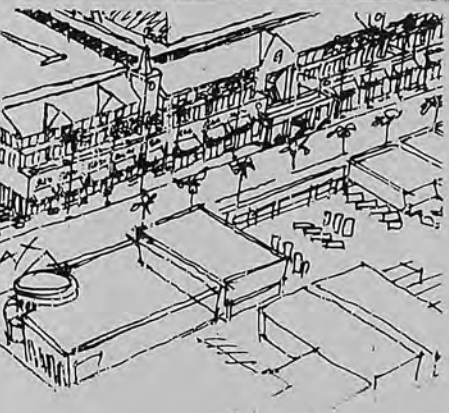
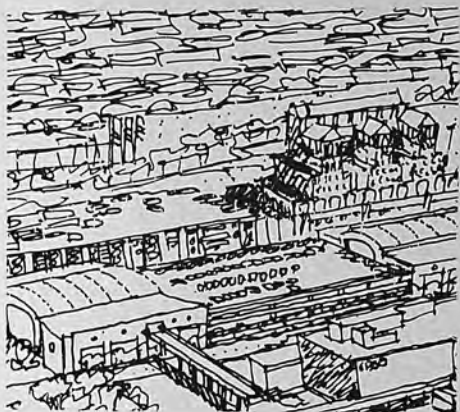

BEVERLY-FAIRFAX/MIRACLE MILE URBAN DESIGN WORKSHOP TEAM REPORT



*Co-Sponsored by the Office of the Mayor, City of Los Angeles and
the American Institute of Architects Los Angeles Chapter*

May 31-June 3, 1990

**BEVERLY-FAIRFAX/MIRACLE MILE
URBAN DESIGN WORKSHOP TEAM REPORT**

*Co-Sponsored by the Office of the Mayor, City of Los Angeles and
the American Institute of Architects Los Angeles Chapter*

May 31-June 3, 1990

LETTER OF TRANSMITTAL

June 7, 1990

TO:

Hon. Henry Waxman
Hon. David Roberti
Hon. Burt Margolin
Supervisor Ed Edelman
Hon. Al Alexander
Hon. Tom Bradley
Hon. Abbe Land
Councilman John Ferraro
Councilman Nate Holden
Councilman Zev Yaroslavsky
Members of the

City Planning Commission
Recreation and Parks Commission
Cultural Affairs Commission
Library Commission
Social Service Commission
Transportation Commission
Board of Public Works

Director of Planning
General Managers of the
Recreation and Parks Department
Cultural Affairs Department
Library Department
Department of Transportation
Department of Aging

City Engineer, Bureau of Engineering
Street Tree Supervisor, Street Tree Division
Director, Bureau of Street Lighting
Mayor's Westside Coordinator
Board of Education, LAUSD
Los Angeles County Transportation Commission
Los Angeles County Department of Parks & Recreation
Los Angeles County Museum of Art
Los County Museum of Natural History
South Coast Air Quality Management District
Southern California Association of Governments
Southern California Rapid Transit District
Neighborhood, Merchant Social Service & Civic Associations of the
Beverly-Fairfax/Miracle Mile Community
Real Estate Development Community of the Beverly-Fairfax/
Miracle Mile area
Interested Individuals of the Beverly-Fairfax/Miracle Mile Community

Dear Friends :

It is our privilege to present this report describing some recommendations for the preservation, enhancement and selective intensification of the Beverly-Fairfax/Miracle Mile Community. Our recommendations have evolved from the input received and conclusions reached during our Urban Design Workshop. The study area we investigated is bounded by San Vicente Boulevard, La Brea Avenue and Melrose Avenue.

The team felt the most important contribution we could make to the future of this area was to view our task broadly while making our recommendations as clear and specific as possible. As in the past Los Angeles Design Action Planning Team (LA/DAPT) efforts, the recommendations contained in this document are illustrated by a wide variety of conceptual drawings, graphics and photographs. These representations are intended to provide an insight into the potential benefits that can be realized by a commitment to a series of urban design guidelines structured to improve the quality of life in the neighborhood.

The vision described herein is based upon several elemental principles: recognize the unique character of the area; recognize the area's concentration of the elderly; create greater open space; minimize traffic impacts of new development; coordinate planning efforts; and increase housing opportunities at all income levels.

Over the past four days the professional team, supported by the American Institute of Architects (AIA) and the Office of the Mayor and assisted by numerous volunteers, technical advisors, business and property owners and residents of the Beverly-Fairfax/Miracle Mile community has worked diligently to clarify and develop ideas and recommendations that are both practical and inspirational.

It is our hope that this document will both spark new interest in the urban possibilities for the future and provide a framework for the evaluation of proposed changes already in the pipeline.

Sincerely,

A large, stylized handwritten signature in black ink, appearing to read "the team".

The Beverly-Fairfax/Miracle Mile Urban Design Workshop Team

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LETTER OF TRANSMITTAL

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1. ANALYTICAL DIAGRAMS OF EXISTING CONDITIONS
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 3. INTERVIEW PARTICIPANTS
 4. CREDITS
 5. ACKNOWLEDGEMENTS
-





ERRATA

BEVERLY-FAIRFAX/MIRACLE MILE URBAN DESIGN WORKSHOP TEAM REPORT

June 8, 1990

Corrected text is shown in italics.

- p. 33 Illustrative Plan
(foldout, label on drawing)

Wilshire Boulevard is mislabeled
as Melrose.

- p. 39 affordable housing (at top of page)

Text should state, "...one
permanently affordable housing
unit be built or preserved in the
neighborhood for every *five* new
multi-family housing units built
(20%)."

- p. 72 Miracle Mile District
Recommendations (sixth line)

Text should state, "*Wilshire
Courtyard* is one such case."

- p. 76 Streetscape for Fairfax Avenue
Recommendations (at bottom of
page)

Text should state, "*A few on-
street parking spaces are removed
adjacent to crosswalks (and will
be replaced by off-street parking),
making way for sidewalk
widening at pedestrian street
crossings and provision of bus
pullouts.*"

- p. 82 Farmer's Market Site
Recommendations (right
column, third item)

Text should state, "New retail
space should not exceed *a total of*
200,000 square feet, should be
directed toward tourist,
subregional or neighborhood-
serving markets and should
include not more than one major
department store."

The intent of this item is that the
200,000 square-foot limit be
inclusive of all new retail uses on
the site, except the existing
Farmer's Market. If a department
store were sited there, it would be
part of the 200,000 square feet, and
would likely be a junior store
rather than a full-sized major.

- p. 92 Park La Brea Parcel D
May Company Site (left column,
eighth line)

Text should state, "...developer
shall be allowed to construct 6:1
FAR *times the commercially
zoned portion of the site.*
Commercial office space is
acceptable on the site, *as is the
hotel use*, at 400,000 square feet
(500 rooms)."

The intent of this item is that the
6:1 FAR apply to all uses at the
site, such as office, hotel or retail,
exempting only uses within the
existing May Company building.

I

INTRODUCTION



Raymond Gaio, AIA President
American Institute of Architects, Los Angeles Chapter

The Honorable Tom Bradley
Mayor City of Los Angeles

I. INTRODUCTION

A STATEMENT FROM THE OFFICE OF THE MAYOR AND THE AMERICAN INSTITUTE OF ARCHITECTS/LOS ANGELES CHAPTER

The mission of the Beverly-Fairfax/Miracle Mile Urban Design Workshop is to objectively evaluate the area's development issues and urban design opportunities, and to recommend to city decision-makers principles and actions to realize the area's potential.

The study area is defined by San Vicente Boulevard, and La Brea and Melrose Avenues. It's unique and vibrant tradition of community life is seriously challenged by the need to accommodate pressures of regional growth. Beverly-Fairfax/Miracle Mile is a mixed-use urban center with a balance of housing, jobs, and cultural and recreational facilities. A number of proposed development projects are raising public awareness and concern. It is of great concern that the cumulative effects of the proposed projects be clearly understood, and that what is finally approved benefits the community and adds up to something of greater value than just the sum of the individual parts.

The Workshop is a variation of the highly successful regional/urban design assistance teams (R/UDAT) developed by the AIA, and is based upon the principles of full participation by all interested parties, an open public process, and the freedom to put forth professional recommendations. The workshop is co-sponsored by the Office of the Mayor, City of Los Angeles and

the American Institute of Architects/Los Angeles Chapter. It is part of AIA/LA's Neighborhood Assistance Team program. The Workshop parallels the City Planning Department's successful Los Angeles Design Action Planning Team workshops (LA/DAPT).

The Workshop was undertaken on a *pro bono* basis by a multi-disciplinary team selected to provide a full range of expertise in the social, economic, and design issues affecting the study area. Key team members do not now nor are they allowed to work or represent any vested interest in the area for a period of one year after the completion of the Workshop.

The Workshop was an intensive four day process held between Thursday, May 31 and Sunday, June 3, 1990. During the first two days the team interviewed over 200 people including residents, community groups, merchants, owners, developers and their consultants, representatives from social, cultural and religious organizations, elected officials and government agency representatives, among others. During the final two days and evenings the team members developed recommendations and produced this final report which will be presented to the public and the City Planning Commission within three days of the conclusion of the Workshop.



II

SUMMARY

Summary not available for first printing.



II. SUMMARY

Our conclusions to preserve, enhance and selectively intensify the Beverly-Fairfax/ Miracle Mile are, outlined below, are presented in Section V.

Our analysis of the place and its people, presented in Section III and shown on the pullout Page 32 "Urban Design Analysis", led to a set of principles for guiding change in the area, presented on Pages 29-32.

Our key recommendations:

SUPPORTING THE ELDERLY

Planning should ensure that elders can "age in place" and stay in the community. Planning should insulate but not isolate the elderly.

Expand housing options:

- Subsidized housing.
- Congregate housing.
- A "continuum of care" retirement community.
- House sharing.

Provide new service and recreational facilities to serve older frail persons:

- Social day care and adult day health care facilities.
- Additional demand responsive transportation.
- New senior centers.

Create "protective zones" where older persons live or shop:

- Outdoor seating and pocket parks.

Improve pedestrian safety:

Promote age integration.

Preserve the character of special places.

INCREASING THE RANGE OF HOUSING OPTIONS

Planning should reserve places for low income families with children and for low income seniors, as well as for market rate housing.

- Expand affordable housing supply for seniors and forservice worker families with children.
- Require all newly constructed housing to include 20% permanently affordable units.
- Explore an affordable housing replacement fee for any units to be demolished.
- Examine the feasibility of a Neighborhood Workers Strategy.
- Provide housing density bonuses in selected areas to offset historic preservation downzoning.
- Provide incentives for affordable housing in commercial developments.

CONSERVING RESIDENTIAL NEIGHBORHOOD CHARACTER

Planning should protect the established neighborhoods.

- Downzone to retain existing historic patterns.
- Scale new construction to adjacent buildings.
- Establish HPOZ's for areas of truly historic or architectural significance.
- Allow transfer of development rights from historic sites to selected commercial areas.

IMPROVING CIRCULATION AND PARKING

Planning should give priority to transit and pedestrian mobility, manage automobile movement and provide realistically for parking.

Improve capacity for regional traffic:

- Expand the ATSAC system.
- Reduce driveway access on major arterials.
- Eliminate on-street parking on major arterials.
- Coordinate improvements with neighboring jurisdictions.

Channel regional traffic:

- Utilize raised medians or barriers to reduce access to local streets.

- Utilize stop signs to slow traffic on residential streets.
- Consider more one-way residential streets.

Provide parking and parking control:

- Provide additional parking for the Melrose, Fairfax and emerging La Brea shopping areas.
- Expand permit parking areas.
- Develop convenient parking for service consumers.
- Review code parking requirements for multi-family market rate housing.
- Require aggressive parking management for new office uses.

Protect and enhance pedestrian circulation:

- Enhance selected pedestrian street crossings.
- Provide amenities for older pedestrians.

Improve public transportation services:

- Allow private transit operations.
- Form a local Transportation Management Organization.
- Require "transit friendly" site planning.

Develop institutional mechanisms for implementation.

INCREASING NEIGHBORHOOD RETAIL

Planning should maintain and invigorate street life and pedestrian culture by increasing neighborhood oriented retail facilities and services.

- Enhance pedestrian amenities on neighborhood shopping streets.
- Require street level retail.
- Prohibit mini-malls.
- Encourage residential development above retail shops.

CREATING A PARKS, LANDSCAPE AND STREETScape SYSTEM

Planning should provide new recreational facilities and preserve and enhance the area's greenery.

- Expand Pan Pacific Park for use by seniors and children.
- Develop distinctive residential neighborhood street planting.
- Create usable open space with multi-family residential.
- Plant major arterial streets.
- Landscape all surface parking lots.
- Enhance Hancock Park as a significant archaeological site.
- Acknowledge the riparian past--mark traces of invisible rivers.

PRESERVING HISTORIC LANDMARKS AND SYMBOLS

Planning should preserve significant buildings and neighborhoods.

- Rehabilitate all truly historic structures in accordance with the Secretary of Interior's Standards.
- Preserve the Gilmore Adobe and the Farmer's Market.
- Preserve the May Company building.
- Preserve the Park La Brea complex.
- Retain and rehabilitate the canopy and pylons of the Pan Pacific Auditorium in place.
- Preserve the Art Deco structures of the Miracle Mile.
- Create a transfer of density rights program for historic buildings.

WILSHIRE BOULEVARD: MIRACLE MILE, MAY COMPANY SITE, HANCOCK PARK, JOHNNIE'S SITE

Planning should reinforce the concept of Wilshire as the city's high density corridor. (Please see Pages 68-74, 91-92.)

- Allow 6:1 FAR times the commercially zoned portion of Wilshire sites.
- Encourage transfer of development rights from historic buildings, to a total of 9:1 FAR on selected sites, such as Johnnie's.

- Require developers to build to the Wilshire property line.
- Protect adjacent residential neighborhoods.
- Tie Wilshire development to transportation mitigation.
- Limit parking to Code requirements.
- Require the May Company building to be retained and provide FAR incentives.
- Extend a green buffer across the north of the May Company site.

FAIRFAX AVENUE, BEVERLY BOULEVARD, CBS AND THE FARMER'S MARKET SITE

Planning should enhance and extend the Fairfax shopping district and maintain Beverly Boulevard as an arterial street. Planning should encourage mixed use development, housing and subregional retail compatible with the Farmer's Market. (Please see Pages 75-89.)

- Develop a parking structure with retail at Fairfax High School.
- Rehabilitate the Fairfax Avenue streetscape.
- Develop retail shops with parking below and housing above along Fairfax at CBS.

- Expand Pan Pacific Park.
- Allow new sound stages at CBS.
- Preserve the core of Farmer's Market in its current form.
- Limit new retail uses at Farmer's Market to a total of 200,000 additional square feet of tourist, subregional and neighborhood serving facilities.
- Encourage up to 2,000 units of housing at Farmer's Market.
- Permit office uses up to 50,000 square feet at Farmer's Market; expand to a total of 200,000 SF with extra traffic mitigations.
- Require street orientation for new Farmer's Market retail.

PARK LA BREA

Planning should encourage preservation of Park La Brea with selective infill residential projects. (Please see Pages 90-91.)

- Encourage development of a congregate care facility, with other residential uses, on the northern parcel, proximate to local services.
- Encourage residential development on Parcels B and C.
- Require usable open space and inclusion of affordable units.

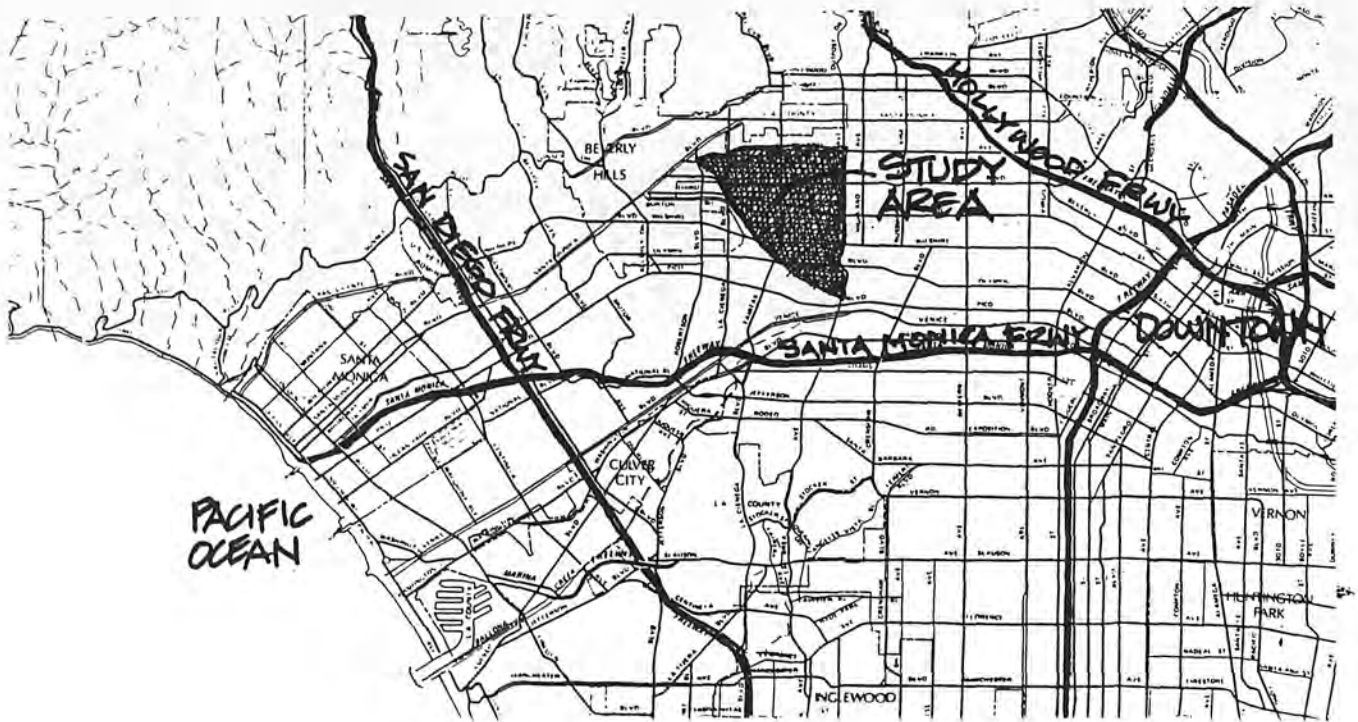
LA BREA AVENUE

Planning should encourage the emerging retail character and shape La Brea as a grand boulevard, both for pedestrians and as a major street for traffic flow. (Please see Pages 93-95.)

III

THE PLACE AND ITS PEOPLE

III. THE PLACE AND ITS PEOPLE



III. A. A CONSTELLATION OF URBAN NEIGHBORHOODS

The Beverly-Fairfax/Miracle Mile District is a cluster of linked urban places: vibrant shopping districts, quiet residential neighborhoods, the Farmer's Market, the museum district and La Brea Tar Pits, the historic Miracle Mile segment of Wilshire Boulevard.

Located midway between downtown Los Angeles and Santa Monica, the area is adjacent to the cities of West Hollywood and Beverly Hills. The study area is a triangle bounded by La Brea Avenue on the east, Melrose Avenue on the north and San Vicente Boulevard on the southwest.

Much of the area's residential and commercial building stock was constructed in the 1920's; the Park La Brea complex dates from the 1940's. There are a large number of architecturally and historically significant structures in the area, including the Gilmore Adobe and the buildings of the Miracle Mile.

Some 69,000 people live in the study area, one of the most densely populated districts of Los Angeles. There is a large Jewish population, including both longtime residents and recent immigrants. Elderly residents are concentrated in the area, with extensive social service facilities for their special needs.



Important facts:

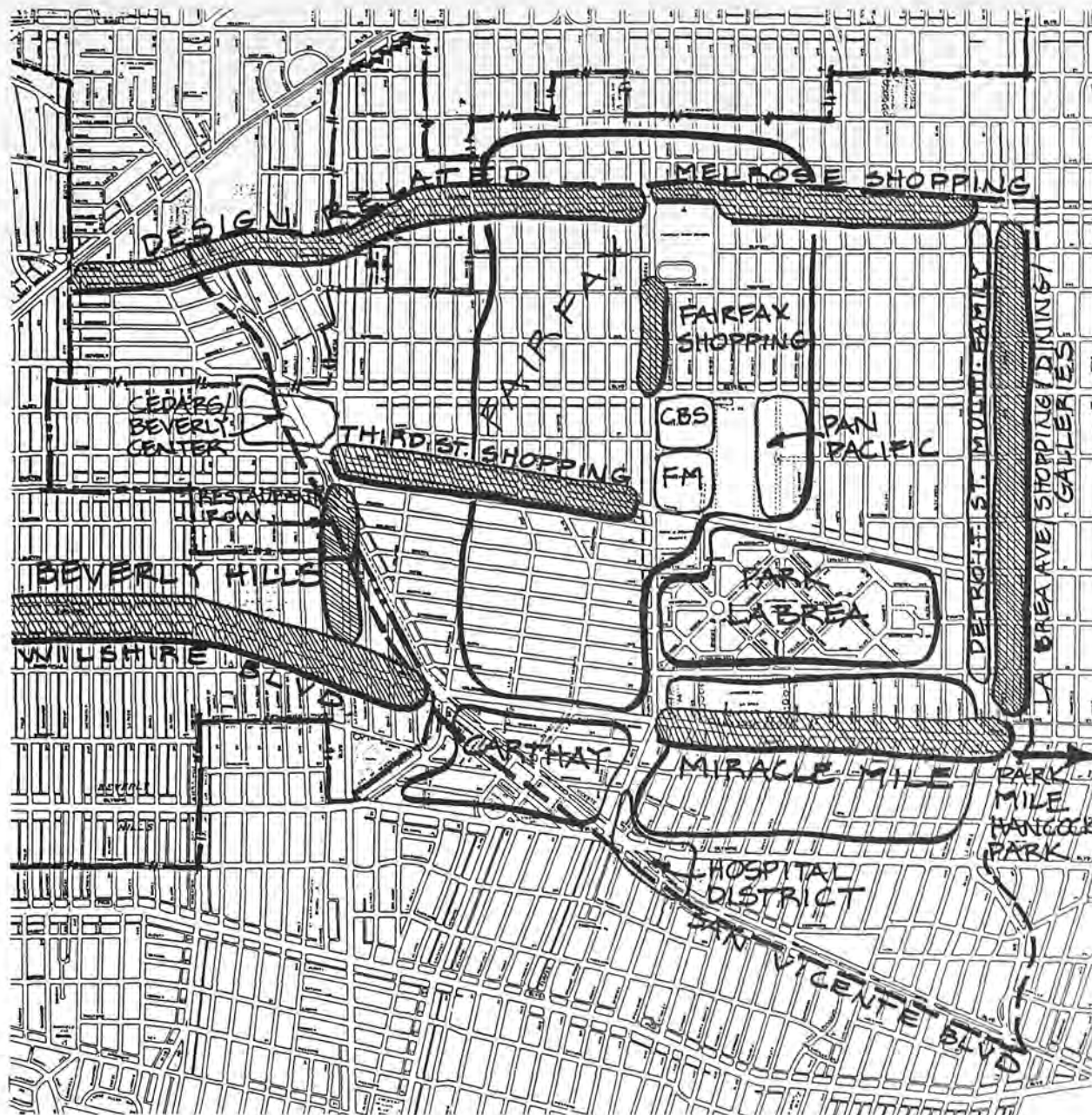
- Approximately 30% of the study area's population is senior citizens.
- 75% of the housing in the study area is multi-family, 25% single family.
- Over 60% of the area's population is Jewish. over half the orthodox temples in Los Angeles County.
- An extensive local and sub-regional street system serves the area. The closest freeways are the I-10 three miles to the south and I-101 five miles to the northeast. Traffic is perceived as one of the most serious community concerns.
- There is heavy reliance on public (bus) transportation in the study area.
- There are significant off-street parking shortages in both the commercial and residential areas.



III. B. PLACES FOR ELDERS

Beverly-Fairfax/Miracle Mile is the home to over 21,000 older persons representing approximately 30% of the area's population. It is a community uniquely suited to meet the needs of such a large concentration of older persons. It has a well developed network of social services, excellent health care facilities, a variety of housing types, small scale pedestrian oriented neighborhoods with shopping and a large number of religious organizations. It has an adequate although not extensive public transit system to serve the needs of the over 20% of the elderly who do not own cars. Many of these attributes are found in the best planned retirement communities. The unique quality of the Beverly-Fairfax/Miracle Mile is that they evolved naturally and exist in a dynamic age-integrated urban community containing a mix of income groups. Moreover, the area offers its older residents a range of cultural offerings not found elsewhere through its many museums and informal gathering spots such as the Farmers Market.

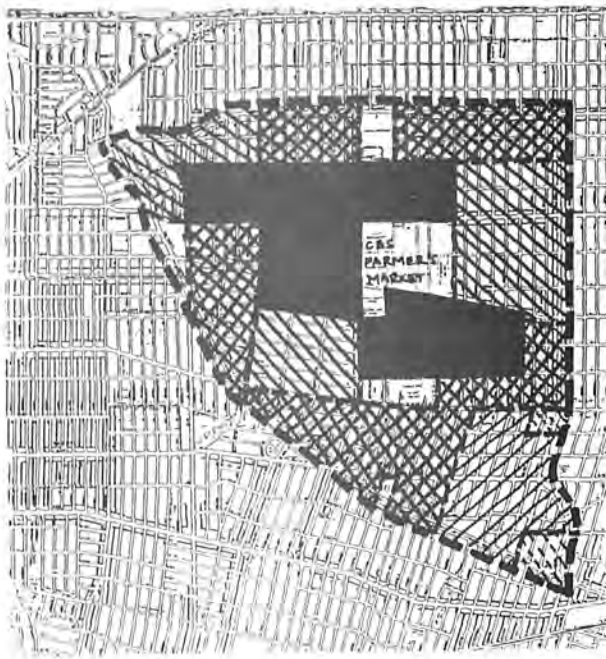
Given all these positive features, it is understandable that older residents express a very strong attachment to the community. Their most strongly held preference in relation to housing and the community is to "age in place". This feeling is especially widespread among older Jewish residents, a majority of whom have lived in the community for over 30 years, often having raised their families in the same houses in which they now reside. These older residents view the area as a focal point for their religious and cultural life as well as a place for friendship and support. It is a place where one can still personally know neighbors and shopkeepers.



DISTRICTS

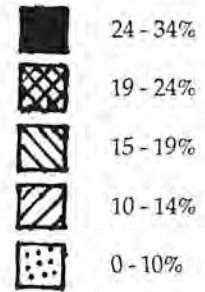
BEVERLY/ FAIRFAX - MIRACLE MILE
URBAN DESIGN WORKSHOP





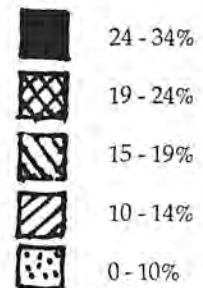
1980

% of Total Population



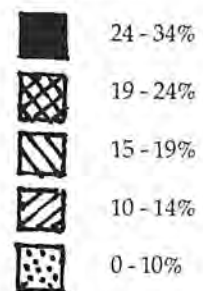
1990

% of Total Population



2000

% of Total Population



65+ POPULATION

BEVERLY/ FAIRFAX - MIRACLE MILE
URBAN DESIGN WORKSHOP



Although Beverly-Fairfax/Miracle Mile has many positive features that make it an attractive and appropriate area for older persons, it faces many challenges in continuing to play that role. While the percentage of older persons in the area is still over twice that of Los Angeles, it has been decreasing over the last ten years. As older persons die or move out, they are not being replaced at the same rate because of a smaller cohort of persons age 55-64 and the rapidly rising rents and home prices that prevent many new older persons from moving into the area. Development pressures also threaten the fragile neighborhood qualities of the area just at the time when the population of older persons in the area are themselves aging and need the shops, the pedestrian qualities and neighborhood supports more than ever. The enormous growth of persons over age 75 will require the Beverly-Fairfax/Miracle Mile to provide new facilities such as supportive housing and adult day care that provide increased services. Because these old persons are likely to experience problems such as ambulation and poor vision, their presence will also require the creation of "protected areas" where it is easier and safer to cross the street, and where pocket parks and sitting areas are integrated into neighborhoods.





Hospitals

1. Cedars-Sinai Hospital
2. Midway Hospital
3. Westside Hospital
4. San Vicente Hospital

Homes-Residential Care

5. Appel's Guest Home
6. Del's Rainbow Villa
7. Hayworth Terrace
8. Ideal Guest Home

Nursing Homes

9. Guardian Rehabilitation Hospital
10. Hancock Park convalescent Hospital
11. Kennedy Convalescent Hospital
12. Sharon Care Center

Retirement and Life Care

13. Beth Avot
14. Beverly Sinai Tower for Retirement Living
15. Century Home for the Retired
16. Golden Age Retirement Hotel
17. Hancock Park Residential Hotel
18. Hollywood Health Care Center
19. Shalom Retirement Hotel
20. Villa Stanley Senior Citizens Home

HOSPITALS AND CARE FOR THE ELDERLY

BEVERLY/ FAIRFAX - MIRACLE MILE
URBAN DESIGN WORKSHOP



1. Bet Tzedek Legal Services
2. Fairfax Senior Citizens Center
3. LA Free Clinic
4. Frieda Mohr Multiservice Center
5. Jewish Family Services
6. Jewish Vocational Service
7. National Council of Jewish Women
8. Sova
9. Sylvia Olshan Health Center
10. Thailians Mental Health Center
11. Westside Jewish Community Center
12. West Wilshire Senior Services Center

COMMUNITY SERVICES

BEVERLY/ FAIRFAX - MIRACLE MILE
URBAN DESIGN WORKSHOP



III. C. ETHNIC IDENTITY AND FAMILIES

The Beverly Fairfax area has always had a strong Jewish identity and a strong family orientation. Despite the changing ethnic composition of the city as a whole, this is one of the few areas that continues to retain its strong ethnic identity and family orientation.

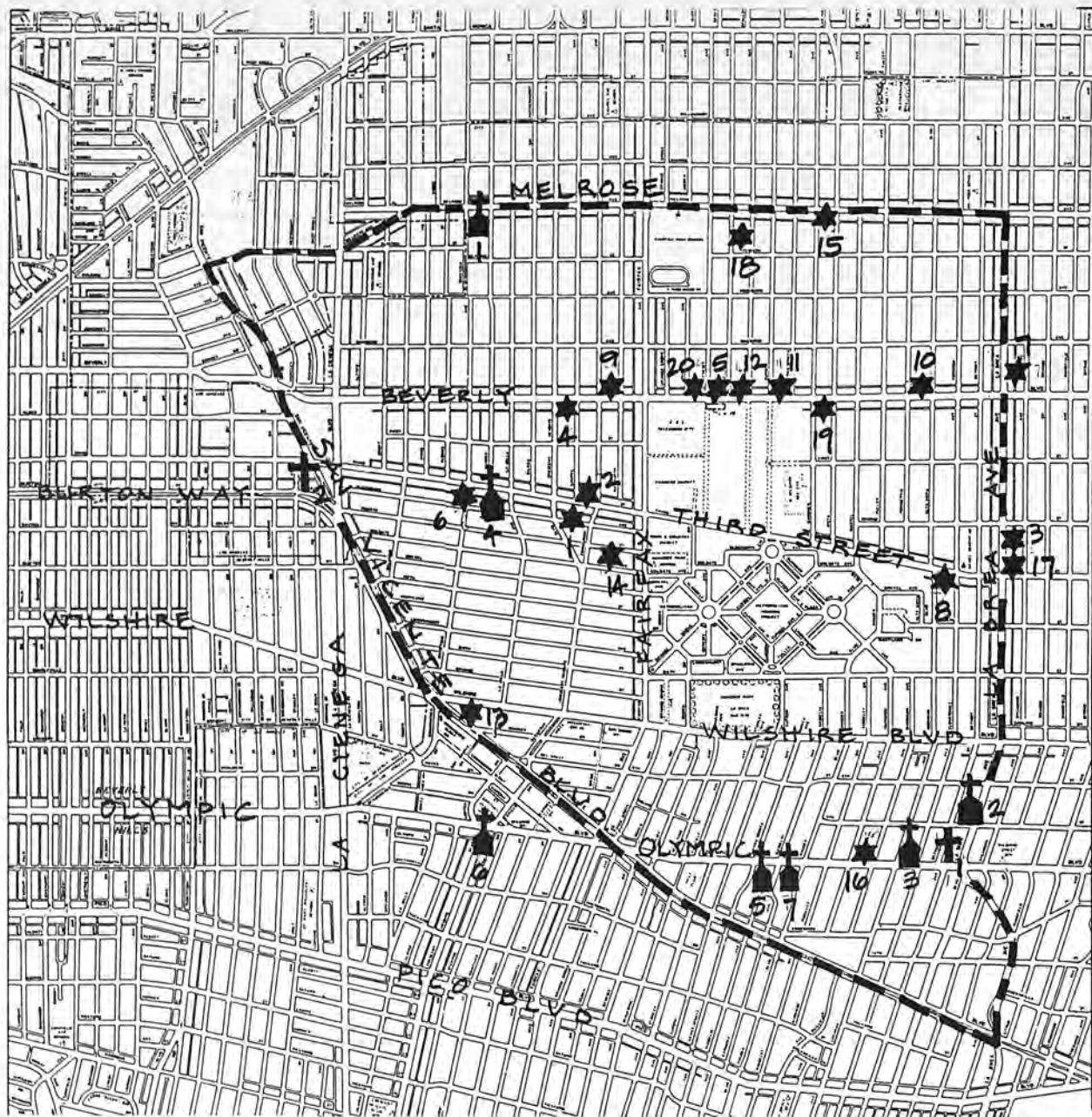
This area first became Jewish in the late 1920's (when the area was first settled) and continued to strengthen its Jewish identity through the 1930s. Beverly Fairfax came to be regarded as the Jewish Center of Los Angeles in the 1950s as Jews migrated from the Boyle Heights district of Los Angeles.

The Jewish population continued to grow until 1970 when it declined as some Jewish families moved away from this area in part due to tensions arising from the citywide school desegregation program. Between 1974 and 1979, Beverly Fairfax regained all the Jewish households it had lost in the previous five years, and grew to its largest size ever. This growth is attributed to: (a) relocation of younger Jews from the westside seeking more affordably priced housing; (b) Jewish immigration to the district from Israel and the Soviet Union; and (c) migration of Orthodox Jews (and Hassidic Jews in particular) from New York. In addition to these trends, since 1980 non-orthodox Jews from outside Los Angeles have moved to the district.

The Jewish population of Beverly Fairfax is currently larger than it has ever been, and Jews make up the largest single ethnic population in the area. More than forty-three percent of the Jewish households have lived in or around the Fairfax District for 30 years or more, and sixty percent have lived here for at least 20 years. A large portion of this population has aged in place in this district.

Today Beverly Fairfax has the highest percentage of elderly Jews in Los Angeles. This concentration is reflected in the number of social services for the elderly in the district. At the same time family orientation among the Jewish population has also increased as the percentage of younger families with children has grown.

Beverly Fairfax has one of the highest concentrations of orthodox Jews in Los Angeles. They have a distinctively pedestrian lifestyle as they do not drive on the Sabbath or Jewish holidays and thus must live within walking distance of synagogues. They also rely on orthodox Jewish institutions and neighborhood services. This leads to a strong sense of place ties and place identity.



Protestant

1. Baptist: West Hollywood Baptist Church
2. Christian Reformed: LA Korean Christian Reformed Church
3. Christian Science: Christian Science Church
4. Christian Science: Christian Science Rdg Rm
5. Lutheran: Bethel Lutheran
6. Traditional Episcopal: Church of Our Saviour
7. United Methodist: Yet Korean Ministry

Catholic

1. Cathedral Chapel
2. Our Lady of Mt. Lebanon-St. Peter

Jewish

1. Aatzei Chaim
2. Adat Chatam Sofer
3. Chabad Russian Synagogue
4. Congregation Beth Israel
5. Congregation Kehillath Yitzchok
6. Congregation Mishkan Israel
7. Congregation Mogen Avraham
8. Congregation Ner Israel

9. Congregation Ohel David
10. Congregation Shaarei Tefilah
11. Congregation Tifereth Zvi
12. Etz Jacob
13. Iranian Nesach Israel Congregation
14. Ohev Shalom
15. Sephardic Mogen David Congregation
16. Temple Beth Zion
17. Young Israel of Hancock Park
18. Young Israel of Los Angeles
19. Jewish Learning Exchange
20. Yismah Moshe

RELIGIOUS INSTITUTIONS

BEVERLY/ FAIRFAX - MIRACLE MILE
URBAN DESIGN WORKSHOP



III. D. A PLACE OF REGIONAL SIGNIFICANCE

While the Beverly-Fairfax/Miracle Mile District has a sense of place owing to its neighborhoods, it is also a major regional resource. It contains a number of major venues and resources that draw thousands of persons into the area, generating revenue, jobs and traffic. These include specialty and major shopping areas, cultural facilities, Jewish community institutions, entertainment and medical facilities.

Unique and Specialty Shopping Areas

- The Farmers' Market offers a wide variety of specialty food products, meats and produce, restaurants and cafes. It draws an estimated 6 million visitors a year.
- Melrose Avenue west of Fairfax has become a fashionable area for clothes, antiques, and restaurants. It has become a linear pedestrian shopping area drawing large numbers of shoppers, especially young people.
- The Fairfax strip between Beverly and Melrose offers kosher foods, Jewish specialty goods and open air markets in a small village, old world atmosphere.
- La Brea Avenue includes an increasing number of art galleries, restaurants and shopping areas.

Cultural Facilities

The Los Angeles County Museum of Art and the George C. Page Museum are located on the site of Hancock Park which also includes the La Brea Tar Pits. In 1980, it was estimated that over one million persons visited these museums. One block away on the north side of Wilshire is the soon to be expanded Craft and Folk Art Museum. Given the expansion of these facilities and the increasing recognition of the high quality of their exhibitions and collections, it is expected that their number of visitors will continue to grow.

The Jewish Community

Because of its recognition as a focal point of Jewish culture, education and religious activity, the Beverly-Fairfax area is an entry point for new Jewish immigrants from such places as Israel and the Soviet Union. The latter group has increased significantly over the last several years owing to less restrictive emigration policies.

Major Shopping Areas

Although the Miracle Mile has declined as a regional shopping area from its heyday in the 1940's and 50's, it still contains a number of major stores such as the May Company. A smaller shopping area with somewhat less regional draw is on Third Street which contains stores such as Ross Dress for Less and Loehman's.

Medical Facilities

The area contains several hospitals that have developed specialties related to such areas as ophthalmology and cardiology. These are regional resources, drawing patients from a wide area.



HANCOCK PARK: View West

IV

FORCES OF CHANGE

IV. FORCES OF CHANGE

If there is one important reality about cities it is that they are dynamic entities with a series of forces, both internally and externally, that constantly act upon them. Even if no development takes place in the area, its unique culture would still be threatened by these forces. This section summarizes some of these key forces of change.

IV. A. REGIONAL PRESSURE TO GROW

The Southern California region is the fastest growing region in the nation. While the area is subject to these regional growth pressures, it is particularly vulnerable because it is very desirable for upscale residential and high volume retail uses due to its central westside location.

- By the year 2010, Southern California is projected to grow from 13.4 million people to 18.1 million people.
- Los Angeles County contains 7.9 million people and is expected to grow to 10 million by the year 2010.

IV. B. DEMOGRAPHIC CHANGES

The demographic profile of the community is changing. It can be seen in the schools and the community at large.

- The proportion of people over 65 is expected to grow from 10% to as much as 13%. This causes a greater need for social services ,

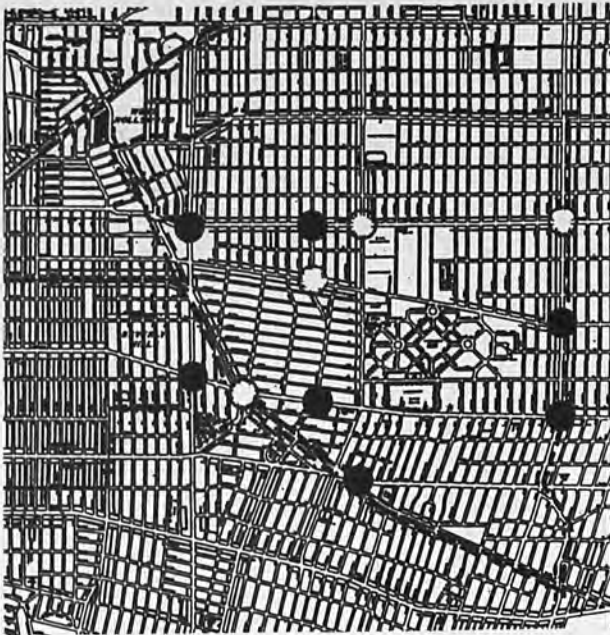
supportive housing, and facilities for the elderly and greater sensitivity to issues such as pedestrian crossing.

- Upward pressure on rents means that more affluent, often younger people are gradually replacing Seniors and others when units and houses turnover.
- The schools are beginning to feel the effects of overcrowding. Growth is occurring both within the Beverly/Fairfax area and the entire Los Angeles School District. Increasing numbers of children must be bused in from outlying areas. Additionally, the number of children for whom English is a second language is also increasing . More than 34 different languages are currently spoken in the schools. This poses a major social challenge. The schools find themselves having to rethink the traditional methods of teaching.
- As a support for the schools, the community's library is also experiencing the challenges posed by the growing population. The library is both physically unable to deal with the growing numbers of people and equally challenged to provide resources for an increasing multi-lingual community.

IV. C. INCREASINGLY CONGESTED TRAFFIC

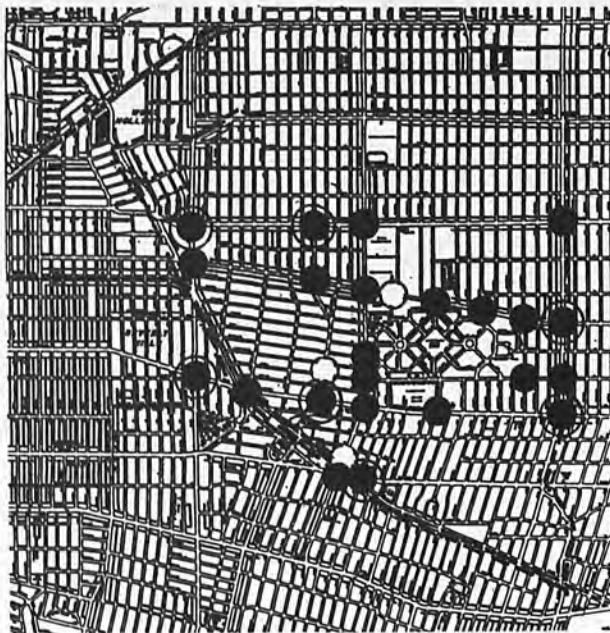
While it seems that our streets are carrying as many cars as possible and our intersections have exceeded capacity, unfortunately, traffic will continue to worsen.

- If no new development takes place anywhere in the study area, traffic will still increase by 1%-2% per year.
- Even appropriately scaled and desirable development within the area will result in increased traffic and congestion.
- Parking continues to get more scarce with the move towards permit parking in the residential areas and the greater number of cars competing for fewer spaces. Not only are the local residents and businesses feeling the effect, but the library and schools as well



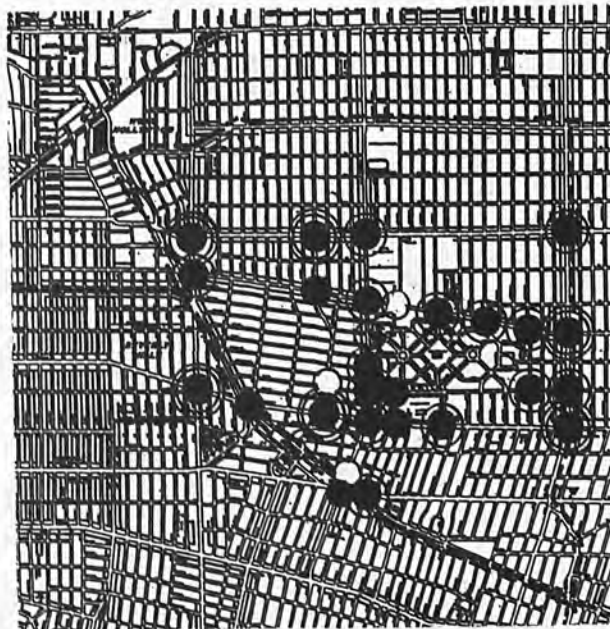
IMPACTED INTERSECTIONS Existing

- Level of Service E
- Level of Service F



IMPACTED INTERSECTIONS Cumulative Background Traffic

- Level of Service E
- New L.O.S. F
- ⊙ Reimpacted L.O.S. F



IMPACTED INTERSECTIONS With Project as Proposed with Mitigation

- Level of Service E
- New L.O.S. F
- ⊙ Reimpacted L.O.S. F
- ⊕ Re-Reimpacted L.O.S. F

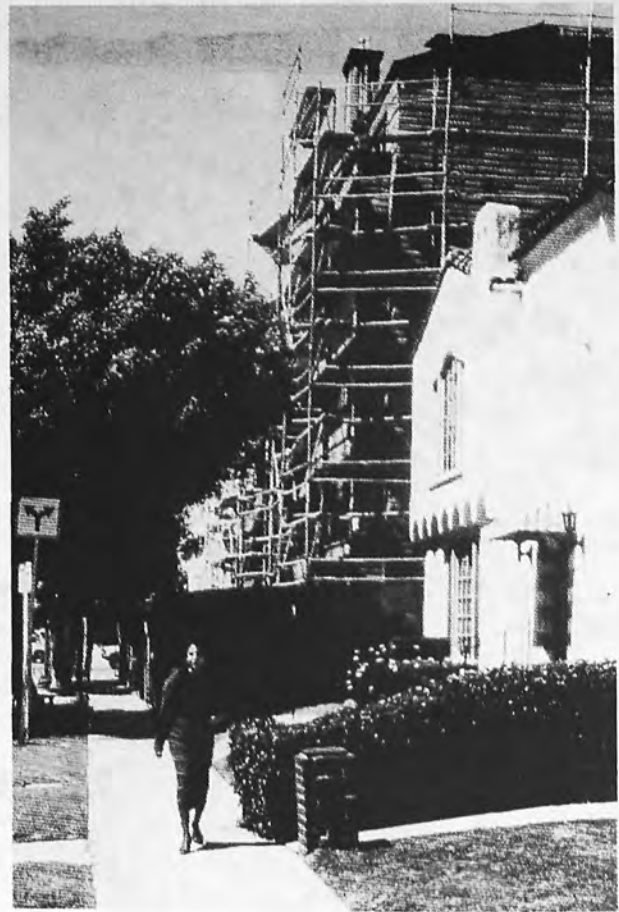
BEVERLY/ FAIRFAX - MIRACLE MILE
URBAN DESIGN WORKSHOP

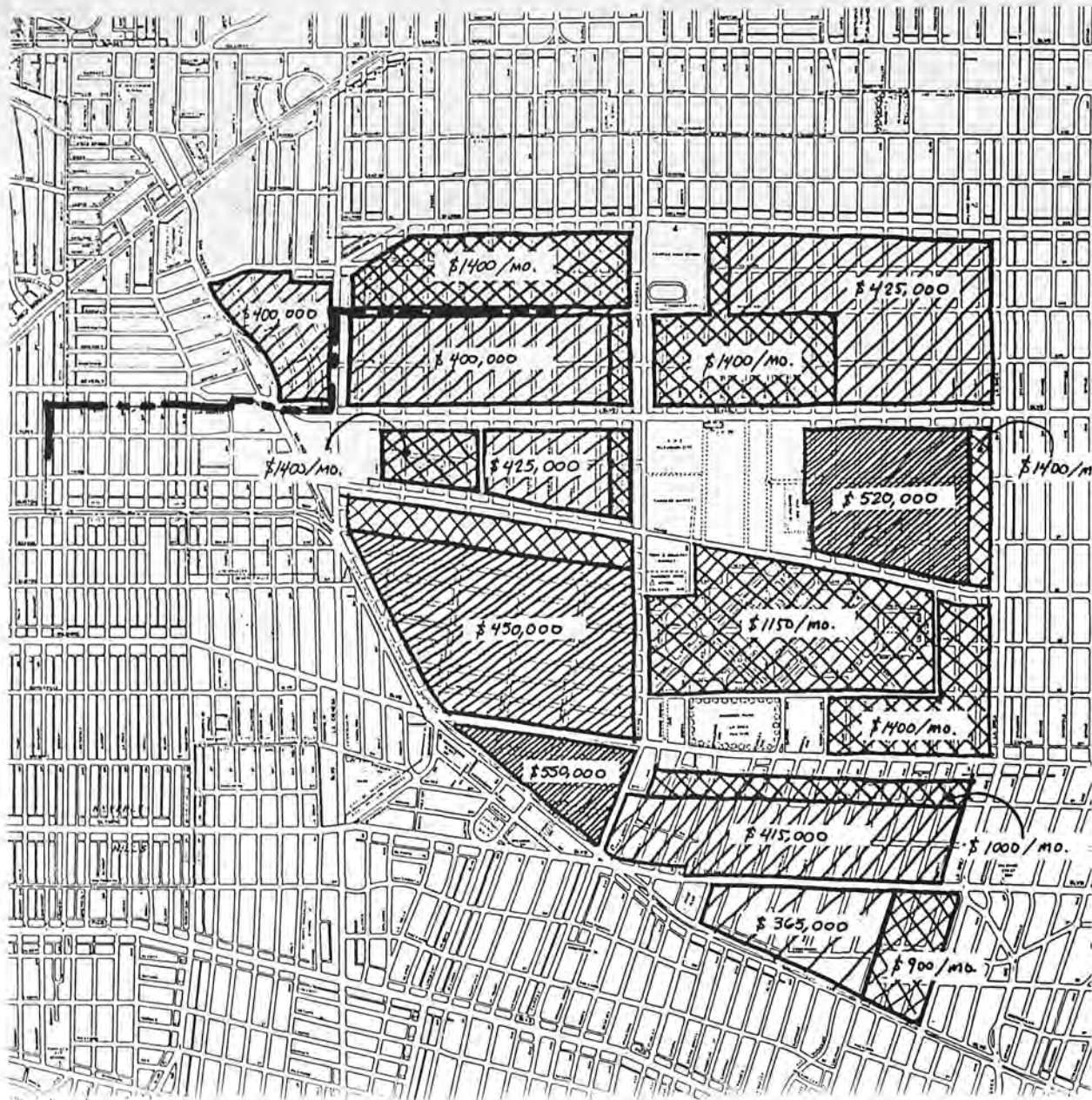


IV. D. THE COST AND TYPE OF HOUSING

The rental housing supply, once affordable to service workers, large families and the elderly is increasing in price. Additionally, new construction is changing the character of the community.

- Vacancy decontrolled two bedroom apartment rents range from \$850 - \$1,250. One bedrooms range from \$775 - \$900.
- Many of the older duplexes that give the community its charm and character are being replaced by large, architecturally incompatible apartment complexes.
- Single family homes are undergoing a transition from older, moderate income households to younger, middle to upper middle income families.
- Multi family units are transitioning from lower income senior residents to higher income, younger individuals and families.





IV. E. TOURISTS AND SHOPPERS

The development of Melrose Avenue and other adjacent regional draws brings purchasing groups into the community that are at odds with the traditions, culture and pace of the existing community. Both the Jewish community and the seniors feel threatened by this perceived intrusion into their community.

- Tourists and shoppers reach the community in cars and buses. Traffic overflows into the adjacent residential streets with significant impact on residents safety. Often times, these non-residents exceed speed limits and are less sensitive to the residential community. More cars compete for a limited number of parking spaces.
- The younger, more affluent shoppers who are drawn to the area are less sensitive to the special needs of the elderly who comprise much of the pedestrian activity.
- The changing dynamic of neighborhoods and streets often happen quickly. The current popularity of coffeehouses in the area is an example of a use with significant impact on the character of the residential community in terms of traffic, noise and spillover into the community.





V

GUIDING CHANGE: A VISION OF THE FUTURE

V. A VISION FOR THE FUTURE: A UNIQUE SENSE OF PLACE

Anyone living in or visiting the Beverly-Fairfax area is aware of the special sense of place it evokes. It is a neighborhood in every sense of the word: a compact locality with an ethnic flavor, long-lived institutions that serve the immediate community, where people get to know each other and often live their entire lives in the same vicinity. It has maintained its strong residential character and local feeling, blending this gracefully with its role as a regional tourist, cultural and shopping destination.

Because this place is so special, we believe the fundamental approach for discussing the future of the Beverly-Fairfax/ Miracle Mile area must be to identify and build upon its strengths and the differences that separate the core residential area surrounding the Farmer's Market, from the Miracle Mile, the Beverly Center area, La Brea and Melrose Avenues.

This task was accomplished through a careful consideration and analysis which is illustrated in the attached diagram of the study area titled "Urban Design Analysis." This study supports our contention that the strength of the core area, as apart from Miracle Mile and the Beverly Center area, rests in its residential character, neighborhood setting, and social makeup.

The core area can be characterized as a donut, with the farmer's market and Gilmore Adobe site at its center, surrounded by a residential ring and neighborhood retail streets. This area is primarily inward focused.

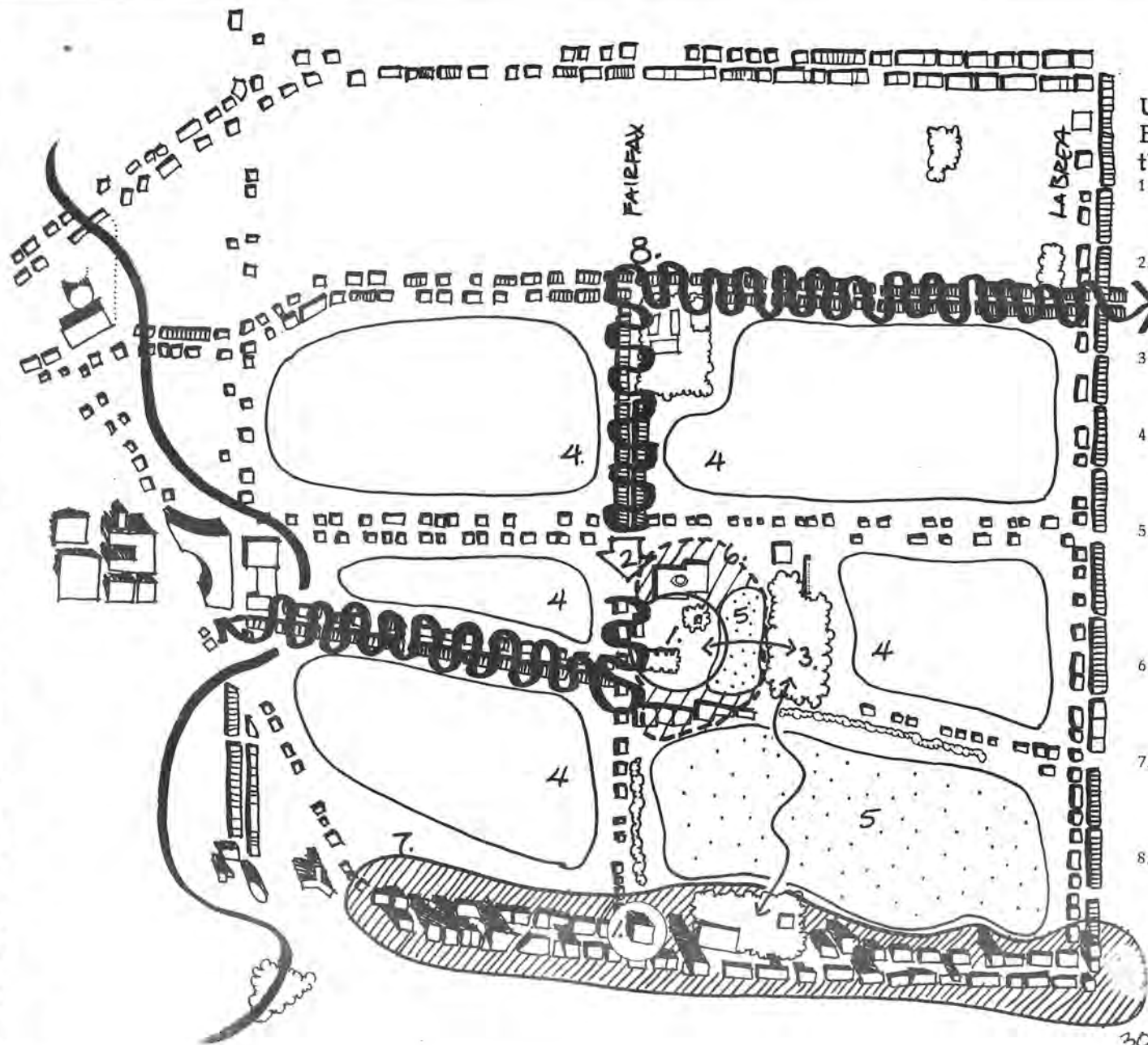
Miracle Mile on the other hand, offers a definitive edge to the southern end of the area. This strip of high rise buildings and regional scale museum facilities is considerably different in character from the rest of the area and creates a clear image of its own.

Likewise, the west side of the study area is bounded by another grouping of large, regional scale, facilities including the Beverly Center and Cedars Sinai Medical Hospital. These perimeter, large scale activity nodes create a surrounding container of regional activity within which the smaller scale center of the Farmer's market and Adobe site rest.

As a result of this type of analysis we have identified a number of important strengths within the core area and have attempted to articulate this analysis in a series of principles as follows "principles" that we believe will help guide change:

A. PRINCIPLES FOR GUIDING CHANGE:

1. Preserve the community's unmistakable architectural character and neighborhood scale, and preserve the historic and cultural landmarks that signify the heritage of the area and contribute to its unique nature.
2. Recognize the area's high concentration of elderly and maximize their ability to stay in the community and have it meet their needs.



URBAN DESIGN PRINCIPLES-- Building Upon the Strengths of the Beverly-Fairfax Area

1. Preserve the community's character and scale; historic and cultural landmarks.
 - Preserve the Gilmore Adobe Site, Farmer's Market, the May Company Building.
2. Locate new commercial in the scale & character of pedestrian street, residential neighborhood.
 - Extend the pedestrian related retail on Fairfax from Beverly to 3rd on the East side to complete the continuity of retail activity.
3. Create open space opportunities and link areas throughout.
 - Create links between Pan Pacific park, new development at Farmer's market, and Park La Brea to Hancock Park.
4. Minimize adverse traffic impacts and spillover onto residential streets; Create parking where needed.
 - Protect residential areas within the area around the Farmer's Market site to the perimeter of the study area.
5. Increase housing opportunities for all ages and incomes, especially affordable to low and moderate income families and seniors.
 - Develop programs to increase the amount of affordable housing at the core of the study area related to the higher density housing in Park La Brea.
6. Coordinate the planning of development proposals to maximize the cumulative effect to the benefit of the neighborhood.
 - Plan for the entire area between Beverly and 3rd/Fairfax through Pan Pacific Park.
7. Enliven and revitalize the "Miracle Mile" zone.
 - Create a special zone or district to develop programs of mutual interest in Miracle Mile's future among commercial development activity and museum interests.
8. Enhance the pedestrian nature of retail streets especially Fairfax, Melrose, 3rd, and La Brea.

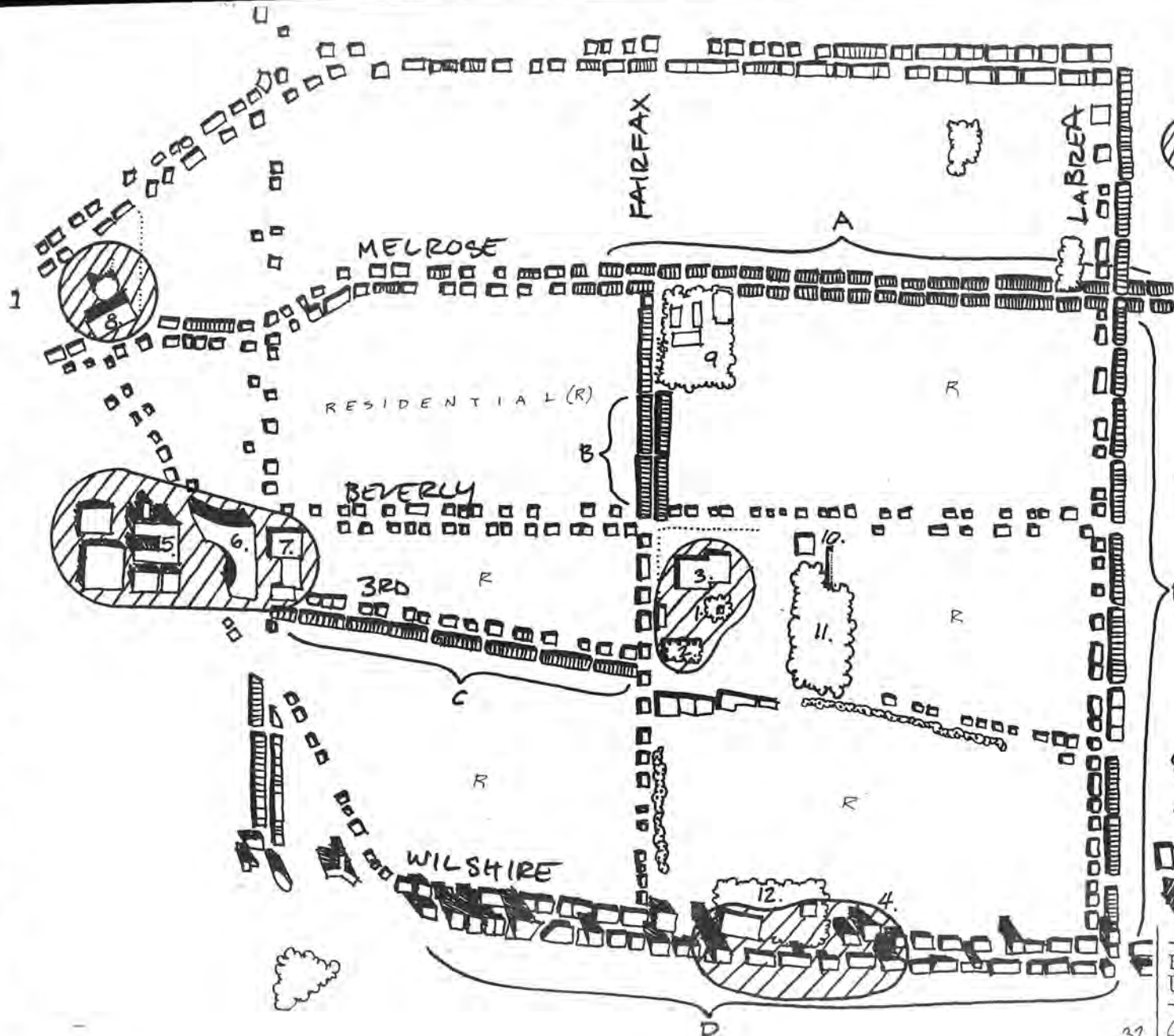
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3. Create greater open space and recreation opportunities for changes and increases in the resident population; And, link open space and recreation areas to create additional walkways and access routs throughout the area.
4. Minimize adverse traffic impacts and spillover from commercial boulevards onto residential streets and create parking resources where needed to help minimize that possibility.
5. Increase housing opportunities for all ages and incomes, but especially housing affordable to low and moderate income families and seniors.
6. Coordinate the planning of development proposals to maximize the cumulative effect to the benefit of the neighborhood.
7. Enliven and revitalize the "Miracle Mile" zone as a special area distinct from, but related to, the core residential area.
8. Enhance the pedestrian nature of retail streets especially Fairfax, Melrose, 3rd, and La Brea.
9. Consider the intensity and location of new commercial development in the context of the character, scale, and pedestrian street pattern of a residential oriented neighborhood.
10. Pair the increase of local services and retail, of primarily local or sub-regional scale, to the increase

in housing rather than to regional market demands.

These principles are illustrated in the following diagram titled "Urban Design Principles--Building Upon the Strengths of the Beverly-Fairfax area." This information is also presented in an "Illustrative Plan" of the area which describes many of our recommendations which are discussed in greater detail in subsequent sections of this report.



URBAN DESIGN ANALYSIS:

NODES OF ACTIVITY

1. Gilmore Adobe Historic Site (one of the oldest buildings in LA)
2. Farmer's Market
3. CBS Studios
4. Museum Node: LACMA, Page, Craft & Folk Art
5. Cedars Sinai (regional hosp.)
6. Beverly Center (regional retail)
7. Beverly Connection (retail mall)
8. Pacific Design Center (regional trade mart)
9. Fairfax High School
10. Pan Pacific Auditorium
11. Pan Pacific Park
12. Hancock Park & La Brea Tar Pits

PEDESTRIAN FRIENDLY RETAIL SHOPS--HUMAN SCALE STREETSCAPE

- A. Melrose: (regional draw, up scale retail)
- B. 2 blocks on Fairfax w/ethnic restaurants and facilities
- C. 3rd Ave. Neighborhood focus retail
- D. The "Miracle Mile" large scale high rise buildings with a concentration of museums
- E. La Brea, (transitional street focused on pedestrian scale retail)

OPEN SPACE/RECREATION "SOFT" STREET EDGES BACKED BY HOUSING

GAPS IN CONTINUOUS RETAIL FACADES

AUTO ORIENTED LARGER SCALE RETAIL OR COMMERCIAL ESTABLISHMENTS

DISCONTINUOUS HIGH RISE COMMERCIAL OFFICE FACILITIES

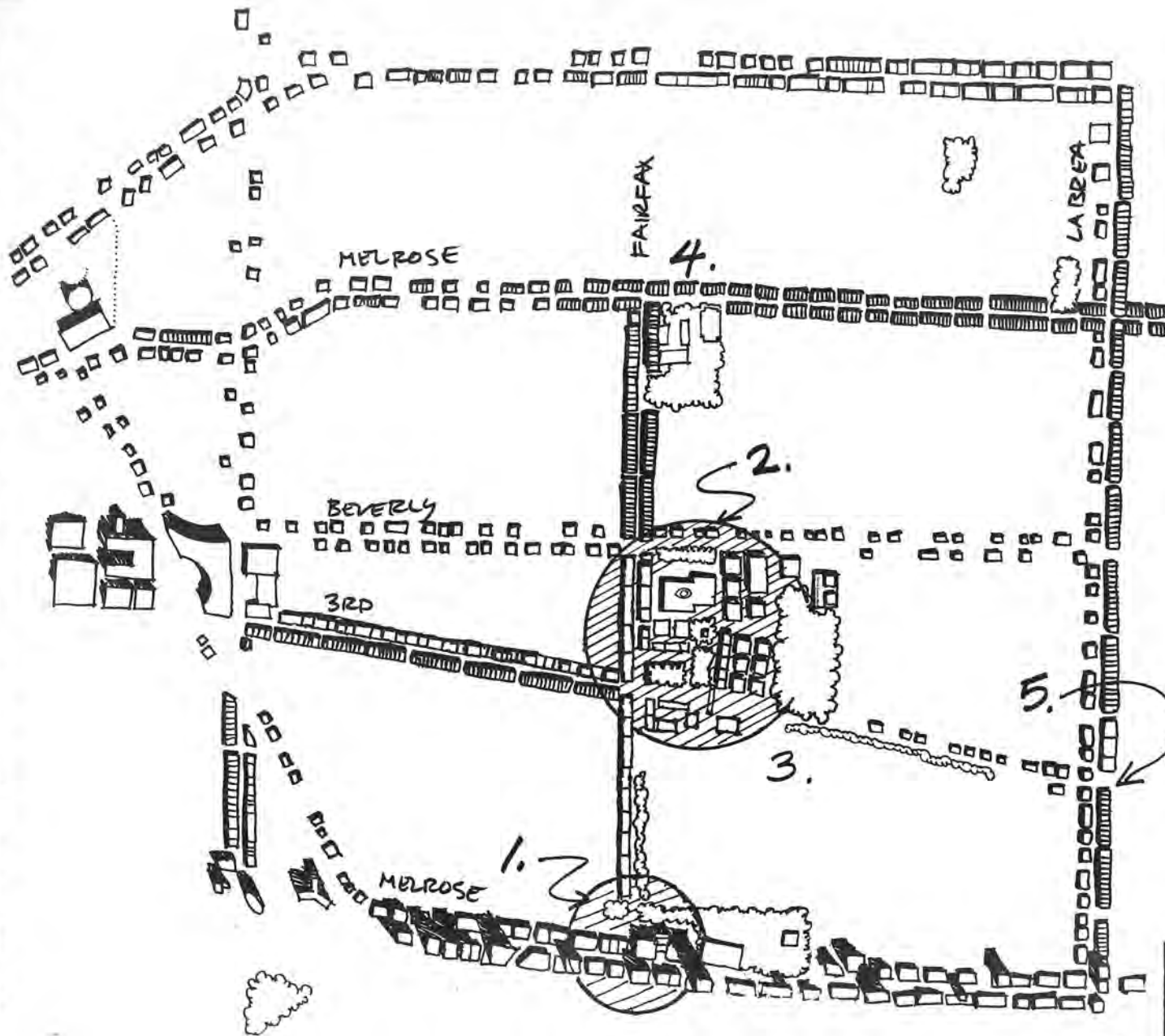
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ILLUSTRATIVE PLAN

HIGHLIGHTS OF KEY RECOMMENDATIONS

1. WILSHIRE BOULEVARD
 - o Preservation of May Company Building
 - o Office tower and hotel idea
 - o Gateway relationship between May Building and Johnnie Site
2. FAIRFAX AVENUE AND THE FARMER'S MARKET SITE
 - o Extension of Fairfax retail utilizing CBS site
 - o Coordinated planning of multiple sites: Farmer's Market site, CBS site, Ross site, Pan Pacific site.
 - o Neighborhood focus on mixed use development emphasizing housing, retail and office mix.
 - o Planning for Pan Pacific site
 - o Plaza setting for Gilmore Adobe Site
3. PARK La BREA SITE
 - o Location of congregate care facility to north-west area of Park La Brea site.
4. MELROSE
 - o A recommendation for parking
 - o Coordination of pedestrian path retail from Melrose to Fairfax to 3rd to Beverly Center.
5. La BREA
 - o Parking recommendations
 - o Pedestrian oriented, sidewalk level retail.

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V.A.1 SUPPORTING THE ELDERLY

The Beverly-Fairfax/Miracle Mile has evolved into a unique community for older persons. It offers small neighborhoods with which residents identify, a strong ethnic heritage, a pedestrian orientation, a strong network of social services and an age integrated setting.

It is the home of a very high concentration of older persons. The challenge for the future is to ensure that residents can "age in place" and stay in the community. In order to meet that objective, the community needs to expand the range of housing options, provide new services and facilities, create "protective zones", increase pedestrian safety, promote programs that foster age integration, and preserve the character of special places.

Recommendations:

Expand the range of housing options for older persons

- Build subsidized housing for lower income older persons in locations easily accessible to shopping, transportation and services. This is necessary to insure that older persons can continue to be an important part of the Beverly-Fairfax/Miracle Mile community. Consider mixed uses that include shopping on the first floor.
- Build congregate housing and other types of supportive housing for the increasing number of frail older persons who will need a supportive environment

including services such as meals, housekeeping, transportation and social activities. One suggested site for such a complex is the current location of the "Ross Dress for Less" store because of its proximity to shopping, transportation and activities. This facility could also provide services such as meals for older residents of Park La Brea.

- Develop a continuum of care retirement community (e.g. "life care center") which includes individual units, assisted care and a nursing home. The facility will also include dining, recreation and cultural facilities. Such a community usually houses 400-600 older persons. A complex of this type could be included in the development proposal for the Farmer's Market near Pan Pacific Park. Methods should be explored on how to make this housing affordable to moderate and low income persons.
- Better connect existing housing occupied by the elderly with social services. This is especially necessary in Park La Brea which has a high concentration of older persons, many of whom will need assistance with shopping, housekeeping, transportation and meal preparation. The high density of older persons in this area suggests the possibility of on-site services as well as small convenience shops and stores located within Park La Brea proper. Modifications should also be considered for accessibility and safety both within units (e.g.

grab bars) and in the community at large.

- Continue to encourage house sharing for older persons who have extra space in their homes and would benefit from increased companionship, income and assistance in housekeeping and shopping.
- Expand programs such as Section 8 certificates that reduce the expenditures for housing while allowing older persons to stay in their own units.
- Provide programs that assist older persons in modifying their homes for accessibility and safety.

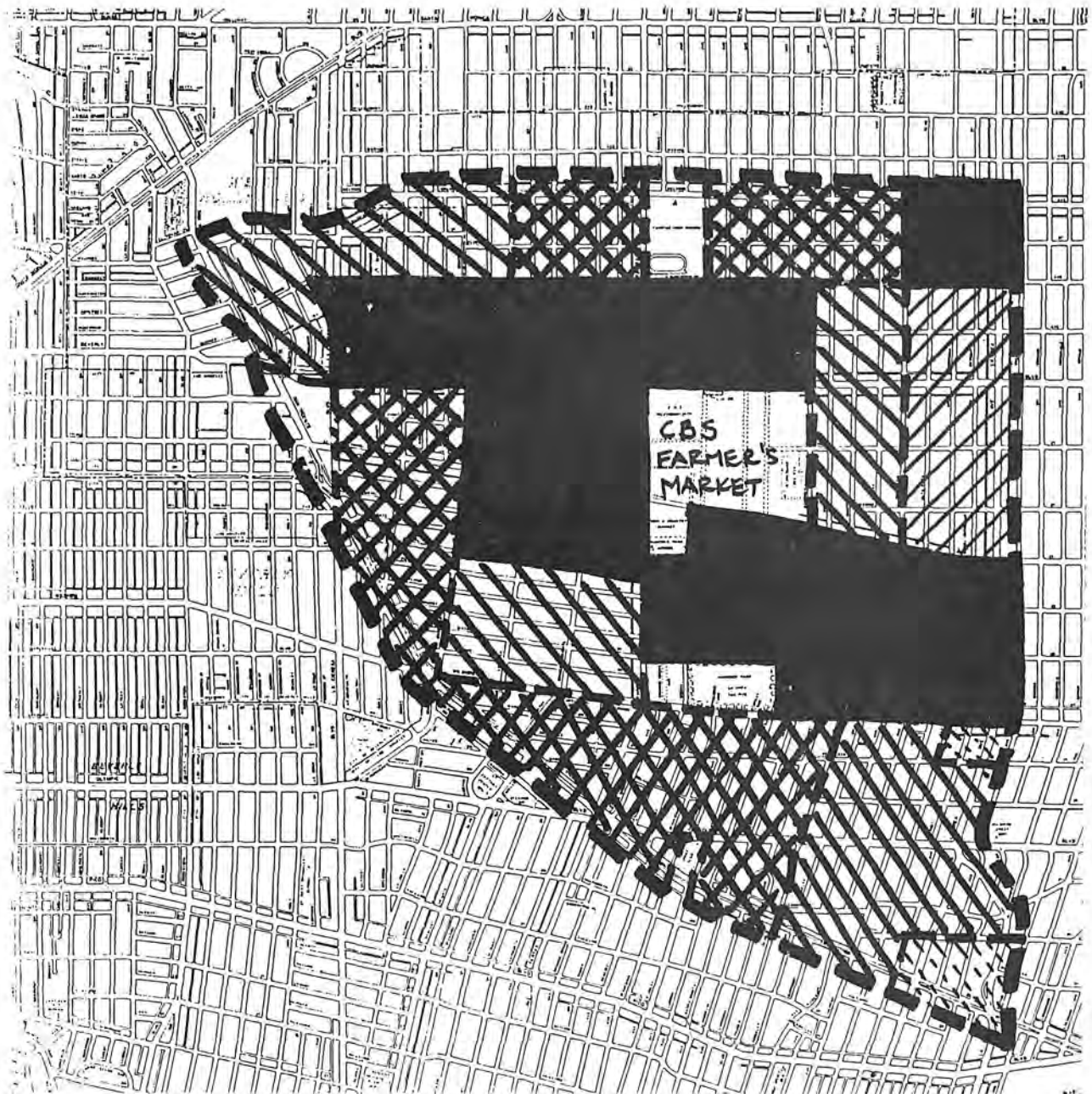
Provide new service and recreational facilities in areas where they don't exist to meet the needs of an increasing number of older frail persons.

- Create social day care and adult day health care facilities in locations with high concentrations of older persons over the age of 75, who would benefit from programs that offer social activities, rehabilitation and meals in a sheltered environment. The typical center has a daily attendance of 25-30 persons.
- Provide additional demand responsive transportation for older, frail persons who cannot use traditional public transit.

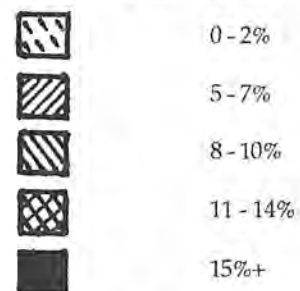
- Provide new senior centers in areas where they are over extended, share space with other age groups (e.g. on Gardner Street), or don't now exist.

Create "protective zones" where large concentrations (i.e. 10-15%) of older persons over age 75 live or shop.

- Provide outdoor sitting areas such as shaded vest pocket parks, sidewalk benches, improved lighting in areas where there is a large concentration of board and care homes such as near Beverly and Fairfax.
- Redesign parking and pedestrian areas in places such as the "Town and Country" for improved safety and ease of shopping.
- Restrict through traffic in areas where there are large concentrations of older persons who use the streets such as on Fairfax between Beverly and Melrose.



PERCENT OF POPULATION



SENIORS OVER 75 (1980)

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Increase Pedestrian Safety.

- Facilitate pedestrian movement in neighborhoods where there is considerable foot traffic.
- At critical pedestrian crossings, (e.g. Fairfax and Beverly, Fairfax and Third, Sixth Street opposite the Museum) provide adequate signals programmed to give older persons enough time to cross intersections, well marked areas for crossing, auditory as well as visual indicators for those with limited sight, and benches nearby for resting.



Promote Age Integration

- Provide spaces in shopping facilities for programs for the older persons (e.g. Oasis in the May Company department store).
- Increase the opportunity for interaction between different age groups (e.g. cluster day care centers for children and the elderly along with a library on the old Pan Pacific site)

Preserve the Character of Special Places

- Preserve the small scale, specialized shopping area on Fairfax between Beverly and Melrose which serves the needs of the residents, brings back other Jews into the area for shopping and is a symbol of the community.
- Preserve the Farmer's Market eating area which is an informal gathering and eating place for many seniors in the area.

V.A.2. INCREASING THE AMOUNT AND TYPE OF AFFORDABLE HOUSING

As much as any other variable, housing defines Beverly Fairfax. The people are the the community, and the community's housing dictates who the people are. As 80% of the housing is rental housing, the character of that rental stock is the primary determinant of the character of the residential community. Fifteen years ago the private market enabled a mix of households that included maturing families, young families, lower wage workers and low income senior citizens. The regional shortage of affordable housing and the proximity of the area to work centers have dramatically inflated the cost of housing. In 1980 the average rent was \$300. Today, units coming on the market range from \$1,000 to \$1,400 per month. Since 1978 rent control has made it possible for existing residents to remain in Beverly-Fairfax in spite of soaring rents. However, as units are vacated rents are allowed to rise to market and the households that can afford the new rents are very different in terms of income and household profile than those that populated the community in 1990. In short, urban professional and double income households with no children are replacing the families and seniors who once characterized the community. This trend affects the character of the community and the quality of life of those households being frozen out of the Beverly Fairfax housing stock.

The vision for housing in Beverly Fairfax recognizes that change is inevitable in a dynamic urban environment but also holds forth that the future should also reserve a place for lower income families with children and for low income seniors.

Recommendations:

- Encourage the expansion of the housing supply permanently affordable to service worker families earning \$12,000 to \$25,000, and for seniors earning less than \$15,000 per year.
- Preserve Neighborhood Diversity.
- Expand the continuum of housing availability; allow aging in place in the neighborhood.
- Preserve housing opportunities for future senior residents.
- Housing should respect the very extensive social service network that is serving seniors..
- Accommodate Younger families with children.
- Increase city and state housing subsidy funds allocated to the Beverly Fairfax community.
- Support shared housing concepts that enable two seniors to occupy large housing units.
- Require that all newly constructed housing include permanently affordable housing.
- An inclusionary housing program should require

that one permanently affordable housing unit be built or be preserved in the neighborhood for every new multi-family housing unit built. Ten percent of affordable housing units should be affordable to households earning 80% or the median income, and 10% of the affordable units should be affordable to households earning 50% of the Los Angeles County median income. Existing housing can also be purchased and deed-restricted as permanently affordable. Inclusionary housing shall include no more than 66% one bedroom or smaller units, and no fewer than 10% three bedroom units. A bonus could be given to encourage preservation of existing housing.

- Offset loss of area housing development capacity due to downzoning through corresponding upzoning or density bonuses in other residential or commercial districts in the neighborhood.
- Provide incentives for commercial developments to incorporate affordable housing in their plans. Incentives should include density bonuses, shared parking, and project expediting.

- Explore requiring that an affordable housing replacement fee be charged for each existing unit, which are demolished and not replaced.
- Examine the feasibility of a Neighborhood Workers Strategy that would require new employers and developers of employment generating commercial projects to write down the cost of housing for lower wage workers.
- Encourage churches and synagogues to support non-profit development of housing for seniors and young families.



V. A. 3. CONSERVING
RESIDENTIAL
NEIGHBORHOOD
CHARACTER AND
IDENTITY

While the existing neighborhoods differ from one another in the number of units built, typical heights and other factors, they are all similar in more important ways:

- Each is very healthy physically.
- Each has an established density pattern.
- Each has an established scale, rhythm, and pattern (caused by similar patterns of height, setbacks, building style, landscaping, etc.
- They are built on historic development patterns and architectural styles.
- Each continues to retain a strong sense of place.
- Each has a strong pedestrian component. People walk here, often for religious reasons. Car ownership rates are lower than elsewhere in the region. People often live near their work.
- Each is being threatened by new out of scale development.

Recommendations:

Because the fabric is so healthy, and because much of it is already so dense, and because so much new housing is being proposed elsewhere in the study area, the team believes the established neighborhood should be protected in the following ways:

- The Miracle Mile Apartment District and other similarly intact neighborhoods to the north, for instance those between Beverly and Melrose, should be downzoned to densities which recognize the historic patterns and allow the existing historic buildings to be retained. This will eliminate the economic incentive to demolish older buildings in order to replace them with higher density structures.
- New controls should be adopted which require averaging of heights and setbacks of adjacent buildings in new construction.
- Zoning provisions should be established which create disincentives to lot consolidation beyond established patterns.
- Incentive zoning should be adopted to encourage classical courtyard housing.
- Historic Preservation Overlay Zones (HPOZ's) should be established to protect single-family and apartment areas of truly historic or architectural significance.
- Neighborhood Conservation Zones (NCZ's) should be created for those areas which are not truly historic districts, but which have identifiable physical patterns or period vernacular architectural style. This should

include downzoning to discourage recycling to higher densities.

- Transfer of development rights (TDR's) should be explored, transferring allowable building area from specific historic sites to developable commercial areas, especially along the Wilshire Corridor.
- Discretionary review of all multi-unit projects should be instituted.
- Height and density incentives should be granted for lower income and senior citizen housing.
- Design controls should be implemented which reduce the impact of the automobile on the design of buildings such as reducing parking entrance widths, and limiting the height of parking structures above grade, etc.



V. A. 4. IMPROVING CIRCULATION AND PARKING

All aspects of transportation must be addressed in order to achieve the vision articulated by the Workshop. We recognize that this area will continue to function as a regional center, and that the job base will continue to grow. The traffic and parking needs generated by these activities must be managed. At the same time, the area provides a unique opportunity to develop a truly urban environment, in which walking and transit become key modes of travel. The challenge is to balance these conflicting needs in the context of an urban form that is neither the traditional city or suburb. Our vision is premised on the assumption that the automobile will continue to be the single most important mode of travel, but the auto share of trips will decline over time. Therefore, auto travel must be managed, parking must be realistically provided for, and transit and pedestrian mobility must be given priority. Our goals are:

- Provide capacity for regional traffic on major and secondary arterials to the extent possible.
- Channel regional traffic to protect residential areas
- Provide adequate parking and parking control for regional and local uses.
- Protect and enhance pedestrian oriented streets and districts.
- Expand and improve access

and availability of public transportation services.

- Develop institutional mechanisms to provide funding and mechanisms necessary for implementing the specific recommendations presented.

Recommendations:

Capacity for Regional Traffic

All opportunities must be explored to accommodate growing regional traffic as effectively as possible. The potential for extreme congestion is growing, and there is no indication that traffic will abate in the near future.

- Accelerate the schedule for the various traffic studies planned for this area. Several traffic studies (for example the Tri-Cities Study) were discussed as being planned, but not yet scheduled. There is a critical need to develop the technical information necessary to develop a comprehensive, phased improvement program.
- Construct and expand the ATSAC system. We encourage the construction of the ATSAC signal control system and its expansion along the key arterials in the area. If funding is an issue, the transportation impact fees should be used for this purpose.
- Take advantage of opportunities provided by new development to make intersection improvements that require additional right of way,

These include intersection widenings to allow extension of left turn pockets, free right turns, etc.

- Establish new code requirements as necessary to require ALL new development or redevelopment on major or secondary arterials to observe current traffic engineering standards for access/egress. Many important streets are carrying less traffic than they could because driveways are spaced too close together, clearance at corners is substandard, etc.
- Eliminate on-street parking (in conjunction with parking improvements listed below) on major arterials where specific traffic problems might be reduced or eliminated. In addition to the traffic conflicts generated by parking cars, on street parking encourages cruising for spaces which adds to the traffic burden.
- Explore opportunities for underutilized arterials to carry through traffic. Careful analysis may indicate that through traffic could be diverted to other streets such as San Vicente Blvd. Although we are aware that nobody wants more traffic, these opportunities should be evaluated in order to determine whether net benefits to the community could result.
- Explore opportunities to increase through traffic flow by coordinating signals and other improvements with neighboring

jurisdictions. We encourage the Tri-Cities study, and encourage all participants to fully cooperate in the development of feasible solutions.

- Evaluate the potential for grade separations at critical intersections. Grade separations as typically conceived are visual blights. Consideration should be given to depressed options, or to special configurations, if substantial benefits could be demonstrated. Grade separated pedestrian crossings should also be considered, as further discussed below.

It should be noted that these recommendations apply only to the designated major and secondary arterials. Further, any such arterial improvements are conditional upon maintaining pedestrian circulation needs.

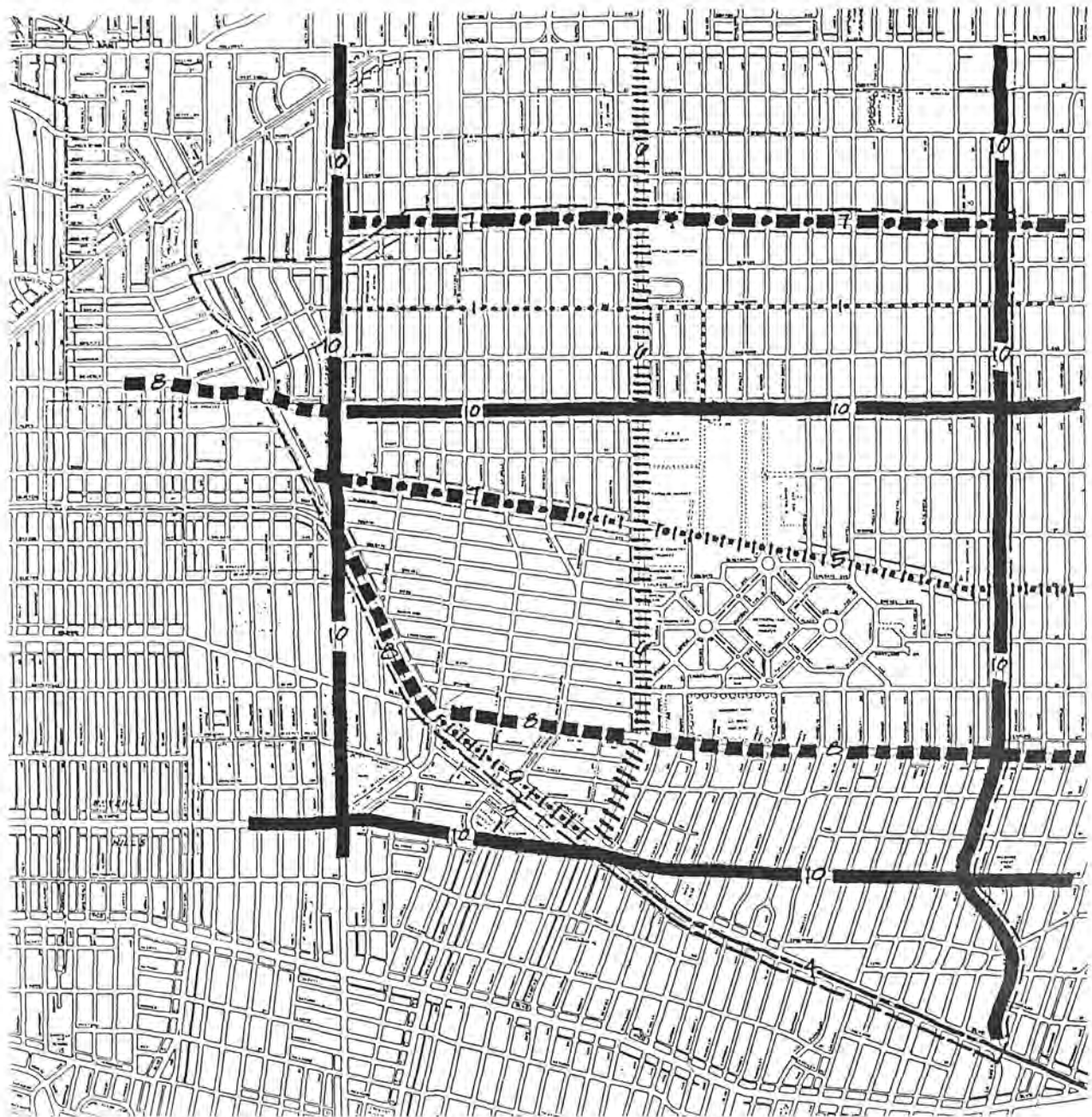
Channel Regional Traffic











The compliment to enhancing regional and through traffic flow is to protect neighborhoods from that flow.

- Utilize raised medians and other physical barriers to prevent access to local streets. Any meaningful prevention of traffic diversion requires physical barriers. Prohibitions against turn are easy to ignore, and thus must rely on constant enforcement.
- Utilize stop signs to slow traffic on neighborhood streets. Through traffic will utilize

detours as long as time can be saved; imposing delays will reduce the temptation to use neighborhood streets. We suggest the area be surveyed to determine which streets might benefit from this strategy.

- Enforce existing vehicle weight restrictions on neighborhood streets. Truck diversion is becoming a significant problem in some areas. Residents complain that their calls for enforcement have been ignored. Again, if funding is a problem, fees of some type should be collected. (See below).
- Consider closing selected neighborhood streets on major arterials or commercial areas. Street closures could reduce traffic spillover and also provide additional right of way for parking provision. There is a proposal under consideration to do this on Melrose. It should be pursued.
- Consider making more residential streets one way only. Local streets in some of the residential areas are very narrow. These are particularly problematic in areas which are densifying and parking problems are increasing. The Detroit Street diagonal parking/ one way project should be closely evaluated to determine whether such a strategy both helps prevent traffic diversion and alleviates parking shortages.



		Avg. Daily Trips
	1	1,600
	2	—
	3	12,400
	4	12,500
	5	14,900
	6	16,600
	7	23,400
	8	25,500
	9	—
	10	24,000

VEHICULAR TRIPS

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Parking and Parking Control

A solution must be found for the parking crisis. The "regional" uses have an extreme shortage of parking now, and additional parking demand will result from continued growth and development. Spillover parking has severely impacted adjacent neighborhoods, and searching for on-street spaces adds to congestion. This area is a living demonstration of what happens when a parking shortage exists. We therefore recommend that additional parking be provided where necessary, that an effective parking management program be developed, and that full advantage be taken of TDM to control parking needs for workers.

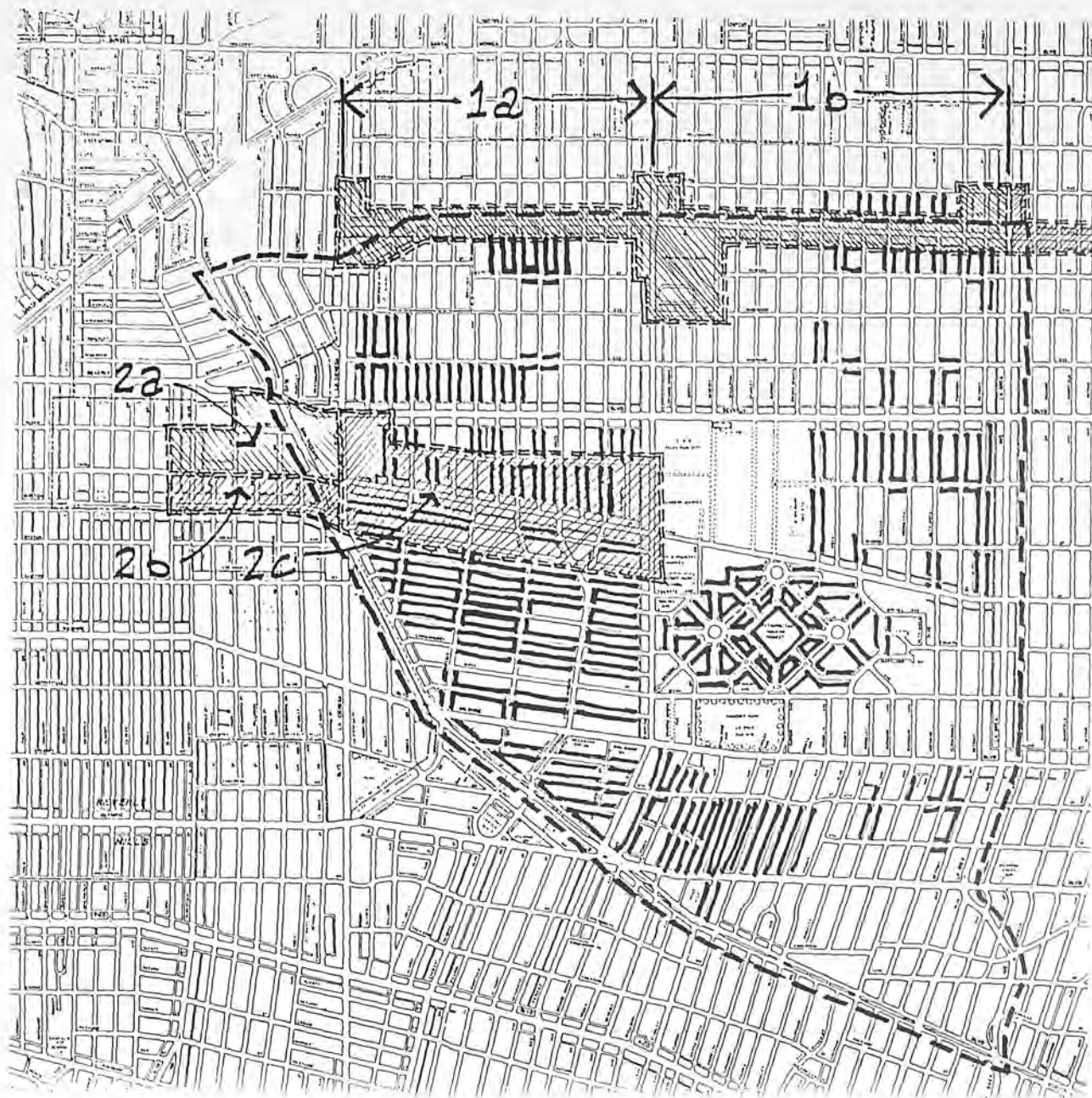
- Provide additional parking for the Melrose, Fairfax and emerging La Brea shopping strips. Parking structures should be constructed within the strips themselves. Costs will have to be recovered through fees; thus an aggressive parking enforcement program will be necessary to encourage use of the paid parking. A parking management program should be implemented NOW for La Brea. The street is obviously becoming another major specialty commercial area, and opportunities for parcel consolidation and acquisition still exist.
- Discourage parking solutions on rear parcels. Existing lots are too shallow to accommodate parking efficiently on Melrose and Fairfax, and residents are impacted by the auto noise. Melrose in particular is active late at night and on weekends, and

adjacent residents must be protected from the noise.

- Expand permit residential parking to the entire area. Most of the area is already permitted, causing even more severe parking spillover in the remaining non-permit neighborhoods. Until additional parking is made available, the permit system is the best way to limit these problems.
- Focus the parking program on workers. The Melrose parking study showed that most of the cars on residential streets were those of local workers, rather than shoppers. Further, workers can more easily be encouraged to use remote lots than shoppers or visitors.
- Develop parking solutions that make parking for service consumers as convenient as possible. The large number of elderly population suggests that parking facilities should be as close as possible to major shopping or other service destinations.
- Take advantage of new development to provide additional parking. New development should be conditioned to provide the full complement of parking required by code. Opportunities to construct public parking facilities in conjunction with new development should be explored.
- Determine whether current

code requirements for multi-family residential units are adequate for market rate units. High rents are encouraging shared housing arrangements. Two adults per bedroom is not uncommon. Given that most workers own cars, there may be three or even four cars associated with a two bedroom apartment. In an area where off site parking is unavailable, it is important to determine whether increasing code requirements is appropriate.

- Implement an effective parking enforcement program. Parking management strategies require enforcement if spillover problems are to be prevented. The level of parking scarcity, and the imposition of fee parking will require an active enforcement program.
- Require an aggressive parking management program for new office oriented development. In contrast to resident-based shopping or regional non-work activities, work travel is more amenable to control. This opportunity should be taken to reduce work related vehicular traffic.



==== Parking Study Area

———— Permit/Restricted Parking

RESTRICTED PARKING

BEVERLY/ FAIRFAX - MIRACLE MILE
URBAN DESIGN WORKSHOP



48.

Pedestrian Circulation

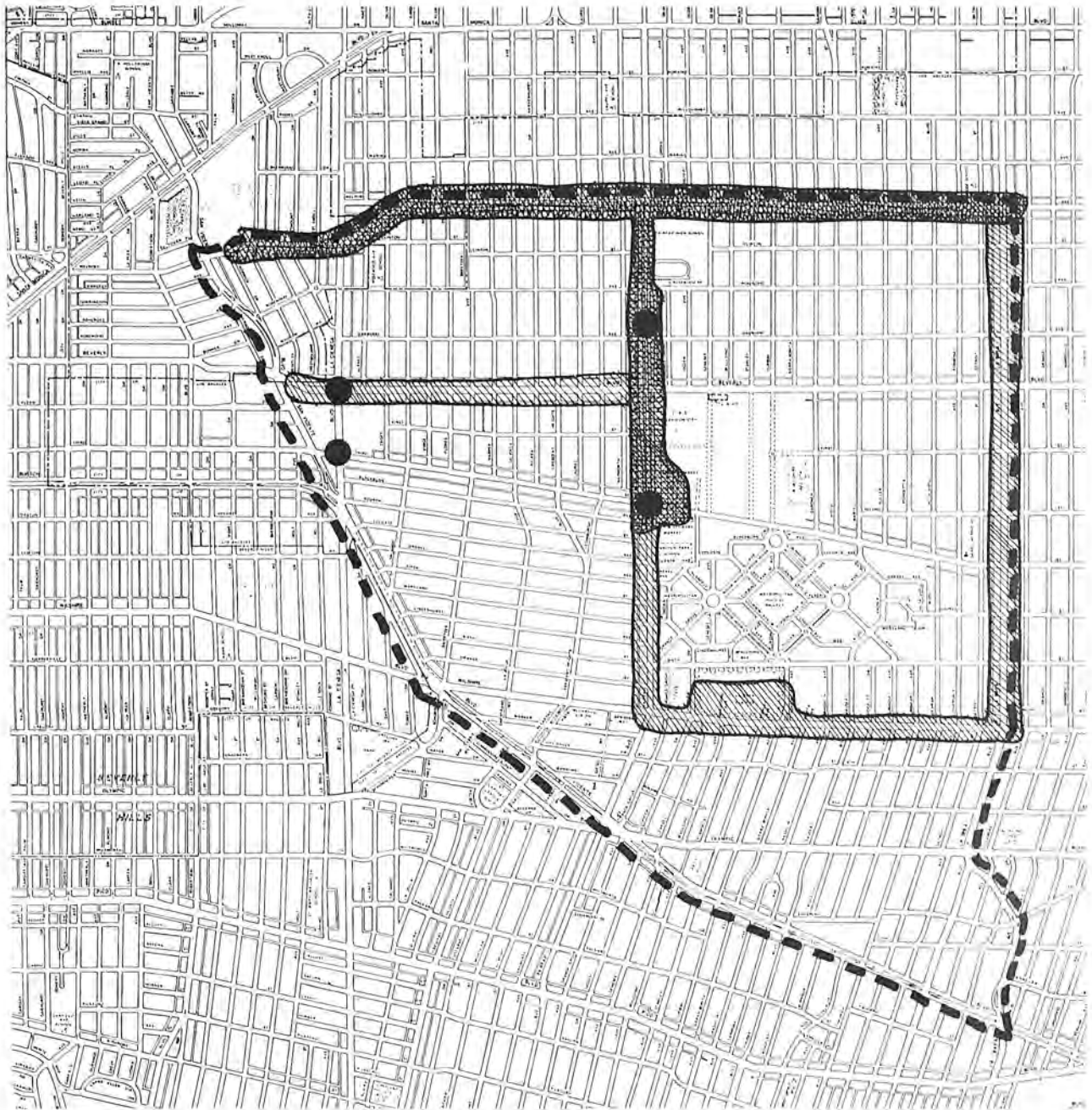
Pedestrian circulation will become increasingly important as the area develops and densifies. This trend is apparent and should be encouraged by giving pedestrian circulation priority in the general transportation scheme. A pedestrian friendly environment encourages walking, and should add to the attractiveness of the major commercial strips. The special needs of the elderly also must be accommodated.

- Enhance pedestrian street crossings in the pedestrian zones. Pedestrian circulation should take precedence; thus signal timings should be adjusted to give pedestrian enough time to cross the streets. Raised medians should be provided on wide streets so that mobility impaired pedestrians have a safe stopping place.
- Consider grade separated pedestrian crossing at high traffic intersections. Some intersections are so busy that both traffic and pedestrian flow would benefit from grade separation. Some possible locations include connections across Beverly Blvd. between Farmer's Market and Park La Brea, and across La Cienega between Beverly Center and the Beverly connection.
- Develop signage as part of the overall design theme of pedestrian zones to clearly define the zone and caution vehicular traffic. Pedestrian zones should be clearly marked so that vehicular traffic is warned in advanced of heavy pedestrian movement.

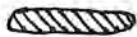
- Develop "pedestrian friendly" circulation patterns on new sites and between parking and service destinations. A successful pedestrian zone requires an efficient and protected circulation pattern to and from walking origins and destinations. New development site designs should include a pedestrian circulation element. Design elements should be used to define pedestrian paths and direct person flows to destinations.

The pedestrian pattern should also separate people and vehicles to maximize safety. Finally, personal security must be protected by providing well lighted pathways, etc.

- Provide extra amenities for elderly pedestrians in key areas. Many of the elderly are mobility impaired. Wide sidewalks, public seating areas, and sidewalk water fountains can provide a more comfortable environment for those who move slowly or have limited physical endurance. Such amenities are particularly critical in view of the low rate of auto ownership (many persons who do not have access to automobiles) and our goal of encouraging the use of alternative means of transportation.



Current Pedestrian Oriented Street



Projected Pedestrian Oriented Street



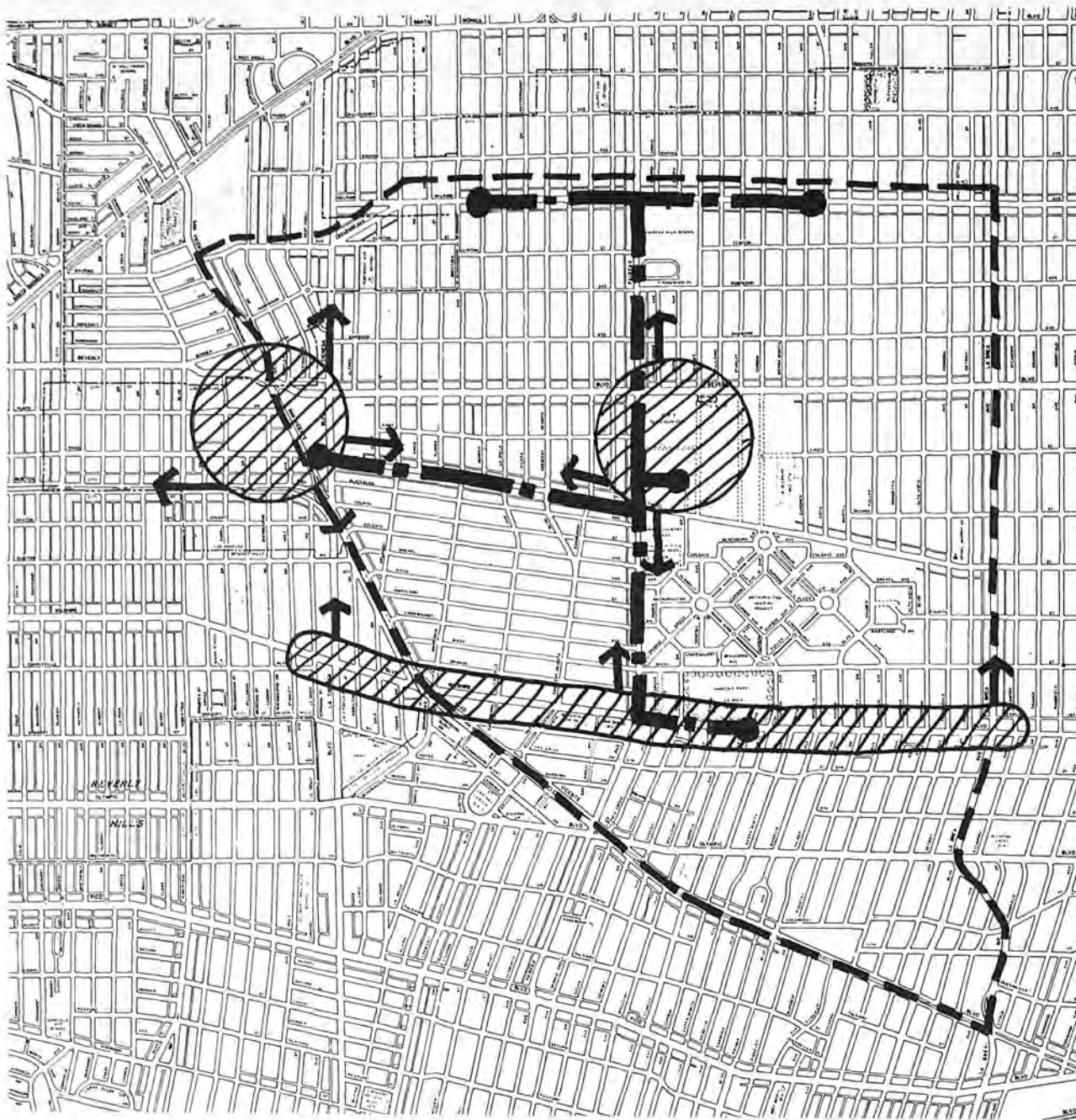
Major Pedestrian & Vehicular Conflict


PEDESTRIAN NETWORK CONCERNS


BEVERLY/ FAIRFAX - MIRACLE MILE
URBAN DESIGN WORKSHOP


50.





 Potential Shuttle Route

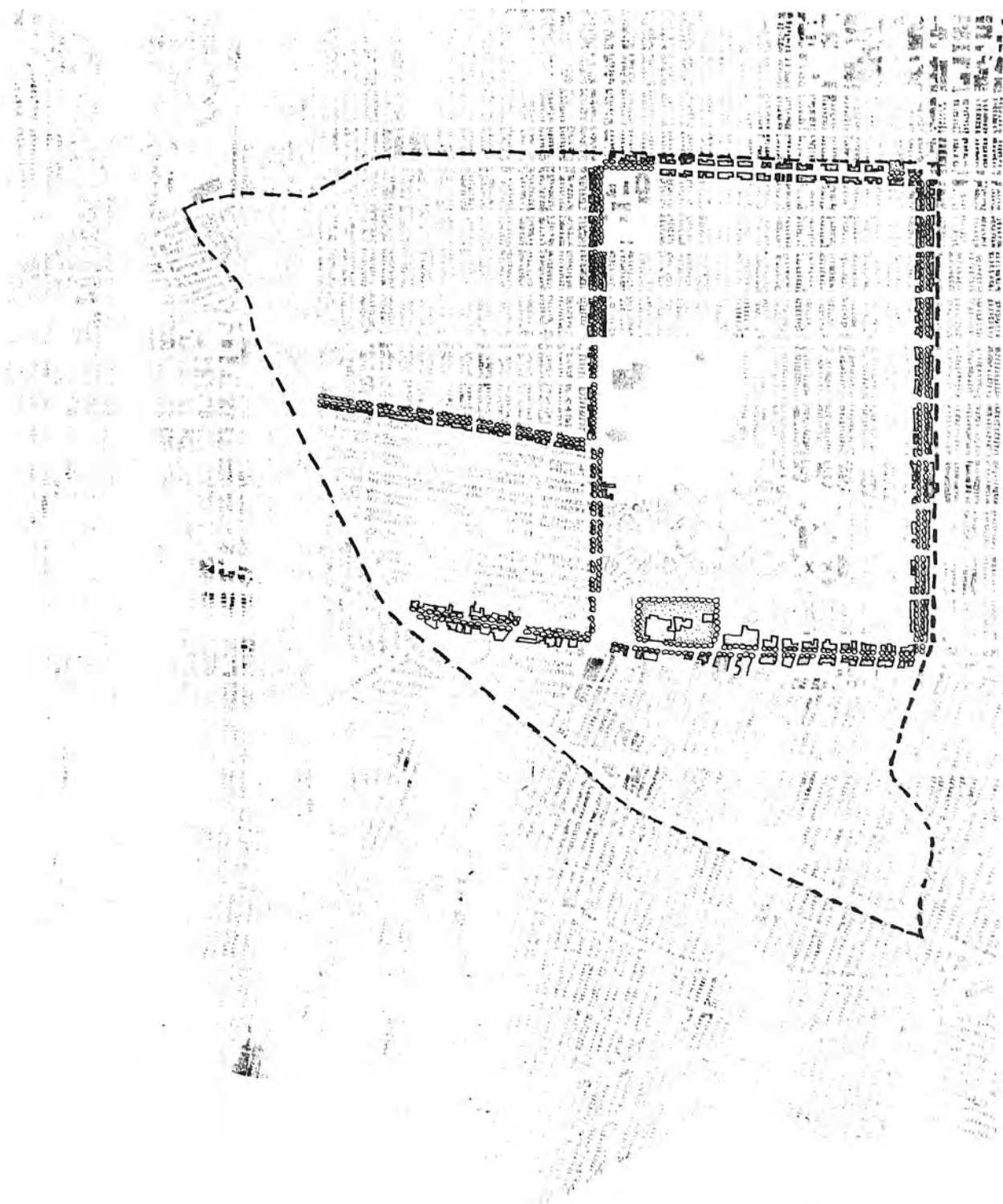
 Potential Shuttle Stop

 Employee Shuttle

ALTERNATE TRANSPORTATION SYSTEMS

BEVERLY/ FAIRFAX - MIRACLE MILE
URBAN DESIGN WORKSHOP





PROPOSED MAJOR
PEDESTRIAN STREETS

BEVERLY/ FAIRFAX - MIRACLE MILE
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Improve Access and Availability of Public Transportation Services

The evolution of the Beverly-Fairfax/Miracle Mile area to a more urban environment will require expansion of public transportation services. Although this area is comparatively well-served by SCRTD, the Beverly-Fairfax Trolley, and the local Elderly and Handicapped demand responsive service, a wider range and higher quality of service will be required to increase transit use. We therefore recommended initiation of several different types of services targeted at specific market segments. We provide plans for implementation in a later section.

- Identify a local multimodal transit center that would serve to focus all types of public transportation services. The transit center would be a staging area for all available services, such as shuttles, taxis, hotel vans, etc. We suggest that the Farmer's Market site be considered for this purpose. It is centrally located, and the redevelopment plan provides a timely opportunity for integrating this idea into the site plan.
- Establish the area as a special transit zone where any operator, public or private, could be licensed to operate. The institutional changes necessary will be discussed below. Employers, tourist operators, shuttle operators, and others should be given the opportunity to experiment with various types of services. We have provided some examples in attached figure. The figure shows how a tourist-

oriented shuttle could be operated to provide access to the major regional attractions in the area. The figure also depicts employer-based day-time shuttle services that could be offered to employees as part of employer-based ridesharing programs. Shared-ride taxi services available to the general public are also a possibility.

- Employers and business operators should fund these additional transit services. Localized transit services will require subsidies, for which public funds are not available. Since these types of services may serve as mitigation to traffic concerns, it is appropriate that they be funded by the business community.
- Local employers should consider forming a Transportation Management Organization to effectively coordinate development and provision of these new transit services. We were unable to determine whether major employers in this area have already organized a TMO. If not, this should be considered.
- Elderly and handicapped community services should be expanded. The city of LA has limited funds for these services both because of their commitment to MetroRail capital funding and because of the extreme demand for such services throughout the city. Use of the service is currently limited by fund availability. We suggest that opportunities for supplementary funding be explored.

- Develop a "transit friendly" environment, particularly in the designated pedestrian zones. Historically, transit access and bus flow has been secondary to overall traffic flow considerations. As a result, conflicts between buses and cars are frequent. Bus pull-outs should be provided where possible on busy arterials, and in the pedestrian zones. Where this is not possible, bus stops should be located well away from signalized intersections.
- Improve bus stops. Transit enhancements should also include providing amenities at bus stops such as weather protected enclosures and benches, shade trees, etc.
- Require "transit friendly" site planning. New development has traditionally been oriented to auto access rather than pedestrian or transit access. Large site (such as shopping malls) often don't provide adequate clearance or storage for buses and vans. Guidelines for transit access and circulation should be established for all future large scale development.

Institutional Mechanisms for Implementation

We have recommended an ambitious and non-traditional program of transportation improvements. They have been put forward with full knowledge of the technical difficulties they may involve, the current lack of available funds, and their controversial nature. We feel that the critical needs of this area merit such a program. If both

the quality of life of area residents and the economic vitality of the area are to be preserved, an ambitious, multidimensional transportation strategy is imperative. Here are some recommendations for getting this strategy underway.

- Declare the Beverly/Fairfax area a Critical Transportation Zone. Such a declaration would allow the following actions:
 - Imposition of a Zone fee to support 1) additional traffic and parking enforcement; 2) traffic policing at intersections as necessary; 3) provide up front capital funding for parking structures; 4) contribute operating funds for parking operations; 5) fund parking shuttles.
 - Lifting of existing public transit route authority to allow private operators to offer unsubsidized public transit services
 - Impose special code requirements on new construction
 - Provide authority to license for-profit operators to provide public transit services
 - Allow special fines for traffic citations for violation of street weight limitations, illegal parking and other problems specific to this area.
 - Provide a mechanism for monitoring TDM and other performance based transportation

requirements imposed in the area.

The Critical Zone designation is simply a mechanism to provide the authority necessary to implement the recommendations. It could also be used to accelerate other planned improvements for the area.



V.A.5. INCREASING NEIGHBORHOOD RETAIL AND SERVICES

The neighborhoods in this district possess a strong "sense of place", the distinctive tradition of a pedestrian culture, and a strong sense of community and places. These qualities have made Beverly-Fairfax / Miracle Mile a unique district in the metropolitan context.

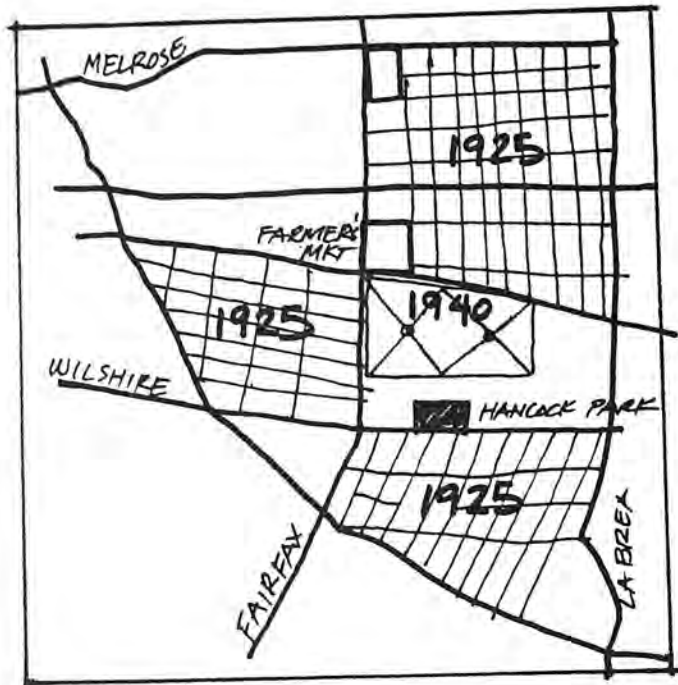
The existing neighborhood-oriented retail and services play an important role in creating this sense of place. They complement the existing built form, local pedestrian culture and the preponderant public life. Streets like Beverly, Fairfax, La Brea, Melrose, Third, and Wilshire are conduits of neighborhood life. They are like public corridors with doors into different neighborhoods. We want to maintain and invigorate the street life, the pedestrian culture and more generally, the quality of the local public domain by increasing opportunities for neighborhood oriented, small-scale retail facilities and consumer services.

Recommendations:

- Target existing blocks with established neighborhood oriented retail and services (for example, Fairfax between Beverly and Melrose) for future pedestrian oriented design and improvements (such as sidewalk widening, pedestrian amenities, and landscaping).
- Major streets such as Beverly, Fairfax, La Brea, Melrose and Third, which already have considerable street life and are showing signs of growing retail activity should be

considered principal corridors of small scale retail development.

- Where major office, residential or mixed-use developments are inevitable, retail frontage at the street level must be a major requirement. This should be enforced in particular for future developments along the Wilshire corridor (which already has a strong transit service) and for developments along Fairfax (such as the May Co. site and Johnie's site).
- The interface between the sidewalk or other pedestrian spaces and the retail front must be preserved and increased. No parking should be allowed between the sidewalk and retail frontage (in other words, no mini-malls!).
- Incentives should be offered to developers and storeowners to create appropriate setbacks to expand the sidewalk space and create opportunities for outdoor cafes, display of merchandise, street vendors, and street performers.
- Two or three story residential development on top of retail should be encouraged along the principal retail corridors such as Beverly, Third and Melrose through adoption and modifications of appropriate zoning ordinance and building codes consistent with parking recommendations discussed elsewhere in this report.

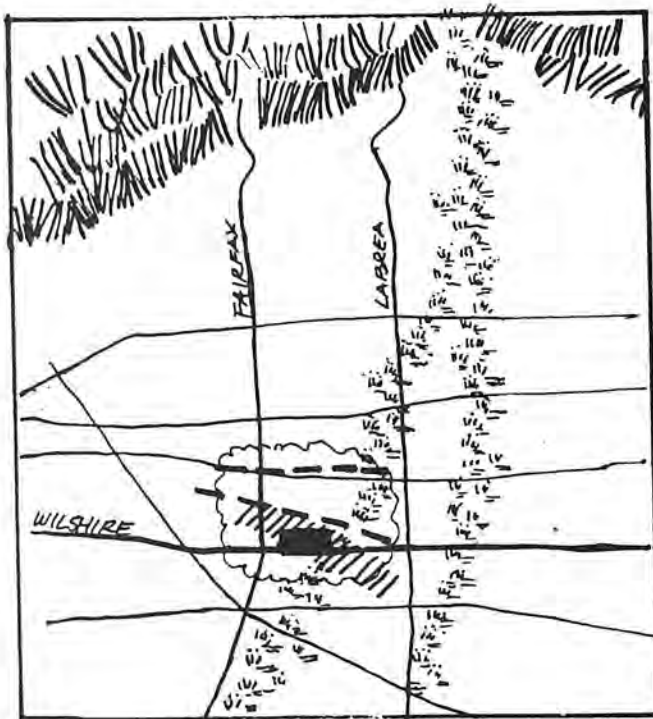


COMMUNITY HISTORY

Residential areas developed by Allan Hancock between 1921 and 1931

Typical street trees included:

- Maple species
- Platanus species
- Ulmus species
- Cinnamomum camphora
- Pittosporum species
- Magnolia species
- Palms



NATURAL CONDITIONS

- Streams and aquifers drain from mountains towards Ballona
- Fossil deposits
- Petroleum fields and methane
- Seismic faults

LANDSCAPE CONCEPTS

BEVERLY/ FAIRFAX - MIRACLE MILE
URBAN DESIGN WORKSHOP



V. A. 6. **CREATING A PARKS,
LANDSCAPE AND
STREETSCAPE SYSTEM**

The Beverly-Fairfax/Miracle Mile district is a broad flat plain situated between the coastal range and Baldwin hills, set above underground petroleum fields, fault lines, and aquifers. The neighborhood includes a vibrant mix of archaeologically significant sites, active but inconsistently planted commercial streets, and tree lined residential areas.

It is one of the rare areas of Los Angeles which is heavily used by pedestrians. Several of the major boulevards and arterial streets deserve more intensive planting programs.

Wilshire Boulevard's streetscape is probably the most exotic, while Beverly Boulevard along with Third Street the most bleak. La Brea's streetscape is consistent but in need of filling in the gaps. Fairfax is in need of reforestation and Melrose should probably remain as it is.

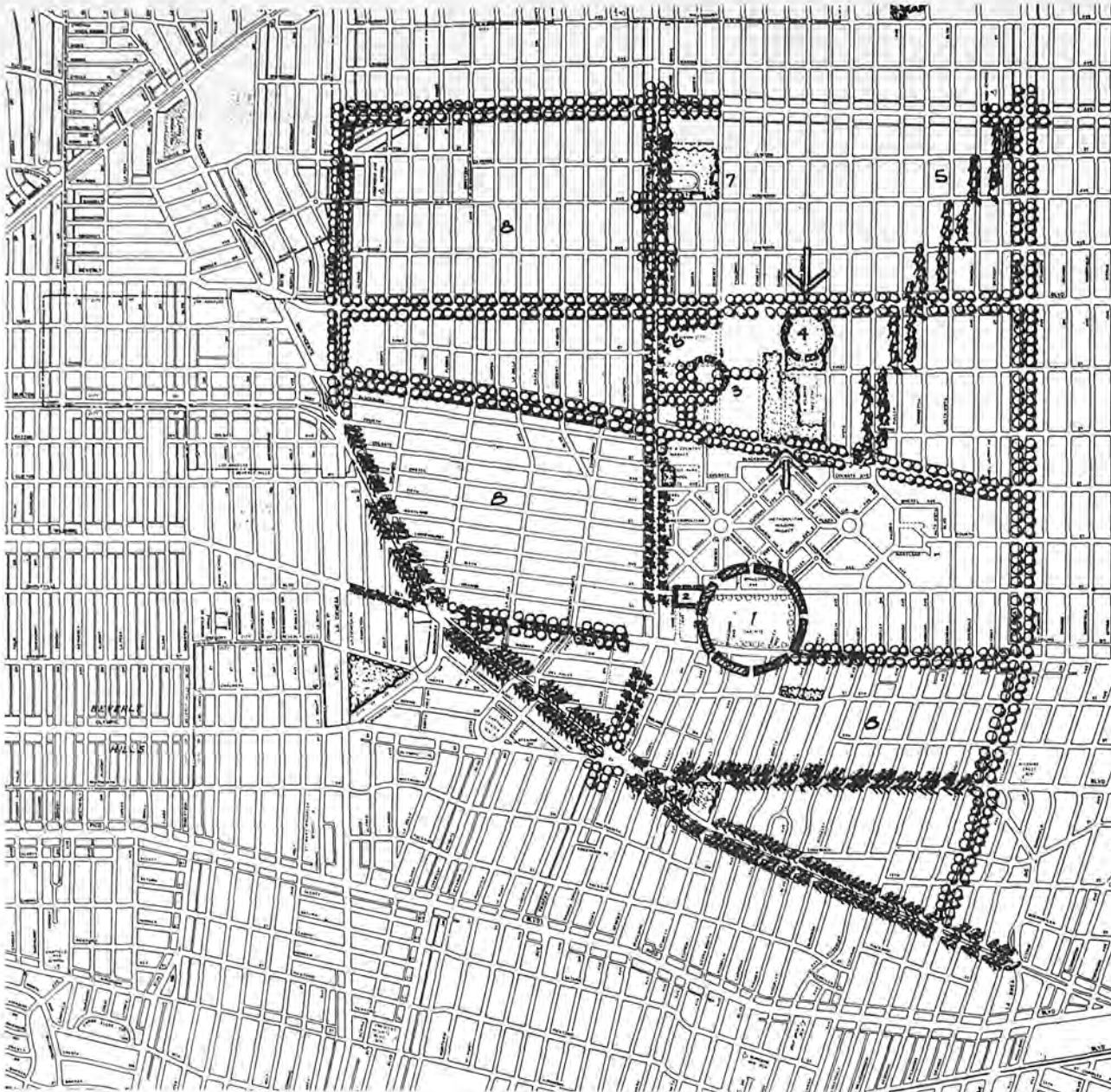
A specific street tree planting scheme needs to be developed for each street. National standards suggest that the Beverly-Fairfax/Miracle Mile area should have 350 acres of open space. Combining Hancock Park, Pan Pacific Park and the Fairfax High School play yard does not begin to come close to meeting this norm. Mini-parks, neighborhood and community parks, along with speciality areas (e.g., botanical gardens, memorial plazas, etc.) should be actively planned and implemented.

The following recommendations reflect our vision of the neighborhood as a

sequence of park like streets, and our desire to increase the "urban forest" of the streets by suggesting actions to preserve and enhance the area's greenery.

Recommendations:

- Augment Pan Pacific Park by developing at-grade area on site of Pan Pacific Auditorium.
- Create park presence on Beverly and insulate the adjacent residential neighborhood from the impact of additional development.
- Develop additional facilities adjacent to Beverly for use by seniors and children.
- Establish standards for varying (or averaging) required street setbacks for commercial development to facilitate installation of reasonably sized landscape pockets including limited pedestrian seating.
- Encourage use of San Vicente median strip for jogging.
- Treat streets as open space by greening the residential community.
- Assess development for local street tree planting.
- Reconfigure parking to increase parkways.



1. Hancock Park preserved as archaeological site with no further development.
2. Create new landscape park and archaeological site.
3. Preserve Gilmore Adobe and extend streets and links to Pan Pacific Park.
4. New park addition to Pan Pacific Auditorium site with commemorative to Auditorium. Create gateway on Beverly Boulevard.
5. Riparian trees mark invisible line of aquifer below.
6. New park along CBS frontage.
7. Improved access to recreational facilities.
8. Augment street tree planting on all residential streets.



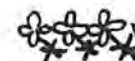
Tall columnar trees scaled for vehicular traffic: *Eucalyptus* sp.
Pinus sp.
Ulmus sp.



Shade trees, deciduous or evergreen: *Ficus* sp.
Cinnamomum sp.
Jacaranda sp.



Tall riparian trees: *Platanus* rac.
Salix sp.
Populus sp.



Washingtonia robusta

LANDSCAPE GOALS

BEVERLY/ FAIRFAX - MIRACLE MILE
URBAN DESIGN WORKSHOP

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- Create "gateways" to Fairfax High School Yard from Clinton, Ogden and Orange Grove.
- Note residential areas by consistent tree planting reflecting history - trees which would have been used at the time of initial development.
- Maintain historic lighting on Wilshire's Miracle Mile and install new historically appropriate lighting on Fairfax (25' tall).

Residential Landscapes

- Develop street planting plan to distinguish neighborhoods (i.e. Carthay Circle) planting as opposed to Wilshire Boulevard planting. Retain character of residential areas.
- Create parks in conjunction with multifamily residential development.
 - Establish requirement for private and common open space areas in addition to required setbacks.
 - Provide gates, security, and unit access so as to provide open space areas and "eyes" on the park.
- Set guidelines requiring new development to create useable front yards, stoops, pedestrian entrances, low height lighting, limit lot ties and heights for development.

- Discourage thru traffic on residential streets with one-way traffic, intersection "chokers" and streetscape and landscape treatments to promote immediate identification as a residential area.
- Assess development for infilling street trees for all residential streets. Use historically appropriate tree types.
- Use flowering trees and color to enhance street appeal, create identity as residential "garden" community through street planting.

Fairfax: Streetscape Strategy

- Maintain and enhance a comfortable streetscape: awnings, shop windows, low scale lighting, benches for seniors.
- Use styles for street furnishing which reflect Fairfax's history.
- Add Ficus trees at mid block crossing between the existing palm trees which are between Third and Melrose to create outdoor rooms.
- Continue palms to Third Street to link with Farmer's Market.
- Provide landscape and street scape link to Pan Pacific park from adjacent streets at points of park access.
- Continue Palm planting to Wilshire, Canopy trees from Wilshire to San Vicente.



- Preserve and enhance landscape and streetscape at Farmers Market and Gilmore Adobe.

Greening the Community

- Infill and plant major arterials: La Brea, Beverly, Third, Sixth, Wilshire, Olympic, San Vicente.
 - Improve streetscape on La Brea through addition of median strip planted with columnar tree type.
- Create landscape Gateways at Melrose/LaBrea; Fairfax/Melrose; and Fairfax/Wilshire.
- Establish minimum standard of required dedication of passive open space for residential developments in addition to active recreation setback and pedestrian circulation requirements. (Suggested standard for open space 1/2 acre per 200 units or increment thereof.)
- Retrofit all surface parking to provide 50% shade cover planted from 24" box.

Specialty Landscape

- Preserve Hancock Park as unique, internationally significant archaeological site.
 - Prohibit further development.

- Strengthen existing park by refurbishing landscape (specifically north of LACMA).
- Create new open space archaeological site on west side of Ogden and Sixth, provide visual link to park.
- Acknowledge riparian past-traces of invisible rivers and floods which run in northeast/southwest direction across district.
 - Plant distinct, riparian tree species (Platanus, Alnus, Populus,) along designated blocks between Melrose and Wilshire, La Brea and Stanley (Trees should stand in strong contrast to other street trees).
- Add educational display to Pan-Pacific Park showing location of local aquifers and explaining flood retention.
- Acknowledge methane- fire under the earth- and petroleum substrata through educational displays.

V.A.7. PRESERVING HISTORIC LANDMARKS AND SYMBOLS

Historic resources in the study area provide a sense of place to visitors and residents alike. The rich blend of architectural styles and types found in the residential neighborhoods and commercial thoroughfares of Beverly Wilshire evoke a special ambience unique to this section of the city. These structures are the physical reminders of the area's past and its building blocks for the future -- a context in which to place new development. For that development to make a positive contribution to the built environment, it should be compatible with existing construction in size, scale, style, and type.

Historic resources in the community include the Miracle Mile historic district, a collection of Art Deco and period revival commercial structures on Wilshire; several single family residential districts built around that retail district in the 1920s and 30s; groupings of multi-family structures from the same era, and individual landmarks.

The continuing presence of these significant buildings and neighborhoods is an issue in planning for the neighborhood. While several of the issues are site specific, others are of a more general nature. Among the issues are:

Farmer's Market Development

While the Gilmore Adobe and a portion of the existing Farmer's Market will be preserved, issues remain regarding the

use of those structures and the impact of the proposed new construction on them.

Recommendations:

- All rehabilitation of historic structures should conform to the Secretary of Interior's Standards for Rehabilitation.
- Historic structures should be fully integrated into the design of the complex, maintaining open space, sightlines, and access. These resources should be considered focal points, not adjuncts, to the proposed retail project. Housing on the site may lessen the development pressure on existing historic multi-family housing districts and should be encouraged.
- Preserve the character, as well as the physical structure, of the market.

May Company / Park La Brea.

The May Company at Fairfax and Wilshire is a signature building in the community. This significant architectural resource is eligible for listing in the National Register of Historic Places and a valuable contributor to the ambience of the Miracle Mile.

Recommendations:

- The May Company should not be demolished, but rehabilitated and adaptively reused. Rehabilitation according to the Standards is encouraged. A qualified



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rehabilitation does not prohibit new uses or the modification of the interior.

- Additions or bridges to new construction should be made on the east or northeast portions of the facade if necessary. To encourage a qualified rehabilitation, the density occupied by the existing building can be added to another portion of the site.
- The Park La Brea complex itself is historically significant. Every effort should be made to maintain its unique character,

Pan Pacific

The preservation community remains somewhat divided on the resolution of this issue. For the most part, all agree that the historic building has been irrevocably destroyed and should not be reconstructed. Reconstruction is viewed as an attempt at false historicism., and funds available for this purpose are better spent for extant resources.

Recommendation:

Retain the canopy and pylons in place as an important element of park identity. Outline the footprint of the original building with hardscape to illustrate its size. Use the canopy as a gateway and covered seating area with a commemorative photo or display.

Miracle Mile

The blocks of Wilshire between La Brea and Hauser contain a grouping of Art Deco and period revival structures

which were the original retail focal point of the area. Eligible for listing in the National Register as a district, these buildings provide a strong visual statement . Many are currently underutilized and at risk.

Recommendations:

- Create a specific plan for the district (a possible model is Westwood Village. Include design guide-lines for rehabilitation, identify uses, and provide incentives (transfer of density, tax credits for rehabilitation, property tax relief, etc.) .
- Create a transfer of density rights program for historic buildings. Identify receiver sites care-fully to avoid impacts on neighboring residential areas. Proceeds from sale to be used to rehabilitate historic donor sites. Public benefit payments for accompanying urban design features (street lights, sidewalks, etc.).

Historic Neighborhoods

There are distinct and definable neighborhoods throughout the study area. Several are intact from the period of their construction in the 1920s and 30s and should be placed in the context of historic development patterns of the area. Among them are Carthay Circle, South Carthay HPOZ, the Detroit apartment district, and the Miracle Mile residential HPOZ. Others have not been surveyed to determine their significant.

Recommendations:

- Complete preliminary survey of residential areas to determine potential HPOZs. Develop design guidelines for infill, particularly multi-family areas. Limit lot ties and height.
- Make provision for additional parking for existing buildings, either by changing street parking patterns or requiring additional spaces in adjacent new construction.
- Require modulation on front facades to avoid monolithic streetwalls. Encourage retention of existing fourplexes for affordable housing. Rehabilitate scattered sites with a non-profit housing corporation a la Ocean Park?





V. B. 1. WILSHIRE BOULEVARD (MIRACLE MILE)

The area of Wilshire that was to become known as the "Miracle Mile" began to be developed in 1920 when A. W. Ross purchased eighteen acres between La Brea and Fairfax, within a four mile radius of Los Angeles' wealthiest residential districts: Westlake, Hollywood, and Beverly Hills.

The development of bus lines in the 1920s along Wilshire Boulevard combined with the increasing popularity of the automobile to enhance the accessibility of the area's burgeoning retail center.

The majority of buildings displayed the popular Art Deco architectural style of the late twenties and thirties - Zig Zag Moderne and Streamline Moderne. Zig Zag Moderne, the more elaborate of the two, utilized stylized plants, geometric shapes, and lavish polychrome materials. Streamline buildings displayed little decoration, but emphasized rounded corners and broad sweeping horizontal lines. The Miracle Mile rapidly emerged as the most fashionable shopping district in Los Angeles, attracting major stores to branch away from the central retail district downtown.

Part of the Boulevard's success can be linked to its automobile orientation, reflected in easily accessible parking at the rear of all buildings.

While some of the structures were demolished as the Miracle Mile lost out to areas such as Beverly Hills and shopping malls on the westside, the area still has one of the best and most

concentrated collections of Art Deco buildings in the City. The Miracle Mile buildings created a unique identity and sense of place for this segment of Wilshire Boulevard. All structures were built to the property line, forming a consistent street wall edge on both sides which was accented by a median strip landscape with palm trees and tropical plantings. Wide sidewalks, often decorated with terrazzo paving or colored concrete with incised patterns, added to the area's special identity. These urban design elements combined to create an identifiable sense of place for pedestrians and motorists.

Today, a great deal of development activity persists. The County Museum of Art and the nearby Craft and Folk Arts museum have undertaken ambitious expansion programs. Developments like the Museum Square office complex have begun to reshape the Boulevard, reversing the economic and physical decline the area experienced during the 1970s recession.

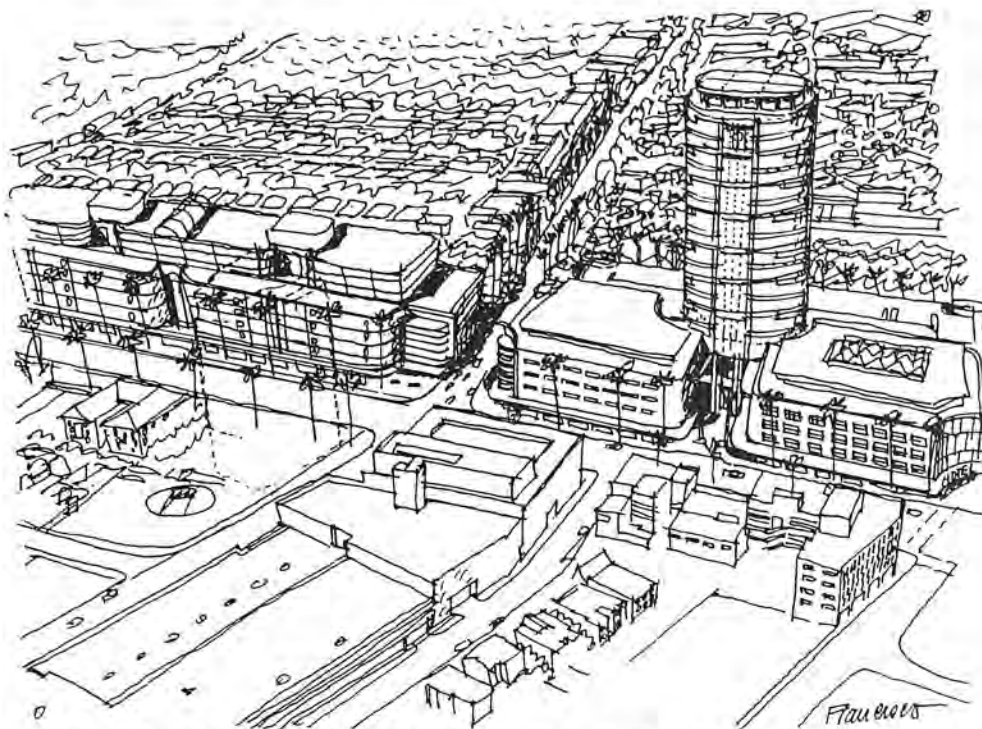
The May Company Site Proposal

The new Forest Properties proposal for the North-East corner of Wilshire and Fairfax proposes a mixed-use project which will demolish the historically significant landmark May Company building.

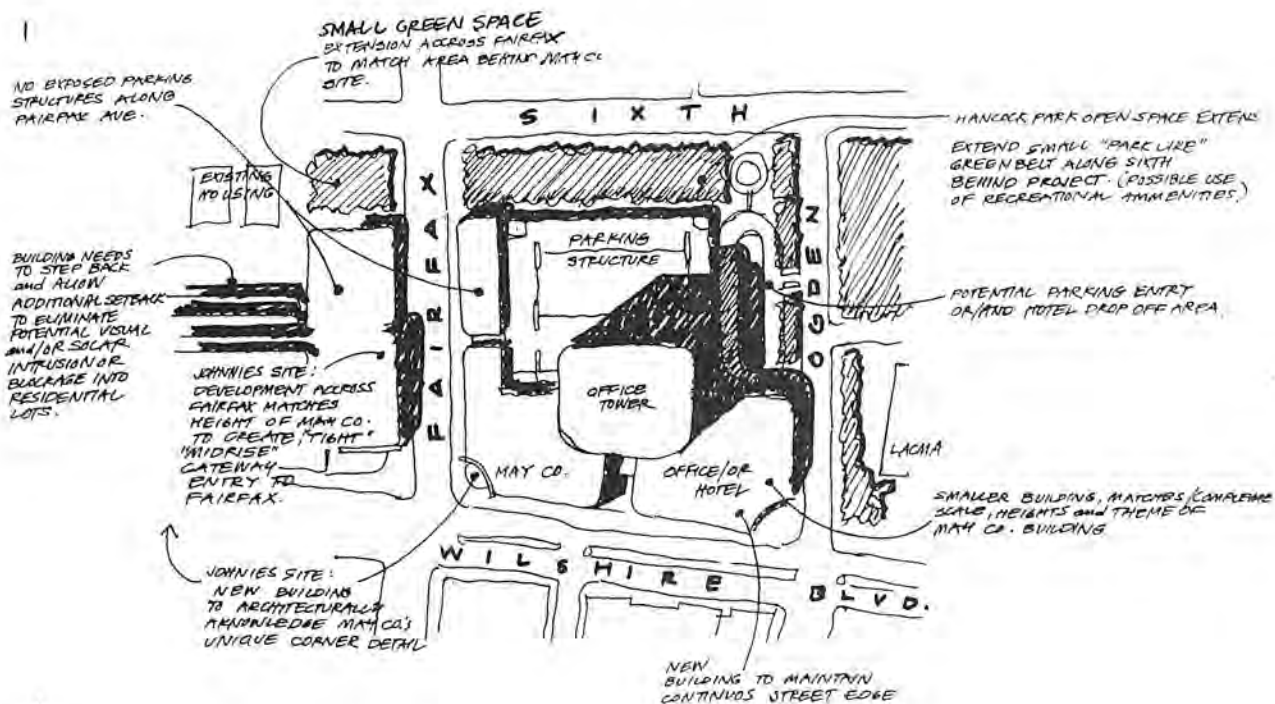
After careful study, the Workshop Team concluded that every effort should be made to preserve the facade and building volume of the May Co. building through inducements to the developer.

The Team felt that a three story escalated grand entry cutting diagonally





JOHNIE'S and MAY CO. DEVELOPMENTS



through the May Co.'s front entry up into an open atrium might suit both the preservation needs and the developer's desire for a grand commercial entry. A similar successful venture which married old and new is New York's Helmsly Palace which is entered through the historically significant Joseph Kennedy Mansion.

The Johnnies Site

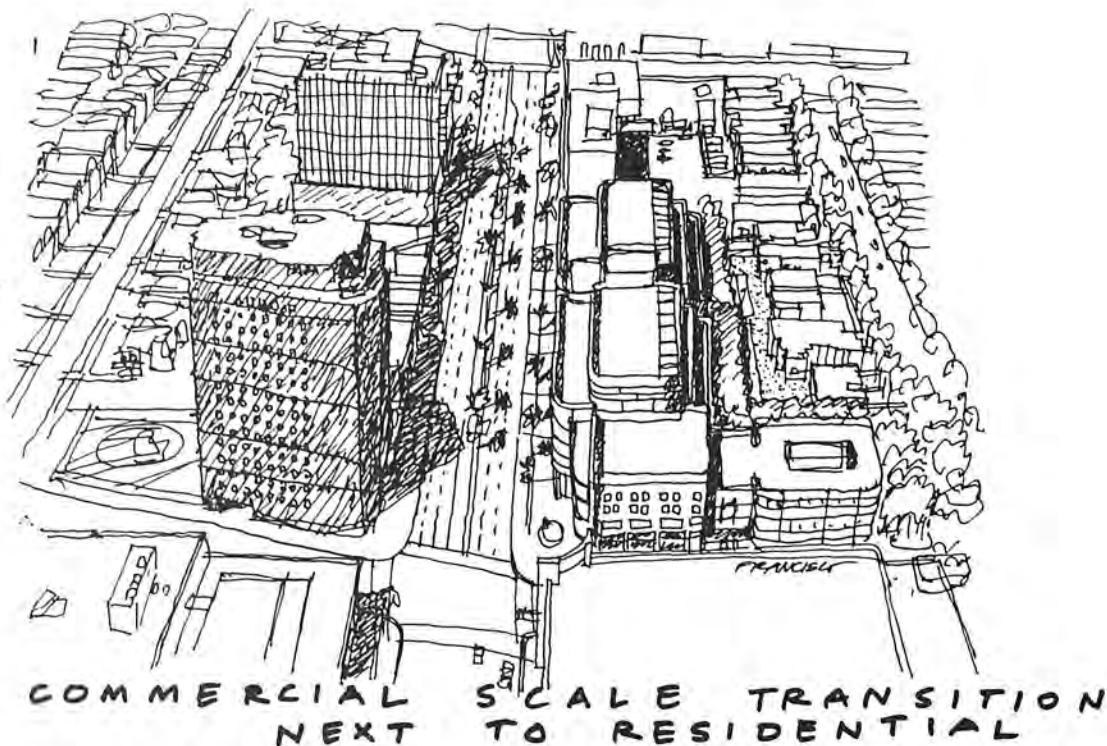
Plans have begun for a substantial commercial complex on the North-West corner of Fairfax and Wilshire. The development will be large by Wilshire Boulevard standards, extending seven hundred feet down the street. Of concern will be the buffer areas between the housing on Sixth Street and the project. This site would make an excellent receiving site for development rights transferred off of historic properties in the area under the City's Transfer of Density Rights (TDR)

program. Such an approach should be considered in the City's negotiations with the developers. Beginning with the as-of-right 6:1 Floor Area Ratio we propose allowing increases up to 9:1 FAR for Transfer of Development Rights (TDR's).

Adherence to the historic building line of the Boulevard and the animation of the first floor streetfront facade should be first principals in the development of the site.

Hancock Park

The site of the Page Museum and County Museum of Art and the landmark La Brea Tar Pits, Hancock Park contains some of the most important cultural institutions in the



City. Of principal importance is an immediate moratorium on new museum expansions. We recommend this action be taken not only because the land available for open space parkland has been eroded over the last few years due to Museum expansions, but also because the site is one of the most significant archaeological sites in the country. Its significance is not only archaeological but in the fact that those materials constitute a rare opportunity for the general public to experience and understand their significance. Thus Hancock Park may be more important in interpretative open space than cultural institutional settings. The park itself needs major redesign to provide better pedestrian access, eliminate parking on the parks perimeter, provide better lighting, walkways, curbing, and park furnishing.

Miracle Mile Historic District

A proposed historic designation of the twenty-five buildings in the area between La Brea and Hauser should be given serious consideration by all concerned. The benefits to the community and general public are self-evident. However, resistance to the notion by several property owners ought to be reconsidered. It can be generally stated that with few exceptions, historic designations have an enhancing effect on the value of the buildings so designated. Specifically, property owners in this area may have available to them the following economic incentives;

- Significant Federal tax credits, up to 20%) for capital expenditures on the building

- Property tax relief through the use of the State's Mills Act which provides for a 30-50% reduction in property taxes over a ten year renewable agreement with the City
- New funds from the sale and transfer of excess development rights to designated receiving areas under the City programs.

Recommendations:

- Wilshire Boulevard is a unique Los Angeles treasure. Well meaning actions which ultimately alter the historic ambiance of the Boulevard should be avoided. Museum Square is one such case. Its architecture is superb. Its sensitivity to community needs commendable. Unfortunately, its massing and its lack of sympathy with the traditional building forms creates a serious urban design problem related to how the City will view future developments of this type. The Team recommends that developers be required to build to the property line and avoid front setbacks in building facades.
- Wilshire Boulevard, by virtue of its high transit corridor use and frequent signalization and crossings, is not defined as a major arterial. It is however a major people mover. Means should be explored to increase existing bus services, such as using new local jitneys. The Boulevard is also heavily planted. Enhancing and preserving existing plant materials should

receive high priority. Removal of the mature palms at the corners of Fairfax and Wilshire and La Brea and Wilshire as proposed by the City's Department of Transportation to accommodate left turns should be discouraged.

- Building identification and tenant signage should be strictly regulated by appropriate controls.

Managing Transportation in the Miracle Mile District

As with the rest of the study area, the Miracle Mile district has traffic problems. The team recognizes and endorses the concept of Wilshire as the City's high density corridor; however traffic considerations must be addressed.

Recommendations:

- MetroRail should extend west along Wilshire Blvd. The Wilshire corridor today has the highest transit ridership in the city. SCRTD is operating articulated buses at two minute headways during the peak, and buses are still crowded. Continued densification will generate increasing transit demand, and indeed is contingent upon providing a high level of transit service. Although technical problems are severe, a solution can be found.
- MetroRail will not become a reality until long after the project proposals are a reality. It is imperative that

development be tied to transportation mitigation measures. A good model to follow is the 1985 Park Mile Specific Plan, which recommends levels of development intensity based on transportation system capacity.

- Implement an aggressive transportation demand management program. In addition to the recommendations described in the Transportation section, we also recommend that all discretionary projects be subject to a demand management program which makes later phases of the project contingent upon specified performance criteria. The demand management program should be operated by the area Transportation Management Organization, and all employers in the area should be required to participate and contribute financial support.. This program would extend beyond current Regulation XV requirements if necessary to control project impacts.
- Development code requirements for parking should not be exceeded. The current Wilshire West ICO requires 3 spaces per 1,000 square feet for commercial office space, compared to city code of 2 per 1,000. This is excessive, given orientation of the uses on this street --

predominantly office employment and related retail -- and the means available to control employee traffic. We recommend instead that employees be charged market rate for parking. This is the single most effective way to reduce employee vehicle use.

- Protect the adjacent residents from spillover effects of the parking policy. The recommended pricing policy will require aggressive enforcement of on street parking restrictions, especially in adjacent residential areas so that local residents do not suffer the negative consequences of Wilshire Corridor development.

- Protect the adjacent neighborhood from visual and other negative effects of intensive development. Design standards should be developed regarding parking access/egress to minimize the impact.

V.B.2. FAIRFAX AVENUE, BEVERLY BOULEVARD AND THE FARMERS MARKET SITE

Fairfax Avenue

Fairfax Avenue is an important cultural and retail resource for the community as well as the entire city of Los Angeles. Altering the street's pedestrian character, its ethnic heritage and its role as the soul of the city's Jewish community would be a significant loss to Los Angeles.

But changes threaten the street.

Increasing congestion and the lack of parking threaten the viability of small shops whose customers can no longer conveniently reach them by car.

The street is also facing a reported increase in crime and vandalism possibly due to a growing number of vacant storefronts.

The closing of stores is a signal that the street is not responding to change. It is not competition from other retail areas, malls, particularly those providing parking, or that property-owners are basing rents based on speculative assessments of a regional shopping center. Examples of lost retail space include the former store at the intersection of Fairfax and Beverly.

- Fairfax Avenue must be

- Illegal parking

- Loss of retail businesses to areas with better parking supply; and

**V.B.2. FAIRFAX AVENUE,
BEVERLY BOULEVARD
AND THE FARMERS
MARKET SITE**

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The street is also facing a reported increase in criminal activity and vandalism, possibly due in part to a growing number of vacant storefronts.

The closing of stores is a signal that either the street is not responding to changing markets and competition from other retail areas and malls, particularly those providing parking, or that property-owners are basing rents based on speculative assessments of a regional shopping center. Examples of lost retail outlets include a hardware store, a Jewish bookstore, a green grocer and a men's clothing store.

PRINCIPLES

- Fairfax Avenue must be

preserved as an ethnic, neighborhood-scale shopping area.

- Patrons must be able to conveniently reach Fairfax retail by car or bus.
- Adequate parking for the shopping area must be provided
- Fairfax should be designated a pedestrian zone, where pedestrian movement is emphasized.
- Fairfax merchants must be isolated from the impact of explosive lease and land costs driven by a regional shopping center.
- New development must complement and build on the existing urban fabric.

Recommendations:

The Fairfax Avenue shopping district is one of the districts most impacted by the area's parking shortage. The parking shortage has had the following effects:

- Spillover parking in adjacent residential neighborhoods;
- Added congestion on Fairfax Avenue caused by cars searching for on-street parking spaces;
- Illegal parking;
- Loss of retail businesses to areas with better parking supply; and

- Noise impacts on local residents.

The parking shortage must be addressed in order to preserve and enhance the future viability of the district. Solutions include the following:

- Develop a parking structure at Fairfax High School. Discussions are currently underway to construct a 720-960 space public parking structure at the northeast corner of Fairfax High School (the proposal resulted from a Melrose Avenue parking study). It would be constructed as a joint venture of the City and the Los Angeles School District, and is estimated to cost \$3.6 to \$4.8 million. The parking would serve both Melrose and Fairfax Avenues, and the Beverly/Fairfax trolley could provide service to the facility. The structure should be constructed and that shuttle access to and from the site be provided. Parking fees should be charged that are sufficient to cover the cost of the structure if possible. Vouchers or other mechanisms can be used to provide "discounts" to shoppers. Further, local employees can be strongly urged to use the structure (see Transportation Section).
- Develop parking structures at other locations. The shopping district should be explored for other possible locations for parking structures. Empty buildings or vacant lots within

the commercial zone should be evaluated.

- Develop parking sites developed from street closures. There also may be appropriate locations for closing off local streets and utilizing the right-of-way for a parking structure (See Transportation Section for more details).

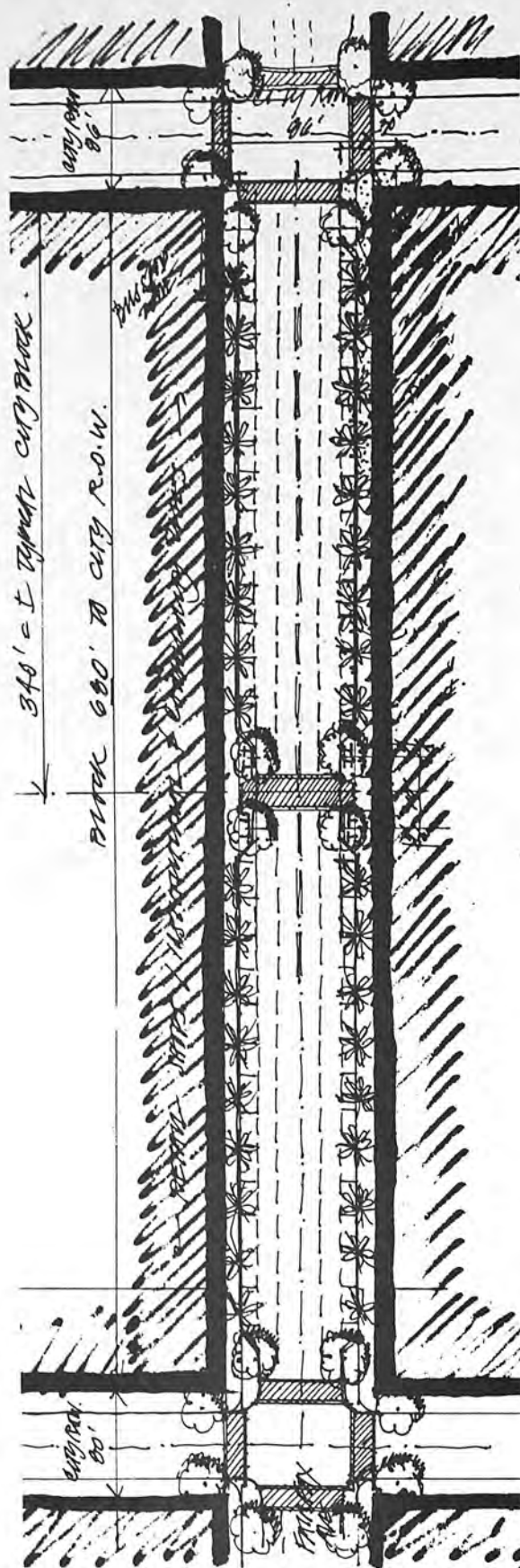
Any parking solution must be sensitive both to neighboring resident concerns and the goal of enhancing this district's pedestrian environment. We therefore discourage intrusion into residential areas for parking lot location as well as rear (alley) parking.

STREETSCAPE FOR THE FAIRFAX AVENUE PEDESTRIAN ZONE

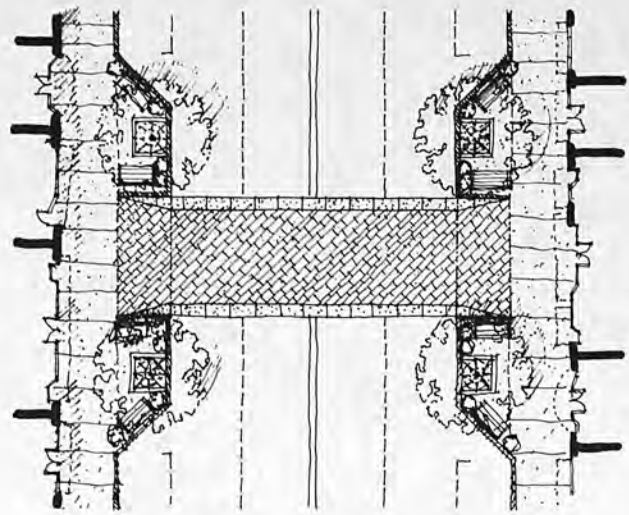
The Fairfax Avenue shopping district has a unique clientele. It has long been the major shopping area for the Jewish community and continues to fulfill that role. Changing demographics (aging of the local population) are reflected in the area's patrons, and a large proportion of the district's shoppers are elderly. A large community of Orthodox Jews also reside in the local area, further contributing to the pedestrian character of the district.

Recommendations:

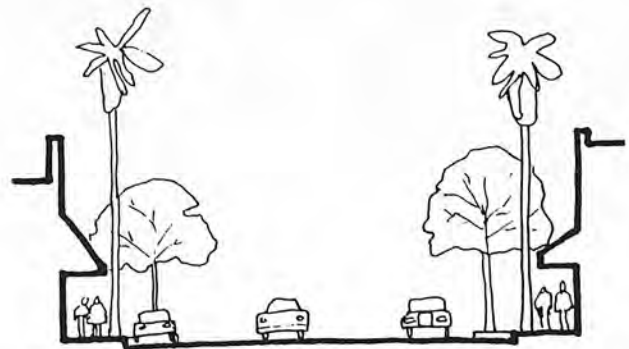
- Encouraging the pedestrian orientation by rehabilitating the Fairfax Avenue streetscape. The capacity of the street is preserved by maintaining four traffic lanes throughout. On-street parking is removed (and will be replaced by off-street



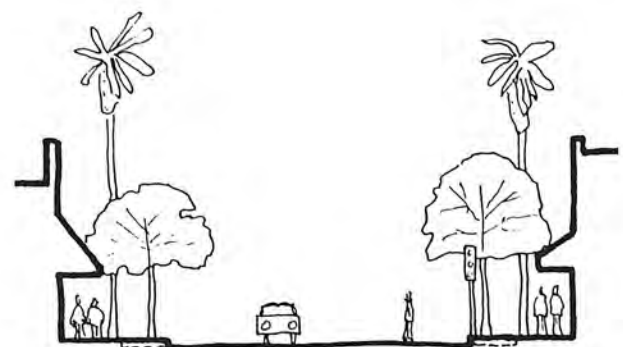
Suggested Pedestrian Zone



Enhanced Crosswalk Detail



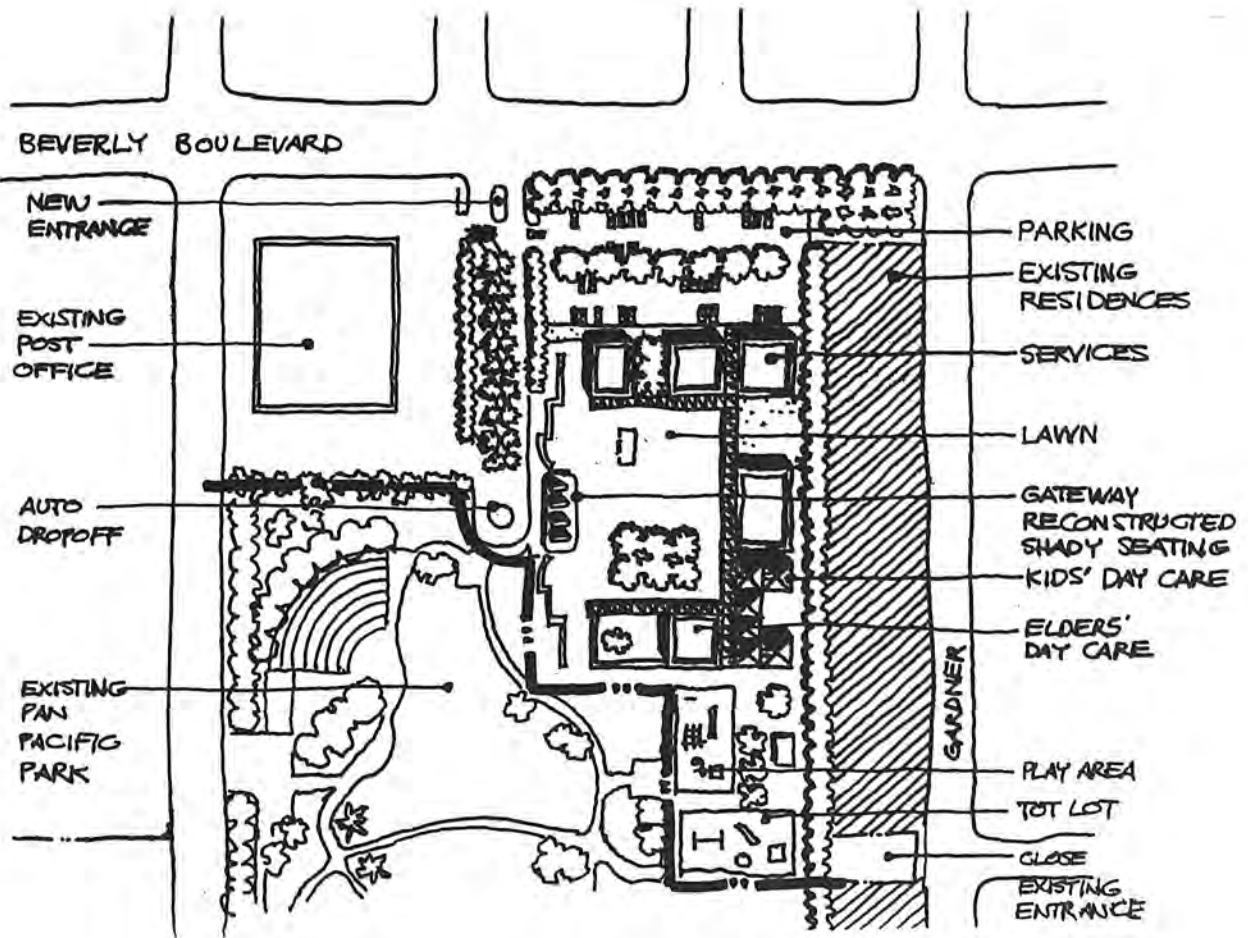
Typical Street Section



Potential Section at Crosswalk

FAIRFAX AVENUE

BEVERLY/ FAIRFAX - MIRACLE MILE
URBAN DESIGN WORKSHOP



parking), making way for sidewalk expansion at pedestrian street crossings and provision of bus pullouts. The widened sidewalk narrows crossing distance for pedestrians. It also provides space for amenities like benches and water fountains, as well as shade providing trees. Crossings could be identified by special pavers. Sidewalks could be further enhanced with shrubs and other plantings.

- The shopping zone be extended north by providing retail on the ground floor of the Fairfax High School parking structure and south along the Fairfax frontage of the CBS site.

Beverly Boulevard

Beverly Boulevard currently serves as a major artery. It is best maintained as such to improve traffic flow.

Recommendations:

- Beverly Boulevard's southern edge between Gardner and Fairfax should be landscaped as a linear park connecting the intersection of Beverly/Fairfax to the Pan Pacific Park or the proposed Pan Pacific recreational activities center.
- At the southeast corner of Beverly and Fairfax a small hardscape open space should be developed to complement the continuous urban retail frontage along Fairfax and to maintain visual activity for CBS.

Farmers Market

Farmers Market is an institution in Los Angeles. For more than 50 years the market has been a magnet to local shoppers and visitors. It is the second largest tourist draw in Los Angeles. It is a meeting place for seniors, and along with Fairfax Avenue is the soul of the community. Farmers Market is also the site of a proposed 2,000,000 square foot commercial/regional retail mixed use development.

The regional retail center concept presents both opportunities and risks. The opportunities are significant: jobs (both temporary, during construction and permanent), revenue and additional shops for surrounding residents.

The risks are more complicated. The traditional opposition to regional malls --traffic-- is a valid and important one.

The workshop team reviewed the available information on the potential traffic impacts of the Farmer's Market and the Park La Brea project (as earlier proposed). In view of the current level of congestion and parking problems in the area, the limited capacity of the arterial system, and the level of concern about traffic among local residents, it was necessary to specifically consider the potential traffic impacts of the proposal in our overall evaluation.

The Farmer's Market project (as proposed in the DEIR traffic study) is estimated to generate 4,130 p.m. peak hour daily vehicle trips. The existing Farmer's Market p.m. trip generation estimate is 735 trips. Thus the proposed

project implies a net increase of 3,395 p.m. trips.

The Farmer's Market traffic analysis was based on cumulative related traffic of 10,186 p.m. trips per day. The analysis studied 11 intersections and results are summarized in the Table.

Summary of Farmer's Market Project Traffic Impacts*

Intersection	1987 Existing	1994 No Project	1994 Project + Mitigation
1. Third/Fairfax	.90 D	1.26 F	1.26 F
2. Third/La Cienega	.81 D	1.04 F	1.08 F
3. Third/La Brea	.99 D	1.21 F	1.40 F
4. Fairfax/Beverly	.96 E	1.13 F	1.32 F
5. Fairfax/Wilshire	.80 C	1.31 F	1.30 F
6. Fairfax/Melrose	.88 D	1.00 F	.98 F
7. Beverly/La Cienega	1.04 F	1.39 F	1.42 F
8. Beverly/La Brea	1.00 E	1.26 F	1.34 F
9. Wilshire/La Brea	1.13 F	1.59 F	1.52 F
10. Crest Hts/Beverly	1.04 F	1.40 F	1.53 F
11. Crest Hts/Third	.96 E	1.12 F	1.07 F

*Source: Table 3, Table 2 (revised), Farmer's Market DEIR

The table shows volume/capacity ratios and level of service. The analysis indicates that all eleven intersections are over capacity as a result of the cumulative related traffic. Against this backdrop, the Farmer's Market project has comparatively little incremental effect.

Future traffic conditions are graphically illustrated in these figures. These are based on data from both Farmer's Market and Park La Brea. A combined total of 36 intersections were studied. The first figure shows all intersections with v/c of LOS E or F in 1988. The

second figure gives the same information, with cumulative related traffic only (underlying traffic growth and proposed or approved projects, which includes the Park La Brea project). The third figure includes the Farmer's Market project plus their proposed mitigation. As can be seen, entire streets are over capacity. The data are approximate at best, but do show the seriousness of future traffic congestion.

Clearly, the traffic impacts of this project must be heavily weighted against the project's potential benefits. Under these future conditions, spillover traffic would be inevitable, and the economic viability of the project itself could be threatened.

Experiences with malls throughout the Los Angeles area show that the mall concept has other impacts as well:

- Commercial rents in the surrounding area tend to increase thus displacing local businesses.
- Malls encourage construction of mini-malls in surrounding areas, further adding to traffic problems and visual blight.
- Malls are internally oriented, thus discouraging pedestrian activity on the streets. Malls "turn their backs" to the streets.
- Malls bring people indoors in a climate almost perfectly suited for outdoor life.
- Malls do not recognize that the existing streets are the public's places for social interaction--for meeting, greeting, "shmoozing".

- Malls frequently conflict with the scale of the existing neighborhood. This area, particularly Fairfax, is low-scale, intimate architecture. The buildings are typically one story with storefront widths which recognize the traditional human pattern (25'-35') used since Greece or Rome through San Francisco or Boston.
- Over time, malls act as an incentive to create competing malls, both on adjacent properties and nearby, exacerbating all of the other issues listed here.

The development proposed for the Farmers market is based on a 1,000,000 square foot regional shopping center with two or three anchors, a 600 room hotel a 250,000 square foot office building, and 150 housing units. Key to the proposal is the preservation of the current 107,000 square foot Farmers Market.

As we evaluated this proposal, four conclusions were reached:

- The proposed design is not an appropriate complement to the existing Farmers Market.
- The traffic demands generated by the project cannot be accommodated by the existing street system, and no feasible improvements are available to do so.
- Severe traffic spillover into residential streets will occur in response to anticipated severe traffic congestion.

- A regional mall will drive commercial land prices to a level that is not supportable by the historic uses on Fairfax Avenue, the uses currently in place will not survive, and the heart and soul of the community will be lost to regionally driven mini malls and associated non-ethnic, non-pedestrian, non-neighborhood uses.

Recommendations:



Any development on this site must contribute to the pedestrian orientation of the affected streets, must have the least possible impact on the street system, and must not spill over into the residential streets. The challenge to the team was to identify uses that meet these objectives and which, at the same time, provides the developer an acceptable use of his land.

We further concluded that the impact of a regional shopping center would so severely degrade the streets and neighborhood character of Beverly Fairfax that the proposal must be restructured. Acceptable development alternatives must minimize the number of cars coming from the surrounding region into the Beverly Fairfax community. Serious consideration should be given to land uses that reinforce and cater to nearby residents, and which enrich the residential integrity of the community.

While it is the role of the developer to propose projects, the team spent many hours exploring economically viable alternatives to the Farmer's Market proposal. The following recommendations grew out of that process.

- Farmer's Market development should not be directed to a regional market.
- The existing 107,000 square foot market should be preserved in its current form.
- New retail space should not exceed 200,000 square feet, should be directed toward tourist, sub-regional or neighborhood-serving markets and should include not more than one major department store.
- Mid-rise housing with up to 2,000 units may include up to 50% condominiums, but must have a 20% inclusionary requirement (which will be given to the developer as a bonus). Housing may include a percentage of high-end congregate care.
- A hotel would be an acceptable use if the market supports it.
- Office use with a floor area of up to 50,000 square feet is acceptable. Additional office space would be acceptable only with extraordinary transportation mitigations and if it serves local industries, such as the production facilities at CBS.
- The project should be oriented to the street: interior mall configurations are unacceptable. Second story retail must be accessed from the street level sidewalk.

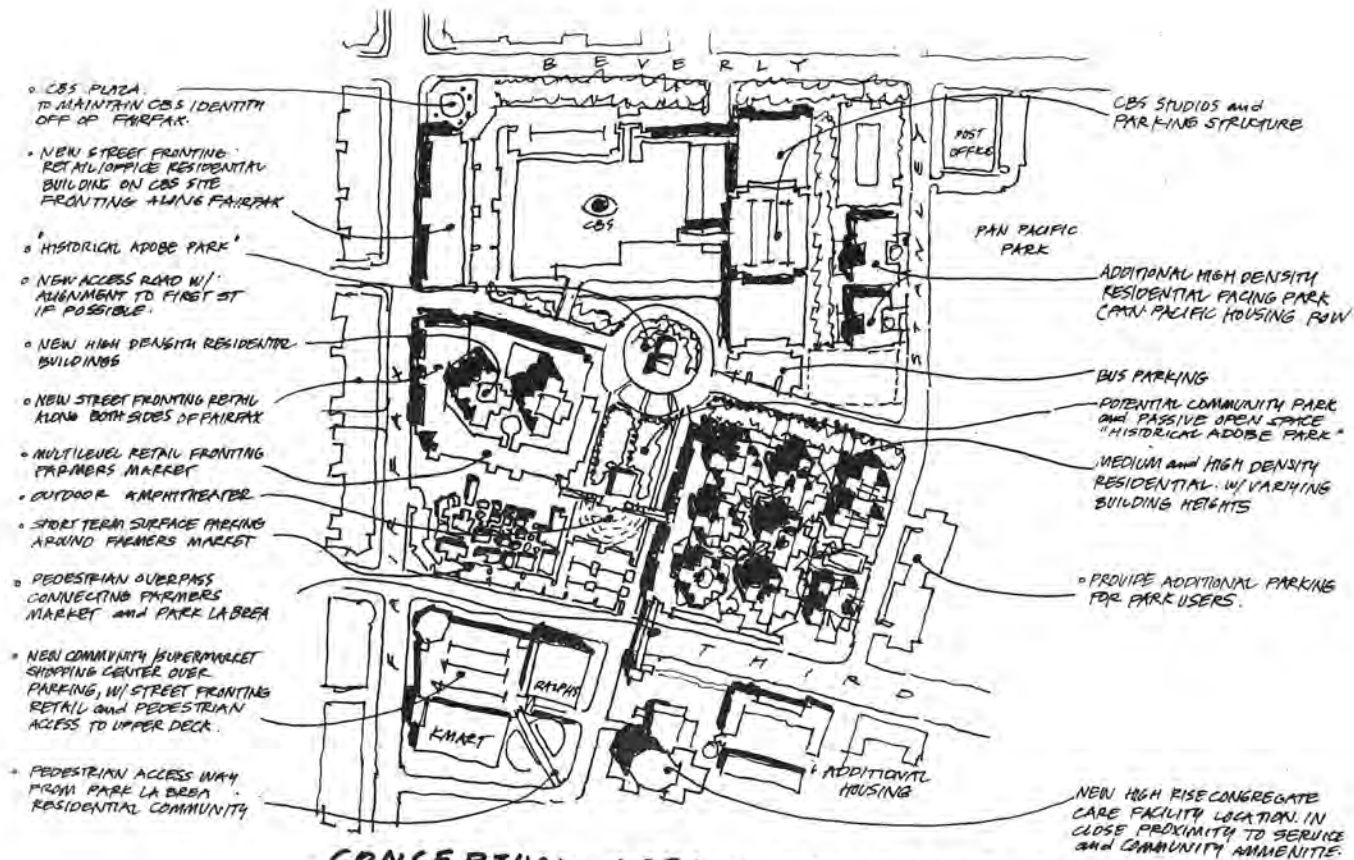


 Existing
 Proposed

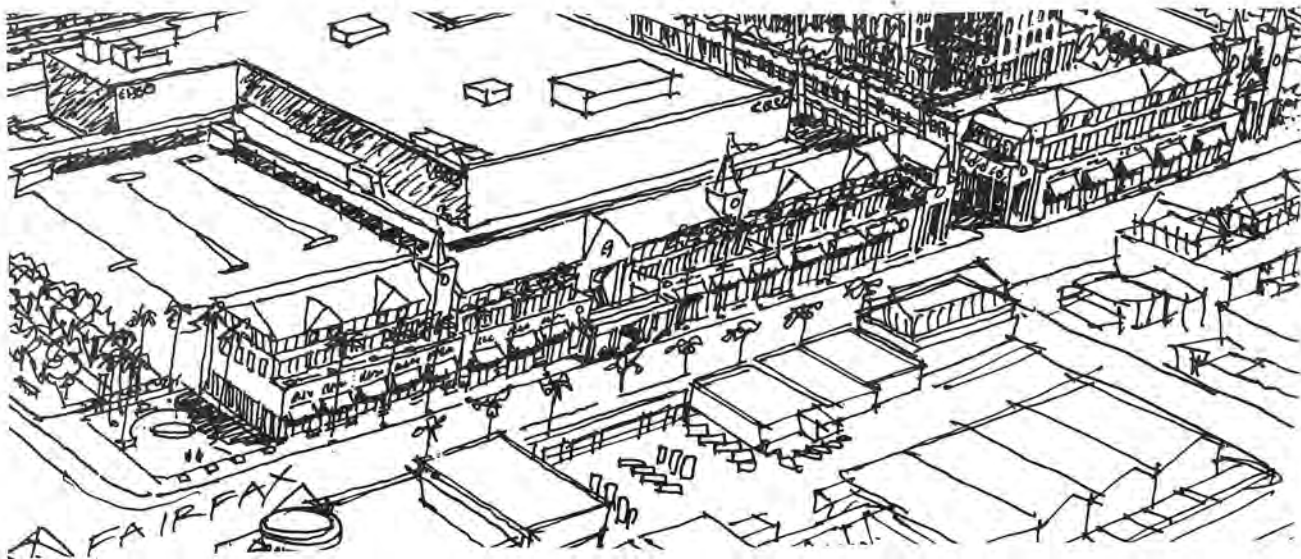
MAJOR DEVELOPMENTS

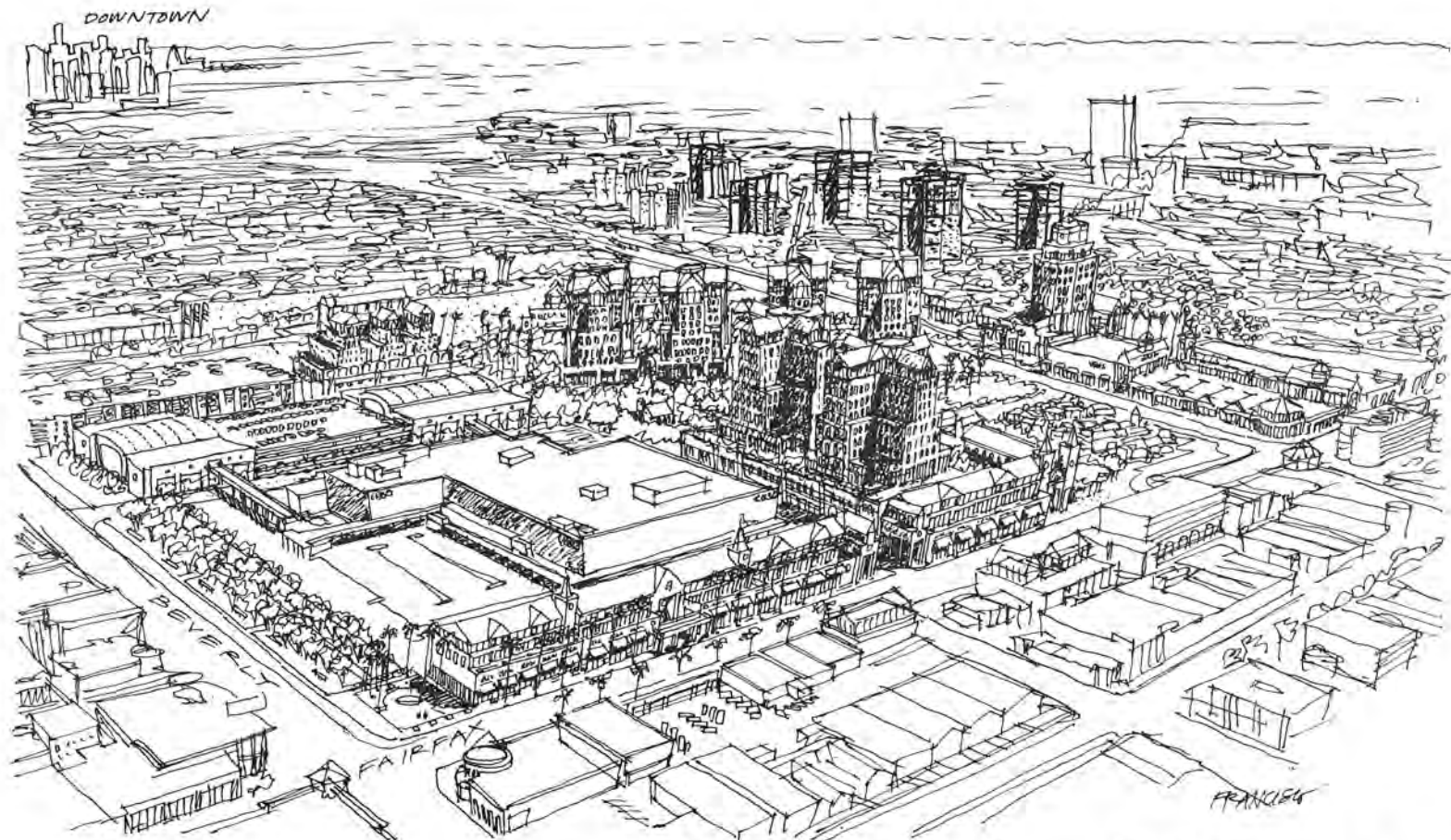
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CONCEPTUAL AREA WIDE DEVELOPMENT
OPPORTUNITY PLAN and NOTES

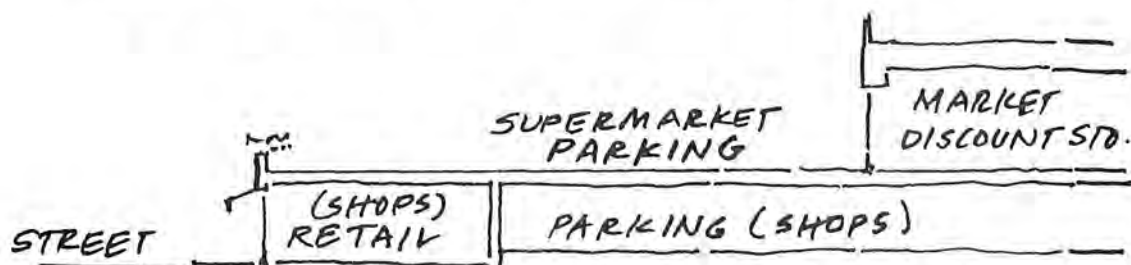




FARMERS MARKET
CBS SITES

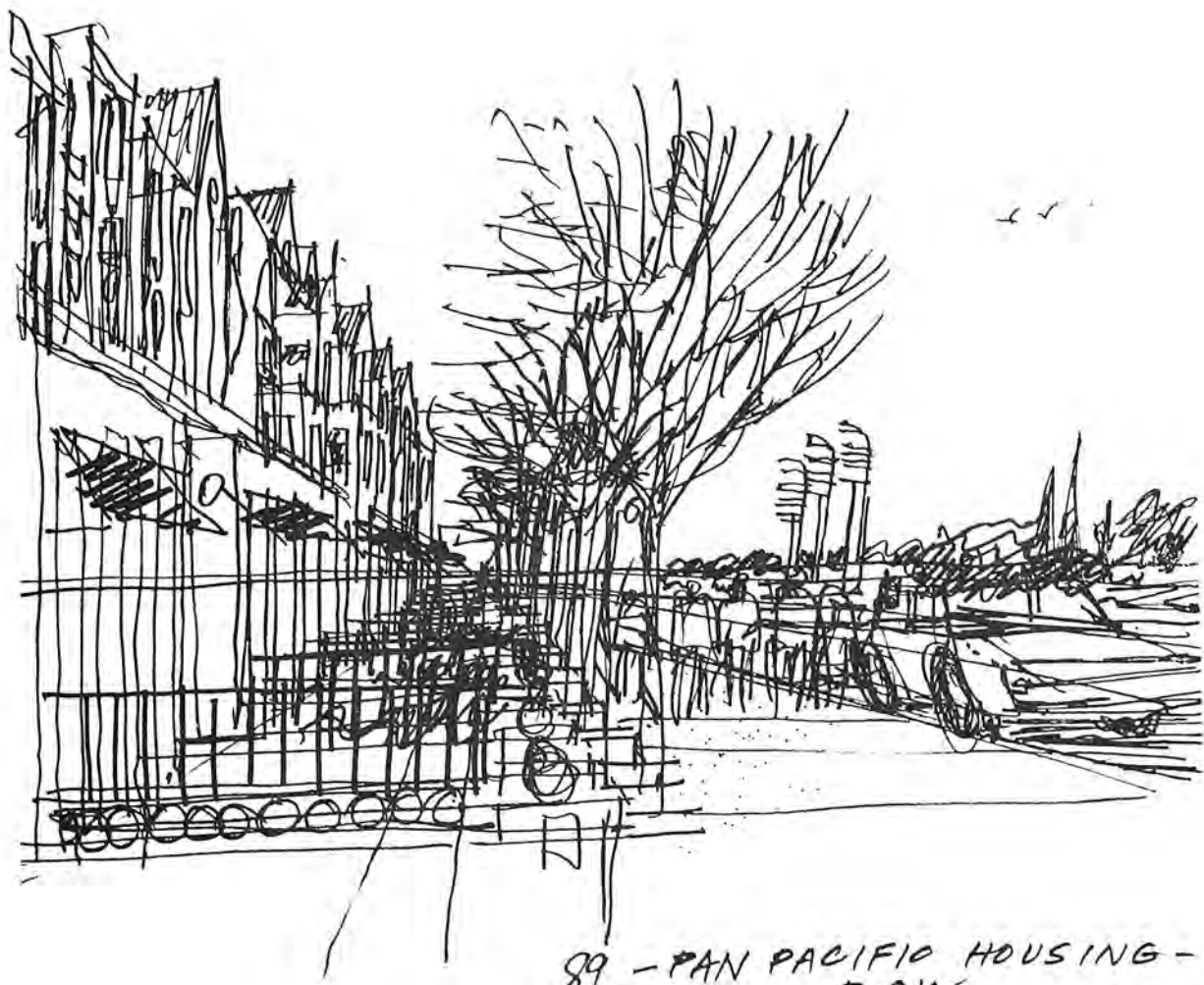


FOOD and DISCOUNT STORE CENTER
CONCEPT FOR AN URBAN SITE



CONCEPTUAL SECTION





89. - PAN PACIFIC HOUSING -
ROW

V. B. 3. PARK LaBREA

Overview

The current Park LaBrea development provides 4,200 housing units for 10,000 residents. The average age of the Park LaBrea population is 63, down from an average of 75 in 1985. Many of these people have been residents since the 1940's to 1950's when the project was originally developed. The owner/developer of Park LaBrea is proposing development on four non-contiguous parcels at the periphery of the current Park LaBrea development.

Because the recommendations will be based upon each parcel, it is important to outline the developer's proposal:

- Parcel A - Construction of a 1,024 unit, five story apartment complex on 9.8 acres with a 1,536 car parking structure.
- Parcel B - Construction of an 812 unit, five story apartment complex on 7.8 acres with a 1,258 car parking structure.
- Parcel C - Construction of a 2 - 12 story congregate care apartment complex with 381 units on 3.7 acres with 206 parking spaces.
- Parcel D - Construction of 980,000 square feet of Class A office space in two adjacent buildings; a 500 room, 400,000 square foot hotel; 60,000 of retail and restaurant space; 2.25 acre Central Park. This parcel development currently contemplates demolishing the

existing May Company department store.

No displacement or demolition of existing housing units would be required.

Reorganized Housing Priorities and Sites

As we evaluated this proposal, several principles became clear:

- Preservation of the existing May Company building, both its facade and building volume is a priority. Its significance as an example of Streamline Moderne architecture and its probable listing as a City of Los Angeles Historic-Cultural Monument warrant its preservation.
- The preservation of the densities and open space in the existing Park LaBrea Community is critical to the livability of the area.
- The provision of additional housing for the area for a range of different incomes is a priority.
- The provision of housing for the elderly is particularly well-suited to this area, in light of the large population of seniors in the Park LaBrea community.

Recommendations:

In light of the above issues and considerations, our recommendations are as follows for all parcels:

- Each of the residential parcels should allocate at least 1/4 acre of open space for each 200 units, in addition to required set-backs. It is strongly recommended that community-serving recreational facilities be provided on this open space.
- There should be a 20% inclusionary requirement for the construction of low- and very-low income units, which shall be permanently affordable, which will be given to the developer as a bonus.
- The affordable housing should be reserved for those low income wage-earners with jobs in the immediate area. A priority list should be established and employers should be provided with a copy of this list. Every effort should be made to insure that these workers get first priority for the affordable housing.
- A community-serving, internal transit system within the study area should be coordinated by the developer/manager in conjunction with other similar efforts.
- No parking structures should be allowed on the perimeter of the projects, but should be subterranean or otherwise shielded.

The following recommendations are made for the individual development parcels:

- *Parcel A:* While we agree with the proposed construction of 1,024 units, we feel that this is a more appropriate location for the congregate-care facility, due to its proximity to local services, Farmer's Market and Pan-Pacific Park. The remaining units, under R4 zoning, will be market-rate residential units, with an additional 20% bonus for affordable units for only the residential units.
- *Parcel B:* We recommend that this site be developed as per the developer's proposal, provided that all other recommendations of this report are followed, including open space and affordable housing.
- *Parcel C:* It is recommended that this site be developed as residential units, not congregate-care. An equivalent number of units will be allowed, i.e. 381, plus the density bonus as ascribed above, but this site will also be subject to the above-mentioned open-space and affordable housing requirements.
- *Parcel D:* The envelope of the May Company building should be preserved and integrated as part of the new development on the site. With adherence to the Secretary of the Interior's guidelines and recommendations for rehabilitation and renovation of historic buildings, the ground floor may incorporate the 60,000 square feet of retail and

restaurant space. Additionally, the development should include a public library of 12,500 square feet and community center. In consideration for this, the May Co building will not be counted towards FAR, and the developer shall be allowed to construct 6:1 FAR of commercial office space. The hotel use on the site is acceptable, at 400,000 square feet (500 rooms). The proposed 2.25-acre central park should be reconfigured into a 70 foot wide buffer zone at the back of the site, between the residential and commercial uses in the neighborhood. This buffer zone should incorporate community-serving recreational facilities, possibly including tennis courts, basketball courts, etc.

V.B.4.

MELROSE AVENUE

Over the last ten years, Melrose Avenue has changed from a sleepy street that had many small shops serving the adjoining neighborhoods to an avenue with a large concentration of fashion shops, 'trendy' restaurants, antique stores and related activities. These new stores primarily serve a market of young persons who drive to the area from many different parts of the region. This change has resulted in an enormous amount of pedestrian traffic, adding new street life to the area. At the same time, it has created traffic congestion and parking problems which have negative consequences for the adjoining residential neighborhoods. These two problems need to be resolved to insure the continued viability of the shopping area and the neighborhoods.

- Build a retail / parking structure over the current Fairfax High School parking lot. This will serve four purposes: (1) allow retail activities to be carried on along Fairfax Avenue, (2) provide additional parking for the Fairfax shopping area between Beverly and Melrose, and (3), provide parking for shoppers who will walk along Melrose Avenue, and (4) provide much needed additional parking for Fairfax High School.
- Consider the redevelopment of the Melrose Avenue School, incorporating parking for both the School and the businesses along Melrose.

- While it has been suggested that parking needs to be dispersed along along Melrose Avenue in order to adequately service the stores, we feel that the pedestrian nature of Melrose will be efficiently served by anchoring both ends with parking.
- Building identification and tenant signage should be strongly regulated by appropriate controls.

V. B. 5 LaBREA AVENUE

Overview

LaBrea Avenue is currently undergoing a significant transformation similar to the one Melrose Avenue has enjoyed for the last several years. For many years, the street served a variety of commercial uses including a large concentration of automobile dealerships, film processing related services and an infill of community-serving uses. More recently, it has served as a pedestrian thoroughfare for many in the Jewish Community who walk to the Synagogues located on LaBrea. It is a major arterial with a 70' roadway cross-section and unusually wide sidewalks of 15'. LaBrea Avenue is one of the most heavily travelled arterials in the study area. Its buildings are virtually all single-story.

Retail Activity

The last few years has seen a change in the retail activity on LaBrea Avenue. It has become an arts-oriented street with many furniture and antique stores, art galleries, art-supply and other art related stores. It has several fashionable restaurants and most recently, its retail activity has expanded to include small, clothing boutiques. These new stores primarily serve a market of young persons who drive to the area from many parts of the region. LaBrea Avenue is beginning to feel the effects of a parking shortage as these new retail uses flourish.

Recommendations:

- The retail character that is emerging on LaBrea Avenue should be encouraged and the scale of the street maintained. Building heights should be limited to 30' with either

residential or office uses on the second story. Buildings should be built to the street line.

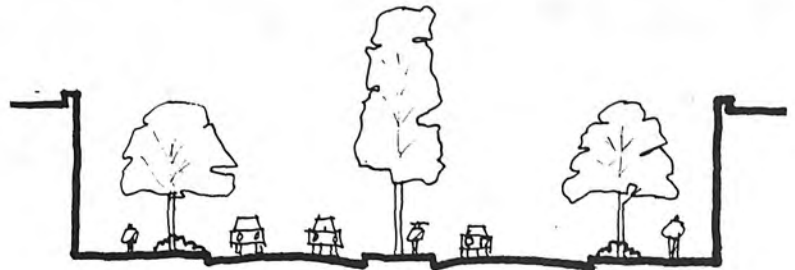
- There is an opportunity to shape LaBrea Avenue into a Grand Boulevard both as a Pedestrian Zone and a street for improved traffic flow. The wide sidewalks and the fact that the area is currently in transition makes it possible to implement these physical changes. The Pedestrian Zone concept is described in the Fairfax Avenue section.
- The changes currently underway on LaBrea Avenue make it both necessary and possible to implement a parking program. The program should include siting and construction of easily accessible and visible off-street parking and elimination of on-street parking where possible. Short-term surface parking should be provided in close proximity to quick turnover neighborhood-serving uses.
- Traffic capacity of LaBrea Avenue should be enhanced by making the arterial improvements described in the Transportation Section of this report. These include intersection improvements, the elimination of on-street parking, provision of bus pull-outs and limiting direct parcel access.
- Pedestrian crossings should be enhanced by installing a raised median at key intersections that will provide a mid-intersection stopping refuge.
- Raised medians should be installed wherever possible along the street to prevent illegal turning movements and improve traffic safety.
- The adjacent residential area should be buffered by limiting through connections on side streets and enhancing the natural buffer provided by the alley.



Existing Street Section



Median Option with Canopy Trees



Median Option with Columnar Trees
and Canopy Parkway Trees



Wide Median Option

LA BREA AVENUE

BEVERLY/ FAIRFAX - MIRACLE MILE
URBAN DESIGN WORKSHOP



VI

NEXT STEPS

VI. NEXT STEPS

Implementation

The team believes that a Specific Plan should be prepared for this area. A Specific Plan is the appropriate planning tool to create the detailed analyses and guidelines that can serve to preserve the Beverly-Fairfax/Miracle Mile district's outstanding urban form and function, and channel new development along constructive, complementary paths.

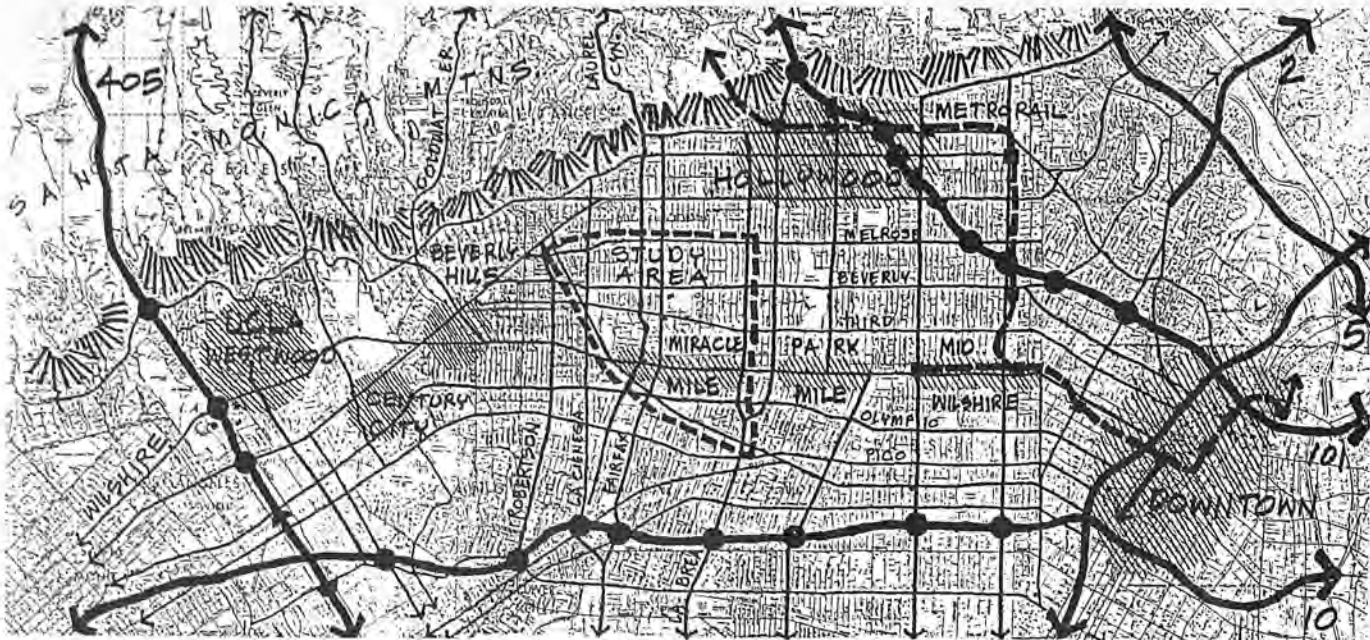
However, we also believe it would be a critical mistake to delay the implementation of much needed intervention and action to await the several years a plan will inevitably require. We therefore request that each recommendation posited in this report be evaluated to determine the appropriateness of its implementation without undue delay. In particular, we offer the following:

1. The proposed development projects should be carefully evaluated in light of the recommendations of this report.
2. Immediate steps should be taken to ensure the preservation of the historic resources within the district. The residential and commercial structures of architectural merit, which so heavily contribute to the character of this area, must be protected from demolition through the creation of an architectural review process, interim downzoning or other effective means.

3. Any newly proposed development project should be evaluated against the criteria and recommendations set forth in this report as part of the planning review process. Until a Specific Plan is adopted, "by right" development should be limited to ensure new projects receive appropriate scrutiny before

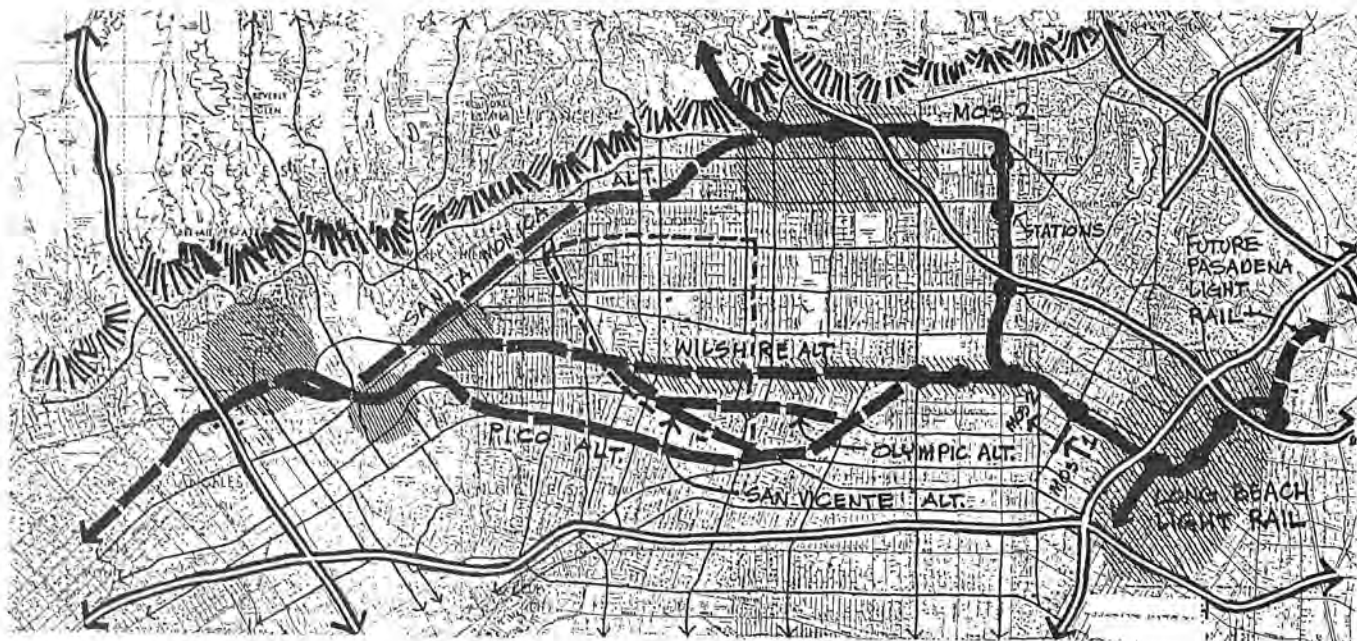
5.




APPENDIX



SUB-REGIONAL CONTEXT

BEVERLY/ FAIRFAX - MIRACLE MILE URBAN DESIGN WORKSHOP

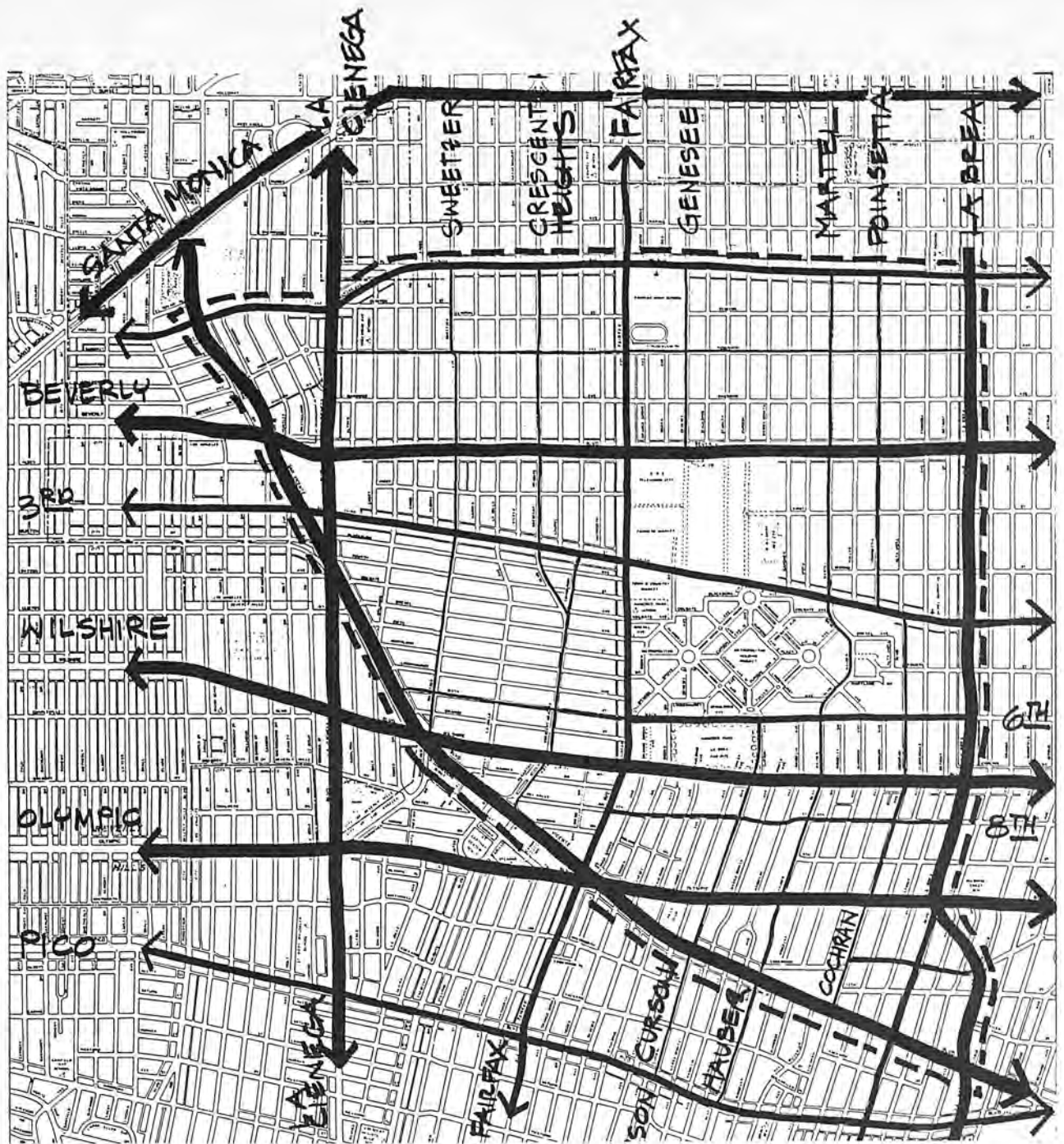


-  Metro Rail
-  Metro Rail Station
-  Metro Rail Extension Alternative
-  Freeways




REGIONAL RAIL TRANSIT Including Metro Rail Third Phase Alternatives

BEVERLY/ FAIRFAX - MIRACLE MILE URBAN DESIGN WORKSHOP





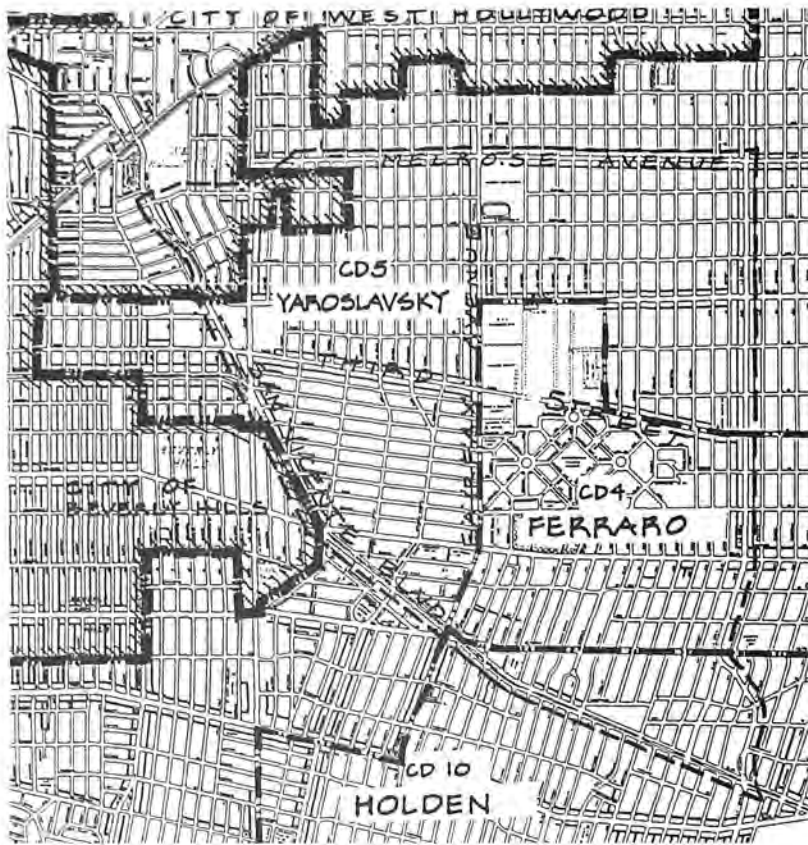
LA Community Plan Street Designations

-  Major Highway
-  Secondary Highway
-  Collector Streets

STREET DESIGNATIONS

BEVERLY/ FAIRFAX - MIRACLE MILE
URBAN DESIGN WORKSHOP





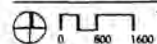
CITY AND LA COUNCIL DISTRICT
BOUNDARIES

BEVERLY / FAIRFAX - MIRACLE MILE
URBAN DESIGN WORKSHOP



COMMUNITY PLAN BOUNDARIES

BEVERLY / FAIRFAX - MIRACLE MILE
URBAN DESIGN WORKSHOP












FIGURE/GROUND

BEVERLY/ FAIRFAX - MIRACLE MILE
URBAN DESIGN WORKSHOP





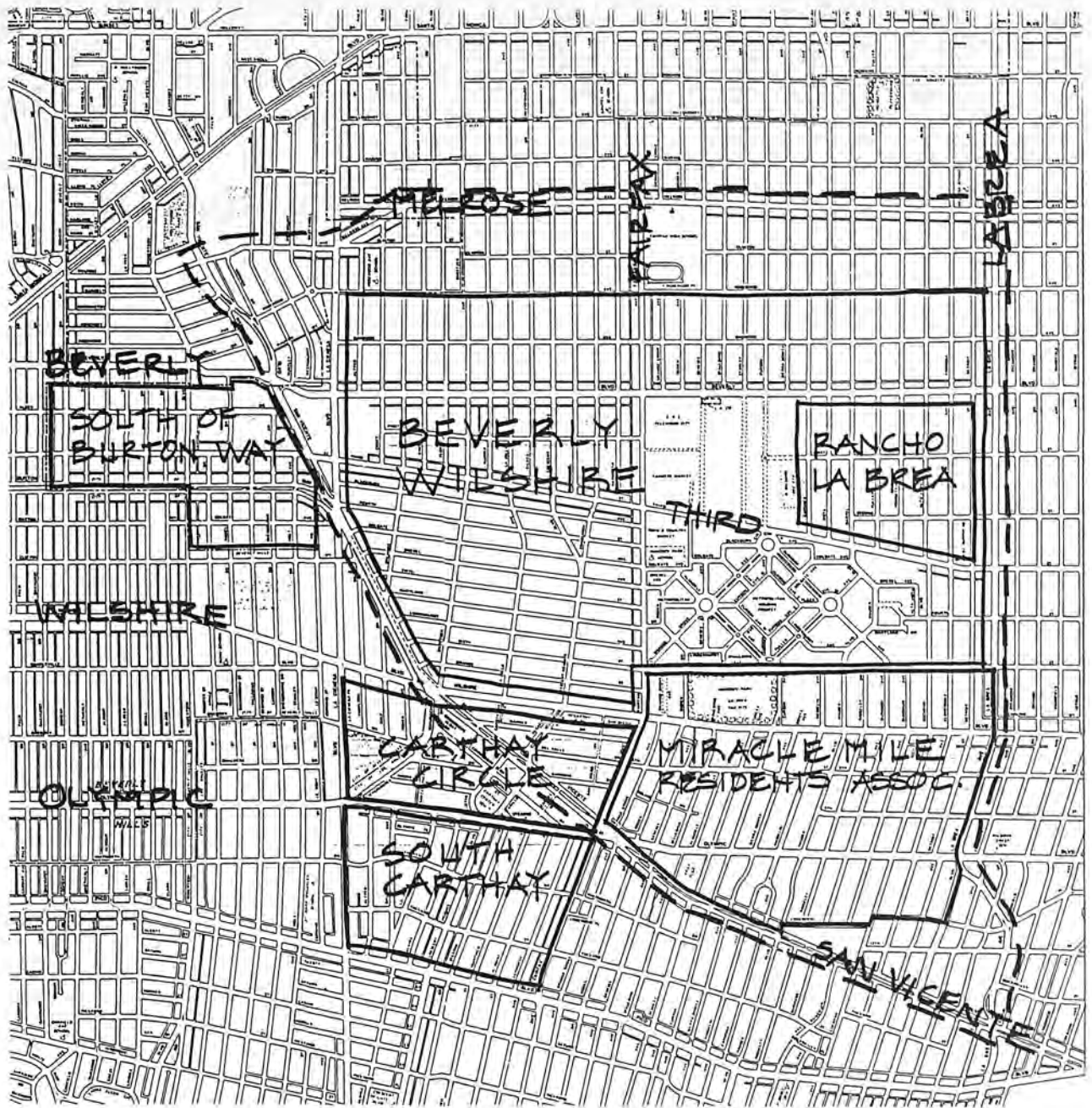
-  Methane Gas Hazard Zone
-  High Risk Methane Area
-  Concealed Earthquake Fault
-  Earthquake Fault at Surface of Oil Reservoir
-  Oil Field Area
-  Asphalt Deposits
-  High Paleontological Sensitivity

NATURAL FORCES

BEVERLY/ FAIRFAX - MIRACLE MILE
URBAN DESIGN WORKSHOP



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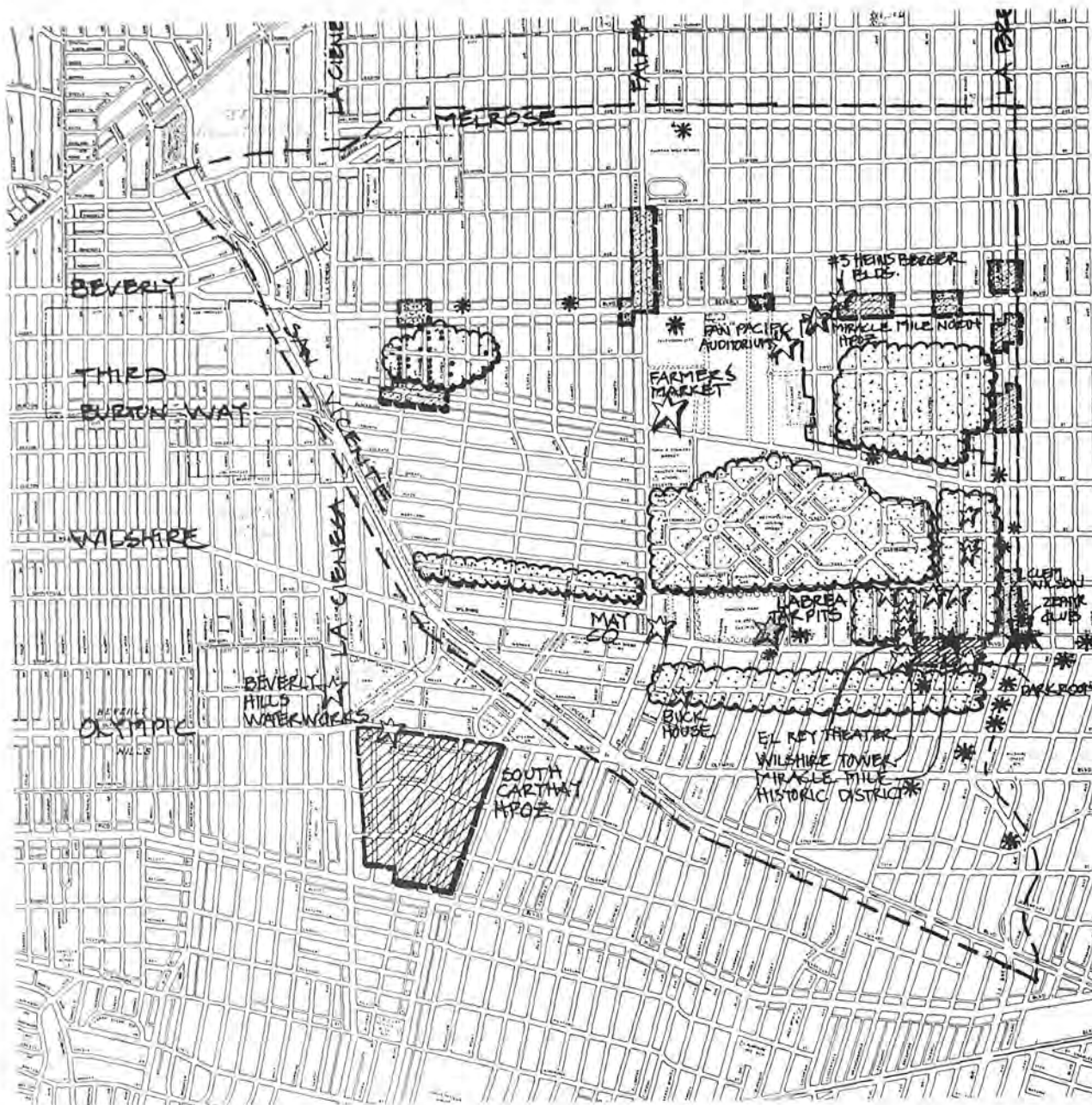


NEIGHBORHOODS

BEVERLY/ FAIRFAX - MIRACLE MILE
URBAN DESIGN WORKSHOP

105





National Register Quality Resource



Proposed Miracle Mile Historic District: Potentially eligible for listing on National Register



State Historic Monument



Listed or proposed L.A. City Cultural Heritage Monument



Visual or Contextual Resource



Visually and/or Architecturally Significant Commercial Grouping



Visually and/or Architecturally Significant Residential Grouping

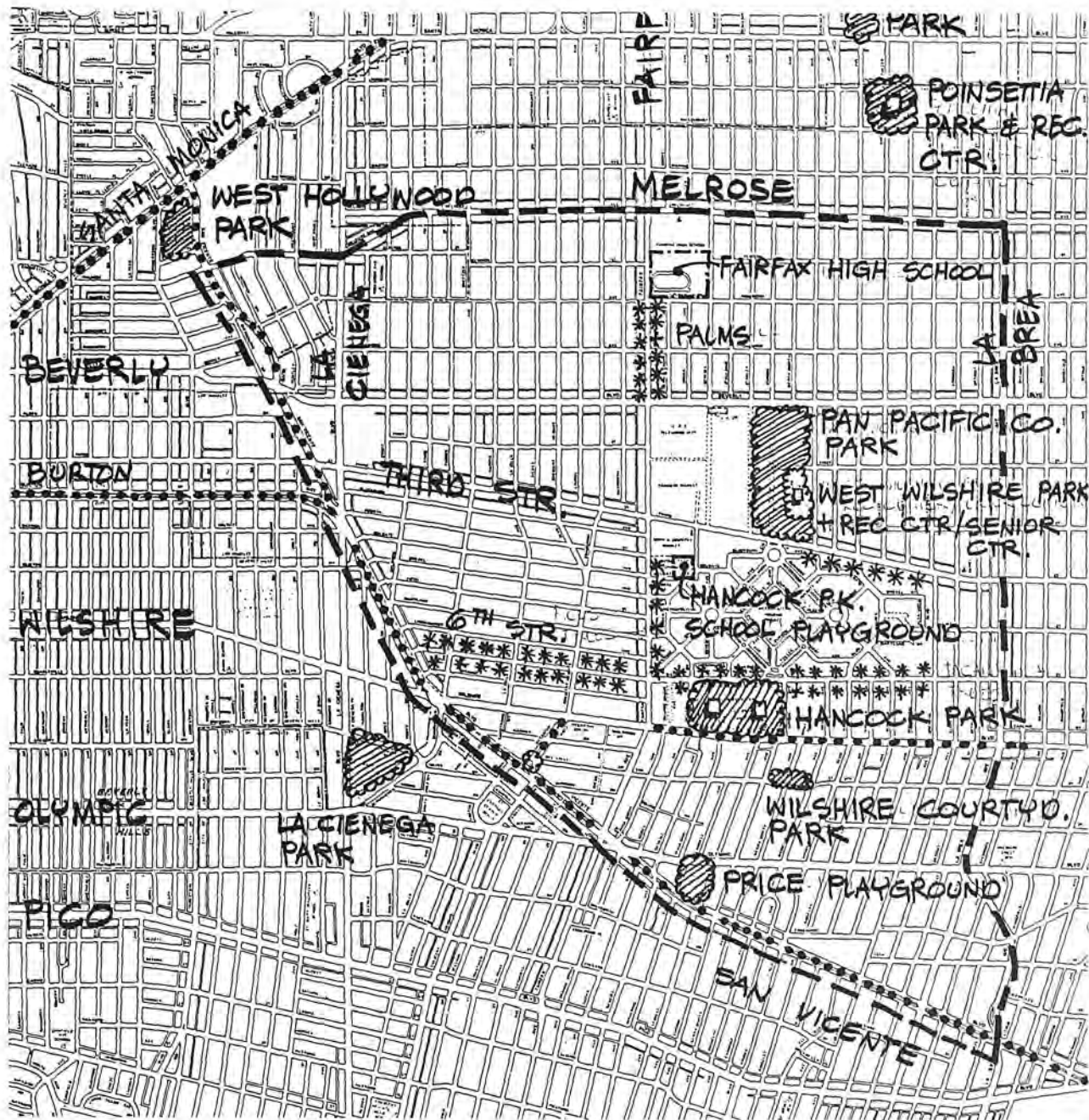


L.A. City Historic Preservation Overlay Zone (HPOZ)

HISTORIC RESOURCES

BEVERLY/ FAIRFAX - MIRACLE MILE
URBAN DESIGN WORKSHOP





Public Parks



Public Facilities set in Parks



Street with Landscape Median



Streets with Trees that Create a Memorable Landscape Edge

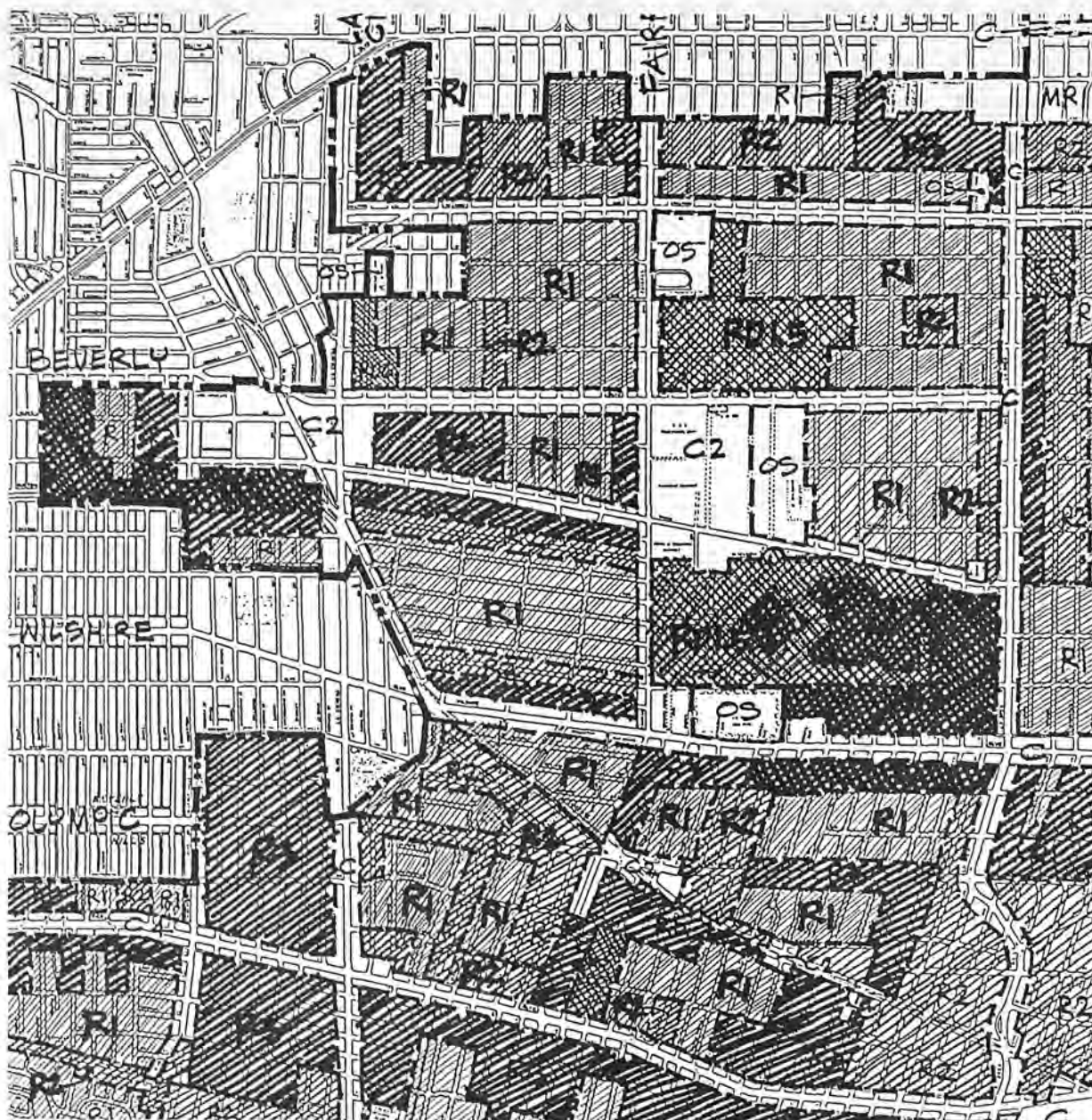


School Playgrounds

OPEN SPACE AND LANDSCAPE

BEVERLY/ FAIRFAX - MIRACLE MILE
URBAN DESIGN WORKSHOP





LA Community Plan Zoning Designations

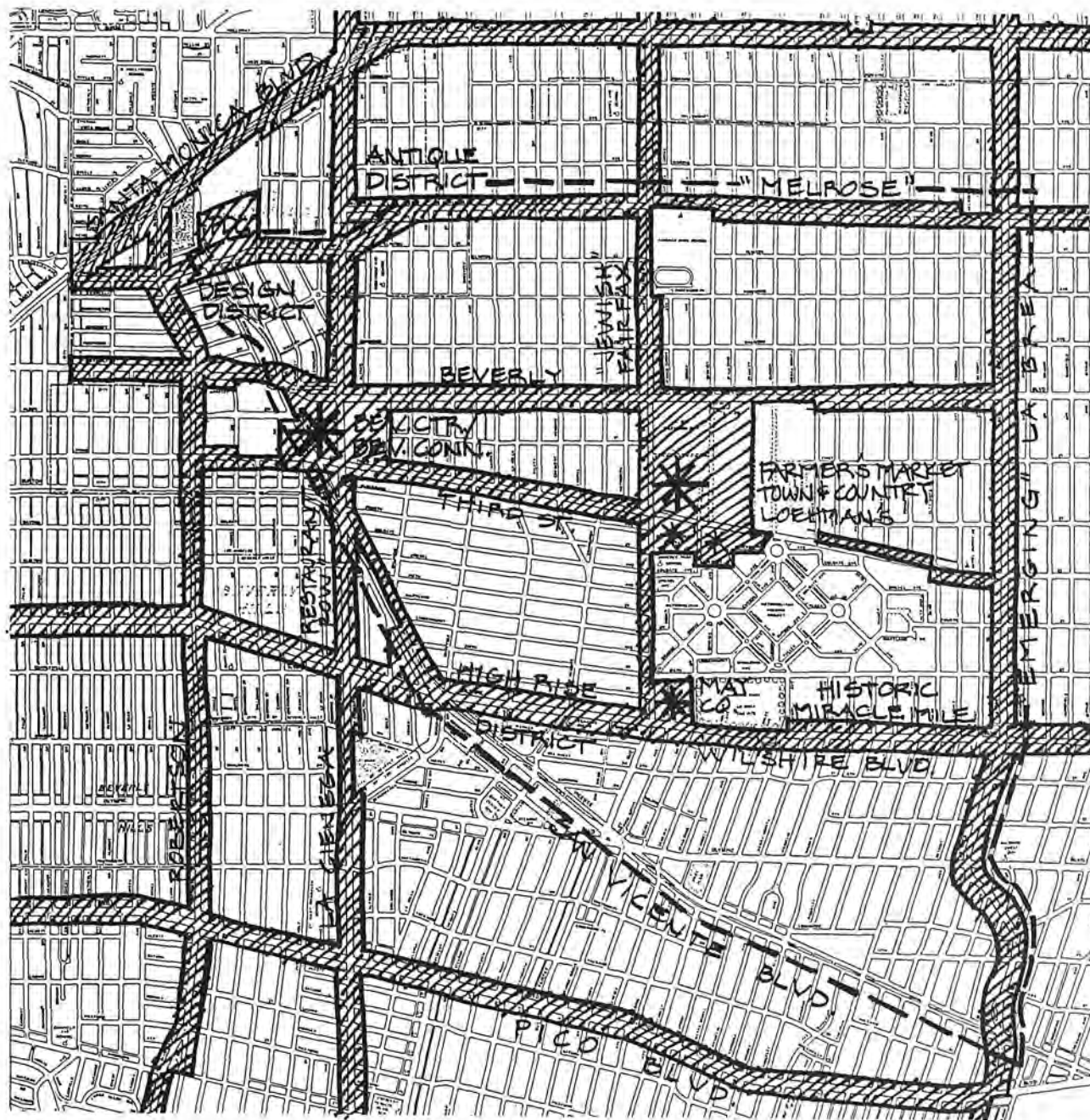
	R1	Low Density Residential single family houses
	RD 6	Low Density Residential attached/detached single & multiple family
	R2	Low Medium Density Residential duplex
	RD 1.5	Low Medium Density Residential attached/detached multiple family
	R3	Medium Density Residential multiple family
	R4	High Medium Density Residential multiple family

C1	Limited Commercial
C2	Commercial
OS	Open Space
MR1	Limited Industrial

GENERALIZED ZONING

BEVERLY/ FAIRFAX - MIRACLE MILE
URBAN DESIGN WORKSHOP



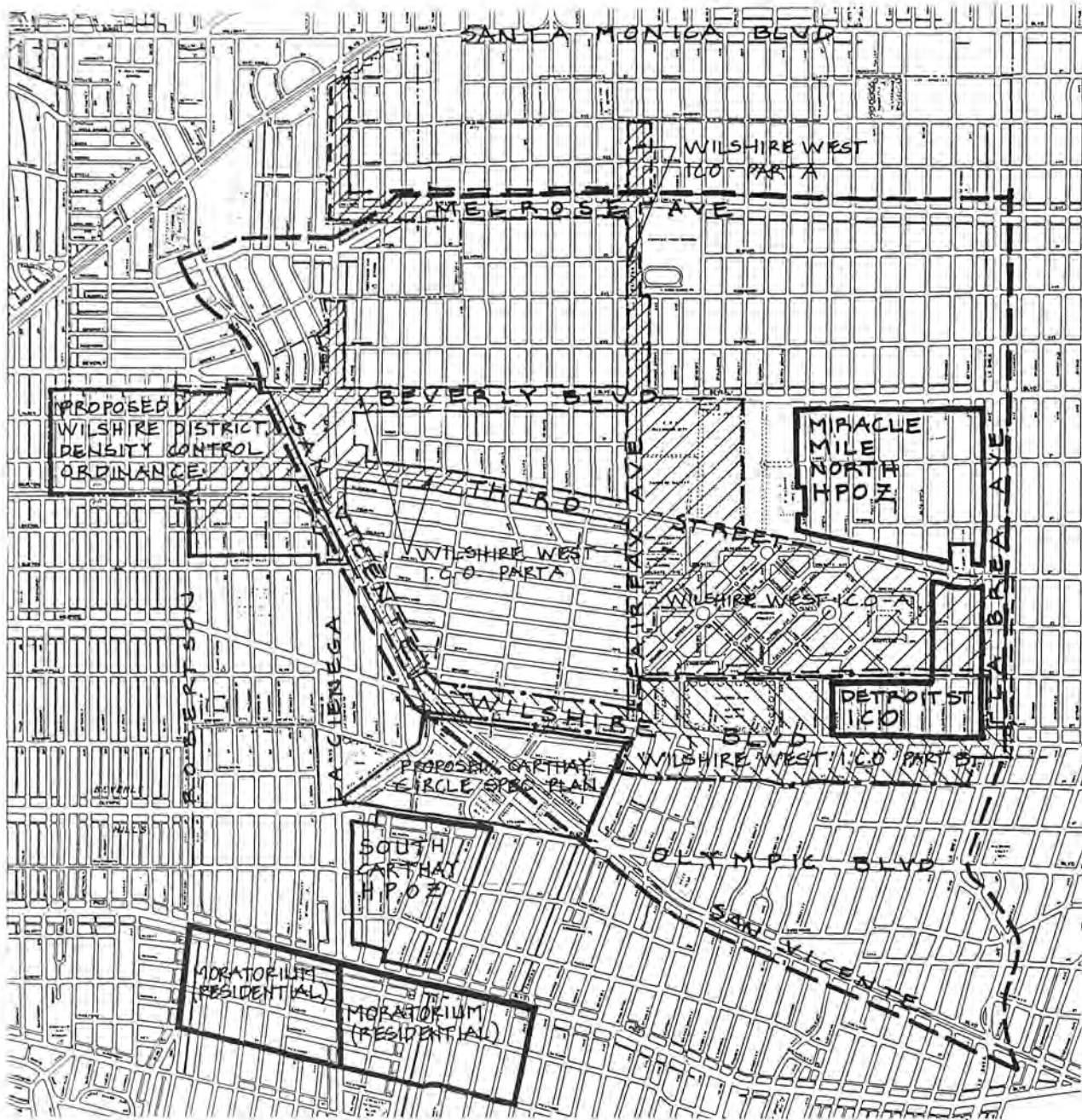


LAND DESIGNATED FOR
COMMERCIAL USES

BEVERLY/ FAIRFAX - MIRACLE MILE
URBAN DESIGN WORKSHOP



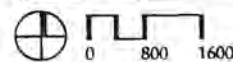
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EXISTING/PROPOSED ICOs and HPOZs

BEVERLY/ FAIRFAX - MIRACLE MILE
URBAN DESIGN WORKSHOP

110





- Nursery School**
1. Center for Early Education
 2. Cloverdale School for Early Years
 3. French Doll House Nursery School
 4. The Goldenberg Schools
 5. The Playschool
 6. Rosewood Children's Center
 7. Just Like Mom's Day Care Center
- Public - Elementary School**
8. Canby Center School
 9. Hancock Park School
 10. Rosewood Avenue School
- Public - High School**
11. Fairfax High School
- Public - Adult School**
12. Fairfax High School
- Catholic - Elementary School**
13. Cathedral Chapel School
- Catholic - High School**
14. Daniel Murphy High School
- Jewish - Nursery School**
15. Institute for Jewish Education
 16. Wesside Jewish Community Center
- Jewish - Elementary School**
17. Bela Yaakov School for Girls
 18. Sephardic Hebrew Academy
 19. Yavneh Hebrew Academy
 20. Yeshiva Rav Isaacson
- Jewish - After School**
21. Etz Jacob Talmud Torah
 22. Institute of Jewish Education
- Jewish - High School**
23. Bela Yaakov School for Girls
 24. Yeshiva Gedola of Los Angeles
 25. Yeshiva Rav Isaacson
- Jewish - Adult School**
26. Jewish Learning Exchange
 27. Kollel Bela Avraham
- Business and Vocational**
28. Creative Cosmetics
 29. Computer Training College
 30. Interior Decorators Institute
 31. Micro-Computer Trends
 32. Pascal Institute of Technology
 33. Personal Computer Education
 34. Systems & Programming Development Inst
 35. Wesside Institute

EDUCATIONAL FACILITIES

BEVERLY/ FAIRFAX - MIRACLE MILE URBAN DESIGN WORKSHOP



Protestant

1. Baptist: West Hollywood Baptist Church
2. Christian Reformed: LA Korean Christian Reformed Church
3. Christian Science: Christian Science Church
4. Christian Science: Christian Science Rdg Rm
5. Lutheran: Bethel Lutheran
6. Traditional Episcopal: Church of Our Saviour
7. United Methodist: Yet Korean Ministry

Catholic

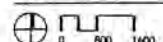
1. Cathedral Chapel
2. Our Lady of Mt. Lebanon-St. Peter

Jewish

1. Aatzei Chaim
2. Adat Chatham Sofer
3. Chabad Russian Synagogue
4. Congregation Beth Israel
5. Congregation Kehillath Yitzchok
6. Congregation Mishkan Israel
7. Congregation Mogen Avraham
8. Congregation Ner Israel
9. Congregation Ohel David
10. Congregation Shaarei Tefillah
11. Congregation Tifereth Zvi
12. Etz Jacob
13. Iranian Nesach Israel Congregation
14. Ohev Shalom
15. Sephardic Mogen David Congregation
16. Temple Beth Zion
17. Young Israel of Hancock Park
18. Young Israel of Los Angeles
19. Jewish Learning Exchange
20. Yismah Moshe

RELIGIOUS INSTITUTIONS

BEVERLY/ FAIRFAX - MIRACLE MILE URBAN DESIGN WORKSHOP





Museums

1. Craft and Folk Art Museum
2. George C. Page Museum at the La Brea Tar Pits
3. Los Angeles County Museum of Art

Libraries

1. Fairfax Branch Library
2. Jewish Community Library
3. National Council of Jewish Women Library

Art Galleries

1. Baum Clark Art Works
- 2, 3. Fahey-Klein; Ovsey
4. Kesner
5. Couturier
6. Zero One
- 7, 8. Wagner; Richard-Bennet
9. Every Picture
- 10, 11. Miller; Glenn-Dash
12. Hawkins
13. Luz de Jesus
- 14, 15. Moss; White
- 16, 17. Colbert; Turner-Dalley
18. Saxon-Lee
19. Simone
- 20, 21. Cure; Turner
- 22, 23. Bane; Sherrel
- 24, 25, 26. Wood & Stone; Sonrisa; Iri
- 27, 28. Papillon; L'Imagerie

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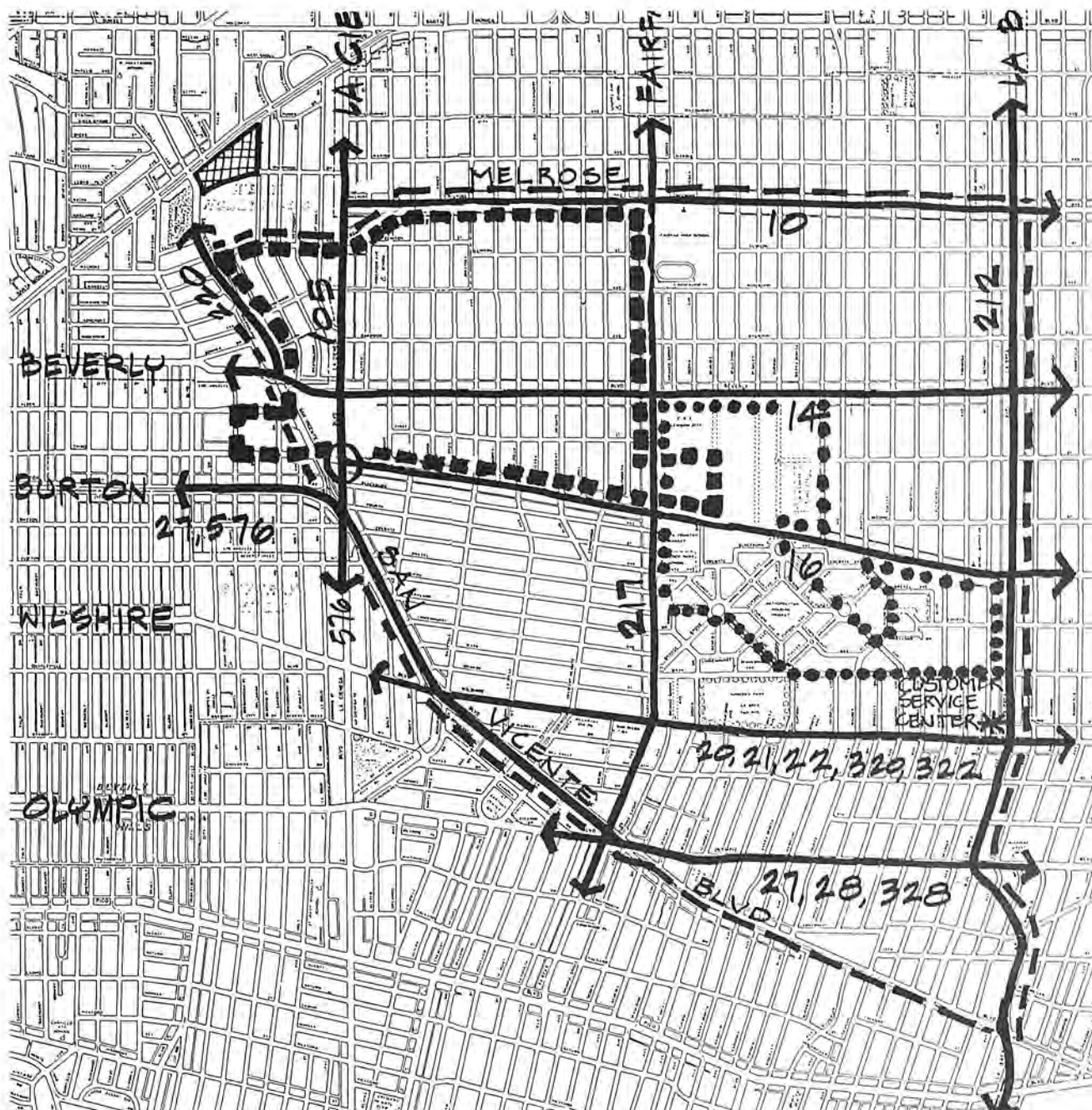
- Patton; Zola
Higashi
Feingarten
Gly K; Goldfield
Gemini
Sculpture to Wear
Heritage
MNY Hrses; Stuart-Kizhner
LA Fine Arts; Wade
LA Art Association; Palmer
Felsen; Eliman
Adler; Sherberg
Biota
LA Impression; Dassin; Devorzon
K'Land-Summers; Wittenborn
McGrath
Tokoro
Hittleman
Rein
Gly West
Winn
Art of Africa; New Stone Age

62. Adamson
63. Ace
64. Rotberg

CULTURAL RESOURCES

BEVERLY/ FAIRFAX - MIRACLE MILE URBAN DESIGN WORKSHOP





RTD Bus Yard: Santa Monica Blvd, West Hollywood

RTD Customer Center: Wilshire at La Brea

Numbering System:

- 1 - 99 are local routes to/from Downtown
- 100 - 299 are local routes in other areas
- 300 - 399 are limited stop routes
- 500 - 599 are express routes in all other areas

East West Service:

Serving Downtown throughout the day with termination points in or adjacent to project area:

- 10 Melrose Avenue
- 16 West Third Street

RTD serving downtown LA throughout the day:

- 14 Beverly Blvd.
- 20 Wilshire Blvd.
- 21 Wilshire Blvd. - UCLA
- 22 Wilshire Blvd. - Century City - Brentwood
- 27 W. Olympic - Burton Way
- 28 W. Olympic Blvd.

- 320 Wilshire Blvd. - limited stop routes
- 328 W. Olympic Blvd. - limited stop routes

North South Service:

- 105 Cudahy to West Hollywood bus yard via Vernon Ave. and La Cienega Blvd.
- 212 Inglewood to Burbank Airport via La Brea
- 217 Fairfax Avenue - Hollywood Blvd.
- 220 San Vicente - Robertson Blvd. - Culver City - LAX
- 322 Wilshire Blvd. - Century City via Brentwood - limited stop routes
- 576 South Central LA to Pacific Palisades express during peak hours only via Burton Way and San Vicente

RTD BUS ROUTES FOR WESTERN LA

BEVERLY/ FAIRFAX - MIRACLE MILE
URBAN DESIGN WORKSHOP



*BEVERLY-FAIRFAX/MIRACLE MILE
URBAN DESIGN WORKSHOP TEAM*





Co-Facilitator

PEGGY A. CURRAN

Since 1984, Ms. Curran has been the Director of the Community and Economic Development Department for the City of Santa Monica. The department, which includes Planning, Economic Development, Redevelopment, Housing, Building and Safety and Community and Neighborhood Services, has 75 employees and an annual budget of 14 million dollars. Major departmental undertakings during her tenure have included the revitalization of the Third Street Promenade downtown commercial area, negotiation of several major development agreements, the complete revision of the City's zoning code and the development of hundreds of low and moderate housing units through a City-sponsored non-profit development corporation. Ms. Curran received a Master's degree in Urban Planning from the Graduate School of Architecture and Urban Planning at the University of California, Los Angeles, with a specialization in Environmental Planning and Management. She is a member of the American Planning Association, Urban Land Institute, Local Government Commission, California Association for Local Economic Development and American Society for Public Administration.



Co-Facilitator

ARTHUR GOLDING, AIA

Arthur Golding is an architect and urban designer with over 23 years of professional experience. He was Principal in Charge of Design for William L. Pereira Associates until founding his own firm in 1983. He joined the Pereira firm in 1975 and became Director of Design in 1979. Prior to joining Pereira, Mr. Golding was head of the Design Department at Gruen Associates in Los Angeles, working with Cesar Pelli from 1968 through 1975. Mr. Golding's work at Gruen included master planning and urban design, rapid transit, office buildings, retail and condominiums. He was a member of the Gruen team that won the 1969 Vienna competition for a United Nations center. Mr. Golding teaches architecture and urban design at USC, and has recently received, with a colleague at USC, a grant from the National Endowment for the Arts to study urban bridges. Mr. Golding is active in the Urban Design Committee of the Los Angeles Chapter of the American Institute of Architects, Chairman of the Editorial Board of LA Architect, the Chapter publication, and past president of the Architectural Guild, a support group for USC.



Core Team Members

TRIDIB K. BANERJEE

Dr. Tridib K. Banerjee is an associate professor of urban and regional planning at the University of Southern California. He specializes in urban design and international development and has done studies on comparative urbanism and urbanization, planning education and theory, design methods, childhood experiences in cities, spatial environment of adolescence and public perceptions of coastal landscape. Dr. Banerjee is an expert on city design and third world urbanization. His professional work includes such projects as the California South Coast Regional Plan, a community design concept for East Los Angeles, a physical plan for the government of Bahrain and a scenic area plan for the eastern coast of Taiwan. Dr. Banerjee co-authored Beyond The Neighborhood Unit, an analysis of the residential preferences of different income and ethnic groups in the Los Angeles region and has recently co-edited City Sense and City Design: Writings and Projects of Kevin Lynch, to be published in August, 1990. Dr. Banerjee's recent projects include a study of earthquake damage mitigation policies and a grant from the National Endowment of the Arts to study downtown public open spaces in Los Angeles and San Francisco as part of office and commercial developments. Dr. Banerjee received his Ph.D. from the Massachusetts Institute of Technology.



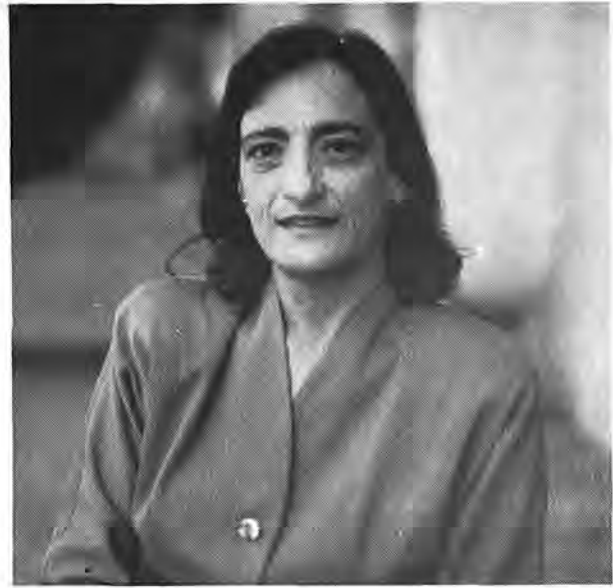
FRANCISCO BEHR

Francisco Behr is principal and director of design for Behr/Browers Partnership, Architects, Westlake Village. Mr. Behr received a bachelor's degree in architecture from California Polytechnic State University, San Luis Obispo with the highest honors. Mr. Behr has served as architect and urban designer for several architectural firms including senior designer for Kurt Meyer Partners for seven years where he detailed design development for the San Bernardino County Government Center, the Thousand Oaks Civic Center Expansion, as well as various medical, religious and commercial facilities. With his own firm Mr. Behr has been partner in charge of design for the Thousand Oaks Library, Newbury Park Branch Building Feasibility Study, the Agoura Cinema Center and a large scale medical office complex in Agoura Hills. Mr. Behr is presently an instructor at the UCLA Extension program in Landscape Architecture, where he is involved in the urban design, basic design and site planning portions of the program.



JODY HALL-ESSER

Jody Hall-Esser has been employed by the City of Culver City since 1971, when she developed the first formal programs and facility for senior citizens. After serving as the Director of patient services for a major hospital corporation between 1974 and 1976, she returned to Culver City as the first Housing Manager in 1976. By 1979 she became the Director of Community Development and Assistant Executive Director of the Culver City Redevelopment Agency in 1980. In her current capacity, she is responsible for the Divisions of City Planning, Engineering, Redevelopment, Housing and Grants and serves as the City's Chief Administrative Officer when necessary. Ms. Hall-Esser received an undergraduate degree from the University of Southern California and completed graduate studies at California State University Northridge and Pepperdine University. She has published five books on various subjects and is a member of the Urban Land Institute, CRA Association and NAHRO.



GENEVIEVE GIULIANO

Genevieve Giuliano is associate Professor of Urban and Regional Planning at the University of Southern California. She teaches urban transportation planning, policy analysis, and analytical methods. Dr. Giuliano earned a B.A. in History at the University of California, Berkeley and a Ph.D. in Social Sciences at the University of California, Irvine. Prior to joining the USC faculty in 1988, she served as Assistant Director of the Institute of Transportation Studies, University of California, Irvine.

Dr. Giuliano's research specialties include transportation-land use relationships, transportation systems management and evaluation and transportation investment planning. Current research projects include analysis of the distribution and function of employment centers and their associated travel flows, analysis of the relationship between jobs housing balance and commuting patterns, and evaluation of SCAQMD's ridesharing requirement, Regulation XV. Dr. Giuliano's research results have been published in numerous professional journals as well as in several books.

Dr. Giuliano has served on the City of Irvine's Transportation Commission, and has been a member of several major development task forces. She has also been a transportation consultant to a number of state, local and federal agencies and a member of the Public Policy Committee of Commuter Transportation Services, Inc., the Transportation Specialty Group of the American Association of Geographers, and the Women's Transportation Seminar.



MICHAEL JOHN PITTAS, AICP, H.AIA

Michael John Pittas has a distinguished record of achievements in city planning, urban design and development. He has served as Director of Comprehensive Planning for the City of New York and Senior Urban Designer for Lower Manhattan Development. For over a decade, Mr. Pittas served on the faculty of Harvard University's Graduate School of Design in its Urban Design Program. In 1985 Mr. Pittas was awarded the prestigious Urban Scholars Fellowship Award from the New School for Social Research in New York, which permitted him to devote his energies to a number of civic projects. Mr. Pittas serves on the Mayor's Task Force on the Arts, and chairs the Building Committee for the American Cinematheque. Nationally, he serves on several boards and is a special advisor to the century-old building program of the Cathedral of St. John the Divine in New York City. Mr. Pittas is nationally recognized for his strong advocacy of the arts as well as for his work with urban and economic revitalization. His initiation of the Vietnam Veterans Memorial design competition in Washington D.C. and authorship of the Presidential Design Awards program inaugurated at the White House have been widely applauded. While serving as the Director of the Design Arts Program of the National Endowment for the Arts from 1978 to 1984, he reinvigorated national interest in design competitions by implementing over 60 design competitions throughout the country.



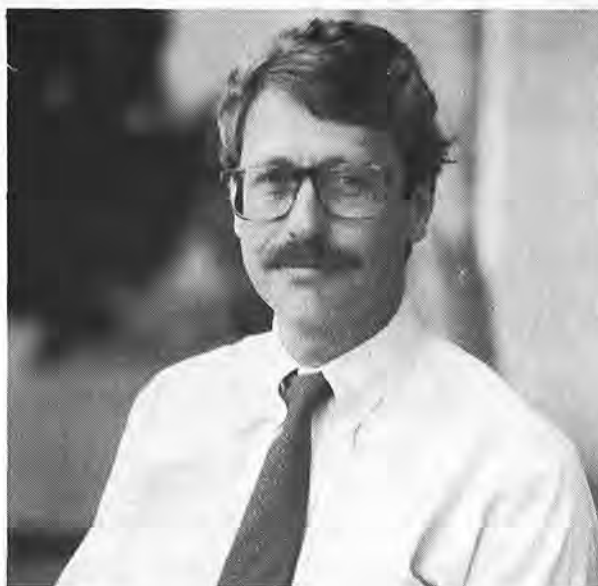
JON PYNOOS, PH. D.

Jon Pynoos, Ph.D., UPS Foundation Associate Professor of Gerontology, Public Policy, and Urban Planning, is the Director of the Program in Policy and Services Research, a division of the Andrus Gerontology Center at the University of Southern California. He holds a joint appointment with the School of Urban and Regional Planning and the Leonard Davis School of Gerontology and is the co-director of the Long Term Care National Resource Center at UCLA/USC. He is a fellow of the John Simon Guggenheim Memorial Foundation and the Fulbright Council for International Exchange of Scholars. Dr. Pynoos is the author of several books and numerous articles on housing policy for the elderly, a field in which he is considered one of America's foremost scholars. He is a graduate of Harvard University where he earned a B.A. in Economics (magna cum laude), a Master's Degree in City Planning and a Ph.D. in Urban and Regional Planning.



DEBORAH ROSENTHAL

Vice President of Raleigh Enterprises' Commercial Property Division, oversees the development and management of the firm's commercial properties. Her responsibilities span the fields of architecture, planning, construction, marketing, leasing and management. Ms. Rosenthal attended Lewis and Clark College in Portland, Oregon where she received a Bachelor of Arts Degree in Business. She is a licensed real estate salesperson and a graduate of the Los Angeles Business Council program "Leadership L.A." Her position has led her into many interesting community organizations, such as a Director of the West Hollywood Chamber of Commerce and the Co-Chair of the West Hollywood Chamber of Commerce's Commercial Property Owner's Council in 1988. She is currently a Director of the newly incorporated West Hollywood Homeless Organization. Ms. Rosenthal is also responsible for coordinating the Olympic West Garden District Design Competition, which is the first international design competition for architecture and urban design sponsored by a private developer. As a result of the Competition, a Specific Plan is currently being implemented for the Garden District.



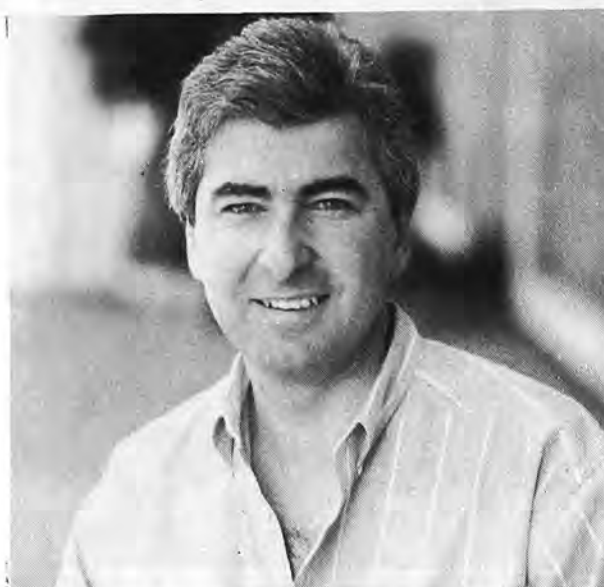
GARY SQUIER

Gary Squier is currently a consultant in housing policy and development. He has served as Mayor Tom Bradley's Housing Coordinator, where he was the principal architect of the restructuring of housing policy in the City of Los Angeles. As Housing Coordinator, Mr. Squier was the liaison to the Mayor's Blue Ribbon Committee on Affordable Housing, where he initiated several new programs that resulted from the Committee's efforts, including the housing linkage fee, the targeting of housing funds for low income persons, the creation of a new Housing Department and the creation of a Housing Commission. Mr. Squier's primary interest is in low income housing, having preserved and produced over 2,000 units of low income housing over the past several years.



CHARLES ZUCKER

Charles Zucker is Senior Director of the Community Assistance Program, the American Institute of Architects, Washington, D.C. Mr. Zucker served as Deputy Director of Design Arts Program of the National Endowment for the Arts, Washington, D.C. He is a graduate of Princeton University, Master in Architecture and the University of Illinois, Bachelor of Architecture. He has 20 years of experience in conducting community planning and design programs. A resident of Washington, D.C., Mr. Zucker serves on the Mayor's Task Force on the Arts and Economic Development, the D.C. Commission on the Arts Design Advocacy Committee, and the C.C. Partnership Arts District Development Task Force. He has taught at the Graduate School of Urban Planning and Policy Development, Rutgers University, New Brunswick, New Jersey; and the City College of New York School of Architecture and Environmental Design. Mr. Zucker has co-authored the "Planning and Design Workbook for Community Participation".



SUPPORT TEAM MEMBERS

RON ALTOON, FAIA

Biography not available at the time of printing



JANE BLUMENFELD

Jane Blumenfeld is the Planning Advisor to Mayor Bradley where she is responsible for tracking major development projects and land use policy for the City of Los Angeles. Prior to her position with Mayor Bradley, Ms. Blumenfeld spent eleven years as a planner in various capacities within the Los Angeles City Planning Department. She is particularly interested in formulating city policy to channel growth, such as the development of mixed use projects and policies to reduce the dependence on the automobile. Ms. Blumenfeld received a Masters degree in Urban and Regional Planning from the University of Pennsylvania and has been a speaker at numerous planning forums and seminars, most recently in Milan, Italy at the "City and the Automobile" conference sponsored by the City Government of Milan.



KATHERINE DIAMOND, AIA

Katherine Diamond, AIA is partner in charge of design with Siegel Diamond Architects with a portfolio of projects ranging from multi-family housing, senior services, child care, educational facilities, commercial office and retail projects, industrial complexes and transportation services. Ms. Diamond received her bachelor of architecture and urban planning from the Technion, The Israel Institute of Technology and her first architectural and planning experience in the Israeli Air Force. Ms Diamond is an active member of the Los Angeles Chapter of the American Institute of Architects presently serving on the Board of Directors, the Urban Design Committee and the Task Force for the 1994 Centennial of AIA/LA. In keeping with her interest in issues of planning in Los Angeles, Ms. Diamond serves on the Mar Vista Community Planning Advisory Committee.



MARC FUTTERMAN

Marc Futterman is Director of Urban Design and Planning for the Urban Innovations Group and is Chair of the AIA/LA Urban Design Committee. Marc has worked on a number of community planning projects including serving as Co-Facilitator for the Watts LA/DAPT in June, 1989. Marc has also worked on a number of award winning urban design projects including the "Main Street" Urban Design Plan at UC Irvine and the international competition for the design of an "Advanced-information" Campus City in Kawasaki, Japan.

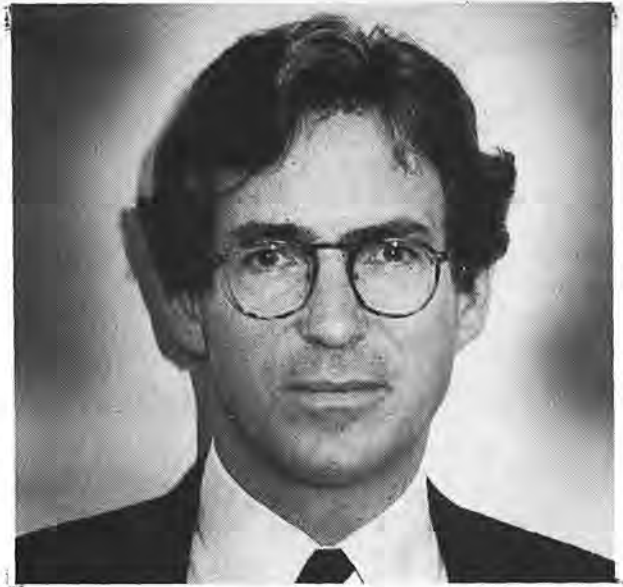
Under Marc's chairmanship, the AIA/LA Urban Design Committee has become a leading voice in shaping the public policies which affect the design of the public environment. The work and commitment of the Urban Design Committee directly led to the AIA's involvement in the Beverly-Fairfax/Miracle Mile Urban Design Workshop.

Marc has a B.Sc in Architecture from USC and a Master of Philosophy in Urban Design and Regional Planning from Edinburgh University in Scotland. Marc is currently a part time lecturer at UCLA Graduate School of Architecture and Urban Planning and has recently finished a series of articles on the role and impact of the 405 freeway from Westwood to Irvine.



DOUGLAS GARDNER

Douglas Gardner is a vice president with Maguire Thomas Partners, a Santa Monica based development company. A 1975 graduate of the Yale School of Architecture, he spent thirteen years in the office of I. M. Pei and Partners in New York where he worked on a wide variety of cultural and institutional projects. Upon joining Maguire Thomas Partners in 1989, Mr. Gardner became Project Manager for Playa Vista, a 950 acre mixed-use development north of the Los Angeles airport. His specific responsibilities include the supervision of the master planning effort and coordination of the design team.

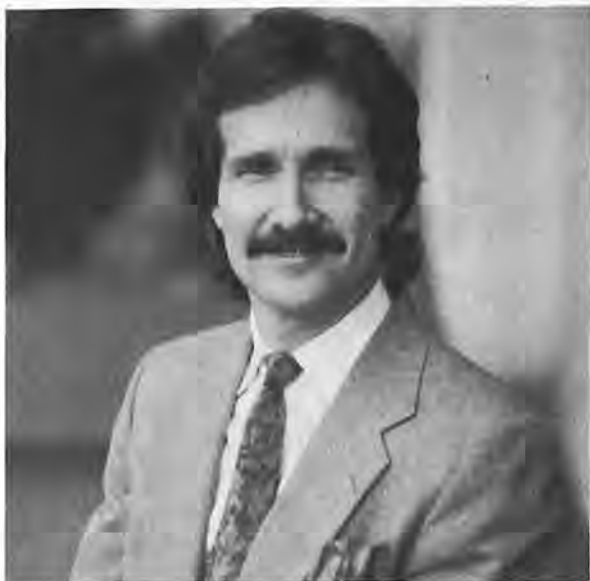


GEORGE JEFFERSON

Mr. George Jefferson is the Associate Curator of the Rancho La Brea Section of the George C. Page Museum Natural History of Los Angeles County. He has maintained, curated and expanded through collection and other forms of acquisition a number of geological and paleontological collections for the Museum. He has researched and published extensively on a number of collections, has lectured throughout Southern California and is presently conducting a number of significant research projects. Mr. Jefferson received a Master of Arts degree in Geology from the University of California, Riverside and attended the Archaeology Graduate Program in the Department of Anthropology at the University of California, Riverside.

RICHARD KEATING, FAIA

Currently the design partner in Keating Mann Jernigan & Rottet, Richard Keating spent twenty-two years with the architectural firm Skidmore, Owings & Merrill. His experience with SOM included eleven years as a general partner and thirteen years in charge of offices in Houston and Los Angeles. Since joining SOM in 1968, Mr. Keating has been a designer on numerous international projects, new towns, large office buildings, research facilities and retail centers. After opening an office for SOM in Houston, Texas in 1976, Mr. Keating built up the office to a 200-architect firm, completing nearly 40 million square feet of work and gaining national recognition for his design talent. In 1986, along with many of the individuals from the Houston office, Keating relocated and assumed leadership of the Los Angeles office. Together, working with quality conscious clients, they built a successful office in just three years. It was from this outstanding group that the nucleus of Keating Mann Jernigan & Rottet was formed. Their projects in the Los Angeles area include the Southern California Gas Centre, Grand Avenue Plaza, Columbia Savings & Loan Headquarters and Office Building, and the Santa Monica Beach Hotel. Keating serves on numerous boards and has enjoyed teaching at several universities. He is frequently asked to be a speaker on a wide range of topics affecting architecture. Most recently, he was invited to speak at the prestigious Congress of the Council on Tall Buildings and Urban Habitat upcoming in Hong Kong.



ROBERT E. LEACH

Robert Leach is the principal designer of Archivision, a design and planning firm in Studio City, California. His firm provides conceptual design sketches, schematics, space planning, models, renderings, shop drawings, architectural and construction documents, cost analyses and permit acquisition services. His projects include additions to the David Murdock residence, the "Bellagio House", the Hillhaven Convalescent Hospital Renovation, Monterey Whaling Company Restaurant, Babu-Khan residence addition and the James Worthy residence addition. He has also participated in a number of joint venture projects, including custom residences and remodeling projects throughout Southern California. Prior to his position with Archivision, he was a project manager for Architrave and project designer for Corporate Environments Inc. Mr. Leach was selected to represent the University of Southern California at the International Design Conference in Aspen, Colorado in 1985, received the Bobrow/Thomas and Associates Architectural Scholarship in 1986 and is currently the President of the AIA Associates Board of Directors, Los Angeles Chapter for 1990.



LEOPOLD A. RAY-LYNCH

Mr. Leopold A. Ray-Lynch is the Regional Mall Manager for the Alexander Haagen Company, Inc. He is currently manager of the Baldwin Hills Crenshaw Plaza, an 850,000 square foot regional mall including the Broadway, May Company, Sears and more than 110 specialty shops. He has worked as project developer, project manager, property developer and coordinator of all activities involved between city agencies, the redevelopment agency, architects, engineers and community groups. Mr. Ray-Lynch has a Master of Arts degree in Urban Planning from the University of California, Los Angeles and a Bachelor of Architecture degree from Arizona State University, Tempe. He has worked as Principal Architect/Vice President for Architects, Engineers and Planners, Inc., has been involved with Vitalize Van Nuys, Inc. as an Urban Design consultant and has served as Assistant Economist for the Los Angeles City Economic Development Office of the Mayor. Mr. Ray-Lynch is listed in the Who's Who in the West from 1983 to the present and has been awarded numerous fellowships and scholarships. He is a member of the American Institute of Certified Planners, the American Management Association, the National Organization of Minority Architects and is past President of the Los Angeles Chapter.



CHRISTY JOHNSON MCAVOY

A consultant in historic preservation, Mrs. McAvoy holds a BA in American Social and Cultural History and a Master's Degree in Architectural History and the Humanities. For the past thirteen years, she has been involved in the evaluation, designation, rehabilitation, and development of historic properties and districts. Her work in this field includes the preparation of historic resources surveys for the cities of Los Angeles, Alhambra, Beverly Hills, West Hollywood, and Santa Monica; historic district nominations for Hollywood Boulevard, Drake Park, and Little Tokyo; and historic preservation planning and analysis components of the master plans for Union Station and Westwood Village.

As a consultant to private developers, architects, governmental agencies, and non-profit organizations, she is familiar with governmental processes and regulations relating to historic preservation. She has extensive experience with education from elementary to graduate levels, and has prepared and published technical assistance and interpretive materials, curriculum packages, and promotional publications dealing with historic preservation issues and the built environment.

Mrs. McAvoy is familiar with the criteria, guidelines, and procedures of the National Register and federal tax certification program for rehabilitation of historic structures and assists owners and developers of historic properties throughout Southern California in the interpretation of the Secretary of the Interior's Standards for Rehabilitation.



DEBORAH MURPHY, M.ARCH.

Deborah Murphy is currently the Urban Design Advisor to the Mayor, where she has been responsible for the development and production of the Beverly-Fairfax/Miracle Mile Urban Design Workshop, and is the city's liaison to the Mayor's Design Advisory Panel. Prior to joining the Mayor's staff, she was the Planner/Urban Designer for the newly created Urban Design Unit in the City Planning Department. In her position with the Planning Department, she was responsible for managing and coordinating the five LA/DAPT workshops in Watts, Los Feliz, Van Nuys, City North and Boyle Heights which recently received the American Planning Association's award for best comprehensive planning effort in Los Angeles. She received her Master of Architecture degree in Urban Design and Bachelor of Arts in Design from UCLA. As a dedicated native and resident Los Angeles citizen, she is a member of the Urban Design Advisory Coalition, the Urban Design Committee of the Los Angeles Chapter of the American Institute of Architects and the Los Angeles Conservancy.



BRUCE PHILLIPS

Biography not available at the time of printing



BEN ROSENBLOOM

Ben Rosenbloom is Senior Urban Designer at the SWA Group, Los Angeles. He received his B.Arch degree from the University of Southern California and a M.Arch and a MCP from the MIT. His planning and urban design experience includes seven years at the Los Angeles Community Redevelopment Agency and urban design positions at Sedway Cooke, the Arroyo Group, and RTKL. Some of the projects for which he has been responsible include: the Metro Rail Phase II EIS/EIR, Redevelopment / Framework plans for San Jose and Escondido and Design Guidelines for the Burbank Golden Mall and the City of Beverly Hills. He is also working with the Los Angeles Chapter AIA Urban Design Committee in trying to institutionalize urban design as an essential part of the City's planning process. Part of this work includes a proposal to create the Los Angeles Urban Design Partnership. Mr. Rosenbloom has taught and been a guest lecturer at a number of universities including USC, MIT and UCLA.



PAUL SILVERN

Biography not available at the time of printing



KATHERINE SPITZ

Katherine Spitz is a principal in the firm of Burton & Spitz, Landscape Architecture. The firm's work includes landscape design for institutional and civic projects such as the Cerritos Arts Center, the Escondido Cultural Arts Center, and numerous projects with the University of California system, as well as with the Los Angeles Department of Water and Power. She views landscape as an extension of architecture, and seeks to create a streetscape, open space, and planting that can strengthen Los Angeles' identity as a vibrant city of the future, enhancing both its civic memory and sense of place. She holds a M. Arch. from UCLA's Graduate School of Architecture and Urban Planning, and a B.A. from the College of Creative Studies at the University of California at Santa Barbara. She has taught at the Southern California Institute of Architecture (SCI ARC).

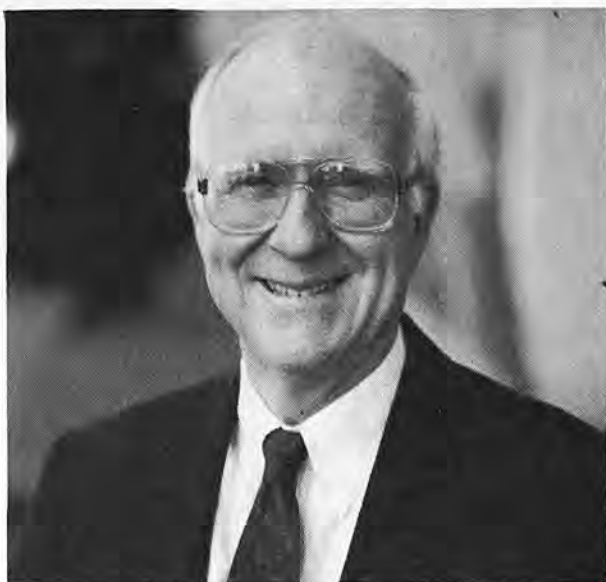


DAVID STEIN

David Stein is a Principal Transportation Planner with the Southern California Association of Governments (SCAG). He is responsible for the Regional Metrocore study which will examine developmental and transportation issues for the area from downtown Los Angeles to Santa Monica. Among his other responsibilities is the development of long range transit policy for the SCAG Region. He has worked in regional planning, transportation and economic development in New England, Israel and India. He holds a Master of City and Regional Planning degree from the University of California at Berkeley.

CHRIS WELCH

Chris Welch is an analyst with Raleigh Enterprises in Los Angeles. The company is a diversified management and development company with projects ranging from luxury hotels to office buildings, condominiums and shopping centers. Chris is involved with the company's Olympic West Garden District proposal as well as several other projects in Southern California. Chris received his B.A. in architecture from UC, Berkeley, with minor studies in Real Estate Development and Finance.



DALE WILLIAMSON

Dale Williamson, a native Angeleno and current resident of the Miracle Mile area, has twenty years of real estate experience in Los Angeles. After twenty years with Coldwell Banker, most recently as manager of the Wilshire office, he joined the westside commercial brokerage and management firm of C. Thomas Ruppert and Associates. During his tenure with Coldwell Banker, his office was involved with the leasing and sale of sites in the study area. As treasurer and member of the executive committee of the Wilshire Stakeholders Group, and a member of the Miracle Mile Civic Coalition, he has great interest in the revitalization of the area. Mr. Williamson received a bachelor's degree in political science from the University of Utah and an MBA from USC.



MARK WINOGROND

Mark Winogrand has been the Director of Community Development for the City of West Hollywood since shortly after the City's incorporation in 1984. He is responsible for the planning, housing, economic development and building and safety activities of the City. During his tenure, West Hollywood's General Plan received the 1989 American Planning Association's award for best comprehensive planning effort in the State of California. Mr. Winogrand has degrees in philosophy and planning and previously served as a Senior Planner for the City of San Francisco, where he spent 4 years directing the rezoning of the City. In addition to his participation in the Beverly-Fairfax/Miracle Mile workshop, Mr. Winogrand was on the core team of the first LA/DAPT undertaken by the City Planning Department in Van Nuys.



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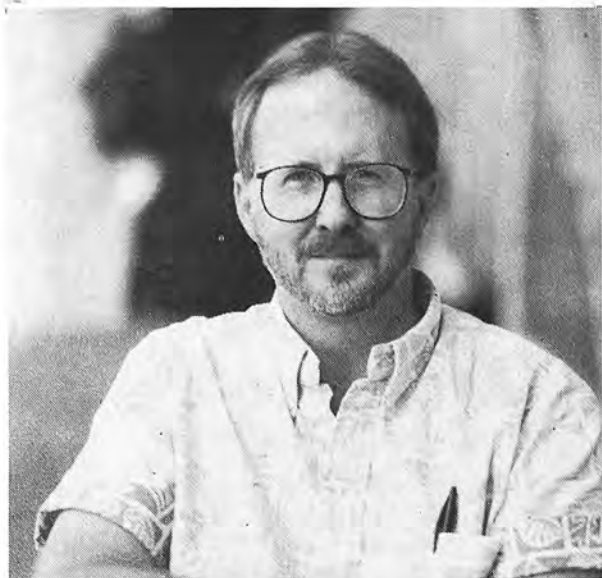


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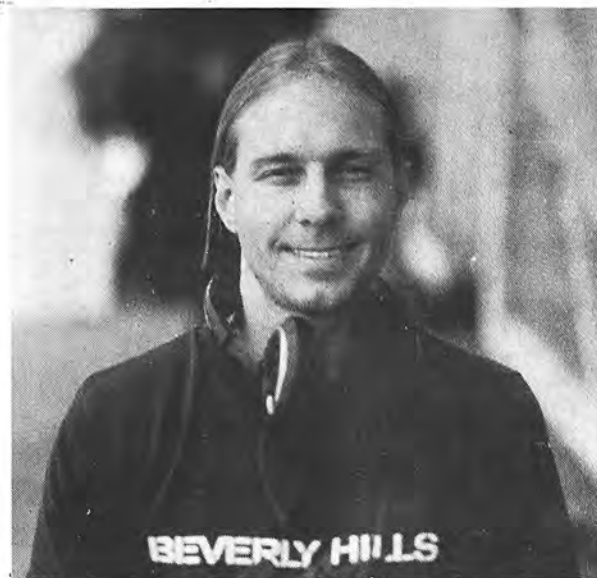


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- Hank Hilty and the **Farmer's Market** for lunch Saturday to feed an army
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