10 ESSENTIAL COMPONENTS OF A GREAT STREET
RETAIL APPROPRIATE...

No more than 10% of storefronts should be occupied by non-retail uses.

Ground-floor retail is ESSENTIAL!

Transparent, bright storefronts.

Adequate sidewalks (8’ or wider preferred).
MANAGEMENT...

Organized focus on retail activities and promotions is essential to your street.

Form a Merchants Association or Business Improvement District.

Manage the street like corporations manage shopping malls.

Identify a “Champion” for each block – meet monthly.
RETAIL MIX...

Diversity of services, products, food choices, and environments attract shoppers.

Celebrate existing retail clusters – their success is YOUR success.

Invite brokers to walk you street and make them aware and informed about your efforts.
Work with Council Office and Mayor’s Economic Development team and Great Streets team to leverage resources.

Identify grant resources (private, City, State, Federal).

Local Service Organizations.
SPEED REDUCTION...

Vehicle speed (35 mph or less) contributes greatly to desirable street-side shopping.

Three E’s (Enforcement, Education, Engineering).

Slower speeds improve lateral vision (drivers can see what is in their window display).
WALK, BIKE & PET FRIENDLY...

Wide sidewalks, outdoor seating, trees, and ample lighting make your street desirable.

Individual stores can set out/remove seating (Feeling beat have a seat!).

Set out bowls of water for dogs.

Make a bike fix-it station available (Tire Pump and Multi-tool).
ANCHORED...

Develop a featured event, activity or civic celebration to increase exposure.

Schedule regular events (no matter how small).

Use your street like a public square.
Foster Mobility...

Transit riders prefer stops with benches, trash cans, bus schedules, and shade.

Your street should be well-served by adequate transit service or nearby parking.

Bike friendly (be innovative)
SAFE & CLEAN...

Safety either real or perceived, must be addressed and is much more than a policing issue.

Create your reputation.

Address safety issues from more than one approach.

Encourage local merchants to sweep sidewalks clean.

Observe National Night Out (August – lights on, everyone out in the streets, celebrate!)
UNIFIED...

Unified not uniform.

Define unique LOCAL characteristics to set your street apart and brand it!

If your street lacks identity Create it!

Flag-it (by day) under $10.

Light-it (by night) under $5.

Remember why YOU and your neighbors value your street and share it with others.
# Mayor Garcetti Announces 15 Great Streets

<table>
<thead>
<tr>
<th>Code</th>
<th>Street Name and Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>CD1</td>
<td>North Figueroa Street between Avenue 50 &amp; Avenue 60</td>
</tr>
<tr>
<td>CD2</td>
<td>Lankershim Blvd. between Chandler &amp; Victory</td>
</tr>
<tr>
<td>CD3</td>
<td>Sherman Way between Wilbur &amp; Lindley</td>
</tr>
<tr>
<td>CD4</td>
<td>Western Avenue between Melrose &amp; 3&lt;sup&gt;rd&lt;/sup&gt; Street</td>
</tr>
<tr>
<td>CD5</td>
<td>Westwood Blvd. between Le Conte &amp; Wilshire</td>
</tr>
<tr>
<td>CD6</td>
<td>Van Nuys Blvd. between Victory &amp; Oxnard</td>
</tr>
<tr>
<td>CD7</td>
<td>Van Nuys Blvd. between Laurel Canyon &amp; San Fernando</td>
</tr>
<tr>
<td>CD8</td>
<td>Crenshaw Blvd. between 78&lt;sup&gt;th&lt;/sup&gt; Street &amp; Florence</td>
</tr>
<tr>
<td>CD9</td>
<td>Central Avenue between MLK Blvd. &amp; Vernon</td>
</tr>
<tr>
<td>CD10</td>
<td>Pico Blvd. between Hauser &amp; Fairfax</td>
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<tr>
<td>CD11</td>
<td>Venice Blvd. between Beethoven &amp; Inglewood</td>
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<tr>
<td>CD12</td>
<td>Reseda Blvd. between Plummer &amp; Parthenia</td>
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<tr>
<td>CD13</td>
<td>Hollywood Blvd. between La Brea &amp; Gower</td>
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<tr>
<td>CD14</td>
<td>Cesar Chavez Avenue between Evergreen &amp; St. Louis</td>
</tr>
<tr>
<td>CD15</td>
<td>Gaffey Street between 15&lt;sup&gt;th&lt;/sup&gt; Street &amp; the 110</td>
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</table>

PLANNING FOR GREATNESS
GREAT STREETS...Coming soon!

Crenshaw Boulevard

PLANNING FOR GREATNESS

rrmdesigngroup
creating environments people enjoy®
GREAT STREETS...Coming soon!

Gaffey Street

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GREAT STREETS...Coming soon!

Van Nuys Boulevard

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