

GREAT^{LA} STREETS

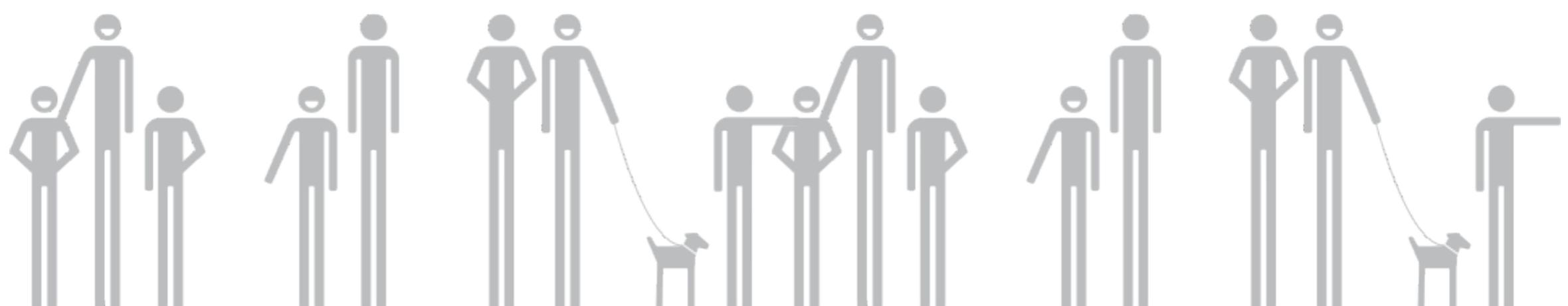
Presented by:

@GreatStreetsLA

#GreatStreetsLA

06/02/1014

Eric
Garcetti
#Iamayor

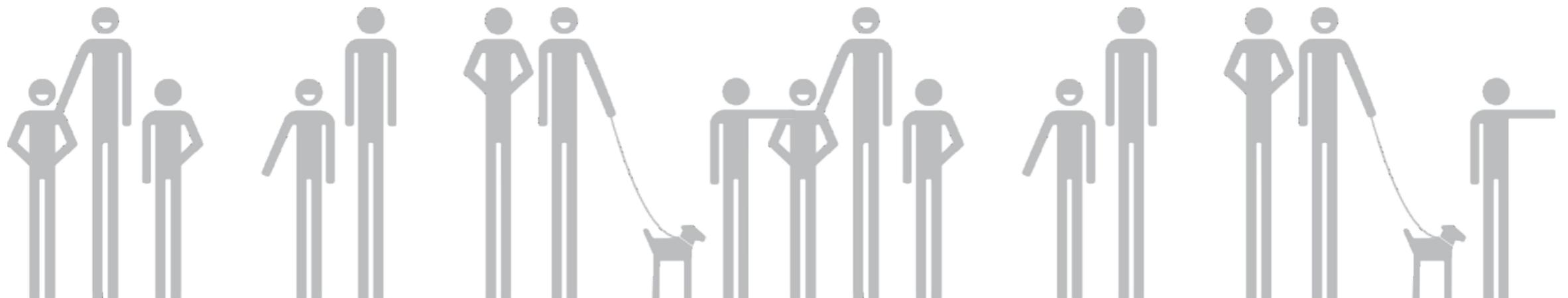


Why do we need a vision for our Streets?

In short – Streets are our largest asset.

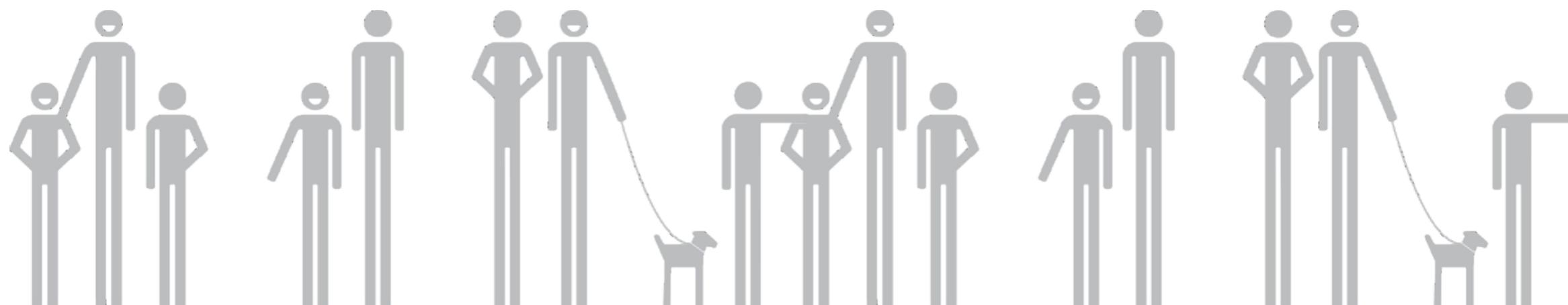
Los Angeles has more streets than anywhere else in America. At 6,500 centerline miles, our streets make up about 13% of all the land in the City of Los Angeles.

As our largest public asset they are vital in forming and reflecting the character of our neighborhoods, our people, and our City.



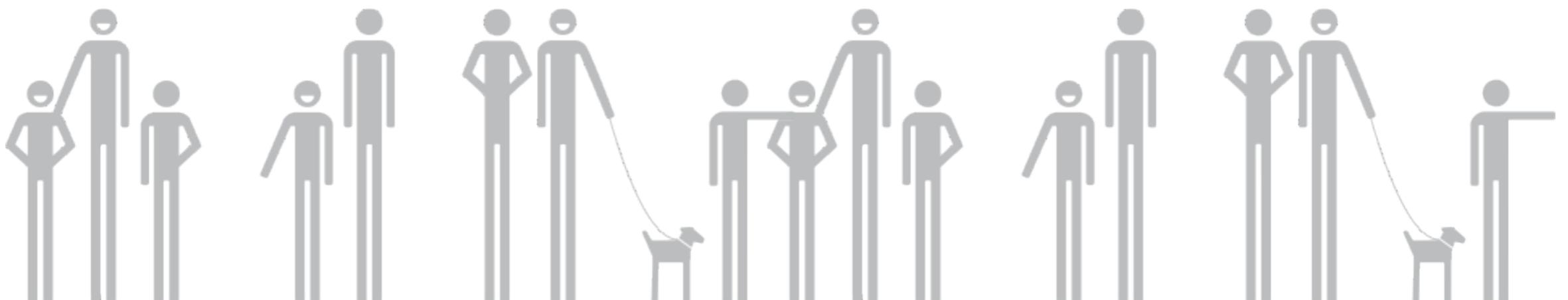
Our Great Streets Initiative will take advantage of this underutilized asset to support thriving neighborhoods. We will develop Great Streets that activate the public realm, provide economic revitalization, increase public safety, enhance local culture, and build great communities.

By reimagining our streetscape, we can create transformative gathering places for Angelenos to come together, whether they travel by foot, transit, bike, or car.

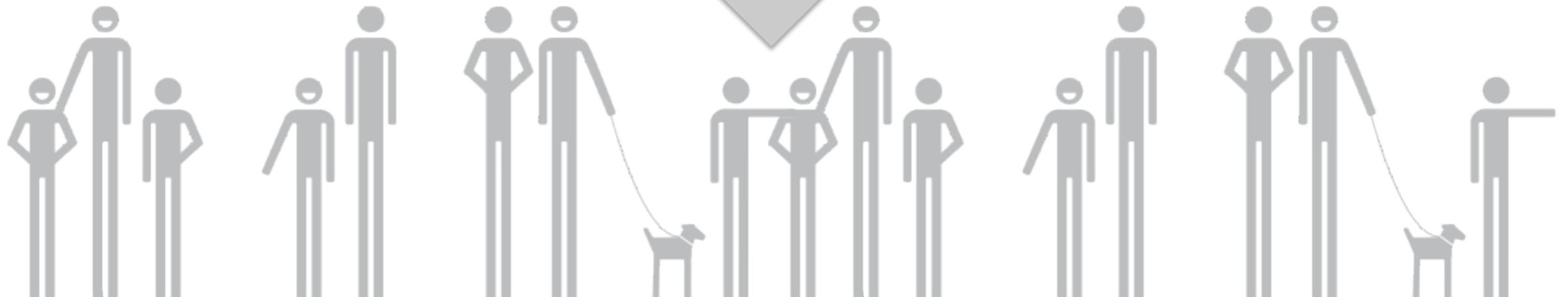
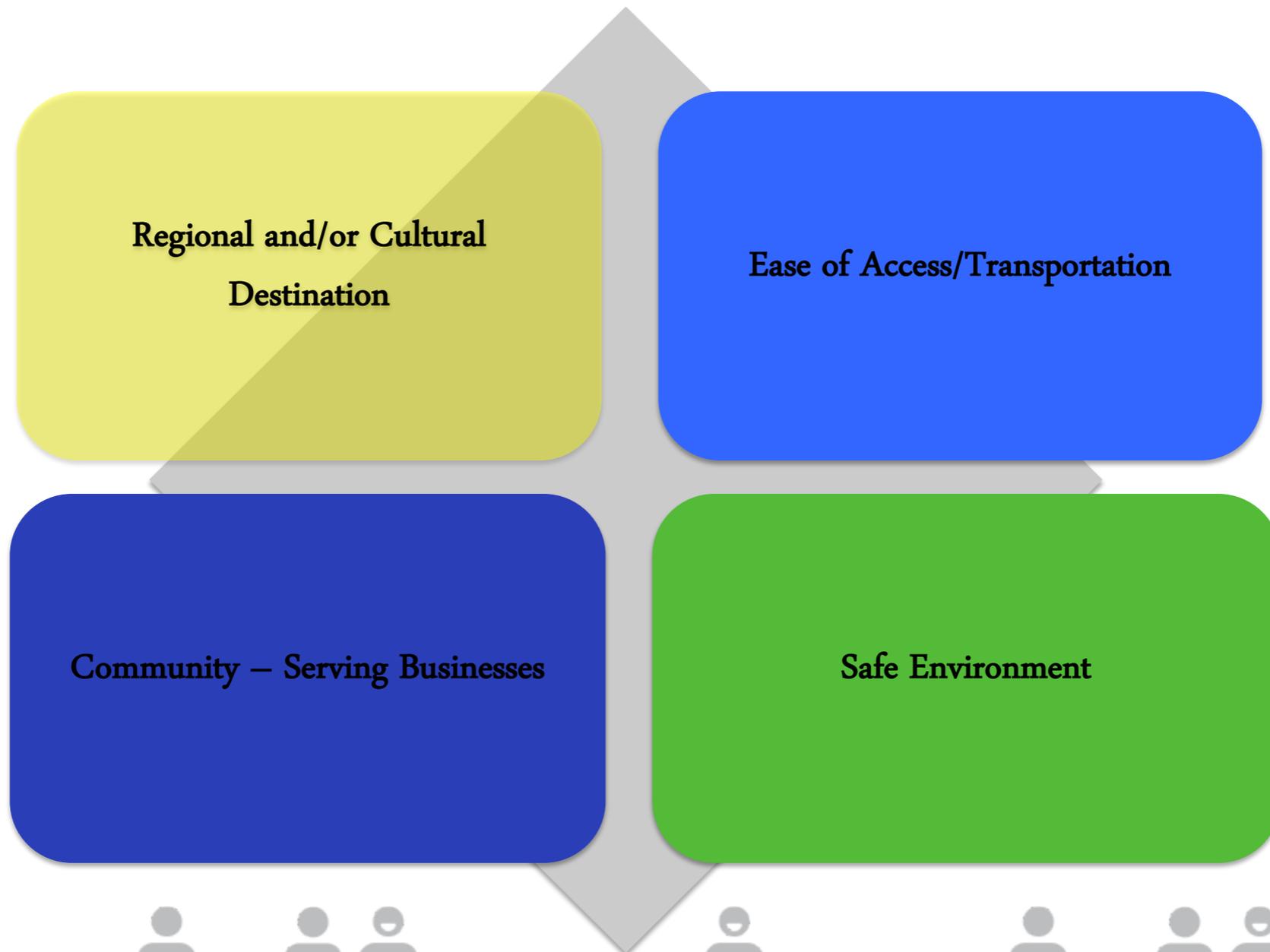


GREAT STREETS SIMPLIFIED

Eric
Garcetti
#Iamayor



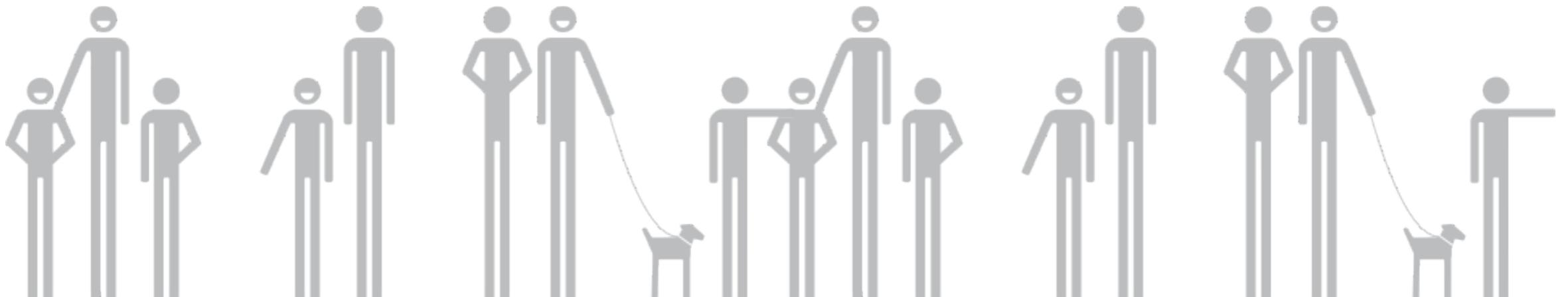
Focusing on Priority Characteristics



Focusing on the Right Amenities



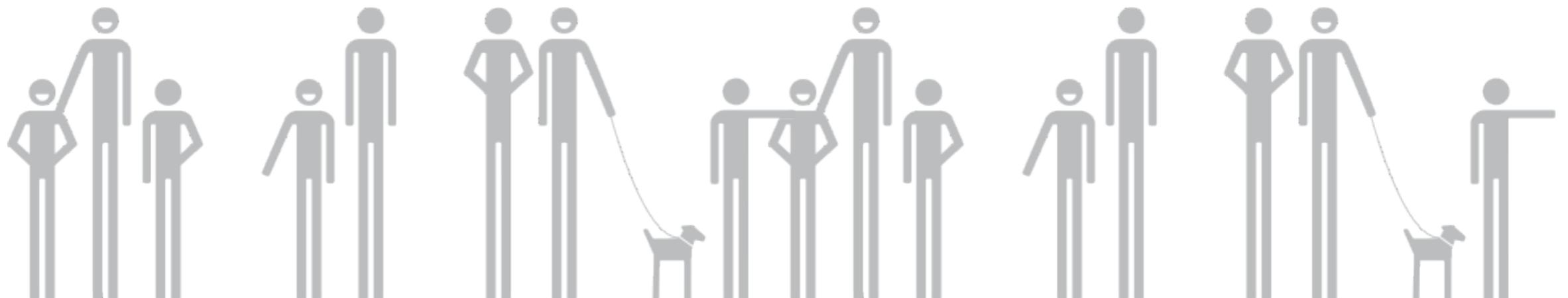
- 1) Cleanliness and Safety
- 2) Pedestrian Mobility
- 3) Food and Dining
- 4) Transit Mobility
- 5) Arts & Culture
- 6) Green & Open Space
- 7) Parking



When?

Some streets are more ready than others. It's important we all participate creating a vision for each street that we can all be proud of.

- **Short-term** temporary treatments will include plazas and parklets.
- **Long-term**, permanent changes will include treatments to curbs, street lighting, street trees, and street furniture.

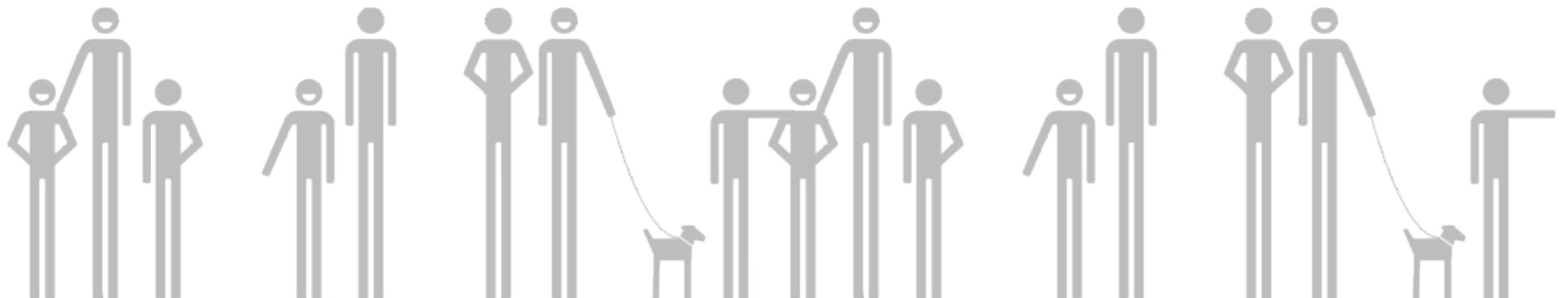


Funding

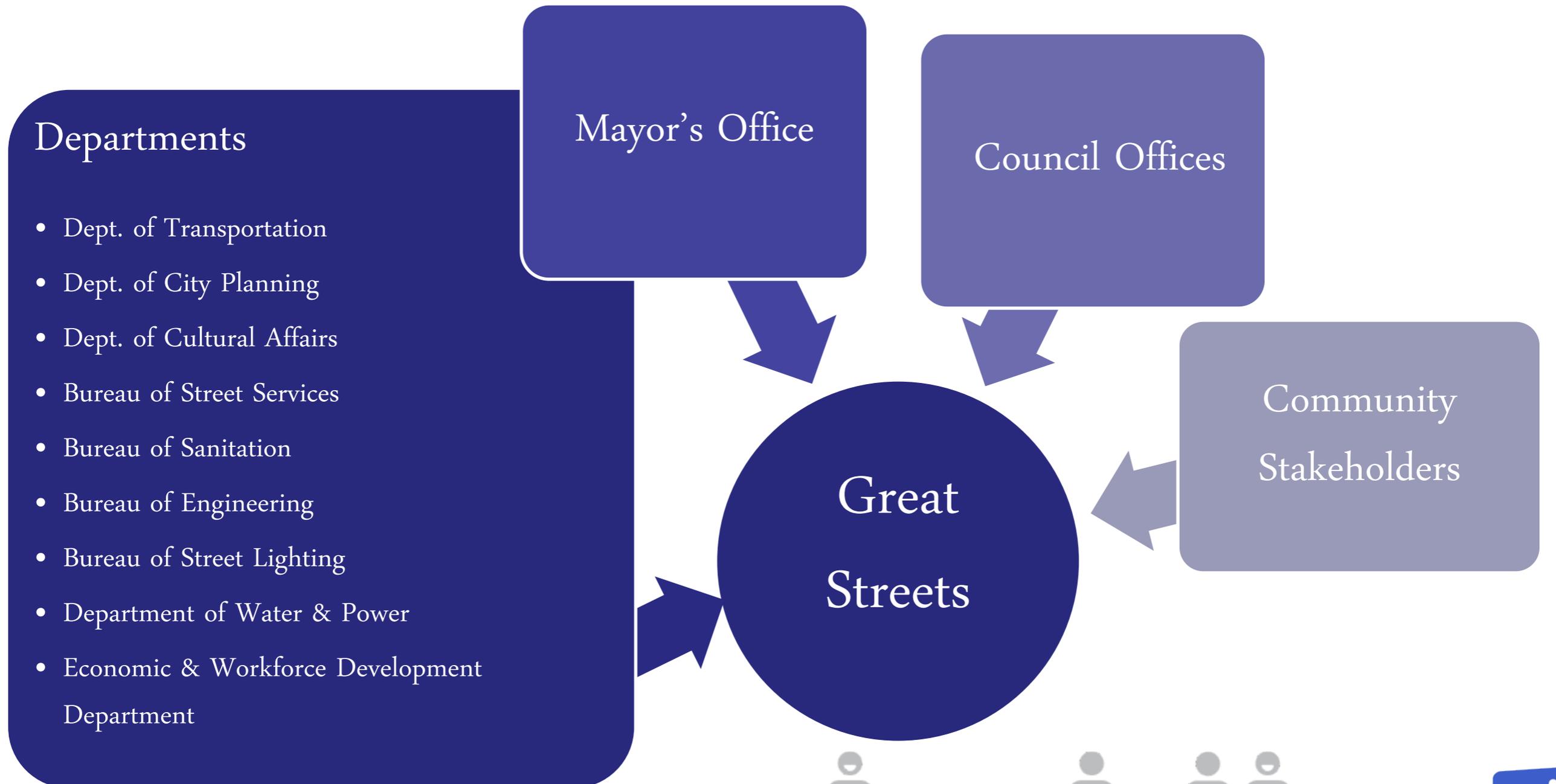
The city budget for Fiscal Year 2014-15 contains \$800,000 for the Great Streets Initiative. This money is primarily seed funding to begin planning and outreach for each of the fifteen corridors.

Some of the streets already have existing funding, either through grants or through current city work plans.

Once a Great Street is designated, the Great Streets Studio, in collaboration with the respective Council Office and community stakeholders, can leverage these existing investments for additional grant funding and begin mapping out an implementation timeline.



Collaboration of Thought Leaders

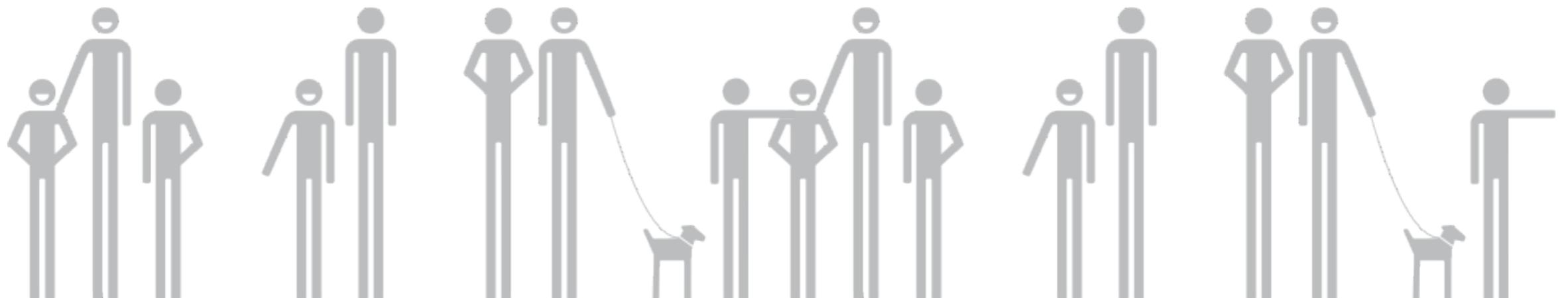


Engaging Expert Citizens

We will work with neighborhood stakeholders to develop a vision for each corridor.

Great Streets will be a bottom-up and community-based process.

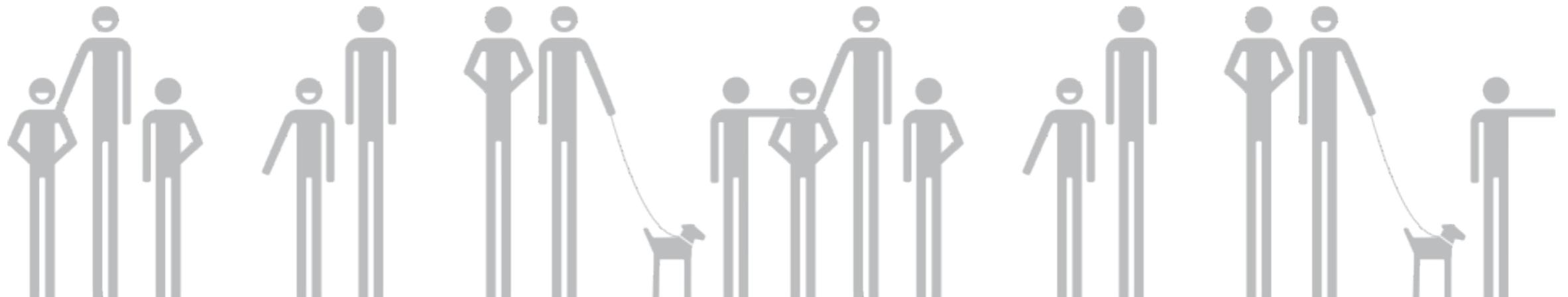
After all, no one knows more about our neighborhoods than you.



Great Streets: Case Studies

A look at Local, National and Global efforts to change communities through various Great Streets programs.

Eric
Garcetti
#Iamayor



Local:

Pico & Normandie

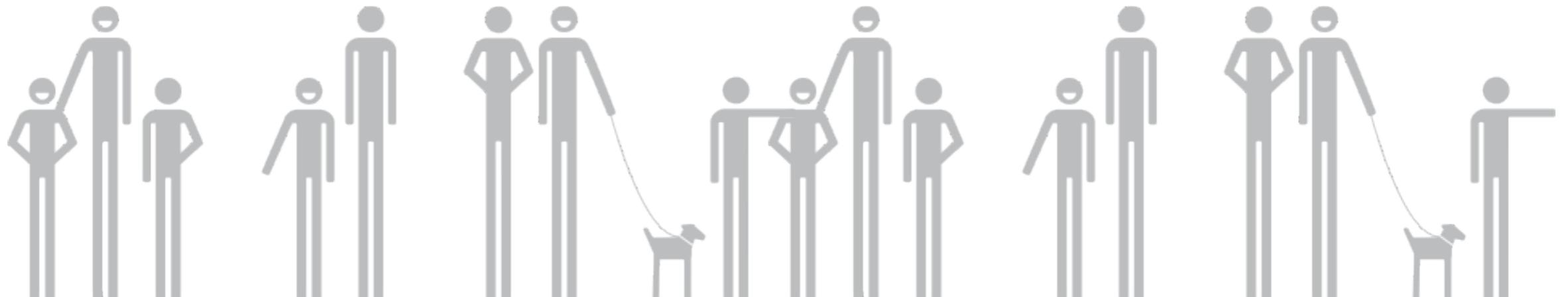
Project: Transit Plaza

Los Angeles Department of Transportation, the Community Redevelopment Agency and supportive government representatives, LANI fulfilled the community's vision of creating transit plazas at the east and west ends of the neighborhood that would each serve as a gateway into the community, as well as providing comfort, calm and shade to the high volume of bus patrons.

Both brick and colored concrete transit plazas contain a four-sided illuminated 15' clock as a center piece. In addition they include decorative pedestrian lighting, towering palm trees and shrubs, ornate tree grates, inviting benches, attractive waste receptacles, and bus shelters for transit riders.



On Normandie Ave. looking north



National:

San Francisco, CA

Project: *N-Judah* Beautification

Turnaround



The corner of La Playa and Judah is a lively corner in the Outer Sunset district, where the N-Judah muni line meets the majestic Pacific Ocean. Community members came together to decide on the Project themes that they then divided into ideas short-term and long-term goals

PROJECT THEMES

The Look and Feel

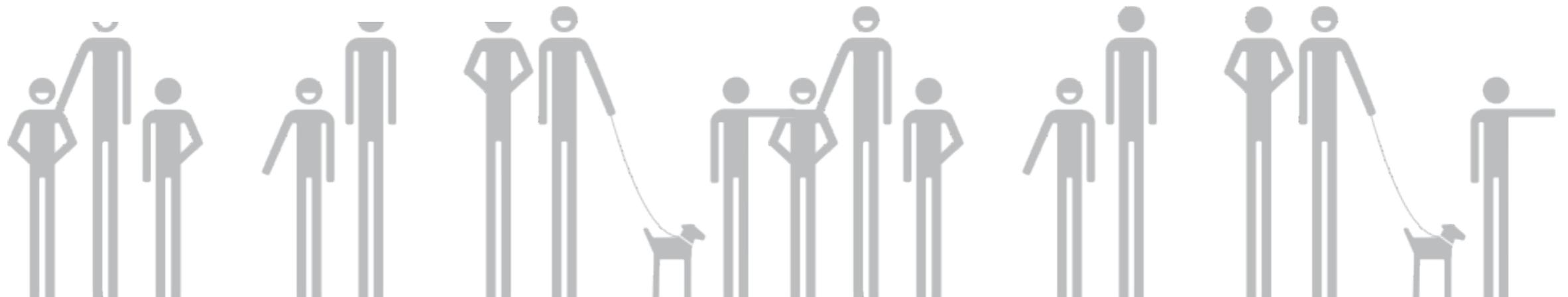
This addresses the aesthetics, beauty, and identity of the neighborhood. Most of the projects fall into this category and are focused specifically on the Turnaround and La Playa Park.

Getting Around

Mobility: Getting into, out of, and around the neighborhood. This is a good place to talk about safety concerns, traffic patterns, and public transportation

Things to Do and Visit

What places and activities exist, or should be created to enliven and enrich the neighborhood. They are what get people out of their houses to visit a place, come together, and spend time with their neighbors.



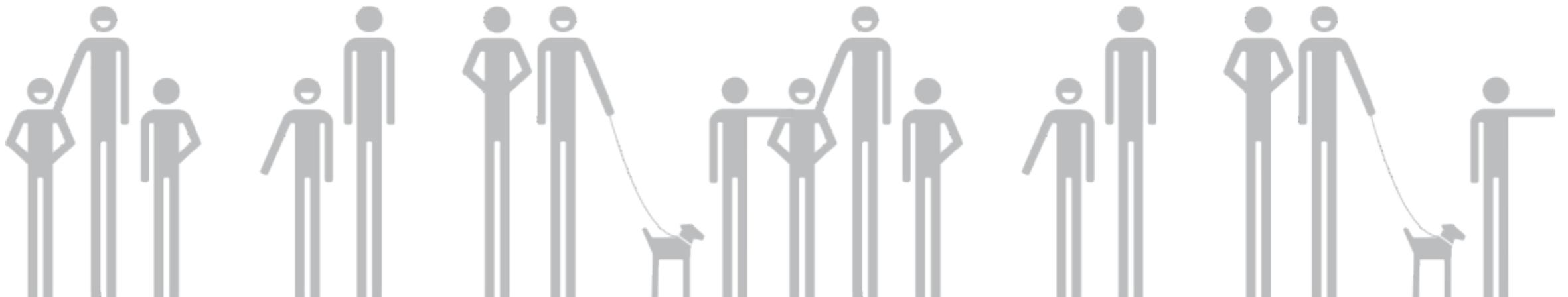
Global: Brighton, UK

Project: New Road



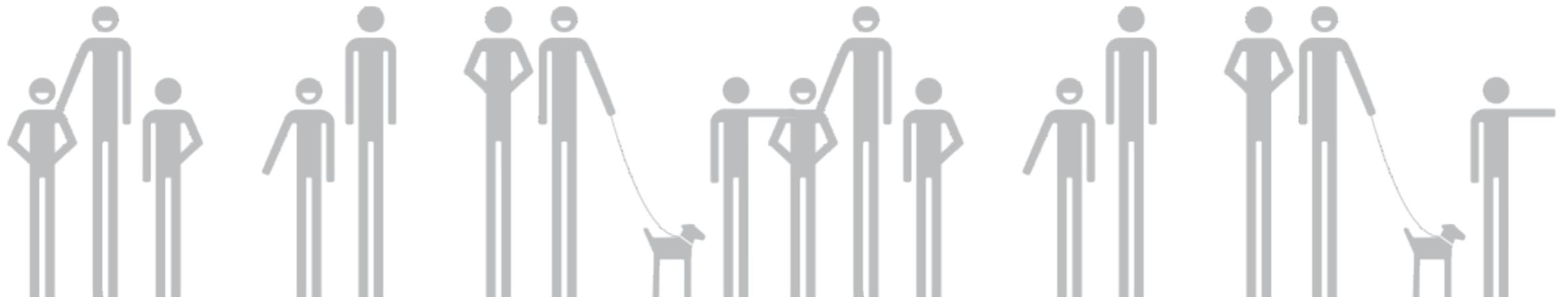
New Road in Brighton is a newly completed pedestrian dominated *shared space* which provides a high quality route through a cultural quarter, designed by Gehl Architects, Landscape Projects and Martin Stockley Associates.

It is now a pedestrian dominated space which allows uncontrolled access to vehicular traffic. New Road contains two theaters, numerous cafes and bars and abuts a public park. The result of the implementation of this scheme is the increased time pedestrians spend in this street, which in turn reinforces this area as a cultural district and a place in which to inhabit and enjoy.



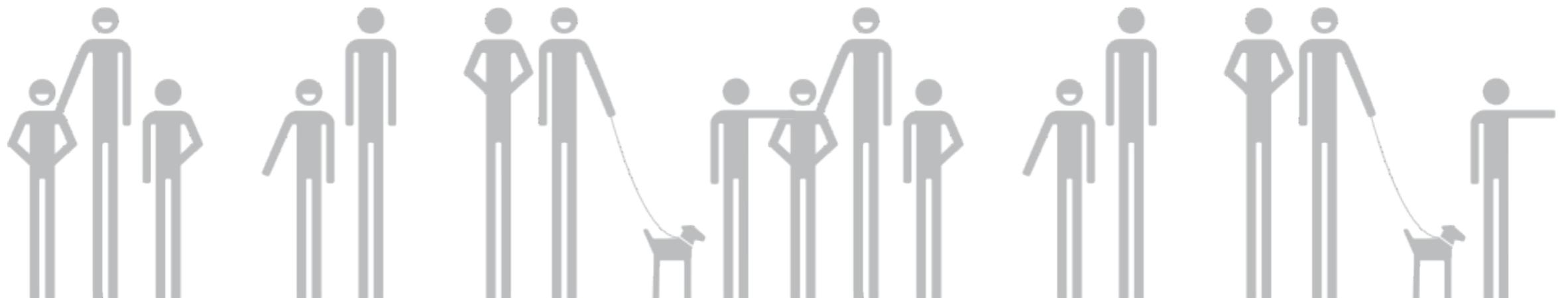
OUR FIRST GREAT STREETS

Eric
Garcetti
#lamayor



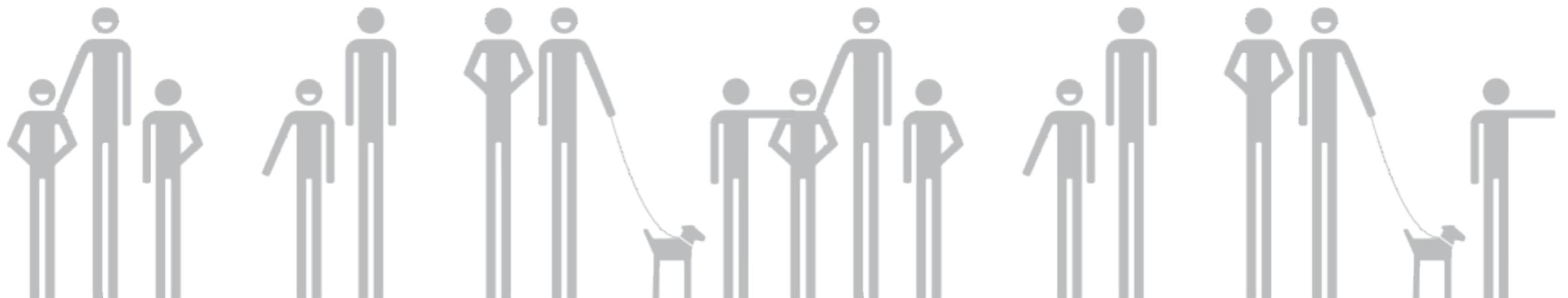
How were these streets identified?

Streets we're identified based on numerous varying characteristics and ultimately decided based on goals set by the Great Streets Working Group and each Council District's individual goals for their communities.



CD 1: North Figueroa St. between Ave. 50 & Ave. 60

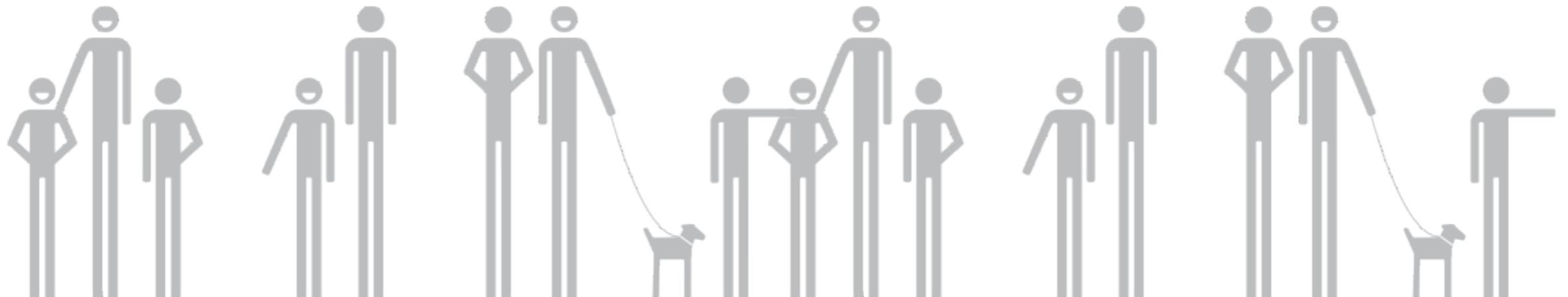
North Figueroa is an eclectic mix of new and old, offering ethnic experiences, neighborhood retail, and a bustling nightlife. NELAart Gallery Night opens over 50 nearby art galleries to Angelenos. Great Streets seeks to maintain North Figueroa's strong ethnic values while supporting new local investment that showcases the corridor's uniqueness. Improving pedestrian amenities and strengthening connections with the Highland Park Gold Line station will be a key part of the Great Streets plan for North Figueroa.



CD 2 : Lankershim Blvd between Chandler & Victory

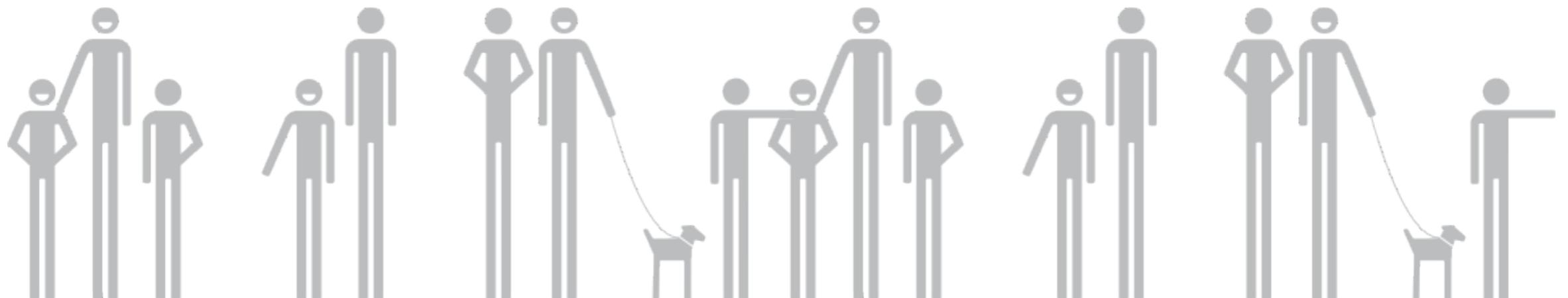


This one-mile portion of Lankershim Blvd seeks to expand on the success of the NoHo Arts District. NoHo is on the rise, but strong regional transit connections mean Lankershim's existing vibrant commercial corridor has the potential to be even greater. Great Streets will take advantage of partnerships with the NoHo Business Improvement District and NoHo Arts District to develop investments along the corridor.



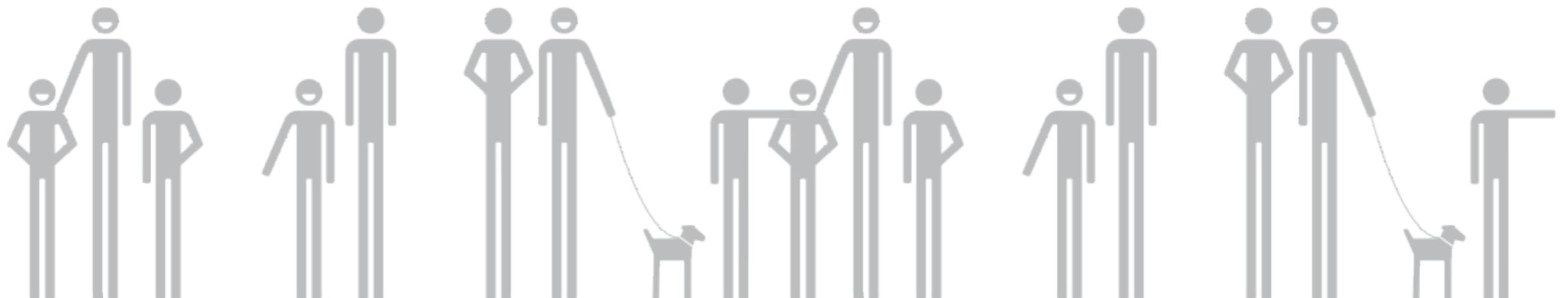
CD 3 : Sherman Way between Wilbur & Lindley

With its pleasant landscaped median and community-serving small businesses, Sherman Way is a classic San Fernando Valley neighborhood boulevard. At the crossroads of Sherman Way and Reseda Blvd you can find everything you need, from boots to barbershops to vegetarian Vietnamese food. Great Streets seeks to make this corridor more pedestrian-friendly and accessible to local communities.



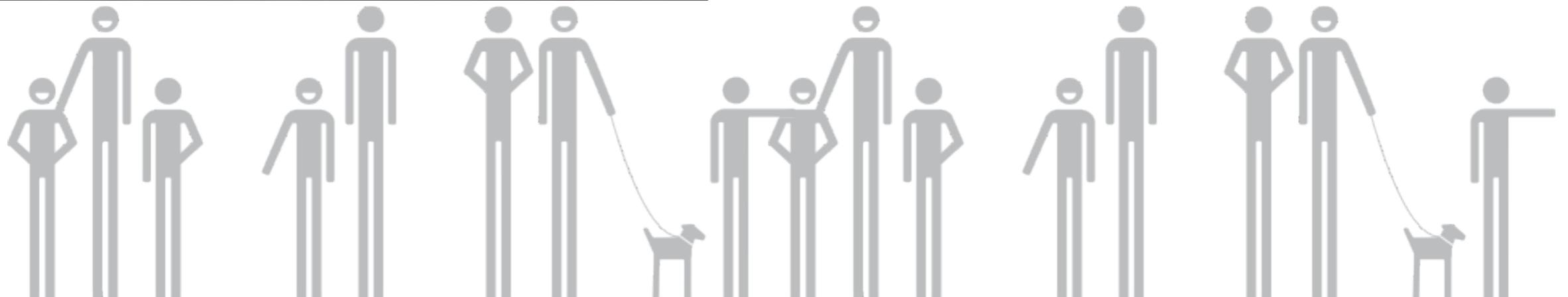
CD 4: Western Ave between Melrose & 3rd St

Serving the northern end of Koreatown, the southern end of East Hollywood, Wilshire Center, and St. Andrews Square, Western Avenue provides its community with mom-and-pop restaurants, personal services, furniture stores, and home-oriented shops. Great Streets seeks to improve the streetscape on Western, making a more pleasant experience for pedestrians. In partnership with the community, we will help this corridor realize its full potential as a thriving commercial and community center that can bring together its many diverse and active neighborhoods.



CD 5 : Westwood Blvd between Le Conte & Wilshire

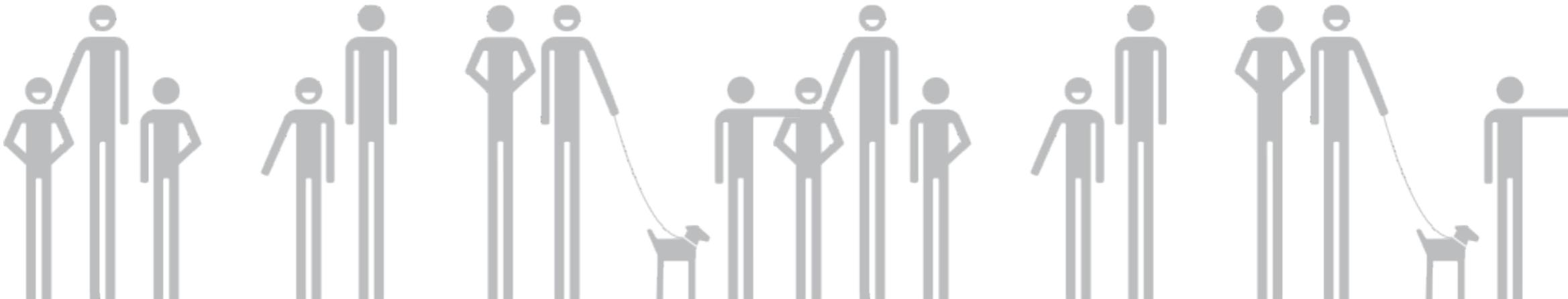
Built to capture the burgeoning car culture of 1920s Los Angeles, Westwood Village is where Westside and UCLA come together. Today, Great Streets seeks to capture the tens of thousands of Angelenos who pass through Westwood Village every day by car, foot, transit, and bicycle. Great Streets will partner with the Westwood Village Improvement Association and other community partners to support efforts to maximize community access, reduce commercial vacancies, and improve parking management in the Village.



CD 6: Van Nuys Blvd between Victory & Oxnard

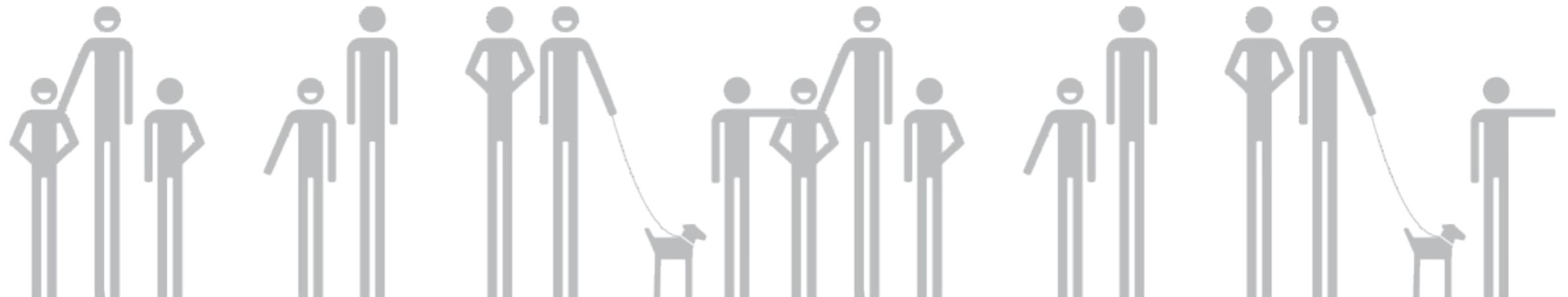


Every day, Angelenos use Van Nuys Blvd to access the busy commercial stretch near Van Nuys Civic Center. Continuous businesses and an endless stretch of pretty palms make this a perfect place to shop and eat, but narrow sidewalks keep this corridor from its full potential. Great Streets seeks to strengthen the connections between Van Nuys Civic Center and the Orange Line while priming the corridor for Metro’s planned East San Fernando Valley Transit Corridor.



CD 7 : Van Nuys Blvd between Laurel Canyon & San Fernando

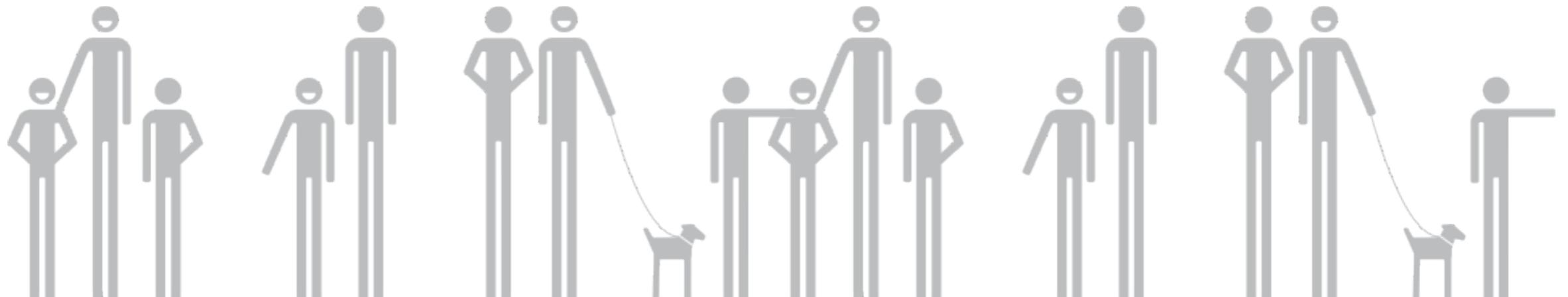
In a community hard hit by the foreclosure crisis, Van Nuys Blvd is ready for revitalization and investment. A center for community services and non-profits, Van Nuys Blvd can be the showcase for a changing Los Angeles where Angelenos are able not just to drive, but to safely walk or bike on their travels. Great Streets seeks to build connections to Pacoima City Hall in particular, strengthening civic engagement and enabling positive change in the community. Great Streets will also improve walkability and bikeability in anticipation of Metro's East San Fernando Valley Transit Corridor project.



CD 8 : Crenshaw Blvd between 78th St & Florence

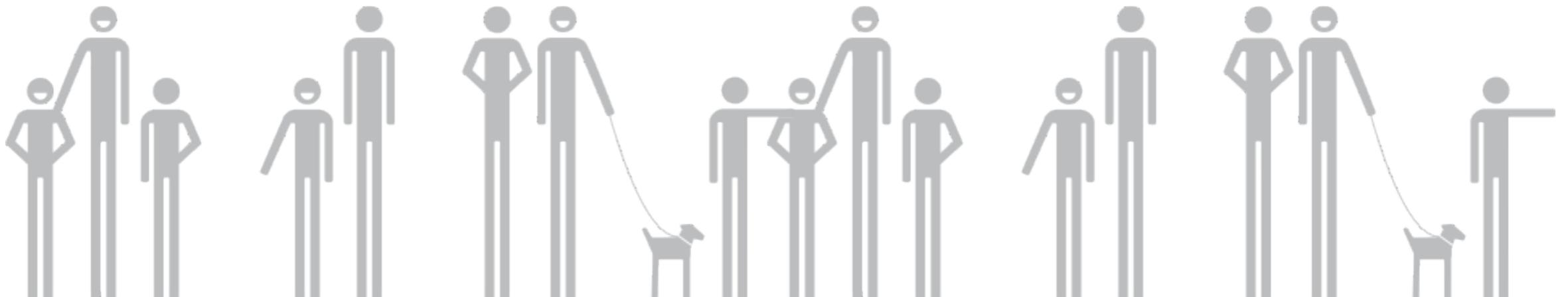


At the southern end of the Hyde Park neighborhood, this quaint section of Crenshaw Blvd, with sections of street-fronting retail, carries the promise of a dynamic neighborhood retail corridor. Great Streets seeks to make this section of Crenshaw safer and more accessible for those traveling by foot or by bike. As Metro constructs the Crenshaw Line to the north of Florence Ave, Great Streets will ensure that other parts of Crenshaw Blvd are not left out of new activity and investments in the Hyde Park community. Streetscape improvements to this stretch of Crenshaw can happen in conjunction with streetscape improvements in Park Mesa Heights and other sections of the Crenshaw corridor.



CD 9 : Central Ave between MLK Blvd & Vernon

Central Ave is the backbone of Historic South Central. Rich in history, Central Ave contains landmarks like the Dunbar Hotel, the Lincoln Theater, and the city's Historic Jazz Corridor, the center of jazz in Los Angeles between the 1920s and 1950s. Great Streets seeks to nurture community development, helping Central Ave become a destination once again. In particular, Great Streets will leverage planned traffic calming and bicycle improvements to improve economic conditions on the corridor.



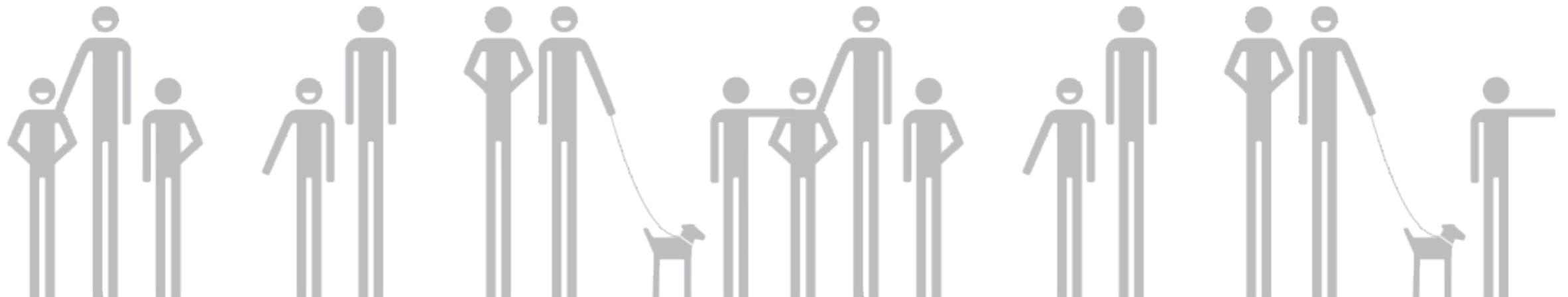
CD10: Pico Blvd between Hauser & Fairfax

Pico is a classic Los Angeles corridor with continuous single-story retail right up to the street. In Mid-City, Pico has a healthy mixture of restaurants, services, and auto-oriented businesses. Great Streets will support economic development that enhances Pico's neighborhood-serving character, making it easier for residents to go from business to business on improved sidewalks.



CD11: Venice Blvd between Beethoven & Inglewood

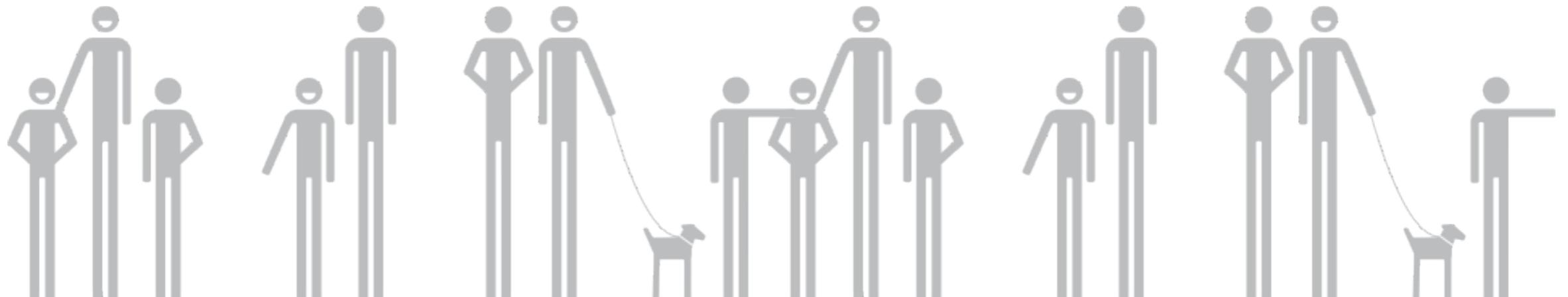
The heart of Mar Vista, Venice Boulevard offers a special blend of local retail and community serving uses, including unique coffee shops and restaurants, art and architecture studios, salons and spas, bike shops and books, and other creative and vital businesses. Every Sunday, the Mar Vista Farmers Market brings hundreds of Angelenos from all over the Westside to this sunny stretch of Venice Blvd. The Great Streets initiative on Venice Boulevard will enhance the community's infrastructure and help create an even more accessible pedestrian and bicycle environment, making this friendly street even friendlier.



CD 12: Reseda Blvd between Plummer & Parthenia

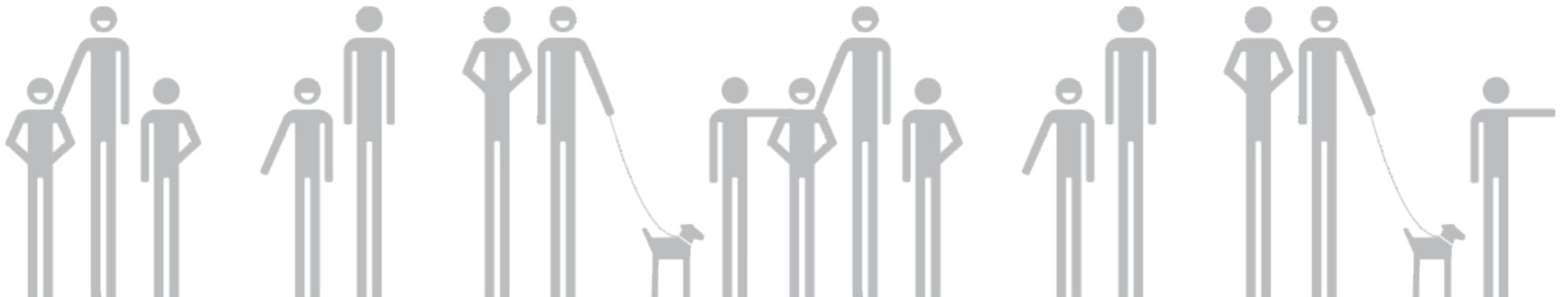


Running near the western edge of Cal State Northridge, Reseda Blvd is an iconic San Fernando Valley street: wide, with lots of space for cars and lots of parking. But Reseda also has bike lanes and good transit service and a close by MetroLink regional rail station. With student housing, new apartments, and single-family homes nearby, Reseda Blvd brings town and gown together. In partnership with neighborhood councils, CD12, Cal State Northridge, AIA, and others, Great Streets will enhance Reseda Blvd's accessibility for people traveling by transit, foot, and bike. Great Streets seeks to bolster economic development along Reseda with better neighborhood amenities, including improved sidewalks and outdoor dining.



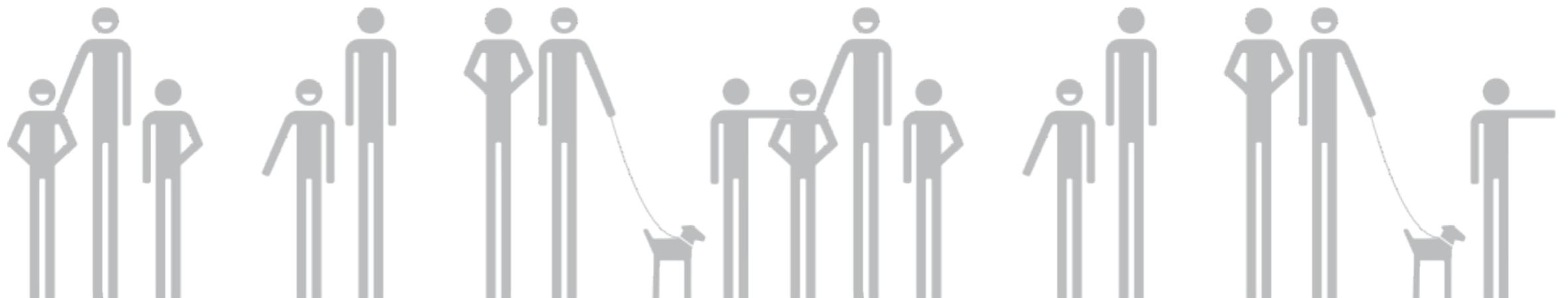
CD 13: Hollywood Blvd between La Brea & Gower

Hollywood Blvd is a national destination and locus of activity for Angelenos and for tourists who come from far and wide for the Walk of Fame, the Chinese Theater, the Pantages Theater, and the Dolby Theater. Great Streets seeks to take advantage of this activity, building linkages with excellent existing transit options and making the corridor more accessible for people traveling by foot and by bike. Great Streets will also support Hollywood Blvd's lively commercial and restaurant scene with new amenities, including outdoor sidewalk dining.



CD 14 : Cesar Chavez Ave between Evergreen & St. Louis

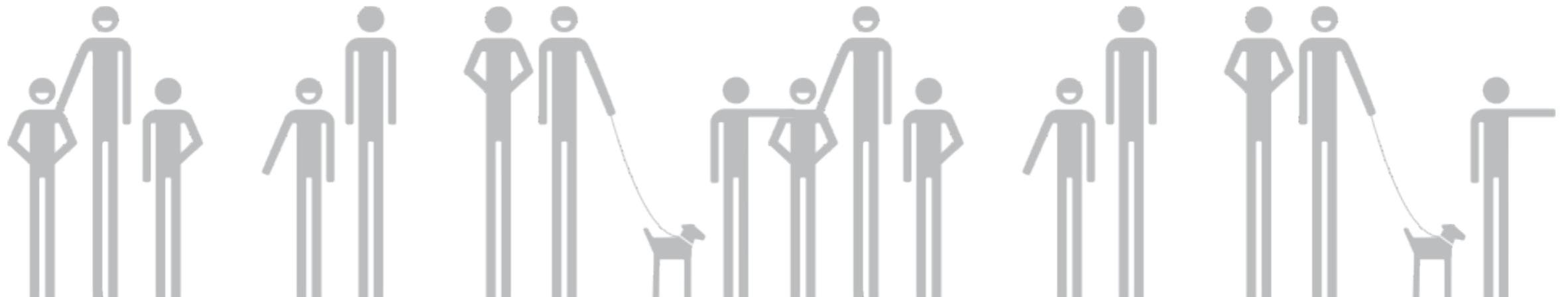
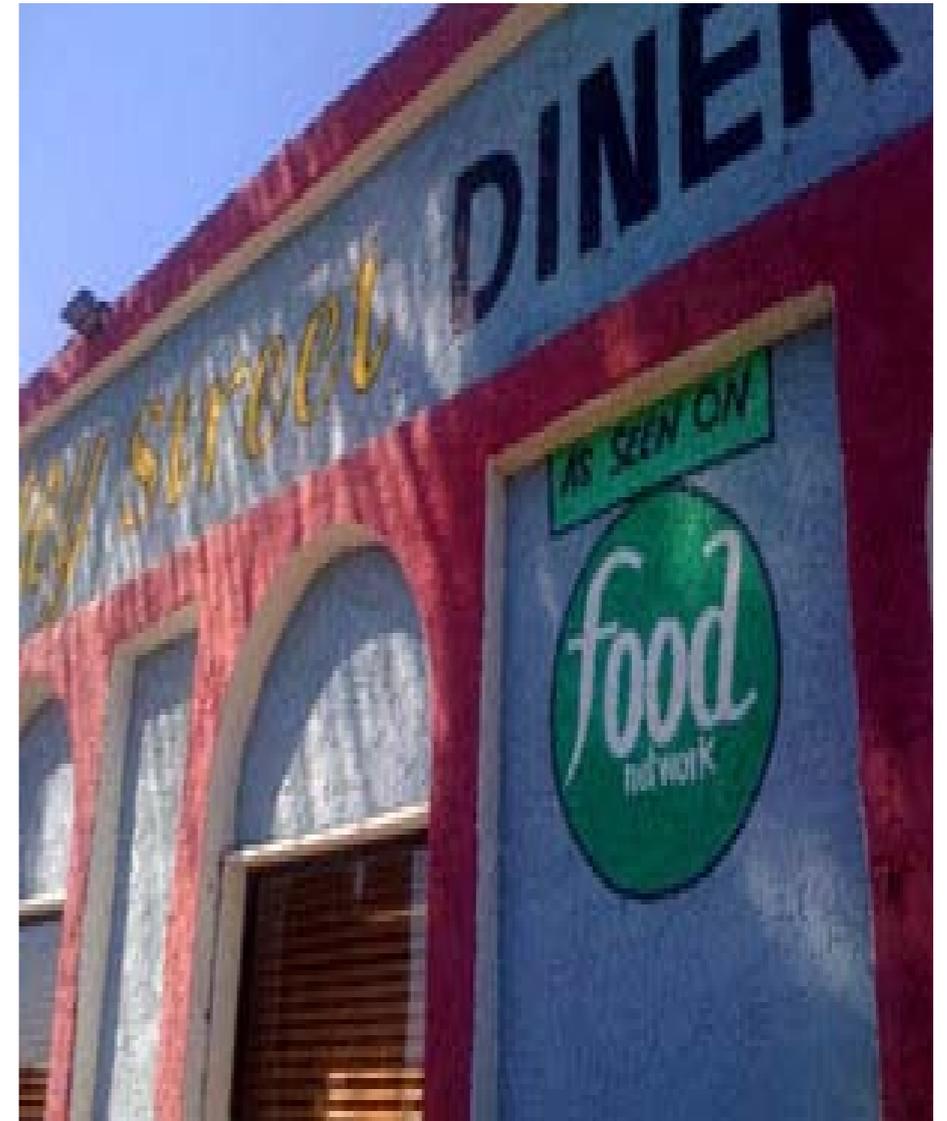
Cesar Chavez Ave in Boyle Heights is one of Los Angeles' most active commercial corridors. Originally served by the Red Car system, Cesar Chavez has early 1900s tree-lined blocks of neighborhood-oriented shops, restaurants, and services. Great Streets seeks to strengthen the linkages between Cesar Chavez and the nearby Gold Line while improving the pedestrian and bicycle facilities in the area, proving residents better options for getting to and from the corridor.



CD15: Gaffey St between 15th St & the 110 FWY

Gaffey St is the entrance to San Pedro and is its main artery, passing neighborhood restaurants and businesses as it makes its way through San Pedro to the southern tip of Los Angeles. Great

Streets seeks to take advantage of existing improvements and planned investment to transform Gaffey from an entrance into a gateway, welcoming both residents and visitors to all that San Pedro offers. Great Streets will work in partnership with the Los Angeles Neighborhood Initiative and the community to finalize specific goals and improvements to make Gaffey into a destination in its own right.



Eric
Garcetti
#lamayor

