parking**
- **Enhanced Pedestrian Crossings**

Part 1, Safety Systems Design Plan

Traffic Calming Measures

Neighborhood streets should be protected by traffic calming measures to reduce speeds and to minimize shortcutting.

A raised nosing should be built at every median and at every entrance ramp that connects to an elevated station platform on 3rd Street.

Part 1, Safety Systems Design Plan
Bulb-Outs and Medians

- Bulb-outs serve a number of safety purposes:
  - Pedestrians are more highly visible while waiting to cross.
  - Pedestrians can see both ways easier past parked cars and from a safe vantage point.
  - Crossing distances are reduced.
  - Curbside parking is self-enforced away from intersections for safe sight lines.

An example of a bulb-out with a valley gutter distinguishing the travel lane and parking area.

- Median refuges at the intersections provide a safe area so that pedestrians can cross half of the street at a time

- Handicap ramps within bulb-outs direct both pedestrians and wheel chairs within the marked crossings rather than at 45 degree angle towards the center of the intersection

Part 1, Safety Systems Design Plan
Enhanced Pedestrian Crossings

- **Simple well defined pedestrian crossings of highly recognizable character should be provided at every intersection.**

- **Bulb-outs and medians should be provided to reduce crossing distances and to provide safe havens midway.**

- **Highly visible marking of pedestrian crossings near freeway ramps should be provided.**

- **Crosswalks near proposed tram stops, schools, community and retail centers should be boldly re-striped.**

(cont.)

Part 1, Safety Systems Design Plan
Enhanced Pedestrian Crossings

- Improve pedestrian access near the proposed Gold Line LRT Stations at strategic areas where access and visibility are limited and surface conditions are in disrepair, inadequate, and sometimes non-existing.

(cont.)

Existing pedestrian access at Strang Street and Arizona Avenue in poor condition

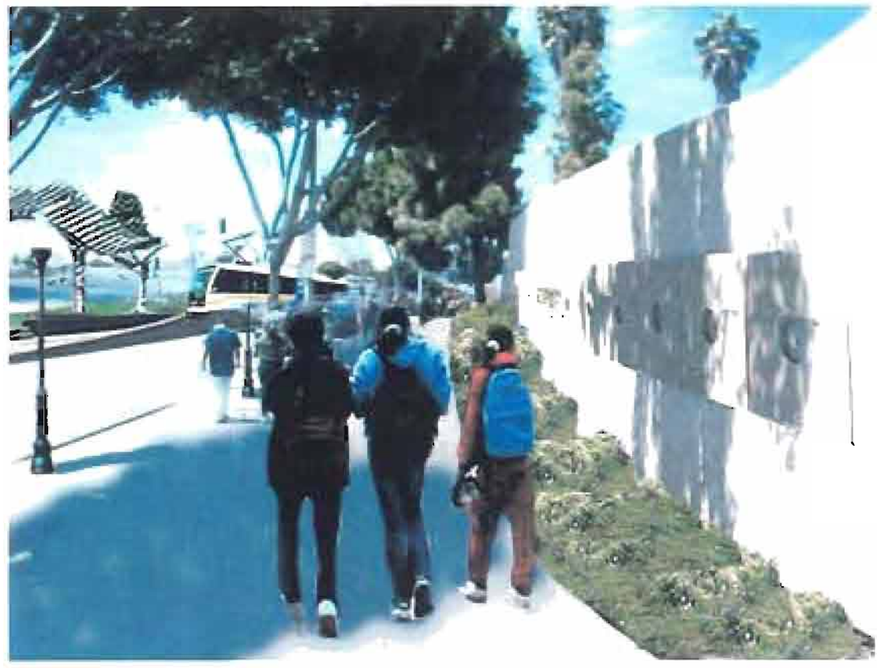
One of three existing pedestrian over-crosses of the I-60 Freeway at 1st Street and Dangler Avenue without a proper pedestrian sidewalk

The 2nd Street cul-de-sac at Ford Boulevard with inadequate pedestrian access

Part 1, Safety Systems Design Plan

Enhanced Pedestrian Crossings

Potential typical crosswalk improvement where bulb-outs are not necessary near the Maravilla Station neighborhood



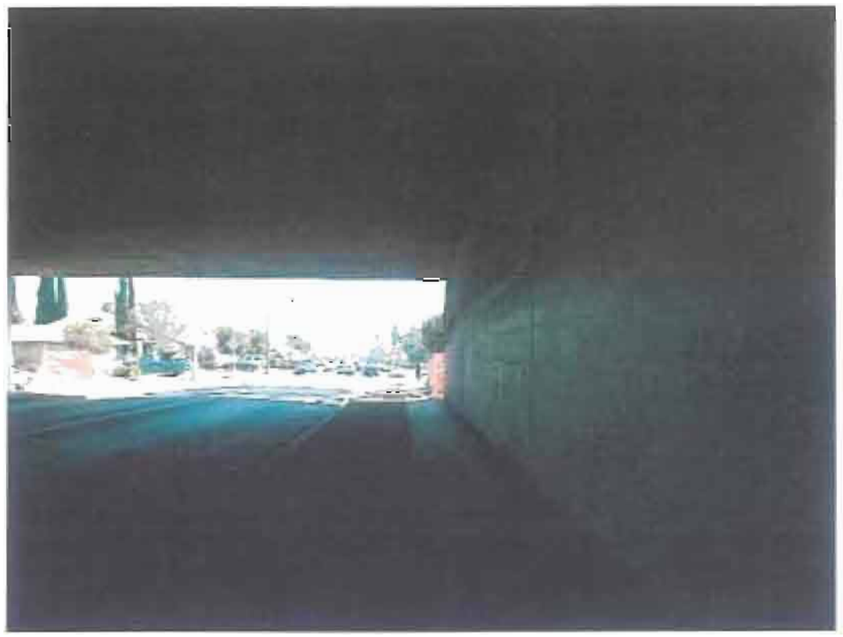
Potential sidewalk widening at the East Los Angeles Civic Center along 3rd Street

Part 1, Safety Systems Design Plan

Pedestrian-Scale Street Lights

Underpasses with sidewalks should have lighting for both day and night passage for safer pedestrian passage to light rail stations and bus stops

Underpass at Atlantic Boulevard under State Route 60 Freeway



Underpass at South Woods Avenue under State Route 60 Freeway

Part 1, Safety Systems Design Plan

Pedestrian-Scale Street Lights

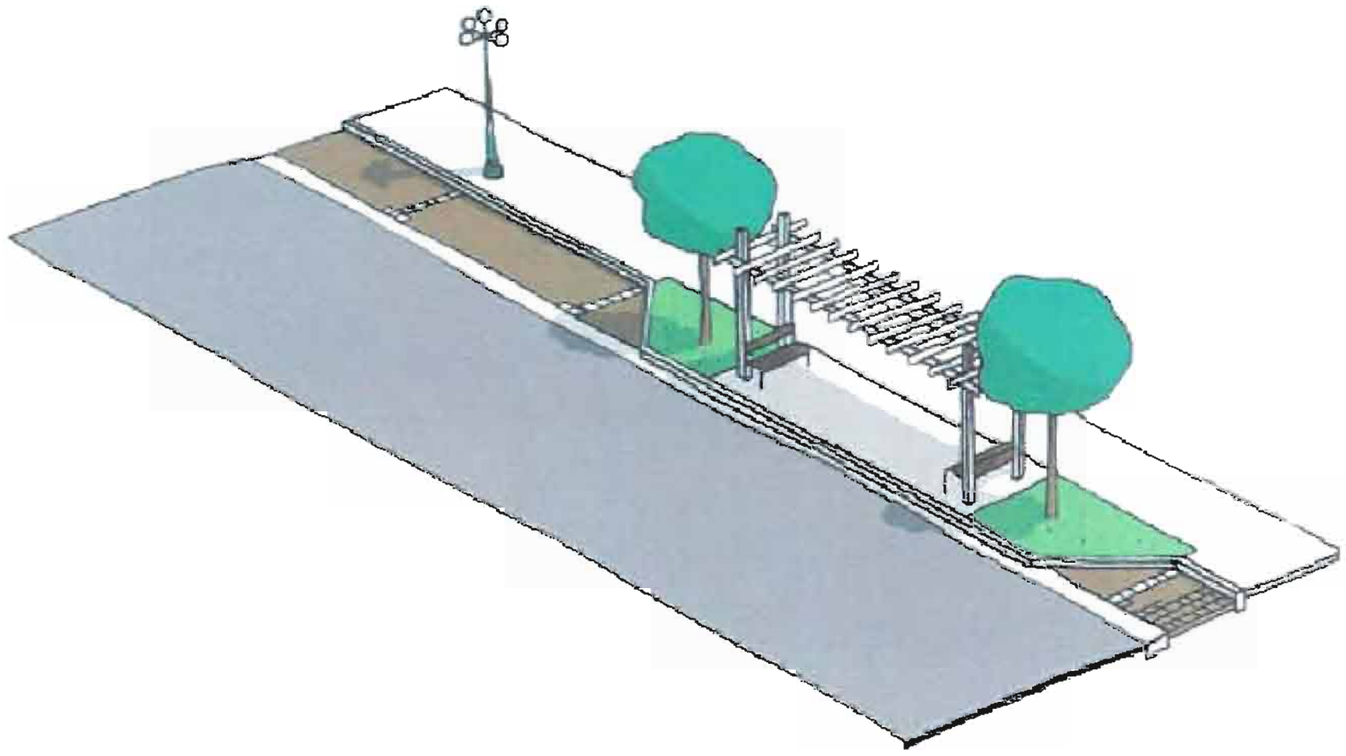
- **A continuous colonnade of pedestrian-oriented street lights will provide security during the night and additional separation between vehicles and the sidewalk at all times.**

Sidewalk widening at the 3rd Street bridge with pedestrian-scale lighting

(cont.)

Part 1, Safety Systems Design Plan
Circulator Trams and Stops

- **Existing bus stops and shelters with seating and shade.**



- **Every bus stop and tram stop includes pedestrian-scale lighting.**

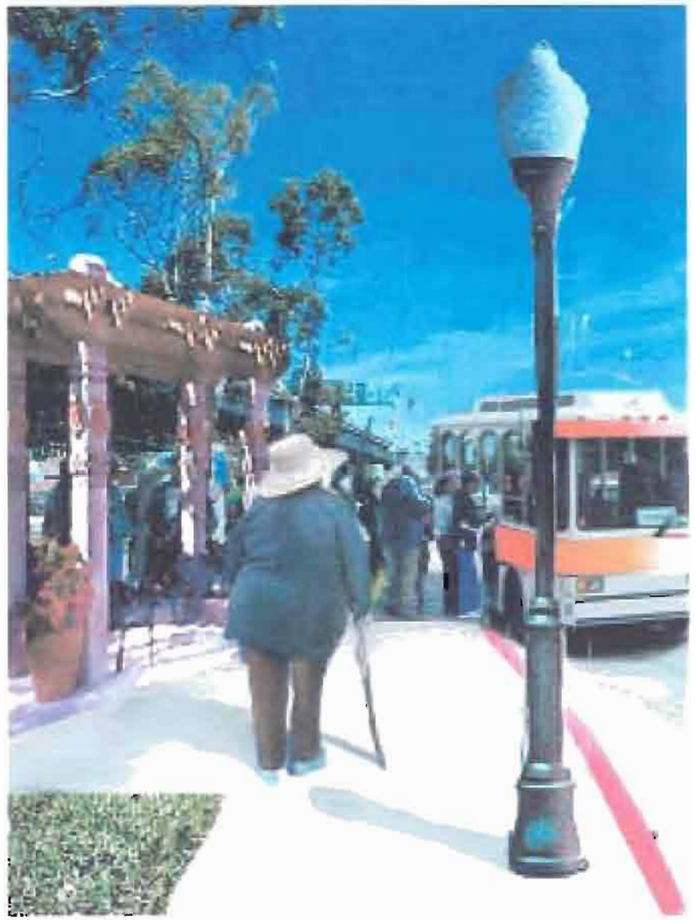
(cont.)

Part 1, Safety Systems Design Plan

Circulator Trams and Bus Stops

- Landings for bus stops and for the proposed community tram circulator require proper pavement, wide enough to allow safe exiting from buses and trams.
- Bus stops should be highly visible, shaded, and well-lighted at night.

Existing bus stop



Improved bus stop and shelter with sidewalk enhancements

(cont.)

Part 1, Safety Systems Design Plan

Circulator Trams and Bus Stops

Wider sidewalks with space for bus shelter on bridge over 710 Freeway

Part 1, Safety Systems Design Plan

Bicycle Racks and Storage Lockers

Bicycle racks and storage lockers , located in highly visible locations near destinations, help reduce vandalism

Part 1, Safety Systems Design Plan

Street Trees

- **Transit patrons need shade from the sun while walking to transit stops and while waiting. This is especially important for the elderly.**
- **Trees provide shade year round for pedestrians and transit patrons. Urban forestry is an ecological necessity.**
- **Selected trees will be appropriate for the particular parkway, bulb-out, or mid-block curb extension.**

Tree planting along major pedestrian sidewalks

Part 2, Recommendations and Design Criteria

Prioritization of Safety Systems and Elements

The elements of safety systems design are highly interdependent. Simultaneous implementation will improve effectiveness. The criteria for design are:

- **SAFETY: specific attention to protection against harm to persons, vehicles, and installations.**

- **CONVENIENCE: pedestrians and motorists will take risks to gain greater convenience, thus all movement provisions must be direct, natural, and easy, not contrived.**

- **AESTHETIC IMPACT: attractive environments are more highly populated, generate pride of place, and reduce opportunities for crime by providing awareness of the presence of pedestrians.**

Part 2, Recommendations and Design Criteria

Prioritization of Safety Systems and Elements

Matrix of Proposed Safety Elements in Relation to 3rd Street Segments

Location Community Number*	Intersecting Cross Street	Bulb Out	Median	Enhanced Pedestrian Crossing	Circulator & Bus Stop Improvement	Pedestrian Scale Lights	Bicycle Accommodation	Street Trees
7	Downey Road			*		*		*
7	Sunol Drive	*		*		*		*
7	Mariana Avenue	*		*	*	*		*
7	Eastern Avenue	*		*	*	*		*
7	Humphreys Avenue	*		*	*	*		*
9	Ford Boulevard	*	*	* Refuge	*	*		*
14	Mc Bride Avenue	*		*	*	*		*
14	McDonell Avenue	*		*	*	*		*
15	Dangler Avenue	*		*		*		*
14	Arizona Avenue	*		*	*	*		*
14	Kern Avenue	*		*		*		*
11	Mednik Avenue	*	*	* Refuge	*	*	*	*
19	Fetterly Avenue			*		*		*
17	Civic Center Drive	*		*		*		*
18	La Verne Avenue	*		*	*	*		*
16	South Woods Avenue	*	*	* Refuge	*	*		*
	Beverly Boulevard			*				*
	Atlantic Boulevard		*	*	*	*		*
	Hillview Avenue			*	*	*		*

(cont.)

Part 2, Recommendations and Design Criteria

Prioritization of Safety Systems and Elements

Matrix of Existing Safety Elements and Priorities in Relation to the Proposed Community Circulator Tram

Location Concern Number	Proposed Community Tram Circulator Stop	Bench	Shelter	Bike Rack	Ped. Light	Trash Can	Near Street Light	Space Restricted	Appropriate Landing
22	Cesar Chavez & Mednik	X	X	ADD	ADD	X	X	LAC	X
	Cesar Chavez & Belvedere Park	X	X	ADD	ADD	X	X	LAC	X
	Cesar Chavez & Vancouver	X	X	ADD	ADD	X	X	LAC	X
	Cesar Chavez & Westcott	X	ADD	ADD	ADD	ADD	X	X	X
8	Cesar Chavez & Schoolside	X	ADD	ADD	ADD	X	X	X	X
1	Cesar Chavez & Collegian	X	X	ADD	ADD	X	X		X
3	Cesar Chavez & Atlantic	X	X	ADD	ADD	X	X		X
	Atlantic & 1st	ADD	ADD	ADD	ADD	ADD			X
13	Atlantic Station	X	X	ADD	ADD	X	X	X	X
	Atlantic & Beverly	X	X	ADD	ADD	X		X	X
	Atlantic & Repetto	ADD	ADD	ADD	ADD	ADD			X
	Atlantic & 4th	ADD	ADD	ADD	ADD	ADD	X	X	X
	Atlantic & Eagle	X	ADD	ADD	ADD	X	X	X	X
	Atlantic & 6th	ADD	SPACE	ADD	ADD	ADD			
	6th & S. Woods	ADD	SPACE	ADD	ADD	ADD			
12	6th & Cleia	ADD	SPACE	ADD	ADD	ADD			
	6th & Fraser	ADD	SPACE	ADD	ADD	ADD		X	X
	6th & Ferris	ADD	SPACE	ADD	ADD	ADD			
	6th & Arizona	ADD	SPACE	ADD	ADD	ADD			
	6th & Mc Bride	ADD	SPACE	ADD	ADD	ADD		X	
6	6th & Ford	ADD	SPACE	ADD	ADD	ADD	X	X	
	Ford & 5th	ADD	ADD	ADD	ADD	ADD		X	X
	Ford & 4th	ADD	ADD	ADD	ADD	ADD			X
9	Maravilla Station	ADD	ADD	ADD	ADD	ADD	X		X
	3rd & Humphreys	X	X	ADD	ADD	X	X	X	
7	3rd & Eastern	X	ADD	ADD	ADD	ADD		X	X
	Eastern & Gleason	ADD	ADD	ADD	ADD	ADD	UTILITY		X
	Eastern & 1st	X	ADD	ADD	ADD	ADD	X	X	X
	Eastern & Michigan	ADD	ADD	ADD	ADD	ADD	UTILITY	X	X
	Eastern & Cesar Chavez	X	X	ADD	ADD	X		X	X
	Cesar Chavez & Humphreys	ADD	ADD	ADD	ADD	ADD	X	X	X
	Cesar Chavez & Ford	X	X	ADD	ADD	X	X		X
	Cesar Chavez & Mc Donell	X	X	ADD	ADD	X	X		X
	Cesar Chavez & Dangler	X	X	ADD	ADD	X	X		X

KEY

HIGH PRIORITY (ADD)
MEDIUM PRIORITY (ADD)
LOW PRIORITY (ADD)
EXISTING ELEMENTS (X)

(cont.)

Part 3, Design Elements

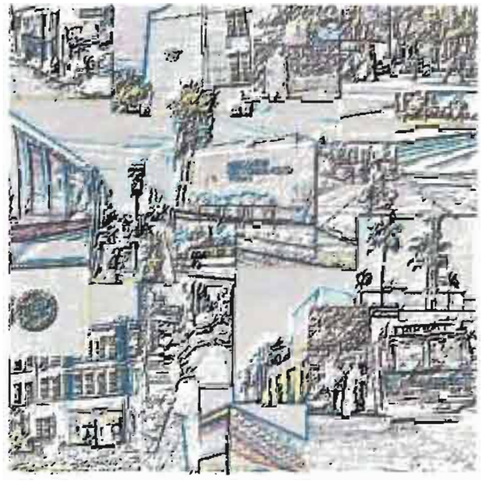
The fundamental elements proposed in this report are equally related to linkage, to community enhancement, and to safety, which is the emphasis of this section. Three sets of fundamental elements have been identified.

- **ENHANCED PEDESTRIAN CROSSINGS, BULB-OUTS, and MEDIANS: essential for traffic calming, pedestrian safety, and access to transit**

- **PEDESTRIAN STREET LIGHTING: essential for the safety of transit patrons at night**

- **SHELTERS and TREES: essential for the well-being of the elderly and all persons, and for the aesthetic character of the street**

Section V
Wayfinding



Part 1: Wayfinding

- **The goal of the Wayfinding Program is legibility, by which the Gold Line patrons and neighborhood residents may easily find intended destinations and discover the places of East Los Angeles.**

- **The Community Linkages Study Cluster C study area includes the neighborhoods extending a one-half-mile radius from each station:**

  Maravilla

  East Los Angeles Civic Center

  Atlantic

Part 1: Wayfinding
Systems

Wayfinding systems have two components:

- **Physical-visual elements that allow users to intuitively understand where they are, and what the major paths and destinations may be.**

- **Signage**
  - **Related to streets and to transit;**
  - **Related to public and community destinations; and**
  - **Related to shopping and entertainment venues.**

The place of shopping is easily recognized by its particular elements and its overall character

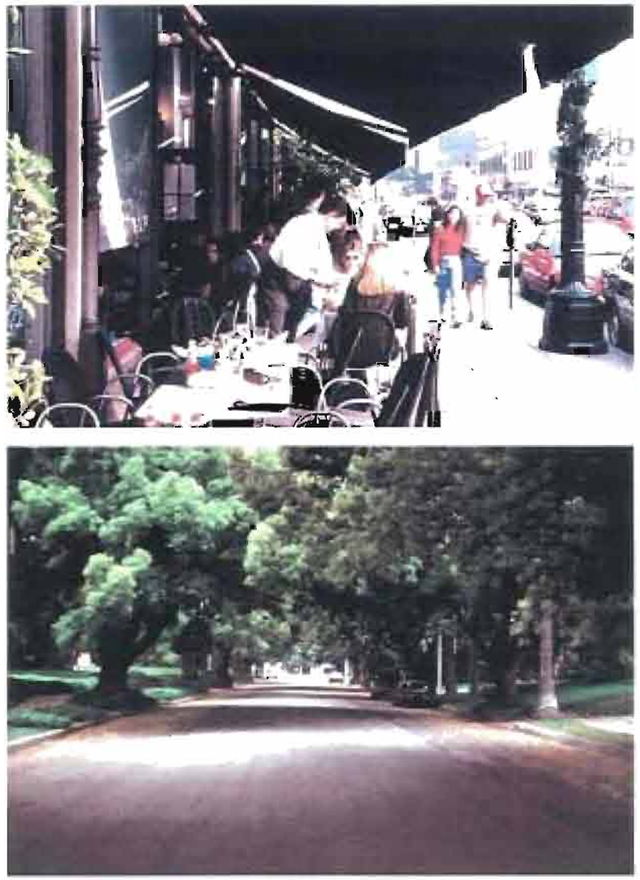
Signs provide specific information, but may also imply the spirit of a place

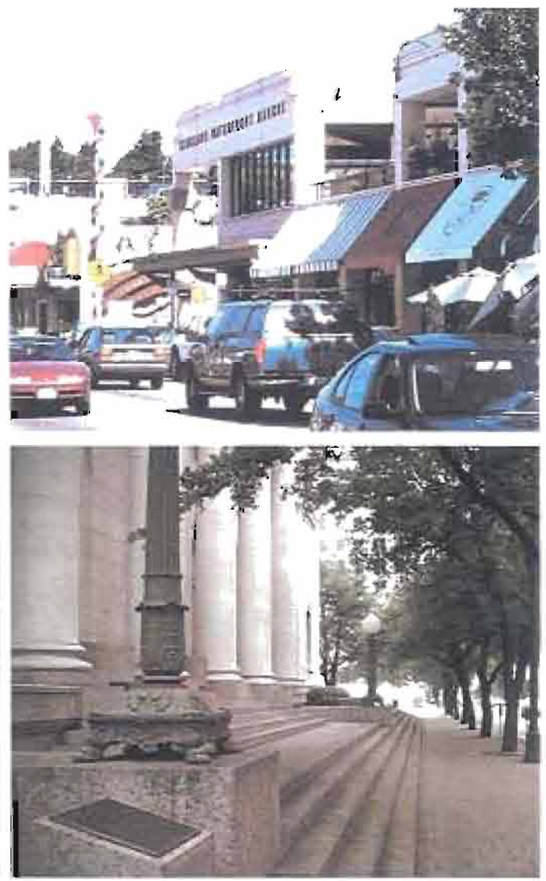
Part 2: Program Elements

Visual Physical : 3rd Street

Streets should be distinct in character with an obvious hierarchy:

- **More commercial, more civic, and more residential zones;**
- **More public and more private districts;**
- **Busy and quieter places.**





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Part 2: Program Elements

Visual Physical: 3rd Street

- **3rd Street must be more clearly identified as "Main Street" and as the principal spine of the district.**

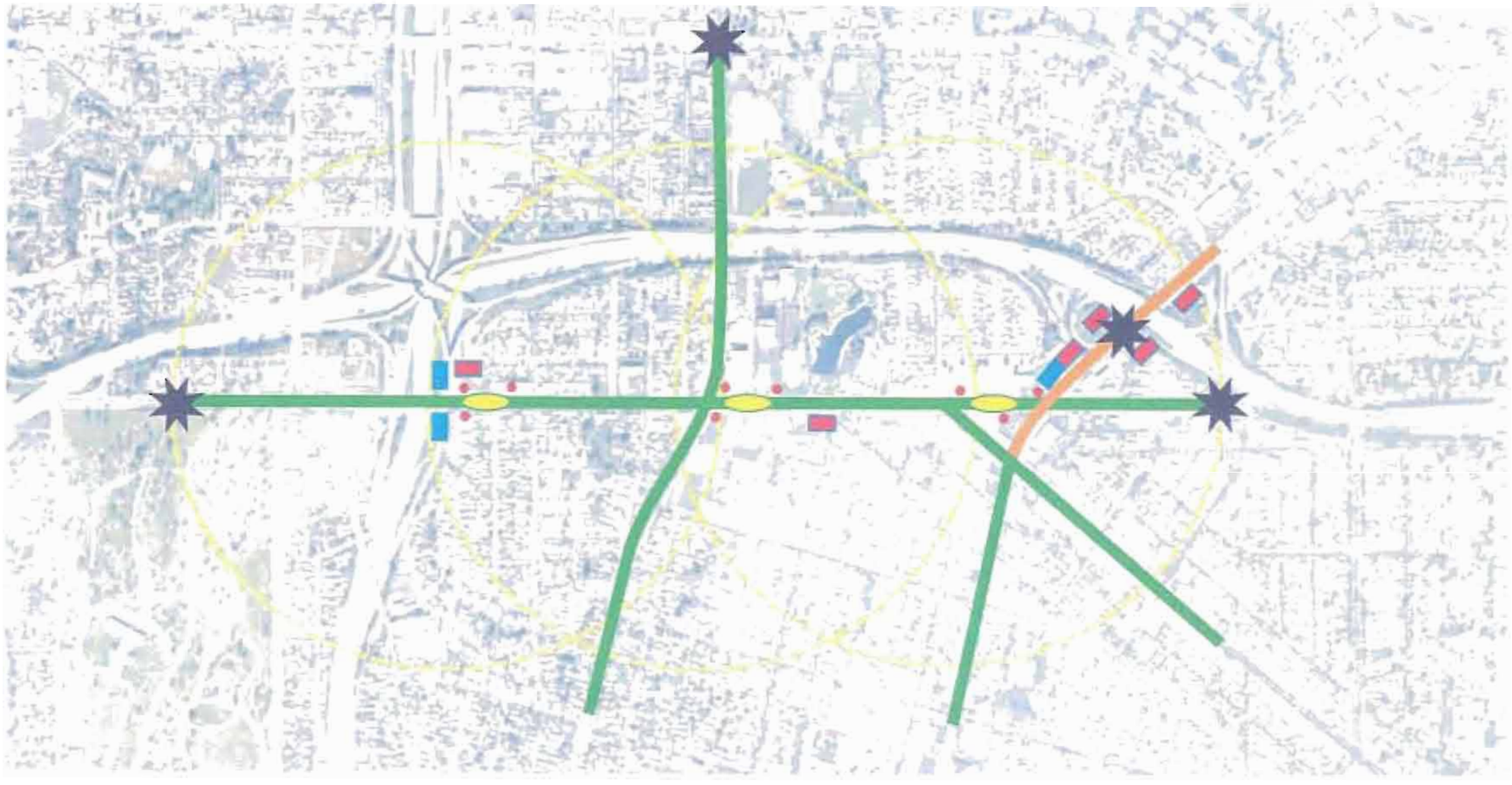
- **The visual character of the street must be continuous and highly recognizable.**

- **Important destinations should be individually recognizable.**

East view of 3rd Street at McBride Avenue

Part 2: Program Elements

Landscape Structure and Street Character



ENTRANCE FEATURES

KIOSK

PARK-N-RIDE LOCATIONS

PROPOSED GOLD LINE LIGHT RAIL STATIONS

ATLANTIC BOULEVARD PEDESTRIAN CORRIDOR
(See Section V-14)

TYPICAL STREETSCAPE

POTENTIAL MIXED-USE DEVELOPMENT

Part 2: Program Elements

Visual Physical: 3rd Street

Magnolia grandiflora, "Majestic Beauty" is a species suitable to help form the unified space of Third Street. Properly spaced, these trees grow to create an impressive canopy, yet are relatively water conserving and require only moderate maintenance.

South view image of Atlantic Boulevard with potential magnolia trees

Part 2: Program Elements

Visual Physical: Districts

- **The light rail station platforms and shelters will identify the three primary components of 3rd Street.**
  - **Neighborhood Retail Center at 3rd Street / Ford Boulevard Area**
  - **East Los Angeles Civic Center at 3rd Street/ Mednik Avenue Area**
  - **Town Center at Pomona Boulevard /Atlantic Boulevard Area**
- **Entry features will mark strategic entrances to the Cluster C Study Area, such as all underpasses and overpasses of the Pomona and the Long Beach freeways, and along the major streets and boulevards.**

Passive elements mark the transition from one district to another, the location of bus stops, and pride of place. "Gold Medallion" trees are shown as entry features.

Part 2: Program Elements

Visual Physical: Landmarks

Examples of landmarks include:

- **Public art**
- **Distinctive tree planting**
- **Distinctive bus and circulator shelters**
- **Special paving**
- **Special night lighting**
- **Graphically symbolic signage**

Part 2: Program Elements

Visual Physical: Streets

Wherever the sidewalk widths are sufficient, public space requires supportive furnishing

While the trees are maturing, canopies provide both shade and color as well as pedestrian-oriented signage

Part 2: Program Elements
Signage

The signage system must meet three objectives:

1.High recognition of the East Los Angeles district

2.Vivid identification of specific destinations

3.Consistent and highly readable street names and block numbers

Part 2, Program Elements

Signage

Street and Transit

- **Monument signs: District entries, major civic and community institutions (in conjunction with passive landmarks and tree planting).**

Monument Sign

- **Street name signs: "Flag" signs on street light poles**

Flag Sign

- **Major destination signs: blade signs on pedestrian light poles**

Blade Sign

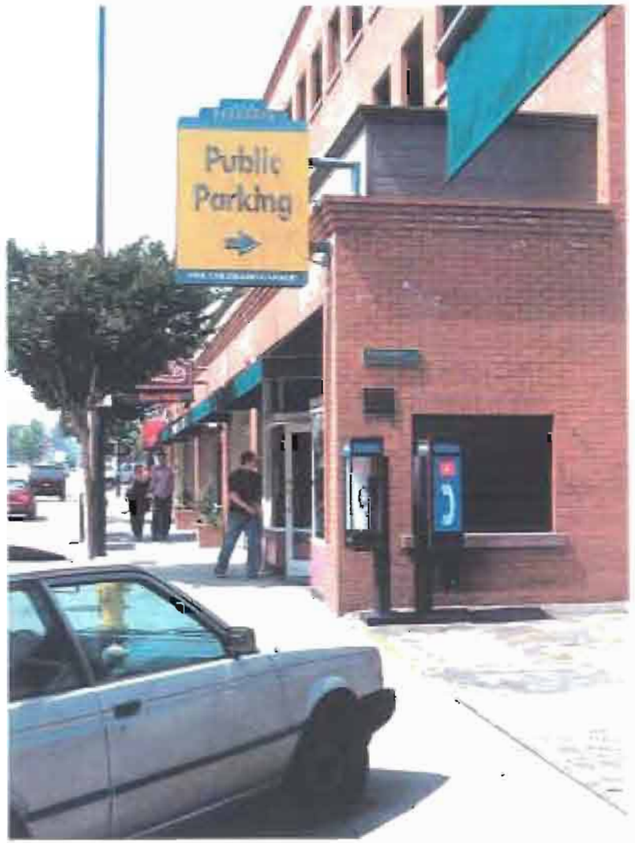
(cont.)

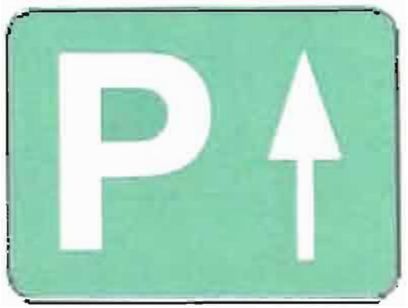
Part 2, Program Elements

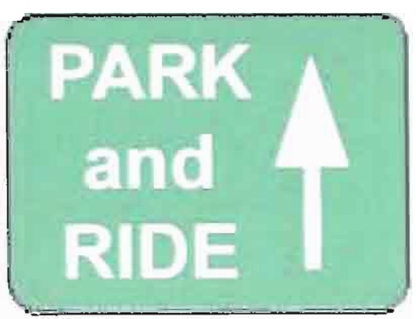
Signage

Street and Parking

- Parking location signs, oriented to oncoming traffic and attractive visual elements.
- District and landmark signs with maps and information.
- Banners mounted on street light poles.
- Local business signs: Business group identifications at strategically located kiosks and coordinated individual signs on buildings and canopies.







Example of parking signage

(cont.)

Part 2, Program Elements

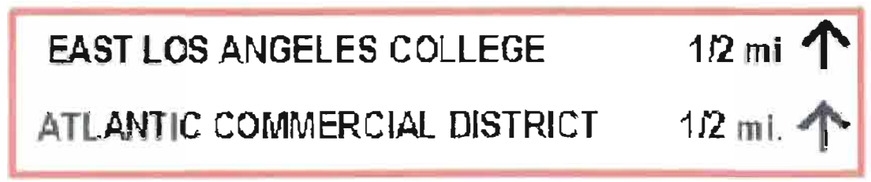
Signage

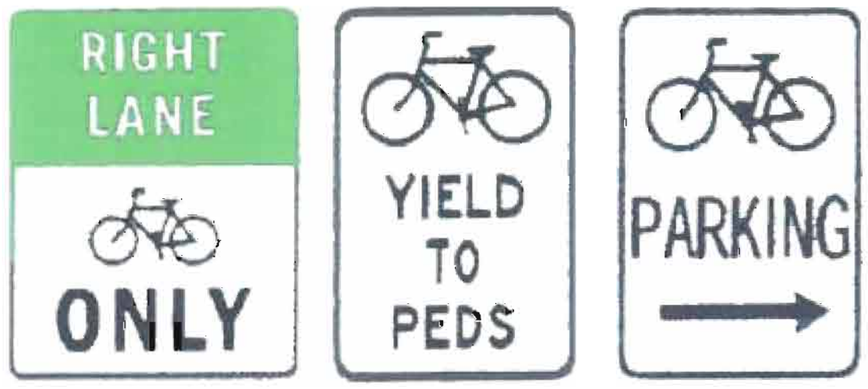
(cont.)

Coordinated signage at enhanced sidewalk

Streets

- **The multitude of important signs for vehicles and bicycles must be coordinated**





Example of directional signs

Part 2: Program Elements

Signage

District Logo

- A distinctive name and logo, adopted by the community, will assist in making the location of the East Los Angeles community memorable and symbolic
- The name and logo can be repeated on signs, advertisements, banners, brochures, and marketing materials.
- The logos may include existing community symbols such as the hexagon rose shaped windows from the Our Lady of Lourdes Church, the Maravilla flower, the bold color scheme from the Roybal Comprehensive Health Center, other local icons, or a new symbol representing current values and ideas.

(cont.)

Part 2: Program Elements

Signage

Pedestrian Oriented

- Existing pedestrian oriented directional signs should be relocated to pedestrian-oriented lighting poles or to kiosks to reduce clutter.
- Pedestrian oriented directional signs should be located at the major north-south streets that directly link to 3rd Street, and at other locations towards public places, schools, and to churches and other services.

Example of pedestrian oriented signage

(cont.)

Part 2: Program Elements

- Pedestrian-oriented kiosks will be located along 3rd Street and Atlantic Boulevard, near strategic areas such as gateways, community tram circulator transfer points, and especially across from Gold Line LRT stations.

- Kiosks will show the location of popular destinations and provide specific information of the immediate area.

- Kiosks will identify nearby local businesses.

(cont.)

Example of informational kiosk

Part 2: Program Elements

Signage

Commercial

- Signs are an essential means for locating shopping and entertainment venues.
- Finding commercial businesses is improved when guidelines are followed that coordinate advertising signs creating a similar character and design theme for the district
- As new development occurs along 3rd Street, existing billboards should be removed.

(cont.)

Signs on awnings are highly visible, colorful, and provide both consistency and variety.

Signs on buildings should not compete with each other as the "visual noise" defeats recognition.

Part 2: Program Elements

- The coordination of the the bicycle path, crosswalk, the raised nosing, and the signs is essential to wayfinding and contributes to an overall place identity.

(cont.)

The 3rd and Mednik intersection is shown as an example.

Part 3: Proposed Improvements Criteria

The following four items are prepared for the evaluation of the design of wayfinding elements.

1. INCLUSIVENESS:

- Directed to pedestrians/motorists
- Civic and public destinations
- Religious and cultural centers
- Commercial districts
- Major services and businesses

2. CHARACTER:

- High legibility (strong color, contrast)
- Consistent font type and size
- Guidelines for business signs to reduce clutter and improve visibility and legibility

3. SUSTAINABILITY:

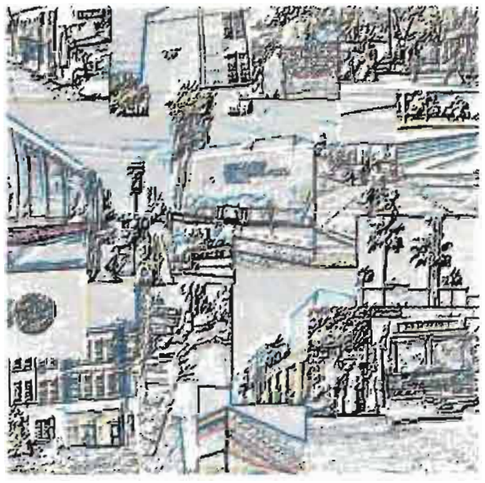
- Durable materials
- Low maintenance
- Graffiti resistance
- Vandal resistance

4. COMPATIBILITY:

- Compatibility with MTA signage and graphics
- General usage

Section VI

Traffic Calming and Traffic Management



Part 1, General Approach

Framework Streets

Framework Streets create a memorable organizational structure for the district. Because of their conventional design and length, they will encourage highway type traffic unless calming measures are employed.

Examples of Framework streets include:

- **3rd Street**
- **Ford Boulevard**
- **Mednik Avenue**
- **Atlantic Boulevard**

(cont.)

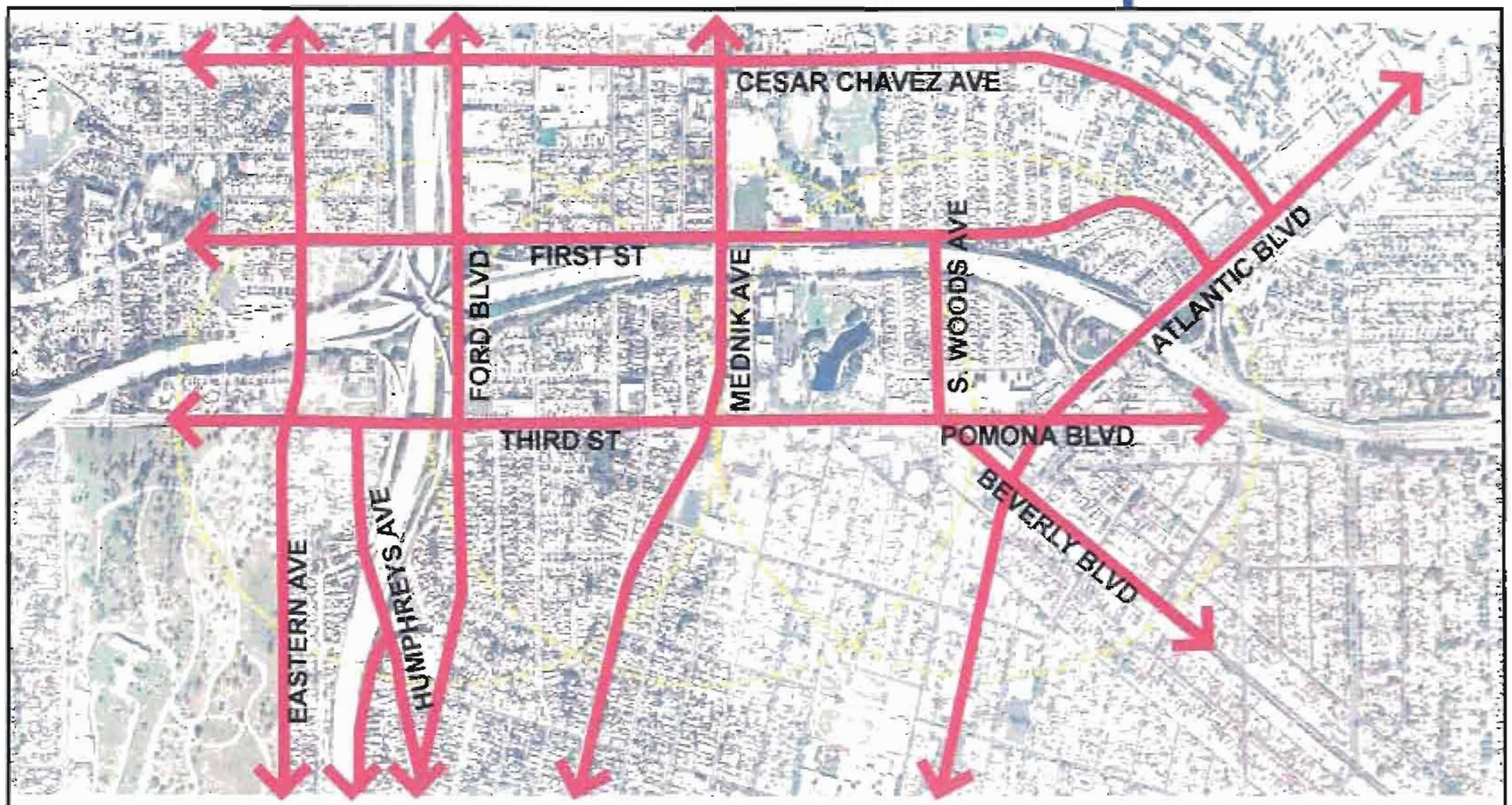
Framework streets rely on traffic calming measures that modify the cross-section:

- **Number of travel lanes**
- **Width of travel lanes**
- **On-street parking**
- **Edge treatments**
- **Bulb-outs**
- **Medians**
- **Surface textures**
- **Street trees**

Mednik Avenue at 3rd Street

Part 1, General Approach

Framework Streets Map



Note: 1. All other streets are non-framework streets
Note: 2. Freeways are not included

(cont.)

Part 1, General Approach
Framework Streets

- Designed for higher motor vehicle volumes and main emergency routes.
- With good design, framework streets can nicely accommodate pedestrian, cyclist, and transit users while being safe and aesthetically pleasing.

(cont.)

Typical framework street

- On the land use side, street-facing parking lots, undeveloped sites, suburban setbacks and multiple driveways disrupt the continuity of the pedestrian environment.

Part 1, General Approach

Framework Streets

- Trees provide shade and protection, encouraging pedestrians to use the street sidewalks. They also provide a sense of "enclosure", further discouraging speeding.

Typical altered framework street

- The valley gutter/ bicycle lane optically narrows the the street and thus clams traffic speed.

- Narrowings shorten pedestrian crossings and self enforce parking regulations.

(cont.)

Part 1, General Approach

Non-Framework Streets

Example of Non-Framework streets include:

- **Kern Avenue**
- **Eagle Street**
- **Telford Street**
- **Most residential streets**

Intersection of 4th Street and South Woods Avenue

Can use all of the traffic calming measures for framework streets plus "periodic measures" such as:

- **Speed bumps**
- **Cushions**
- **Mini-traffic circles**
- **Chicanes**
- **Short medians**
- **Lateral shifts**
- **Combinations of the above**

Part 1, General Approach

Collage of Traffic Calming Measures

Entrance Feature

Bump

Mini-Traffic Circle

Cushions

Chicane

Narrowing

Lateral Shift

Short Median

Raised Pedestrian Crossing

(cont.)

Part 1, General Approach

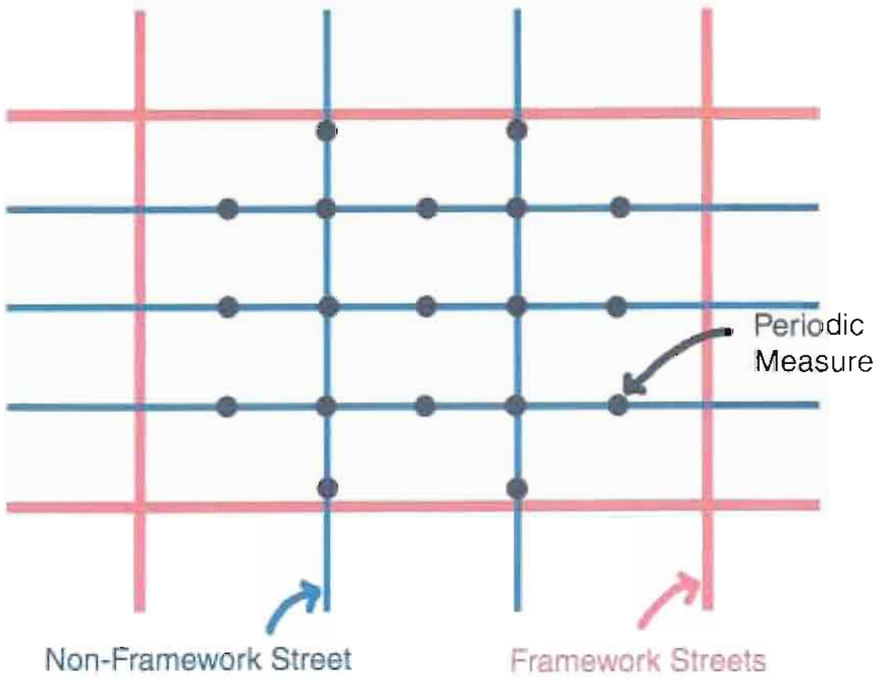
Emergency Services and Large Vehicles

- By design, the framework streets employ measures that have negligible effects on the accessibility of emergency service vehicles.

- On non-framework streets, the maximum number of periodic measures in a row is between eight and twelve.

  - Periodic measures need to be typically spaced between 75 and 150 yards apart to achieve steady speeds in the vicinity of 20 to 25 mph.

  - By design, the spacing and maximum number of periodic measures limits the size of "area-wide" or "single street" traffic calming projects to acceptable limits for emergency service vehicle response times.

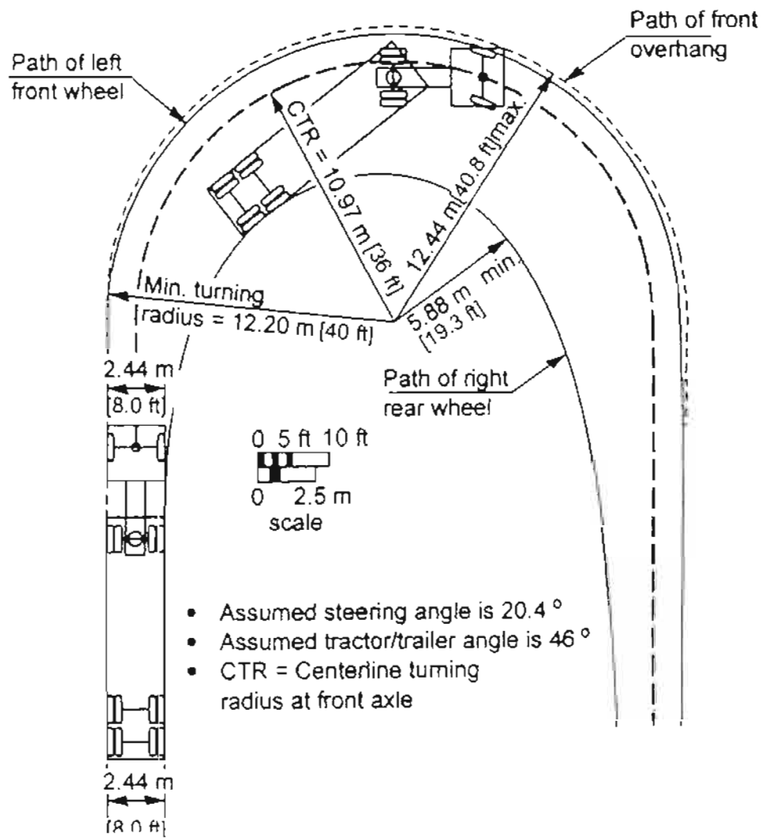


(cont.)

Part 1, General Approach

Emergency Services and Large Vehicles

- **The design vehicle for traffic calming measures is typically a WB-40 semi-trailer. This accommodates school buses, moving vans, fire trucks, garbage trucks, and other similar vehicles.**



Minimum Turning Path for Semi-trailer (WB-12 [WB-40]) Design Vehicle

(cont.)

Part 1, General Approach
Emergency Services and Large Vehicles

- **On regular bus routes, encroachment of buses into oncoming lanes should be avoided at intersections through larger turn radii and through setting back the stop bar.**

Fire truck successfully negotiating a typical mini circle on a non-framework street.

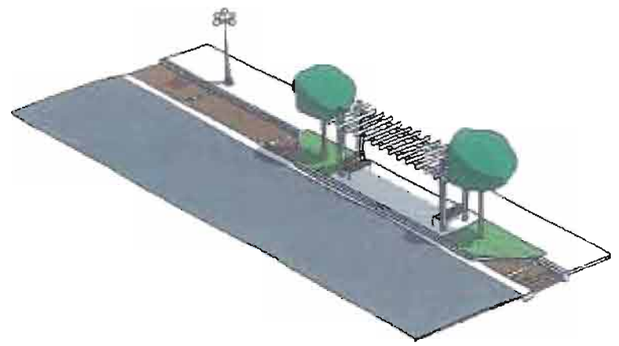
(cont.)

Part 2, Application and Specific Actions

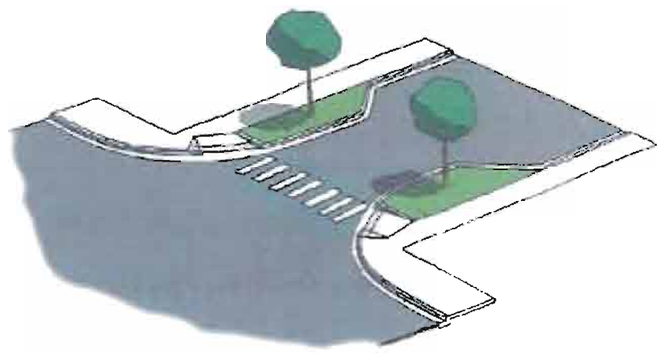
Design Principles for 3rd Street

- Narrowings at intersections to reduce speeding and high speed turns
- Optical narrowing through street trees to reduce speeding, shade pedestrians, and enhance aesthetics
- Minimum sidewalk width of 9'
- Safer pedestrian sidewalks, environment, and crossings
- Pleasant transit stop locations on elongated bulb-outs
- Land use access and pedestrian "insulation" provided by on-street parking.

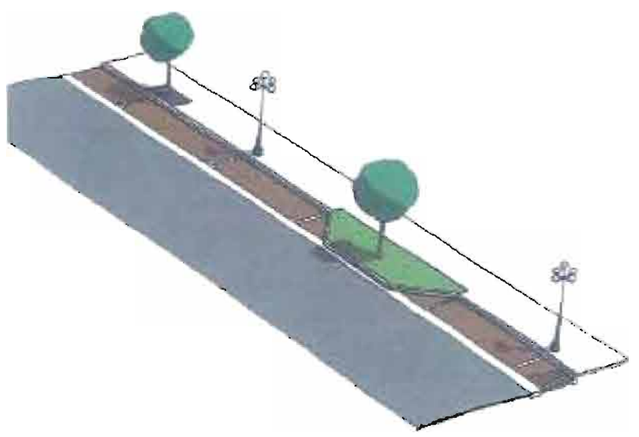
(cont.)



Mid-block bus stop



Side street bulb-outs



Mid-block bulb-out with permanent parking

Part 2, Application and Specific Actions

Effect of Speed on Visibility of 3rd Street Businesses

These pictures show how a driver's field of vision is reduced as travel speed increases.

- **Maintaining slower speeds allows drivers to be more aware of their surroundings, such as pedestrians, cyclists, and parked automobiles.**
- **At higher speeds, the driver only sees the approaching intersection in the distance.**
- **Reducing vehicle speeds also will make motorists more aware of businesses located along 3rd Street.**

15 mph

20 mph

25 mph

30 mph

Part 2, Application and Specific Actions

Design Principles for Atlantic Boulevard

Reduce speeding and high speed turns for a safer street and better pedestrian and business environment

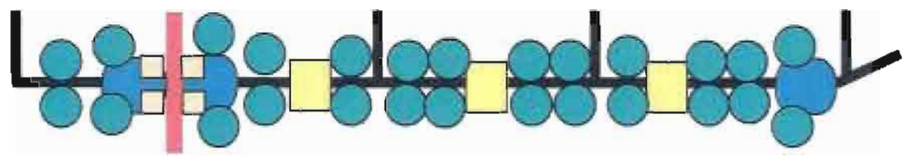
- **Slower turns between Atlantic Boulevard and cross-streets through smaller corner radii**
- **Narrower lanes to reduce speeding on Atlantic Boulevard**
- **Optical narrowing through street trees to reduce speeding, shade pedestrians, and enhance aesthetics**
- **Continuous frontage of buildings and facades to improve pedestrian and business environments**
- **Safer pedestrian sidewalks, environment, and crossings**
- **Create development opportunities through rationalizing highway ramp locations**

Example of potential future improvements of continuous frontage at Atlantic Boulevard

Part 2, Application and Specific Actions

Design Principles for Telford Street /South Woods Neighborhood

Traffic Calming Diagrammatic Map



Non- Framework Street

South Woods Avenue (Framework Street)

Entrance Feature

Speed Bump/Median

Bulb-Out

Shade/Canopy Tree

Elements of Traffic Calming on Telford Street

- Entrance Feature
- Periodic Measures (Medians and Speed Bumps)
- Street Trees
- 20 mph Speed Limit

(cont.)

Part 2, Application and Specific Actions

Design Principles for Telford Street /South Woods Neighborhood

Existing Condition

Potential Condition

Part 2, Application and Specific Actions
Parking Guidance for Residential Streets

Existing typical condition

- The residential streets are wide and the intersection of framework street encourages fast turns.
- Nothing in the existing conditions signals drivers to be cautious of children or of cars backing out of driveways.

(cont.)

Part 2, Application and Specific Actions

Parking Guidance for Residential Streets

Potential Condition

- **The driving conditions are suitable for a residential area. The sidewalks are inviting for families and children and residents can feel pride in their neighborhood.**

(cont.)

Part 2, Application and Specific Actions
Parking Guidance for Residential Streets

Actions:

- Bulb-outs/ entrance features on residential streets where they intersect framework streets to provide an identification of "territory"
- Provisions of convenient park-and-ride facilities for non-residents
- Maximize on-street parking on framework streets for non-residents

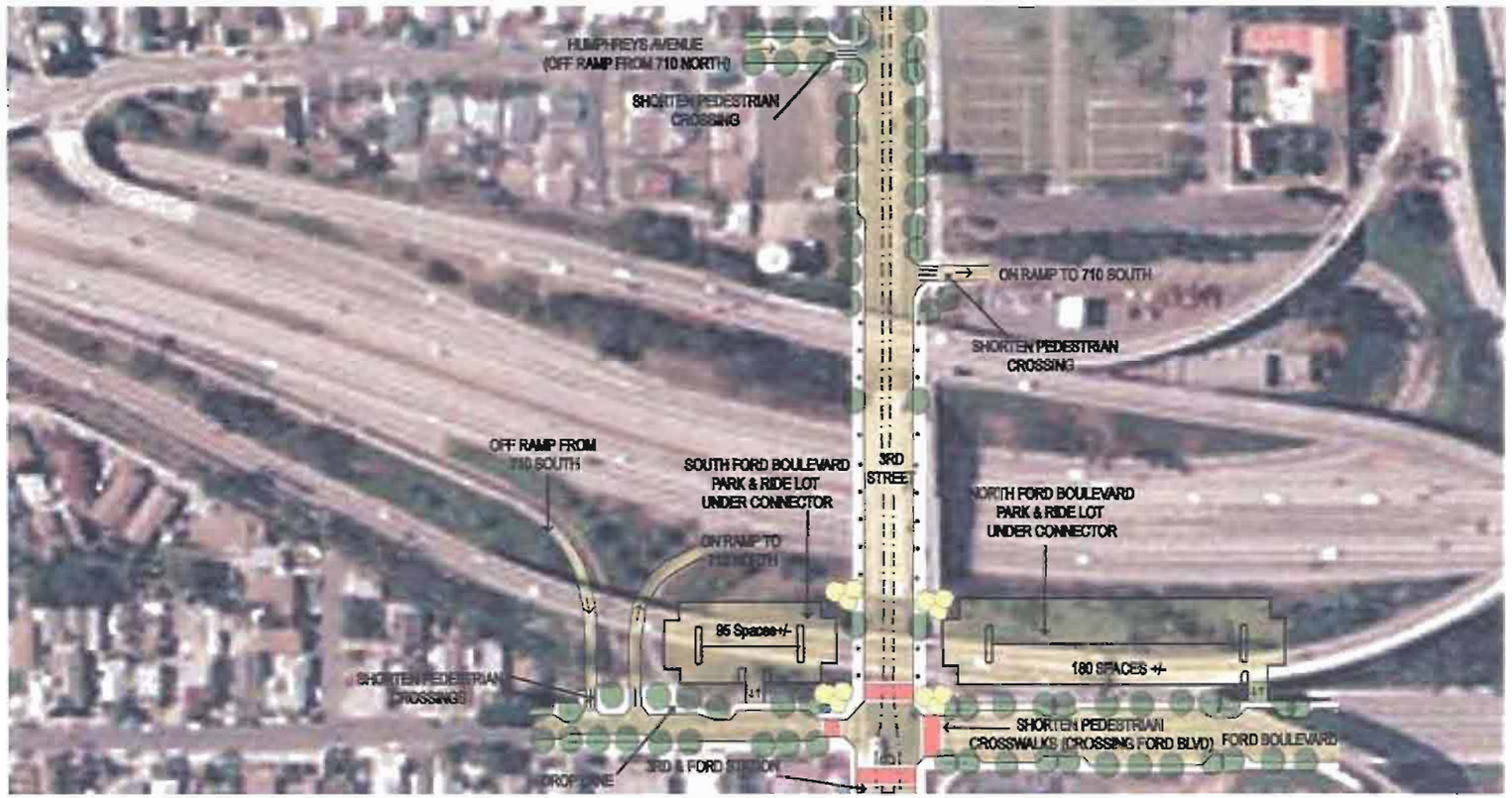
Options:

- Time limits for parking on residential street (e.g. Four hour parking between 7 a.m. and 5 p.m.)
- Sticker Program for residents' cars (needed between 6 a.m. and 6 p.m.)
- Parking prohibitions

Part 2, Application and Specific Actions

Park-and-Ride Access from Framework Streets and Freeways

3rd Street and Ford Boulevard Plan



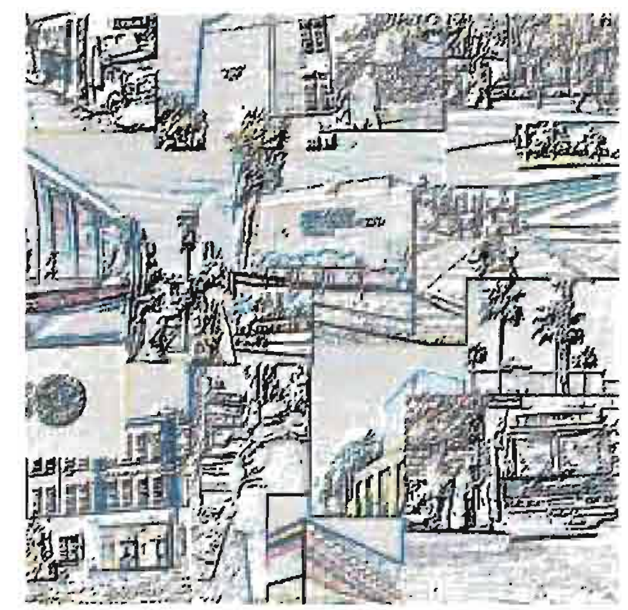
- Servicing the 710 Freeway users
- Proposed Park-n-Ride Lots Built on Caltrans Property
- Easy access to/ from 710 Freeway both directions
- Accommodating approximately 275 park-and ride cars

Part 2, Application and Specific Actions

Park-and-Ride Access from Framework Streets and Freeways

Pomona Boulevard and Atlantic Boulevard Plan

- **Proposed TOD retail businesses to front Atlantic Boulevard at MTA-planned parking structure .**
- **Businesses will enhance pedestrian linkages and will enhance the feeling of street safety.**
- **Proposed overflow parking structure to hold approximately 400 cars with easy access to 60 Freeway and Atlantic Boulevard in both directions and within easy walk to the Atlantic Station.**



Section VII
Transit Oriented Land Use Linkages

Part 1, Area Wide Transit Oriented District (TOD)

TOD Goals

1. Enhance Transit Ridership / Reduce Auto Travel
2. Enhance Revenues and Value Capture
3. Facilitate Area Economic Development and Revitalization
4. Generate Enhanced Fiscal Revenues
5. Achieve Desirable Land Use and Smart Growth Goals

(cont.)

Part 2, Area Wide TOD Assessment and Opportunities

TOD Supportive Physical and Urban Conditions

1. **Land Use Diversity: Balanced mix of all uses except incompatible light industrial south of 3rd Street**
2. **Pedestrian Friendly: Improvements with transit linkage projects and Civic Center build-out**
3. **Land Availability: Long-term re-use potentials with adoption of TOD and appropriate specific plans**
4. **Amenities and Resources: Civic Center build-out will further enhance area amenities**
5. **Area Physical Conditions: Some drainage and building improvements will be required**
6. **Major Planned Projects: County Civic Center build-out, new retail at Mednik Avenue and 3rd Street, and three to five joint development sites**
7. **Conducive Transportation & Traffic Conditions: Positioned to intercept eastbound and northbound morning peak freeway park-and-ride patrons; Caltrans ROW improvements needed**

(cont.)

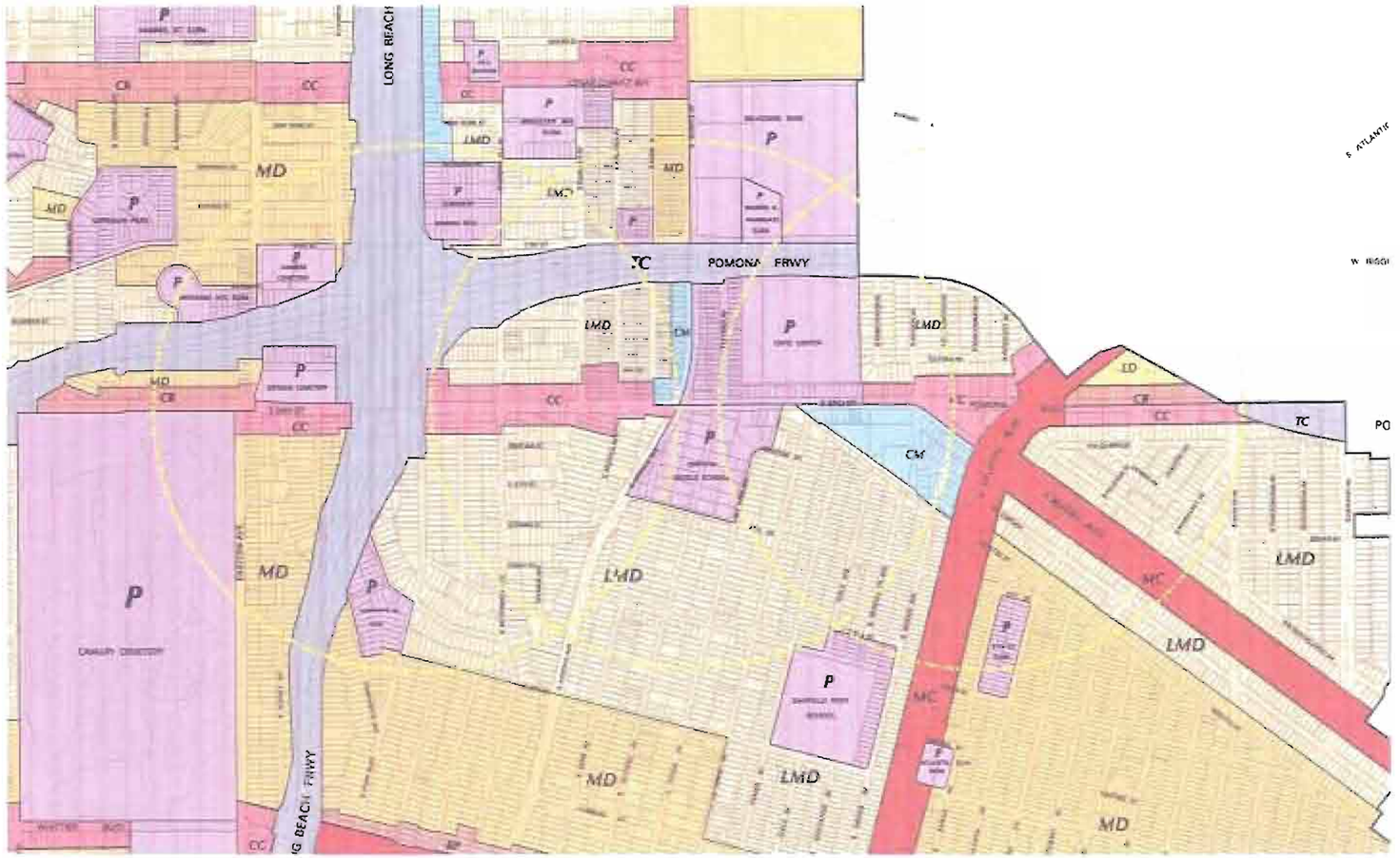
Part 2, Area Wide TOD Assessment and Opportunities

TOD Economic Supportive Urban Conditions

1. **Population Density-TOD should allow greater housing density. Existing residential capacity is under-developed as current zoning allows 2,000 additional units.**
2. **Daytime Population-Daytime population of approximately 50,000 persons is extremely supportive of TOD**
3. **New Business & Development Potential-Unmet current opportunities and new demand will support additional commercial and retail uses**
4. **Business Base-The types and number of existing businesses are very supportive of the use of transit and the viability of a TOD**
5. **Supportive Business Clusters-Major existing clusters including Medical & Health, Schools and Colleges, and Government entities give rise to additional related businesses space.**
6. **Auto Ownership-Current (+/- 70%) ownership rate is not supportive of TOD; Gold Line should encourage less use of automobiles.**
7. **Means of Travel to Work-Current low transit use (+/- 20%) should increase when Gold Line is available**

Part 2, Area Wide TOD Assessment and Opportunities

East Los Angeles Community Area Existing Land Use Map



LEGEND:

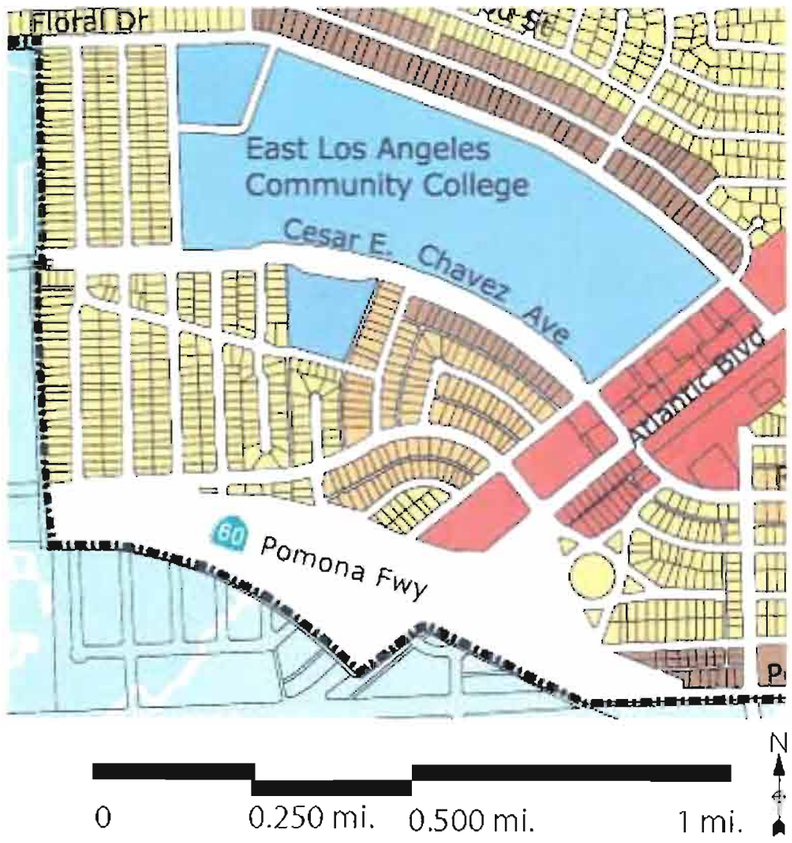
Total Acres: 4,762.0

- *LD Low Density Residential (8 du/ac) - 159.3 acres*
- *LMD Low Medium Density Residential (17 du/ac) - 1,397.3 acres*
- *MD Medium Density Residential (30 du/ac) - 1,369.3 acres*
- *RP Residential Parking - 26.1 acres*
- *CR Commercial Residential (30 du/ac) - 103.2 acres*
- *CC Community Commercial - 248.5 acres*
- *MC Major Commercial - 160.5 acres*
- *CM Commercial Manufacturing - 138.1 acres*
- *I Industrial - 200.9 acres*
- *P Public Use - 629.2 acres*
- *TC Transportation Corridor - 329.6 acres*
- *SEA Significant Ecological Areas*
- *RC Rural Communities*
- *SP Specific Plan*

(cont.)

Part 2, Area Wide TOD Assessment and Opportunities

Monterey Park Area Existing Land Use Map



LEGEND

- LDR — Low Density Residential
- MDR — Medium Density Residential
- HDR — High Density Residential
- C — Commercial
- City Boundary
- PF — Public Facility

Part 2, Area Wide TOD Assessment and Opportunities
Study Area Opportunity Sites Adjacent to Gold Line LRT Station

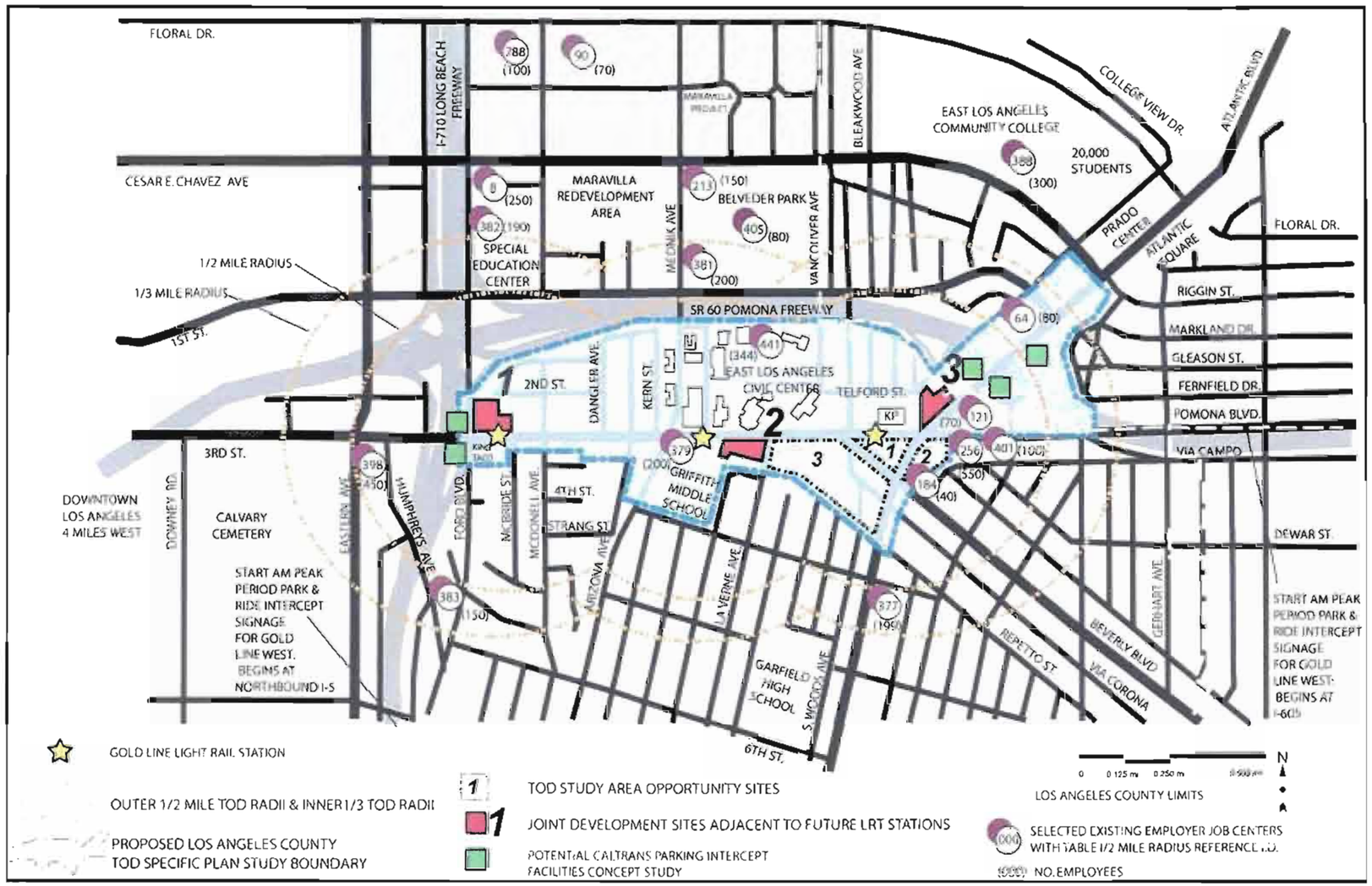
- 3rd and Ford Area- *Maravilla Station*

- 3rd and La Verne Area- *East Los Angeles Civic Center Station*

- Atlantic and Pomona Area- *Atlantic Station*

(cont.)

Part 2, Area Wide TOD Assessment and Opportunities Map



Part 3, Joint Development Opportunity Sites

3rd and Ford Area/ Maravilla Station

1. **Available Sites**

- **Attractive sites for development: 1.33 acres zoned for Community Commercial and Low Medium Density Residential uses.**

2. **Potential Uses**

- **Mixed-Use, Ridership-serving retail; restaurant, Transit-based medium to medium/high density housing, Maximum park-and-ride resource**

3. **Suggested Strategy**

- **Related sites could provide approximately 250 parking spaces for park-and ride within 300 feet of the west end of the station platform**
- **150-200 additional parking spaces can be provided to support mixed-use development**
- **The prime corner retail could accommodate a restaurant with as many as 40 residential units above**

(cont.)

Part 3, Joint Development Opportunity Sites

Maravilla Station

SITE 1 THIRD & FORD AREA-MARAVILLA STATION CONCEPTUAL MIX USE/PARK & RIDE CAPACITY STUDY

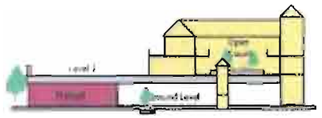
PARCEL PROPERTIES	AREA
(A) PRIVATELY OWNED PROPERTY-	22,820 SF
(B) KING TACO PROPERTY-	9,065 SF
(C) POTENTIAL PROPERTY ACQUISITION-	16,121 SF
(D) ADDITIONAL PROPERTY ACQUISITION-	9,865 SF

POTENTIAL TOTAL AREA: 57,871 SF = 1.33 AC.

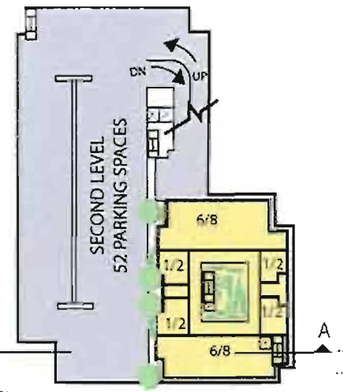
LEVEL 2 PARKING CONCEPT	PARKING SPACES
RESIDENTIAL@ 1.5 /D U	60 SPACES
PARK-N-RIDE	35 SPACES
TOTAL PARKING	95 SPACES

NOTE:
IF AN INTER-DECK IS ADDED, THE PARK-N-RIDE PARKING WILL BE INCREASEDBY 135 SPACES

HOUSING CONCEPT	DWELLING UNITS
UPPER LEVEL	16 DWELLING UNITS (APT.)
LOWER LEVEL	24 DWELLING UNITS (APT.)
TOTAL	40 DWELLING UNITS

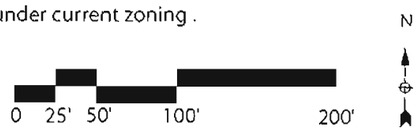


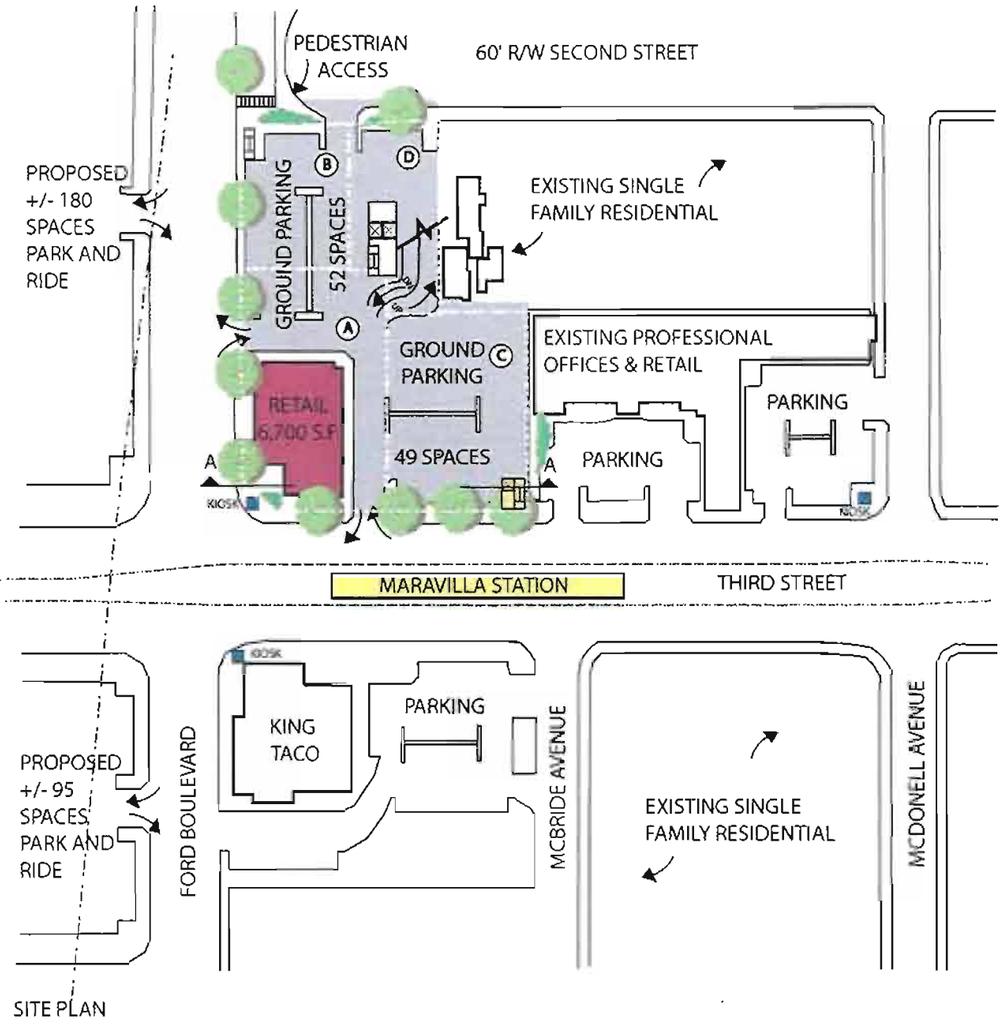
SECTION A-A



UPPER LEVEL PARKING AND DWELLING PLAN

NOTE:
This proposed development is contingent on the recommendation that the Los Angeles County will adopt a Transit Oriented District (TOD) Master Plan for Cluster C, which will allows higher densities and land use intensifications beyond what is permitted under current zoning .





SITE PLAN

Part 3, Joint Development Opportunity Sites

3rd and La Verne Area/East Los Angeles Civic Center Station

1. **Available Site**
- **The southwest corner at 3rd and LaVerne Streets has nearly 300 feet of 3rd Street frontage; is one acre in area; zoned for public use with adjacent low density residential use**

2. **Potential Uses**
- **Mixed-Use Development**
- **Ridership-serving retail; coffee shop/café overlooking park**
- **Maximum park-and-ride resource; parking for civic center and retail uses and for park patrons**

3. **Suggested Strategy**
- **A four-story mixed-use facility can provide 350-400 park-and-ride spaces and civic center/park along with 25 retail spaces**
- **The prime corner ground floor is suitable for retail uses and/or a cafe**
- **The structure is 300-600 feet from the Gold Line platform**

(cont.)

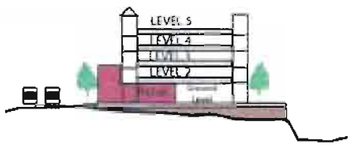
Part 3, Joint Development Opportunity Sites

East Los Angeles Civic Center Station

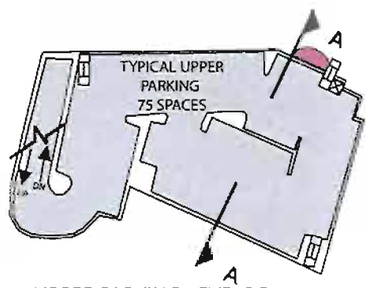
SITE 2 THIRD & LA VERNE AREA- EAST LOS ANGELES CIVIC CENTER CONCEPTUAL RETAIL/PARK & RIDE CAPACITY STUDY

PARCEL PROPERTIES	AREA
(A) LOS ANGELES COUNTY OWNED	13,337.26 SF
(B) LOS ANGELES COUNTY OWNED	3,232.74 SF
(C) POTENTIAL PROPERTY ACQUISITION	8,034.14 SF
(D) LOS ANGELES COUNTY OWNED	15,684.14 SF
(E) LOS ANGELES COUNTY OWNED	2,800.49 SF

POTENTIAL TOTAL AREA: 43,358.756 SF = .995 AC.



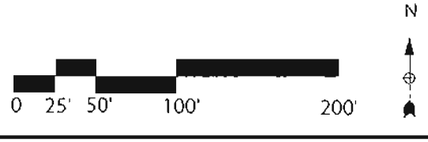
SECTION A-A

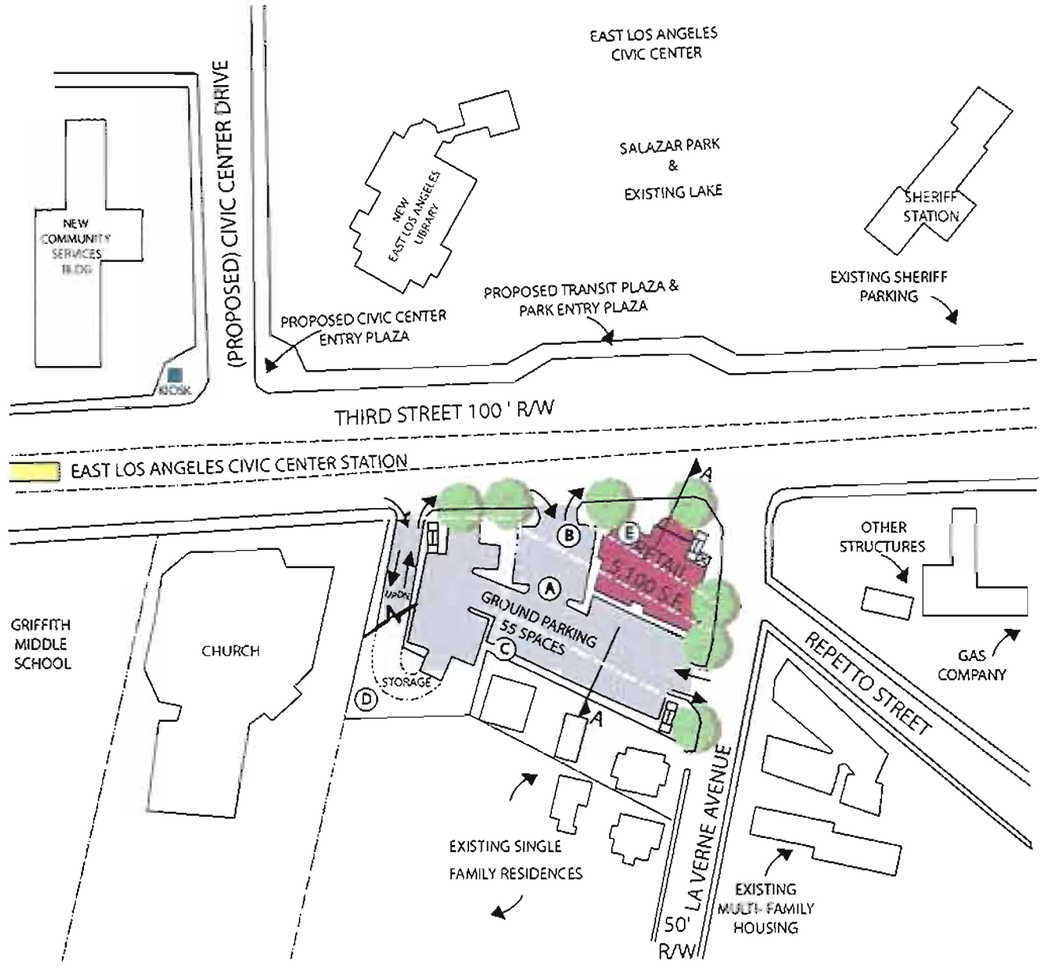


UPPER PARKING LEVELS PLAN

PARKING CONCEPT:	SPACES
LEVEL 2	75 SPACES
LEVEL 3	75 SPACES
LEVEL 4	75 SPACES
LEVEL 5	74 SPACES
TOTAL UPPER LEVELS	299 SPACES
GROUND LEVEL	55 SPACES
TOTAL PARKING	354 SPACES

NOTE:
This proposed development is contingent on the recommendation that the Los Angeles County will adopt a Transit Oriented District (TOD) Master Plan for Cluster C, which will allows higher densities and land use intensifications beyond what is permitted under current zoning .





SITE PLAN

Part 3, Joint Development Opportunity Sites
Atlantic and Pomona Area/Atlantic Station

1. **Available Sites**
- **LACMTA 1.3 acre site offers am park-and-ride intercept; 390 feet of Atlantic Boulevard frontage; adjacent Kaiser Permanente . Site offers additional parking and joint use opportunity.**
- **Traction Power Substation (TPSS) site provides mini transit plaza opportunity**
- **Major Commercial zoning on Atlantic Boulevard, Community Commercial on 3rd Street to Low Medium Density zoning west to Civic Center**

2. **Potential Uses**
- **Mixed-Use Development**
- **Ridership-serving retail; restaurant; services; auto**
- **Maximum park-and-ride resource**

3. **Suggested Strategy**
- **A five-story mixed-use facility can provide 400 park-and-ride including 130 retail parking spaces**
- **The prime frontage site provides 9,000 square feet suitable for retail uses and/or a cafe**

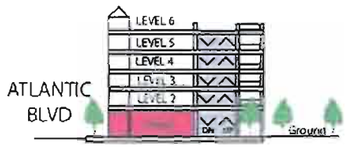
(cont.)

Part 3, Joint Development Opportunity Sites
Atlantic Station

SITE 3 POMONA & ATLANTIC AREA- ATLANTIC STATION CONCEPTUAL RETAIL/PARKING CAPACITY EXPANSION STUDY

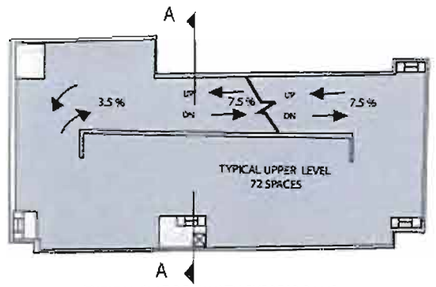
PARCEL PROPERTIES	AREA
(A) LACMTA OWNED	56,888 SF
(B) KAISER PERMANENTE OWNED	40,080 SF

POTENTIAL TOTAL AREA: 96,968 SF = 2.2 AC.



SECTION A-A
(IF SIX STORY PERMITTED)

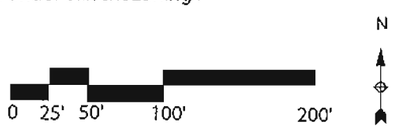
PARKING CONCEPT	SPACES
GROUND LEVEL	45 SPACES
LEVEL 2	72 SPACES
LEVEL 3	72 SPACES
LEVEL 4	72 SPACES
LEVEL 5	72 SPACES
LEVEL 6	74 SPACES
TOTAL PARKING:	407 SPACES

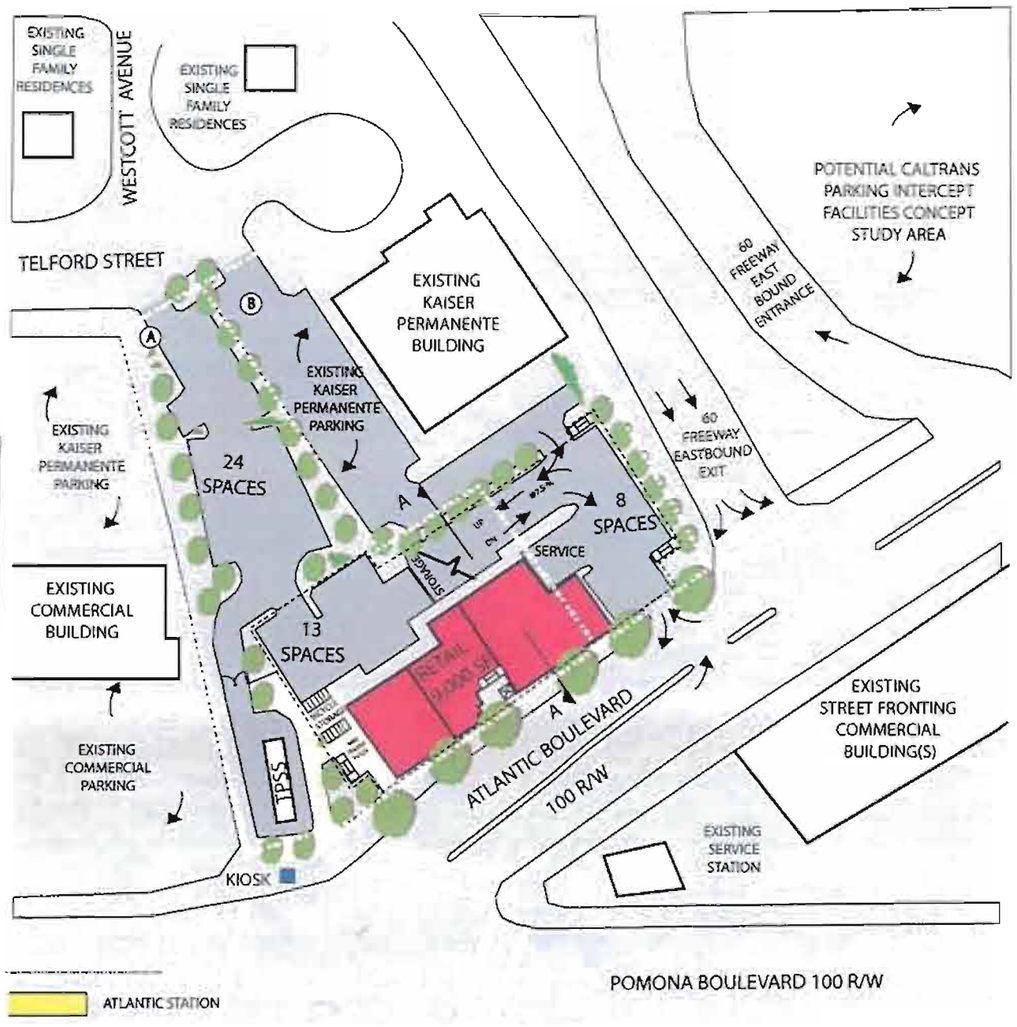


TYPICAL FLAT DECK WITH EXPRESS RAMP:
(+/-) 30,000 GSF /72 SPACES = 423 SF/SPACE AVERAGE

TYPICAL UPPER PARKING LEVELS PLAN

NOTE:
This proposed development is contingent on the recommendation that the Los Angeles County will adopt a Transit Oriented District (TOD) Master Plan for Cluster C, which will allows higher densities and land use intensifications beyond what is permitted under current zoning .





SITE PLAN

Part 3, TOD Study Area Opportunity Sites

Atlantic Station Triangle Transit Village

Suggested Strategy:

1. **Conversion of zoning of 18 acre area from Commercial Manufacturing to Mixed (MXD) over a period of 10 - 20 years**
2. **Relocation of industry to planned, newer industrial areas**
3. **Transit Village joint development opportunity including multi-unit housing close coupled with Gold Line transit system**

Detail aerial map of the Atlantic Station TOD Study Area

Part 4, Park and Ride Facilities
Regional Gold Line Transit Opportunities

1. **An important opportunity exists to create major regional-serving park-and-ride facilities to intercept westbound and northbound commuter traffic into downtown Los Angeles and beyond**

2. **Such facilities are critically important in relation to reducing traffic, managing the costs for parking, and the taking advantage of the strategic location of terminus stations. Potential locations exist at the transit station areas (see Part 2, of this section) and at other strategic locations on Caltrans property(see Section VI, Part 2)**

(cont.)

Part 4, Park and Ride Facilities
Regional Gold Line Transit Opportunities

The benefits of a system of park-and-ride facilities include:

- **Achieving Smart Growth objectives**
- **Reducing traffic to and in downtown Los Angeles**
- **Reducing downtown demand for parking**
- **Parking cost savings for employees and employers**
- **Creating developable air rights space over parking facilities**
- **Creating public use space and plazas**
- **Creating entry monuments and facilities**
- **Taking advantage of convenient access to freeways**

(cont.)

Part 4, Park and Ride Facilities
Regional Gold Line Transit Opportunities

Implementation

- **Explore joint powers agreement between County, LACMTA, Monterey Park and others**
- **Find pilot project grant funds (environmental,transportation, economic development agencies)**
- **Leverage site revenues under public/private development agreements**

(cont.)

Part 4, Park and Ride Facilities
Regional Gold Line Transit Opportunities

Description of Facilities

1. Major park-and-ride (ridership intercept) garage facility
2. High density mixed use facility (residential / retail / office)
3. Off-peak use of top level parking for community uses
4. Community-oriented uses above garage at East Los Angeles Civic Center Station
5. Office or medical facility adjacent to Kaiser Permanente property at north corner of Atlantic Station

(cont.)

Part 5, Implementation Schedule

Gold Line TOD Opportunities-Next Step Actions

1. **Formulate and adopt TOD plans and specific plans at each station; plans should overlap and be combined to enhance benefits and feasibility.**
2. **Pursue development and financial feasibility analysis of potential development opportunity sites**
3. **Conduct development and financial feasibility analysis of regional intercept park-and-ride facilities**
4. **More fully determine market and economic development potentials**
5. **Determine potential sources of funding:**
    - **Public financial assistance**
    - **Private joint development opportunities**
    - **Development incentives to achieve TOD goals**

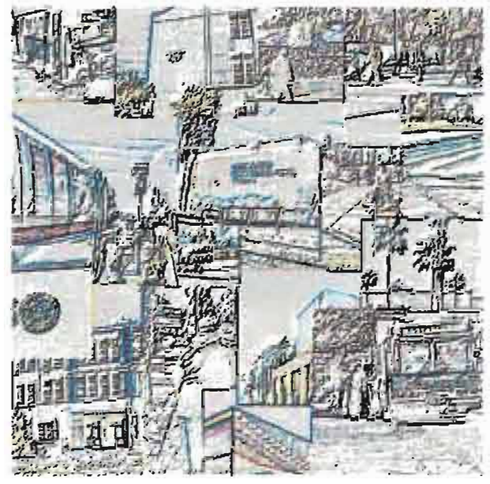
(cont.)

Part 5, Implementation Schedule

Gold Line TOD Opportunities-Next Step Actions

6. Expand and maximize existing Redevelopment Project Areas to encompass TOD zones (Transit Oriented Redevelopment)
7. Identify potential Public and Private partners:
    - Joint Powers Authority
    - Economic Development entities
    - Public/Private development
8. Continuous monitoring of properties for availability, for acquisition,land banking, and redevelopment
9. Use all means to acquire / assemble sites to facilitate TOD goals
10. Use State TOD legislation and assistance, especially State Transit Village Plan
11. Study leading edge TOD Strategies and adopt relevant elements

Appendices



Appendix (A)

Transit Oriented Land Use Exhibits

Appendix (A)

Exhibit (A) TOD Economic Assessment Factors

Exhibit (A)
Cluster (C) MTA Gold Line Transit Stations
TOD Economic Assessment Factors

Existing Conditions	0.5 Mile Radius Polygon	1-Mile Radius Polygon	Zip Code Area		City LA
Approximate Acres	1,010	3,032	2,848		304,000
Residential Zoning					
Gross residential acreage	450				
Net residential acreage	338				
Residential capacity	4,587				
Commercial Zoning					
Gross commercial acreage	85.75				
Net commercial acreage	64.30				
Population	17,470		68,888		3,694,820
Persons Per Acre (gross land area)	17		24		12
Persons Per Acre (res Zoned land)	52				
No. Housing Units	4,535		17,786		1,337,706
SFD	41.31%		51.7%		39.6
Average HH Size	3.82		3.95		2.83
Housing units Per Gross Acre	4.51		6.25		4.40
Housing units per net res acreage	13.49				
Percent of housing capacity used	99%				
Total No. Businesses	453	1,648			
Agricultural, Forestry, Fishing	0	2			
Mining	0	1			
Construction	7	32			
Manufacturing	8	60			
Transportation, Public Utilities	10	63			
Wholesale Trade	12	87			
Retail	117	567			
Finance, Ins., Real Estate	62	131			
Services	224	705			
Non-taxable Services	0	18			
Unclassified	4	17			
Estimated Total Employees	5,849	15,215			
Estimated no. ELA City College Students	20,000				
Major Industry Clusters					
Medical & Health related	61	153			
Medical & Health related employees	833	1,277			
Schools and colleges	18	43			
Schools and colleges employees	1,500	2,864			

Page 1 of 3

Existing Conditions	0.5 Mile Radius Polygon	1-Mile Radius Polygon	Zip Code Area		City LA
Government entities	9	19			
Government entities employees	356	1,358			
Auto Ownership - Per HH					
None	20% Est.		22%		17.00%
1 or more	80%		78%		82.00%
Means of Travel to Work			Number	Percentage	
Total number of workers			20,489		
Car, Truck, or van -- drove alone			11,739	57%	
Car, Truck, or van -- carpooled			4,142	20%	
Public Transportation			2,646	13%	10.20%
Walked			913	4%	
Other means			586	3%	
Worked at Home			463	2%	
Mean Travel Time (minutes)			27.9		29.1
Resident Labor Force Size			23,846		
Occupations			Number	Percentage	
Total number of workers			21,064		
Management, professional, and related occupations			2,419	11%	
Service occupations			3,464	16%	
Sales and office occupations			5,627	27%	
Farming, fishing, and forestry			170	1%	
Construction, extraction, and maintenance			2,245	11%	
Production, transportation, and material moving			7,154	34%	
Industries					
Agriculture, forestry, fishing and mining				0.4%	
Construction				6.8%	
Manufacturing				20.4%	
Wholesale Trade				4.0%	
Retail Trade				11.4%	
Transportation and warehousing, and utilities				5.7%	
Information				1.7%	
Finance, insurance, real estate, and rental and leasing				2.9%	
Professional, scientific, management, administrative, and waste management services				9.8%	
Education, health and social service				14.5%	

Page 2 of 3

(cont.)

Appendix (A)

Exhibit (A) TOD Economic Assessment Factors

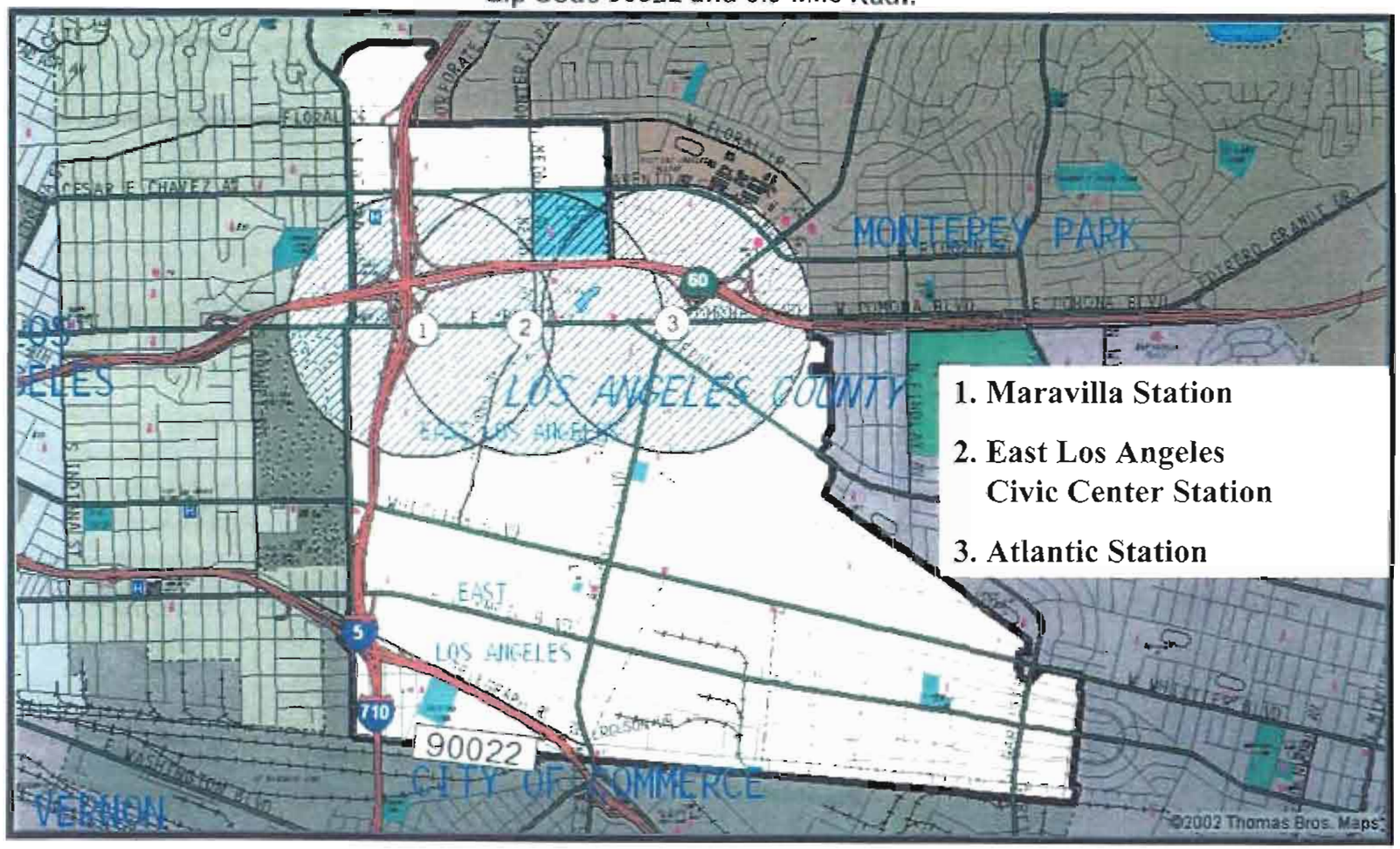
Existing Conditions	0.5 Mile Radius Polygon	1-Mile Radius Polygon	Zip Code Area		City LA
Arts, entertainment, recreation, accommodation and food services			8.6%		
Other services (except public admin)			6.5%		
Public Administration			2.4%		

Page 3 of 3

Appendix (A)

Exhibit (B) 0.5 Mile Radius and 90022 Zip Code Map

Exhibit B
Cluster (C) MTA Transit Stations - TOD Zones
Zip Code 90022 and 0.5-Mile Radii



Appendix (A)

Exhibit (C) 0.5 -Mile 2-Digit SIC Business Inventory Summary

Exhibit (C)
2-Digit SIC Summary: Firms, Employees, and Estimated Sales
0.5-Mile Radii, 2003

Industry Title	SIC Code Range	Number of Firms	Est. Total Employees	Est. Local Sales
Construction	15-- to 179	7	45	$ 6,300,000
Manufacturing	20-- to 399	8	328	25,300,000
Transportation and Public Utilities	40-- to 497	10	49	6,700,000
Wholesale Trade	50-- to 519	12	85	15,000,000
Retail Trade	52-- to 599	117	812	109,700,000
Finance, Insurance & Real Estate	60-- to 679	62	553	105,700,000
Services	70-- to 899	224	3,589	394,400,000
Non-Taxable Services	90-- to 989	9	356	0
Unclassified Establishments	99--	4	32	0
Total		453	5,849	$ 663,100,000

Sources: Claritas, Inc. and Kosmont Partners

Appendix (A)

Exhibit (D) 0.5-Mile 4 -Digit SIC Business Inventory

Exhibit (D)
4-Digit SIC Summary: Firms, Employees, and Estimated Sales
0.5-Mile Radii, 2003

Industry Title	4-Digit SIC Code	Number of Firms	Est. Total Employees	Est. Local Sales
General Contractors-Nonresidential Buildings, Other Than Industrial	1542	1	1	$ 300,000
Highway & Street Construction, Except Elevated Highways	1611	2	31	3,900,000
Plumbing, Heating & Air-conditioning	1711	2	5	900,000
Terrazzo, Tile, Marble, & Mosaic Work	1743	2	8	1,200,000
Food Preparations, Not Elsewhere Classified	2099	1	250	15,500,000
Fabricated Textile Products, Not Elsewhere Classified	2399	3	5*	1,*00,000
Periodicals: Publishing, Or Publishing & Printing	2721	1	11	900,000
Commercial Printing, Lithographic	2752	1	1	100,000
Motor Vehicle Parts & Accessories	3714	1	8	1,200,000
Signs & Advertising Specialties	3993	1	1	100,000
Local Passenger Transportation, Not Elsewhere Classified	4119	1	8	400,000
Trucking, Except Local	4213	1	1	100,000
Travel Agencies	4724	4	10	2,300,000
Arrangement Of Transportation Of Freight & Cargo	4731	1	16	1,700,000
Radiotelephone Communications	4812	1	3	300,000
Water Supply	4941	1	8	700,000
Sanitary Services, Not Elsewhere Classified	4959	1	*	200,000
Automobiles & Other Motor Vehicles	5012	1	10	1,400,000
Electrical Apparatus & Equipment, Wiring Supplies, &	5063	2	4	700,000
Industrial Machinery & Equipment	5084	1	5	500,000
Service Establishment Equipment & Supplies	5087	1	8	1,500,000
Durable Goods, Not Elsewhere Classified	5099	1	4	900,000
Women's, Children's, & Infants' Clothing & Accessories	5137	1	5	1,000,000
Footwear	5139	1	10	2,000,000
Dairy Products, Except Dried Or Canned	5143	1	3	500,000
Meats & Meat Products	5147	2	37	8,100,000
Farm Supplies	5191	1	3	600,000
Lumber & Other Building Materials Dealers	5211	3	18	2,200,000
Paint, Glass, & Wallpaper Stores	5231	1	2	400,000
Retail Nurseries, Lawn & Garden Supply Stores	5261	1	3	400,000
Grocery Stores	5411	15	74	12,900,000
Meat & Fish (seafood) Markets, Including Freezer Provisioners	5421	1	8	1,400,000
Retail Bakeries	5461	1	8	300,000
Miscellaneous Food Stores	5499	4	10	800,000
Motor Vehicle Dealers (new & Used)	5511	1	80	12,300,000
Motor Vehicle Dealers (used Only)	5521	18	52	12,500,000
Auto & Home Supply Stores	5531	4	61	11,100,000
Gasoline Service Stations	5541	3	8	1,700,000
Women's Clothing Stores	5621	1	1	100,000
Family Clothing Stores	5651	1	*	400,000
Furniture Stores	5712	2	6	900,000
Drapery, Curtain, & Upholstery Stores	5714	1	3	100,000
Household Appliance Stores	5722	1	1	200,000
Radio, Television, & Consumer Electronics Stores	5731	3	6	1,000,000
Computer & Computer Software Stores	5734	2	8	2,500,000
Record & Prerecorded Tape Stores	5735	4	12	1,900,000
Eating Places	5812	25	360	16,000,000
Drinking Places (alcoholic Beverages)	5813	2	8	400,000
Drug Stores & Proprietary Stores	5912	1	12	1,500,000
Liquor Stores	5921	3	6	700,000
Used Merchandise Stores	5932	2	*	300,000
Sporting Goods Stores & Bicycle Shops	5941	2	*	200,000
Book Stores	5942	1	*	100,000
Gift, Novelty, & Souvenir Shops	5947	2	11	600,000

Industry Title	4-Digit SIC Code	Number of Firms	Est. Total Employees	Est. Local Sales
Florists	5992	3	6	400,000
Tobacco Stores & Stands	5993	2	4	200,000
Miscellaneous Retail Stores, Not Elsewhere Classified	5999	5	17	3,000,000
National Commercial Banks	6021	2	116	13,200,000
Functions Related To Depository Banking, Not Elsewhere Classified	6099	1	11	1,600,000
Personal Credit Institutions	6141	3	15	3,000,000
Mortgage Bankers & Loan Correspondents	6162	5	21	3,300,000
Security Brokers, Dealers, & Flotation Companies	6211	1	5	800,000
Investment Advice	6282	1	4	700,000
Safety Insurance	6331	7	20	4,800,000
Insurance Agents, Brokers, & Service	6411	14	49	11,300,000
Operators Of Apartment Buildings	6513	3	4	800,000
Real Estate Agents & Managers	6531	24	280	37,100,000
Land Subdividers & Developers, Except Cemeteries	6552	1	20	4,200,000
Cemetery Subdividers & Developers	6553	1	8	600,000
Carpet & Upholstery Cleaning	7217	4	5	400,000
Beauty Shops	7231	15	30	1,500,000
Barber Shops	7241	4	6	400,000
Shoe Repair Shops & Shoeshine Parlors	7251	2	2	200,000
Funeral Service & Crematories	7261	3	27	2,100,000
Tax Return Preparation Services	7291	5	10	700,000
Miscellaneous Personal Services, Not Elsewhere Classified	7299	2	5	300,000
Advertising & Collection Services	7322	1	14	2,900,000
Commercial Art & Graphic Design	7336	1	2	400,000
Building Cleaning & Maintenance Services, Not Elsewhere	7349	1	*	100,000
Employment Agencies	7361	2	557	122,500,000
Computer Integrated Systems Design	7373	1	7	800,000
Photofinishing Laboratories	7384	1	3	800,000
Business Services, Not Elsewhere Classified	7389	3	14	3,300,000
Top, Body, & Upholstery Repair Shops & Paint Shops	7532	4	12	2,100,000
Automotive Transmission Repair Shops	7537	1	1	100,000
General Automotive Repair Shops	7538	10	30	4,100,000
Automotive Repair Shops, Not Elsewhere Classified	7539	1	1	100,000
Carwashes	7542	2	10	800,000
Automotive Services, Except Repair & Carwashes	7549	3	6	400,000
Electrical & Electronic Repair Shops, Not Elsewhere Classified	7629	1	2	100,000
Reupholstery & Furniture Repair	7641	1	1	100,000
Repair Shops & Related Services, Not Elsewhere Classified	7699	3	13	2,100,000
Motion Picture & Video Tape Production	7812	1	2	700,000
Bands, Orchestras, Actors, & Other Entertainers & Entertainment	7929	1	1	200,000
Offices & Clinics Of Doctors Of Medicine	8011	36	205	31,500,000
Offices & Clinics Of Dentists	8021	9	42	2,900,000
Offices & Clinics Of Chiropractors	8041	2	6	400,000
Offices & Clinics Of Optometrists	8042	1	12	700,000
Intermediate Care Facilities	8052	1	450	13,800,000
Nursing & Personal Care Facilities, Not Elsewhere Classified	8059	1	1	100,000
Dental Laboratories	8072	1	12	1,000,000
Specialty Outpatient Facilities, Not Elsewhere Classified	8093	3	19	2,000,000
Health & Allied Services, Not Elsewhere Classified	8099	4	26	2,100,000
Legal Services	8111	23	57	12,400,000
Elementary & Secondary Schools	8211	11	1,017	107,700,000
Colleges, Universities, & Professional Schools	8221	2	131	7,100,000
Libraries	8231	1	37	2,900,000
Business & Secretarial Schools	8244		5	500,000
Schools & Educational Services, Not Elsewhere Classified	8299	1	5	800,000
Individual & Family Social Services	8322	12	337	25,300,000
Child Day Care Services	8351	2	45	900,000
Residential Care	8361	3	52	1,200,000

(cont.)

Appendix (A)

Exhibit (D) 0.5-Mile 4 -Digit SIC Business Inventory

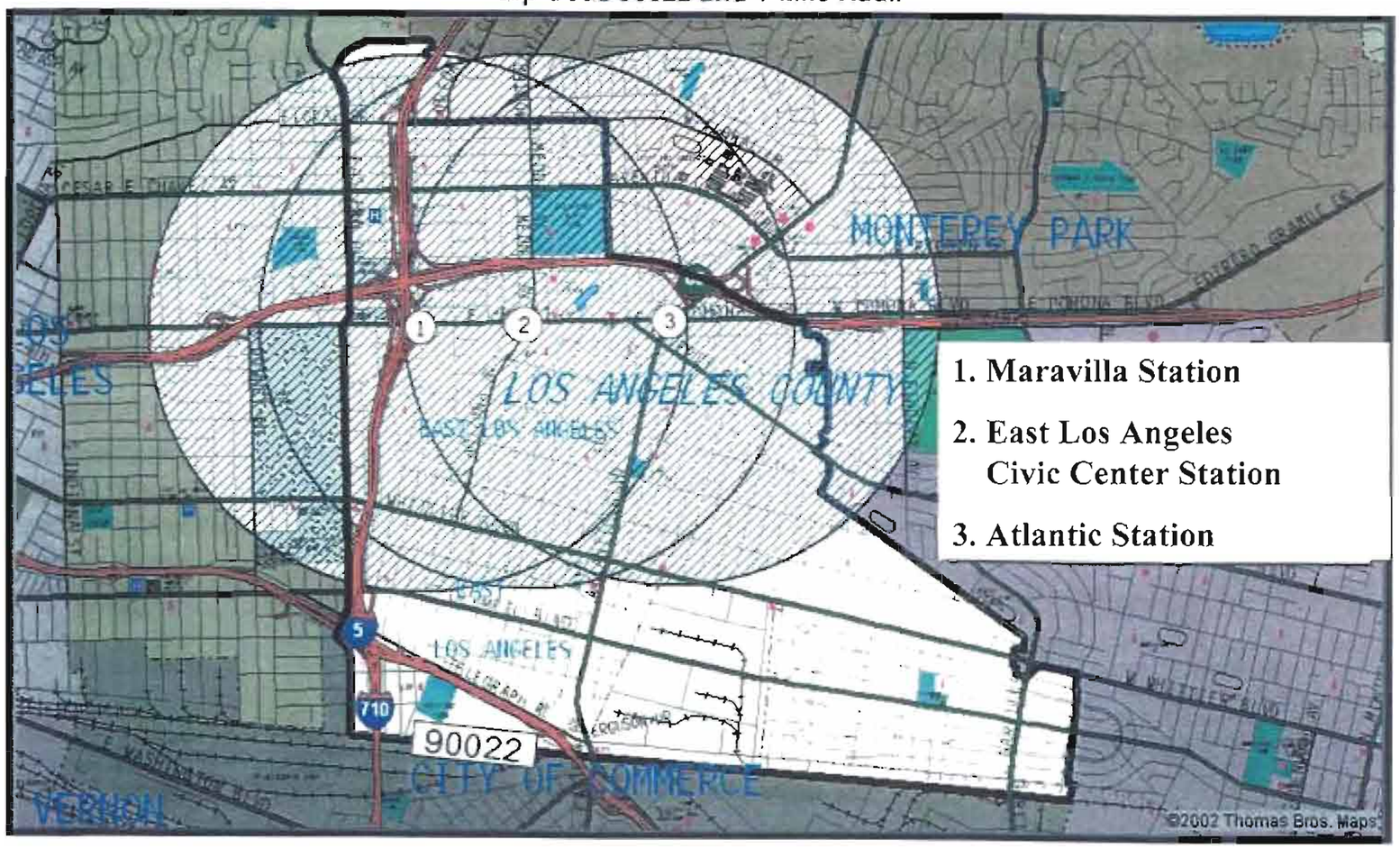
Industry Title	4-Digit SIC Code	Number of Firms	Est. Total Employees	Est. Local Sales
Business Associations	8611	1	13	2,600,000
Professional Membership Organizations	8621	1	4	400,000
Civic, Social, & Fraternal Associations	8641	2	17	300,000
Religious Organizations	8661	12	37	2,400,000
Membership Organizations, Not Elsewhere Classified	8699	1	8	700,000
Engineering Services	8711	1	15	1,500,000
Architectural Services	8712	1	26	2,900,000
Accounting, Auditing, & Bookkeeping Services	8721	4	13	700,000
Management Services	8741	1	8	800,000
Management Consulting Services	8742	2	10	2,500,000
Business Consulting Services, Not Elsewhere Classified	8748	2	5	1,100,000
Executive Offices	9111	4	62	0
Police Protection	9221	2	238	0
Legal Counsel & Prosecution	9222	2	26	0
Administration Of Public Health Programs	9431	1	30	0
Nonclassifiable Establishments	9999	4	32	0
Total		453	5,849	$ 663,100,000

Sources: Claritas, Inc. and Kosmont Partners

Appendix (A)

Exhibit (E) 1-Mile Radius and 90022 Zip Code Map

Exhibit E
Cluster (C) MTA Transit Stations - TOD Zones
Zip Code 90022 and 1-Mile Radii



Appendix (A)

Exhibit (F) 1-Mile 2-Digit SIC Business Inventory Summary

Exhibit (F)
2-Digit SIC Summary: Firms, Employees, and Estimated Sales
1-Mile Radii, 2003

Industry Title	SIC Code Range	Number of Firms	Est. Total Employees	Est. Local Sales
Agricultural, Services, Forestry, and Fishing	07-- to 098	2	14	$ 500,000
Mining	10-- to 149	1	4	600,000
Construction	15-- to 179	32	181	39,000,000
Manufacturing	20-- to 399	60	888	70,800,000
Transportation and Public Utilities	40-- to 497	63	501	52,500,000
Wholesale Trade	50-- to 519	87	639	118,300,000
Retail Trade	52-- to 599	567	3,543	384,200,000
Finance, Insurance & Real Estate	60-- to 679	131	1,017	212,500,000
Services	70-- to 899	705	7,159	723,500,000
Non-Taxable Services	90-- to 989	19	1,358	0
Unclassified Establishments	99--	17	109	0
Total		1,684	15,413	$ 1,601,900,000

Sources: Claritas, Inc. and Kosmont Partners

Appendix (A)

Exhibit (G) 1-Mile 4 -Digit SIC Business Inventory Summary

Exhibit (G)
4-Digit SIC Summary: Firms, Employees, and Estimated Sales
1-Mile Radii, 2003

Industry Title	4-Digit SIC Code	Number of Firms	Est. Total Employees	Est. Local Sales
General Farms, Primarily Livestock & Animal Specialties	291	1	4	$ 200,000
Veterinary Services For Animal Specialties	742	1	10	300,000
Crude Petroleum & Natural Gas	1311	1	4	800,000
General Contractors-single-family Houses	1521	3	20	5,400,000
General Contractors-nonresidential Buildings, Other Than Industrial	1542	5	57	17,300,000
Highway & Street Construction, Except Elevated Highways	1611	3	48	6,100,000
Water, Sewer, Pipeline, & Communications & Power Line	1623	1	3	300,000
Plumbing, Heating & Air-conditioning	1711	6	15	3,200,000
Electrical Work	1731	2	14	2,400,000
Terrazzo, Tile, Marble, & Mosaic Work	1743	2	9	1,200,000
Carpentry Work	1751	1	3	200,000
Floor Laying & Other Floor Work, Not Elsewhere Classified	1752	1	1	100,000
Roofing, Siding, & Sheet Metal Work	1761	3	8	1,500,000
Concrete Work	1771	1	1	200,000
Special Trade Contractors, Not Elsewhere Classified	1799	4	6	1,100,000
Food Preparations, Not Elsewhere Classified	2099	2	253	12,800,000
Men's & Boys' Work Clothing	2326	1	15	1,100,000
Women's, Misses', & Juniors' Blouses & Shirts	2331	1	22	1,500,000
Girls', Children's, & Infants' Outerwear, Not Elsewhere Classified	2369	1	9	1,800,000
Apparel & Accessories, Not Elsewhere Classified	2389	1	4	300,000
Fabricated Textile Products, Not Elsewhere Classified	2399	10	128	8,200,000
Wood Products, Not Elsewhere Classified	2499	1	2	100,000
Periodicals: Publishing, Or Publishing & Printing	2721	5	51	900,000
Books: Publishing, Or Publishing & Printing	2731	1	4	300,000
Commercial Printing, Lithographic	2752	13	51	5,700,000
Commercial Printing, Gravure	2754	1	3	200,000
Commercial Printing, Not Elsewhere Classified	2759	2	4	300,000
Typesetting	2791	1	3	200,000
Pharmaceutical Preparations	2834	2	51	1,300,000
Paints, Varnishes, Lacquers, Enamels, & Allied Products	2851	1	23	2,100,000
Plastics Products, Not Elsewhere Classified	3089	1	70	4,500,000
Pottery Products, Not Elsewhere Classified	3269	1	6	1,300,000
Concrete Products, Except Block & Brick	3272	1	10	1,900,000
Sheet Metal Work	3444	1	20	1,800,000
Screws & Threads	3466	1	1	100,000
Metal Stampings, Not Elsewhere Classified	3469	1	3	200,000
Computer Peripheral Equipment, Not Elsewhere Classified	3577	1	76	4,800,000
Calculating & Accounting Machines, Except Electronic Computers	3578	1	2	300,000
Office Machines, Not Elsewhere Classified	3579	1	4	300,000
Phonograph Records & Prerecorded Audio Tapes & Disks	3652	1	3	300,000
Telephone & Telegraph Apparatus	3661	1	8	1,400,000
Electronic Components, Not Elsewhere Classified	3679	1	3	200,000
Motor Vehicle Parts & Accessories	3714	2	15	2,500,000
Aircraft Parts & Auxiliary Equipment, Not Elsewhere Classified	3728	1	5	300,000
Brooms & Brushes	3991	1	70	4,600,000
Signs & Advertising Specialties	3993	5	12	900,000
Local Passenger Transportation, Not Elsewhere Classified	4119	1	8	400,000
Taxicabs	4121	6	53	2,100,000
Local Trucking Without Storage	4212	3	23	2,300,000
Trucking, Except Local	4213	4	38	3,600,000
Local Trucking With Storage	4214	1	8	700,000
United States Postal Service	4311	2	123	7,300,000
Travel Agencies	4724	22	53	10,700,000
Tour Operators	4725	3	18	3,230,000
Arrangement Of Passenger Transportation, Not Elsewhere Classified	4729	2	3	400,000

Industry Title	4-Digit SIC Code	Number of Firms	Est. Total Employees	Est. Local Sales
Arrangement Of Transportation Of Freight & Cargo	4731	8	83	14,400,000
Radiotelephone Communications	4812	3	10	1,000,000
Telephone Communications, Except Radiotelephone	4813	3	8	900,000
Telegraph & Other Message Communications	4822	1	1	100,000
Water Supply	4941	2	50	3,900,000
Refuse Systems	4953	1	19	1,500,000
Sanitary Services, Not Elsewhere Classified	4959	1	2	200,000
Automobiles & Other Motor Vehicles	5012	1	10	2,400,000
Motor Vehicle Supplies & New Parts	5013	1	3	500,000
Tires & Tubes	5014	1	1	200,000
Furniture	5021	2	12	2,600,000
Office Equipment	5044	3	15	2,400,000
Commercial Equipment, Not Elsewhere Classified	5046	1	9	1,400,000
Medical, Dental, & Hospital Equipment & Supplies	5047	2	5	800,000
Ophthalmic Goods	5048	2	6	600,000
Electrical Apparatus & Equipment, Wiring Supplies, & Construction Materials	5063	4	15	2,700,000
Electronic Parts & Equipment, Not Elsewhere Classified	5065	6	38	6,600,000
Plumbing & Heating Equipment & Supplies (Hydronics)	5074	1	1	300,000
Refrigeration Equipment & Supplies	5078	1	3	500,000
Industrial Machinery & Equipment	5084	5	18	2,500,000
Industrial Supplies	5085	3	51	8,800,000
Service Establishment Equipment & Supplies	5087	4	26	4,900,000
Jewelry, Watches, Precious Stones, & Precious Metals	5094	2	18	4,300,000
Durable Goods, Not Elsewhere Classified	5099	25	118	20,300,000
Drugs, Drug Proprietaries, & Druggists' Sundries	5122	2	10	1,300,000
Men's & Boy's Clothing & Furnishings	5136	1	6	1,400,000
Women's, Children's, & Infants' Clothing & Accessories	5137	1	8	1,000,000
Footwear	5139	1	10	2,000,000
Groceries, General Line	5141	1	134	23,900,000
Dairy Products, Except Dried Or Canned	5143	1	3	500,000
Fish & Seafoods	5146	2	30	6,900,000
Meats & Meat Products	5147	3	42	8,900,000
Groceries & Related Products, Not Elsewhere Classified	5149	1	21	3,100,000
Farm Supplies	5191	1	2	600,000
Flowers, Nursery Stock, & Florists' Supplies	5193	1	10	1,800,000
Nondurable Goods, Not Elsewhere Classified	5199	3	20	3,200,000
Lumber & Other Building Materials Dealers	5211	6	31	3,900,000
Paint, Glass, & Wallpaper Stores	5231	4	13	2,400,000
Hardware Stores	5251	1	3	800,000
Retail Nurseries, Lawn & Garden Supply Stores	5261	3	4	800,000
Department Stores	5311	3	135	14,900,000
Variety Stores	5331	6	15	900,000
Miscellaneous General Merchandise Stores	5399	1	1	100,000
Grocery Stores	5411	43	205	40,800,000
Meat & Fish (seafood) Markets, Including Freezer Provisioners	5421	10	56	8,700,000
Fruit & Vegetable Markets	5431	2	6	1,200,000
Candy, Nut, & Confectionery Stores	5441	2	11	800,000
Retail Bakeries	5461	17	92	5,300,000
Miscellaneous Food Stores	5499	18	151	20,900,000
Motor Vehicle Dealers (new & Used	5511	1	80	32,300,000
Motor Vehicle Dealers (used Only)	5521	35	90	23,100,000
Auto & Home Supply Stores	5531	19	131	23,850,000
Gasoline Service Stations	5541	9	32	3,900,000
Recreational Vehicle Dealers	5561	1	7	2,500,000
Men's & Boys' Clothing & Accessories Stores	5611	7	28	4,000,000
Women's Clothing Stores	5621	20	87	5,200,000
Women's Accessory & Specialty Stores	5632	5	22	1,800,000
Children's & Infants' Wear Stores	5641	11	68	2,700,000
Family Clothing Stores	5651	4	22	1,800,000

(cont.)

Appendix (A)

Exhibit (G) 1-Mile 4 -Digit SIC Business Inventory Summary

Industry Title	4-Digit SIC Code	Number of Firms	Est. Total Employees	Est. Local Sales
Shoe Stores	5661	19	75	9,750,000
Miscellaneous Apparel & Accessory Stores	5699	9	32	1,900,000
Furniture Stores	5712	11	131	20,800,000
Floor Covering Stores	5713	4	12	2,400,000
Drapery, Curtain, & Upholstery Stores	5714	2	4	200,000
Miscellaneous Home Furnishings Stores	5719	7	23	1,800,000
Household Appliance Stores	5722	8	21	3,800,000
Radio, Television, & Consumer Electronics Stores	5731	7	13	2,200,000
Computer & Computer Software Stores	5734	4	17	4,700,000
Record & Prerecorded Tape Stores	5735	14	52	8,100,000
Musical Instrument Stores	5736	2	6	1,000,000
Eating Places	5812	104	1,303	64,900,000
Drinking Places (Alcoholic Beverages)	5813	9	33	1,600,000
Drug Stores & Proprietary Stores	5912	8	63	10,600,000
Liquor Stores	5921	9	22	1,800,000
Used Merchandise Stores	5932	17	35	2,600,000
Sporting Goods Stores & Bicycle Shops	5941	9	34	1,900,000
Book Stores	5942	3	9	500,000
Jewelry Stores	5944	9	55	3,000,000
Hobby, Toy, & Game Shops	5945	5	21	1,500,000
Gift, Novelty, & Souvenir Shops	5947	14	41	2,700,000
Luggage & Leather Goods Stores	5948	1	2	100,000
Sewing, Needlework, & Piece Goods Stores	5949	1	1	100,000
Catalog & Mail-order Houses	5961	1	3	600,000
Automatic Merchandising Machine Operators	5962	1	1	300,000
Direct Selling Establishments	5963	2	22	3,400,000
Florists	5992	16	34	2,200,000
Tobacco Stores & Stands	5993	3	6	300,000
News Dealers & Newsstands	5994	2	4	400,000
Optical Goods Stores	5995	1	2	100,000
Miscellaneous Retail Stores, Not Elsewhere Classified	5999	31	88	13,600,000
National Commercial Banks	6021	7	202	87,900,000
State Commercial Banks	6022	1	14	3,600,000
Functions Related To Depository Banking, Not Elsewhere Classified	6099	12	33	4,700,000
Personal Credit Institutions	6141	4	17	4,400,000
Mortgage Bankers & Loan Correspondents	6162	11	154	46,100,000
Security Brokers, Dealers, & Flotation Companies	6211	2	14	2,900,000
Investment Advice	6282	3	10	1,700,000
Surety Insurance	6351	1	20	4,800,000
Insurance Agents, Brokers, & Service	6411	36	121	26,400,000
Operators Of Apartment Buildings	6513	4	8	1,600,000
Real Estate Agents & Managers	6531	37	334	46,000,000
Land Subdividers & Developers, Except Cemeteries	6552	2	21	4,400,000
Cemetery Subdividers & Developers	6553	3	30	4,400,000
Educational, Religious, & Charitable Trusts	6732	4	4	900,000
Real Estate Investment Trusts	6798	1	4	1,100,000
Hotels & Motels	7011	2	5	300,000
Power Laundries, Family & Commercial	7211	3	8	300,000
Garment Pressing, & Agents For Laundries & Dryleaners	7212	9	16	900,000
Coin-operated Laundries & Drycleaning	7215	7	18	700,000
Carpet & Upholstery Cleaning	7217	5	7	500,000
Photographic Studios, Portrait	7221	8	14	800,000
Beauty Shops	7231	50	286	8,100,000
Barber Shops	7241	11	20	1,100,000
Shoe Repair Shops & Shoeshine Parlors	7251	4	5	400,000
Funeral Service & Crematories	7261	6	53	4,100,000
Tax Return Preparation Services	7291	18	62	3,500,000
Miscellaneous Personal Service, Not Elsewhere Classified	7299	10	27	1,700,000
Advertising, Not Elsewhere Classified	7319	2	27	3,500,000

Industry Title	4-Digit SIC Code	Number of Firms	Est. Total Employees	Est. Local Sales
Adjustment & Collection Services	7322	1	14	2,000,000
Credit Reporting Services	7323	1	2	300,000
Direct Mail Advertising Services	7331	3	11	2,500,000
Photocopying & Duplicating Services	7334	1	1	200,000
Commercial Art & Graphic Design	7336	2	3	600,000
Secretarial & Court Reporting Services	7338	2	12	2,200,000
Disinfecting & Pest Control Services	7342	5	60	2,400,000
Building Cleaning & Maintenance Services, Not Elsewhere	7349	1	1	100,000
Heavy Construction Equipment Rental & Leasing	7353	1	11	1,300,000
Equipment Rental & Leasing, Not Elsewhere Classified	7359	2	5	900,000
Employment Agencies	7361	4	560	123,100,000
Help Supply Services	7363	4	117	14,200,000
Computer Integrated Systems Design	7373	2	13	1,300,000
Computer Processing & Data Preparation & Processing Service	7374	5	58	4,200,000
Computer Maintenance & Repair	7378	1	-	800,000
Detective, Guard, & Armored Car Services	7381	6	178	10,600,000
Photofinishing Laboratories	7384	5	9	1,700,000
Business Services, Not Elsewhere Classified	7389	16	96	22,500,000
Truck Rental & Leasing, Without Drivers	7513	1	10	1,900,000
Passenger Car Rental	7514	1	5	1,000,000
Top, Body, & Upholstery Repair Shops & Paint Shops	7532	11	75	2,900,000
Automotive Exhaust System Repair Shops	7533	3	4	800,000
Automotive Transmission Repair Shops	7537	6	14	1,100,000
General Automotive Repair Shops	7538	27	89	8,100,000
Automotive Repair Shops, Not Elsewhere Classified	7539	11	25	1,600,000
Carwashes	7542	3	24	1,100,000
Automotive Services, Except Repair & Carwashes	7549	4	22	1,100,000
Radio & Television Repair Shops	7622	2	4	300,000
Electrical & Electronic Repair Shops, Not Elsewhere Classified	7629	3	6	400,000
Watch, Clock, & Jewelry Repair	7631	1	1	100,000
Reupholstery & Furniture Repair	7641	5	7	500,000
Repair Shops & Related Services, Not Elsewhere Classified	7699	9	26	4,600,000
Motion Picture & Video Tape Productions	7812	1	3	700,000
Motion Picture Theaters, Except Drive-in	7832	1	30	900,000
Theatrical Producers (except Motion Picture) & Miscellaneous	7922	1	8	1,400,000
Bands, Orchestras, Actors, & Other Entertainers & Entertainment	7929	2	11	2,000,000
Physical Fitness Facilities	7991	1	16	1,100,000
Amusement & Recreation Services, Not Elsewhere Classified	7999	10	85	5,200,000
Offices & Clinics Of Doctors Of Medicine	8011	44	473	51,700,000
Offices & Clinics Of Dentists	8021	36	207	14,400,000
Offices & Clinics Of Chiropractors	8041	8	24	1,600,000
Offices & Clinics Of Optometrists	8042	7	27	1,600,000
Offices & Clinics Of Podiatrists	8043	1	3	200,000
Intermediate Care Facilities	8052	1	480	18,600,000
Nursing & Personal Care Facilities, Not Elsewhere Classified	8059	2	9	500,000
Dental Laboratories	8072	1	20	1,000,000
Specialty Outpatient Facilities, Not Elsewhere Classified	8093	3	19	2,000,000
Health & Allied Services, Not Elsewhere Classified	8099	1	31	3,100,000
Legal Services	8111	34	330	23,300,000
Elementary & Secondary Schools	8211	27	2,960	200,200,000
Colleges, Universities, & Professional Schools	8221	3	242	15,100,000
Libraries	8231	5	72	3,400,000
Business & Secretarial Schools	8244	1	3	200,000
Schools & Educational Services, Not Elsewhere Classified	8299	1	75	11,500,000
Individual & Family Social Services	8322	25	464	33,300,000
Job Training & Vocational Rehabilitation Services	8331	4	62	6,200,000
Child Day Care Services	8351	13	102	3,100,000
Residential Care	8361	5	75	8,700,000
Social Services, Not Elsewhere Classified	8399	4	32	3,500,000

(cont.)

Appendix (A)

Exhibit (G) 1-Mile 4 -Digit SIC Business Inventory Summary

Industry Title	4-Digit SIC Code	Number of Firms	Est. Total Employees	Est. Local Sales
Museums & Art Galleries	8412	2	18	500,000
Business Associations	8611	3	23	4,600,000
Professional Membership Organizations	8621	1	4	400,000
Civic, Social, & Fraternal Associations	8641	4	36	600,000
Religious Organizations	8661	42	147	9,000,000
Membership Organizations, Not Elsewhere Classified	8699	2	16	1,400,000
Engineering Services	8711	3	26	2,600,000
Architectural Services	8712	3	31	3,400,000
Surveying Services	8713	2	6	600,000
Accounting, Auditing, & Bookkeeping Services	8721	12	39	2,200,000
Management Services	8741	2	16	1,600,000
Management Consulting Services	8742	6	29	7,300,000
Business Consulting Services, Not Elsewhere Classified	8748	6	30	6,800,000
Private Households	8999	4	10	700,000
Executive Offices	9111	9	137	0
General Government, Not Elsewhere Classified	9199	2	219	0
Police Protection	9221	3	246	0
Legal Counsel & Prosecution	9222	2	26	0
Administration Of Public Health Programs	9431	2	330	0
Administration Of Social, Human Resource & Income Maintenance	9441	1	400	0
Nonclassifiable Establishments	9999	17	109	0
Total		1,684	15,413	$ 1,601,900,000

Sources: Claritas, Inc. and Kosmont Partners

Appendix (B)
Project Evaluation Methodology

The primary purpose of the Project Evaluation Methodology Report is to describe the methodology used to determine the results for each phase of the Cluster C Community Linkage Program. The specific tasks, as described in the following pages, are:

- Task I. Administration and Management
- Task II. Review Schematic Design and Engineering
- Task III. Multi-Modal Interface Integration
- Task IV. Safety Systems Design
- Task V. Wayfinding
- Task VI, Traffic Management and Traffic Calming Studies
- Task VII, Transit Oriented Land Use Linkages

Overall Project Methodology

The M&W Team approached the Cluster C Community Linkage Project, which consists of three proposed station neighborhoods, as a team effort. These three neighborhoods surround the 3rd and Ford Station, now the Maravilla Station; the 3rd and Mednik Station, now the East Los Angeles Civic Center Station; and the Pomona and Atlantic Station, now simply the Atlantic Station. The primary question addressed was as follows:

What linkages are necessary and appropriate to support and enhance the life of East Los Angeles, taking advantage of the three Eastside Gold Line stations that connect East Los Angeles to neighboring communities?

In order to properly develop priorities and realistically assess opportunities and constraints, critical attention was given to four areas:

- Means for safely linking all modes of pedestrian, vehicular, and transit movement to site amenities within the guidelines and existing goals and objectives of the jurisdictional agencies.
- Determining the effective deployment of available resources.
- Opportunities and limits for density and for mix of uses in relation to community identity and local conditions in conformance with local ordinances and land use regulations.
- Stimulating development projects for appropriate land uses

Community Outreach Approach

Following a practice initiated during firm inception in 1972, the M&W Team recognized the need to investigate the circumstances, ambitions, and issues of our study area and encouraged the active involvement of the client, local stakeholders, and other community representatives. Individuals and stakeholders engaged during the tenure of the project included the Board of Supervisors, District One Office, community residents, individuals who work in and/or visit East Los Angeles (ELA), business owners, members of the Review Advisory Committee (RAC), and members of the Maravilla Redevelopment District Community Advisory Committee (CAC). The community outreach efforts were directed by Mr. Tony Torres of Diversifying Strategies for Organizing (DSO). The outreach efforts for the community focused on residents, businesses, organizations, and other stakeholders within the local geographic area of the three proposed stations: Maravilla, East Los Angeles Civic Center, and Atlantic.

To ensure adequate participation from nearby residents and stakeholders, DSO conducted targeted and personal outreach for each station. The outreach included door to door canvassing, flyer distribution at key businesses and community destination points, such as the ELA library, local schools, churches, parks, community centers, senior centers, and major businesses. DSO also contacted all stakeholders via telephone to ensure successful meeting participation. DSO also worked in association with representatives of the Los Angeles County Metropolitan Transportation Authority (MTA), such as Ms. Dolores Roybal, Mr. Ray Sosa, and Mr. Henry Gonzalez. As a result of DSO's extensive public outreach efforts, the M&W Team conducted a series of two-hour community meetings, during which input was solicited from the community. Approximately 75 individuals attended each meeting. Meeting dates were:

- Maravilla Station: January 28, 2003 at the Centro Maravilla Service Center
- East Los Angeles Civic Center Station: February 5, 2003 at the East Los Angeles Library
- Atlantic Station: February 18, 2003 at the Kaiser Permanente East Los Angeles Medical Office
- Review Advisory Committee (RAC): May 8, 2003 at Our Lady of Lourdes Parish Hall
- Community Advisory (CAC): June 3, 2003 at Centro Maravilla Service Center
- Project Update, July 9, 2003 at Kaiser Permanente East Los Angeles Medical Office

Mr. Adolfo Miralles presented to the RAC on May 8, 2003.

Mr. Adolfo Miralles, FAIA initiated and directed discussion at these community meetings, relying upon his three decades of experience in this role. Main topics of conversation include identification of neighborhood landmarks, community features needing retention, community features needing removal or modification, and missing elements. The stakeholders also discussed other impacts to each station neighborhood, providing insight on what is important and what might really work to the M&W Team and MTA staff in attendance. Each meeting was conducted in both English and Spanish. During the three meetings, community concerns were identified for 22 different sites in the vicinity of the three Gold Line Stations.

Identification of Community Concerns

As the next step in the overall methodology, the M&W Team's urban planning and environmental design consultants performed a diagnosis of the 22 sites and the study district as a whole. The team established those aspects and elements that ought to be protected and enhanced, those that ought to be modified and improved, and those that require more radical attention. This diagnosis, measured and confirmed by community and client feedback, became a basic reference with which to gauge the effectiveness of all proposed actions. Key areas of concern included:

(cont.)

Appendix (B)
Project Evaluation Methodology

- Transportation Modes and Pedestrian Connections/Accessibility
  - Bus route modifications and additional connections to the Gold Line
  - Other modes of transportation for local community members including seniors and students

- Public Spaces, Community Safety, and Aesthetic Value
  - Neighborhood security, vandalism, and traffic congestion
  - Noise impacts near residential areas and senior citizens housing

- Traffic Paths and Pedestrian Routes
  - Parking regulations enforcement on off-street and on-street areas
  - On-street and off-street parking impacts near neighborhoods

- Traffic Calming and Pedestrian Safety
  - Children's safety near schools and parks
  - Safety of pedestrians intersections
  - Educational programs with special attention to students and seniors citizens in anticipation of Gold Line start-up

- Land Development and New Projects
  - Adequate egress and access for residents in cul-de-sac neighborhoods
  - Coordination and compatibility with other projects in the area such as ELA Civic Center and East Los Angeles Community College (ELACC)
  - Exploration of alternate sites for parking such as state-owned and county-owned properties
  - Consideration of the ELA Civic Center Master Plan and planned new developments

Development of Project Objectives

The resolution of opportunities and issues allowed the development of an overall vision and the subsequent determination of first step actions. Attention was given not only to the immediate value of the initial projects, but also to the potential to stimulate subsequent investments from the private sector, in accordance with individual task submissions and identified project objectives, as summarized below.

- Interface transportation modes and pedestrian connections.
- Provide accessibility for pedestrians, including handicap provisions.
- Improve public spaces for community safety and aesthetic value.
- Develop traffic routes, pedestrian paths, and bicycle lanes.
- Implement traffic calming and pedestrian safety measures.
- Identify opportunities for land development and new projects.

Mednik Avenue offers potential as a key connector in the County's Regional Bikeway system.

(cont.)

Production of Task Deliverables

In regards to the management and production of project deliverables, all reports contained appropriate graphics, tables, renderings, and other images. In addition, all were completed in a professional, easy-to-understand format that could be presented to agency officials or outside parties for review and retention. In order to ensure a high level of quality, a final peer review was conducted by either a senior member of the M&W Team, a representative of the MTA, or both. The review encompassed the entire document set for completeness, accuracy, and compliance with all jurisdictional standards.

Task I, Methodology

The M&W Team's overall goal, successfully achieved, was to complete the Cluster C Community Linkage Study, in a timely manner, by meeting or exceeding all project requirements to the satisfaction of MTA. To follow steps were taken to achieve these results:

- Emphasis was placed on developing and maintaining a close working relationships with Ms. Dolores Roybal and other MTA representatives;

- Frequent interdisciplinary coordination and review; and

- Use of qualified professional team firms and members, as identified in Figure 1, shown on the following page.

Client and Design Team coordination meeting were held regularly throughout the project tenure.

These firms and task leaders included:

- Miralles and Wu, LLP - Environmental Design and Project Management *(MBE)*
  - Adolfo E. Miralles, FAIA: Project Manager and Architect
  - German Robles: Junior Planner
  - David Jones: Production Manager and Project Administrator
- Robert Harris, FAIA - Architecture and Urban Design
  - Robert Harris, FAIA: Urban Planner
- Cornerstone Studios - Landscape Architecture *(M/WBE)*
  - Renie Meier-Wong, ASLA: Landscape Architect
- Glatting Jackson Kercher Anglin Lopez Rinehart - Transportation Planning and Design
  - Jan Lockwood, PE: Traffic Engineer
- Kosmont Partners - Economic Development
  - Henry Madrid: Economic Development Specialist
  - Mike Metcalfe, Market Analyst
- Diversified Strategies for Organizing (DSO) - Community Outreach
  - Tony Torres: Community Outreach Manager
  - Irene Payan, Community Outreach Support

Appendix (B)

Project Evaluation Methodology

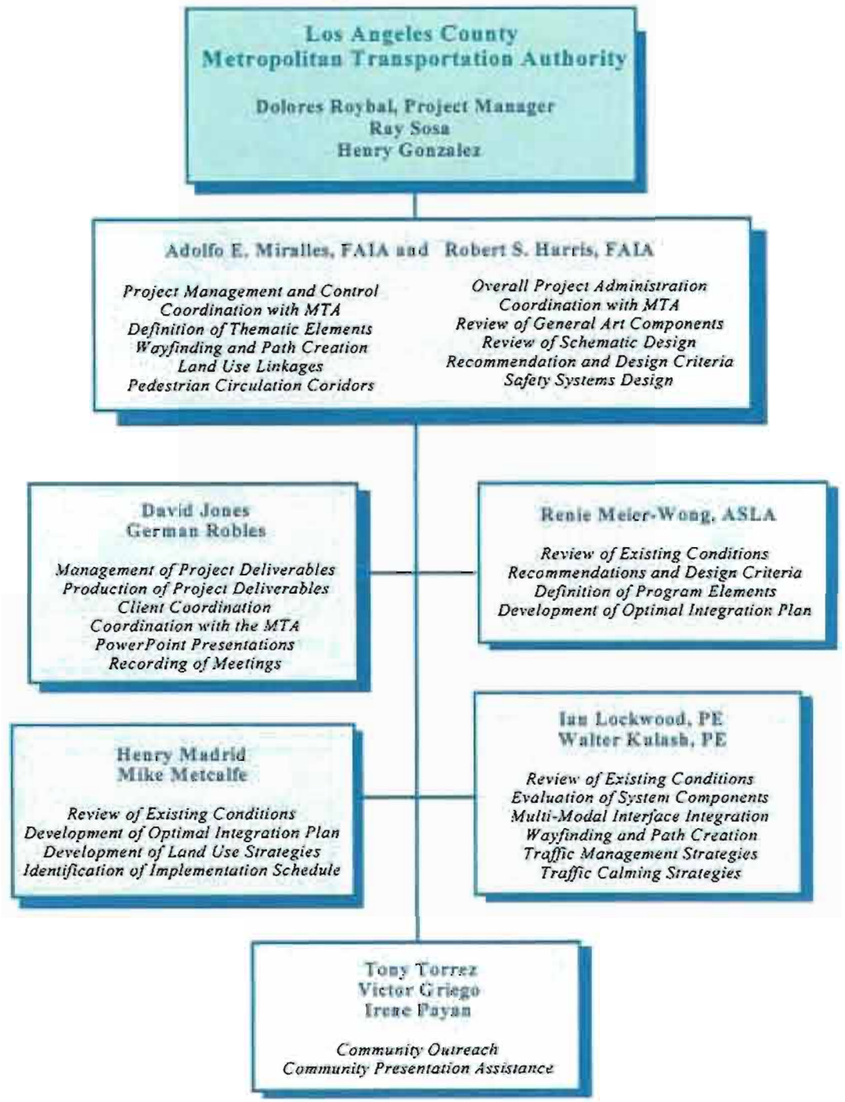


Figure 1. Responsibilities of Key M&W Team Staff

(cont.)

Task II, Methodology

The critical step of Task I involved the review all pertinent documents such as the FSEIS/FSEIR, the East Los Angeles Community Plan, and other appropriate materials that are discovered during our investigation. This review of existing conditions was heavily supplemented by data collected at three community meetings. These meetings and their approach were previously discussed under the Overall Methodology paragraph of this report.

Throughout our examination of the current conditions, the M&W Team focused its attention on access, safety, and amenity; community identity and pride; and economic opportunity. For each of these critical elements, our planning and design approach studied planned transit elements and analyzed important issues. Although most of the community issues were formerly addressed in the FSEIS/FSEIR, some of their concerns were not specifically identified. Most concerns referred to impacts that were addressed with mitigation measures, in which the recorder, Mr. German Robles, documented responses in meeting minutes, subsequently provided to the client. In addition, certain comments made at the meetings were similar to those mentioned in the Written Public Comment in FSEIS/FSEIR Volume II. There were twenty-two locations/intersections identified as Community Location Concerns listed below:

- Location 1, Floral Drive and Collegian Avenue near ELACC
- Location 2, Humphreys Middle School
- Location 3, Commercial Businesses on Cesar Chavez Avenue and West Riggin Street
- Location 4, Griffith Middle School
- Location 5, Sheriff Station on 3rd Street at Los Angeles Civic Center
- Location 6, Atlantic Station
- Location 7, Community between Indiana Street and Ford Boulevard on 3rd Street
- Location 8, East Los Angeles College Parking Lots
- Location 9, King Taco on 3rd Street
- Location 10, Cesar Chavez Avenue and Rowan Avenue
- Location 11, 3rd Street and Mednik Avenue
- Location 12, 3rd Street and LaVerne Avenue
- Location 13, Pomona Boulevard
- Location 14, Segment between Ford Boulevard and Mednik Avenue
- Location 15, Casa TELACU (Senior Citizen Housing)
- Location 16, 3rd Street and Woods Avenue
- Location 17, East Los Angeles Civic Center
- Location 18, La Verne Avenue
- Location 19, Fetterly Street Pedestrian Mall
- Location 20, South Woods Avenue and Telford Street Neighborhood
- Location 21, SR 60 Pomona Freeway Eastbound Entrance Loop at Atlantic Boulevard
- Location 22, Mednik Avenue and Cesar Chavez Avenue

The M&W Team discovered the conditions of each station area and determined both the imperatives and opportunities for action in identified areas such as access and pedestrian movement and station area thematic design. In the process of analyzing the existing conditions, contact was made with representatives from appropriate district Board of Supervisors offices and representatives from numerous public agencies, such as the Los Angeles Community Redevelopment Agency, the Cultural Affairs

Appendix (B)
Project Evaluation Methodology

Commission, and County Regional Planning Departments. In the area of access and pedestrian movement, key improvements identified included the following:

- Creation of a new circulator tram and/or the modification of the existing El Sol East Los Angeles Shuttle Service by increasing the frequency of service.
- Development of a Class II Bicycle Route along Mednik Avenue connecting the East Los Angeles Civic Center Station to the proposed regional bikeway system at Cesar Chavez Avenue and Olympic Boulevard.
- Upgrade of signage elements to primary destinations and pedestrian generators.
- Use of sidewalk improvements, sheltered seating areas, pedestrian lighting, tree planting, and paving repair to improve street linkages through the study area.
- Integration of benches and shelters at strategic locations, bus stops, and shuttle stops with the street network pattern.

Determination of station area thematic design was an act of discovery more than an act of invention. The theme was not a mere visual or aesthetic device for creating a coherent "look," but rather a realization of deep-rooted character. A professional perspective was present throughout the theme discovery process to assess genuine opportunities for implementation, as well as maintenance of a community built environment. It has the potential for effectiveness not only in the current project, but also enlightening the direction of projects that follow. The conceptual design was intended to be catalytic towards stimulating further development and extending thematic character. As the station areas are distinct in their location, existing development and potential for further growth, the following thematic designations were assigned:

- Maravilla Station: Community Retail Center
- East Los Angeles Civic Center Station: East Los Angeles Civic Center
- Atlantic Station: Town Center

Task III, Methodology

The integration of transportation and urban design is one of the fundamental elements of good community planning and design. The M&W Team has extensive experience in both transportation planning and urban design, and most importantly understands the integration of these two disciplines. We also recognized the team's role in outlining urban design strategies for creating livable multi-modal transport solutions for redeveloping urban environments. The M&W Team worked within an interactive context sensitive design process to assist the LA County MTA in developing an appropriate framework for the optimum integration of multi-modal interface elements within existing and proposed transportation initiatives. We understood the importance of urban design elements, and specifically multi-modal interface design elements, in improving the quality of a commute. We also depicted how transportation facilities and amenities impacted the quality of the urban landscape. Overall, our goal was to create livable transportation facilities where pedestrians, bicyclists, transit patrons, and motorists are all partners in mobility, and that they each contribute to, not burden, the East Los Angeles community's quality of life.

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Our planning and design team employed its extensive experience in identifying interface connections and linkages to be part of the Gold Line Metro Rail Project. After visiting the station sites at various occasions, an early assessment of existing destinations was made. The destinations from the Maravilla Station, the potential Community Retail Center, include:

- King Taco at 3rd and McBride, an renowned landmark in East Los Angeles;
- Access/egress from Interstate 710 and Interstate 60, destinations important to motorist transferring to other modes of transportation;
- Some chain restaurants and small businesses;
- Humphreys Avenue School and adjacent neighborhoods; and
- The Serbian Orthodox Cemetery at 3rd and Eastern.

The destinations from the East Los Angeles Civic Center Station, the East Los Angeles Civic Center, include:

- Edward Roybal Comprehensive Health Center;
- New East Los Angeles Public Library;
- Community facilities, to include educational and religious organizations;
- East Los Angeles Municipal Court;
- Civic Center existing public parking areas;
- Belvedere Park with a man-made lake; and
- South Arizona Avenue, LaVerne Avenue, and 4th Street neighborhoods.

A key destination is the Edward Roybal Comprehensive Health Center.

The destinations from the Atlantic Station, the potential Town Center include:

- Connections to the cities of Alhambra, Monterrey Park, and Montebello via MTA buses and other transit lines through North Atlantic, West Pomona, and West Beverly Boulevards;
- The proposed park-n-ride facility at Atlantic Station, the Gold Line Terminus Station;
- New Kaiser Permanente East Los Angeles Medical Office Building at South Woods and West Pomona;
- American Red Cross;
- East Los Angeles Sheriff's Station;
- South Woods Avenue and Hillview Avenue neighborhoods;
- Some chain restaurants, gas stations, and small businesses; and
- Access/egress of Interstate 60.

Initiatives that were applied in this task included consideration of the following:

- Los Angeles County investment in streetscape improvements such as pedestrian scale streetlights and suitable landscaping around the station, thus improving the area and enhancing access to the station.
- An updated East Los Angeles Community Plan that allows development at an appropriate density that supports Transit Oriented District (TOD) and community objectives.
- Station design and construction that is coordinated to include additional enhancements, landscaping, and architectural design elements as mentioned in the Potential Projects at Each Station in Task II Deliverables.

Appendix (B)
Project Evaluation Methodology

- Revisions to and/or new design guidelines that regulates building placement of a Pedestrian Corridor.
- Zoning code revisions and/or design guidelines that regulates street level retail in parking structures to enhance the pedestrian environment.

Task IV, Methodology

The review of system elements for the integration in the places of community was based on a number of criteria, including the physical setting and the proposed thematic context, the size of the right-of-way, the length of the street and the required spacing of the measures to achieve the desired speed behaviors of the street users, relationship of adjacent land uses, various urban design goals, and, the goals and objectives for the area, available budgets, other upcoming work within the right-of-way such as rebuilding utilities or paving work, development potential along the street, and street trees and their locations. The following paragraphs discuss specific elements of the Task IV, Safety System Design and Community Integration, as specified by the solicitation.

The system components review and design was resolved through the methodology, which took into account the context and the goals and objectives for the area. Because of the methodology, a best traffic-calming plan surface rather quickly and then required only minor modifications through public involvement and review of various agencies.

The safety's systems design plan and report was similar to the traffic calming plan and report for the area in that the goals and objectives of both plans were the same: to connect the stations safely, conveniently and in an aesthetically pleasing and complete way. The safety elements that were recommended included:

- 3rd Street Traffic Calming Measures
- Bulb-Outs and Medians
- Enhanced Pedestrian Crossings
- Pedestrian-Scale Street Lights
- Circulators Trams and Stops
- Bicycle Connector and Storage
- Street Trees
- Wider Sidewalks on 3rd Street where Right-of Way Allows

Using our methodology, the recommendations tend to flow from the various criteria considered while preparing the plan. The recommendations are in the form of a plan that is quite visual. The design criteria involved all of the elements that were taken into account while preparing the plan as were listed above and include considerations such as the length of the streets and the behaviors of the street users.

In the area of recommendations and design criteria, individual safety elements were listed as highly interdependent. They should be implemented simultaneously The criteria for design are:

- Safety: Specific attention to protection against harm to persons, vehicles, and installations.
- Convenience: Pedestrians and motorists, will take risks to gain greater convenience, thus all movement provisions should seem direct, natural and easy, not contrived.

(cont.)

The Location of Community Concerns that were identified in relation to 3rd Street safety systems:

- Location 7, Community between Indiana Street and Ford Boulevard
- Location 9, King Taco
- Location 11, 3rd Street and Mednik Avenue
- Location 14, Segment between Ford Boulevard and Mednik Avenue
- Location 15, Casa TELACU
- Location 16, 3rd Street and Woods Avenue
- Location 17, East Los Angeles Civic Center
- Location 18, La Verne Avenue
- Location 19, Fetterly Pedestrian Mall

During this task, the M&W Team also conducted a windshield survey of existing safety elements along the proposed community circulator tram, reviewing each proposed tram stop space to see if elements existed such as benches, shelters, bike racks, and pedestrian lights; if the proposed tram stop was near a street light; if the area was restricted in size; and if it had an appropriate landing. It was obvious in the survey that most elements as mentioned are missing, especially pedestrian lighting for patron's safety and bike racks to secure bicycles. Other elements such as benches and shelters were either lacking or in bad condition.

The Location of Community Concerns that were identified in relation to the Proposed Circulator Tram safety systems:

- Location 1, Floral Drive and Collegian Avenue near East Los Angeles Community College
- Location 2, Humphreys Avenue School
- Location 3, Commercial Businesses on Cesar Chavez and West Riggin Street
- Location 6, Atlantic Station
- Location 7, Community Between Indiana Street and Ford Boulevard on 3rd Street
- Location 8, ELACC Parking Lots (Proposed Campus Parking Structure)
- Location 9, King Taco on 3rd Street
- Location 12, 3rd Street and La Verne (Garfield High School)
- Location 13, Pomona Boulevard
- Location 22, Mednik Avenue and Cesar Chavez Avenue (Belvedere Park)

The design elements as already mentioned in Task III were listed as a combination of safety and traffic calming elements. The following design elements were emphasized in Task IV:

- Enhanced Pedestrian Crossings, Bulb-Outs, and Medians
- Pedestrian Street Lighting
- Shelters and Trees

Task V, Methodology

The Task V was composed of three parts: Wayfinding, Program Elements, with two subsections of Visual-Physical components and Signage, and Proposed Improvements Criteria. It was designed in a way to be legible to the greatest number of street users as possible, with various

Appendix (B)
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needed. The overall goal of the Wayfinding Program is legibility, by which the Gold Line patrons and neighborhood residents may easily find intended destinations and discover the places of East Los Angeles. The following paragraphs discuss specific elements of the Task V. Wayfinding, as specified by the solicitation.

The Wayfinding section begun with identifying systems that where physical-visual and those that rely on signage. It started with an origin and destination analysis and with an understanding of the direct experience of users who know the landmarks, the obvious routes, and also the confusions, and the elements of low identity. This plan estimated the positive impact of the new transit system and its stations, the intermodal opportunities, and the transformation of pathways to enhance accessibility. An important element of the plan was encouraging movement and congregation along the sidewalks and in the places where such activity is desirable, and away from intrusions on the quietness of residential streets. The plan assists both pedestrians and drivers to know where they are and how to make good choices about continuing to their destinations. Newcomers are assisted in knowing the places and destinations of the area in which they have arrived. Maps are especially helpful if the area has nodes, landmarks, paths and edges that can be referenced in the map and easily recognized in place.

The program elements were all shown in the plan visually with photographs, aerial maps, conceptual signs for specific areas in the study area, and good examples of signage in other successful districts. Here, 3rd Street was identified as a Visual Physical element where it should be distinct in character with an obvious hierarchy. The idea of a "Main Street" along the corridor will serve as the principal spine of the district. They were rendered for design interpretation, to give further definition so that everyone knows what to expect and how things will look when they are implemented. The networks of streets and sidewalks are emphasized with an obvious hierarchy of busier and quieter routes, of more public and more private territories, of more commercial, more civic, and more residential locales. This analysis was formed into the Landscape Structure and Street Character Map. It shows the potential entrance features, kiosks, park-and-ride locations, Atlantic Boulevard Corridor Pedestrian Plan and the typical streetscape in relation to the proposed Gold Line Light Rail Stations. The obvious street network for this purpose was 3rd Street, Ford Boulevard, Pomona Boulevard, Atlantic Boulevard, and Beverly Boulevard. In addition to developing distinctive street character, landmark creation was added as a means to further enhance and clarify distinctions and especially to identify destinations. This included works of art, distinctive tree planting, highly visible and distinctive transit shelters, special paving, appropriate night lighting, and strong informational signage. In the 3rd Street Element, magnolia trees were proposed along the street network to help form a unified space.

The assessment that is the basis for the determining the dimensions of a wayfinding program also generated an understanding of existing elements that were useful and clarified what was missing and necessary. Thus a mapping was possible of where there is clarity, where confusion, where existing landmarks are ready to be incorporated in a more comprehensive system, and where new elements were required to lead users from the transit stop to potential destinations. This assessment of opportunities and needs can thus be matched to the definition of available program elements to become the foundation for locating proposed improvements. All of the proposed modifications will be shown on the plans visually so that the locations can be readily identified. The criteria used to locate the modifications were employed during the methodology of preparing the plan, which has been outlined in an earlier section.

The variety of types of projects required the clear identification of components and the measures necessary for their approval by various departments and agencies. Planning decisions such as required for updating of a local specific plan to incorporate public space, zoning, and design guidelines will need to be advanced early, while other elements of construction require definition for their later coordination in a critical path construction management approach.

All signage systems in this plan were to meet the twin objectives of high recognition of the extensive system and specific identification of the immediate locale. The first level of assessment of the effectiveness of existing policies should be an exercise of applying them to this project. That effort may either confirm their ability to be implemented in new and varied places or to identify opportunities for improvement. There was an assessment of existing signage and practice that required close interaction with the MTA and familiarity with other successful programs in the United States and abroad. Recommendations for further evolution of existing signage policies are to take the form of "mark-ups" of the current manual with vivid visual illustrations. In order to minimize the amount of signage on the plan, the recommendations touched on design of the traffic calming measures, streets and sidewalks, in order that they are intuitive and legible to the lay person through the clever use of clearly identifiable signage and distinctive landscaping.

Task VI, Methodology

The following paragraphs discuss specific elements of the Task VI, Traffic Management and Traffic Calming Strategies, as specified by the solicitation. The team includes one of the country's most experienced and highly respected transportation consultants who has been instrumental in developing "new urbanism" policies and has directly participated directly in projects that are reshaping traffic understandings. The consultant team has contributed to the evolution of best practices and is continuously in touch with other leading consultants. Appropriate and well-founded recommendations based on such leading-edge practice were incorporated in our recommendations.

The Final Environmental Impact Statement/ Final Environmental Impact Report and proposed mitigations with the Option B was considered as the plan perceived for review and critical analysis. Any proposed modifications to the streets were clearly legible through the use of traffic calming measures from the traffic calming criteria and from presentation of best practice measures. All of the traffic calming proposals had positive impacts on the community and the connections to the stations.

The methodology for review that we proposed is similar to the planning methodologies that were used successfully in many cities around the country. That is, we developed a streamlined and efficient methodology to do traffic calming work. The methodology begins by dividing all of the streets in the project area into two categories of streets, those that are appropriate for cross-section changes to achieve traffic calming and those streets that are appropriate for retrofit measures to achieve traffic calming. We differentiated between the two types of streets using a number of criteria. This including the role of the street, the length of the street, the location of the street in the network, the determination of emergency routes and the relationship of the land uses along the street to the street itself.

Traffic planning began with community objectives, including traffic movement as one element. Most successful community centers view and promote themselves as recognizable places. A variety of elements contribute to this sense of place, including physical improvements, common design elements, and the integration of cultural and historic character. Linkage strategies were incorporated to capture this attention to the quality of experience and the character of place. Thus, steps to reinforce the sense of place were taken along the entire station site and its approaching thoroughfares. In addition, the specific identity need reflect and build upon the intrinsic qualities of the community having to do with its historic or civic center

(cont.)

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Project Evaluation Methodology

character, its natural beauty, local architectural context, and community spirit that will portray a positive message. The M&W Team identified actions and elements that included:

- Programs that link the station sites to the surrounding communities;
- Clean and safe strategies, to include the improved visibility of law enforcement operations and linkages to the community that will contribute to an enhanced sense of security;
- Landscape elements, both private and public;
- Other streetscape elements, such as pedestrian-scale lights, bus stop improvements, signage, gateway markers, and banners; and
- Common building and site design elements.

Task VII, Methodology

The methodologies developed in the preceding tasks required integration in an overall plan. Rather than specific recommendations related to ground zero" in the immediate station area, this phase addressed general proposals and policies relevant to towards the connected neighborhoods and districts. Land use is perhaps better understood as understanding the life activities of a community than as a colored map. Thus land use linkages stem from understandings of daily life and trips by foot or bicycle or car or bus or rail that are a part of daily life. Pedestrian circulation corridors are better known as "Main Street" in a commercial or mixed-use district, or even as "my street" as proudly understood in residential neighborhoods linked to schools, libraries, parks, and to the transit systems on which many residents are dependent.

The M&W Team applied its experience in the development and implementation of urban and transportation planning and design programs to Task VII. Our approach, summarized in the following steps, has been successful implemented on numerous projects in Los Angeles County and nationwide. These steps included:

- Investigation of other related plans such as East Los Angeles Civic Center
- Development of recommendations including estimates of approval probability and potential costs.
- Presentation of clear and concise proposals to the MTA leadership and community representatives.
- Documentation of community support.
- Prioritization of recommendations including approval and implementation strategies.

The market in the future for land uses around the stations is uncertain. The types of land uses that are appropriate and likely to be attracted were identified in an open manner allowing alternative but acceptable outcomes. In addition, the planning and urban design of streets is such they are supportive of a variety of land uses, land use mixes and densities. Furthermore, the scale and massing of buildings are proposed with confidence that they can create an appropriate place, relate well to the station design itself, and accommodate attracted uses. Other appropriate design guidelines were attention to ceiling heights so that new buildings can host a variety of tenants at street level, ranging from retail to office to work-live, and to housing where appropriate. In such ways, the buildings can adjust with the markets and are not left vacant when the market changes.

Within the economic development portion of this task, the staff of Kosmont Partners, led by Mr. Henry Madrid and Mr. Michael Metcalfe used a variety of programs and approaches to collect and analyze data These programs include Seal Site Inspection, Data Quick, and Reconnaissance. Other methods were site photography and continuous coordination with other members of the M&W Team. In addition, Mr. Metcalfe interviewed Mr. Paul Escovedo, Principal of Barrio Planners regarding MTA station site development and opportunities on May 21, 2003. Mr. Metcalfe also conducted a windshield survey tour of the half-mile project radius.

The M&W Team developed a safe, friendly, and easily accessible TOD Specific Plan Study Boundary. The entire design team, in coordination with community groups and MTA representatives, developed recommendations, to include the following:

- Mapping the linkages that should be incorporated in proposed study areas.
- Integrating wayfinding, traffic calming, and other elements of the study.
- Identifying actions that should be taken over time to fully implement and enhance pedestrian experience and the vitality of both residential and commercial places, such as:
  - Introduction of pedestrian scale lighting.
  - Improving and/or installing associated amenities in relation to transit shelters
  - Organizing business owners to "take visible steps" to use streetscape, landscape, and façade improvement design guidelines, as applicable.
  - Installing monuments with identity plaques and banners on a seasonal basis.
  - Promoting "clean and safe" image with regular steam cleaning of sidewalks.

The process and timeline for implementation of policies and strategies required specific integration with the planning and approval calendars of the related government entities. Early discussions at the beginning of this consultation identified the prospects for plan updating, the elements of plans that may be subject to revision, and the complete range of necessary steps, both consultative and administrative, that are appropriate and required.

Appendix (C)

Project Selection Methodology

The primary purpose of the Project Selection Methodology Report is to describe how the conclusions were reached for each phase of the Cluster C Community Linkage Program. The specific tasks, as described in the following pages, are:

- Task I, Administration and Management
- Task II, Review Schematic Design and Engineering
- Task III, Multi-Modal Interface Integration
- Task IV, Safety Systems Design and Community Integration
- Task V, Wayfinding
- Task VI, Traffic Management and Traffic Calming Studies
- Task VII, Transit Oriented Land Use Linkages

Please note that from here after, where the word "team" is used, it is referring to the M&W team. In addition, the Los Angeles County has changed all Cluster C station names, as follows:

- Third and Ford Station is now Maravilla Station
- Third and Mednik is now East Los Angeles Civic Center Station
- Pomona and Atlantic is now Atlantic Station

Task I Task Selection Methods

Task I involved developing an aerial map used during presentations to point out specific community concerns. The team conducted the three Community Linkages meetings each regarding designated station neighborhood. At those three meetings we gathered twenty-two community concerns addressing pedestrian safety, traffic calming, transit improvement, and other topics. These concerns were consolidated and verified against the EIR. The results were noted on subsequent meeting minutes. All 22 Community Concerns were noted on the aerial map with reference numbers and locations. The team also conducted various Special Interest Community meetings: the Review Advisory Committee (RAC) and the Community Advisory Committee (CAC). A subsequent community meeting was held on July 9, 2003, during which a comprehensive overview of the project was presented to community members from the initial three station area neighborhood meetings.

Task II Task Selection Methods

The exploration and discovery of theme began in an understanding of the physical, architectural, cultural, and historic context of the area. Especially interesting was the identification of the propelling forces that are already present and at the heart of what the area and its evolution as a community. We recognize that the task was our understanding the meaning of each area rather than the selection of a design style. Therefore the selected theme was thus rooted as well as forward moving, and not so much nostalgic as optimistic. In addition, the theme has the potential for influencing action, thus further guiding community planning and design.

Task III Task Selection Methods

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Using the information from previous tasks, the M&W team selected design components that are visual, engaging, and educational. The presentations to the community and interest groups began with an educational component, bringing people up to date on the design approach and selected features. The elements of the Multi-modal Interface Plan are as follows:

- Area of Study (Half Mile Radius)
- Existing Road Network (Bone Structure of the Community)
- Proposed Circulator (Identification of Trolleys and Pedestrian Generators)
- Proposed Regional Bikeway (Lanes, Storage Lockers, and Racks)
- Pedestrian Linkage Enhancements (Widening Sidewalks)
- Neighborhood Street Enhancements

In the Multi-modal Interface Plan and Design, the M&W team selected both typical and individual design modifications for Third Street. In these broad categories, we addressed bus stop designs, improved pedestrian access, neighborhood street bulb-out effect on emergency vehicles, typical neighborhood street entrances and its potential to have a community gateway enhancement, typical parking, valley gutters and sidewalks, and bulb-out details, frequent places to sit and rest, and the MTA- proposed nosing and pedestrian refuges. In the last section, the M&W team selected two components: integration of multi-modal interface plan elements; and integration of existing and proposed multi-modal connections and transfer points

We also focused our attention on the possible enhancement connection on Atlantic Boulevard and creation of a Pedestrian Corridor connecting Atlantic Station with destinations such as ELACC and the commercial district in the City of Monterey Park. The team illustrated the Multi-Modal Community Linkages in full color showing all connections, stops, and transfer points. The team also displayed the various proposed community circulator tram stops, connections to the proposed bikeway, and connection to MTA bus lines, El Sol Shuttles, the Monterey Park Spirit Bus Circulator, and Montebello bus lines.

Specific deliverables, such as the modifications to the streets and sidewalks, began through drawings, sketches, and renderings. These drawings evolved into conceptual drawings and superimposed photographs on how strategic areas would be implemented. As a result, very little text was necessary to convey proposed measures. The team found this type of reporting and presentation style to be very successful in past projects, particularly those with stakeholders with differing perspectives.

The alternatives that M&W team approached towards this task were quite comprehensive and forward thinking. One of the design concepts the M&W team selected in the early stages of this task was to redesign the layout of Third Street so that all users of Third Street were addressed. This design concept was comprised of having two lanes going each way (east bound and westbound) at all times, where it would have accommodated for right and left turn lanes, provided that space from the adjoining sidewalk be modified. This layout also was comprised of permanent on-street parking spaces where it was permitted by having bulb-outs and midway refuge areas.

This idea however had some drawbacks: the creation of new turning lanes would have widened and increased the crossing distance for pedestrians on Third Street. Another tested idea was to place roundabouts at major intersections along Third Street, but through investigation and conceptual drawings, the roundabout was dropped because it would not be feasible due to the need of acquiring private property, confusion to new users, and the results of a traffic count study.

Appendix (C)
Project Selection Methodology

Task IV Task Selection Methods

The information that was used in Task II and Task III served as basic building block for the selection of Task IV. In Task IV, the product deliverable was comprised of three parts: the Safety Systems Design Plan, Recommendations and Design Criteria, and Design Elements. The M&W team selected the contents of Task IV to be primarily related to safety and community integration. Most of the illustrations were directly brought over from the previous task to reemphasize the safety portion of the multi-modal interface plan design elements. These elements such as Third Street traffic calming measures, traffic calming measures for all other streets, bulb-outs and medians, enhanced pedestrian crossings, pedestrian-scale streetlights, circulator trams and stops, bicycle racks and storage lockers, and street trees, were also selected to be consistent in our message.

Task V Task Selection Methods

The elements used in Task V were Wayfinding, Program Elements, and the Proposed Improvements Criteria. Path Creation was not emphasized as paths were already established. Other changes were made to the vocabulary of the wayfinding program. One of those changes was the definition of passive-physical and visual-physical elements. In turn, this section addressed Third Street, adjacent districts, local landmarks, and other framework and non-framework streets. In addition to conformance with MTA standards, the signage system was selected to meet three objectives:

- High recognition of the East Los Angeles district,
- Vivid identification of specific destinations, and
- Consistent and highly readable street names and block numbers.

Palm trees were highly encouraged in the early stages to be used as station trees but were not ultimately dropped due to water consumption and other considerations. Instead, magnolias were selected as the parkway trees to be planted primarily along Third Street.

For the Proposed Improvements Criteria, we selected four main areas of attention in this section, which were inclusiveness, sustainability, character, and compatibility. For Inclusiveness, the M&W team wanted to direct the signage and all other wayfinding systems to pedestrians and motorists in the East Los Angeles Civic Center and other public destinations, the religious and cultural centers, commercial districts such as on Atlantic Boulevard, and the major services and businesses. For Sustainability, durable materials that required only low maintenance, and are graffiti and vandal resistant are recommended. As far as Character, the team selected signage with high legibility, strong colors and good contrast. The team selected the signs to be consistent in the font type and size. The team also suggested that guidelines for business signs be developed to reduce clutter and improve visibility and legibility. As for Compatibility, the team selected a signage concept compatible with the MTA signage and graphics policies, as well as those in general usage.

Task VI Task Selection Methods

various traffic calming measures. Key considerations were to slow traffic approaching the crossing points and provide better crosswalks. At the 710 Freeway, the modification to the on-ramp were minimal, resulting in a shorter crossing distance and tighter radii turns. The design concept also accommodates approximately 275 parking spaces under the 60 Freeway Connector as part of an additional Park-and-Ride lot near the Maravilla Station.

At the 60 Freeway, the modifications moved the on-ramps closer to the adjoining off-ramp. This action benefits the access points as the act as regular streets, with shorter crossing distances and tighter radii turns. Access is provided directly from the off ramp to the Park-N-Ride Facility. The space provided by the modification of the on ramp provides an area that may be designated for mixed commercial retail or housing with street serving uses towards the sidewalk and parking at the rear.

Another alternative scenario is the consideration of moving the proposed Park-N-Ride Parking Structure to the northeast just inside the Eastbound 60 Freeway on-ramp at the Caltrans property. Commuters from the east exiting and entering the freeway may find this site more convenient. This concept does not limit access and egress to the freeway. This design concept also would connect the two destinations on Cesar Chavez Avenue and provide a better pedestrian corridor with commercial and mixed-uses within the right-of-way. In addition, the effect of speed on the visibility along Third Street also is discussed and illustrated.

Task VII Task Selection Methods

Lastly, the process and timeline for implementation of projects is really a prioritization exercise. The first priorities are to go where the money is, that is, following other projects that might be going on already, including utility work, economic developments, and/or station modifications. This approach assures design consistency and reduces the risk of wasting money on projects that will require subsequent alteration. The next set of priorities will follow a logical sequence that would generally fall out of the context, either the goals and objectives of the area; behaviors of the street users that need to be modified; available budgets; and/or geographical issues. Possible examples may include starting the projects near the station and working outwards or connecting existing paths that make the area more ADA compliant.

One of the keys to successful implementation is to keep the long view in mind so that one doesn't preclude taking advantage of opportunities in the future or getting into a situation where one has to undo work already completed. Furthermore, should there be any controversy about the sorts of measures being employed, it is smart to begin the implementation with components of the plan, which have a high probability of success. Once those are implemented and are successful, the rest of the projects can go along relatively smoothly. Of course, a critical priority for implementing the plan is connections that will especially encourage ridership.

Appendix (D)

Local Government Commission-Livable Places Update of July 2003

LivablePlaces**Update**

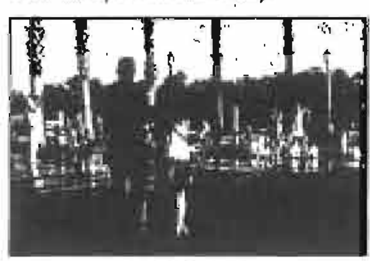
July 2003

Emerging Trends in Community Planning and Design

Economic and Air Quality Benefits of Transit Oriented Development Documented: Over the past several years, Dr. Fred Williams of the Federal Transit Administration and his colleagues have studied three types of transit service: basic mobility services (local, and cross-town services, mostly buses); congestion relief services (commuter rail, express buses and suburban services); and transit oriented neighborhoods and commercial centers (mostly rapid rail).

As compared to the other two types of service, his research has shown that transit oriented neighborhoods have the greatest net benefit to the economy, produce half the amount of toxic air emissions, and reduce the miles that people drive by 50% to over 75%. What sets transit-oriented neighborhoods apart from the other two types is that land use and transportation are planned as a package.

According to a new University of Michigan report, development principles that support transit can be successfully adapted to suburban settings and doing so improves land-use mix and walkability. Survey results of traditional neighborhood developments (TNDs) support this observation. A traffic study of the urban core in Reston, Virginia calculated automotive trip reductions of 49.5% in the morning and 46% in the evening. In Celebration, Florida, 63% of residents report driving less than they did in their previous community.



Celebration, Florida

3Ds Make TODs Work: Researchers have been looking into what it takes to make Transit Oriented Development successful. UC Berkeley city planning professor Robert Cervero has set forth the 3Ds – density, design and diversity – that are needed to make transit oriented development successful. According to Bay Area Rapid Transit's general manager Tom Margro, density is paramount. The more housing and jobs within a short walk of a transit station, the greater the ridership. Nationally, a 10% increase in population density has been shown to correspond to a 5% increase in boardings. Doubling density can reduce vehicle travel by 20%, according to a 1996 report published by the Transit Cooperative Research Program.

Density has even farther-reaching implications. Residents of denser communities are more likely to be able to walk to shops and services, and thus be able to live with just one car. According to Fannie Mae, when density climbs to 20 to 30 housing units per acre, vehicle ownerships falls to just one car per household.

Diversity / mixed use is also critical because if residents can walk to meet their immediate needs, they are more likely to dispose of one or two cars and rely on transit for their more lengthy trips. The best kinds of uses to place around a TOD are affordable housing — because lower income residents are more likely to use transit — and office and retail uses because they employ more people per square foot.

The last but not least important D, design, is critical. For TOD developer Michael Dieden, the concept of a transit village is "about building community, not just housing units." This is the attribute that will draw people to live there and the units to sell. Santa Monica-based Architect Johannes Van Tilburg says that noise and vibration are minimal with modern trains and do not represent a big problem. The real design challenge is to separate the public nature of a train station with the very private nature of housing. It's the design of the public spaces, as well as the design of the housing, however, that will bring people out of their homes, put multiple eyes on the streets, and make a TOD neighborhood safe enough that people will walk and take transit.

Transit Agencies Getting Into The Land Use Act: Throughout the country, transit agencies are doing what they can to encourage and even partner in the building of walkable, mixed-use development around their stations. Tom Margro, general manager of the San Francisco Bay Area's BART system feels density is primary and is placing stations in cities that are making the zoning and land-use changes they are looking for. The Metropolitan Transit Agency in Los Angeles has provided land or financial assistance to numerous projects. Sacramento's Regional Transit has worked with cities to identify potential opportunities for TOD development around transit stops and test their financial feasibility.

What Cities Can Do To Help: At the Local Government Commission's recent conference in San Diego, *Planning and Building More Livable Communities*, city leaders and developers talked about the importance of cities zoning for TODs. This helps the developer get through the entitlement process more quickly — otherwise they are forced to get multiple variances to "do the right thing."

One developer of higher density housing near transit complained that the City was damaging his investment by allowing used car lots to be placed near his residential, transit-oriented units. Cities need to change zoning around transit stops to require density, design and diversity near transit stations or developers will be reticent to build there. To order the LGC's new guidebook on TOD zoning ordinances, *Smart Growth Zoning Codes. A Resource Guide*, call Karen Cole at 916-448-1198 ext. 307. The guidebook and CD cost $25 plus shipping and handling.

The builders at our conference cited NIMBY opposition as a barrier, particularly if the station was located in an already-developed residential area. Developers on our program requested that cities get citizens involved in the planning efforts.

Rick Cole initiated one such effort when he was the Mayor of Pasadena. With citizen participation, he led the development of a specific plan prepared for an area around a forthcoming light rail stop. The project was so successful it was fully leased almost immediately following construction. Now, ten years later, light rail has finally arrived. Having learned the value of planning ahead, Cole, now a City Manager is duplicating this process in Azusa.

The public participation project, Gold Line Tomorrow, began last month with a widely publicized community meeting. According to the project manager Laura Avila, "Our goal is to provide the community with an opportunity to tell Azusa how the station area can enhance the historic downtown area and to create a model for planning around the proposed light rail project that can be emulated throughout the San Gabriel Valley."

Caltrans To The Rescue: The California State Department of Transportation has produced a web-based database that provides detailed information on 21 Transit Oriented Developments (or Transit Villages) located in California. Starting this month, users can explore station areas or projects or search for specific data. The website provides information for a one-half mile radius around each of the 21 TOD station areas including maps, land uses, zoning, parking, facilities, station design, pedestrian facilities, economic data, and numerous reproducible photos.

The site also lists the number of transit "boardings" at each station, travel benefits of households living in each TOD and census data such as resident's incomes and ages. Information is also available about the implementation processes and strategies used to create each TOD, including local government plans and zoning codes, financing sources, and contact information for those who were involved. To visit the site, go to: TransitOrientedDevelopment.dot.ca.gov.

The RailVolution Is Coming: The annual Rail-Volution Conference will be held in Atlanta, Georgia, September 11-14. The event will offer an invigorating and in-depth exploration of how transit and land use can work hand-in-hand to shape the best of livable communities. The conference will feature more than 50 workshops, covering a wide range of topics from the effective use of partnerships to understanding the nuts and bolts of TOD. Over a dozen tours will offer participants a chance to learn first-hand how Atlanta is connecting transportation and land use. For more information and registration materials visit www.railvolution.com.

Now Available from the LGC! A well-illustrated, eight-page Executive Summary of our newly published guidebook, *Smart Growth Zoning Codes: A Resource Guide*, is now available. It is designed to help local elected officials and other high-level policy makers understand what is needed to actually implement the smart growth language incorporated in a general plan. Copies of the summary may be ordered from the LGC for $2.00 each, (the cost of postage and handling). Or it can be downloaded free of charge from the "Free Resources, Fact Sheets" page at www.lgc.org.

A brochure on the Local Government Commission's Planning and Design Services is enclosed with this newsletter. For over 22 years, the Local Government Commission's staff has been providing educational services and in-house technical assistance to local governments. Our expertise covers the gamut from citizen participation techniques to energy policy and projects, street design standards, smart growth zoning ordinances, design guidelines, and the like. We are now making this assistance available to a broader audience. For more information contact Patrick Stoner at the LGC office (916) 448-1198 ext. 309.

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