



Northeast Los Angeles Riverfront District

Vision Plan & Economic Development
Implementation Strategy

DRAFT
MAY 2014

This version of the report is a draft that will be used by the Northeast L.A. Riverfront Collaborative to elicit feedback from stakeholders to inform the final version. This draft is not final and therefore the executive summary, conclusion, and some of the appendix document will be added to the final draft.

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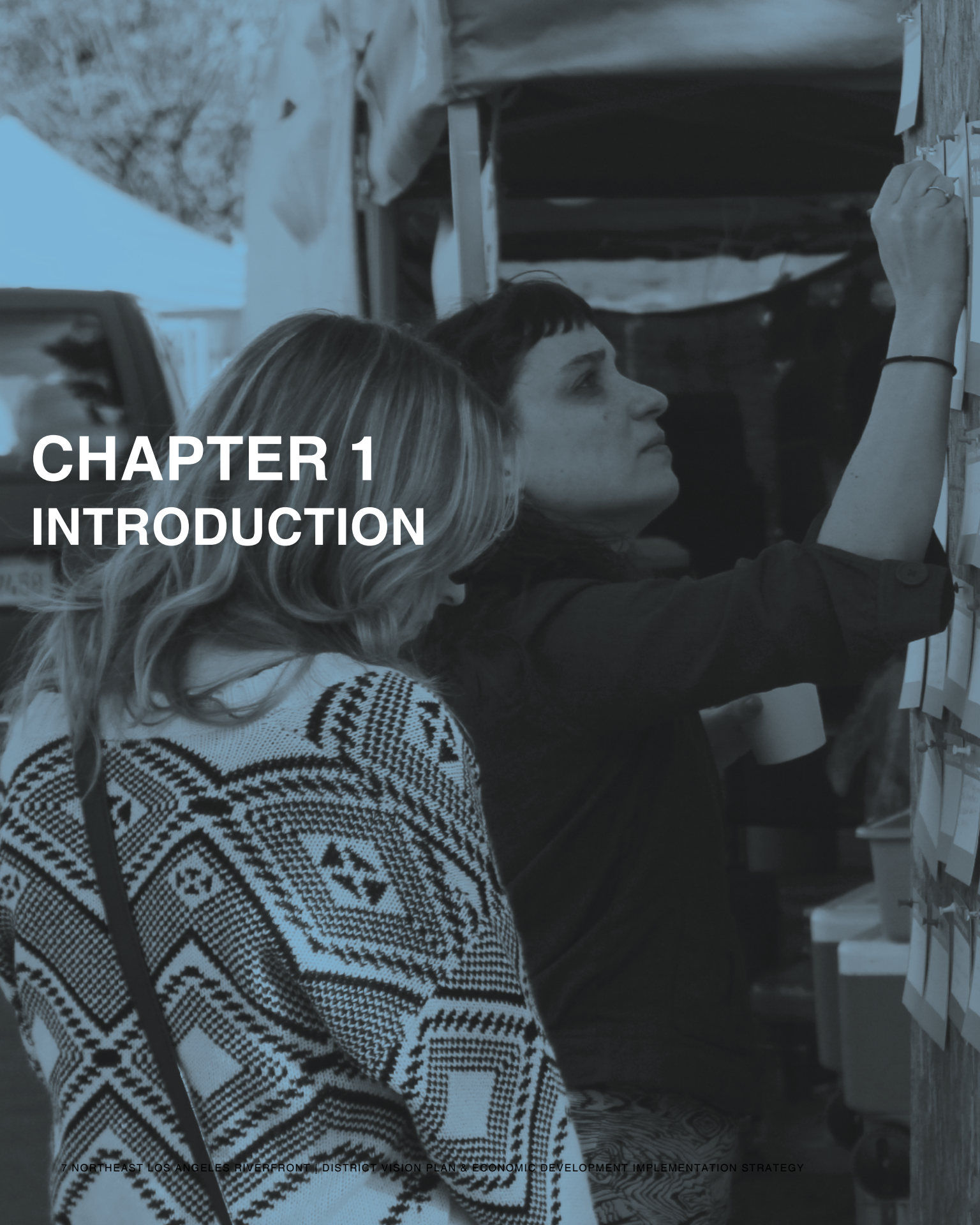
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CHAPTER 1

INTRODUCTION

Quiero que el Río de Los Angeles sea...

I want my L.A. River to be...
FREE OF AS MUCH
CONCRETE AND
ARTIFICIAL BARRIERS
AS POSSIBLE.

我心目中洛杉矶河的样子是...

Clean & Accessible

I want my L.A. River to be...

Safe, healthy, NATURAL

I want my L.A. River to be...

Healthy natural
flow - no concrete
barriers

Quiero que el
Río de Los Angeles sea...

I want my L.A. River to have
Class II slalom course for
white-water kayakers and C1's

Quiero que el
Río de Los Angeles sea...

Remove the concrete
and create more parks!

Quiero que el
Río de Los Angeles sea...

After getting to know the river
better, we need an educational site
about the river's history, ecology,
and the people who live along
it. We need a place where
people can learn about the river
and its importance to the city.

Quiero que el
Río de Los Angeles sea...

Este más Limpio

I want my L.A. River to be...

Beautiful, clean, and
free

I want my L.A. River to be...

Living, breathing, free
we need an educational site
about the river's history, ecology,
and the people who live along
it. We need a place where
people can learn about the river
and its importance to the city.

Quiero que el
Río de Los Angeles sea...

Para que a los españoles
les guste

我心目中洛杉矶河的样子是...

No concrete
barriers
But trees and plants
Flowers (area)

I want my L.A. River to be...

CLEAN

Quiero que el
Río de Los Angeles sea...

Healthy, green, and flowing
up and down the river
and flowing

I want my L.A. River to be...

Living, breathing, free
we need an educational site
about the river's history, ecology,
and the people who live along
it. We need a place where
people can learn about the river
and its importance to the city.

Quiero que el
Río de Los Angeles sea...

Natural-looking
open access to all
Non-Commercial
River Park

Gusto ko sana na ang
LA River ay maging...

I want the river to be
free of concrete
and to be a place
where people can
learn about the river
and its importance to the city.

Quiero que el
Río de Los Angeles sea...

I want my L.A. River to be...

I want the river to be
free of concrete
and to be a place
where people can
learn about the river
and its importance to the city.

I want my L.A. River to be...

I want the river to be
free of concrete
and to be a place
where people can
learn about the river
and its importance to the city.

Quiero que el
Río de Los Angeles sea...

I want my L.A. River to be...

I want the river to be
free of concrete
and to be a place
where people can
learn about the river
and its importance to the city.

I want my L.A. River to be...

I want the river to be
free of concrete
and to be a place
where people can
learn about the river
and its importance to the city.

Quiero que el
Río de Los Angeles sea...

more green.

I want my L.A. River to be...

I want the river to be
free of concrete
and to be a place
where people can
learn about the river
and its importance to the city.

I want my L.A. River to be...

I want the river to be
free of concrete
and to be a place
where people can
learn about the river
and its importance to the city.

Quiero que el
Río de Los Angeles sea...

I want my L.A. River to be...

I want the river to be
free of concrete
and to be a place
where people can
learn about the river
and its importance to the city.

I want my L.A. River to be...

I want the river to be
free of concrete
and to be a place
where people can
learn about the river
and its importance to the city.

I want my L.A. River to be...

A clean place to
walk and play

I want my L.A. River to be...

I want the river to be
free of concrete
and to be a place
where people can
learn about the river
and its importance to the city.

Introduction and Purpose

The Los Angeles River careens past some of the City's most fascinating ecological, cultural and recreational terrain, presenting City residents a wonderful opportunity to connect the principles of healthy living with the goals of producing sustainable and livable communities. It is a valuable resource that threads through some of Los Angeles' most diverse and underrepresented communities, crossing boundaries of race, class, and human and physical geography. Providing an intricate and unique landscape for civic engagement, the Los Angeles River offers Angelenos an outdoor place for respite, education, and recreation with family and friends. The River also offers communities and business owners a powerful tool for implementing strategic economic investment that will promote job growth and improve the City's economic climate. Celebrating the values of the River not only ensures a healthier population, but also engages members of the public to think about conservation and the importance of outdoor recreational opportunities. Such spaces not only serve recreational purposes but also are focal points within our City; focal points that require civic investment, preservation, and interdisciplinary collaboration in order to be successful.

Unfortunately decades of neglect, coupled with the City's vigorous post-industrial growth, have left the Los Angeles River draped in concrete and hidden in the shadows of our bustling City. During those years, the River's purpose morphed from being the natural lifeline of the City to a utilitarian form of flood protection.

However, there has been an intense planning effort in recent years to revitalize the Los Angeles River and its surroundings. Through a concerted effort by citizens' groups, local governments, and state agencies, the River has seen a dramatic

improvement; parks and greenways have been developed along the River's edge, wetlands and wildlife habitats have been opened up for recreational uses, and vacant lots and brownfield sites have been converted to parks for some of Los Angeles' most underserved communities. The aim of this Vision Plan & Economic Development Implementation Strategy (Vision Plan) is to continue this effort for revitalization by reconnecting the Northeast Los Angeles Community with the River, creating a symbiotic partnership that boasts the values of healthy communities, equitable economic development, environmental awareness and open space.

Although the L.A. River stretches 51 miles from the confluence of Bell and Calabasas Creeks at the western end of the San Fernando Valley to the Pacific Ocean in Long Beach, this Vision Plan and Economic Development Strategy focuses in on the Glendale Narrows portion of the L.A. River. The Glendale Narrows portion of the River runs approximately eight miles from Griffith Park to Chinatown, and is characterized by having a soft bottom and dense riparian vegetation in the channel that supports wildlife. This relatively lush environment not only attracts a variety of birds, ducks, frogs and fish, but people who enjoy recreational activities such as walking, jogging, horseback riding, bird watching, photography, fishing and more recently, boating.

This Vision Plan and Economic Development Strategy aims to celebrate the existing Northeast Los Angeles River landscape by creating a continuous, linear, recreational experience, connecting some of Los Angeles' most interesting ecological assets to the communities that surround them, in an effort to develop a sense of place and identity. Our goal is to provide a shared community-wide vision framework that informs elected

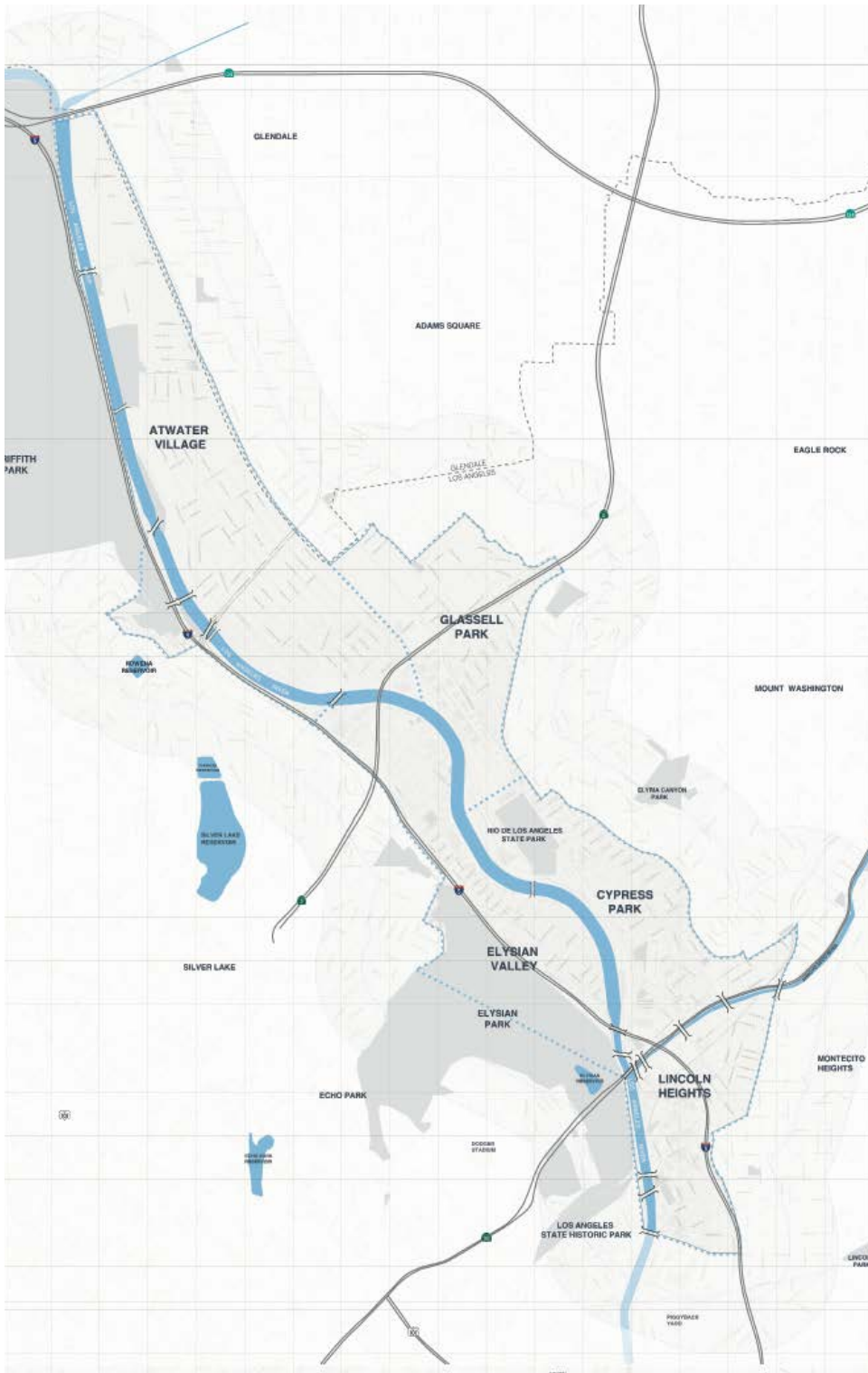


Fig. 1

1. The grant was originally awarded to the city's Community Redevelopment Agency (CRA) in 2010. Due to the CRA's dissolution because of state legislation, the grant was eventually reassigned to the city's Community Development Department (now EWDD) and work began the end of 2012 with a reduced timeline from 3 years to 20 months.

officials along with various City, State and Federal agencies of future economic and recreational investment priorities. The framework largely addresses issues related to physical design and urban form while considering social, environmental, and economic factors. The Vision Plan and Economic Development Strategy integrates a series of overarching goals to create a planning framework, while also recommending action steps to lay a preliminary implementation timeline for recommended catalytic and prototypical development projects. The Vision Plan and Economic Development Strategy will serve as a basis for implementing large and small catalytic projects that will help revitalize the Northeast Los Angeles River area as well as provide a successful case study for the entire 51-mile stretch of the Los Angeles River.

The Vision Plan and Economic Development Strategy contains eight primary goal statements that together help actualize the strategy of the Los Angeles River Revitalization Master Plan. The following are the eight Goal Statements:

1. Create a sense of place
2. Enliven the riverfront open-space experience
3. Re-connect NECLA communities to each other and to the River through multiple types of mobility
4. Improve ecological health of the built environment
5. Strengthen and support employment opportunities surrounding the River
6. Improve Governmental, Regulation, Coordination, and Oversight of the River
7. Make Space for Social Equity
8. Promote Sustainable Economic Development

Successful implementation of these goal statements will help revitalize the River, green the adjacent neighborhoods, capture community opportunities, and create value within the NECLA Community. Building upon each neighborhood's unique attributes and uniting residents and stakeholders can transform the River into a sustainable and desirable place to live, work and play.

Although the Vision Plan's purpose is to serve as a guide to make planning, policy and budgetary decisions concerning development within the Northeast Los Angeles Riverfront District, it does not explicitly define a horizon period for realization of all the proposed projects due to their long-term nature. The ability to carry out and successfully implement

each recommendation/project will depend heavily on multiple changing factors, such as fluctuating economic conditions, the availability of resources and the willingness of the private sector to participate. The Vision Plan and Economic Development Strategy acknowledges that the decision-makers must consider these varying factors including project complexity, market conditions, financial feasibility and costs, risk assessment, timing, the ability to force public-private partnerships and cooperation, and the need for support from diverse stakeholders.

The Vision Plan and Economic Development Strategy is an informational document and does not contain any legislative authority to change the zoning or acquire any private properties that may be shown within this plan. The projects and recommendations are only shown as an example for future analysis and shall not be construed as anything to the contrary.



Vision Plan Methodology

Community Visioning - Methodology

Community Visioning is a planning process through which a community creates a shared vision for its future and begins to make it a reality. A Vision Plan provides a guide for community plans, policies and decisions, as well as provides a guide to future actions in the community. The Visioning process for the NELA RC included a holistic series of community engagement workshops that focused on the following key characteristics:

Understanding the whole community - The visioning process promoted an understanding of the whole community and the full range of issues shaping its future. It also attempted to engage the participation of the entire community and its key stakeholder groups.

Reflecting core community values - The visioning process identified the community's core values – those deeply held community beliefs and ideals shared by its members. Such values inform the idealistic nature of the community's vision.

Addressing emerging trends and issues - The visioning process explored the emerging trends driving the community's future and the strategic issues they portend. Addressing such trends promoted greater foresight, adding rigor and realism to the community's vision.

Envisioning a preferred future - The visioning process produced a statement articulating the community's preferred future. The vision statement represents the community's desired "destination" – a shared image of where it would like to be in the long term.

Promoting local action - The vision plan will also be accompanied by a strategic action plan in the form of an "implementation road map" that will further provide detailed finance and implementation strategies for recommendations from the vision plan. The action plan serves as the community's "road map," moving it in the direction of its vision in the near term future.

In an effort to achieve these characteristics, the NELA Riverfront Collaborative hosted a series of public workshops, conducted focus groups with field professionals, worked with the students of schools within the community, presented before Neighborhood Councils, Council Office, and held interdepartmental meetings as well as put together an advisory committee comprised of community experts to analyze and discuss our results.

The following is a list and timeline of our Community Engagement Strategy:

NELA Summer Engagement Workshops RC Engagement Process

- **February 14, 2013**
NELA Collaborative Press Conference
- **April 27, 2013**
Bike-in, Walk-in Movie Spectacular, Community Fair and Outdoor Movie Screening at Marsh park to celebrate recreation by the River
- **February-June 2013**
Elysian Valley Rio Vistas Cul-de-Sacs youth design

workshops with L.A. River High School students from the Sotomayer campus

NELA Summer Engagement Neighborhood Surveying and Workshops

The goal of the summer community engagement was two-fold. 1) To conduct door-to-door resident and small business surveys in the NELA study area to understand current neighborhood conditions and priorities for improvement. 2) Coordinate educational workshops that focused on the NELA RC policy priorities.

- **June-August 2013**
Field administer resident and small business surveys
- **July 13, 2013**
Placemaking Workshop
- **July 27, 2013**
Food Policy Workshop
- **August 10, 2013**
Workforce Development and Jobs Workshop
- **August 24, 2013**
Planning and Mobility Workshop
- **August 29, 2013**
AIA/LA Architect Focus Group
- **September 14, 2013**
Sustainable Economic Development Workshop

- **November 5, 2013**
Atwater Village Placemaking Workshop
- **November 7, 2013**
Lincoln Heights Placemaking Workshop
- **November 9, 2013**
Cypress Park Placemaking Workshop
- **November 12, 2013**
Elysian Valley Placemaking Workshop
- **November 14, 2013**
Glassell Park Placemaking Workshop
- **December 7, 2013**
Bus Tour of the NELA Study Area
- **December 10, 2014**
Placemaking Potential Projects Workshop #1
- **December 14, 2014**
Placemaking Potential Projects Workshop #2
- **January 25, 2014**
Placemaking Projects Open House
- **January 15th-February 28th**
Placemaking Design Competition

NELA Placemaking Workshops: What's Special About Your Community?

The goal of the Fall and Winter Placemaking Series was four-fold: 1) to further explore what each of the NELA Riverfront neighborhoods valued in their community, 2) to explore placemaking projects or projects that the community felt would reinforce their neighborhood identity, enhance the public spaces, and improve their neighborhoods, and 3) to hold a public placemaking design competition for the public to submit designs that will celebrate the identity of the NELA riverfront neighborhoods and improve the public spaces. 4) To engage youth at local schools around projects the youth can co-develop to improve their neighborhoods in NELA.

- **September 2013-January 2014**
Youth Voices Placemaking Projects at the L.A. River and Art Lab schools at the Sotomayer campus

User Guide

The NELA RC Vision Plan and Economic Development Implementation Strategy serves as a document for the general public. For the purposes of planning and implementation, the NELA RC focused on developing a document for the following audiences:

Community Stakeholders: The NELA RC project has engaged in close to two years of engagement with different stakeholders ranging from residents, businesses, community organizations, local media, amongst others. The document is a reflection of community-sourced ideas that reflect NELA's positive assets, challenges, and visions for improvement. The document is not intended to be a final accounting of NELA and the River, but instead invites the community to carry on-going conversations about NELA and the change that is taking place in the neighborhoods and the L.A. River.

Elected Officials: The document provides a future vision of the Northeast Los Angeles Community and identifies priority action items and catalytic projects in order to successfully implement the vision within the five communities of the study area. Elected officials are invited to review the strategies to implement the vision plan in order to understand how future public and private investment decisions, community engagement, infrastructure improvement, land-use projects, and economic development implementation strategies align with the vision.

City Departments: The document has involved city department staff as part of the collaborative throughout its development. More specifically, the collaborative and document effort has aimed to provide ideas that can inform the future shaping of the Department of City Planning's

community, mobility, and community health plan updates concerned with Northeast L.A. The document has also aimed to create a set of place-based implementation and financing strategies to guide the city's newly formed Economic Workforce Development Department in their work in NELA and other place-based efforts they will engage with in the future.

Developer/ Investors: The document offers developers and investors a framework, financing tools, and projects to guide their investment efforts. Many of the projects have been sourced from the community workshops and developed with the expertise of sustainable planning, design, and economic development practitioners. Developers and investors are particularly invited to read Chapter 5 in order to get a sense of implementation and financing projects that can bring the NELA RC vision to life.

Sustainable Community Practitioners: The NELA RC's origins are from a Federal Partnership for Sustainable Communities Community Challenge planning grant. Aligned with other national efforts, the NELA RC's local effort has broadened sustainability to not just focus on environmental stewardship, but also consider aspects of local economic development, public health, culture, placemaking, and social equity. The vision therefore integrates all of these aspects as part of the goals laid out within the document. Sustainable community practitioners can engage with the integrated vision goals and are invited to work on the goals within NELA, other adjacent neighborhoods along the L.A. River's 51 miles, or other communities. As a complement to this document, the NELA RC is also releasing a project evaluation and toolkit that documents the process and tools used during the NELA RC process. Practitioners are welcomed to access this report through the NELA RC website at www.mylariver.org.

Project Background and Overview—NELA RC

In 2012, the Los Angeles Economic Workforce Development Department (EWDD) signed an agreement with the United States (US) Department of Housing and Urban Development (HUD) to implement a \$2.25 million Community Challenge planning grant from the Federal Partnership for Sustainable Communities, which includes HUD, US Department of Transportation (DOT), and the US Environmental Protection Agency (EPA).¹ The grant funded an innovative, interdisciplinary partnership called the Northeast Los Angeles Riverfront Collaborative (NELA RC), which sought to capture the energy of the Los Angeles River (River) revitalization as a catalyst for integrating planning efforts, coordinating strategic investments, and implementing a comprehensive economic development strategy that reflects sustainable development and will help the NELA communities to thrive.

At the start of the project, the NELA RC's three objectives were to:

- Engage the community in identifying a NELA Riverfront District
- Create a comprehensive implementation strategy for community revitalization and reinvestment that links land use, economic development, and workforce strategies.
- Create a model of engagement and public media to foster civic participation in the revitalization of communities.

The study area chosen to explore the riverfront district was the approximately 10-mile river stretch in Northeast L.A. that is also known as the Glendale Narrows section of the L.A. River. This portion of the river is adjacent to the NELA neighborhoods of Atwater Village, Cypress Park, Elysian Valley, Glassell Park, and Lincoln Heights [see Fig 2].

The study area has been the focus of many recent initiatives for ecosystem revitalization and recreational use. Such revitalization efforts have also brought interest in economic development, gentrification, and other neighborhood changes. Given these factors of change and interest in the physical land assets of the area, the city chose the area as the site for the place-based efforts of the NELA RC to explore a vision for a Riverfront District that connected the adjacent neighborhoods to future co-benefits of revitalization and comprehensive economic development.

To take on the task of a comprehensive planning and economic development effort, the EWDD created an interdisciplinary team of “place and people professionals” from the fields of planning, transportation, community engagement, environmental advocacy, academia, media, and community economic development. The NELA RC lead partner team is led by the EWDD, and includes the Department of City Planning, Los Angeles Department of Water and Power, City of Los Angeles Bureau of Engineering, Los Angeles Department of Transportation, Los Angeles County Economic Development Corporation, Workforce Investment Board, University of Southern California Annenberg School for Communication and Journalism’s Metamorphosis Project, Occidental College’s Urban Environmental Policy Institute, KCET Departures, the L.A. River Revitalization Corporation, Tierra West Advisors, and the L.A. Conservation Corps. For urban design and placemaking efforts, the collaborative teamed up with collaborators Dake + Luna Consultants, Mia Lehrer + Associates, LA Más, and The Robert Group. An NELA RC advisory committee of local residents and business stakeholders were also created to help inform the work of the NELA RC.






<p>1. ECONOMIC & SUSTAINABLE RIVERFRONT DEVELOPMENT STUDY & POLICY</p>	
<p>2. PLANNING COORDINATION, PLACEMAKING, & MOBILITY PLANNING</p>	
<p>3. WORKFORCE DEVELOPMENT & REGIONAL FOOD STUDY</p>	
<p>4. CIVIC ENGAGEMENT RESEARCH, EDUCATION & PRACTICES</p>	
<p>5. MEDIA & TECHNOLOGY TOOL DEVELOPMENT</p>	

Fig. 2 Five program elements of the Northeast Los Angeles Collaborative.

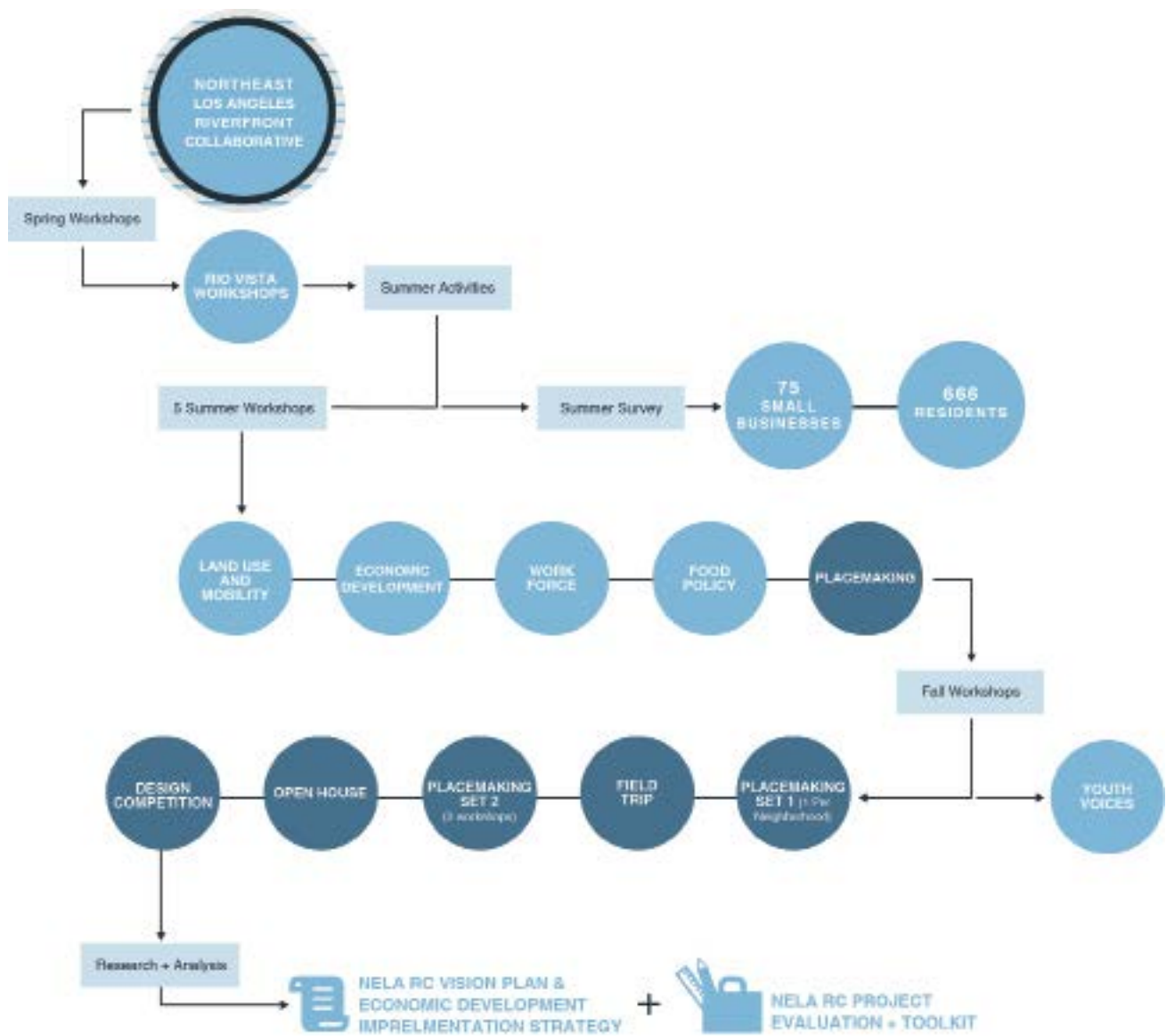


Fig 3. NELA RC's civic engagement process informed by program elements 4 and 5.

In order to develop a comprehensive planning and economic development study process and final report, the collaborative partners were assigned to 5 program elements. The program elements were not mutually exclusive as much of the work intersected, but program elements were developed to maximize each partner's strength and contribution to the NELA RC process. The five program elements and how each partner was assigned are shown in Fig. 2 above.

The work within each program element was eventually synthesized into one NELA RC Vision Plan and Economic Development Implementation Strategy that makes up this document. The first three program elements were created with the aim of exploring standard policy goals considered by city departments. This planning and economic development work within program elements 1-3 included the following baseline studies: parcel valuation surveys, land-use studies, financing mechanisms studies, city plan review and coordination, a workforce market study, a food hub feasibility study, ecosystem studies, tree vacancy reports, and river access assessments.

To inform the vision plan goals and economic development implementation strategies and to create civic innovation within policy goals of the first three program elements, the NELA RC process was heavily informed and shaped by program elements 4 and 5 that focused on the engagement of the community within the study area. The engagement process informed the policy goals through community policy education, placemaking, and design workshops, participatory mapping, resident and business door-to-door surveys, installation kiosks for community input, youth engagement programs, placemaking tours, and an interactive website. The engagement process is mapped out in Fig 3 to the right.

NELA Riverfront Collaborative Partners, Collaborators, and Advisory Committee Members

NELA Riverfront Collaborative Partners

The Los Angeles **Economic Workforce Development Department (EWDD)** works to improve the lives of people within the city by offering economic, social, and employment opportunities for individuals, families and neighborhoods in need. The EWDD is the lead administrator for the Sustainable Communities Challenge Grant.

The City of Los Angeles **Workforce Investment Board (WIB)** develops policy and strategy to ensure that businesses have access to a trained workforce and workers have access to quality jobs. WIB will ensure that their programs and “WorkSource Centers” are integrated with the NELA collaborative work.

The Los Angeles **Department of City Planning** creates, implements, and enforces policies, programs, and codes that realize a vision of Los Angeles as a collection of healthy and sustainable communities and neighborhoods. Within the NELA Collaborative Project, the Department conducted a targeted analysis of the Study Area, leading to the development of a Vision Plan which considers zoning refinements and implementable strategies that will influence land use decisions, improve access and mobility, increase recreational opportunities, encourage economic development, and allow for sensitive and ecological design of the River and the surrounding communities.

The mission of the **Los Angeles County Economic Development Corporation (LAEDC)** is to attract, retain, and grow businesses and jobs in L.A. County through business assistance programs, economic and policy analysis,

and public policy leadership. The LAEDC will conduct an industry analysis/growth forecast and identify economic and workforce strategies to sustain the NELA area.

The **USC Metamorphosis Project** researches the transformation of urban community under the forces of globalization, new communication technologies, and population diversity in order to inform practice and policy. Metamorphosis will develop and coordinate civic engagement activities that incorporate community-based research, popular education, media/technology, and evaluation.

Occidental College’s **Urban and Environmental Policy Institute (UEPI)** functions as a social change-oriented academic center with strong community ties, and as a community-based organization with research and policy development capacity. UEPI will work to integrate a food hub and distribution network in NELA.

KCET Departures is a multimedia oral history project exploring the neighborhoods of Los Angeles through community engagement and digital literacy youth programs. KCET Departures will create an online platform to publish stories and ideas gathered through immersive activities in the NELA communities.

The **L.A. Conservation Corps (LACC)** provides at-risk youths with opportunities for success through job skills training, education, and work experience. As part of the collaborative, the L.A. Conservation Corps will be working on placemaking initiatives and signage amenities along the L.A. River in NELA.

The **L.A. River Revitalization Corporation (LARRC)** is a non-profit organization that works to catalyze sustainable land use development along the L.A. River. The LARRC will establish an educational and community-based campaign that engages residents and business leaders in the creation of a thriving riverfront district.

Tierra West Advisors Inc. is an economic and real estate advisory firm. As part of the collaborative, Tierra West will identify economic and implementation strategies to develop sustainability in the NELA river area.

DakeLuna Consultants are a community-based firm working on local and regional conservation and watershed issues using culture and design as tools for creating joyous places and resilient communities. Their role through the NELA RC is to develop and implement L.A. River place-based high school design and community engagement curriculum.

Mia Lehrer + Associates (ML+A) is a full service, international landscape architecture and urban design practice located in Los Angeles, California. ML+A is the prime consultant for the project; overseeing all communication, interfacing with the NELA RC, LACC, LA City Planning Office and project stakeholders, to gather, organize, and analyze information, create lists, maps, and project profiles, and lead the placemaking community planning process.

LA-Más is a non-profit design firm that investigates the relationship between community, health, and the built environment. As part of the NELA placemaking team, they

are looking at how the environment and health resources impact the community.

The Robert Group is a public affairs firm with special expertise in public engagement, stakeholder outreach, and strategic communications. As part of the NELA RC placemaking team, they augmented existing public outreach efforts to further cultivate community participation.

NELA RC Advisory Committee

The NELA RC assembled a NELA RC Advisory committee made up of local residents and business stakeholders. They have advised and continue to advise us on the NELA RC process. We thank their community stewardship and continued participation: Steve Appleton, Ava Bromberg, Josef Bray-Ali, Jeff Chapman, Scott Cher, Daveed Kapoor, Helen Leung, Michael O'Connell, Elizabeth Gallardo, Chris Pena, Yancey Quinones, Elaine Rene-Weissman, Damien Robledo, Alisa Smith, and Alex Ventura.



CHAPTER 2

ACHIEVEMENTS IN THE REVITALIZATION OF THE LOS ANGELES RIVER



This chapter provides a brief history of the L.A. River and its resurgence as a revitalization effort in the last three decades. Throughout the chapter is a linear time line that calls out the L.A. River's significant milestones since the settlements by the Indian tribes.

History of the Los Angeles River

The Los Angeles River is a unique ecological and cultural feature – one unlike any other in Los Angeles’ urban landscape. Flowing 51 miles through various communities from the San Fernando Valley to the Port of Long Beach, its watershed hosts a diversity of land uses, from suburban to highly urbanized, commercial, industrial, and residential. Originally a lush and alluvial river amidst an arid landscape, the Los Angeles River morphed into one of the City’s largest infrastructural masterpieces, protecting its surrounding residents from the devastation of flooding. Understanding the River’s past and the decisions that led to its concrete shell offers insightful information into the history of the City and allows us to envision a future that offers restoration to the Los Angeles River.

In 1934, a year of severe storm events in Los Angeles, the residents demanded action from the Federal Government.

Within two years, Congress passed the 1936 Flood Control Act, bequeathing control of the Los Angeles River to the U.S. Army Corps of Engineers. No longer a vital source of water or sustenance for the City, the L.A. River became viewed as a grave danger to civilization and growth by the Army Corps, which prompted the 30-year process of channelizing. By the time the channelization was complete, the natural and historic Los Angeles River, which for centuries had sustained the inhabitants on its shores, had essentially disappeared. The growing metropolis of Los Angeles could now rest safely during the winter rains.

During the decades that the Army Corp’s workers transformed the River’s channel, other infrastructure projects altered the lands alongside it. As the population swelled in the early decades of the twentieth century, so did the cargo volume in the Port of San Pedro. As the city sprawled in all directions, the





Fig. 4 The Los Angeles River flows 51 miles through several communities starting from San Fernando Valley to the port of Long Beach.

1750

1769

Gaspar de Portola and father
Juan Crespi name the River
*Nuestra Señora de la los
Angeles de la Porciuncula*



Channelization of the L.A. River

1781

El Pueblo de la Reina de Los Angeles is founded where Olvera Street now exists

1800



El Pueblo de la Reina de Los Angeles and Zanja Madre



South end of Taylor Yard

1825

A massive flood cuts a new path south of the pueblo to San Pedro Bay

mid 1800s

Development boom results in homes and businesses being built in the floodplain

1850

Los Angeles incorporated as a City

1880



From Boyle Heights

need to move cargo by rail to Los Angeles and beyond grew. The lands next to the new concrete river offered the simplest and most accessible right-of-way for the harbor's rail lines. Multiple railroad tracks, power lines and support facilities were constructed along its banks, from the San Pedro harbor to downtown and into the area of the Glendale Narrows.

The usage of automobiles in the early 1900's and urban sprawl also emerged the need for larger and better roadways to connect the cities of Southern California. Once again, the lands next to the Los Angeles River offered the most affordable solution. The Arroyo Seco Parkway (known today as the 110 Pasadena Freeway) became the country's first freeway when it opened alongside the tributary in 1940. The Golden State Freeway (I-5) debuted in 1947 and followed the L.A. River north out of downtown. In 1962, the Ventura Freeway paralleled the River to the west.

Though the freeways and rail lines proved critical to the growth of the Southern California Region, they created physical barriers to the River, detracting from its beauty, and devastating its tranquility. The concrete that secured the city's safety had, tragically, left the Los Angeles River unrecognizable. In a final irony, the Army Corps insisted for decades that the Los Angeles River no longer had navigable water but was, instead, merely a host to a 51-mile flood control channel.

It was not until 1980 that efforts to restore the beauty and life of the Los Angeles River surfaced and continue to this day. Notwithstanding ideas of turning the River into

a freeway during the summer months in early 1990's, the River has been championed by local and federal politicians who understand that the River offers residents more than just flood protection, it offers them a place of solace and respite from the bustling metropolis that surrounds it. The revitalization effort was stimulated on the one hand by a shift in the U.S. economic base from industrial manufacturing to service, communications and technology industries, leaving many previously bustling riverbanks with increasingly derelict and often polluted areas; and on the other hand by a growing public awareness of, and interest in, the environmental issues surrounding the River.

In 1996, the County Board of supervisors released and began implementation of the Los Angeles River Master Plan. In June of 2002, under the leadership of Councilmember Ed Reyes, the Los Angeles City Council approved the establishment of the Ad Hoc Committee on the Los Angeles River to focus on the revitalization of the Los Angeles River and its tributaries. The Committee's mission is to arrange and manage river projects that preside over the various stakeholders along the River. By 2007, the City of Los Angeles released the Los Angeles River Revitalization Masterplan (LARRMP). This plan is a 25-50 year blueprint for implementing a variety of comprehensive improvements that would make the River one of the City's most treasured landmarks and a catalyst for economic development. The plan proposed 239 projects that are intended to renew the River and its surrounding communities. By 2010, the Environmental Protection Agency designated "the entire L.A. River as

1884



1st street bridge flooded

1898 1900



Glassell and Cypress Park



Arroyo Seco Parkway after its completion in 1940

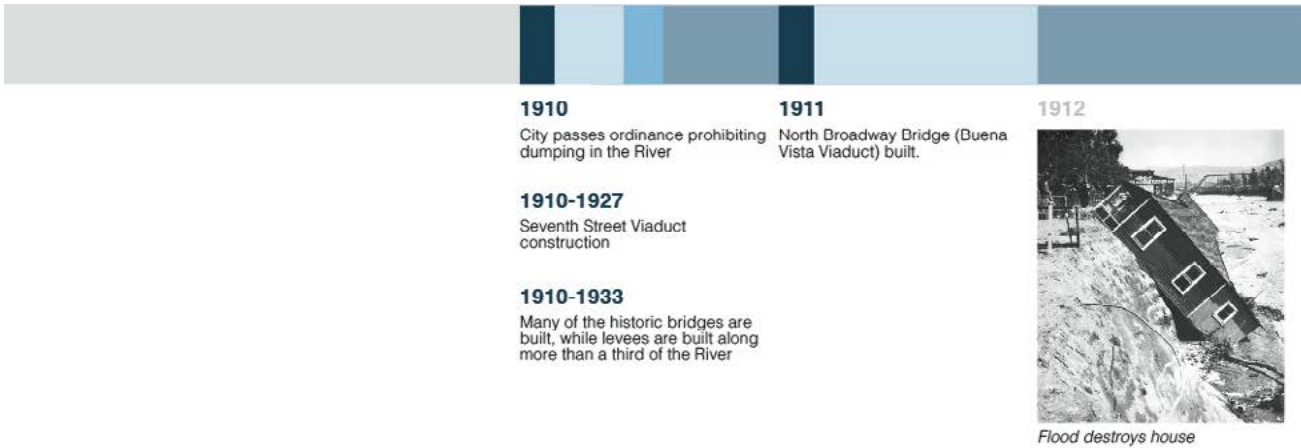
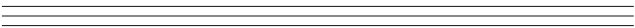
traditional navigable waters.” By 2013, the City completed the Los Angeles River Ecosystem Restoration Feasibility Study, a study for the Army Corps of Engineers to identify opportunity sites where ecological value can be restored to river habitat while maintaining adequate flood protection.

Revitalization efforts have brought multiple parks and recreational places along the River’s edge, created a legislative interest in restoration and ecology with the prospective River Implementation Ordinance Overlay Zone, encouraged the creation of progressive new land use policies as seen in the Cornfield Arroyo Specific Plan, and fostered the excitement of surrounding communities. While these revitalization champions are fiercely passionate in restoring the Los Angeles River, the River still remains a hidden jewel for many Angelenos, who have minimal interaction with the Los Angeles River.

For many residents and visitors, the sole knowledge of our 51-mile river, disguised now as a channel of concrete, has been gleaned from furtive glances while crossing a downtown bridge, or while dashing down the Ventura or Golden State freeway. Yet the River today grows more diverse, interesting and worth visiting each day. Those fleeting impressions do both the River and the viewer a disservice as they expose the years of neglect rather than the beauty that once was.

A hint of the original L.A. River still survives, however, along three large, soft-bottomed sections – about 10% of the total channel -- where the Army Corps of Engineers

avoided concrete due to a higher than average water table. In the Sepulveda Basin and along a three mile section called the Glendale Narrows (flowing from the City of Glendale through the Elysian Valley community), visitors can find a hidden ecosystem where water splashes over boulders and ponds and rush-lined eddies are home to fish and frogs. Among the groves of willows, scores of species of birds hunt, drink and rest. This living reminder of the waterway’s original charm repeats near Long Beach, where the waters of the L.A. River finally meet the sea. It is the hope that one day the Los Angeles River will be improved in such a way as to returned to its original, natural state while still providing the critical flood control that the City needs.





Councilmembers Mitch O'Farrell and Gil Cedillo rally the City in support for Alternative 20 in the ARBOR Study.

1914

Major flood causes widespread damage



Railroad Bridge destroyed

1916



Long Beach flood

1918

Increasing industrialization along the River's banks

Revitalization Efforts by the City of Los Angeles

The City of Los Angeles has taken substantial efforts and a multi-disciplinary approach into the revitalization of the Los Angeles River. From zoning to wildlife restoration to multi-modal transportation, the City has partnered with agencies across the board to ensure that every aspect of river revitalization is taken into consideration and approached in a holistic manner. Listed below are the past, present and future policy proposals and projects meant to not only restore the Los Angeles River to its former beauty but to ensure exponential growth of the River as a biological, cultural, and recreational hub of the City.

Interdepartmental Initiatives

Los Angeles River Revitalization Master Plan (LARRMP)

In May of 2007, spearheaded by then Councilmember Ed P. Reyes, the Los Angeles City Council adopted the Los Angeles River Revitalization Master Plan (LARRMP), written by

a large team of “riverly” planners, architects, engineers, governmental agencies and residents, led by Pasadena based Tetra Tech. This 20-50 year blueprint for development and management of the Los Angeles River is an important and visionary document that is being implemented daily by all City entities and managed primarily by the Bureau of Engineering and Department of City Planning.

The long-term vision for the River within the Los Angeles River Revitalization Master Plan involves restoring a continuous, functioning riparian ecosystem along the River Corridor. This would involve restoring riparian vegetation to support birds and mammals, and ideally, developing fish passages, fish ladders, and riffle pools to allow for restoration of steelhead trout habitat.

In the short-term, channel walls can be modified to provide green landscaped terraces for wildlife habitat, water quality treatment, and increased public enjoyment. A system of

1920



Aerial of Glassell Park, Cypress Park and Elysian Valley

1921

Flood control construction moves the mouth of the River one mile east

LOS ANGELES RIVER REVITALIZATION CORP

The Los Angeles River Revitalization Corporation (LARRC) is a non-profit corporation charged with catalyzing responsible real estate and related economic development along the L.A. River. Formed in December 2009 as an outgrowth of the recommendation from the Los Angeles River Revitalization Master Plan, their mission is to transform the River to improve people's lives by carrying out sustainable land use projects, advocacy for river friendly policy, and programs for community benefit.

LARRC's objective is to make the transformation of the River a reality by breaking ground on signature projects. The L.A. River Corp focuses its efforts on: connecting a continuous 51-mile Greenway; enhancing the La Kretz Crossing area at North Atwater; and aligning with the Cornfields Arroyo Seco Specific Plan (CASP) in Lincoln Heights to improve the design and understanding of implementable urban agriculture in the CASP area.

One of their most ambitious projects was announced on July 23, 2013 as Greenway 2020. The project will create a continuous 51-mile corridor that will run along a restored

L.A. River and offer one of the longest recreational arteries in the country. By the year 2020, the project aims to connect the existing 26 miles of bike path to key remaining sections. Some of the project's successes include La Kretz Crossing, a bridge that will link Griffith Park to Atwater Village, and a donation of \$13 million from NBC Universal and Universal Studios Hollywood to extend the existing 7-mile River path from Griffith Park Zoo to Lankershim Boulevard by 2016. They are currently advocating for the selection and implementation of Alternative 20 of the U.S. Army Corps of Engineers Los Angeles River Ecosystem Restoration Feasibility Study which plans for a full restoration of 11 miles of the River between Union Station and Griffith Park.

L.A. River Corps is a vital component in spurring river revitalization. They are building a broad-based coalition across multiple sectors, working cooperatively and transparently to carry out their mission. And, through continued efforts, they are miles closer to realizing one of the country's longest urban riverfronts.

1925

Olympic Blvd Viaduct
constructed

1926

César Chávez Ave. (Macy St.)
Bridge constructed

1927

Fletcher Drive Bridge
Seventh Street Viaduct
completed

1928

Flood control construction
moves the mouth of the River
one mile east

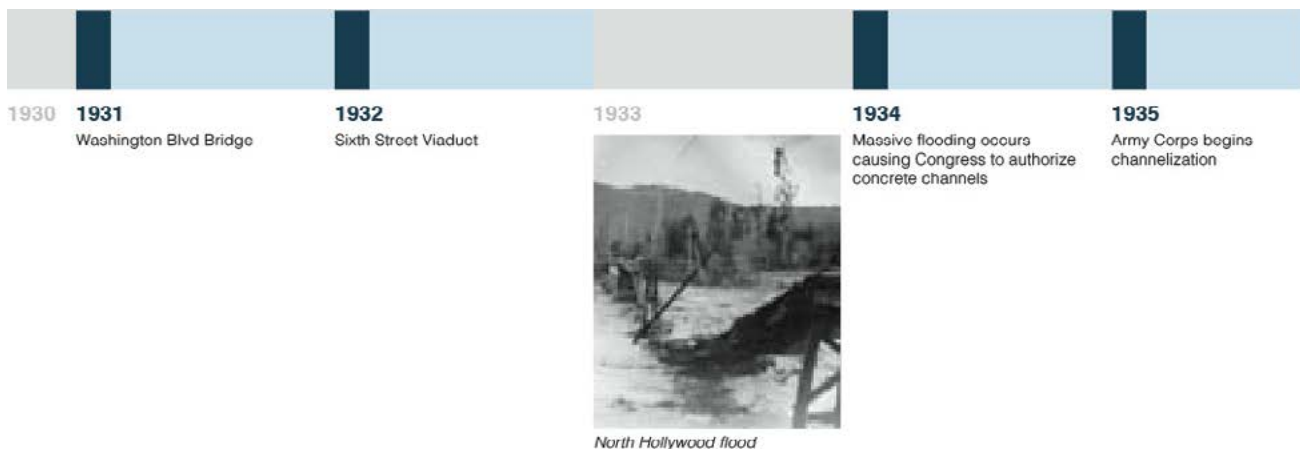
LA KRETZ BRIDGE AND THE LOS ANGELES RIVER REVITALIZATION CORP

The La Kretz Bridge is a \$6 million suspension bridge that will link equestrians and bicyclists in Atwater Village to 56 miles of horse trails in Griffith Park and the Los Angeles River Bikeway. Once built, the bridge would provide a path for equestrians, pedestrians and bicyclists to cross the Los Angeles River, connecting the Atwater Village community and equestrian stables to a bike path and major parks like Griffith and other parks within the Atwater community. The project is part of the Los Angeles River Revitalization Master Plan approved in 2007, and was championed by the Los Angeles River Revitalization Corporation., a nonprofit group set up in 2009 by the City to fundraise for this project as well as other projects along the Los Angeles River.

The project recently received a \$5 million commitment from Mort La Kretz, for whom the bridge is being named, who

also donated money to the 3.2-acre La Kretz Innovation Campus in the Downtown Arts District. The remainder of the funds came from AB 1290 discretionary funds from Councilman Tom LaBonge's Fourth District and the 13th Council District.

"People riding horseback now cross the river bank to make it across, so the bridge would provide a safer passage," said 13th District Councilman Mitch O'Farrell. "It would also connect the newly expanded North Atwater Park, which included the revitalization of a creek, to Griffith Park and the 6,000-mile Los Angeles Bikeway," O'Farrell said. This project amongst the many other projects that will evolve from fundraising efforts for the Los Angeles River prove the importance of public-private partnership and their role in helping define the recreational landscape of the City.



pathways and overlooks can provide safe public access. Accomplishing long-term improvements would involve expansion of channel capacity and reduction in flow velocity. These can be achieved through a combination of flood storage outside the channel, underground flow diversions, and, over the long-term, land acquisition, including purchase of private property to allow for channel widening.

Making the River green and accessible is expected to transform an undervalued asset into a valued amenity. Revitalization offers the opportunity for communities to engage in development that leads to an improved natural environment, while also attracting investment that leads to new jobs, increased property values, more livable streets, and sustainable growth.

Estimates of economic benefits accruing from the proposed revitalization concepts for the selected Opportunity Areas (combined, at full build-out) range from \$2.7 to \$5.4 billion in new development, 11,000 to 18,000 new jobs, and a long-term tax revenue increase ranging from \$47 to \$81 million, annually.

The Los Angeles River Revitalization Master Plan proposed a three-tiered structure for managing the revitalization of the Los Angeles River. Because of the multiple public entities with jurisdiction over various aspects of the River, the management structure was designed to be comprehensive, flexible enough to allow these entities to work in collaboration, and comprehensive enough to proceed independently when necessary. The Plan's proposed River management structure includes

three elements:

- **Governmental:** The Los Angeles River Authority, a joint powers authority (JPA) that includes the City of Los Angeles, the County of Los Angeles, and through a memorandum of understanding (MOU), the U.S. Army Corps of Engineers. The JPA would serve as the principal entity with authority and responsibility for River reconstruction, right-of way management and maintenance, assuming responsibilities for public liability, permitting, and land development.
- **Entrepreneurial:** The Los Angeles River Revitalization Corporation would be a not-for-profit entity charged with directing public and private financing for River-related and neighborhood revitalization projects.
- **Philanthropic:** The Los Angeles River Foundation would be a not-for-profit body established by private individuals to support the Plan's revitalization goals.

Today the Governmental and Entrepreneurial elements have been created while efforts are underway to develop the Philanthropic component. This proposed management structure would enable the City and its partners to maintain a long-term focus on river revitalization in order to ensure that the River remains a priority for future generations.

Greenway 2020

Greenway 2020 is the LA River Revitalization Corporation's campaign to work with public and private partners to



Map and model for proposed improvements and flood control



1938

Most devastating flood on record



North of 7th st viaduct

1940



New Arroyo Seco parkway



The Broadway Connector proposes a pedestrian and bike ramp.



1941
Gepulveda Dam is completed

complete a continuous 51-mile Greenway along the LA River by the year 2020. The LA River Greenway is the key to creating a regional non-motorized transportation corridor in Los Angeles County. Passing through 13 cities and numerous jurisdictions, the Greenway will make it possible for families in the San Fernando Valley to get on their bicycles and take a leisurely ride to Griffith Park, Dodgers Stadium and Downtown along the River with amenities, such as riverfront parks, cafes and equipment rentals to enjoy along the way. It will enable daily commuters throughout the city to ditch crowded roads and buses in favor of a beautiful and healthy daily bike ride along the River. The new LA River Greenway 2020 project endeavors not only build new bike and pedestrian paths connecting the intermittently existing bike paths along the river, but to introduce a new cohesive Greenway 2020 public realm amenity along all 51 miles of the LA River. Ultimately, the LA River Greenway has the potential to catalyze an unprecedented transformation of the LA River into a one-of-a-kind civic, ecological and recreational public realm amenity and mobility corridor for Los Angeles.

Cornfield Arroyo Specific Plan

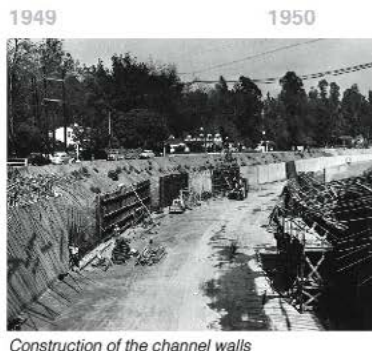
After years of work and input from local community groups, environmentalists, affordable housing advocates, transportation advocates and the business community, the Cornfield Arroyo Seco Specific Plan (CASP) was approved by City Council on June 28, 2013. The CASP aims to revitalize more than 650-acres of industrial land along the Los Angeles

River. By implementing new zones and re-modifying existing general provision of the Code, the CASP aims to encourage the development of mixed use neighborhoods that concentrate higher densities around transit, preserve and develop affordable housing and foster economic growth and new technology all while being sensitive of the value of the Los Angeles River.

Cypress Park and Glassell Park Community Design Overlay District

The Cypress Park & Glassell Park Community Design Overlay District (CDO) Plan provides guidelines and standards for public and private development projects within the District. The intent of the CDO is to provide guidance and direction in the design of new buildings and the exterior remodeling and restoration of existing buildings that contribute to the area's revival. The goal is to create an attractive, walkable, and vibrant business district and residential neighborhood. In addition, it is the intent of the CDO to protect the culturally and historically significant architecture of the area.

The Design Guidelines found within the Cypress Park & Glassell Park CDO exist as a framework to guide future projects within the District. The subsequent Development Standards set forth requirements that bring about compliance with portions of the Design Guidelines. These Guidelines and Standards bring about an overall pedestrian orientation and neighborhood beautification for the Cypress Park & Glassell Park District.



Construction of the channel walls

River Improvement Overlay (RIO)

The River Improvement Overlay (RIO) is a proposed district that would require projects to adhere to three design categories including watershed, urban design and mobility.

The RIO has its origins in the urban design goals established in the LARRMP and intends to support the vision of the L.A. River and its Greenway as a livable, walkable, and sustainable community. The RIO will help implement the LARRMP by including guidelines for both private property and public rights of way and establish a unique distinct environment in the surrounding neighborhoods. The RIO does not change or restrict existing zoning, land use or intensity of land use. It also does not grant new rights to land not zoned for development. However if a new project is being developed or a substantial portion of an existing structure is being rebuilt, design guidelines established in the RIO must be adhered to.

Building Parks along River

The River parks provide much needed open space in many of the Northeast communities. Common themes in the parks along the River include native riparian plants, community artwork, Brett Goldstone iron gates and sculptures, and accommodations for storm water runoff. Northeast Trees and the Santa Monica Mountains Conservancy collaborated on many of the parks listed below.

Elysian Valley Gateway Park (1995) – This park was among the first in creating the river greenway. The grassy area is a

great picnicking spot with shady trees at the end of Knox Avenue in Elysian Valley.

Egret Park (1996) – Egret Park marks the end of the bike path (though preparations are in place to continue the trail). This peaceful spot shaded by native trees is the southernmost access point in Elysian Valley to the River.

Rattlesnake Park (1996) – Heron gates by Brett Goldstone punctuate the entrance to Rattlesnake Park from Fletcher Drive. The park is a peaceful nook that features ample seating, a bike rack, and drinking fountain.

Los Angeles River Center and Gardens (1997) – While not directly adjacent to the River, the River Center in Cypress plays a large part in the River's future as it is home to many river oriented non-profits, including Friends of the Los Angeles River (FOLAR), the Los Angeles River Revitalization Corporation, Northeast Trees, the Los Angeles Conservation Corporation, and the Santa Monica Mountains Conservancy. This center features a beautiful garden space with native landscaping.

Sunnynook Park (1999) – Nestled between the 5 freeway and the River, the park provides a turnout for bicyclists and pedestrians along the path and showcases native flora to capture storm water runoff. Sunnynook also incorporates many education opportunities along the decomposed granite walking paths. A pedestrian bridge links the east and west banks.

Steelhead Park (2000) – The namesake of this park is the steelhead trout that made the River their home until it was paved.

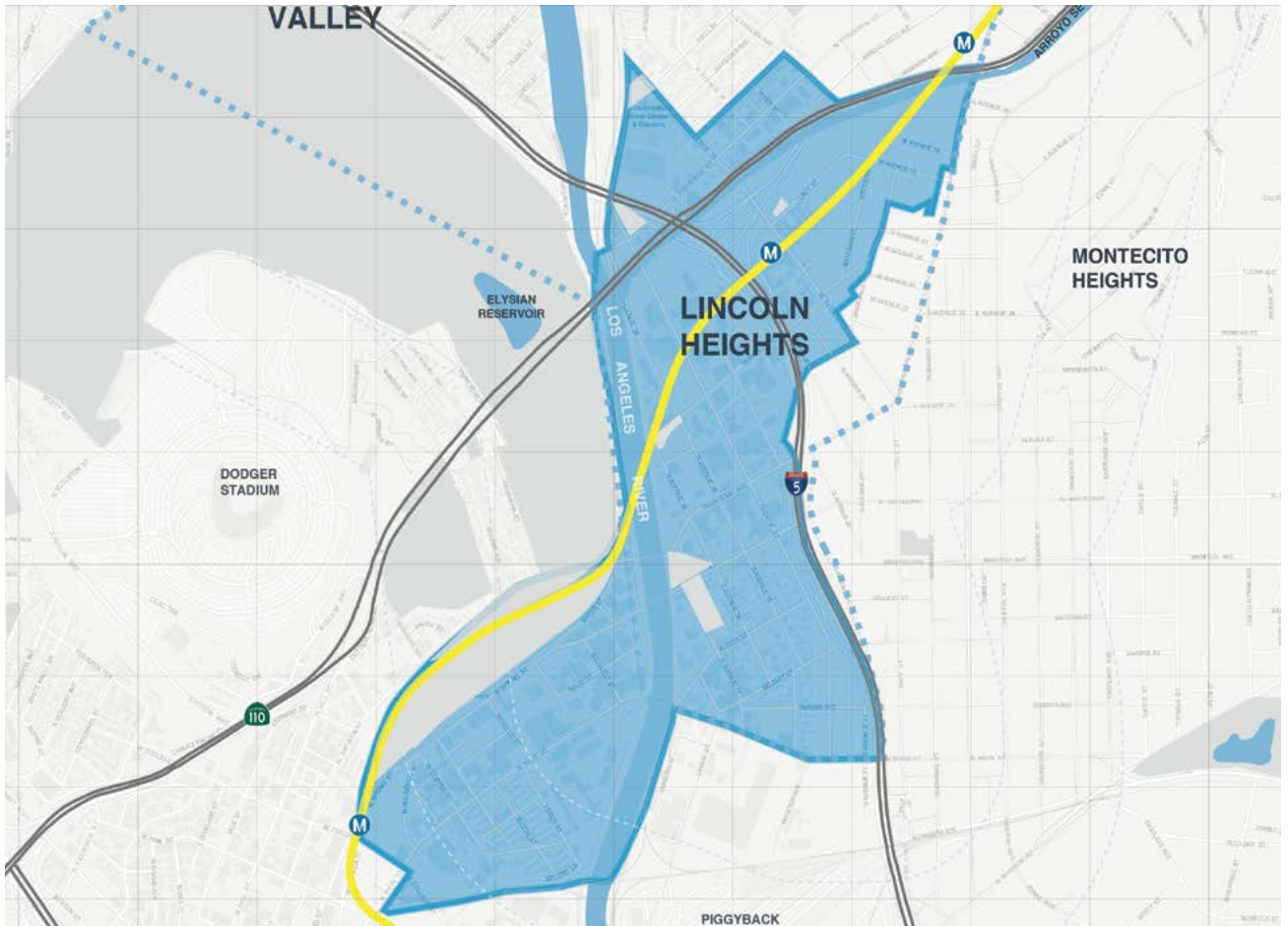
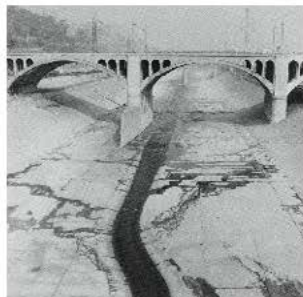


Fig 5. Cornfield Arroyo Specific Plan Site Area Map

1960



A dry L.A. River after channelization

The iron gates in Elysian Valley feature the iconic fish, and educational signs describe the history of Juan Bautista de Anza National Historic Trail.

Oso Park (2000) – Wildlife sculptures welcome visitors to this pocket park. The park is bordered by Riverside Drive, and serves as a reminder to the motorists of the important link between Elysian Valley and the River.

Water with Rocks Park (2000) – Notable because of the boulders and, not surprisingly, rocks, this pocket park provides access to the east bank of the river from Atwater Village.

Duck Park (2004) – As the name suggests, this section of the River lends itself to the birds of the River. This peaceful enclave in Elysian Valley is truly an urban oasis, and many use the park for bird watching as it is a convenient observation spot.

Red Car River Park (July 11, 2005) – This area of open space commemorates the era of streetcars in Los Angeles and provides access to the east side of the River in Atwater Village.

Crystal Street Bike Path (July 2005) – This path provides community access to the River Bike Path with special accommodations for bicyclists such as a bike staging area and maps displaying bike routes.

Marsh Park (2006) – Marsh Park offers year round services for the people along the River as it features a unique depression. In the warmer months, the park serves as an amphitheater for rallies, talks, and movies. As the weather gets cooler and rain

starts to falls, the park serves an important ecological service to store water as it percolates into the ground for purification in aquifers before it reaches the river. There are plans in place to expand the park. Up the street from Marsh Park, a skate park welcomes the neighborhood's youth and skateboarders.

Rio de Los Angeles State Park (April 21, 2007) – A piece of Taylor Yard, adjacent to the River in Cypress Park, allotted to build a playground, ample sports accommodations, a children's water park and shaded walking trails. In January 2013, Los Angeles County Metropolitan Transportation Authority approved spending to design a bicycle and pedestrian bridge connecting Elysian Valley and Taylor Yard in Cypress Park.

North Atwater Park (April 2012) – One of the lead projects as part of the Los Angeles River Revitalization Master Plan, the park and green space plays a large part in the overall plan of the River in Northeast Los Angeles. The park features a small natural tributary of the River, Atwater Creek. The refurbishment of this area improves water downstream.

Los Angeles State Historic Park (2001, new construction begins in 2014) – Popularly referred to as the Cornfields, this 32-acre park has had a colorful and rich history starting at the birth of city. Currently, there are a few trees and walking trails, and many large events use the space throughout the year. Beginning in 2014 though, the park will close and undergo major renovations to include an amphitheater, permanent restrooms, and space for a farmers market and large events. The space is adjacent to the River but currently there is no free access between the River and park.



Counterclockwise from top to bottom: Red Car River Park Mural, Oso Park, Sunnynook River Park.

1970



Drag Racing on LA River



Clockwise: Community residents learn about sustainable water management during an L.A. River tour. Ford donates \$50,000 in support for the Greenway 2020 campaign. In collaboration with Santa Monica Mountains Conservancy, the City of L.A., and community residents, the River's section in Elysian Valley allows kayaking for all.

1979

Legislation to establish Santa Monica Mountains Conservancy (SMMC) was passed

Sepulveda Basin Wildlife Reserve is established

1980

Albion Park Project (Planned) – The Albion Dairy site is a proposed site for another riverfront park. The City officially held possession of the Ross Swiss Dairy site next to Downey Recreation Center in January 2011. Funding is limited, so the plans for the Lincoln Heights Park have not made much progress. Green space is especially valuable here though as the River is no longer soft bottomed by this point near the Broadway Bridge.

Confluence Park (Under Construction) – This highly anticipated park will transform a section of the River into a public park and education area. The location marks the point where the Arroyo Seco – after flowing through the foothills of La Cañada, Pasadena and South Pasadena – meets the River in Cypress Park. The Santa Monica Mountains Conservancy championed these plans and land acquisitions that will build upon the Confluence Plaza.

Public Works

ARBOR Study

The ARBOR Study, or the “Area with Restoration Benefits and Opportunities for Revitalization”, aims to restore approximately 11 miles of the Los Angeles River from Griffith Park to downtown Los Angeles. The goal is to reestablish riparian strand, freshwater marsh, and aquatic habitat communities and reconnect the River to major tributaries,

its historic floodplain, and the regional habitat zones of the Santa Monica, San Gabriel, and Verdugo Mountains while maintaining existing levels of flood risk management. A secondary purpose is to provide recreational opportunities consistent with the restored ecosystem.

The four alternatives that were being considered were:

Alternative 10, or ART (ARBOR Riparian Transitions), is the minimally acceptable alternative that costs \$346 million. It would result in a 93 percent increase in habitat. Work includes minimal restoration at Taylor Yard, but not at the other confluences, widening of Taylor Yard by 80 feet with a small terraced area by the Bowtie parcel, restoration at Piggyback Yard.

Alternative 13, or ACE (ARBOR Corridor Extension) is a \$453-million project that include all the features of Alternative 10, and will increase habitat by 104 percent. Work includes adding a side channel behind Ferraro Fields, widening of over 300 feet in Taylor Yard, and tributary restoration on the east side of the Arroyo Seco watershed. The Army Corps currently supports this alternative.

Alternative 16, or AND (ARBOR Narrows to Downtown), is a \$757-million project that includes the features of both Alternative 10 and 13 with extensive work on the Piggyback Yard. It would increase habitat by 114 percent.

Alternative 20, or RIVER (Riparian Integration via Varied Ecological Introduction), includes all the elements of previous

1985

Friends of the Los Angeles River (FoLAR) is established



Lewis MacAdams, Executive Director of FoLAR



FoLAR clean up

alternatives with the restoration of the Verdugo Wash and the wetlands of the Los Angeles State Historic Park. Habitat would increase by 119 percent at the cost of \$1.04 billion.

The following sites are significant areas along the riverfront. Although outside the NELA Study Area, it's potential impact warrants a short overview.

Los Angeles Transportation Center / “Piggyback Yards”

– Piggyback Yard would be restored with approximately 113 acres of riparian habitat. The restored historical wash would meander through the property and would be connected to the existing river channel through a wide culvert or designed confluence. Native landscaping, such as cottonwood/willow, sycamore, mugwort, mulefat, and scarlet monkey flower, coupled with irrigation systems will capture and infiltrate water while harvesting stormwater and street runoff. There are no channel modifications within this reach as water entering the River from the historical wash would be routed through existing storm drains in the channel wall.

Verdugo Wash – The Verdugo Wash tributary, which provides a future connection between the LA River and the Verdugo Mountains, historically supports a wildlife habitat corridor. Restoration at the Verdugo Wash confluence would restore opportunity for passage to the Verdugo Mountains, a 26 square mile area serving as a stepping stone to the western San Gabriel Mountains. Restoration of the Verdugo Wash confluence would also provide 34 acre habitat node in the Study Area, with connectivity to the Los Feliz Golf Course via existing habitat in the Glendale Narrows and connectivity

through the downstream reaches.

Los Angeles State Historic Park / “Cornfields” – The restoration of hydrology and habitat at the Cornfields site will provide a 9 acre riparian habitat node that decreases the distance between habitat nodes in the resource poor downtown area. Terracing the bank of the river at this location provides a hydrologic connection on the west bank of the river. This widening allows for expansion of in-channel river habitat and geomorphology, including 5 acres of increased habitat for native fish.

Low Impact Development Ordinance

Low Impact Development (LID) is a leading stormwater management strategy that seeks to mitigate the impacts of runoff and stormwater pollution as close to its source as possible. Urban runoff discharged from municipal storm drain systems is one of the principal causes of water quality impacts in most urban areas. It can contain pollutants such as trash and debris, bacteria and viruses, oil and grease, sediments, nutrients, metals, and toxic chemicals that can negatively affect the ocean, rivers, plant and animal life, and public health.

The LID comprises a set of site design approaches and best management practices (or BMPs) that are designed to address runoff and pollution at the source. These LID practices can effectively remove nutrients, bacteria, and metals while reducing the volume and intensity of stormwater flows.

Effective since May 2012, the LID continues to ensure that new development and redevelopment projects mitigate runoff in a





Top: Verdugo Wash current state and Cornfields current state. Bottom: Verdugo Wash with restored passage to Verdugo mountains and Cornfields with restored 9 acre riparian habitat.

1992

L.A. County establishes the L.A. River Advisory Committee to oversee the L.A. River Master Plan

County receives open space assessment district funds through Prop A

1993

The California Coastal Conservancy publishes The L.A. River Park and Recreation Survey

1994

Knox Avenue/ "Elysian Gateway Park", SMMC and MRCA buy land and build first pocket parks along L.A. River in Elysian Valley

1996

L.A. River Master Plan is approved by the Board of Supervisors

Prop K passed



Elysian Gateway Park

manner that captures rainwater at its source, while utilizing natural resources.

Green Streets Initiative

The Green Streets L.A. program was initiated by the City Board of Public Works with the idea that Los Angeles’ extensive street network offers an important opportunity to absorb, capture and filter urban runoff, which addresses pollution and groundwater recharge issues. The Green Streets L.A. program has expanded the City’s focus to include a broader array of LID practices. A preliminary set of green streets design guidelines were developed in 2008 and other measures are being planned to institutionalize low impact development.

Thus far, the City has implemented Green Streets Project in Los Angeles, two of which are located within the NELA study area. These projects are located on Oros Street and Riverdale Avenue, both in Elysian Valley.

Oros Street, one of the first streets in Los Angeles to be converted into a green street, is a residential street in the Elysian Valley section of Los Angeles. Runoff from this street drains directly to Los Angeles River. Completed in 2007 at a total cost of about \$1 million, this project provides bio-retention areas in the street parkway, additional street landscaping and a large infiltration basin underneath Steelhead Park at the end of the block. The objective was to capture and treat 100% of the dry weather runoff and at least ¾” of rainfall during storms. This project was a collaboration between North East Trees

and the City of Los Angeles, represented by the Bureau of Street Services and the Watershed Protection Division from the Bureau of Sanitation.

Riverdale Avenue is adjacent to Oros Street and was converted to a green street in 2009. The purpose of the retrofit is to capture and infiltrate urban runoff and stormwater from a 14.6-acre drainage area by using specially designed diversion measures and infiltration planters. Existing parkways and sidewalks will be replaced by native plant species. Construction costs of this project are funded by a grant from the State Coastal Conservancy (up to \$500,000) and the City of Los Angeles will provide in-kind design services.

Conclusion

The River revitalization movement has prompted increased attention and a need to figuratively break through the River’s channels. Collaborative and proactive efforts by the City, along with other governmental agencies and community organizations, collectively illustrates the vast possibilities for transformational riverfront projects. Interdepartmental efforts have produced the Los Angeles River Revitalization Master Plan, providing a blueprint for a successful riverfront. Through the City Planning Department, plans such as the Cornfield Arroyo Seco Plan and the River Improvement Overlay address future development surrounding the River with specific attention to mobility, housing, and urban design. The creation of parks and recreational activity along the River allow residents and visitors to reconnect with Los Angeles’ much neglected waterfront. Current studies and research on

1997

First segment L.A. River Bike Path opens, adding to 17 miles of LA County river bike trails

1998

SMMC and MRCA purchase Lawry's and renovate for Los Angeles River Center and Gardens

2000

CA passes Proposition 12 for Safe Neighborhood Parks, Clean Water, Clean air, and Coastal Protection

CA passes Proposition 13

Los Angeles River Center and Gardens

Alex Baum bicycle bridge

45 NORTHEAST LOS ANGELES RIVERFRONT | DISTRICT VISION PLAN & ECONOMIC DEVELOPMENT IMPLEMENTATION STRATEGY



Street landscaping as a strategy to absorb, capture and filter urban runoff.

2002	2003	2004	2005	2006
<p>CA passes Prop 50</p> <p>CA passes Prop 40</p> <p>Alex Baum Bicycle Bridge opens</p> <p>The Ad Hoc Committee on the Los Angeles River is established</p> <p>L.A. River TMDL was adopted</p>	<p>L.A. River Nutrient TMDL was adopted</p> <p>L.A. River City Dept Task Force is established</p>	<p>LA passes Prop O</p> <p>The County Master Plan Advisory Committee is established</p> <p>First L.A. River Appreciation Day is celebrated.</p>	<p>"Mile Marker" pilot operational</p> <p>L.A. completes official signage & mileage markers program</p> <p>Zanja madre discovered during Gold Line construction</p> <p>Catch basin inserts and covers funded by Prop O</p> <p>L.A. River and Ballona Creek trash TMDLs were revised and adopted</p> <p>The Plastic Bag Taskforce is established</p> <p>RFP issued for the LARRMP</p>	<p>First Sister River agreement signed</p> <p>IRP is approved</p> <p>Army Corps co-sponsors L.A. River Ecosystem Restoration Study</p> <p>Integrated Regional Water Management Plan is approved</p> <p>Studio City greenway opens</p> <p>Interim Public Use at LASHP opens</p> <p>Proposition 84 Passed</p> <p>L.A. River Street Ends Biofiltration Project creates a green street</p>



The LA River, CASB, rail, and metro infrastructure from the Ed P. Reyes River Greenway

<p>2007</p> <p>City Council adopts the LARRMP</p> <p>Rio de Los Angeles State Park opens at Taylor Yard</p> <p>Congress authorizes \$25 mil for the L.A. River in WRDA</p>  <p><i>Oros Street</i></p>	<p>2008</p> <p>First annual L.A. River Day on Capitol Hill</p>  <p><i>Rio de Los Angeles State Park</i></p>	<p>2009</p> <p>MOU signed</p> <p>City Council establishes WISER Committee</p> <p>Prop O funding used to purchase Albion Dairy</p> <p>The Los Angeles River Revitalization Corporation is established</p>	<p>2010</p> <p>L.A. River Corps is established</p> <p>Congress appropriates funds to Army Corps for the Bowtie Parcel Demonstration Project</p> <p>L.A. River Bike Path through Elysian Valley</p> <p>L.A. River affirmed as a Traditionally Navigable Waterway under the Federal Clean Water Act.</p>	<p>2011</p> <p>L.A. River is chosen for Federal Urban Waters Pilot programs.</p> <p>LACC's Paddle the L.A. River pilot program begins</p> <p>LID passed</p>  <p><i>Bike path through Elysian Valley</i></p>

the River's existing conditions - through the ARBOR study – aims for a method of restoration that is sensitive to the River's history while considering the need for flood risk management. Other public works, such as the Green Initiative Program and the Low Impact Development Ordinance, offer strategies to renovate streets and have effective storm water management.

All in all, the tremendous positive momentum seen towards the Los Angeles River is a strong indicator that the River is ready to be reinvigorated. Not only does this momentum galvanize river revitalization, but it repositions the River as a valuable economic and strategic opportunity that can push the city into a rejuvenated political and economic posture. Most importantly, the positive momentum functions as a means to reimagine the River as a major participant in the way of life for Angelenos and as the backbone for the City as a whole.

2012

Confluence Plaza is completed

Opening of N. Atwater Park Expansion and Creek Restoration

The Old Lincoln Heights Jail receives Community Development Block Grant

The City of L.A. receives a Sustainable Communities Federal Partnership Grant and establishes the Northeast Los Angeles (NELA) Riverfront Collaborative.

City of Glendale creates the Glendale Narrows Riverwalk

2013

City Council adopts the CASP

Completion of Sunnynook River Park

NBC Universal agrees to contribute \$13.5 mil to L.A. River bike path

Ed P. Reyes River Greenway opens

The Los Angeles River Pilot Recreation Zone opens

The Ad Hoc Committee is integrated into the Arts, Parks, Health, Aging and River Committee

Army Corps releases recs for the L.A. River Ecosystem Restoration Feasibility Study.

2014>



LARRMP



La Kretz Bridge



Greenway 2020

at water
involved in
community

park/park

bike

Steel ~~that~~ hard
PARK-POCKET
Park.

CHAPTER 3

THE NELA RIVERFRONT STUDY AREA: A CLOSER LOOK

Informal
activities
"art projects"
"engagement"

Rivercenter
home base
from non-profit

This chapter takes a closer look at the NELA Riverfront Study Area (Study Area). First, we will discuss the social demographic portrait of the Study Area. Second, we look at the main findings from the door-to-door resident surveys administered in the Study Area over the summer of 2013. Third, we profile each of the neighborhood's overall characteristics, and community assets. Lastly, we discuss the challenges facing the Study Area in the face of future revitalization.

Working with
youth
LA County
Parks Commission
→ different orgs

BIKEWAY
Fletcher drive

Assm. Villavieja

Demographic Portrait of the NELA Riverfront Study Area

Geographic Site

The NELA Riverfront Study Area is located between the Ventura/Foothill Freeway (SR134) to the north, Main Street in Lincoln Heights to the south, and boundaries generally established by Interstate 5 and San Fernando Road to the west and east. The Study Area contains either all or parts of the neighborhoods of Arwater Village, Cypress Park, Elysian Valley, Glassell Park, and Lincoln Heights.

The residents and businesses of NELA are not likely to view the boundaries of NELA as constraints to their social and economic activities, thus the socio-economic characteristics of NELA must be viewed in the context of a larger geography. A larger region is identified to draw demographic comparisons to the socio-economic characteristics outlined. This larger area, which we refer to as Greater NELA in the narrative that follows, is defined as residential and commercial districts within key transportation corridors of NELA designed to capture the Greater NELA market. The NELA study area and Greater NELA are shown in Fig. s6. Additionally, the demographic portrait compares certain characteristics to L.A. County in order to give more context to NELA's relationship to the greater metropolitan area.

Key Demographic and Income Characteristics

A selection of key demographic and income characteristics within the Study Area compared to the greater region can offer a window into the social needs and economic growth potential of NELA. We offer a comparison of a selection of characteristics in NELA, the Greater NELA area, and Los Angeles County presented in Fig. 7.

The population of NELA in 2012 was 45,128 in 14,084 households and accounted for approximately 0.5 percent of the population of Los Angeles County.

Median household income in NELA, estimated to be \$37,035 is approximately 28 percent lower than the average in Los Angeles County but higher than that in Greater NELA. Per capita income in NELA, estimated to be \$16,176, is 26 percent lower than Greater NELA and 34 percent lower in the county as a whole. Almost 19 percent of households in NELA lived under the poverty level. This was much higher than in the county, where 13.8 percent of households lived below the poverty level. This indicates that the many within the existing neighborhoods are working or lower middle class and can benefit from economic and community development projects within their neighborhoods.

Median home value in NELA is \$286,938, which is lower than both Greater NELA and L.A. County. However, with the recent interest in revitalizing the L.A. River in NELA, its proximity to Downtown, and the area's attractiveness to young professional and creative classes, there is a general perception that the home values are rising and that gentrification is taking place.

Rising prices and decreased supply of housing also threatens the possible displacement of residents who rent in the area. The majority of NELA residents, 61 percent, as with the other geographies (Los Angeles County and Greater NELA) rent their housing units as shown in Fig. 8. The combined factors of the low-income population, their renter situation, and the low educational attainment for the population 25 years or older as indicated by Fig. 9 are social conditions to be considered for equitable development strategies.

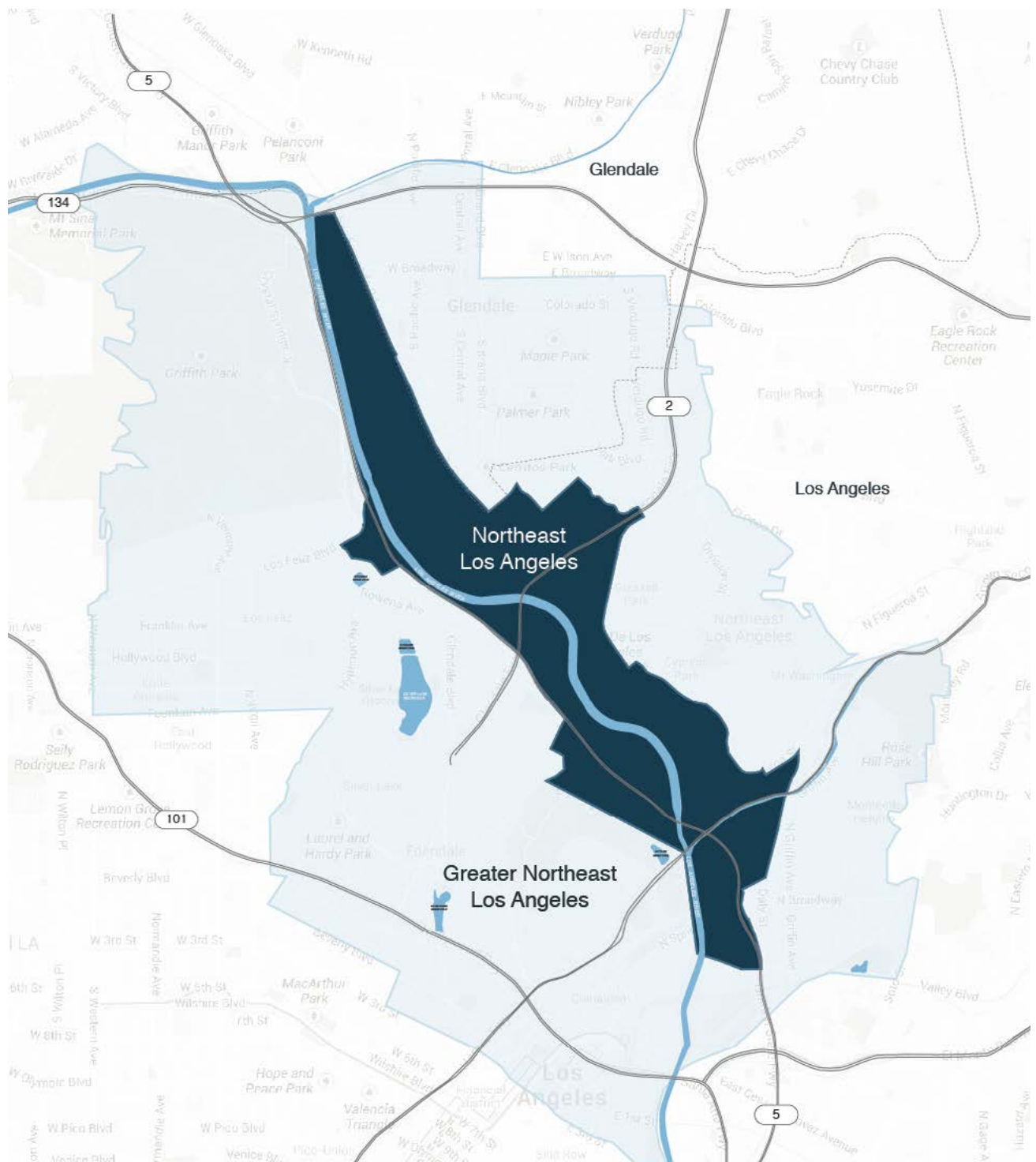


Fig. 6 The greater NELA area is highlighted in light blue with communities such as Glendale, Edendale, and Downtown L.A.

	NELA	GREATER NELA	LA COUNTY
POPULATION	45,128	331,621	9,904,341
MEDIAN AGE	34.7	36.5	34.9
HOUSEHOLDS	14,084	122,158	3,267,118
AVERAGE HOUSEHOLD SIZE	3.2	2.6	3.0
AVERAGE HOUSEHOLD INCOME	\$37,035	\$35,703	\$51,329
PER CAPITA INCOME	\$16,176	\$21,771	\$24,599
HH BELOW POVERTY LINE	18.4%	19.2%	13.8%
MEDIAN HOME VALUE	\$286,928	\$346,045	\$33,821

Fig. 7 Demographics and Income Characteristics 2012

	NELA	GREATER NELA	LA COUNTY
OWNER OCCUPIED	32.4%	23.5%	48.2%
RENT OCCUPIED	81.4%	70.3%	50.7%
VACANT	5.2%	6.3%	6%

Fig. 8 Housing Units: Occupancy and Tenure

	NELA	GREATER NELA	LA COUNTY
LESS THAN HIGH SCHOOL	35.9%	28.3%	24.5%
HIGH SCHOOL	22.5%	20.9%	21.7%
SOME COLLEGE	15.09%	14.8%	18.6%
ASSOCIATE'S DEGREE	5.0%	6.5%	6.8%
BACHELOR'S DEGREE	16.4%	20.5%	18.7%
GRADUATE DEGREE	5.3%	9.0%	9.7%

Fig. 9 Educational Attainment (Population 25+ Years)

Race, Ethnicity, and Language Capability

The population in NELA is both ethnically and racially diverse. Race and Ethnicity in NELA is shown in Fig. 10 below. The share of the residents who reported to be of Hispanic Origin is higher than the county overall—66.8 percent is of Hispanic origin in NELA compared to 48.4 percent in Los Angeles County. The share of population in NELA reporting their race as Asian and Black (19.3 percent and 1.3 percent, respectively) is higher than in Los Angeles County (8.5 percent and 0.3 percent, respectively).

Language is an important aspect of diversity and culture within communities in Los Angeles. More than three quarters of the population in NELA speaks a language other than English at home, with Spanish being the most common language, spoken by more than half of the population. Less than 25 percent of residents speak only English at home. Local planning and economic development can therefore benefit from multilingual and multiethnic approaches to projects in the area.

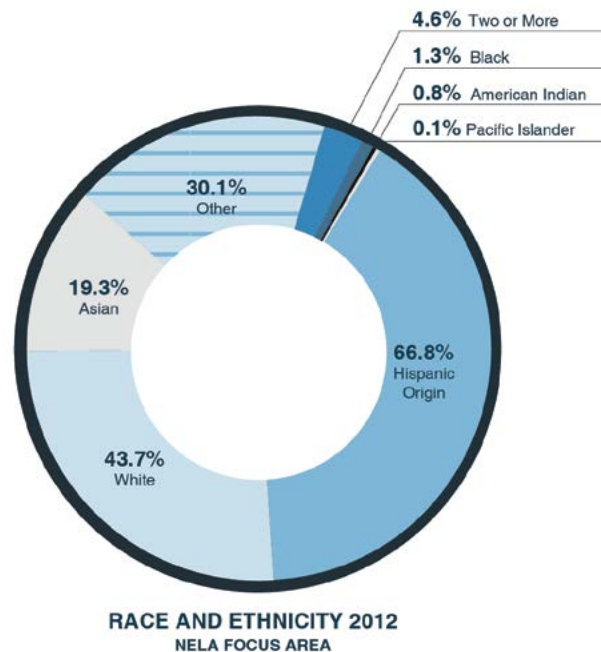


Fig. 10

Resident Surveys

This section discusses a selection of results from the NELA Riverfront Collaborative (NELA RC) resident and small business surveys that were administered during the summer of 2013 in the study area.

As an extension of the demographic portrait, the surveys provide insights into the Study Area's social conditions, including the values and desired improvements of residents. The majority of surveys were administered door-to-door when residents were available. Some resident surveys were administered at gathering places in the neighborhoods. These graphs reflect resident's perception of their neighborhood and the River.

Respondent Demographics ¹

The total sample of residents interviewed was 666 respondents. Over 100 respondents were interviewed in each of the neighborhoods; with the majority of respondents from Cypress Park (150), followed by Lincoln Heights (141), Atwater Village (137), Glassell Park (126), and Elysian Valley (104). Fig. 11 shows the respondent distribution by neighborhood. The NELA RC wanted to get neighborhood specific feedback, so focused on an even distribution of the surveys throughout the five communities.

The average age of the respondents was 42 years old and the majority of respondents were female, as shown by Fig. 11.

Respondent race and ethnicity composition were comparable to the demographic portrait as show by Fig 11. The respondent pool is reflective of the diversity of the neighborhoods within NELA, especially its Latino and Asian characteristics. Cypress Park, Elysian Valley, Glassell Park, and Lincoln Heights are known as areas with numerous Latino families and Latino

businesses. The Asian population is also known to populate NELA, with many Filipinos living in Atwater Village and Glassell Park, and Chinese in Lincoln Heights. The diversity of the existing neighborhoods is an important consideration, especially in terms of ensuring diverse populations are involved in the community and economic development process.

The housing distribution in the resident survey is also comparable to the demographic portrait. The majority of survey respondents, at 56 percent, were renters. The majority of respondents, at 57 percent, have lived in the neighborhood for over 10 years, with close to 20 percent who have lived in the area for 30 years or over, as show in Fig 12. This shows that many residents have chosen to make the NELA neighborhoods home and can provide informed insight when considering how the neighborhood should evolve for the better. It is also important to point out, as shown in Fig. 12, that while the majority of respondents have lived in the area for more than 10 years, a large percentage, 31 percent, have lived in the area for 5 years or less. This is creating a subtle shift to the demographics of the area and bound to continue as the NELA neighborhoods are revitalized and connected to the River.

1. Eight participants were recruited at pop-up sites and provided zip codes to identify their neighborhood. These zip codes crossed multiple neighborhoods; therefore one neighborhood name was not assigned.

2. Respondents were required to be 18 years old or older to take the survey.

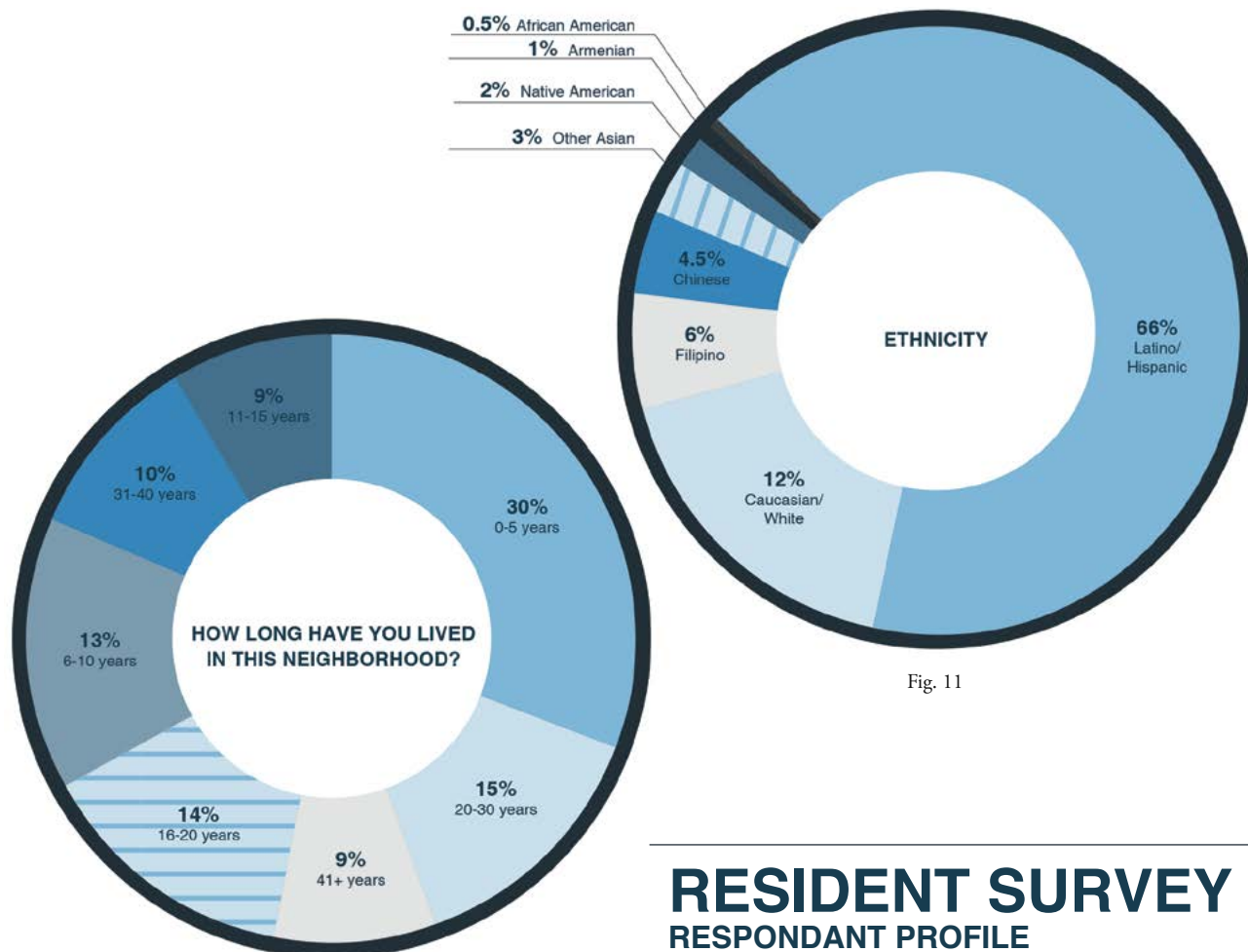


Fig. 11

Fig. 12

RESIDENT SURVEY RESPONDANT PROFILE

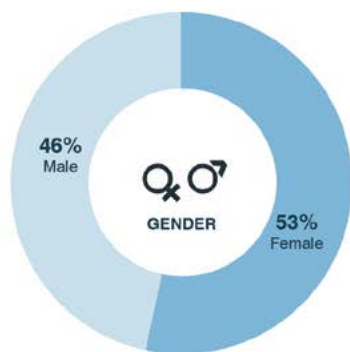


Fig. 13

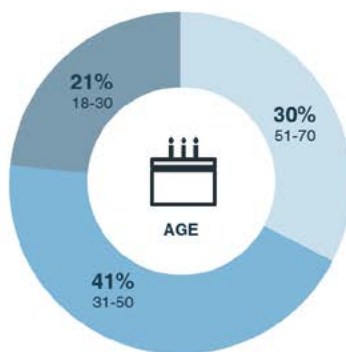


Fig. 14

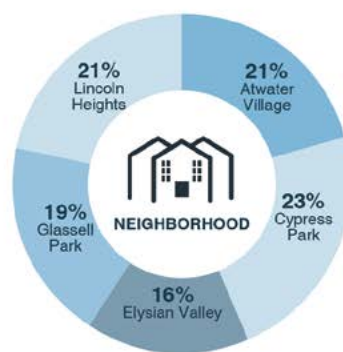


Fig. 15

Relationship to the L.A. River

One of the important goals of the survey was to ask respondents about their relationship to the River.

When asked if they spent time by the L.A. River, 61 percent responded yes as shown by Fig. 16. Broken out by neighborhoods in Fig. 16, it was found that two neighborhoods heavily accessed the River when compared to each other; Elysian Valley at 86 percent and Atwater Village at 75 percent. 55 percent of the Cypress Park respondents spent time by the River, followed by Lincoln Heights at 49 percent, and Glassell Park at 42 percent. This follows the general physical conditions of the River, as most of the legal River access points in NELA are located in Atwater Village and Elysian Valley. Fig. 17 shows the river access points that respondents named as points they enter the river area.

When asked how the survey respondents traveled to get to the river, the top responses were 71 percent by walking, 27 percent by bike, and 23 percent by car (Fig. 18). This indicates the asset that the L.A. River is as an open space that promotes healthier forms of transportation access such as walking and biking.

Further supporting the recreational uses of the L.A. River is Fig. 19 that shows the activities that respondents take part in. The River has become a known asset to people living by it and has the potential to be increasingly used by other Riverfront adjacent residents and Angelenos more broadly.

All the respondents, whether they spent time by the River or not, believed improvements would make them spend more time by the River. Presented in Fig. 20, the majority of respondents believed making the River cleaner, 40 percent, and safer, 20 percent, would make them spend more time by the River. Other improvements included better access, shopping, more events, and pet friendly improvements.

Neighborhood Perceptions

Survey respondents were also asked questions about their perceptions of certain aspects of their neighborhoods.

When asked about the one biggest problem in their neighborhood, residents from the different neighborhoods had very similar responses, with gangs being the top response for all but one of the neighborhoods (Elysian Valley). Across

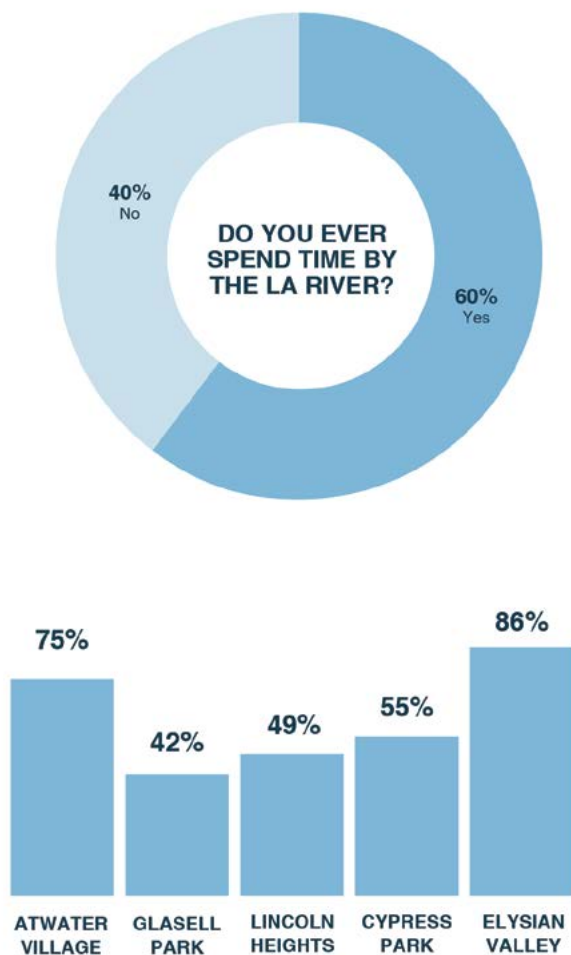
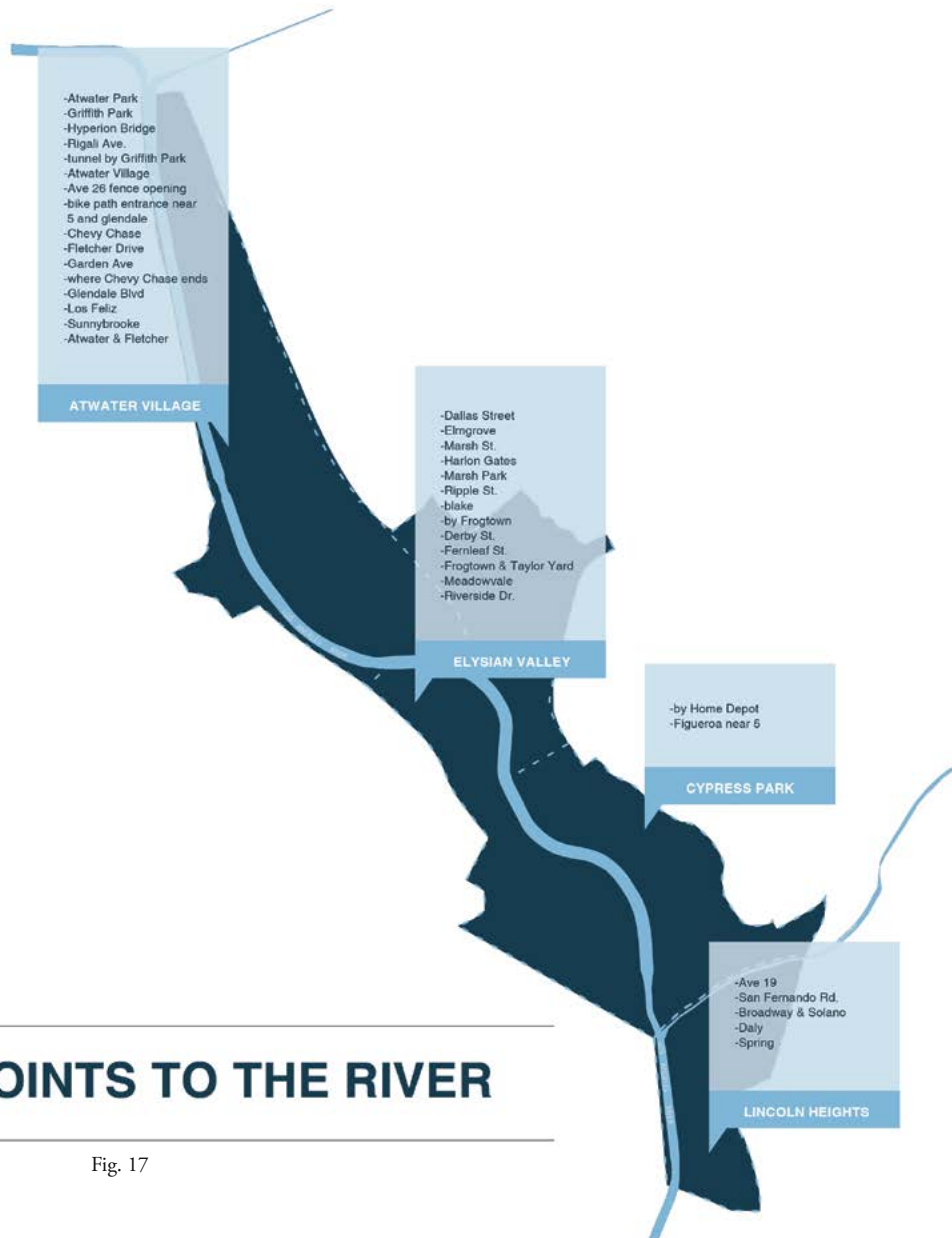


Fig. 16
Percentage of residents who responded that they spend time by the L.A. River (By Neighborhood)



ACCESS POINTS TO THE RIVER

Fig. 17

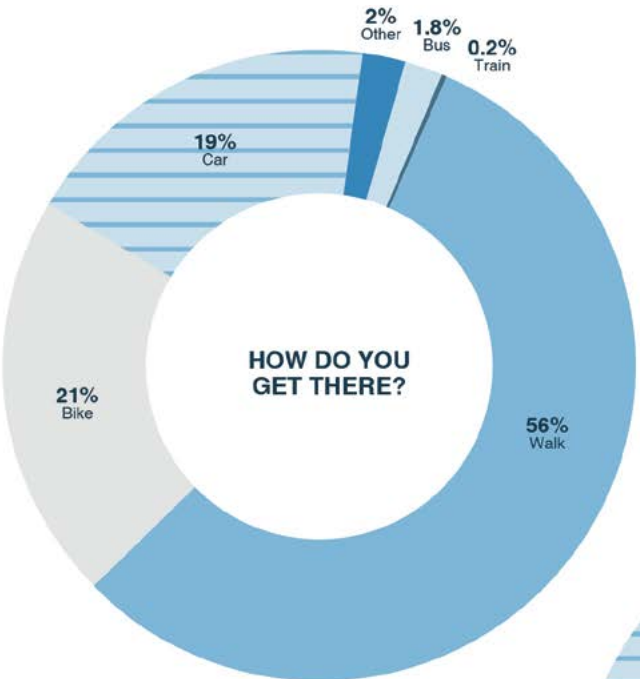


Fig. 18

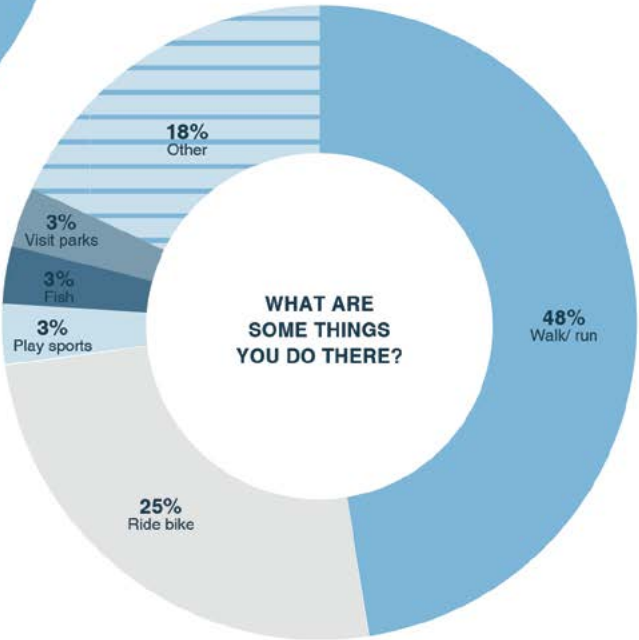


Fig. 19

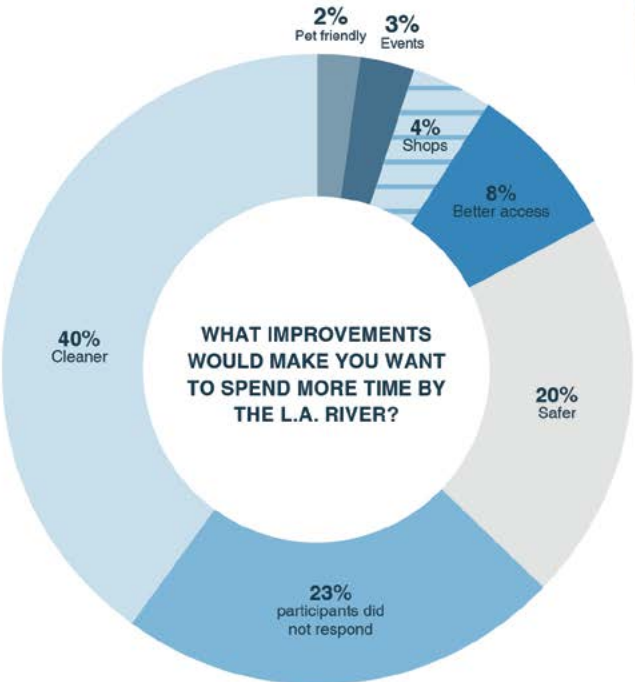


Fig. 20

all neighborhoods, vandalism and a lack of cleanliness in the neighborhood were also mentioned often. Some residents were more specific in their responses, mentioning graffiti and tagging as a major problem in their neighborhood. In regards to cleanliness, residents mentioned that unkempt yards or trash in the streets contributed to an unclean feeling in their neighborhoods. Two very specific infrastructure problems that were mentioned across all five neighborhoods, but did not make it to the top six responses, were 1) the lack of street lighting and 2) inadequate street pavements.

When asked about what they are most proud of about their neighborhood, residents from all five neighborhoods were the most proud of the sense of community.. For some, a sense of community meant having friendly neighbors who looked out for each other and the neighborhood. Others expressed pride in the small-town community feel that they experienced in their neighborhood. Local resources were also mentioned as sources of pride, these included local business, schools and parks (including the River and its surroundings). In Elysian Valley in particular, 12 percent of the survey respondents from that neighborhood mentioned their pride in the River, including the bike path, parks, and trails.

The food landscape for residents was generally favorable as most residents felt the quality of markets was fair or better (Fig. 26). The majority of residents, 54 percent, also felt they could get to a market in less than 10 minutes which indicates a level of food accessibility (Fig. 27).

When residents were asked where they go to get most of their fresh fruits and vegetables, Super King in Glassell Park was clearly the most popular market with 19 percent of respondents who shop there compared to other outlets (Fig. 27). The majority of residents, 56 percent, were also familiar with farmer’s markets and community gardens in the area (Fig. 27).

Fig. 28 presents the transportation uses of the respondents. Even though the majority of the sample used cars, 87 percent, many also walked (35 percent), took the bus (27 percent), biked (15 percent), and took the train (9 percent). Results indicate that alternative modes of transportation to the car are viable options for NELA residents, especially with improvements to pedestrian, bike, and public transportation infrastructure.

LINCOLN HEIGHTS

TOP 6 THINGS MOST RESIDENTS ARE PROUD OF	TOP 6 BIGGEST PROBLEMS
33% SENSE OF COMMUNITY	33% GANG
14% LOCAL RESOURCES	17% VANDALISM
12% QUIET	17% LACK OF CLEANLINESS
10% DIVERSITY, CULTURE & HISTORY	12% CRIME
8% RECENT IMPROVEMENTS	8% TRAFFIC AND SPEED
8% LOCATION & PROXIMITY	3% PARKING

Fig. 21

ELYSIAN VALLEY

TOP 6 THINGS MOST RESIDENTS ARE PROUD OF	TOP 6 BIGGEST PROBLEMS
30% SENSE OF COMMUNITY	22% TRAFFIC AND SPEED
15% QUIET	15% GANG
12% LA RIVER	12% CRIME
6% LOCATION & PROXIMITY	11% VANDALISM
5% CLEANLINESS	7% LACK OF CLEANLINESS
5% CALM	7% PARKING

Fig. 24

CYPRESS PARK

TOP 6 THINGS MOST RESIDENTS ARE PROUD OF	TOP 6 BIGGEST PROBLEMS
34% SENSE OF COMMUNITY	19% GANG
18% QUIET	16% VANDALISM
12% LOCAL RESOURCES	13% CRIME
8% CALM	12% LACK OF CLEANLINESS
8% DIVERSITY, CULTURE & HISTORY	8% PARKING
7% RECENT IMPROVEMENTS	5% TRAFFIC AND SPEED

Fig. 22

ATWATER

TOP 6 THINGS MOST RESIDENTS ARE PROUD OF	TOP 6 BIGGEST PROBLEMS
31% SENSE OF COMMUNITY	31% GANG
16% LOCAL RESOURCES	16% VANDALISM
14% QUIET	13% LACK OF CLEANLINESS
14% CLEANLINESS	10% TRAFFIC AND SPEED
12% CALM	8% PARKING
5% RECENT IMPROVEMENTS	7% CRIME

Fig. 23

GLASSELL PARK

TOP 6 THINGS MOST RESIDENTS ARE PROUD OF	TOP 6 BIGGEST PROBLEMS
39% SENSE OF COMMUNITY	22% GANG
12% LOCAL RESOURCES	20% VANDALISM
11% QUIET	15% CRIME
6% CLEANLINESS	12% LACK OF CLEANLINESS
6% DIVERSITY, CULTURE & HISTORY	9% TRAFFIC AND SPEED
5% SAFETY	4% PARKING

Fig. 25

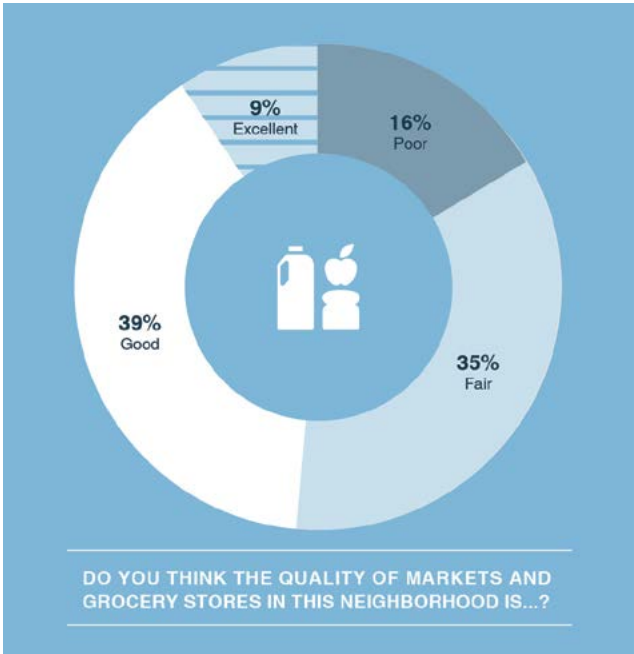
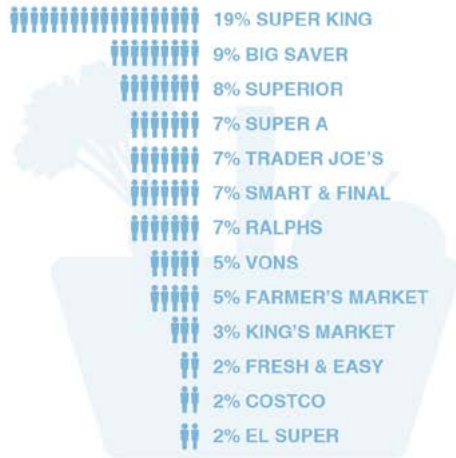
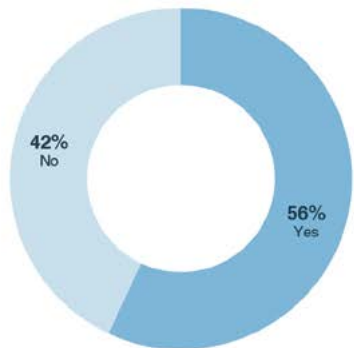


Fig. 26

WHERE DO YOU GET MOST OF YOUR FRESH FRUITS AND VEGETABLES?



DO YOU KNOW OF ANY FARMER'S MARKET OR COMMUNITY GARDENS IN YOUR AREA?



HOW LONG DOES IT TAKE YOU TO GET THERE?

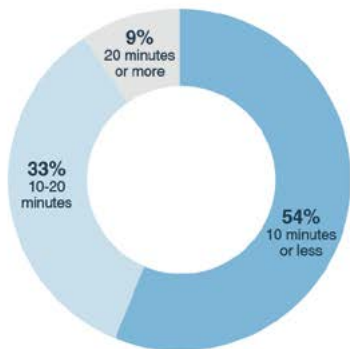


Fig. 27

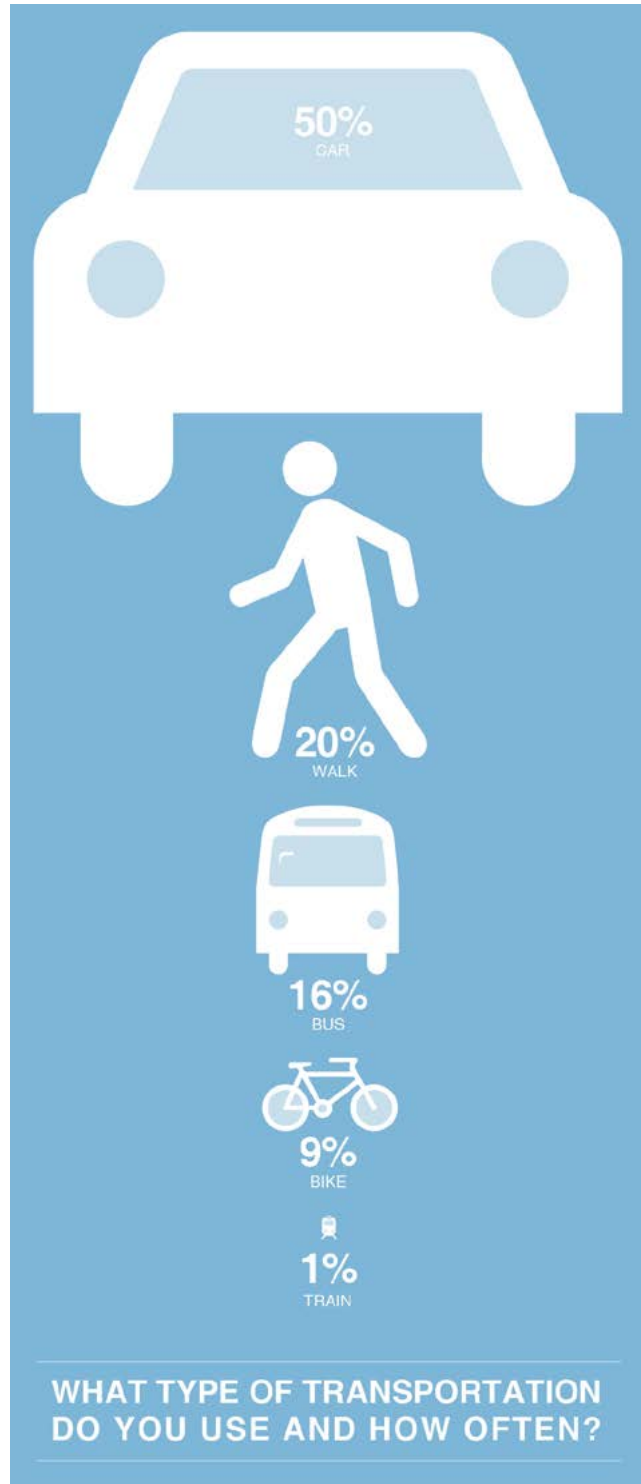


Fig. 28



Fig. 29

NAME TWO TYPES OF PHYSICAL IMPROVEMENTS YOU WOULD LIKE TO SEE IN YOUR NEIGHBORHOOD

	RESPONSE 1	RESPONSE 2
INFRASTRUCTURE	41%	17%
TREES/ PLANTS	14%	16%
CLEANLINESS	13%	17%
PARKS	10%	12%
EDUCATIONAL FACILITIES	8%	12%
BUSINESS	4%	9%
HOUSING	3%	5%
POLICE PRESENCE	3%	4%
OTHER	4%	8%

Fig. 30

In terms of walking around their neighborhood, Fig. 29 shows that there is a general perception that walking during the day is safe with over 95 percent of respondents that feel ‘somewhat’ to ‘completely safe’. This changes when they were asked about walking at night, as Fig. 29 shows 35 percent felt ‘not very’ or ‘not at all’ safe. This indicates that some safety concerns may need to be addressed in the neighborhood at night.

In regards to physical improvements, we asked respondents to identify their top two improvements in their neighborhoods. Respondents’ number one response was more infrastructure projects followed by trees/plants, cleanliness, parks, and education facilities to round out the top five. (Fig. 30)

When asked about the different forms of getting information about what’s happening in their neighborhood, Fig. 31 shows that ‘talking with other people’, 27 percent, was the top form of communication. ‘Television’ followed at 23 percent, the ‘internet’ at 21 percent and others. The important point here is that even though the internet and social media are new information technologies for communication, other legacy media such as television and interpersonal communication such as neighborly conversations are still vital forms of local communication at the neighborhood level.

When asked if they heard stories about the L.A. River in the media in the past 30 days, 67 percent said no. If the respondent did hear stories about the L.A. River, the top sources were ‘television’, ‘internet’, or ‘other’. This suggests a distribution of storytelling of the River through multiple platforms.

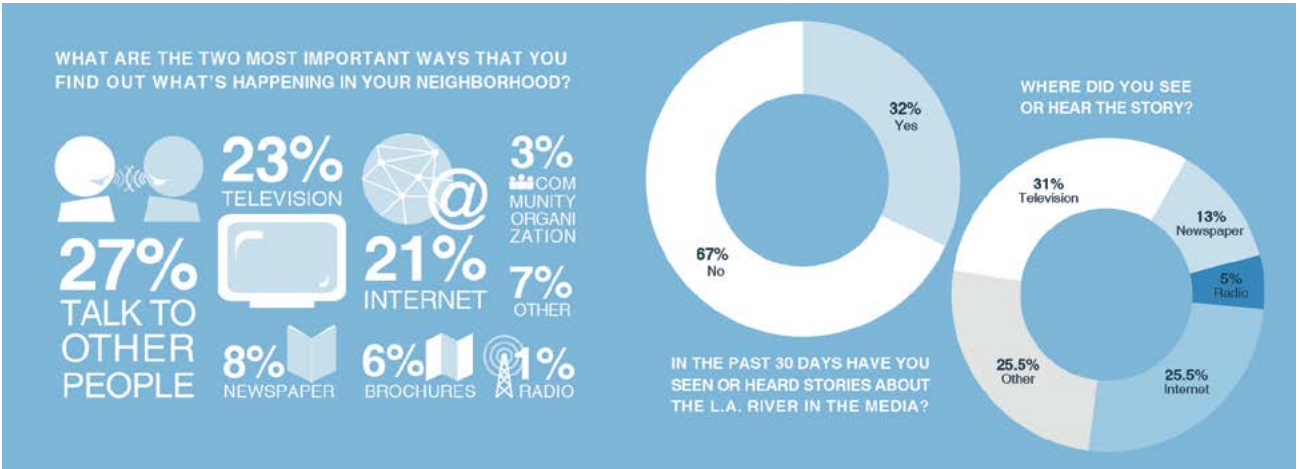


Fig. 31

Neighborhood Profiles & Community Asset Maps

This section profiles each of the five neighborhoods. It also provides community resource and assets maps for each neighborhood. As a point of reference, the numbers in each map correspond with community resources and assets mentioned by community members that can be found on pages 75-76.



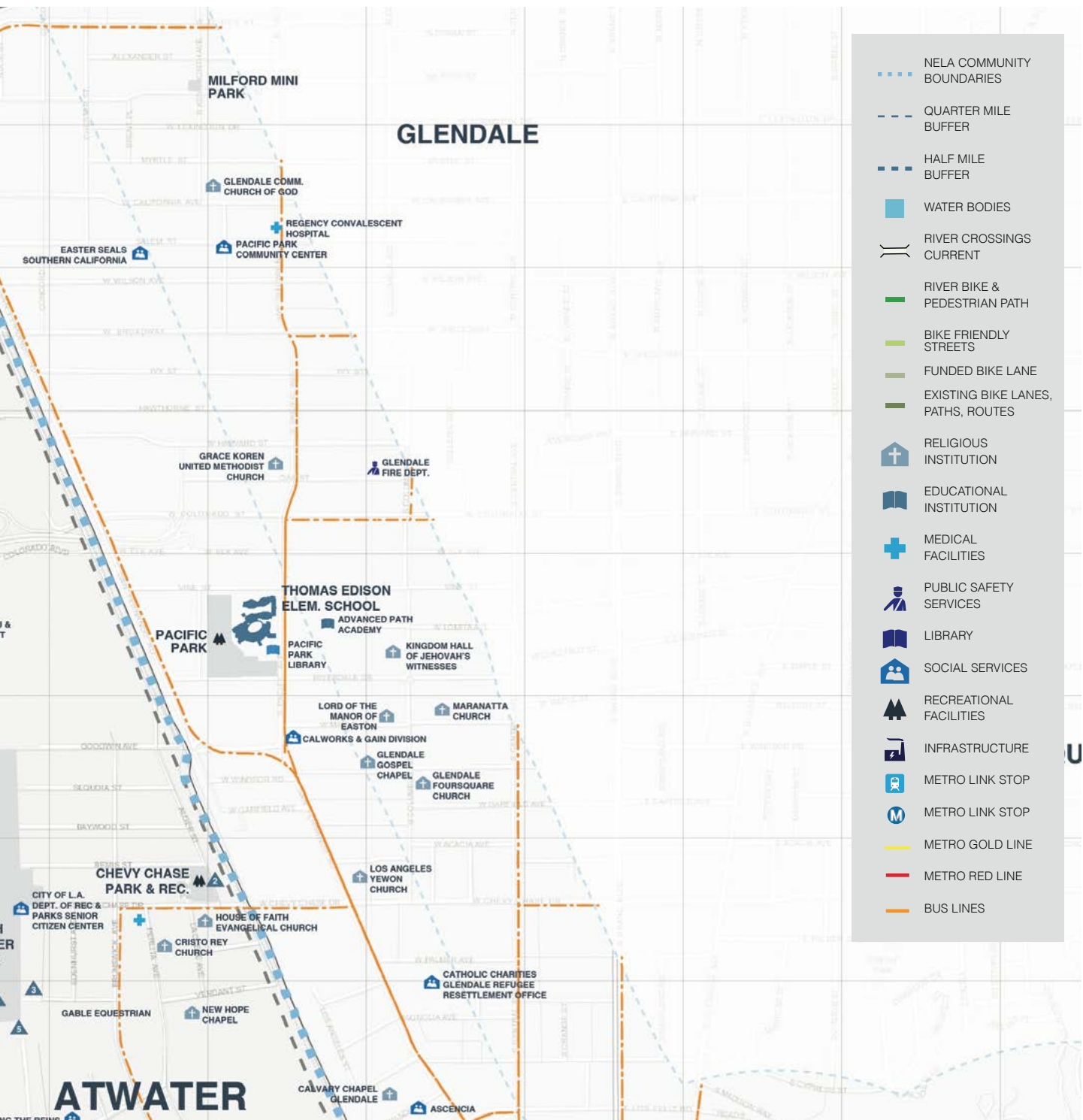
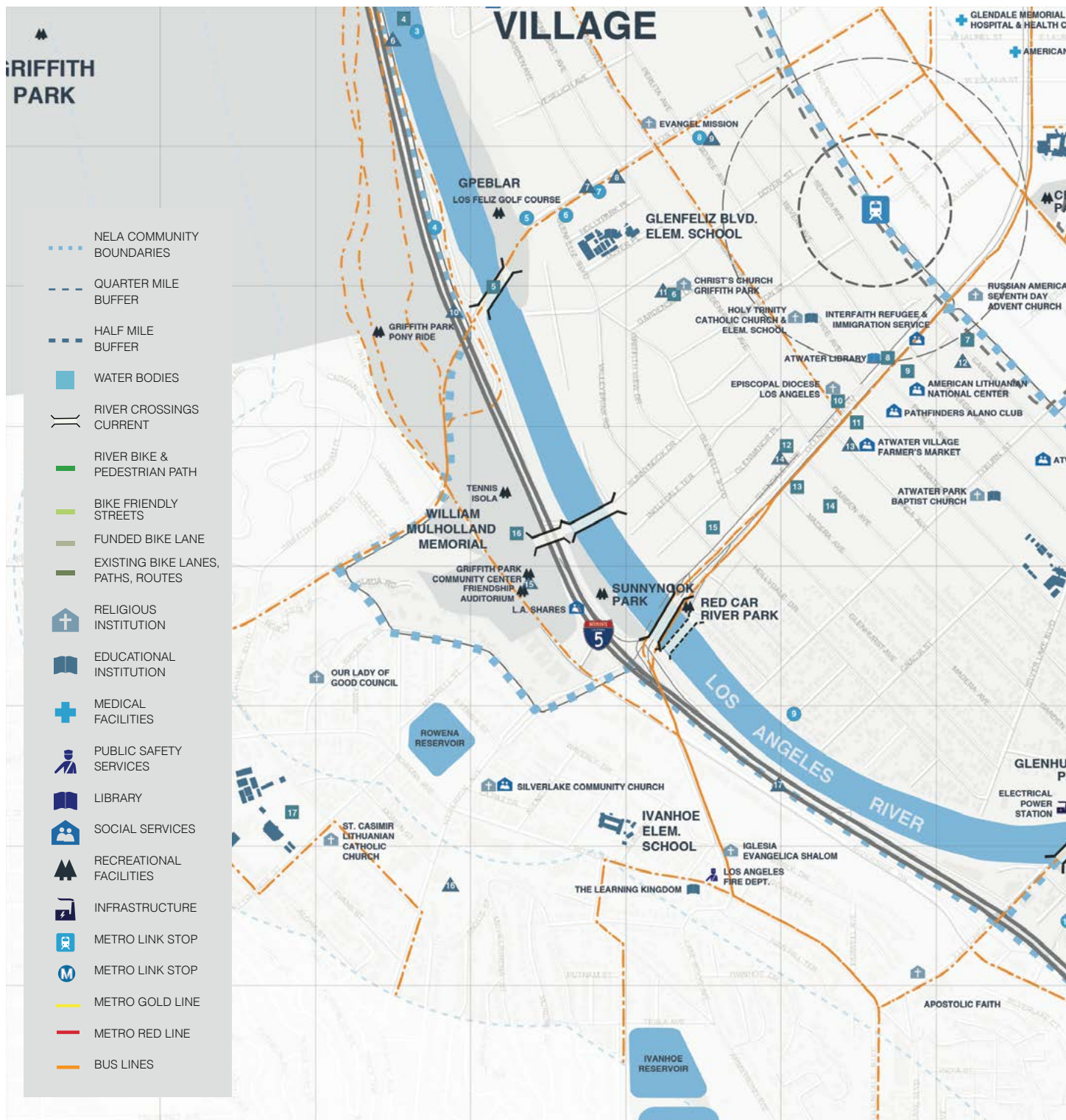


Fig. 32 Atwater Village (a): Community Assets, Resources, and Points of Interest



Atwater Village



The last 20 years has seen Atwater Village become one of the more desirable residential neighborhoods to move to. As the asset map (Fig 33) shows, the neighborhood has well-established parks, access to the L.A. River, while having the advantage of its proximity to Griffith Park that is next door. The two bustling commercial corridors of Glendale Blvd. and Los Feliz Blvd anchor the neighborhood. These two great streets make the resident, business, and recreational life vibrant, bike-friendly, and walkable. The neighborhood's location next to the City of Glendale adds to the neighborhood's advantageous physical location as residents can easily access the shopping amenities and entertainment facilities on Brand Blvd. Atwater Village also benefits from its northern section remaining industrial which allows for potentially creative commercial use that can continue to benefit the neighborhood and region.

Atwater Village's social sense of place and attachment is also very strong due to many residents who take a lot of pride in their single-family home atmosphere. The neighborhood has a strong Neighborhood Council and Home Owners Association. Atwater Village's ethnic diversity has also built a historic sense of place that has made it a neighborhood with stable Filipino and Latino middle classes in addition to the other ethnicities that live in the neighborhood. As mentioned the last 20 years has also attracted younger families and professional classes that has created positive support for the diverse businesses, restaurants, and activities that have sprouted up on the two main corridors.

Fig. 33
Atwater Village (b): Community Assets, Resources, and Points of Interest

Cypress Park

Cypress Park is one of the city's first suburbs. The neighborhood runs along the southern section of the L.A. River in NELA, where the old Union Pacific train tracks run. The neighborhood possesses the three main roads of Cypress Blvd., San Fernando Road, and Figueroa Blvd. that serve as key transportation thoroughfares for automobiles, buses, and bicycles. Rio de Los Angeles State Park provides one of the larger areas for green space and local recreation. There is also a Metro Gold Line stop within the neighborhood. The L.A. River Center and Gardens anchors the neighborhood and is a popular site for weddings and key organizations that serve the revitalization and environmental stewardship of the L.A. River.

The neighborhood is predominantly Latino and a strong sense of pride revolves around Latino culture. Many murals, small markets, restaurants, and businesses cater to a Latino population. Cypress Park has also become an area that has attracted progressive and hip small businesses such as Antigua Coffee House, Flying Pigeon, and the Bike Oven that also participate in the monthly NELA Second Saturdays Gallery night. In essence because of its diversity and attraction of the younger artistic creative class, Cypress Park is a neighborhood that is going through many changes.





Fig. 34 Cypress Park: Community Assets, Resources, and Points of Interest

Elysian Valley

Elysian Valley is physically encompassed by the River on its eastern boundary and by the 5 Freeway to its west. The neighborhood is developed with multiple streets that end as access ways to the L.A. River and the soft bottom section. The river path is both a pedestrian and bicycle Greenway that also serves as a physical asset to the riverfront neighborhood, in addition to many pocket parks that line the riverfront. Along Elysian Valley’s riverfront are industrial buildings and businesses that has made the neighborhood a site for commercial activity that also includes a thriving arts, craft, and maker community.

Socially, Elysian Valley has a very strong neighborhood identity that is supported by its engaged residents, maker community, and strong civic organizations that include the Elysian Valley Neighborhood Council and Elysian Valley Neighborhood Watch. Its arts and maker community has inspired Elysian Valley’s very own annual event called the Frogtown Artwalk which is in its 8th iteration. The name comes from the community’s sense of its own history and place given that frogs use to populate the area when the River was naturally flowing. Elysian Valley like the rest of NELA is also ethnically diverse with a majority Latino population, as well as many Asian ethnicities. Similar to much of NELA and the artistic creativity that characterizes the neighborhoods, Elysian Valley is experiencing neighborhood change and gentrification because of its attractive physical geography and creative atmosphere.



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Glassell Park

Glassell Park is a modestly hilly neighborhood with a mix of single-family homes and apartment buildings. The NELA Study Area does not contain the whole neighborhood but the parts within the Study Area rest along the L.A. River including Sotomayer High School campus between the River and San Fernando Blvd. The Study Area portion of Glassell Park also includes the major thoroughfare of Fletcher Blvd. that serves as the street level access to Silver Lake and Hollywood for residents in the northeast region.

The neighborhood is ethnically diverse with a majority Latino population and high Asian (mainly Filipino and Chinese) population. Businesses are set up in the area to serve these ethnicities and immigrating populations. There has also been a strong sense of political activism with the local Neighborhood Council and Improvement Association. The current City Councilmember, Mitch O'Farrell, has roots within these civic associations as a resident of the neighborhood.



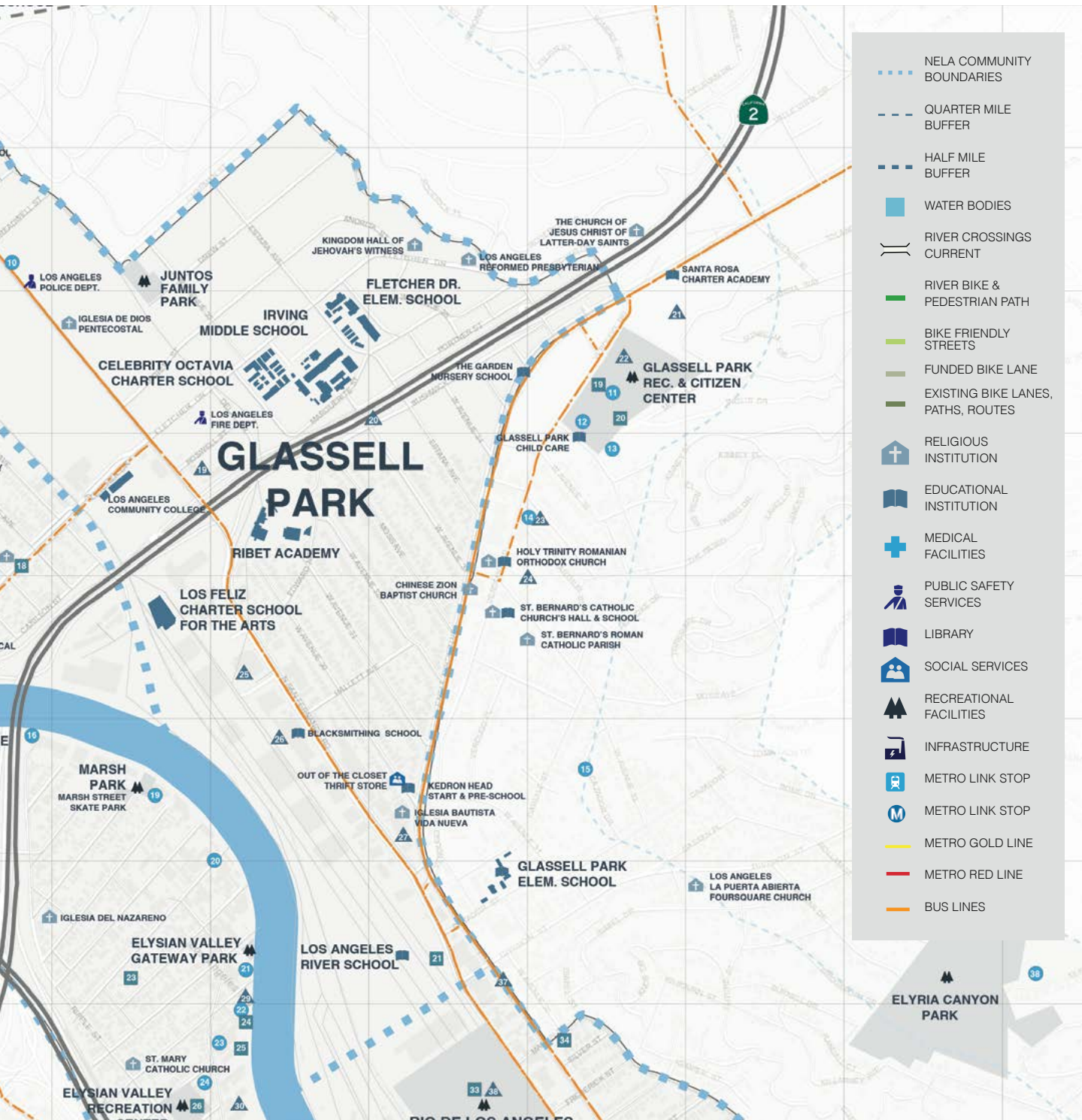


Fig. 36 Glassell Park: Community Assets, Resources, and Points of Interest

Lincoln Heights

The Study Area contains a section of Lincoln Heights, a neighborhood considered one of the oldest in Los Angeles. The neighborhood possesses ideal access to Downtown and Chinatown, as it is adjacent to the two major corridors of Broadway Ave. and Main St. that lead into Chinatown and Downtown. The two corridors have potentially ideal layouts that can make business revitalization much more vibrant. Lincoln Heights because of its age also possesses beautiful housing stock that dates back to the Victorian era.

Lincoln Heights is ethnically diverse with a majority Latino population and Asian population that mainly consist of Chinese and Vietnamese residents given its proximity to Chinatown. The neighborhood is aware of its historic roots as a neighborhood and its organizations such as the Lincoln Heights Neighborhood Council supports tours of the neighborhood that explores the landmarks and key historic sites.





Fig. 37 Lincoln Heights: Community Assets, Resources, and Points of Interest

Community Asset Maps

Community Responses: Resources

Atwater Village

- 1 Zoo
- 2 Bike Path
- 3 Shane's Inspiration Park
- 4 The River
- 5 Bridge
- 6 Meeting Space
- 7 (no label)
- 8 Library
- 9 Post Office
- 10 Keg Liquor Store and Barber Shop
- 11 Farmer's Market
- 12 Little Knittery
- 13 Out of the Closet Thrift Store
- 14 The Tavern Restaurant
- 15 Metro Fitness
- 16 Tennis Courts
- 18 El Buen Gusto Restaurant
- 17 Great School

Glassell Park

- 19 Rec Center
- 20 Basketball Courts
- 21 Sotomayor

Elysian Valley

- 23 Tree Line Community Space
- 24 Bulletin Board
- 22 Elysian Clock Shop
- 25 Community Center in House
- 26 Rec Center
- 27 Market
- 28 Latvian Community Center
- 29 Helen
- 30 Buddhist Center
- 31 Kadampa Meditation Center
- 32 Jardin Del Rio

Cypress Park

- 33 Basketball Courts
- 34 La Paloma Restaurant
- 35 Ice cream Trucks
- 36 Cypress Park Family Center

- 37 Southwest Museum
- 40 El Atacor #11 Tacos De Papa
- 42 NPS Juan Bautista Mural on River
- 39 Arroyo Seco Bike Path
- 41 Job!
- 38 Deb's Park

Lincoln Heights

- 43 Metro
- 44 Barrio in Action Homeboy Industries
- 45 Worksource
- 46 Behavioral Health Services
- 47 Library

Community Responses: Assets

Atwater Village

- 1 Dog Park
- 2 Rec Center/After School Program
- 3 San Rafael Stable
- 4 Equestrian Arena
- 5 Taking the Reins Program
- 6 The River
- 7 Bliamba's
- 8 India Sweets and Spices
- 9 Tam O'Shanter Restaurant
- 10 River Walk
- 11 Meeting Space
- 12 Bliamba's
- 13 Farmer's Market (3 responses)
- 14 A Place to Create
- 15 Great Park
- 16 Trader Joe's
- 17 River Walk
- 18 Vince's Market

Glassell Park

- 19 Tamales
- 20 Eagle Rock Brewery
- 21 Land Sign
- 22 The Park
- 23 Verdugo Bar
- 24 Lemon Poppy Kitchen
- 25 Super King
- 26 Community Woodshop
- 27 Patras Charbroiled Burgers (2 responses)

Elysian Valley

- 28 Frogtown River Path
- 29 Knox Street Park (3 responses)
- 30 Kevin's Tacos
- 31 Latvian Community Center
- 32 Community Gardens (2 responses)
- 33 Bike Path
- 34 Kadampa Meditation Center
- 35 Jardin Del Rio
- 36 Bike Path

Cypress Park

- 37 El Pescador Good Ceviche!
- 38 Walking Path
- 39 Beautiful View of River
- 40 La Morenita Bakery (2 responses)
- 41 Southwest Museum
- 42 Flying Program
- 43 Head Start
- 44 Park Activities
- 45 Antigua Coffee (3 responses)
- 46 Footsie's
- 47 Confluence Park
- 48 NPS Juan Bautista Mural on River

Lincoln Heights

- 49 Landbridge
- 50 Goldline
- 51 Dodger Stadium and Downtown View
- 52 Gold Line
- 53 Arroyo Seco Bike Path
- 54 Hiking
- 55 Albion Dairy (future)

Community Responses: Points of Interest**Atwater Village**

- 1 Golden Road Brewery
- 2 Shane's Inspiration Park
- 3 The River
- 4 Bike Path
- 5 Eats
- 6 Bigfoot Lounge
- 7 Potted Garden
- 8 Tam O'Shanter Restaurant
- 9 Acresite Gates

Glassell Park

- 10 Cadets
- 11 Basketball Courts (2 responses)
- 12 Pool
- 13 Glassell Park View
- 14 Verdugo Bar (2 responses)
- 15 Cazador Street View

Elysian Valley

- 16 Elysian Cheap Talk
- 17 Elysian Clock Shop
- 18 Modernica Prop Rental (Hostess)
- 19 Marsh Park (3 responses)
- 20 RAC Design Build
- 21 Clean Water
- 22 Kevin's Tacos
- 23 Marian's Tamales (2 responses)
- 24 Nomad
- 25 Silverlake Reservoir
- 26 Art Studios
- 27 Hiking Path
- 28 Al Kenner Garden Open House
- 29 View of Downtown
- 30 David Del Ature
- 31 L.A. River
- 32 Dog Beach
- 33 Nice Quiet Park to Rest after Biking (Steelhead)
- 34 Portola Trail
- 35 Dodger Stadium

Cypress Park

- 36 Unofficial East Side Bike Path
- 37 Future Street View
- 38 Self-Realization Center
- 39 Southwest Museum
- 40 Flying Program
- 41 Arroyo Seco Bike Path
- 42 El Atacor #11 Tacos De Papa
- 43 Pedestrian Bridge (2 responses)
- 44 NPS Juan Bautista Mural on River

Lincoln Heights

- 45 L.A. Original Aqueduct

Assets

This next section considers the 5 neighborhoods as a Riverfront District. It points to the general assets and challenges that exist within the geography as a whole, and provided the frame that informed our vision goals and recommendations

Natural Assets

The Arroyo Seco Confluence at the Los Angeles River is recorded to be the birthplace of the City of Los Angeles – Juan Bautista De Anza National Historic Trail + El Pueblo de Reina de Los Angeles.

Griffith Park is the largest (4,310 acres) and most visited (10 million annually) urban park in the City. The park is a historic-cultural monument of the City and offers visitors numerous activities such as camping, golf, hiking, horseback riding, as well as attractions like the Griffith Observatory, L.A. Zoo, Travel Town, Greek Theater, and Equestrian Center.

The Glendale Narrows is a unique reach of the River at approximately seven-miles long. Unlike most of the River and by virtue of its geographic and hydrologic conditions, this stretch features an emerging ecology and soft-bottom course which sustains a thriving riparian habitat and wildlife.

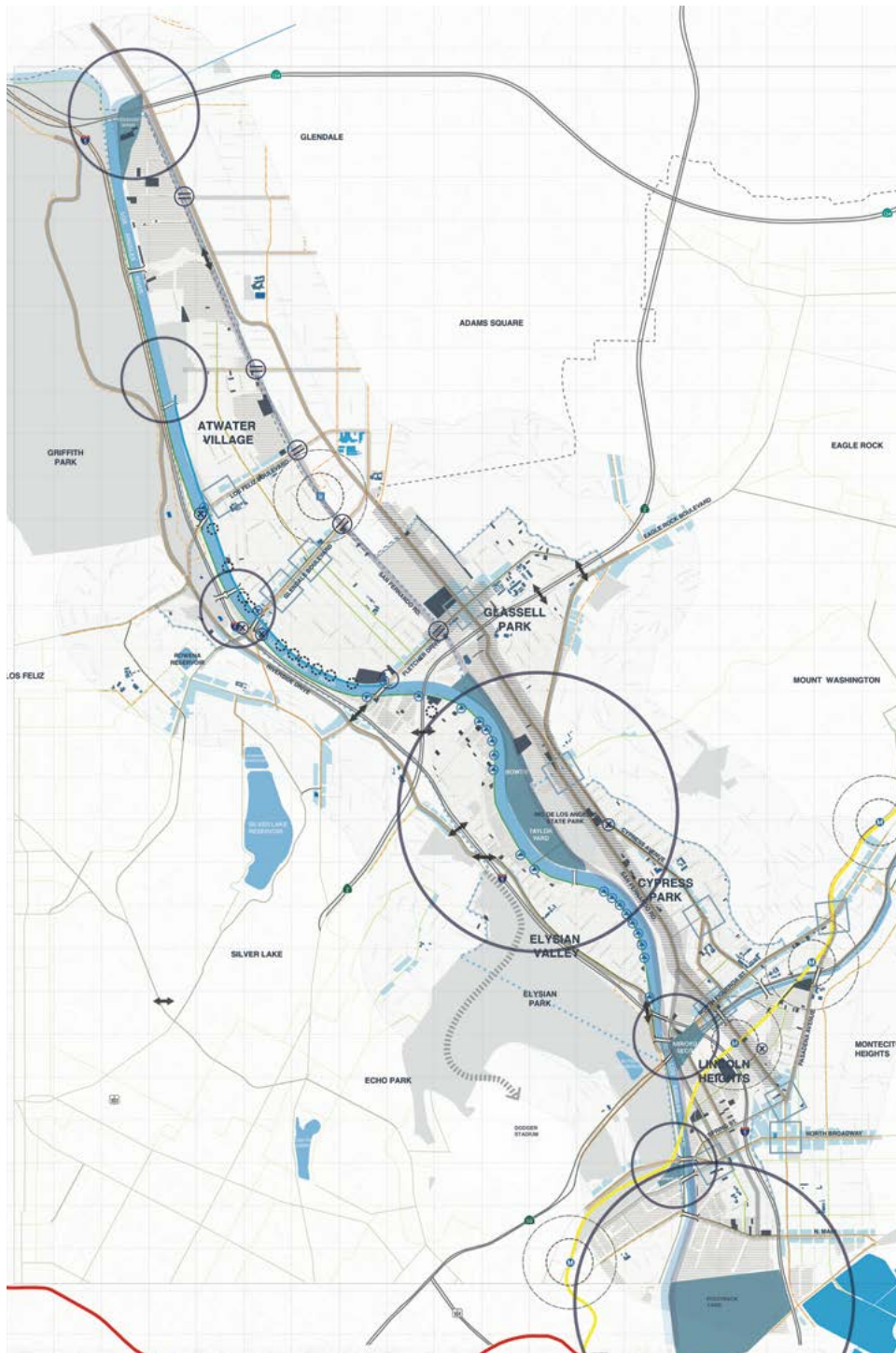
Historic Assets

The Glendale Hyperion Bridge is a CA Register of Historical Resources, HCM # 164. The bridge opened in 1929 after two years of construction and was soon after dedicated as the “Victory Memorial Bridge” in honor of World War I veterans, but it became known more popularly as the Glendale Hyperion

Bridge. In 1929, the Pacific Electric Railway constructed a new conveyance for the Red Car across the river, just south of the Glendale Hyperion Bridge. The Glendale Hyperion Bridge was designated Los Angeles Historic Cultural Monument #164 in 1976.

The Fletcher Drive Bridge, HCM#322, was built in 1927 soon after the Los Feliz Boulevard Bridge was replaced with a concrete, t-beam span. The bridge was part of an abortive attempt to transform Fletcher Drive into a grand boulevard for Northeast Los Angeles and designated as Los Angeles Historic-Cultural Monument #322 in 1987.

The Riverside Figueroa Street Bridge, HCM #908, was originally built in 1927 as a single-arch concrete bridge, crossing the river between Cypress Park and Elysian Valley. It was originally called the Dayton Avenue Bridge. In 1937 and 1938, flooding and landslides along the adjacent Elysian Park hills damaged the bridge, necessitating the demolition of the original arch and upper deck. In 1939, the deck was reconstructed according to designs similar to the original plan, while the lower portion of the bridge was stabilized with a metal truss. Currently, a new bridge is under construction, encouraging a coalition of local groups to advocacy for the preservation of the existing bridge for open space uses.



- EDUCATIONAL INSTITUTIONS
- HEALTH INSTITUTIONS
- RIVER CURRENT ACCESS
- DANGEROUS CROSSING
- NEIGHBORHOOD NODE
- NEIGHBORHOOD CORRIDOR
- SURFACE PARKING LOTS
- WATER BODIES
- RIVER PEDESTRIAN PATHS
- CITY IDENTIFIED ROADS
- CITY IDENTIFIED SECONDARY ROADS
- RIVER CROSSING STREETS
- CORRIDOR STREETS
- NELA BORDER
- NELA BUFFER AREA
- CITY OF LA BOUNDARY
- METRO BUS LINES
- METRO GOLD LINES
- METRO RED LINE
- LIBRARIES & COMMUNITY CENTERS
- ARBOR STUDY PROPOSED PROJECTS
- RIVER POTENTIAL ACCESS
- RAIL CROSSING
- PEDESTRIAN/BIKE UNFRIENDLY
- FREEWAY CROSSING
- VACANT PARCELS
- COMMERCIAL CORRIDOR
- RIVER BIKE & PEDESTRIAN PATH
- CITY IDENTIFIED COLLECTOR ROADS
- RAIL
- RIVER CROSSINGS CURRENT
- RIVER CROSSINGS PROPOSED
- BIKE FRIENDLY STREETS
- FUNDED BIKE LANE
- EXISTING BIKE LANES, PATHS, ROUTES
- METRO STOP
- METRO LINK STOP

Fig. 39
Community Assets in the NELA
Riverfront District

Challenges

Great neighborhoods make up NELA, but the area has challenges that present opportunities for revitalization. This section highlights broad challenges that informed the goals and recommendations in the subsequent chapters.

River Disconnections

In contrast to the abundance of River access throughout Elysian Valley and Atwater Village, most of the NELA Study Area is limited to visual access made possible by the major connector streets. Whether it is interference from factory infrastructure and railways in Cypress Park, Glassell Park, and Lincoln Heights, or a lack of clear entry points in Atwater Village, each community faces unique challenges to access the river. Specifically, rail has been part of historic landscape of Los Angeles since the late 1900s. These rail lines, some of which are no longer active, create physical barriers to accessing the River.

The Arroyo Seco streamway is largely an inaccessible space. Only visibly accessible from a few public streets that cross over it, the freeway infrastructures that include the Arroyo Seco Parkway and I-5 interchange make accessibility along the top of bank nearly impossible. In its current state, the Arroyo Seco, in combination with the Highway 110 N, acts as a distinctive barrier dividing the communities of Cypress Park and Lincoln Heights. In spite of these hardships, the Arroyo Seco has the potential to serve a great purpose for accessibility.

Overall, the development of freeways has also proven to create an infrastructural barrier to accessing the River. The I5 Freeway, built in the 1950s isolated Elysian Valley and Lincoln Heights from the rest of the City. Griffith Park was severed

from its adjacent communities and rendered inaccessible to the River. The 2 Freeway created barriers within the communities of Glassell Park and Elysian Valley, dramatically impacting the non-vehicular modes of transit within those communities, thereby affecting their mobility and access to the River.

Vacant/Underutilized Land

Consistent with the majority of lands throughout the City of Los Angeles, the NELA Study Area has several properties that are vacant or underutilized. These areas contribute to a sense of inactivity and diminish the quality of life for neighbors and pedestrians. *Vacant properties* are cleared parcels that have remained vacated for several years, including as buildings that are shut down to operation. *Underutilized land* are only partially utilized, primarily uninhabited, or used for storage or junk collection.

With the adoption of the L.A. River Revitalization Master Plan, many properties have been identified as potential opportunity sites. The principles of redevelopment seek to transform River properties from a back yard hiding messy and unsightly operations to a front yard welcoming visitors and leveraging the River. In large part, these vacant and underutilized lands can make significant contributions by providing access, appropriate lighting, and potentially allow for temporal community use.

There are three most commonly occurring instances of underutilized land. 1) Public services related buildings are often city owned and often used for storage and maintenance for a range of government agencies. 2) Public utilities often



Infrastructural barriers and underutilized lands can be optimized to provide access to the River and serve as potential community spaces.

occupy properties along the River and rail corridor for use as power substations, transformers, water and sewage based infrastructure. 2) Automotive-based businesses are often found on industrially zoned lands with uses including gas stations, car dealers, car repair and maintenance, auto wrecking, recycling, and impound yards.

While some of these uses are adequately located and serve a community need, many of these uses are not beneficial for a vibrant community and could be redeveloped for more community-oriented uses.

Equitable Land Use

With only a quarter of land in NELA dedicated to residential use, there will be a growing gap between housing supply and demand as the area evolves. To address the growing demand for housing, it will be important to incentivize residential development, especially at varying levels of affordability.

A fifth of the land in the Study Area is zoned for industrial uses and 16% is zoned for commercial uses. These land uses offer potential for employment for local residents. However, the majority of residents leave the Study Area for work. Ensuring that areas of employment are protected and supported, especially for the local workforce, is essential to an economically vibrant community.

While the variety of open space in NELA is diverse, the disparity of open space access within each neighborhood is a challenge. It is important to consider disparities between neighborhoods when planning area-wide policies or projects. A neighborhood specific lens must be applied in the consideration of open space opportunities.

Mobility Alternatives

The highway system that cuts across the Study Area is reflective of the auto-centric foundation of this city. However, with the sizeable proportion of stakeholders using alternatives to the car for daily trips, it is important to focus on the infrastructure that supports pedestrians, bicyclists, and public transit users.


The pedestrian and bicycle infrastructure within the Study Area is generally of average to poor quality. The streets that

cross under the railway, over the River, and traverse as primary corridors have typically undersized sidewalks, minimal signage, and pose as significant challenges to the senior and physically disabled populations. Of significant concern are the existing conditions along Riverside Drive, San Fernando Boulevard, Fletcher Drive, and Figueroa Boulevard. There is a spectrum of LADOT designated bikeways – from Class I Bicycle Paths along the LA River to Bicycle Friendly Streets within Atwater Village. However, similar to the state of pedestrian infrastructure, many streets lack suitable bicycling designations and surfacing.

Public transportation includes both bus and train service. Within the Study Area, the quality of first and last mile connections to public transit hubs is lacking, especially in terms of walkability and bikeability to the two Gold Line Metro Stations in Lincoln Height and Cypress Park or the Metrolink station in Atwater Village. Furthermore, the limited connections between transit services make trips via public transit often inefficient and time-consuming.

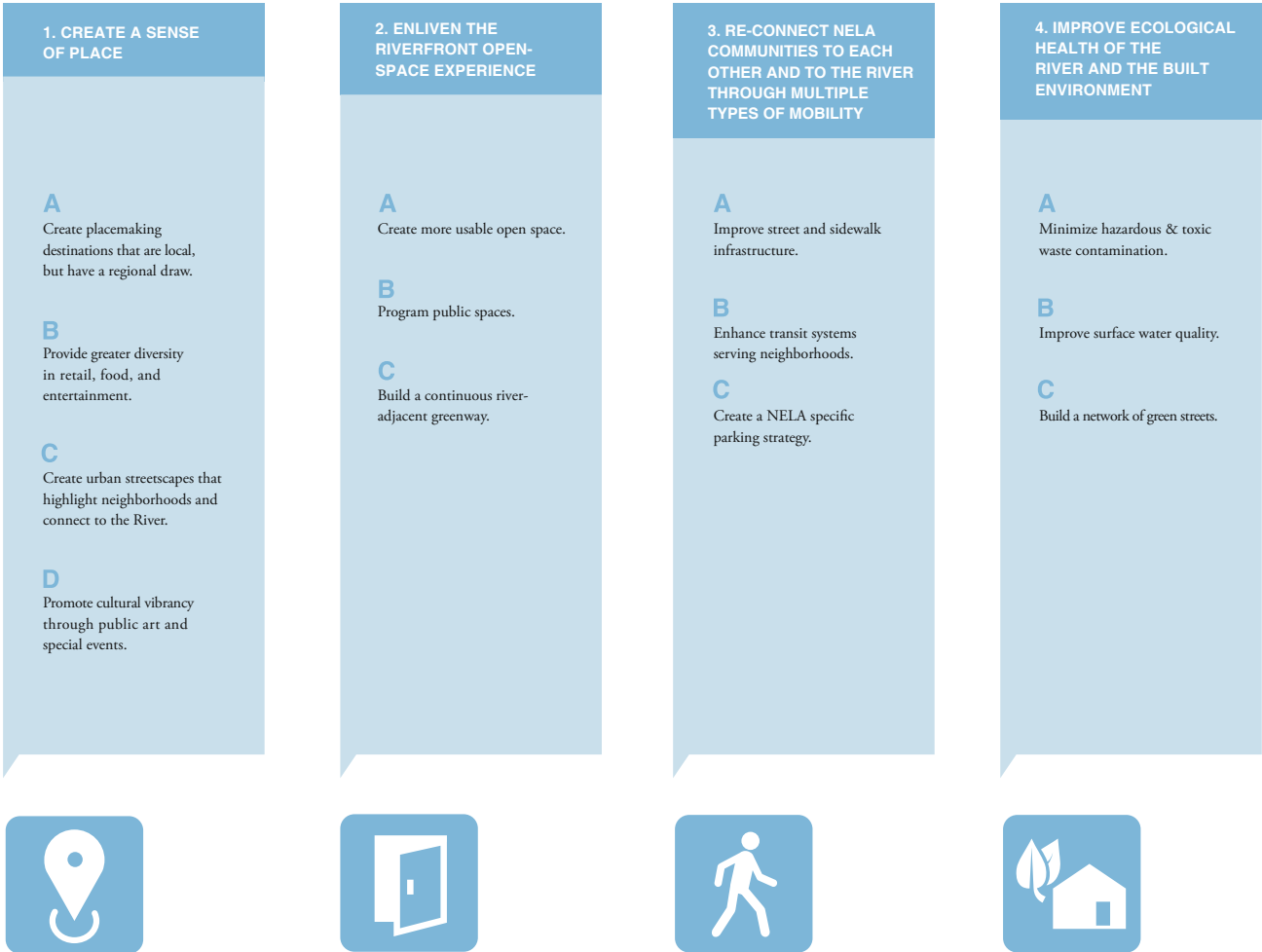
Environmental pollutants

Exposure to environmental pollutants from transportation and industrial sources is often adjacent to public uses, such as parks and local schools. In Glassell Park, schools such as Celerity Octavia Charter School, Irving Middle School, and Fletcher Drive Elementary School fall into the 300 square foot radius of pollutants produced by the Glendale Freeway and other industrial sites in the area. The transportation network, including highways and trucking routes, is permanent. However, the changes in existing industrial sources can be targeted, especially the Metrolink Yard and its close proximity to the new development at Taylor Yards, a transit oriented mixed use development with 25,000 square feet of retail and 450 new residential units.

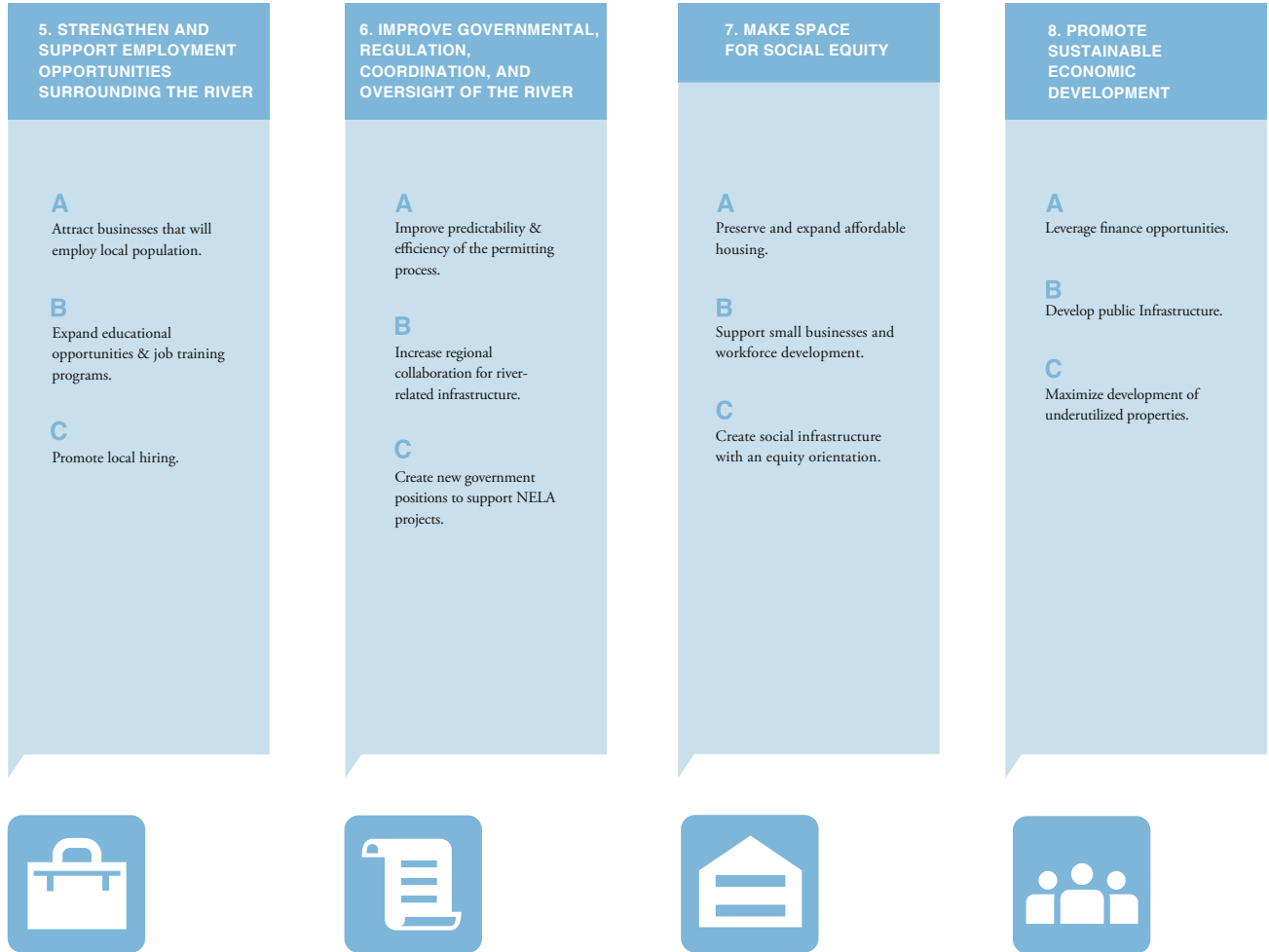
A photograph of a community meeting or presentation. A man in a checkered shirt and glasses stands on the right, speaking into a microphone. He is gesturing with his left hand. In front of him, several people are seated at a long table. The table has water bottles, a cup, and some papers on it. The background is a plain wall with a large whiteboard or screen. The overall tone is professional and community-oriented.

CHAPTER 4: Goals and Objectives





THE GOALS



This chapter highlights eight overarching goals and its related recommendations that are reflective of the voices of community stakeholders and grounded in extensive analysis of existing social, economic, and environmental factors. Overall, the goals express the community's intention for future improvements with the NELA study area. Objectives are provided to help that realize each goal.

Dispersed throughout the goals are also two types of projects: 1) Community Selected Projects developed by community members as part of the Placemaking Workshops. 2) Design Competition winners that help create a strong sense of place within and across NELA, selected by the NELA Riverfront Collaborative.

Recommendations are placed under the goal that most defines its impact. However, we recognize that many of the policy initiatives, program proposals, and development projects fulfill several goals. The next chapter will chart the potential of each recommendation to meet additional goals.

Together, the following goals and its recommendations form the basis of the Vision Plan & Economic Development Strategy.

1

Create a Sense of Place

Build a distinct identity and strengthen a sense of place within each local neighborhood.

Communal places, whether public or private, set the stage for our public lives. They are the parks where celebrations are held and children learn the skills of teamwork, the streets and sidewalks that connect places where friends and strangers run into each other, the businesses that create vibrancy and connectivity.

In Northeast LA, the River is a thread that swooshes past diverse neighborhoods. The NELA RC was driven by this goal to create a regional sense of place that is connected to the River, but builds off the five adjacent neighborhood identities and visions for improvement. Thus, the recommendations within this goal are aimed towards reinvigorating and strengthening urban spaces that reinforce a sense of place in each of the five neighborhoods and collectively as a riverfront district.

When communities have thriving communal places, residents have a strong sense of community, often created through the process of placemaking. Placemaking is an inclusive and creative community process of developing a neighborhood's social, economic and cultural identity. The following objectives are guided by the distinct neighborhood profiles highlighted in Chapter 3. The result of successful placemaking are feelings of pride and attachment, leading to greater involvement and sharing within communities. To a certain degree, placemaking is a principle that ties together all the goals of this plan.



Objectives

A

Create placemaking destinations that are local, but have a regional draw.

The inherently diverse nature of the Study Area presents many opportunities for each neighborhood to promote its own distinctive character that serves its residents while attracting visitors regionally. Currently, there are many multi-use hubs that are both local gems and regional gathering spaces, such as the LA River Center or the Rio de Los Angeles State Historic Park. As new projects arise, it will be important to ensure the needs of local stakeholders continue to be taken into consideration.

B

Provide greater diversity in retail, food, and entertainment.

The NELA community is composed of numerous commercial nodes, with a diverse range of activity depending on the neighborhood. For example, Atwater Village is rich in its range of retail, food, and entertainment selection, while Elysian Valley has limited options. To enhance a sense of place, stakeholders requested a greater diversity in places to shop, eat, and play.

C

Create urban streetscapes that highlight neighborhoods and connect to the River.

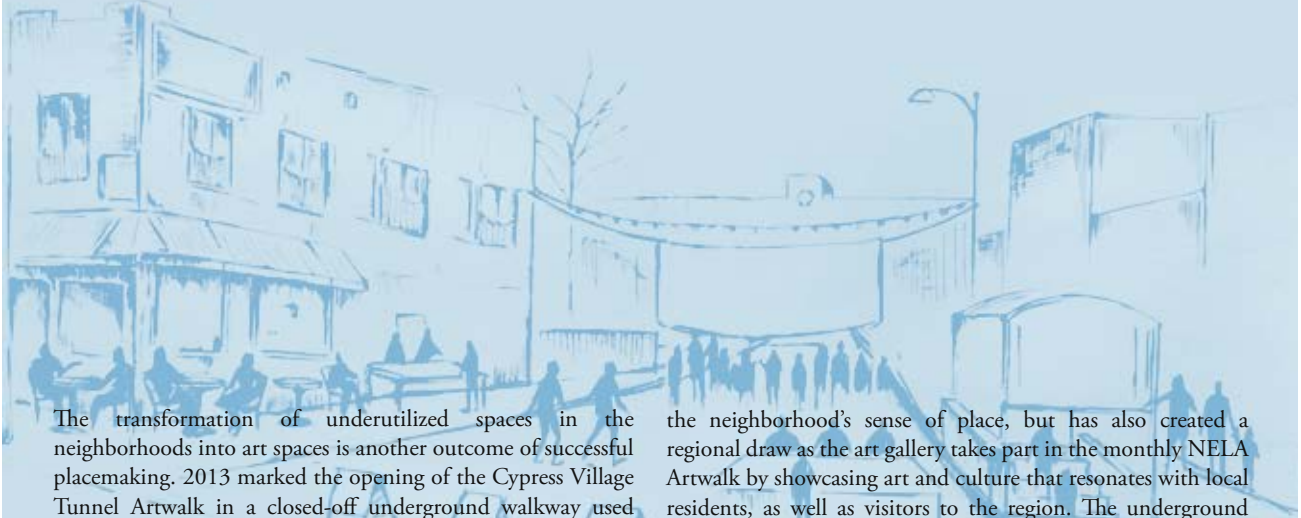
Streetscape improvements, such as street medians or lighting, provide opportunities to showcase a neighborhood's identity. Neighborhood signage placed on key commercial corridors in Atwater Village and Glassell Park welcome residents and visitors alike. Placed on landscaped medians, these neighborhood markers provide both attractive urban streetscape and a marker of neighborhood identity. Similarly, green streets, such as Riverdale and Oros in Elysian Valley, provide charming pedestrian experiences to the Riverfront.

D

Promote cultural vibrancy through public art and special events.

Public places offer free, open, and diverse forums for people to encounter art and participate in cultural activities with family, neighbors, or strangers. From festivals in public plazas to community block parties on streets, the best public spaces enhance cultural life by bringing people together. Public art or special events can celebrate the identity of a neighborhood, like the Frogtown Artwalk in Elysian Valley, or increase pride in a community assets such as the Friend of the Los Angeles River' annual River Day cleanup.

CYPRESS PARK UNDERGROUND ART GALLERY



The transformation of underutilized spaces in the neighborhoods into art spaces is another outcome of successful placemaking. 2013 marked the opening of the Cypress Village Tunnel Artwalk in a closed-off underground walkway used to cross Figueroa Blvd. safely in the past. Longtime local resident Yancey Quiñones who is the owner of Antigua Coffee House that is right across from one of the tunnel's entrances spearheaded the effort to transform the space into an art gallery. The effort has not only created a locally led effort to enhance

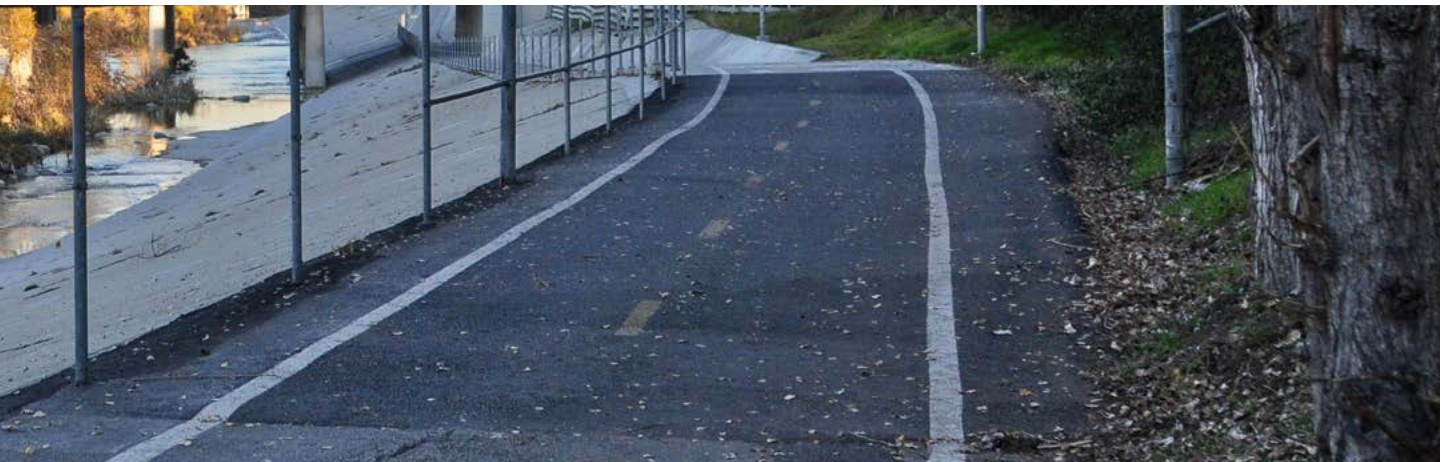
the neighborhood's sense of place, but has also created a regional draw as the art gallery takes part in the monthly NELA Artwalk by showcasing art and culture that resonates with local residents, as well as visitors to the region. The underground gallery has also become a sensible extension of Antigua Coffee House's local mission to serve as not only a coffee house, but a local community resource center that celebrates Cypress Park as a neighborhood and provides local community development.



THE RIVER WILD PROJECT IN ELYSIAN VALLEY

An innovative placemaking project that has recently taken off in Elysian Valley is the River Wild project (www.riverwild.la). River Wild is a coalition of river advocates, local residents, small businesses, artists, and community organizations in Elysian Valley who have organized weekend pop-up markets and recreational activities along the riverfront. The pop-up market activities have included a café, coffee, healthy food, and food carts that address the lack of local amenities in the neighborhood.

The recreational activities include bike tours, bird watching, and walking tours that celebrate the neighborhood and use of the River as an asset. Such placemaking activities are not only fun, but also purposeful because of River Wild's goal to address local needs in the community. These placemaking activities should continue to be encouraged as community-based development activities in Elysian Valley and the other NELA Riverfront neighborhoods.



Recommendations

1.1 NELA Urban Design Committee

Brief: Create a local urban design committee of stakeholders to review river-adjacent development project and artistic structures.

Goals: 2

Agent: Public, Private

To create a sense of place that is both neighborhood distinct and river oriented, a collective vision of urban design is necessary. Currently, developers and public entities look to Neighborhood Councils as one avenue to provide community feedback for development projects. Similarly, Council District 13 has a Design Review Committee made up of local architects, designers, and urban planners to provide feedback for major

development projects. The Department of City Planning has an Urban Design Studio that ensures projects meet design guidelines. Collectively, these groups do not come together to provide a voice for urban design in the Study Area.

The creation of a NELA Urban Design Committee, represented by community organizations and all of the Neighborhood Councils within the Study Area, can provide an unified urban design perspective. Specifically, this committee can ensure that development projects, public spaces, artistic structures, and public art highlight the character of the neighborhoods and the River. One example is the review of river and neighborhood themed visual art on public structures such as utility boxes, garbage cans, and bicycle racks.

1.2 Neighborhood Sit Down Restaurants & Movie Theater

Brief: Incentivize the opening of businesses that provide food and entertainment opportunities for local residents.

Goals: 5, 8

Agent: Public, Private

Overall, there are an uneven number of restaurants among the NELA neighborhoods and no local movie theater within the Study Area. The prevalence of fast food restaurants is a primary reason many residents expressed a desire for more community serving sit down restaurants. Alternatively, the lack of entertainment venues, other than bars, led to a often voiced desire for a local movie theater.

In partnership with existing business chambers and focused on key business corridors, the City should establish a set of business incentives and marketing strategies to attract neighborhood serving establishments such as a sit down restaurant or movie theatre. In addition to increase local spending, there are opportunities to hire locally. Specifically, the neighborhoods of Cypress Park, Elysian Valley, Glassell Park, and Lincoln Heights can benefit from such businesses, especially in providing a place for connecting while enhancing the identity of the neighborhoods.

1.3 NELA Neighborhood Maps

Brief: Design neighborhood maps through a participatory planning process that serve as a tool to connect residents across communities and attract visitors.

Goals: 3, 8

Agent: Public, Non-profit

Insights from community members during the placemaking process revealed a rich layer of hidden gems in each neighborhood, ranging from informal street vending hot spots to locally built bulletin boards. A series of neighborhood maps provide a creative opportunity to share information with neighbors and visitors alike.

These Riverfront District maps can also delineate recreational areas, unique businesses, and neighborhood points of interests. These maps help promote local tourism, support local businesses, and create a stronger sense of place. A participatory process of creating these maps enable local stakeholders an

opportunity to take greater pride in their community assets. The maps created by TRUST South LA using a combination of technology, social media, and organized bicycle rides are examples to explore.

1.4 Artists & Makers of Elysian Valley

Brief: Designate Elysian Valley as an ‘artists and makers community’ with planning incentives that protect the vibrancy and creativity of both people and place.

Goals: 5, 8

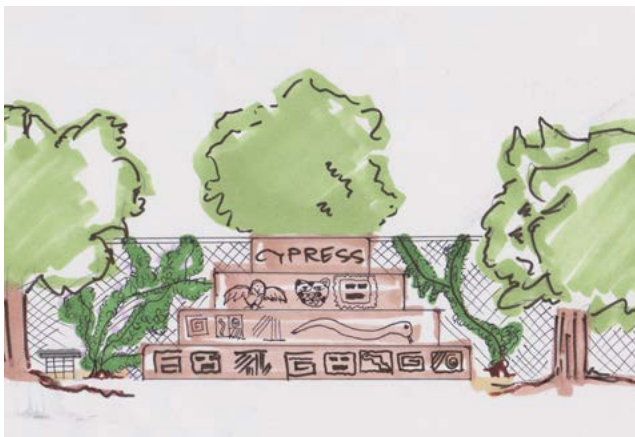
Agent: Public, Non-profit

The business core of Elysian Valley is a dynamic mix of both small and internationally recognized artisans, along with still-thriving small manufacturers who provide many local jobs. Together, this creative community comes together annually for the much anticipated Frogtown Artwalk, an event that also highlights the River as an asset while promoting local artists and maker products.

The physical character of the neighborhood is defined by a handful of river-adjacent manufacturing and industrial buildings surrounded by single-family residential homes. With growing real estate speculation, the ‘highest and best use’ for properties is large-scale residential conversion. The Elysian Valley community is working to minimize displacement of the creative class, protect the lost of small manufacturing buildings suited for adaptive reuse, preserve the village quality of the neighborhood, and promote the continuance of small manufacturing that provides local jobs.

The City should continue exploring the following strategies:

- Clarify Q Conditions under the Elysian Valley Revitalization Plan Ordinance No. 176825 on commercial manufacture (CM) zoned sites to incentivize adaptive mixed used developments by allowing live/work units, incentivizing adaptive reuse of industrial buildings and development of affordable housing, and prohibit incompatible lot ties.
- Initiate an updated to the Silver Lake-Echo Park-Elysian Valley Community Plan to protect the character of the neighborhood while allowing for new growth, especially in regards to parking credits and a community-wide mobility plan that will incentivize developments with appropriate density.
- Incentivize investment by local community development organizations.



Above: Fig/26 Intersection by Joshua Link. Below: Chichén-Itzá in Cypress Park by Viviana Franco, Glassell Park Community Garden by Ivan Ponce

1.5 Figueroa/26 Intersection

Brief: Enhance existing intersection at Figueroa Street and Avenue 26 while establishing a community identity and improving the pedestrian experience.

Goals: 3

Agent: Public, Non Profit

The intersection of Figueroa Street and Avenue 26 in Cypress Park is surrounded by gas stations on every corner. The pedestrian experience includes broad expanses of asphalt and requires multiple street crossings in order to head to the south side of the intersection.

One solution is the installation of decorative crosswalks and green corners to improve conditions for local pedestrians while highlighting the identity of Cypress Park and its adjacency to the Lincoln Heights/Cypress Park Gold Line Station and LA River Center.

Project submitted by Joshua Link, winner of the Cypress Park category in the Design Competition.

1.6 Chichén-Itzá in Cypress Park

Brief: Transform a vacant lot into a community-oriented, culturally inspired gathering place featuring an interactive pyramid inspired by Chichén-Itzá.

Goals: 3

Agent: Private, Non Profit

There is a 4,800 square feet triangular lot adjacent to the 110 Freeway just south of the Heritage Square Gold Line Station. The most striking element of the space is not a feature, but an action. A Cypress Park community member has revitalized the space by planting cacti around the perimeter and placing decorative white rocks as a border. It is clear that the community was empowered to reclaim the space.

This project will be community designed and built, featuring local native plants and an interactive pyramid that can be used for plays and community events. Inspired by Chichén Itzá, a large Mayan socio-economic center in Mexico rich with cultural practices, economic activities and daily social rituals, this project will be named Cypress-Itzá. This new space will reinforce the cultural diversity in the community and welcome locals and Angelinos alike.

Project submitted by Viviana Franco of From Lot to Spot, Honorable Mention winner for Cypress Park category in the Design Competition.

1.7 Hyperion River Plaza in Atwater Village

Brief: Repurpose existing piers of the Red Car Trolley Line for a new public viewing space that celebrates the community and the riverfront.

Goals: 2, 3

Agent: Public, Non Profit

In Atwater Village adjacent to the Hyperion Bridge, there are Red Car Trolley piers that have potential to be repurposed into a pedestrian and bicycle path with a series of steps leading to the river.

This proposal will create broad, open-riser steel stairs that span behind the piers of the community's historic transportation amenity. Steps will lead directly to the water while the open-riser allows for continuous river flow. This new space will serve as a community public space, allowing for a variety of events and activities that celebrate the community and the River.

Project submitted by ERW Designs, Honorable Mention winner for Atwater Village category in the Design Competition [See Page 13].

1.8 Downey Recreation Center Bicycle Hub in Lincoln Heights

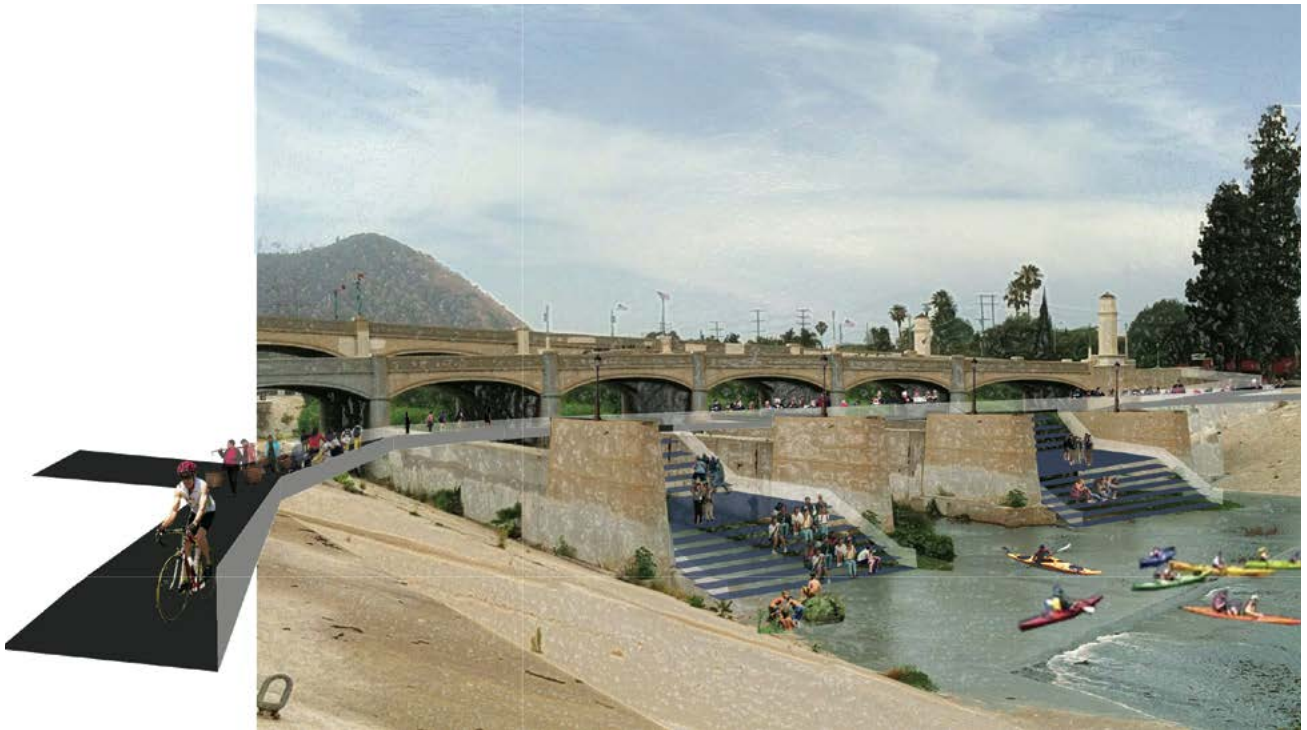
Brief: Build a pedestrian and bicycle hub centered at the Downey Recreation Center through collaborations between local students, artists, and fabricators.

Goals: 2, 3

Agent: Public, Non Profit

The Downey Recreation Center is located at the heart of Lincoln Height's main streets and adjacent to the River. This area is home to about a dozen schools within a $\frac{3}{4}$ mile radius and surrounded by streets that are neither pedestrian or bicycle friendly.

This project aims to transform the Downey Recreation Center into a river-oriented bicycle hub by working with local students, artists, fabricators, and suppliers to create a pedestrian and bicycle friendly public space network.



Above: Hyperion River Plaza by ERW Designs. Below: Downey Recreation Center bicycle hub by Charles Ghiotto

Project submitted by Charles Ghiotto, winner for Lincoln Heights category in the Design Competition.

1.9 Glassell Park Community Garden

Brief: Transform a vacant land into a vibrant community garden.

Goals: 7, 8

Agent: Private, Non Profit

At the residential heart of Glassell Park, there is a lot that has been vacant for nearly three decades. Sandwiched between two apartment buildings at 3324 Chapman Street, this lot is often filled with trash.

This project could serve as a garden or park space, providing a gathering space for families and children. Council District 13 has reached out to the property owner to inquire about leasing or selling the space. At the core of this proposal is desire to transform under utilized spaces into communal places.

Project submitted by students of the LA River School, winner for the Glassell Park category in the Design Competition.

1.10 Elysian Valley Under Pass Gateway

Brief: Transform the under pass on Riverside Drive beneath the Interstate 5 into a welcoming place for pedestrians and bicyclists with elements such as lighting, signage, and art.

Goals: 8

Agent: Public, Non Profit

Project profile by MLA can be found on page 97.



Elysian Valley Under Pass Gateway

This project looks to transform the portion of Riverside Drive that passes beneath Interstate 5 as well as looks to utilize portions of the public right-of-way and conditional use of adjacent vacant parcels to work comprehensively as both a new gateway to the neighborhood and provide needed community serving uses.

The Interstate 5 and Highway 2 have created a common instance of deeply shaded and inhospitable moments for pedestrian and bicyclists to pass through. The intent is to treat these underpasses as opportunities for art that lead to safer conditions but also express the varying identity and character found within this portion of Elysian Valley, also known as 'Frogtown'. As a companion effort, the project will look to integrate the much needed retail and community services to amend the historically unbalanced land use designations as part of this district.

To increase a sense of comfort, safety, and level of interest near and around the underpass vertical landscape elements, lighting, navigation through the underpass, way-finding signage, clear sight-lines and visual connections to overall network will be incorporated into the site. Further enhancements would include soliciting community-driven art projects beneath the underpasses, distinguished tree plantings and distinctive paving to transform the existing impacts caused by the freeways/highways and contribute to the identity of the neighborhood.

Providing a well-identified and accessible route will also improve bicycle and pedestrian accessibility, mobility and safety providing connection in and out of the neighborhood of Elysian as well as accessing another entry point to the River.

The addition of a DASH bus line will also increase public transport ridership and mobility around Elysian Valley and neighboring communities.

In order to transform underutilized spaces into vital places that highlight local assets, spur rejuvenation and serve common needs an alternative pop-up retail is suggested in the space adjacent to the Public Storage Facility. This could include portable or temporary local entrepreneurial opportunities such as an outdoor market and/or café. As a recommended public private partnership, these spaces could be co facilitated by Public Storage connecting private sponsorship to opportunities for local entrepreneurs to help revive our communities' shared places, from parks and parking lots to downtown corridors which could at times (week nights or weekends) spill out into the Public Storage parking lot.

As part of a longer term transition, the identified opportunity areas should be planned for the eventual contribution to the neighborhood as locally serving retail and community facilities that are currently absent. It is important to note that several community members, including representatives from the Elysian Valley Neighborhood Council, have stressed that the existing infrastructure of Elysian Valley is reaching, or has already reached capacity and additional growth will stress the system and compromise the integrity of the neighborhood. With that, it is the intention of this proposed project to put forward improvements that can contribute to improve the identity of the neighborhood as well as provide much needed community resources within the neighborhood.

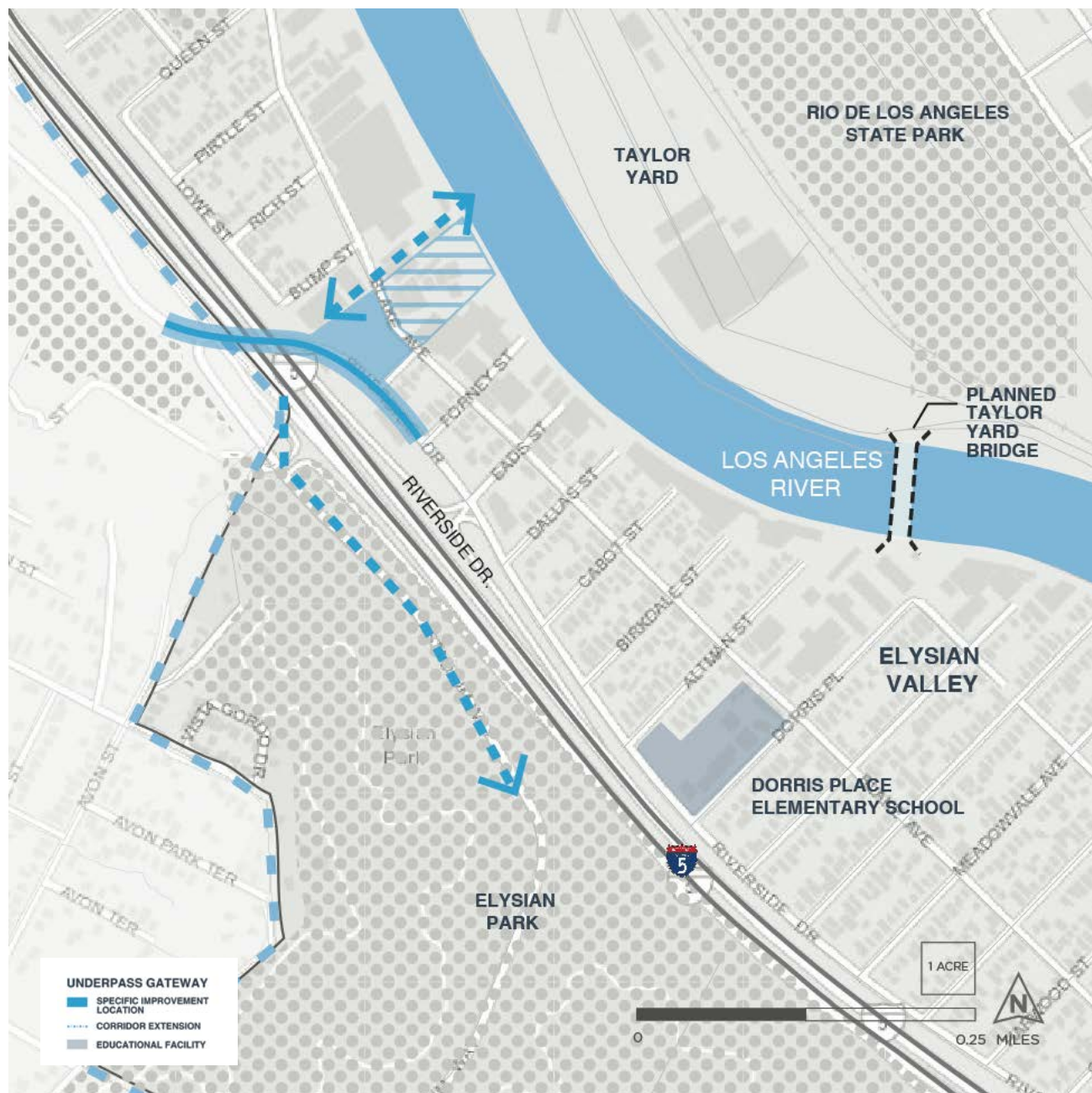


Fig. 40 A new gateway to the neighborhood.

ELYSIAN VALLEY UNDERPASS GATEWAY

CONCEPT DESIGN

OVERALL EXTENT:

1/2 Mile Area

SPECIFIC IMPROVEMENT LOCATION:

Riverside Drive Underpass between Gail / Blimp Streets.

VPEDIS GOALS:



PROJECT TYPOLOGY:



LOGISTICS

ESTABLISHING EASEMENTS: Acquire Access to Adjacent Properties Easements (city and private owned lands, extending ROWS, initiating public/private partnerships)

GENERAL COST

Small < 1 Mil
Medium 1 - 5 Mil
Large > 5 Mil

RELATED RESOURCES

BENEFITS:

Improve bicycle and pedestrian mobility & safety.

Provide a well-identified and accessible route and convenient connection between Elysian Valley and Riverside Drive/Elysian Park.

Increase access to recreational opportunity and community resource.

INTEGRATING WITH OTHER STREET IMPROVEMENTS: Coordinate with other planning efforts that affect trails, streets and open spaces.

CONNECT WITH ADJACENT AND NEARBY PUBLIC SPACES: Extend the trail along Riverside Street corridor and sidewalks to connect to open spaces.

TOTAL PROJECT: Medium

PHASE I:	Small
PHASE II:	Medium
PHASE III:	Medium

PLANNING POLICY, FUNDING, & ADDITIONAL STUDIES

METRO

Great Streets Los Angeles Action Plan

Green Streets Initiatives

Green Infrastructure City Initiatives

People Streets

Enhance identity of neighborhood via signage, way-finding elements and amenities including art, plantings and distinctive paving.

Create opportunity for commercial/retail development and supporting local workforce.

Promote better access to local businesses.

Create opportunity for community art project beneath the freeway underpass.

Provide amenities that promote accessibility throughout the day and night.

EXPAND EXISTING AND PROPOSED ACCESS

ROUTES: Link to existing trail networks in Elysian Park as well as the Los Angeles River Trail.

SIGNAGE WAY-FINDING EFFORT: Incorporate way-finding and interpretive signage along the corridor. Expand and increase current efforts to identify access points and trails along the river.

PRIVATE OWNER SUPPORT: Addressing the needs of the Elysian Valley Community and making use of an Underutilized Site, this project requires the support of the owner of the property to permit the conditional use of the site for benefit of the neighborhood and City. Improvements to the property have been described so that they may easily be removed if the property were to transition to another owner.

PHASE I:

Acquire permits, implement gateway art project on Riverside Drive within underpass space.

PHASE II:

Acquire permits and/or conditional use of vacant parcel (owned by Public Storage) to utilize site for temporary

structures to provide community uses/facilities.

PHASE III:

Improve greater extent of Riverside Drive by installing street elements (lighting, seating, garden plots, planting) and acquire conditional easements through properties fronting the Los Angeles River furnished with signage and improved pathways.

PRECEDENTS IN LA:

West Side Los Angeles River Trail

PRECEDENTS OUTSIDE LA:

Cumbernauld Underpass
Cumberland Park
Jose Marti Park | Miami
Lang-Baumann Underpass
Lonsdale Street | Dandenong
Restart Mall | Christchurch
Seart Park | Mt Wellington, NZ
Underpass Park | Toronto

EXISTING CONDITIONS

Gateway

The underpass junction near Riverside Drive and the I-5 freeway is a currently underutilized and relatively unannounced route between Elysian Park and the Elysian Valley neighborhood.



Vacant Site

Land that is currently not utilized exists throughout Elysian Valley, associated with industrial facilities in the area.



River Access

Numerous streets in the Elysian Valley neighborhood deadend into the Los Angeles River, however, many of these potential access points remain inaccessible due to private land, industrial uses, gates, and walls.



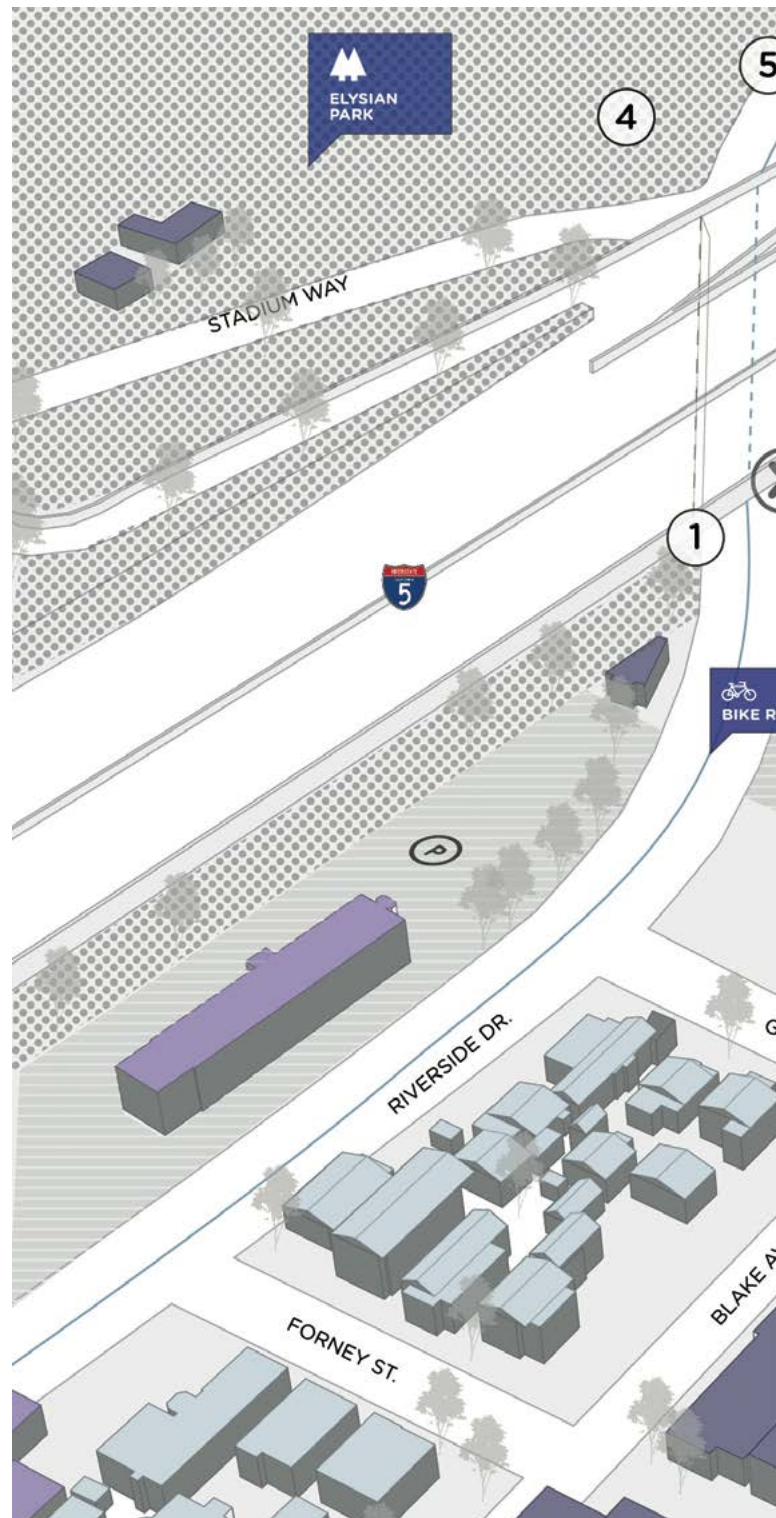
Regional Parks

The Elysian Valley neighborhood is home to one of the largest parks in Los Angeles: Elysian Park. Access to this outdoor space from the residential neighborhoods, however, is challenging due to the I-5 freeway and other major roads that impede cross traffic.



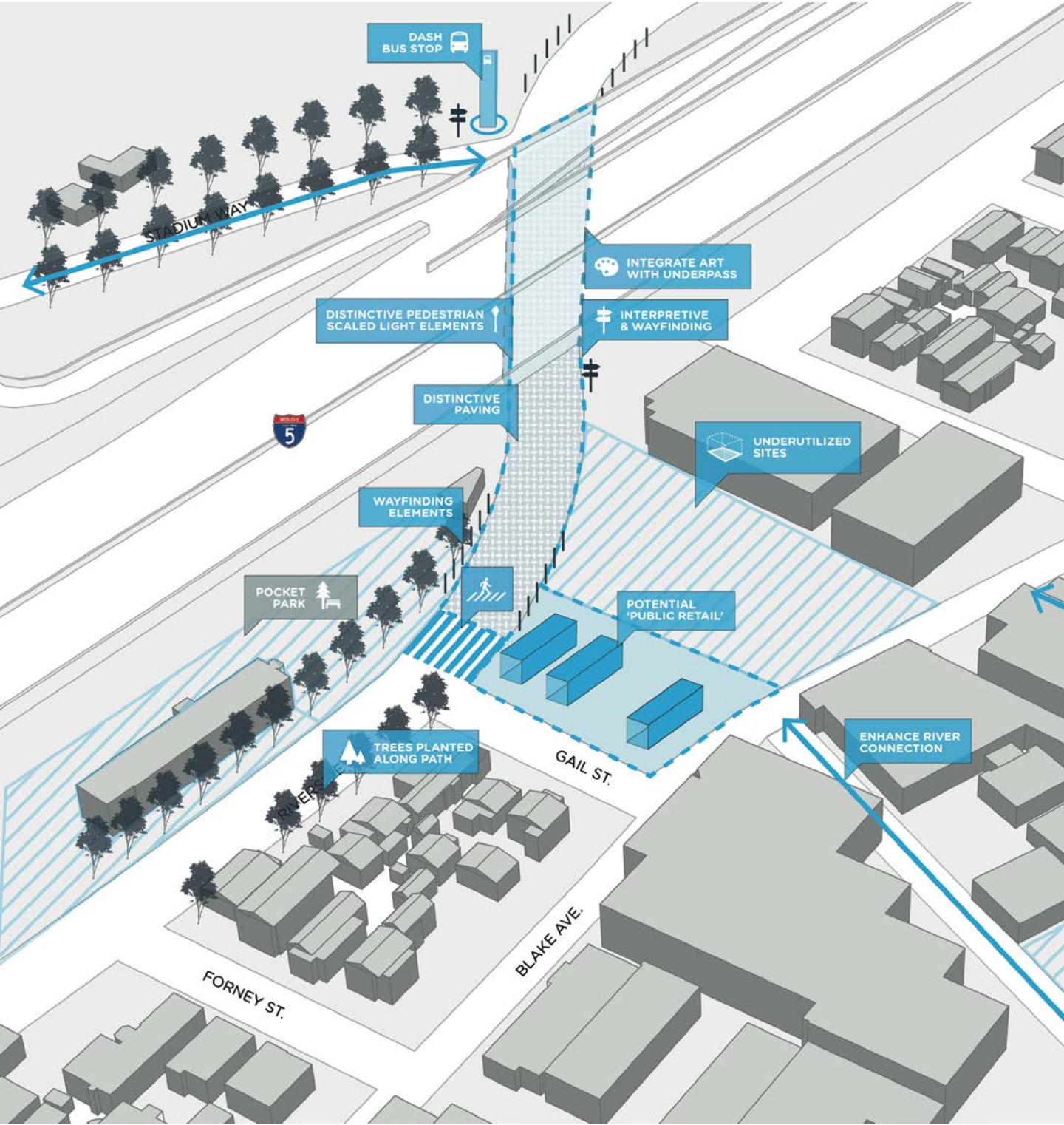
Riverside Identity

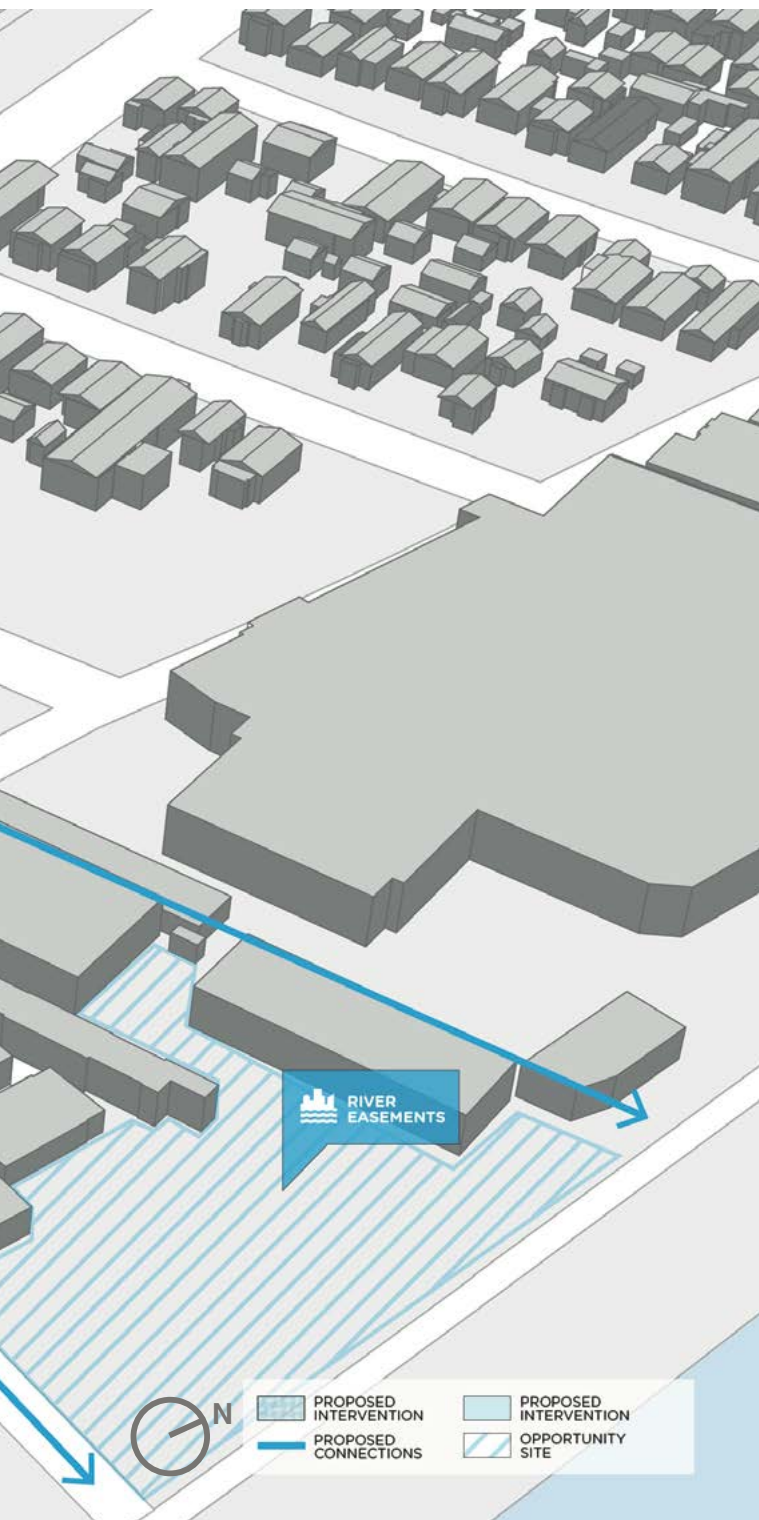
Riverside Drive runs parallel to the Los Angeles River (hence its name), although from the current condition of it, this close proximity is hidden from those driving by.





PROPOSED INTERVENTIONS





Elysian Landing

The Riverside Drive underpass will be transformed into a creative space with lighting, public art, and landscaping enhancements that establish a gateway to the neighborhood and reinforce a sense of arrival to Elysian Valley.



Interim Place(s)

Underutilized sites in Elysian Valley, such as vacant land and parking lots, can be converted into interim places for the community through the use of temporary and moveable structures like shipping containers.



River Connection

Developing a clear connection route to the river via a community open space and paths will help to provide residents in and around Elysian Valley with an opportunity to connect with and bring more life to the Los Angeles River.



More Fun Ahead

Providing clear way-finding and interpretive signage that illuminates the proximity to and interests points in Elysian Park is an essential part of creating a more enhanced connection across the neighborhood of Elysian Valley.



Riverside Redeaux

Improving Riverside Drive through site amenities and stormwater strategies will serve as an extension of the underpass gateway, connection to the Los Angeles River and symbol for the Elysian Valley community.

2

Enliven the riverfront open-space experience

Enhance existing and plan new open spaces surrounding the River with visible linkages to a riverfront network.

Public spaces, occasionally open and/or green spaces, are reflections of the community and provide residents and visitors common ground to express themselves. As such, public spaces should be designed to support and enhance the communities that surround them. The River provides a public space network that serves as open space – such as the riverbed and its edges. However, not all open spaces are green spaces. There are places along the River that are green spaces, such as Marsh Street Park in Elysian Valley and Humboldt Park in Lincoln Heights.

Within the Study Area, there is also a mix of community types including residential, industrial, and commercial uses. The needs from these communities range from educational and

cultural experiences for residents to economic sustainability and community branding for businesses.

Successful improvements of the waterfront open-space experience involves creating and programming spaces for all users. It also requires a distinction between the type of public space and its programming. The following objectives provide for diversity while fostering compatibility between these community types and public spaces.



Objectives

A

Create more usable open space

Much of the River waterfront is already occupied, but vacant and underutilized land remains and can be redeveloped into open space. Though land use changes or environmental remediation may be required, it is necessary to plan useful and accessible open spaces along the river edges. The development of new open spaces or improvements of existing parks will transform previously inaccessible lands into vibrant community gathering area, fostering economic growth in the process.

Open space comes in many forms. Along with opportunity, there needs to be a distinction of the types of open space that are needed within a specific community and NELA as a whole. There are regional parks like Griffith Park, which serve and attract patrons outside a specific community. Pocket parks, which are smaller and often result from formerly vacant or underutilized land. With the launch of the City-led People Street program, it is much easier to redirect space previously used by vehicles. Pedestrian plazas and sidewalk adjacent parklets provide new gathering spaces.

B

Program public spaces

Public spaces are only as useful as they are used. Enlivening the public space experience means infusing a place with life, allowing for layers of human experiences. Programmed activities, such as tours, events, performances, art exhibits, creates social connections in conjunction with a place. These activities can promote both the charm of the River while highlighting the diversity of its adjacent communities.

Public art is another placemaking tool that can represent the history of a place while adding elements of humanity. While having public space is important,

building a section within that space that features artwork designed to encourage civic engagement and conversations with strangers is essential. The River Master Plan reinforces this idea, stating a “revitalization effort will benefit if an arts program is established to coordinate how art is commissioned, funded, and managed to improve upon and to guide the eclectic artistic activities of diverse communities.” Public art has been practiced in many forms within the NELA area, including sculptures, murals, graffiti, mosaics, and performance art.


C

Build a continuous river-adjacent greenway

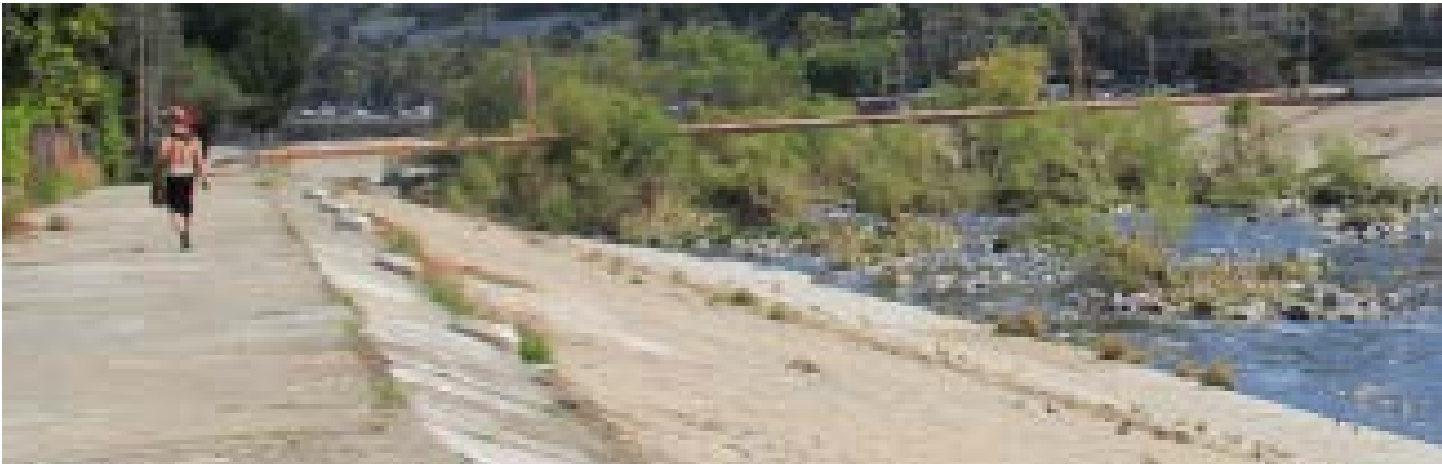
Waterfront greenways connect people to water’s edge while providing for recreation and movement between communities. Within the Study Area, a greenway can serve as a non-motorized pathway for pedestrians, joggers, skateboards, roller bladders, or bicyclists. Currently, there are portions of the greenway built out to various degrees. However, the east side of the River is much less accessible than its counterpart on the west side. River access south of Figueroa Street is minimal.

NELA residents cited safety as one of the main deterrents to accessing the River and its adjacent parks and amenities. The safety issues raised ranged in scope, including issues of inadequate lighting and signage, non-existent access points, and high bicycle traffic speeds, especially in Elysian Valley. To best enhance or expand the Greenway, it is important to understand the various safety issues.

MARSH PARK

A photograph of Marsh Park in Elysian Valley, featuring a paved playground area with large, stylized sculptures of a frog and a snake. The background shows trees and a building.

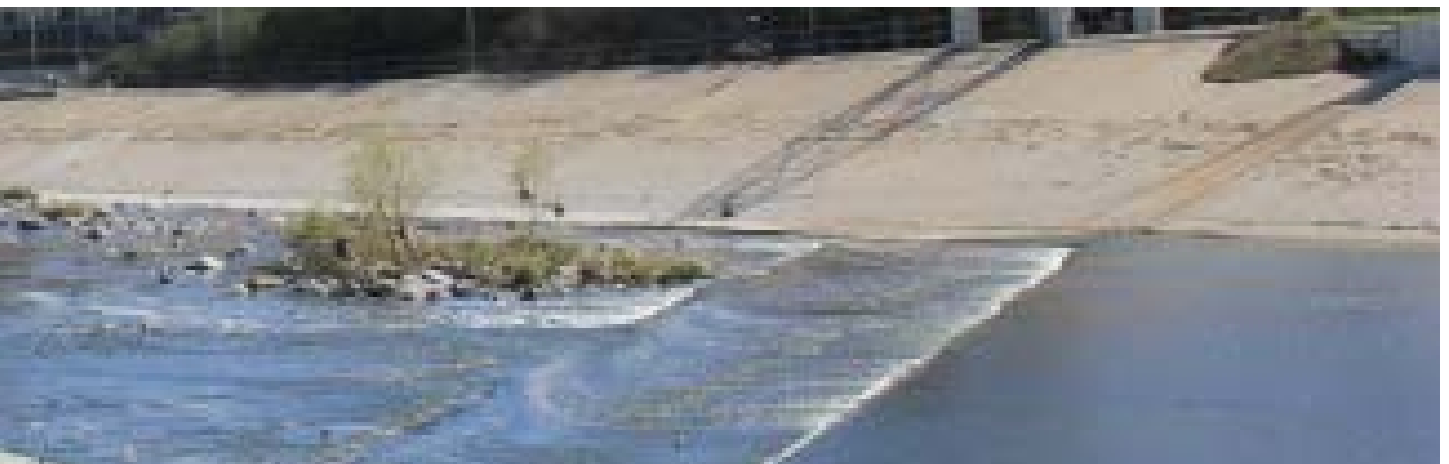
Marsh Park in Elysian Valley is an half acre park with a playground, skate park, picnic area, and stunning views of the Verdugo Hills and the River. While not particularly large, the park provides a gathering space for its residential neighbors while offering bicyclists and joggers along the Greenway a resting place and visual respite from concrete and rear facades. Designed with a built in bioswale that collects and purifies rainwater prior to its entry into the River, Marsh Park also provide environmental benefits. With active programming provided by the Mountains Recreation & Conservation Authority, ranging from community bonfires to nature tours, this mostly passive park is enriched with programming. Overall, this multi-purpose park has proven that momentous changes in a community occur with small investments. This park benefits the residents the surrounding neighborhoods and contribute to the identity of the Riverfront area as both an open and green space.



L.A. RIVER KAYAK SAFARI

For the first time, local river authorities succeeded in the coordination of a pilot recreational zone in the Glendale Narrows soft-bottom section of the NELA River area for Kayaks during the summer of 2013. In order to ensure that the riverfront neighborhoods had a stake in the increased recreational and economic development opportunities, local Elysian Valley residents Steven Appleton and Grove Pashley started the L.A. River Kayak Safari. The effort coordinates Kayak rentals, trainings, and local tours from resident perspectives.

This coordinated effort provides a local form of social enterprise that not only benefits local job growth but also encourages local involvement in the recreational use of the River that abuts the Riverfront neighborhoods. This form of local recreational coordination is an important outgrowth that has the potential to make local community residents and businesses feel they are co-benefiting with the increased revitalization efforts by public agencies and organizations that are programming the recreational uses of the River as part of their work plans.



Recommendations

2.1 Greenway 2020

Brief: Support the partnerships that will led to the implementation of a continuous 51-mile Greenway along the LA River by 2020.

Goals: 1, 3, 8

Agent: Public, Private

Greenway 2020 is a campaign led by the LA River Revitalization Corporation (LARRC) to create a regional non-motorized transportation corridor from the San Fernando Valley to Long Beach, passing through 13 cities and numerous jurisdictions. The Greenway will enable families to leave their cars at home and enjoy a leisurely walk

or bicycle ride along the River with amenities such as parks, cafes, and rentals. Currently, 26 of the 51-mile stretch of the River hold elements of a Greenway.

To support this realization of Greenway 2020, with a particular focus on the Study Area, the following guidelines are essential:

- Support by the City of Los Angeles in raising funds, entitling projects, and permitting demonstration projects to connect the River to adjacent communities.
- Support LARRC’s collaboration with other cities, agencies, and departments within the County of Los Angeles under the vision of this plan and the LA River Master Plan.

- Incorporate Greenway 2020 vision into local, state, and federal legislation in relevant funding streams, including public, philanthropic and corporate platforms.
- Partner with both public and private organizations to address operation and maintenance expenses.

2.2 Broadway Connector

Brief: Build a pedestrian/bicycle path connecting the Greenway between the base of Elysian Park to the proposed Cornfields park.

Goals: 1, 3, 8

Agent: Public, Private

Currently, river access south of Figueroa Street is limited. Access from all the NELA neighborhoods to the River must pass through the main streets of Lincoln Heights. As part of Greenway 2020, the Broadway Connectors aims to serve as a signature elevated public realm in the form of a bicycle and pedestrian path that closes the gap between the NELA neighborhoods and Downtown via the Cornfields.

Specifically, this project will enhance the Greenway by creating a connection to Park Row Drive (an access point to Dodger Stadium) via an access point on the Broadway Street Bridge. The success of this project is contingent on the future Greenway that is planned south of Figueroa Street. The existing portion of the Greenway ends in Elysian Valley.

2.3 Confluence Colonnade Parkway

Brief: Restore a majestic colonnade beneath the Figueroa Bridge with public art, cultural programming, and river activities.

Goals: 1, 3, 8

Agent: Public, Non Profit

Under the clutter of the pre-1939 Figueroa Street bridge and its later revisions, a majestic colonnade is buried. It is aesthetically pleasing and appears structurally sound. By removing the later sections, a piece of history is revealed, providing new vistas of the Arroyo Seco, the new Figueroa Street bridge, and the hills of Elysian Park.

This project will serve as a destination while heading south to the proposed Broadway Connector. Although

serving the region, the greatest impact of this project will be the residents of Elysian Valley. The existing architecture of the colonnade can be programmed with art, markets, performances, and exhibitions – both serving and being informed by local youth and creative forces in the area.

Project submitted by Steve Appleton, Honorable Mention winner in the Elysian Valley category of the Design Competition.

2.4 Rio Vistas Pilot Program in Elysian Valley

Brief: Transform three public rights-of-ways along the River in Elysian Valley into welcoming streets ends

Goals: 1, 3, 8

Agent: Public, non-profit

There are 305 streets that intersect the River and about 10% of these streets can be found along a 2.5 mile stretch of Elysian Valley. Many of these street ends are public right-of-ways that can be re-oriented towards the River and neighborhoods while addressing issues of access and safety.

The Rio Vistas Pilot Program was created by the LA River Corp and features a collaborative, youth-led, technically support, and expert validated process where local students at the LA River School designed three shovel ready projects. In this process, students learned about sustainable design, project planning, community mapping, and civic participation. The three projects are located at the end of Coolidge Avenue, Denby Avenue, and Knox Avenue. The Collaborative is working with Council District 13 and city agencies on a streamlined permitting process for the construction of the Rio Vistas. A combination of private and public sectors are leveraged for this project. Once completed, this model can be applied to other streets ends that intersect into the River's edge and achieve significant impact along the entire 51 miles of the LA River.

2.5 Descansito Rest Stop

Brief: Support the partnerships that will led to the implementation of a continuous 51-mile Greenway along the LA River by 2020.

Goals: 1, 3

Agent: Public, Private

The Greenway along the Elysian Valley is squeezed into a 12' strip of asphalt paving between the River's steep embankment on one side and the walls and fences of the industrial properties on the other. Speeding bikes and strolling pedestrians find themselves at odds on the shared roadway. Often times, the River is both visually and functionally cut off from the surrounding businesses and neighborhood.

This project proposes a public private partnership at the industrial site at 1921 Blake Avenue to create a model for gateways that blend public space with private development. Using two stories of stacked re-purposed shipping containers, the new indoor and outdoor space will feature an at-grade sitting area with amenities, a second story viewing platform, and a sculptural bridgeway that is cantilevered about 7' over the embankment. Overall, this project is a reflection of community oriented development in the neighborhood: low-rise construction; adaptive reuse; and maker-oriented.

Project submitted by David Dedlow and Trace Stone, winners in the Elysian Valley category of the Design Competition

2.6 East Side Trail Extension

Brief: Create a formalized multi-use, shared trail for pedestrians and cyclists along the east side of the River connecting Atwater Village to Lincoln Heights.

Goals: 1, 3, 8

Agent: Public

Project profile by MLA can be found on page 115.

2.7 Griffith Park East

Brief: Repurpose existing City owned land into a new 28 acre park on the east of the River.

Goals: 1, 3, 8

Agent: Public

In the northern half of Atwater Village, the City owns a 28-acre site along the River currently used as a services yard and water plan. In partnership with many partners, The City

Project has championed the repurposing of this space into an active green space.

The conceptual plan includes park mixed with active and passive recreation, including athletic fields, picnic areas, playgrounds interpretative learning spaces, public art, and walking pathway. Many community groups have contributed to the conceptual plan to ensure it takes into account the needs of all users in the community.

2.8 Atwater Village Community Garden

Brief: Repurpose existing City owned land into a new ½ acre community garden featuring green landscaping and stormwater management infrastructure.

Goals: 1, 3

Agent: Public, non profit

Project profile by MLA can be found on page 123.

2.9 Pocket Parks

Brief: Transform vacant/underutilized land near community nodes to create informal communal spaces that connect different neighborhood uses.

Goals: 1, 3

Agent: Public, non profit

There are many vacant spaces or parking lots that serve as de facto public spaces. The City should look for opportunities to convert these places into pocket parks, with passive uses or infill urban gardens. Throughout the community engagement process, community members expressed a desire to for smaller scape open spaces for informal gatherings.

Since pocket parks are generally small by nature, safety remains a paramount concern. We recommend pocket parks be located adjacent to schools and community centers, where organized functions create a safe environment. These pocket parks will also provide a linkage between residential and commercial domain. The tools developed by LA Open Acres, including a catalogue of vacant lots and ideas for community members to explore, is a helpful project reference.



Above: Greenway 2020. Left: Confluence Colonnade Parkway by Steve Appleton. Right: Descansito Rest Stop David Dedlow by Trace Stone



Above: Griffith Park East. Below: Arroyo Seco Artcupunture Alicia Gomez Jimenez

2.10 Public Events Programming

Brief: Coordinate a series of public events that celebrate the five NELA neighborhood's identity.

Goals: 1, 3, 8

Agent: Public, non profit

There is no shortage of community events in the Study Area. Every neighborhood has several much-anticipated events, from the weekly Farmer's Market in Atwater Village to the monthly NELA Artwalk in Cypress Park, to the annual Artwalk in Elysian Valley. River-oriented organizations also plan public events such as campfires, bike-in movie nights, and river clean ups.

However, the lack of an official platform to coordinate, communicate, and cross-promote all these events results in many stakeholders missing out. Furthermore, celebrations that reflect the cultural and ethnic diversity of each community can sustain dialogue that preserves the memory of the change makers, community organizers, and historic markets that has led to a collective Riverfront identity. Thus, there is a need to establish an entity within the Riverfront District to enhance, link, and fill the eclectic mix of public events that genuinely reflect and celebrate the area.

phase project will leverage existing art nodes, establish new art nodes, and build a network promenade connecting all nodes. Proposed elements include projects, murals, open-air art galleries, lighting art, and other artistic expressions that reflect the community.

Project submitted by Alicia Gomez Jimenez, winner of NELA-wide category of Design Competition.

2.11 Arroyo Seco Artcupunture

Brief: Create an art network along the Arroyo Seco that fosters the cultural and artistic legal of the area.

Goals: 1, 3, 8

Agent: Public, non profit

This project aims to create a longitudinal axe along the Arroyo Seco, utilizing the dense web of freeways and infrastructure, to create an urban 'Art'cupunture network of art activation. The area of focus will include the Lincoln Heights and Cypress Park communities, but also extending east to Mount Washington and Highland Park. Overall, the area reaches from the Heritage Square/Arroyo Gold Line Metro Station to the Arroyo Seco Confluence.

The river will become a new urban arts scene for Northeast LA, while tackling challenges such as pedestrian and bike access, safety measures and gentrification control. This civic arts restoration will engage the community in the process, especially the existing creative energy in the area. This multi



East Side Trail Extension

Current access to the Los Angeles River in the NELA Study Area exists along the west side of the river and in portions on the east side of the river, via the Los Angeles Greenway Trail. While the current formalized narrow, paved pathway on the west side is striped for two-way pedestrian and cyclist use, its implementation has posed a problem for pedestrian safety and ease-of-use. While pedestrians and cyclists traverse the informal maintenance road and river channel located on the river's east bank, there is currently no formalized or legal pathway established for such activity on the east side of the river.

Creating a formalized multi-use, shared trail predominantly for pedestrians with some cyclist access along the east side of the Los Angeles River as well as access on the east side borrowing from conditions employed in Elysian Valley, will increase access to the river and recreational opportunities for NELA residents. The proposed trail expansion would connect the existing Greenway Trail in Atwater Village north to the Glendale Riverwalk and extend access south from Fletcher Drive down through the Lincoln Heights neighborhood.

In its initial phase, the project proposes to mirror the improvements made to the West Side Trail beneath Fletcher Boulevard, creating a safe and continuous path, as well as provide opportunities for riparian planting through a series of river terraces. This re-routing will allow for existing automobile traffic to remain intact, while simultaneously allow East Side Trail users to enjoy uninterrupted walking, jogging, and bicycling.

Essential amenities that are currently limited and/or lacking along the existing Los Angeles River Greenway Trail will be incorporated into the East Side Trail Extension. Such Trail

improvements include, but are not limited to: seating, water fountains, plantings, rest room facilities, lighting, signage and safety call boxes.

Small squares, public art works and waterfront decks will also be located at regular intervals along the river to increase the amount of usable space for resting and relaxing along the river banks. Incorporating plantings of native vegetation along the riparian corridor will also be a focus of the East Side Trail Expansion, and aim to improve both the ecology and visitor experience along the Los Angeles River.

The East Side Trail Extension will provide a north/south connection on the eastside of the River as well as connect into surrounding neighborhoods in the NELA study area via public streets and open spaces. Linking the Los Angeles River to surrounding neighborhoods and open spaces will achieve a more robust and contiguous matrix of green and open space in Northeast Los Angeles. Establishing a larger connected network of access will be achieved by working with the City of Los Angeles' related programs, such as Mayor Garcetti's Great Streets and Green Streets Initiatives. Additionally, the *Rio Vistas* project managed by the LA River Revitalization Corporation is realizing more opportunities for connections.

The number and quality of access points from neighborhoods and streets to the river will also be increased through the East Side Trail Extension project. Opening up dead ends of streets, and providing more formalized entryways to the river and trail will be a large focus of the project. Signage and other way-finding mechanisms will be used to increase the awareness that the river and trail exist, and assist Angelenos navigating there.

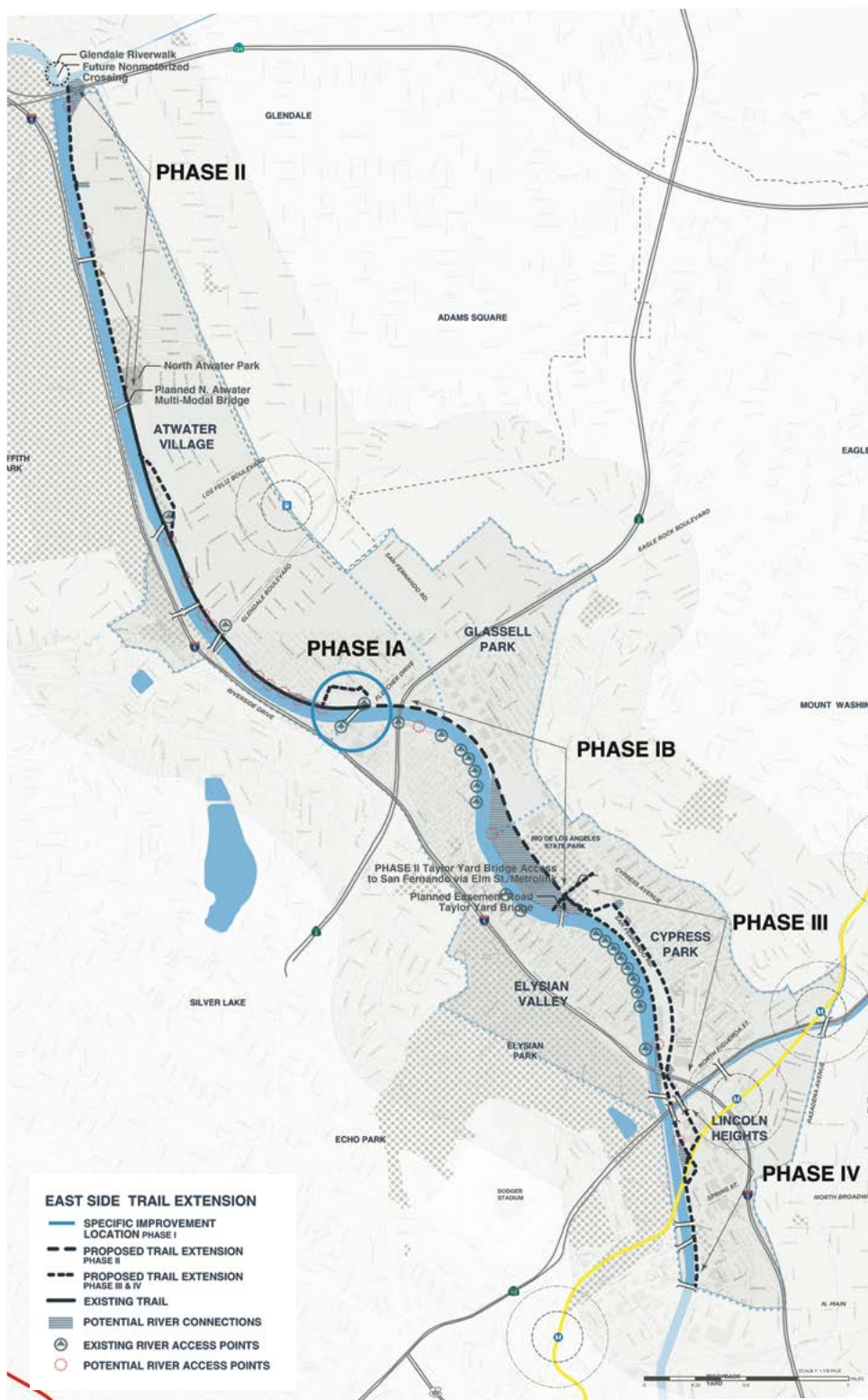


Fig. 41

The proposed Los Angeles River Eastside Trail Extension project will increase opportunities for Angelenos to access and engage with the Los Angeles River. Stretching south from North Atwater Park, the Eastside Trail Extension will provide additional pathways for pedestrians and cyclists, and offer essential amenities along the way, such as signage, lighting, water fountains and fill stations, rest rooms facilities, and seating.

LOS ANGELES RIVER EAST SIDE TRAIL EXTENSION

CONCEPT DESIGN

OVERALL EXTENT:

6+ Miles, Eastside Trail Extension

SPECIFIC IMPROVEMENT LOCATION:

East Bank at Fletcher Drive.

VPEDIS GOALS:



PROJECT TYPOLOGY:



LOGISTICS

ESTABLISHING EASEMENTS: Acquire access to adjacent properties beginning with public facilities along river at Fletcher Drive.

INTEGRATING WITH OTHER STREET IMPROVEMENTS: Coordinate with other planning efforts that affect trails, streets and open spaces.

GENERAL COST

Small < 1 Mil
Medium 1 - 5 Mil
Large > 5 Mil

RELATED RESOURCES

BENEFITS:

Extends existing access on east bank of the Los Angeles River, north and south. Providing access points for community members in neighborhoods previously without access.

Promotes Access Points from neighborhoods, create inboard routes to integrate neighborhoods when River Trail is inaccessible, connect with other parks, and bike paths.

SIGNAGE WAY-FINDING EFFORT: Expand and increase current efforts to identify access points and trails along the river. Incorporate interpretive signage at significant locations along the East Side Trail Expansion.

TOTAL PROJECT: Large

PHASE I:	Medium
PHASE II:	Large
PHASE III:	Large

PLANNING POLICY, FUNDING, & ADDITIONAL STUDIES

U.S. Army Corps of Engineers' Los Angeles River Ecological Restoration Feasibility Study (ARBOR)
Los Angeles River Revitalization Master Plan
Mayor Garcetti's Initiatives
Greenway 2020
Green Streets

Increases in recreational opportunities in trail extension and via connections to adjacent parks.

Increases green and open space.

Decreases air and noise pollution.

Maximizes benefits to ARBOR Study.

Leverages City Initiatives and METRO Funds.

Increases awareness of Los Angeles River as a community resource.

Promotes an increase in physical activity.

Provide amenities that promote increased recreation throughout the day and night.

CONNECT WITH PUBLIC SPACES: Extend the trail along streets and sidewalks to connect to open spaces. This strategy will enable access throughout final and phased build-out of the trail system. Link existing and proposed trail networks with neighborhood nodes including schools, community centers, street corridors, and open spaces. *The planned Taylor Yard Bridge is a key project to the success of improved connectivity.*

METROLINK SUPPORT: As a primary stake holder and partner on the river, the initial Phase of the Eastside Trail Extension depends on the coordination and support from Metrolink to enable access and provide connection to the East Bank of the River back to San Fernando. Future connectivity south and north along the Eastside will require additional partners including Union Pacific, Metro, Caltrans, and Department of Water & Power.

PHASE I:

Extend Existing Eastside Trail South improving access with underpass embankment at Fletcher.

PHASE II:

Acquire easment conditions and improve trail access along embankments north of Atwater Park and South of Planned Taylor Yard Bridge.

PHASE III:

Extend the Trail further south from Arroyo Seco Confluence south to Main Street. This will require a comprehensive approach to renovate the existing embankments as a series of terraces to permit the functionality of the existing rail corridor while allowing for the unobstructed, continuous route of the trail to follow directly with the Los Angeles River.

Great Streets
People Streets

PRECEDENTS IN LA:

West Side Los Angeles River Trail
Oros Green Street
Ed Reyes Park

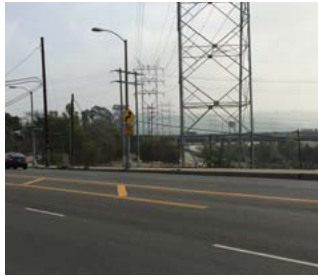
PRECEDENTS OUTSIDE LA:

Buffalo Bayou Promenade
Cheonggyecheon Stream Restoration
City/Park Hybridized Quebec Riverfront
East Bank Esplanade
Narrabeen Multi-Use Trail
Railway Project Landscape
San Jose Riverfront
Trafford Wharf Promenade

EXISTING CONDITIONS

Access

The majority of the Los Angeles River remains inaccessible to the public, due to gates, fences and walls that are erected to intentionally keep people from nearing or entering the channel and/or surrounding area.



Safety

The existing Los Angeles River Greenway Trail is a narrow paved pathway accommodating two-way pedestrian and cyclist traffic. Appropriate signage and a lack of lighting, especially under overpasses, makes for challenging and unsafe use for travelers.



Connectivity

The Los Angeles River runs through the center of the Los Angeles Metropolitan region, but remains relatively cut off from surrounding communities due to the railways and industrial facilities that directly abut the river's banks.



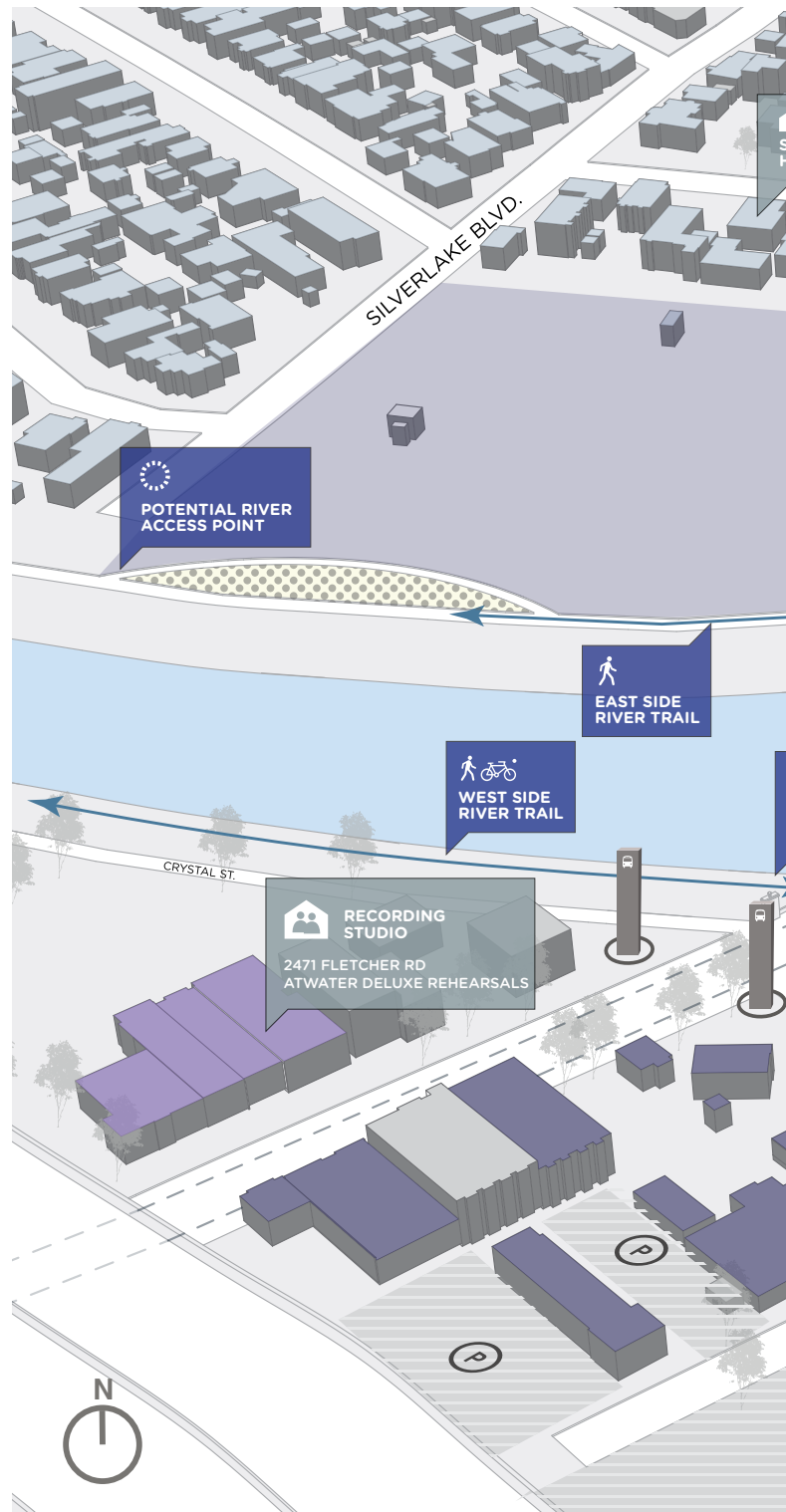
Vegetation

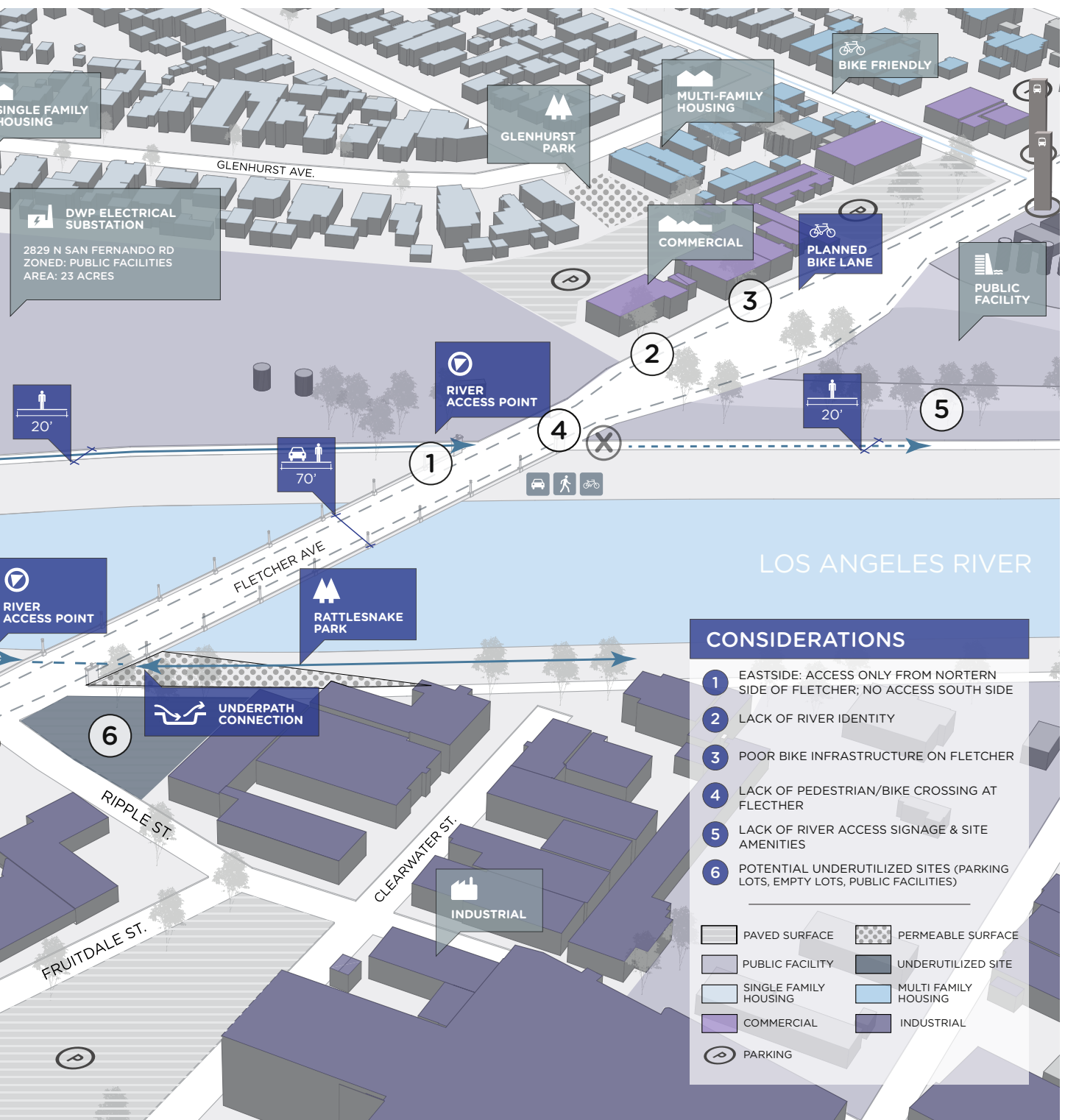
Existing vegetation in and around the Los Angeles River is sparse and often unintentionally planted. Invasive species, such as *Arundo donax*, make up the majority of the vegetation throughout the riparian corridor.



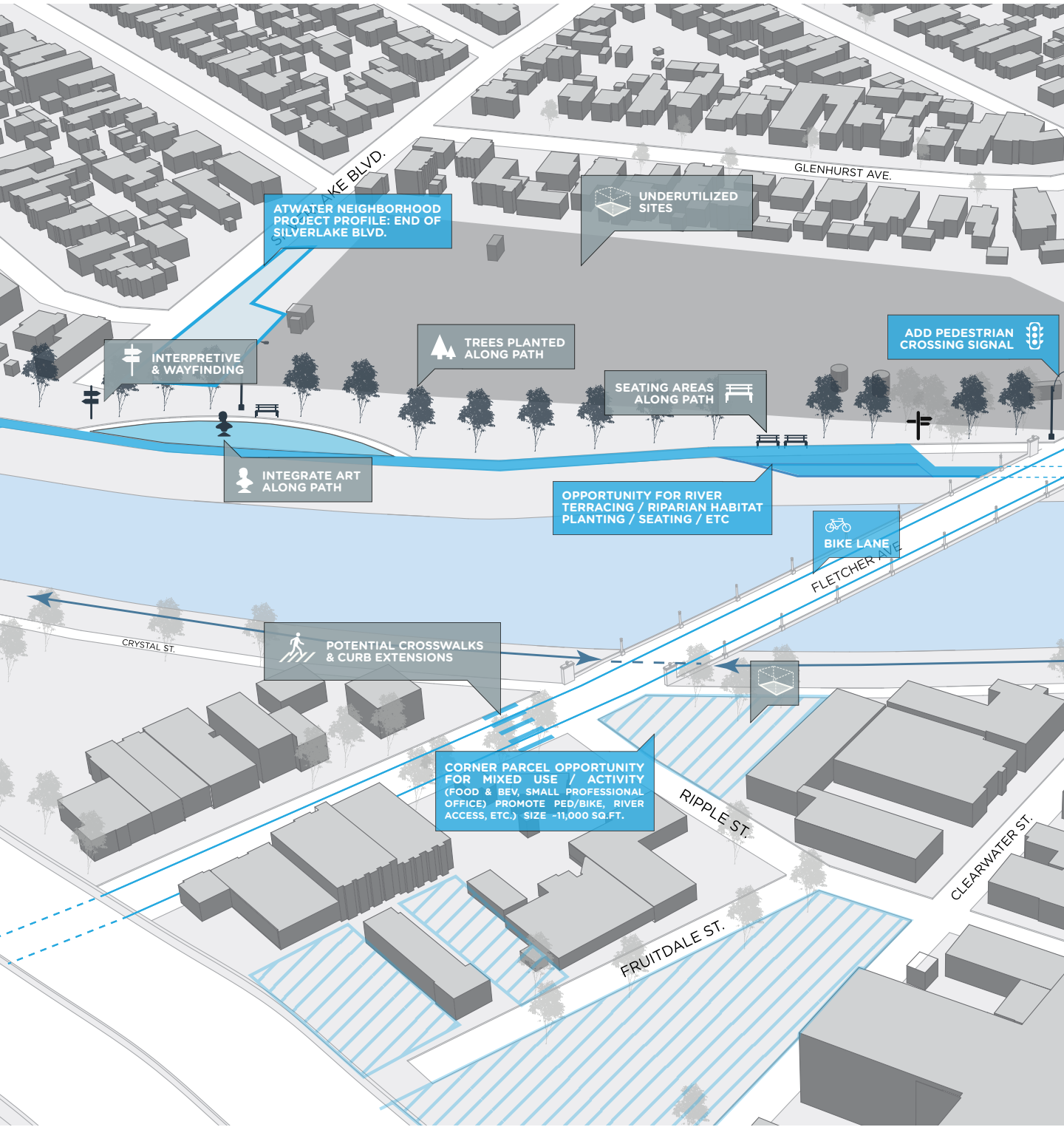
Recreation & Fun

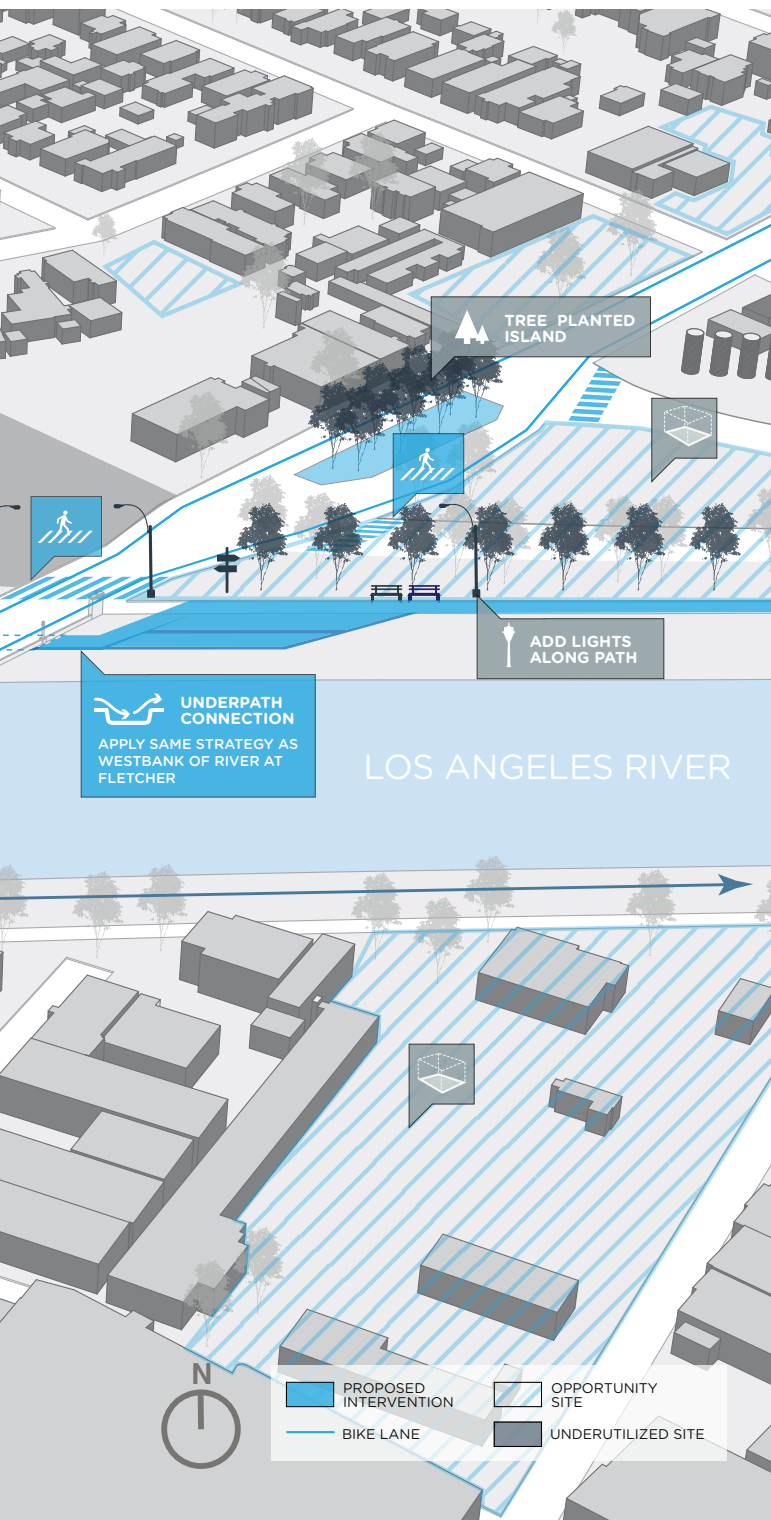
The Los Angeles River offers limited opportunities for Angelenos to recreate. Biking, walking and jogging can be enjoyed year-round on the formal pathways and trails, and boating and fishing is permitted during special recreation times.





PROPOSED INTERVENTIONS





Path Expansion

The path expansion will expand connections north/south and increase access to the river on the east side through a series of pathways and extensions. To accommodate such connectivity, trails will continue under existing overpasses and roadways.



Lighting

Lighting incorporated along the river path will increase a sense of identity and allow for safe extended use of the waterfront throughout the day and night.



Amenities

The East Side Trail Expansion will provide recreation and resting opportunities through a series of boardwalks, lookouts, and seating installations.



Vegetation

Employing vegetative buffers along the riparian corridor can be used as a means to separate traffic uses on the trail and strengthen the local ecology of the area.



New Perspectives

The East Side Trail Expansion will provide residents and visitors with unique opportunities to see the city and surrounding areas in new ways.



Community Garden Atwater Village

Taking advantage of an underutilized site on the east side of the Los Angeles River at the end of Silver Lake Boulevard adjacent to the Department of Water and Power (DWP) Substation, a half-acre plot of land has great potential to become a new space for the Atwater Village neighborhood. Voiced by the community through the series of Placemaking Workshops, the desire to have a community garden was a standout among recommended projects. In addition to improving physical and psychological health, a community garden can help foster community identity and spirit, increase access to and develop a sense of community ownership and stewardship for the Los Angeles River, and provide a unique opportunity for the youth of the community to learn about where food comes from as well as increase their knowledge of the environment.

Bordering the Los Angeles River and the Eastside Trail Extension, the community garden will provide a natural access point to the river which can be enhanced by increasing the line of sight from the street and framing the view of the river. This will allow connectivity from the Silver Lake Boulevard to the Los Angeles River East Side Trail Addition.

During the first phase of the project, the community garden site will provide lots (raised planter beds) to be used by the community, interpretive signage, composting bins, seating areas, appropriate lighting, as well as a community gathering space to be located within the garden. Later phases could expand the community space beyond the extents of the garden to include a grander access point to the river integrating a series of stepped terraces to treat stormwater, create habitat and demarcate a new gateway to the Atwater Village neighborhood at the edge of the river.

Beyond promoting a more localized foodshed, where food is grown and consumed within a closer context, the garden will serve as an important regenerative community building mechanism by consistently involving new and long-term residents, and encouraging their reinvestment in shared community public spaces. Overall the quality of life is anticipated to improve as people, especially children, develop a closer connection with nature and the space provides Atwater Village a new and distinctive gateway to the Los Angeles River.

The proposed project also provides opportunity to integrate stormwater management both within the garden during the first phases of the development and later target larger infrastructure by strategically integrating measures at the stormwater outlet. These larger measures could combine ideas of rain gardens and other water filtration techniques with terracing that can double as a community gathering space and access point to the East Side Trail Extension.

In addition to the community garden and subsequent phases that allow for revitalizing the length of Silver Lake Boulevard and access to the river, this project will lay the groundwork for more community gardens and pocket parks to take advantage of interstitial spaces that lack formal programming occurring throughout the NELA Riverfront District, offering opportunities for new park or green space development and providing green relief throughout the district. Furthermore the larger scale stormwater mitigation could catalyze more projects of this scale along the edge of the river and throughout the watershed.



Fig. 42 A community garden providing a natural access point to the river.

ATWATER VILLAGE COMMUNITY GARDEN

CONCEPT DESIGN

OVERALL EXTENT:

Silver Lake Boulevard

SPECIFIC IMPROVEMENT LOCATION:

Silver Lake Boulevard with a portion of the DWP Substation to create a combined half acre plot of land

VPEDIS GOALS:



PROJECT TYPOLOGY:



LOGISTICS

ESTABLISHING EASEMENTS: Acquire access to adjacent DWP owned property.

INTEGRATING WITH OTHER STREET IMPROVEMENTS: Coordinate with other planning efforts that affect streets, mobility, healthy living, and open spaces.

GENERAL COST

Small < 1 Mil
Medium 1 - 5 Mil
Large >5 Mil

RELATED RESOURCES

BENEFITS:

Provide space for a fresh, local food resource thereby increasing access to healthy foods.

Foster the development of a community identity, community interaction and offering a focal point for community.

Support access to community resource.

SIGNAGE WAY-FINDING EFFORT: Expand and increase current efforts to identify access points and trails along the river. Incorporate interpretive signage within and/or adjacent to the community garden with a focus on food, habitat and or stormwater.

TOTAL PROJECT: Small-Large

PHASE I:	Small
PHASE II:	Small
PHASE III:	Large

PLANNING POLICY, FUNDING, & ADDITIONAL STUDIES

Great Streets Los Angeles Action Plan
Green Streets Initiatives
Green Infrastructure City Initiatives
Greenway 2020
My Figueroa
People Streets

Promote healthy lives, sustainable environmental practices and place-based education.

Capture and clean stormwater before releasing it into river preventing it from becoming runoff.

Transform underutilized land into a community amenity and shared space.

Leverage city initiatives (Green Streets).

Improve signage and wayfinding.

Provide amenities that promote increased outdoor activity and environmental awareness.

CONNECT WITH ADJACENT AND NEARBY PUBLIC SPACES: Spur a corridor connection through Atwater Village.

EXPAND EXISTING AND PROPOSED ACCESS ROUTES: Act as a gateway to the Los Angeles River East Side Trail.

DWP SUPPORT: Situated directly adjacent to the Department of Water and Power (DWP) Substation, the site offers great potential to make use of the easement condition between the existing property and curb line of Silver Lake Blvd. As a partner, DWP could assess the current use of a portion of the substation to permit a conditional use of the non-operational portions of the property for the benefit of the neighborhood and City.

PHASE I:

Acquire permits, clean up the site and install garden planters.

PHASE II:

Install elements (lighting, seating, planting, signage, etc.) in garden and create formal access to the river.

PHASE III:

Create series of river terraces at street end to open access and implement engineered planted filtration forebays to capture and treat stormwater drainage before being released into the Los Angeles River.

PRECEDENTS IN LA:

Marsh Park
Oros Green Street
Ed Reyes Park

PRECEDENTS OUTSIDE LA:

Cadillac Urban Gardens
Chemin-Qui-Marche Lookout
Grapes Hill Community Garden
GM Community Garden
Nemours Community Garden
North Green Community Gardens
Red River Community Garden
San Jose Riverfront
Taqwa Community Farm

EXISTING CONDITIONS

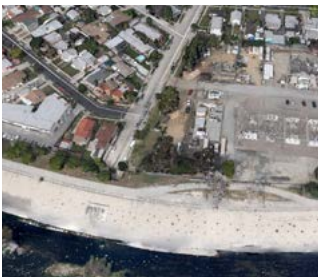
River Street Ends

Numerous neighborhood streets deadend at the banks of the Los Angeles River. Many of these streets, especially along the east side of the River, lack direct entryways and/or access points to the parks and/or trails along the Los Angeles River.



Leftover Land

Unused and/or underutilized sites are sprinkled throughout the NELA Study Area, especially in areas along the Los Angeles River. Such interstitial spaces lack formal programming and therefore use to the surrounding communities.



Stormwater Streets

Streets in L.A. are designed as stormdrains that help funnel water from surrounding land into the Los Angeles River and eventually out to the Ocean. The movement of such stormwater is highly visible in some streets that act as larger catch basins for areas.



Atypical Street

Cutting diagonally through the neighborhoods on the east side of the Los Angeles River, Silver Lake Boulevard is an anomaly among the typical urban grid.



Eastside Greenway

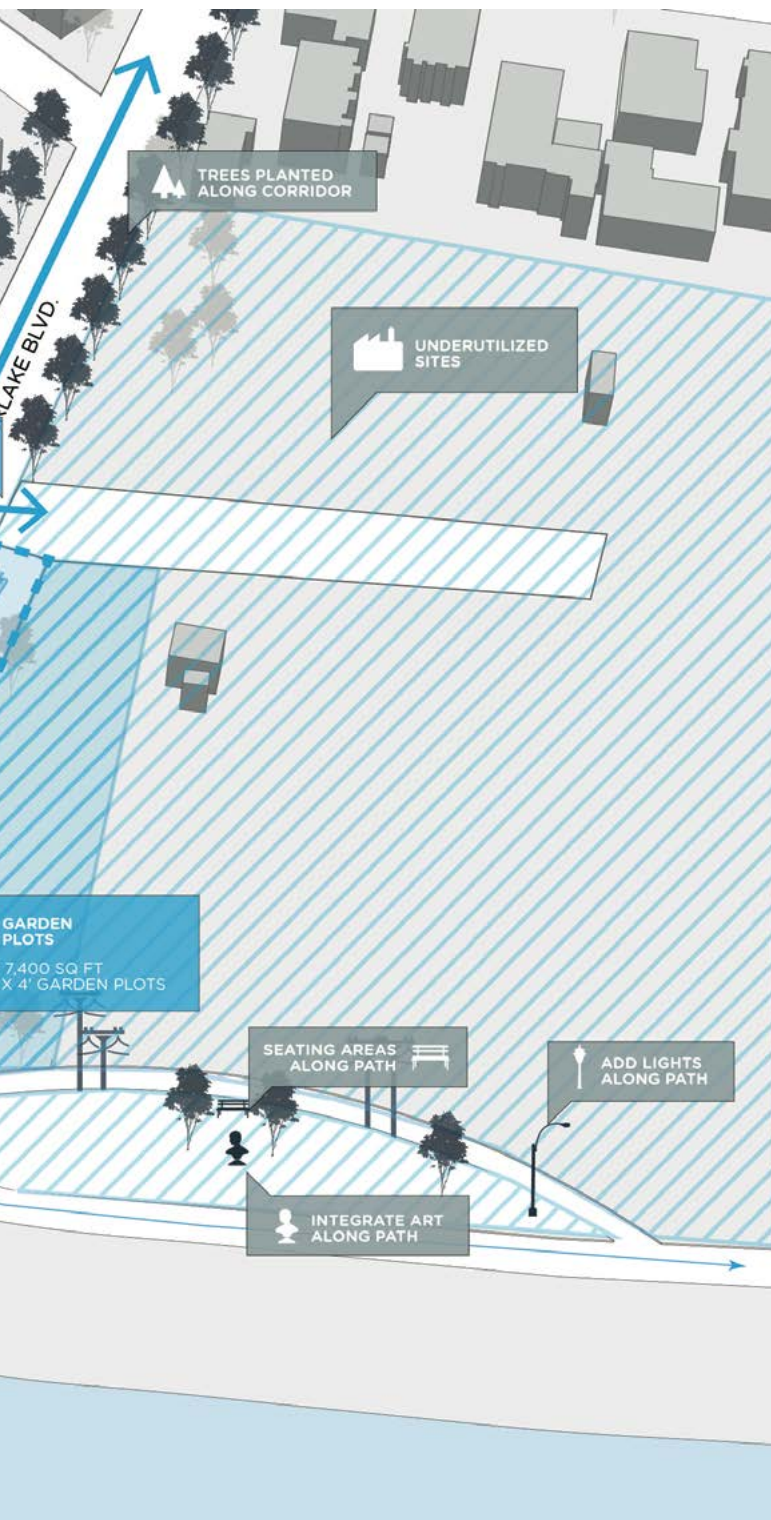
A maintenance road for service vehicles runs along the eastern bank of the Los Angeles River, offering informal opportunities for pedestrians and cyclists to access and traverse the River.





PROPOSED INTERVENTIONS





Rio Vistas

Opening up deadends of streets and converting them into functional access points and entryways to the L.A. River increases connectivity opportunities for pedestrians and cyclists, and provides additional open and/or green space.



Productive Spaces

Even leftover land and small sites can be converted into useful communal common grounds. Populating vacant lots and underutilized sites with flexible and/or temporary programming, such as growing gardens for food production is one such strategy.



Green Streets

Diverting the flow of stormwater through vegetated bioswales located alongside streets aids in the filtration of pollutants, increases local wildlife habitat, and simultaneously beautifies neighborhoods by increasing the amount of planted garden space.



Character Building

The diagonal orientation of Silver Lake Boulevard offers a unique opportunity to establish a main transportation corridor that simultaneously fosters a vibrant neighborhood community.



Formal Access

Creating a more formalized path for pedestrians and cyclists along the L.A. River (incorporating vegetation, lighting, seating, and signage) will increase recreation and open space opportunities for Angelenos.

3

Re-connect NELA communities to each other and to the River through multiple types of mobility

The complex network of public infrastructure, including the River and the freeway system, has limited the overall mobility between communities. By increasing the range of mobility options within NELA, the functions of daily life are made easier. The connections between neighborhoods and to the River not only promote a healthy lifestyle, but also increase access to the assets within and surrounding the NELA area.

NELA's public infrastructure, such as its community centers, streets, and transit systems, help support the functions of daily life while connecting neighborhoods to one another and to the River. These connections help the River become the "green spine" of the City, promoting healthy lifestyle choices while increasing mobility access for all residents.

Since the 1980's, several projects of varying size have been built near the River. These projects include public improvements, such as greenways and parks, and private development, especially residential and commercial uses. Unlike previously built projects, these projects embraced the River as a component of their existence. However, there remains a disconnect between the neighborhoods and the River.

Within NELA, there are a range of nodes that provide a distinct neighborhood identity. Pinpointing such nodes can facilitate the connectivity between the River and each neighborhood by pulling in people and resources within a close distance.

- Neighborhood Centers are areas with higher concentration of neighborhood-serving uses, which are adjacent and easily accessible to residential communities. These existing centers are local destinations with the potential for creating a regional draw. Existing neighborhood centers include Los Feliz and Glendale Boulevards in Atwater Village, as well as Cypress Avenue and Figueroa Street in Cypress Park.
- Community Resource Centers are places where

recreational or social resources are concentrated, such as parks, schools, restaurants, and bars. NELA is characterized by a constellation of resources dispersed unevenly through neighborhoods.

- Employment Centers are areas with concentrated employment opportunities. Within NELA, 35% of the site is zoned for commercial and industrial uses, primarily located in north Atwater Village, the Taylor Yards area in Cypress Park, and the portion of Lincoln Heights located in the Cornfield Arroyo Specific Plan area.

As seen in Fig. 43 on the following page, these nodes remain isolated due to inefficient or lack of mobility connections. The following objectives seek to improve multi-modal transportation within the Study Area while supporting the distinct and varying nodes that define NELA's community life.

- NELA COMMUNITY BOUNDARIES - - - - -
- QUARTER MILE BUFFER - - - - -
- HALF MILE BUFFER - - - - -
- WATER BODIES ■
- RIVER CROSSINGS CURRENT ||
- RIVER BIKE & PEDESTRIAN PATH —
- BIKE FRIENDLY STREETS —
- FUNDED BIKE LANE —
- EXISTING BIKE LANES, PATHS, ROUTES —
- RELIGIOUS INSTITUTION ■
- EDUCATIONAL INSTITUTION ■
- MEDICAL FACILITIES ■
- PUBLIC SAFETY SERVICES ■
- LIBRARY ■
- SOCIAL SERVICES ■
- INFRASTRUCTURE ■
- METRO LINK STOP ■
- METRO BUS STOP ■
- METRO GOLD LINE —
- METRO RED LINE —
- BUS LINES —
- MAIN RETAIL STREETS —
- COMMERCIAL ZONING —
- EMPLOYMENT CENTERS - - - - -

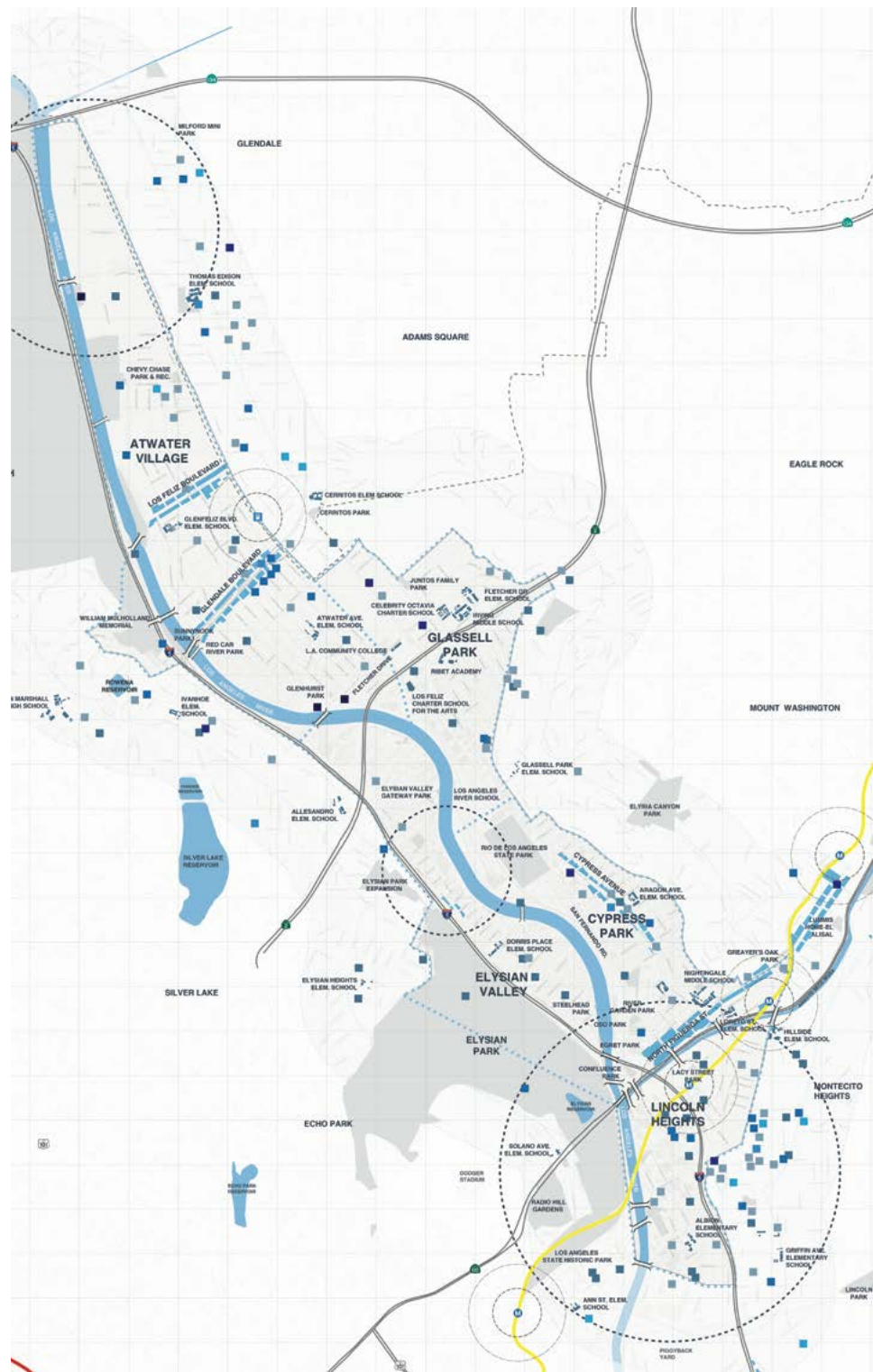


Fig. 43
Community Nodes



Objectives

A

Improve street and sidewalk infrastructure

Much of NELA's neighborhood centers and resources can be easily accessible by foot or bicycle. Some community resources are isolated destinations serving single purposes. To maximize connections between the various nodes within NELA and extend these connections to the River, it is important to provide for a pedestrian and bicycle friendly public realm. Potential improvements include dedicated bike lanes, wider sidewalks, and other traffic calming improvements, such as landscaping, street furniture, and signage.

Encouraging non-motorized commutes has numerous benefits. In addition to promoting healthier lifestyles that directly correlate with reduced rates of diabetes and obesity, the public spaces in the communities are more vibrant with people and streets may have fewer cars due to reduced daily vehicle trips.

B

Enhance transit systems serving neighborhoods

Currently, the Study Area lacks coordination between varying transit opportunities, making transit trips unnecessarily long and arduous for an everyday user. Buses and local DASH routes have the greatest potential to meet the public transit needs of stakeholders. Buses allow for greatest flexibility, especially as connectors to transit hubs, such as the two Gold Line stations or the Glendale Metrolink station.

Creating a robust transportation network designed to improve overall accessibility and mobility will require increased frequency of select bus services, transit plazas at key intersections, and local DASH service. Along with more walkable and bikeable streets, the seamless transition between the various modes of transportation will better serve community members.

C

Create a NELA specific parking strategy

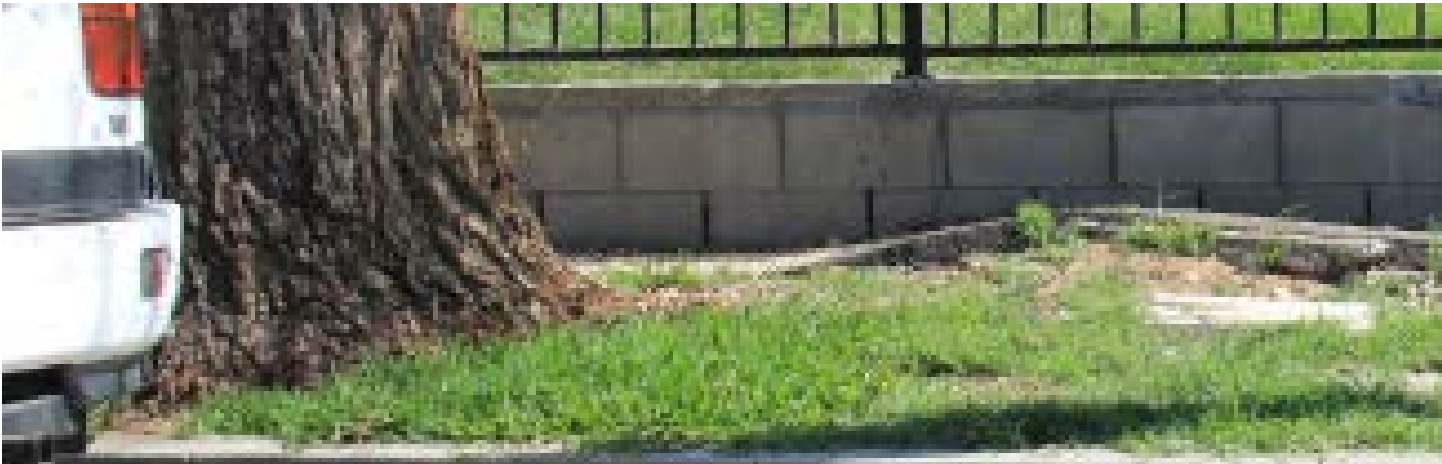
While non-vehicular transportation is the key to enhancing mobility within the Study Area, there also needs to be guidance for improving the movement and parking of vehicles. These efforts should be aligned with the use of multi-modal and non-vehicular transportation. Together, community businesses can grow, especially recreational river opportunities, but not at the expense of residential communities.

With the growing popularity of River-related activities, often leading to vehicular inundation in residential communities, a holistic approach to parking is essential. Any strategy must feature the coordination of parking lots within a community, strategically placed near transit opportunities and popular nodes. Many neighborhoods, especially Elysian Valley, have built-out industrial and commercial communities with non-confirming parking rights. In order to encourage much needed retail and commercial services, a coordinated and shared parking system needs to be created.

A blue-tinted photograph of a city street. In the foreground, a black car is driving towards the camera. Behind it, a silver car is also visible. The street has white lane markings. On the right side of the street, there is a large mural on a wall, featuring a sun and some figures. A person is sitting on a bench in front of the mural. The background shows more cars and buildings.

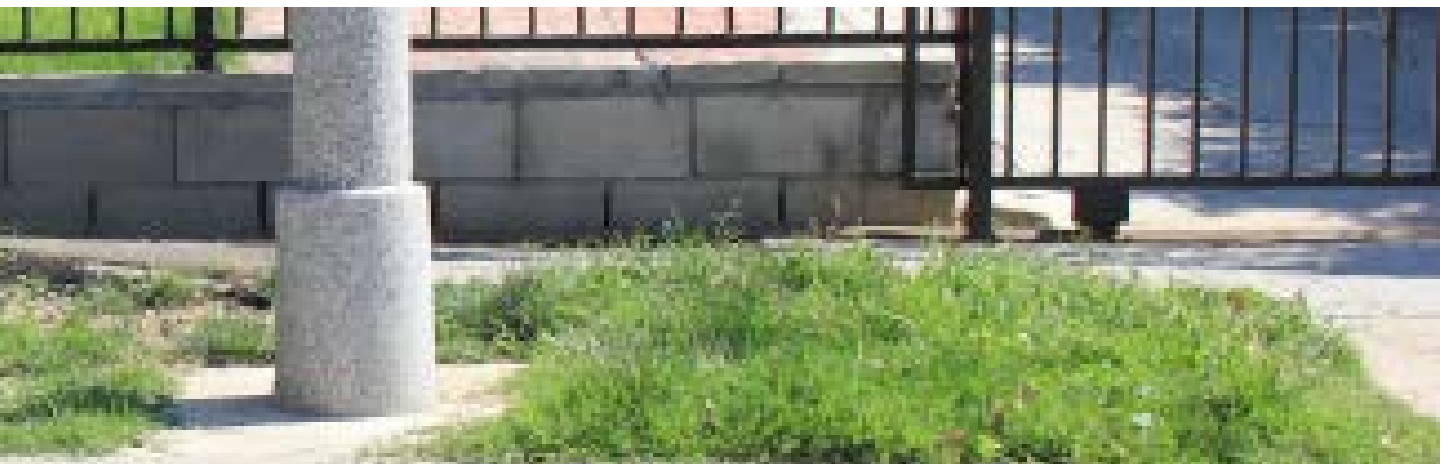
PARKING NEAR THE COASTAL RECREATIONAL AREA

The City of Santa Monica uses current technology and real-time information to keep cars moving on major boulevards and limit the impact of regional traffic on local streets. This includes a comprehensive street wayfinding system, including signs directing motorists to off-street parking and displaying real time parking availability at many public-parking facilities including parking meters. Parking rates reflect the value of parking and are set to ensure that spaces are available when needed.



WHAT IS MOBILITY?

Whether driving a car, riding a bike, taking public transit or walking, community members need to find efficient safe, and enjoyable modes of transit to reach their destinations. Mobility is the ability to comfortably travel within the City by utilizing or several modes of transit. For example, a resident of Lincoln Heights may bike through Cypress Park to the Metro Gold Line Station to take the train to Downtown. In order for mobility to be successful, different modes of transportation need to be interlinked into a network, providing a traveler with several options that range in cost and feasibility. This chapter aims to offer the NELA community a range of tools to create stronger networks that encourage a diversity range of mobility within NELA and the River.



Recommendations

3.1 DASH Service

Brief: Connect key community nodes through three new DASH routes.
Goals: 4,7, 8
Agent: Public

A preliminary study of transit linkages between nodes in NELA shows potential for better connections between communities and to regional destinations. Historically, this area was serviced by a streetcar service called the “Red Car” in Atwater Village, running down Glendale Boulevard and into Downtown Los Angeles. Currently, the Lincoln Heights/Chinatown DASH line, running through the

southern tip of the Study Area, is the only DASH service within NELA.

The follow three routes should be studied and explored with the Los Angeles Department of Transportation:

- A new transit loop in Elysian Valley, along Riverside Drive, will connect a transit poor community currently served by one Metro bus line to Downtown Los Angeles as well as functional community nodes within the NELA Study Area.
- An extension of the Lincoln Heights/Chinatown Dash route to include Avenue 26 an San Fernando Road will include commuters from the Lincoln Heights/Cypress Park Gold Line station, one of the two Metro stations in the Study Area.

- A revival of the historic Red Car Line along Glendale Boulevard will serve residents and visitors alike. This route will take passengers over the River on the new Glendale Hyperion Bridge, to the City of Glendale, and making stops along several commercial and cultural destinations in the process.

3.2 Fletcher Drive Corridor Improvements

Brief: Enhance Fletcher Drive with a distinctive streetscape, including pedestrian and bicycle amenities, art installations, and green infrastructure.

Goals: 1, 8

Agent: Public

Project profile by MLA can be found on page 143.

3.3 Glassell Park River Trails

Brief: Build a multi-use urban trail connecting the hills of Glassell Park to the River with native landscaping and way-finding signage

Goals: 1, 8

Agent: Public

Project profile by MLA can be found on page 151.

3.4 Improve Access to Gold Line

Brief: Improve pedestrian and bicyclist experience in the four-block radius of the Cypress Park/Lincoln Heights Gold Line Metro station.

Goals: 1, 4, 7, 8

Agent: Public

Project profile by MLA can be found on page 159.

3.5 Taylor Yards Bridge

Brief: Connect Cypress Park and Elysian Valley with a new multi-modal bridge

Goals: 1, 2, 8

Agent: Public

Currently, the only connection between Cypress Park and Elysian Valley is at Figueroa Street, the southern tip for both of these neighborhoods. Students living in Elysian Valley must head north or south to the Sotomayor Learning Complex in Cypress Park. The proposed bridge intends to reconnect two communities separated by the River. The bridge is currently in the design phase and expected to cost between \$5.3-\$8 million.

The bridge will serve both pedestrians and bicyclists, connecting the existing Greenway in Elysian Valley to an existing road on the eastern River bank. With active community feedback, the bridge will reflect the identity of its neighborhood communities. This project will also include an on grade railroad crossing and a LADWP recycle water line.

3.6 Great Streets

Brief: Designate three streets as part of the Mayor's "Great Streets Initiative".

Goals: 1, 8

Agent: Public

The "Great Streets Initiative" will align multiple city agencies in coordinating and collaborating on street planning, programs, and improvements. The NELA Collaborative, in conjunction with stakeholders, assessed the network of streets and propose the following four streets be consider for selection by the Mayor's Office. These streets also serve as commercial corridors in each of the five NELA neighborhoods.

- San Fernando Road – As the longest street within the Study Area and arguable one of the least pedestrian and bicycle friendly, San Fernando Road connects the employment center in North Atwater to Taylor Yards in Cypress Park.
- Glendale Boulevard – With the Glendale Hyperion Bridge project, this street connects Atwater Village with the City of Glendale and the Silver Lake community.
- Los Feliz Boulevard – As a popular entry point to Griffith Park



Wayfinding Systems by Studio Performativo, Honorable Mention for NELA-wide category in Design Competition

and to the River via the Frank Baum Bike Bridge, this street has great potential to be enhanced with transit amenities.

- **Figueroa Street** – This street runs through the commercial heart of Cypress Park and alongside the Metro Gold Line. Often congested and tough to navigate as a pedestrian or bicyclist, this street could benefit from public realm improvements.
- **Broadway Street** – As Lincoln Heights' primary link to Chinatown and the River, this street reflects the historic and cultural charm of the community. Along with the proposed Broadway Connector and Broadway Trolley, this street could greatly benefit from streetscaping improvements.

3.7 Handicap Accessible Along the River

Brief: Explore strategies for maximizing handicap accessibility along the River, especially in terms of access.

Goals: 7

Agent: Public

River access points range in scale from dirt paths to sculptural gates. A nimble pedestrian has much greater accessibility than a bicyclist, who more often than not will have to dismount to navigate through an entry point. However, the most challenged of potential River visitors are the elder and disabled.

As projects continue to develop along the Riverfront, it is essential to consider the full range of mobility – including visitors on bicycles or wheelchairs. We recommend a partnership with the City of Los Angeles’ Commission on Disabilities to study and propose an implementation plan to make the River more friendly to the handicapped population.

3.8 Cypress & Division Bus Stop Plaza

Brief: Improve the vacant lot at the corner of Cypress and Division with street amenities that enhance the heavily student used bus stop.

Goals: 1

Agent: Public, non profit

Just one block from the Sotomayor Learning Complex is a vacant lot at the southwest corner of Cypress and Division. Its adjacent sidewalk is often filled with students waiting for the bus. The trash bins are often overflowing and there is nowhere to sit.

This project proposes a repurposing of the underutilized site into a bus stop plaza featuring covered benches, native landscaping, and recycling bins. The next step is to explore the willingness of the property owner to lease or sell the lot.

Project submitted by students of the LA River School, Honorable Mention winners of the Cypress Park category in the Design Competition.

3.9 NELA Wayfinding Signage

Brief: Enhance the visibility, mobility, and programmatic activities within NELA with placemaking modules featuring signage, furniture, and sculptures.

Goals: 1, 2

Agent: Public, non profit

The collective identity of all the NELA neighborhoods is slowly being defined. This project proposes to enhance the visibility, mobility, and programmatic activities of area by developing and implementing a shared identity for the Riverfront. Placemaking modules reinforce the uniqueness of each of the five neighborhoods and simultaneously create a shared identity through signage, furniture, sculptures, and other wayfinding strategies.

A key principle in this project is a commitment to creating spaces that bring people together, not as tourists, but as community members engaged in their built environment. Through a participatory planning process, flexible designs will be implemented across three scales: pedestrian/bicyclist, vehicular, and area-wide.

Project submitted by studio Permativo, Honorable Mention winner of the NELA-wide category in the Design Competition.

3.10 Bicycle Friendly Business Districts

Brief: Improve overall bicycle friendliness through bicycle infrastructure and business promotion in commercial hubs within Study Area.

Goals: 1, 8

Agent: Public, private

A Bicycle Friendly Business District is a partnership between the City, neighborhoods, and local businesses to improve a community’s bicycle friendliness through bicycle infrastructure and business promotions to bicyclists. This effort aims to encourage and promote local trips by bicycle, especially for shopping, dining, and recreation. LADOT offers free amenities, including bicycle racks and corrals, public bike stations, maps, and wayfinding signage.

A pilot program is currently being tested in the area. As part of this effort, there are also opportunities to design bicycle racks that reflect the identity of each neighborhood.

3.11 Elysian Valley Parking District

Brief: Create a shared system for multi-modal transportation to support River-related recreation use and adaptive re-use of industrial buildings.

Goals: 1, 8

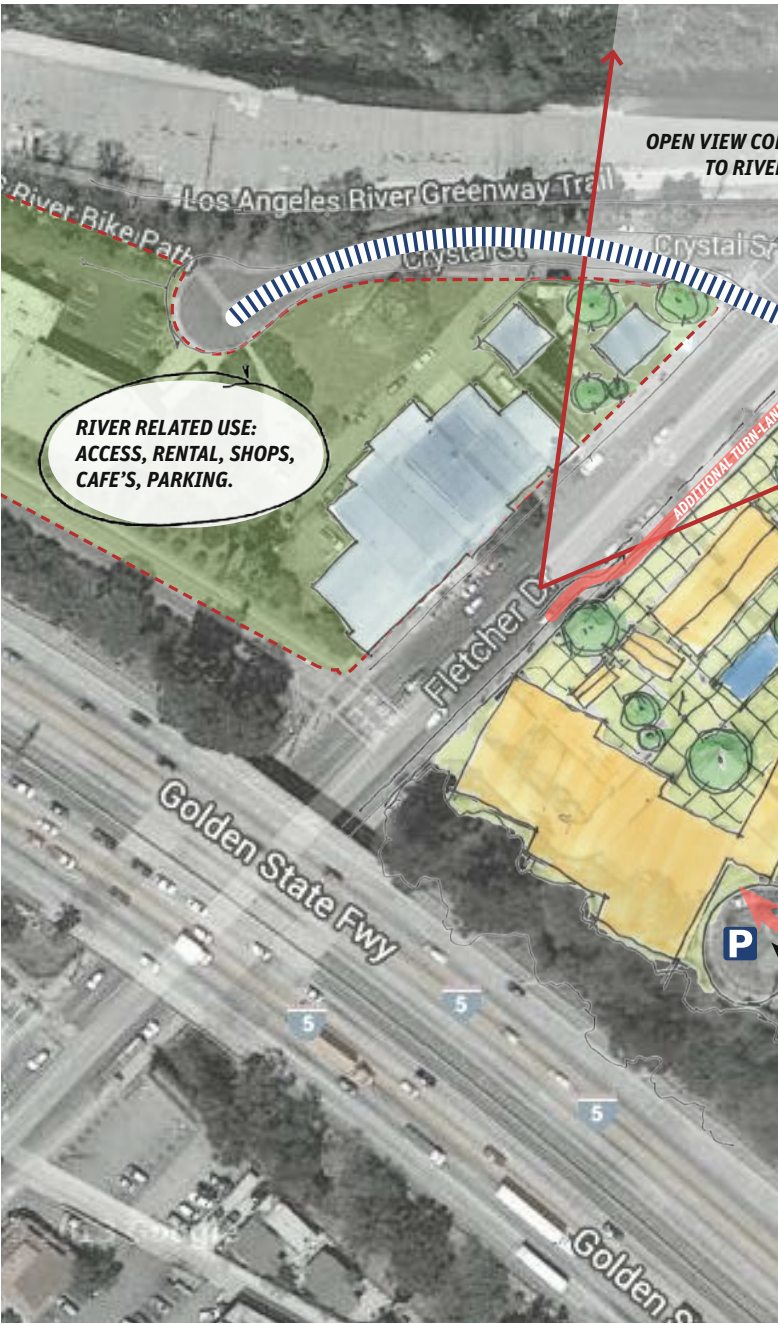
Agent: Public, private

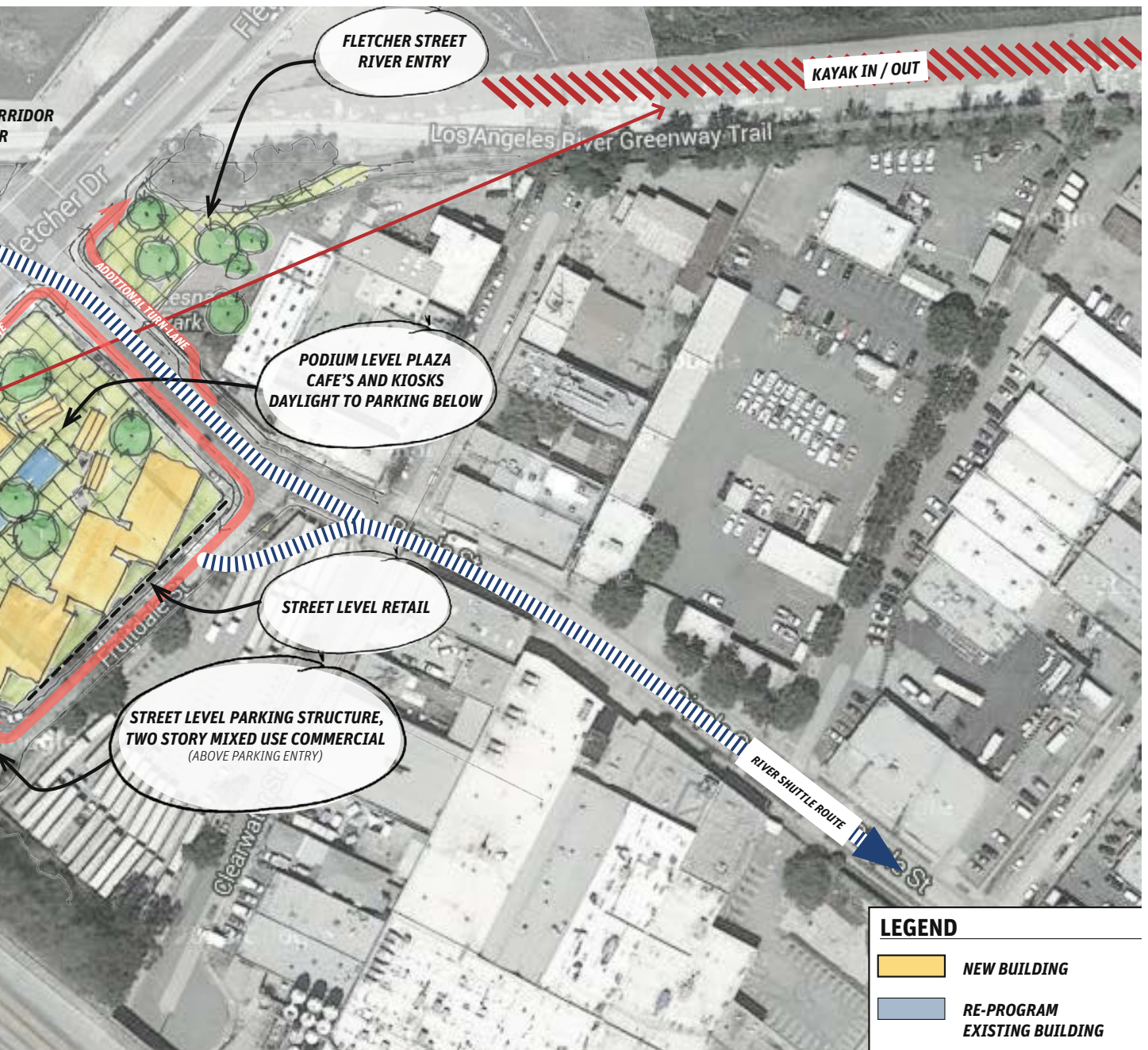
Adjacent to the pilot Recreation Zone and filled with historically industrial buildings, Elysian Valley has a dynamic set of opportunities and challenges. In the summer of 2013, the very popular pilot Recreation Zone brought an inundation of vehicles into a residential community filled with dead end streets. Despite encouragement to take public transit, river enthusiasts caused

severe traffic congestion in the neighborhood. Parking challenges is a common theme in both existing services and service desired.

Many industrial buildings in Elysian Valley are restrained from transforming into commercial uses. Non-conforming parking rights are removed when the use of the building changes. With no options to provide code-required parking, many riverfront sites remain vacant, underutilized and susceptible to illegal crime activity. The lack of commercial services in this geographically isolated community means that local residents must make several vehicular trips for daily activities.

The establishment of a sharing parking district, in partnership with the City, property owners, and investors, would allow riverfront commercial uses to flourish and provide Elysian Valley residents with daily necessities. Creating a system for multi-modal non-vehicular traffic as well as preparing for users arriving by vehicular modes of transportation can help sustain recreational activity while encouraging adaptive reuse of existing industrial buildings. The renderings to the right offers a parking proposal for the area and was created by Council District 13, the Elysian Valley Riverside Neighborhood Council, and local architects RAC Design Build.





RAC Design Build's Parking Proposal for Elysian Valley.



Fletcher Drive Corridor Improvements

Fletcher Drive is a key corridor that crosses the Los Angeles River, providing an important linkage between the east and west neighborhoods. The initial phase of the project identifies improvements associated with the intersection of Fletcher Drive and San Fernando Road, then extends east and west along the corridor, providing the potential to improve public health, social, environmental, and economic benefits to the community. This includes supporting mobility and accessibility, creating a sense of identity and increased spaces for social gatherings while simultaneously promoting a network of green infrastructure practices to improve the health and quality of the overall environment.

Currently, the intersection of Fletcher and San Fernando is dominated by automobile traffic, surface parking lots and drive-thru fast food restaurants making it undesirable and unsafe for pedestrians and cyclists to inhabit the space. In the first phase of this project, this intersection can be improved through the incorporation of clearly demarcated bike lanes and street crossings and a distinctive streetscape design that promotes the identity of the neighborhood and signal the welcoming and safe conditions for pedestrians and cyclists.

Until new development opportunities emerge to improve the general urban form and create a more continuous street frontage, interim phases could include enhancing building facades and space between the sidewalk and storefronts/businesses. Fletcher corridor could benefit from recent City of Los Angeles street initiatives including “People Streets”, “Bike Friendly District”, and is a strong candidate to become one of the Mayor’s “Great Streets” projects. These initiatives would enable funding streams and provide opportunities to achieve a more vibrant and distinctive street experience.

The renovation of Fletcher Drive Corridor should embrace the ‘Complete Streets’ ideology, whereby mobility is enhanced through the consideration for all ways of movement including pedestrian, bike, bus and personal automobile. To increase pedestrian safety, sidewalks, shared pathways and crossings should be designed so people can easily find a safe and direct route to a destination free of hazard, while providing ample space for cyclists. Cyclist safety can be enhanced by appropriately sized and clearly identified bike lanes, safe crossings and protected intersections that take advantage of extended curbs and protected portions of the bicycle pathway whereby the cyclists are separated from motorists via a curb, planting strip or furnishing zone.

Through the installation of art at key locations, including the intersection at Fletcher and San Fernando, the underpass beneath the rail corridor and extent of the blank walls along Fletcher, will further evolve the character of this important corridor of the NELA Riverfront District and express the unique quality of the community. In addition, way-finding signage that reflects the identity of the NELA Riverfront District should be prominently placed intermittently along the corridor.

To express the journey to the Los Angeles River, a series of stormwater infrastructure elements are expressed through a series of planters, curb extensions, and larger rain gardens to capture, convey, filter and release stormwater back into the river. This improves the quality of water and makes for a more didactic riparian experience. In addition to filtering stormwater runoff, incorporating a native plant palette can enhance the identity of the corridor and adjacent neighborhoods, contributing to a ‘riverly’ sense of place.

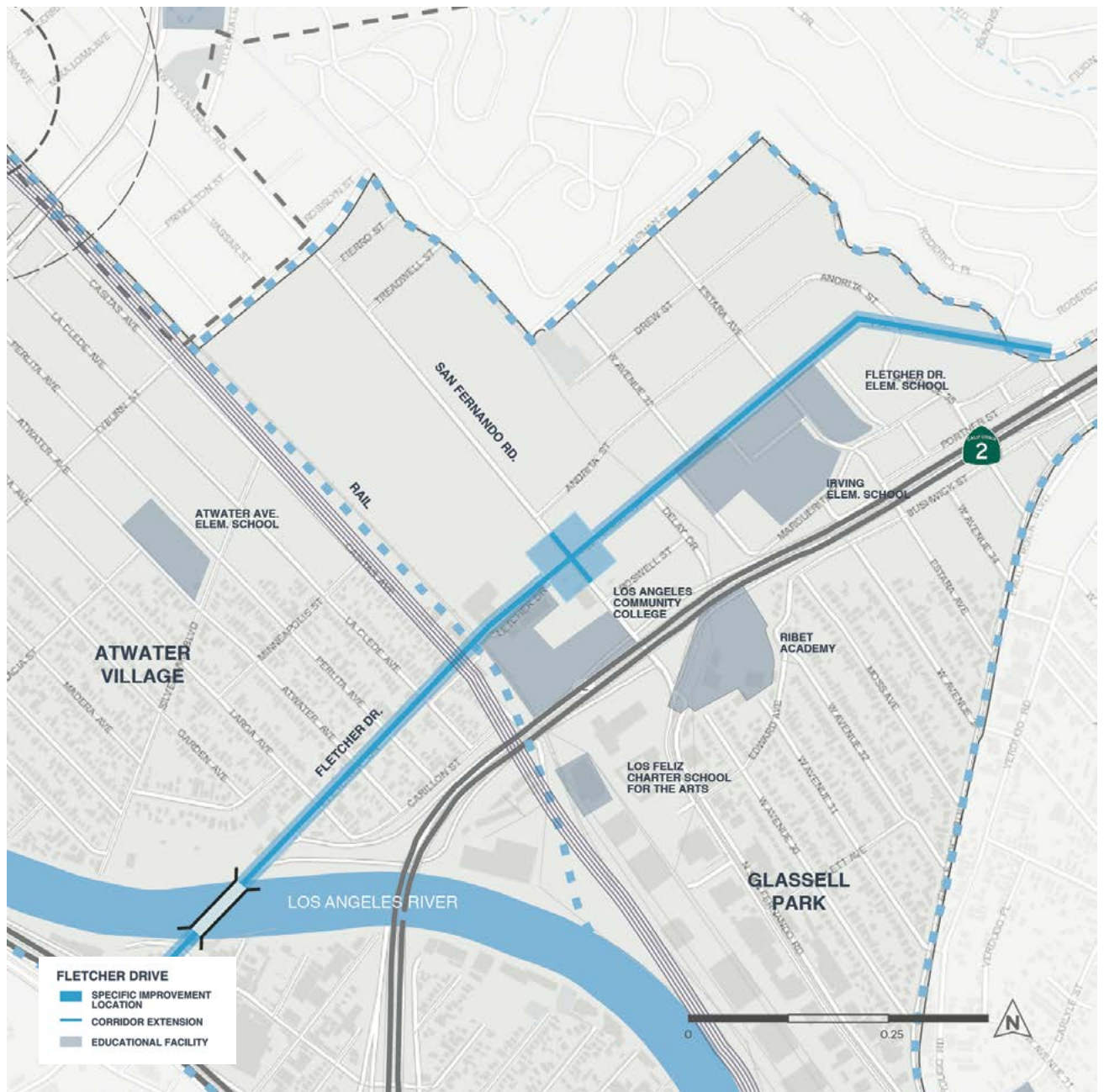


Fig. 44 A key corridor providing an important linkage between the east and west neighborhoods.

STREET CORRIDOR FLETCHER DRIVE

CONCEPT DESIGN

OVERALL EXTENT:

1.64 miles long

SPECIFIC IMPROVEMENT LOCATION:

Fletcher Drive and San Fernando Boulevard

VPEDIS GOALS:



PROJECT TYPOLOGY:



LOGISTICS

ESTABLISHING EASEMENTS: Acquire access to adjacent properties beginning with the intersection at Fletcher and San Fernando.

INTEGRATING WITH OTHER STREET IMPROVEMENTS: Coordinate with other planning efforts that affect streets, mobility, and open spaces.

GENERAL COST

Small < 1 Mil
Medium 1 - 5 Mil
Large > 5 Mil

RELATED RESOURCES

BENEFITS:

Improve bicycle and pedestrian mobility and safety, providing a continuous and accessible direct route and convenient connection between destinations.

Reduce air pollution through alternative modes of transportation.

Enhance identity of neighborhood incorporating amenities including street furniture, art, plantings and

CONNECT WITH ADJACENT AND NEARBY PUBLIC SPACES:

Extend the corridor along the course of Fletcher and along sidewalks to connect to open spaces when viable.

EXPAND EXISTING AND PROPOSED ACCESS ROUTES:

Link to existing Trail Networks and neighborhood nodes, moving from west to east.

TOTAL PROJECT: Medium

PHASE I:	Medium
PHASE II:	Medium
PHASE III:	Medium

PLANNING POLICY, FUNDING, & ADDITIONAL STUDIES

Los Angeles Equity Atlas
Great Streets Los Angeles Action Plan
Green Streets Initiatives
Green Infrastructure City Initiatives
Greenway 2020
My Figueroa
National Complete Streets Coalition

distinctive paving, while promoting historical elements and cultural references.

Provide landscape plantings that reduce air toxicity.

Create a community/active street frontage where activities are encouraged when they do not interfere with safety and accessibility.

Support a character-defining neighborhood node.

Increase social connectivity among community members

Promote access to local businesses

Provide amenities that promote increased recreation throughout the day and night.

SIGNAGE WAY-FINDING EFFORT: As a candidate for the *Great Streets Initiative*, there is a tremendous opportunity to both recognize the contribution of Fletcher to connect the nearby neighborhoods of Silver Lake and Highland Park expanding the means to promote connectivity to the River as well as important destinations like the Silver Lake Reservoir, York Boulevard and Occidental College.

LA DPW SUPPORT: Partnering with City of Los Angeles Department of Public Works, with technical support from Department of Transportation (DOT) and Bureau of Sanitation (BOS) will be important to technically assess traffic impacts with mobility opportunities as well as understand the stormwater capacity for Fletcher Blvd to become a key corridor for the river and garner financial assistance from associative funding streams.

PHASE I:

Improve pedestrian and bicycle infrastructure and crossings at the intersection of Fletcher and San Fernando.

PHASE II:

Create corridor enhancements to the west from the Fletcher and San Fernando intersection towards the Los Angeles River and Riverside Drive.

PHASE III:

Create corridor enhancements to the east from the Fletcher and San Fernando intersection towards West 36th Street and beyond to Eagle Rock Boulevard.

Reconnecting America
Re:Streets.org
Safe Routes to Schools

PRECEDENTS IN LA:

Third Street Promenade Santa Monica
CicLAvia
Outdoor Living Rooms
Mobile Commerce and Food Trucks

PRECEDENTS OUTSIDE LA:

Ciclovía de Lisboa
Cruz-Diez's Crosswalk
Denver's 16th Street Mall
Erin D. Garcia Mural
Fan Pier Public Green & Streetscape
Octavia Boulevard
Pavement to Parks | San Francisco
Powell St. Promenade
Portland Green Street Program
Portland Mall Revitalization

EXISTING CONDITIONS

Bike Corridor

Many streets lack basic infrastructure that promotes safe bicycling practices. Even on streets that the City identifies as being part of the Bicycle Master Plan, cyclists are forced to share lanes with automobile traffic, without signage or buffers.



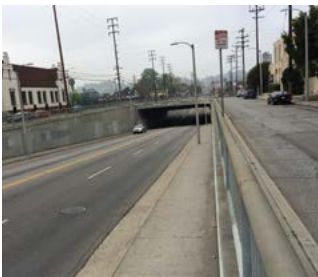
Car Environment

The existing streetscape caters to automobile traffic, making it difficult for alternative modes of transportation (such as pedestrians and cyclists) to compete and have a safe and equal share in such transportation corridors.



Uneasy Access

The interface between streets and sidewalks is unsafe as well as uninviting in many areas, especially near under- and overpasses.



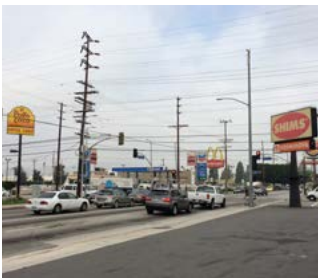
Blank Walls

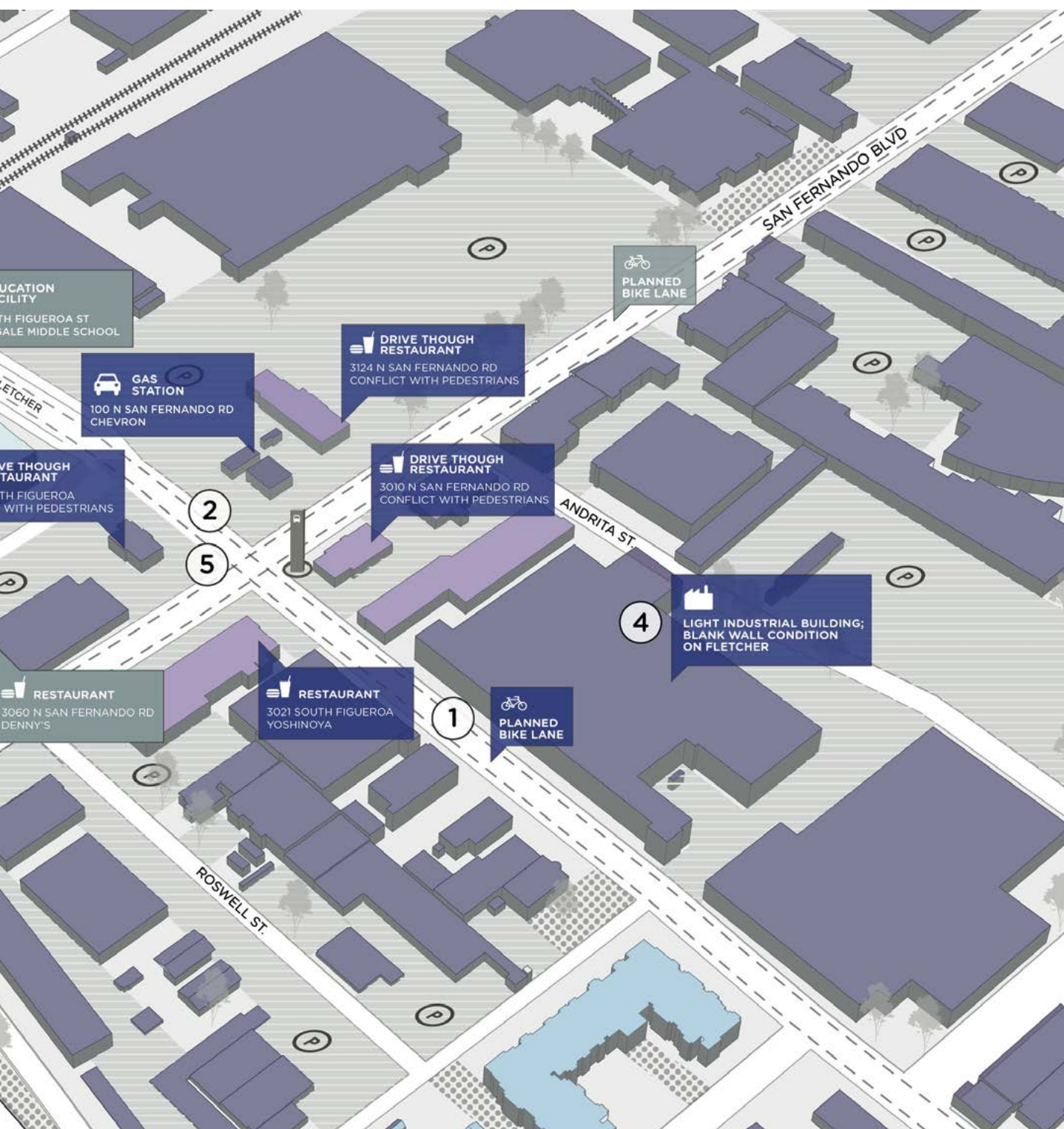
Buildings that line the streets have blank and uninteresting walls facing the street corridors.



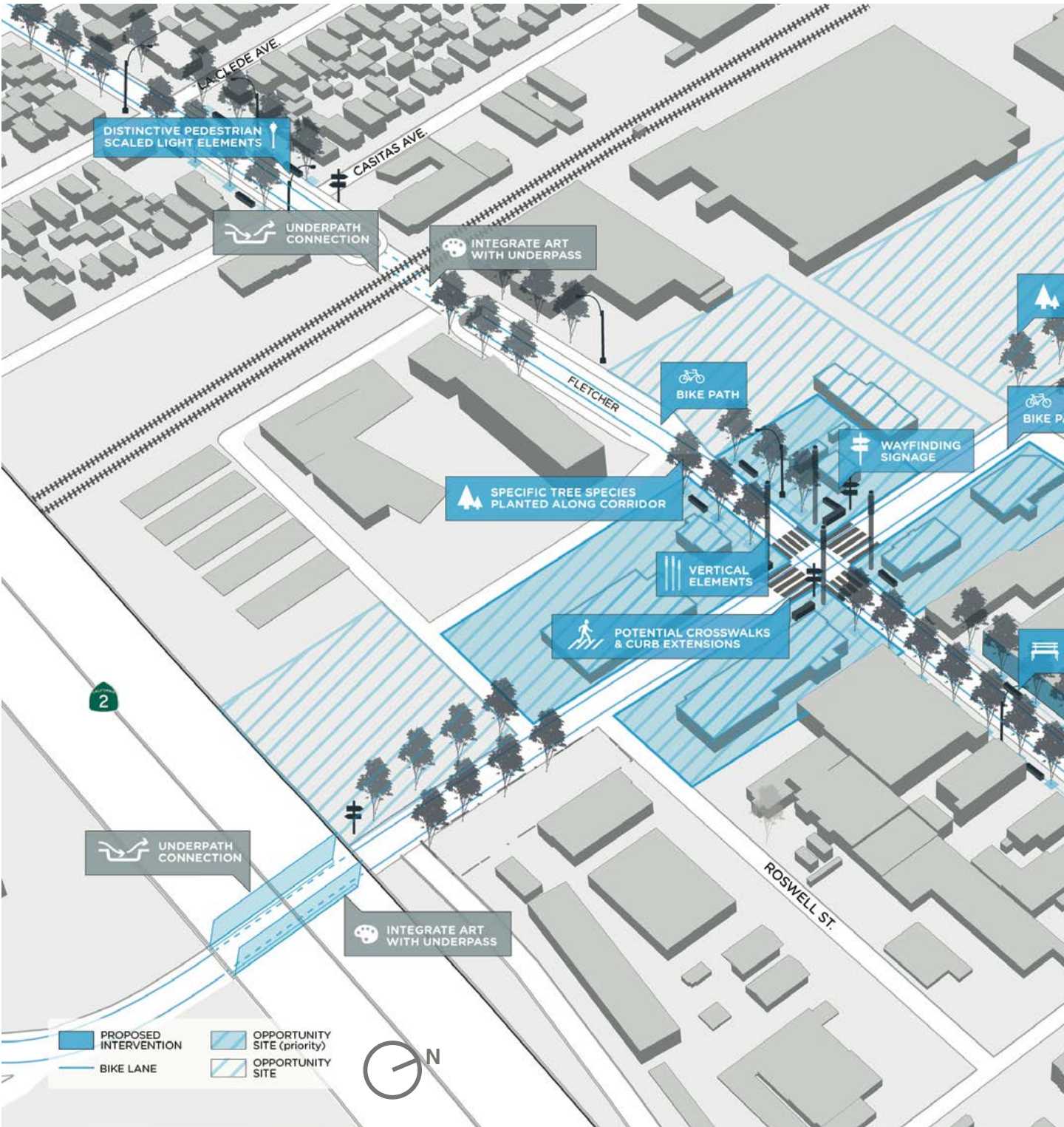
Signage

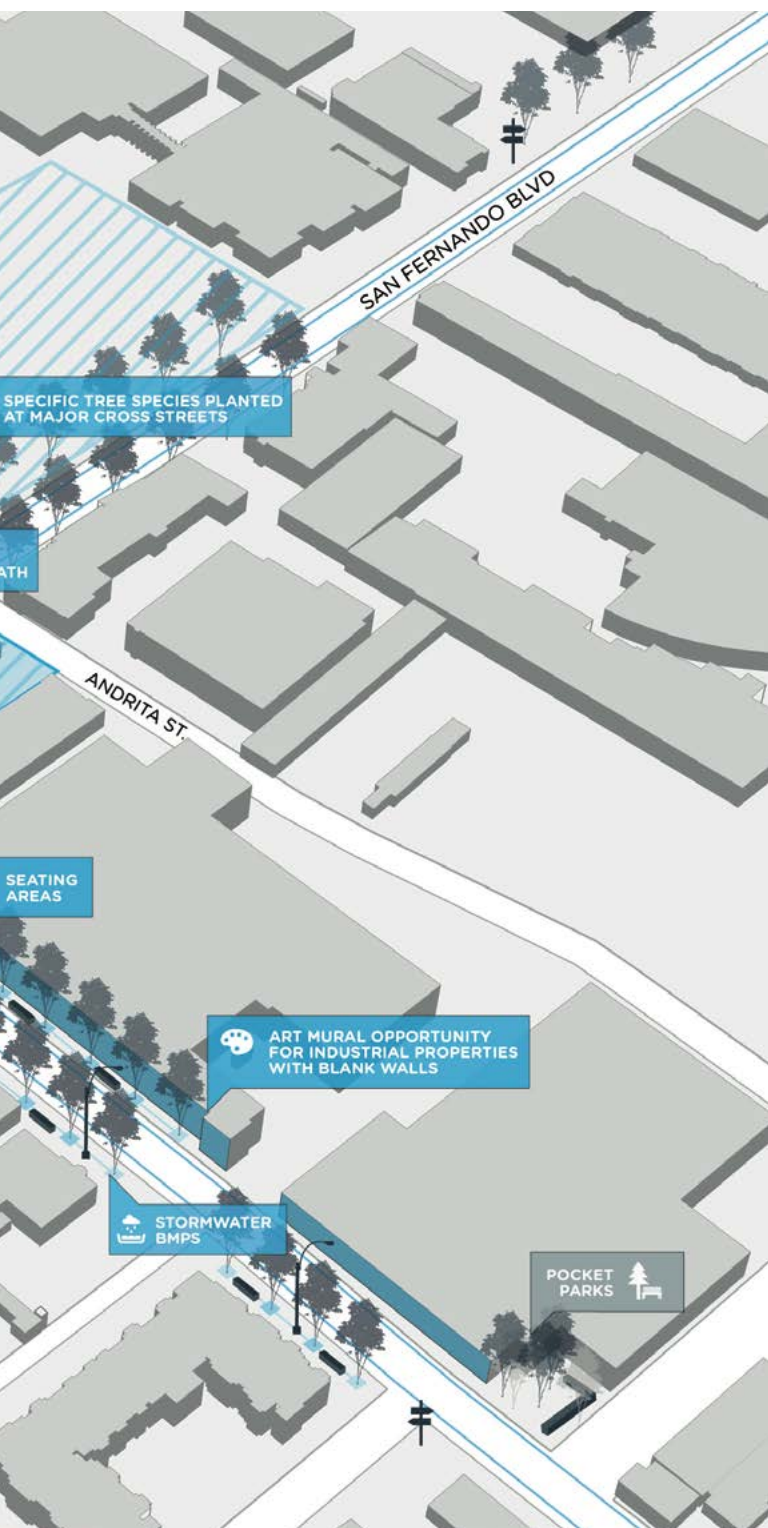
An abundance of styles of signage exist along street corridors, advertising nearby commercial and retail uses. Neighborhood way-finding signage is currently not as prevalent along street corridors.





PROPOSED INTERVENTIONS





Pedestrian/Bike Infrastructure

Providing pedestrians and cyclists with the proper infrastructure (such as lane stripping and signage) needed for safe commuting is an essential component in strengthening street corridors.



Neighborhood Identity

Incorporating vegetated buffers and seating spaces alongside of streets encourages people to enjoy a neighborhood from outside of a car, and helps to build a strong neighborhood identity.



Street Enhancement

Developing a more deliberate separation between streets and sidewalks through the use of curbs, plantings, and signage increases the safety and appeal of pedestrian travel along streets.



Art/Mural Projects

Two-dimensional art murals add aesthetic interest to blank walls, and also offer opportunities to incorporate culture and history into shared community spaces.



Signage/Way-Finding

Adding signage and way-finding mechanisms that promote alternative forms of transportation (such as bicycling and walking), as well as highlight local points of interest (such as the L.A. River) help create stronger street corridors.



Glassell Park River Trails

A new urban trail system connecting the local hills to the river will provide the Glassell Park neighborhood with a valuable amenity to enable residents and visitors to access their immediate natural resources. This network will increase access, pedestrian activity along existing streets, and a more viable local economy to businesses throughout the neighborhood. Community members will have a more enriched experience traversing between natural realms, while local businesses will benefit from their proximity to the adjacent to the trail network and supporting places for outdoor gatherings, rest stops and points of interest to take advantage of increased pedestrian traffic.

The multi-use public trail system will extend from the Los Angeles River funneling streams of pedestrian traffic via Division St. up to the hills of Mount Washington, with secondary paths weaving through the neighborhood of Glassell Park, followed by new pathways moving through Cypress Park connecting to existing trails in Elyria Canyon Park.

The two most challenging portions to make the connection from the hills to the river include: 1) crossing the two major North/South street corridors – Cypress Boulevard and San Fernando Road and 2) implementing a vertical grade separated crossing over the rail corridor to access the Eastside embankment of the river. Currently, it is difficult to traverse this area as a pedestrian or cyclist.

The urban trail proposes to utilize a “pedway” and a “bikeway” to support a safe walkable and bikable route to the river by redesigning the public right-of-way (shoulder of road, utility easements, road bridges) to accommodate active transportation. The neighborhood trail network would feature

a way-finding system to navigate to regional and local parks and feature selective locations for streetscape enhancements including tree and landscape plantings, distinctive paving, and interpretive signage to distinguish the varying local biomes.

These biomes exist as a series of topographic plant communities that include the existing Pine stands topping the hills, Oak woodlands in the transitional foothills, Sycamore groves in the canyons, and Poplar and Willow drifts that fill the riparian plains of the River. Ecotones, or transition between biomes, will be highlighted along the trails distinguishing species from the local California plant communities.

Along major arteries and other appropriate regions in this greenway system, stormwater filtration strategies (stormwater bump outs, stormwater planters, and rain gardens on larger swaths of land) will improve the overall stormwater quality as it makes its way to the river. In addition to providing a unique asset to the neighborhood, the trail network will provide an enhanced safe access to schools, encourage residents to walk or bike to school, work or connect with transit, and support the revitalization and health of the greater Los Angeles River ecosystem.

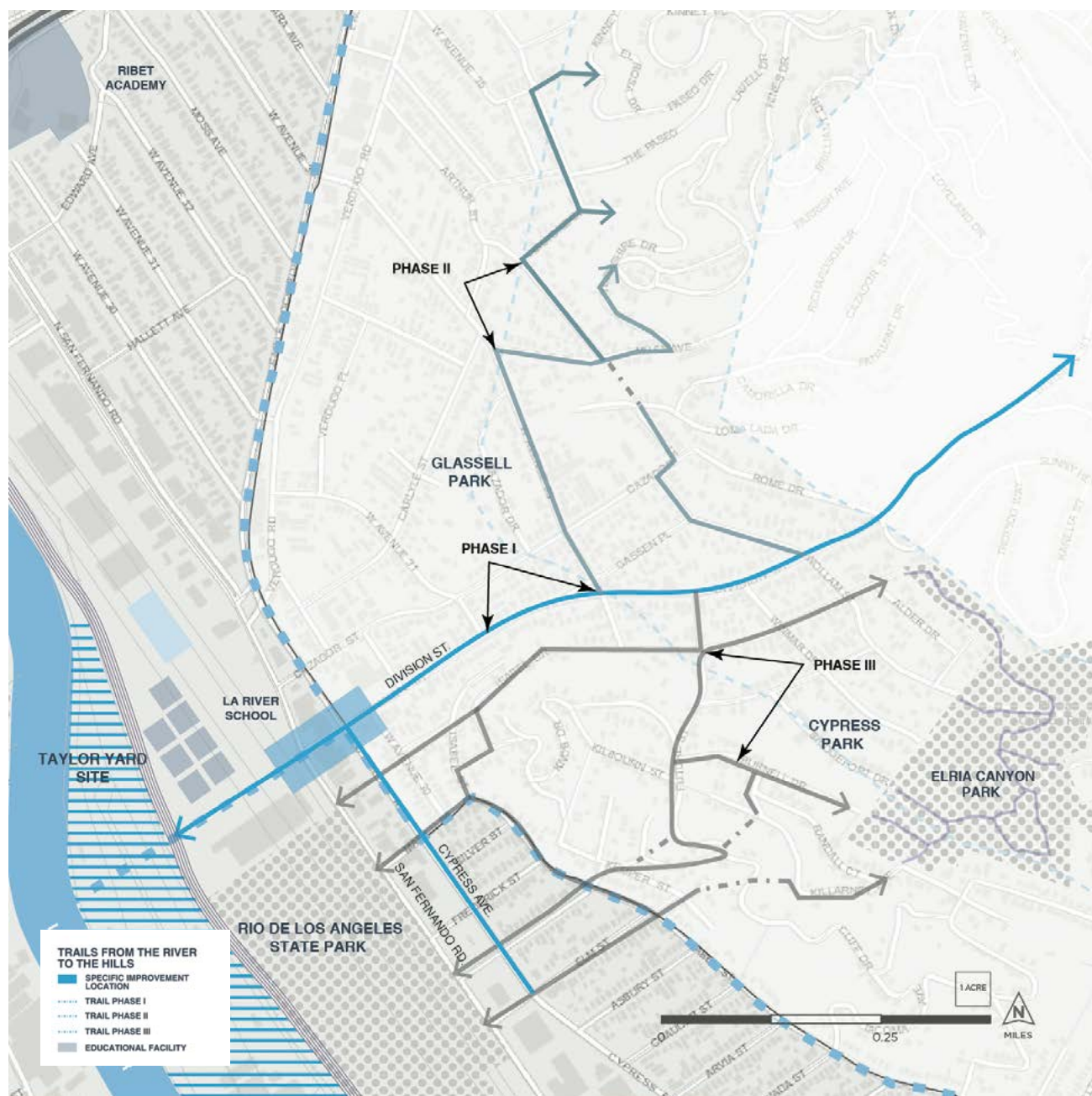


Fig. 45 A valuable amenity enabling access to natural community resources.

GLASSELL PARK TRAILS FROM RIVER TO HILLS

CONCEPT DESIGN

OVERALL EXTENT:

10+ Miles long

SPECIFIC IMPROVEMENT LOCATION:

Division Street at San Fernando Road and Cypress Avenue

VPEDIS GOALS:



PROJECT TYPOLOGY:



LOGISTICS

ESTABLISHING EASEMENTS: Acquire access to adjacent properties beginning the intersection of Division Street and San Fernando Boulevard, followed by utility owned ROWs, road shoulders within the public right-of-way, in fill developments, undeveloped land, and parks.

GENERAL COST

Small < 1 Mil
Medium 1 - 5 Mil
Large > 5 Mil

RELATED RESOURCES

BENEFITS:

Connect hillside neighborhoods to the Los Angeles River community resource via a safe walkable path.

Improve access, mobility & safety through a well identified and accessible route.

Enhance identity of the neighborhood trail system.

Provide new amenities such as tree and landscape plantings, distinctive paving, and signage highlighting local ecologies.

INTEGRATING WITH OTHER STREET IMPROVEMENTS: Coordinate with other planning efforts that affect trails, streets and open spaces.

CONNECT WITH ADJACENT AND NEARBY PUBLIC SPACES: Extend the trail along streets and sidewalks to connect to open spaces.

TOTAL PROJECT: Small - Medium

PHASE I:	Medium
PHASE II:	Small
PHASE III:	Large

PLANNING POLICY, FUNDING, & ADDITIONAL STUDIES

METRO

Great Streets Los Angeles Action Plan

Green Streets Initiatives

Green Infrastructure City Initiatives

Greenway 2020

My Figueroa

Incorporate a stormwater filtration system along the trails that reinforce trail identity.

Support a character-defining neighborhood node.

Reduce air and noise pollution.

Increase access to green and open space.

Increase recreational opportunities.

Increase transportation opportunities.

Leverage METRO project funds.

Leverage city initiatives (Green Streets).

Increase access and visibility of local business.

Provide amenities that promote accessibility throughout the day and night.

EXPAND EXISTING AND PROPOSED ACCESS ROUTES: Link to existing Trail Networks and neighborhood parks and nodes.

SIGNAGE WAY-FINDING EFFORT: Expand and increase current efforts to identify access points and trails along the river. Incorporate wayfinding and interpretive signage at significant locations along the trail.

LA DPW SUPPORT: Partnering with City of Los Angeles Department of Public Works, with technical support from Department of Transportation (DOT) and Bureau of Sanitation (BOS) will be important to technically assess traffic impacts with mobility opportunities as well as understand the stormwater capacity for enhanced connections as a system of trails to the river and garner financial assistance from associative funding streams.

PHASE I:

Improve pedestrian and bicycle infrastructure and crossings at the intersections of Division Street at San Fernando and Cypress Avenue.

PHASE II:

Implement trail way-finding system and trail elements including ecotone plantings and interpretative signage.

PHASE III:

Install series of stormwater BMPs throughout neighborhood in connection with trail system. Incorporate new street/trail elements (lighting, seating, garden plots, planting, signage, pathways etc.) in select areas.

National Complete Streets Coalition
Reconnecting America
Re:Streets.org
Safe Routes to Shools

PRECEDENTS IN LA:

West Side Los Angeles River Trail

PRECEDENTS OUTSIDE LA:

Fan Pier Public Green and Streetscape
Institute Berges du Rhone
Jack Huslehurst Murals
Montreal Pink Street
Mumbai Crosswalks
Northwest Atlanta Trails
West Toronto Railpath

EXISTING CONDITIONS

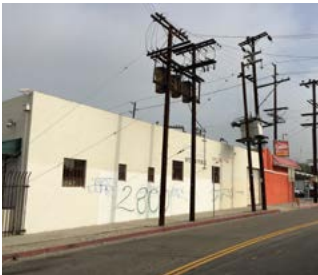
Awkward Access

Pedestrian opportunities in Glassell Park are limited, and therefore often unsafe and undesirable. Accessing the Los Angeles River from Glassell Park is especially challenging, as few streets and/or sidewalks connect to the banks and trails.



Blank Canvas

Street corridors are lined with vast expanses of industrial and commercial buildings. Such close-sitting, blank facades create a feeling of enclosure for pedestrians and automobiles.



Undefined Identity

Although Glassell Park is very unique, little in the landscape shows the identity of the neighborhood or highlights that streets, houses, and storefronts in the area are in close proximity to the Los Angeles River.



Hillside Condition

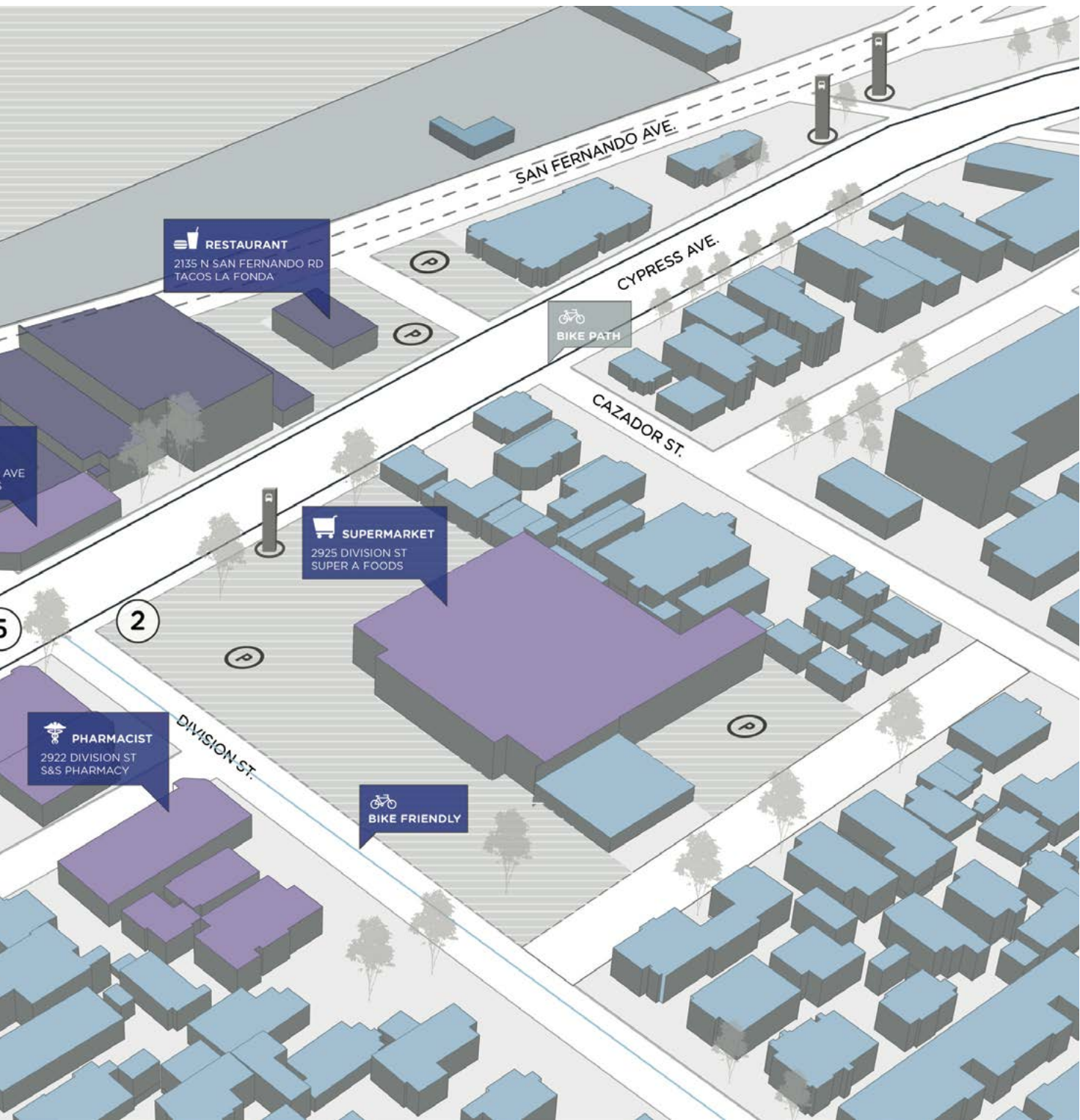
Many arterial streets in Glassell Park are woven in and around the hillsides, but lack safe and/or inviting accommodations for pedestrians and cyclists.



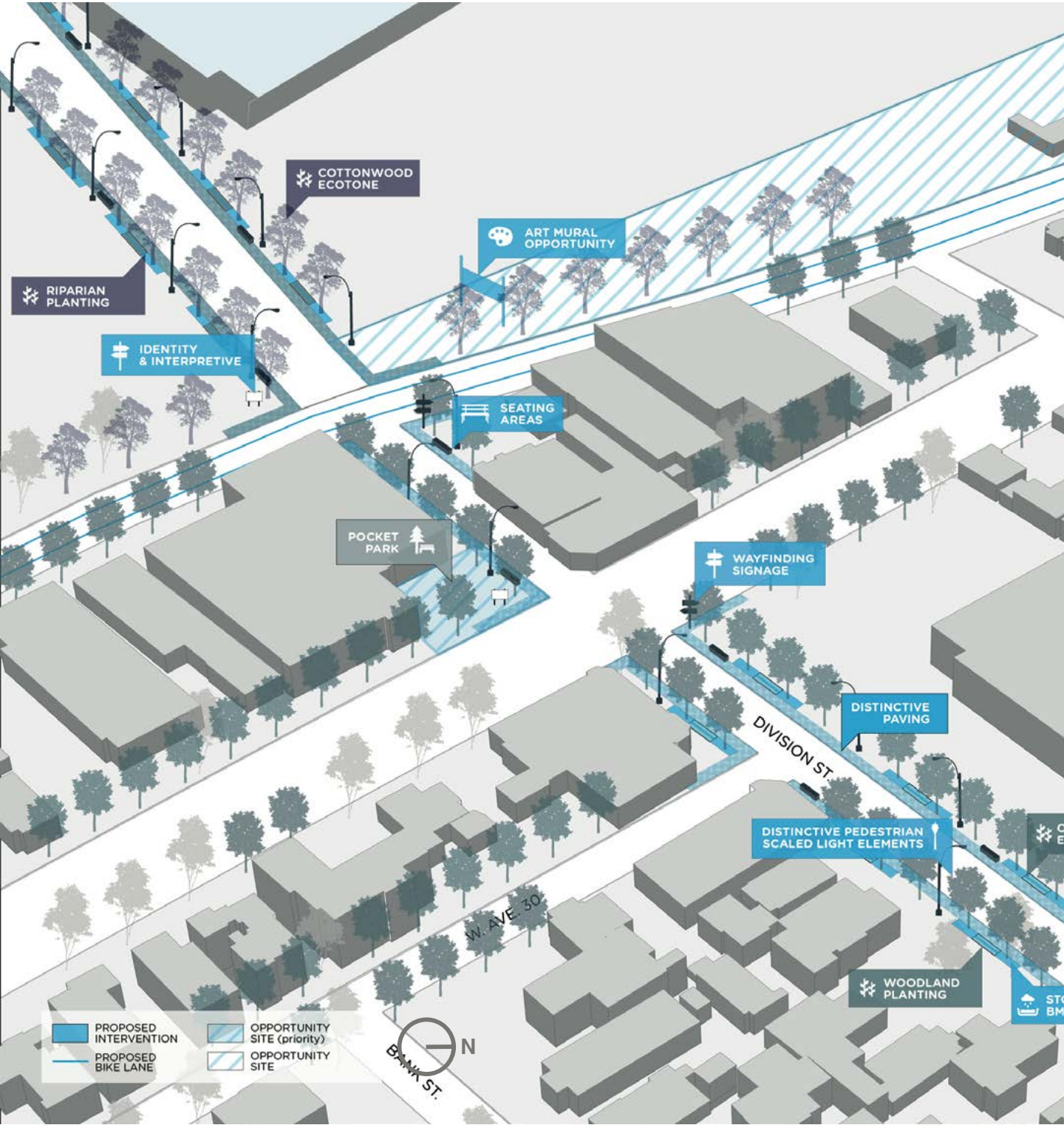
Open Space

Numerous sites in the Glassell Park neighborhood have minimal or fluctuating usage, such as parking lots.





PROPOSED INTERVENTIONS





Making Connections

Providing pedestrians and cyclists with a safer and more inviting environment can be as easy as delineating special zones and re-stripping crosswalks to have a more visible and playful appearance.



Art/Mural Opportunity

Art murals and installations can be an immediate and relatively cost-effective way to beautify blank walls, such as the exterior facades of buildings. Adding such interest will increase the attractiveness of the neighborhood for all passersby.



A River Identity

The Los Angeles River should be showcased as a main feature and recreational resource in Glassell Park, helping to define the unique identity of and opportunities within the neighborhood.



Hillside Connections

Developing bicycle and pedestrian paths and amenities along existing streets in Glassell Park will promote the use of alternative modes of transportation, and also provide safer routes to the Los Angeles River.



Flexible Event Space

Sites that have fluctuating or low usage patterns, such as parking lots, offer opportunities for programming temporary events during non-peak hours of use.



Improve Access to Gold Line

In an effort to increase connectivity and improve the livability of the community, the transportation corridor must be integrated with transportation facilities and acknowledged as a major component of the public realm. The Lincoln Heights transportation corridor to the Gold Line can play an integral role in furthering the urban form of the neighborhood, future development patterns, and a sense of place.

The West Avenue 26 thoroughfare provides an opportunity to enhance multi-modal transportation and increase interconnections, particularly for pedestrians, bicyclists, transit riders, and people with disabilities, while preserving the inherent natural and cultural characteristics, of the neighborhood contributing to the character of neighborhood and business districts, strengthening their identity. In addition, this thoroughfare also offers the opportunity to balance transportation, community, and environmental needs.

The 4-block focus area around the Cypress/Lincoln Gold Line Station looks to improve the pedestrian experience and build from the areas recent patterns of growth as a livable street. Future enhancement look to improve identity of the neighborhood through a continuous streetscape efforts including street tree planting to provide shaded walkway, clearly designated bike lanes, safe crosswalks, and space for both permanent and temporary art/cultural installations.

While West Avenue 26 serves a large volume of traffic connecting north and south through the neighborhood as well as access to Interstate 5 Freeway and the 110 Freeway, it has the capacity to become a livable street as well as continue to serve this capacity as a connector street. Presently, a few

instances of life and vibrancy occur in an impromptu manner. A local food vendor sets up an impromptu roadside grill on Humboldt Street at Ave 26 serving tacos. On the weekend the corner is utilized as a neighborhood “yard sale” selling used household wares. Both of these unplanned uses greatly aid to bringing life to this particular stretch of the street; drawing passerbyers on foot, bike and car furthering the day and night activity, and consequently safety, throughout the week.

The identified opportunity areas, and in particular the large site across the Lincoln/Cypress Gold Line Station, could fulfill community resources that do not currently exist, offer employment opportunities accessible by Metro or can provide a an opportunity for mixed-use with residential above community serving retail, food and beverage, professional office, childcare and family health related services.

Extending further north, the connection to Figuerora Street is challenged by the underpass beneath the Gold Line as well as the series of fly-overs interconnecting the freeways, and finally the viaduct/overpass that connects over the Arroyo Seco Streamway and 110 Highway. Heading south, Avenue 26 connects in a five-point intersection with Pasadena Avenue and Daly Street; a geographically significant location for the Eastside community as well as a central node for the Lincoln Heights neighborhood itself. As a whole, the value of improvements made to the entire stretch of Avenue 26 would greatly foster vibrancy within the community and support safer pedestrian movement and a potentially culturally significant experience for the neighborhood.

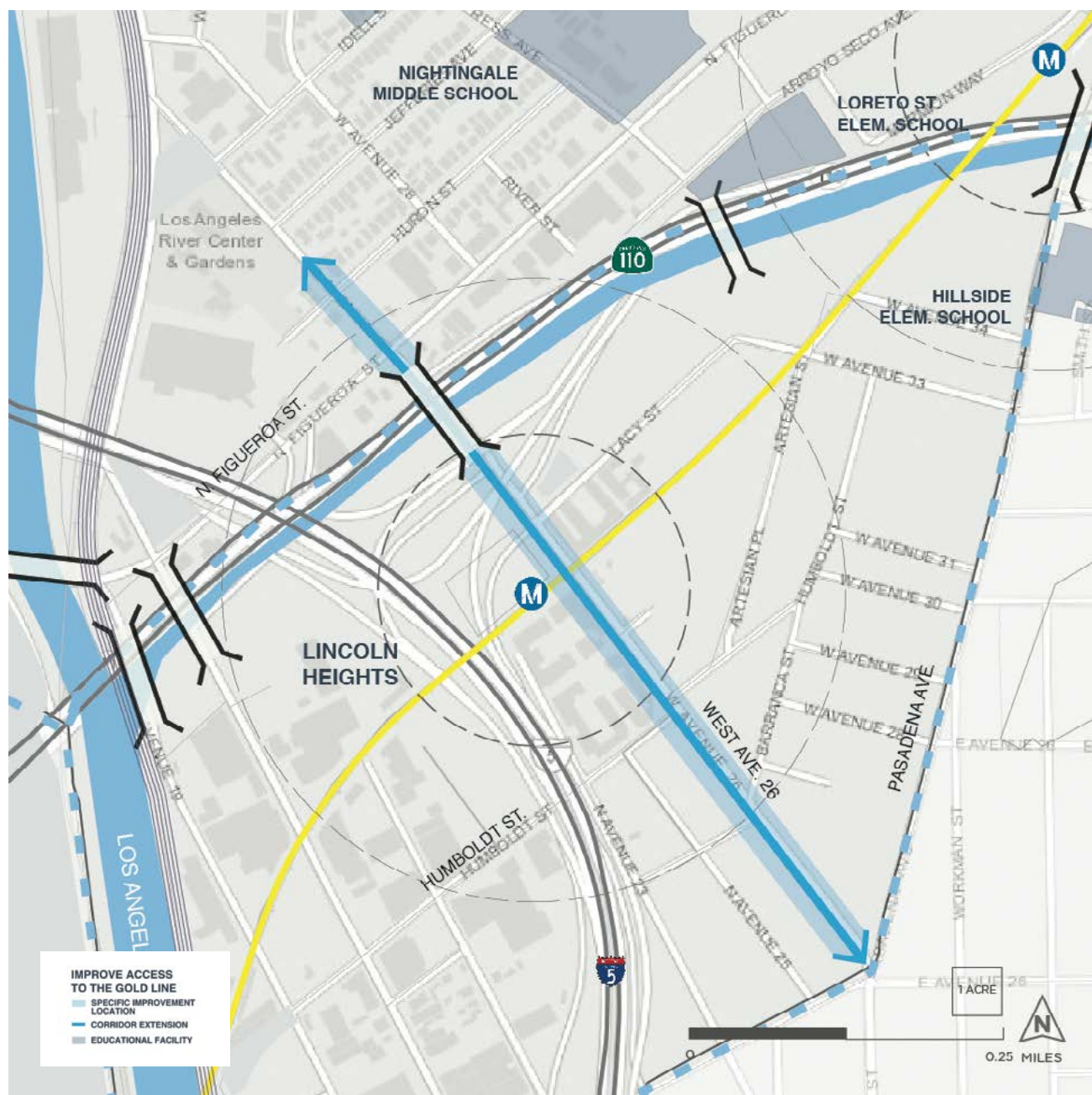


Fig. 46 Increasing access and improving livability.

LINCOLN HEIGHTS IMPROVED ACCESS TO GOLD LINE

CONCEPT DESIGN

OVERALL EXTENT:

West Avenue 26 from San Fernando to Pasadena.

SPECIFIC IMPROVEMENT LOCATION:

Location: 4-block buffer from Gold Line Station Figuerora to Humboldt.

VPEDIS GOALS:



PROJECT TYPOLOGY:



LOGISTICS

ESTABLISHING EASEMENTS: Acquire access to adjacent City-owned DWP.

INTEGRATING WITH OTHER STREET IMPROVEMENTS: Coordinate with other planning efforts that affect streets, mobility, healthy living, and open spaces.

GENERAL COST

Small < 1 Mil
Medium 1 - 5 Mil
Large > 5 Mil

RELATED RESOURCES

BENEFITS:

Improve mobility, safety and accessibility to all.

Increase access to public transit; promote active transportation.

Support access to neighboring community resources.

Enhance pedestrian and cycle environment, with multiple modal improvements on sidewalk, streets, pathways, and crossings.

SIGNAGE WAY-FINDING EFFORT: Expand and increase current efforts to identify access points and trails along the river. Incorporate interpretive signage within and/or adjacent to the community garden with a focus on food, habitat and or stormwater.

TOTAL PROJECT: Medium

PHASE I:	Medium
PHASE II:	Medium
PHASE III:	Medium

PLANNING POLICY, FUNDING, & ADDITIONAL STUDIES

METRO

Great Streets Los Angeles Action Plan

Green Streets Initiatives

Green Infrastructure City Initiatives

Greenway 2020

Safe Routes to Schools

Support a character-defining neighborhood node.

Ensure continuity and promote a sense of identity creating visible and obvious connections.

Create a sense of community via an active street frontage enhancing the look and feel of the pedestrian environment.

Support economic vitality and increase social connectivity.

Reduce air pollution through alternative modes of transportation.

Leverage METRO project funds.

Leverage city initiatives (Green Streets).

Provide amenities that promote increased outdoor activity and environmental awareness.

CONNECT WITH ADJACENT AND NEARBY PUBLIC SPACES:

Enhance connections along Avenue 26/San Fernando as well as important routes for pedestrian and cycling ways on Humboldt Street.

EXPAND EXISTING AND PROPOSED ACCESS ROUTES:

Act as a gateway to the Los Angeles River Greenway, Arroyo Seco Confluence and neighborhoods of Lincoln Heights and Cypress Park.

LA DPW + METRO SUPPORT: Partnering with City of Los Angeles Department of Public Works and Metro will be important to assess technical considerations while recognizing the tremendous opportunities to improve both the mobility and vitality of the neighborhood and City. This project should be comprehensively addressed to maximize financial assistance from associative funding streams.

PHASE I:

Improve pedestrian and bicycle infrastructure and crossings at the intersection of Avenue 26 and Humboldt Street.

PHASE II:

Create Ave. 26 enhancements to improve connections to Figuerora Street and the Five-Point Intersection at

Avenue 26, Pasadena, and Daly Street.

PHASE III:

Install Community driven art installation for under/over crossings on Avenue 26 at Metro Goldline, Highway 110, and Arroyo Seco.

National Complete Streets Coalition
Reconnecting America
Re:Streets.org

PRECEDENTS IN LA:

Silverlake Plaza
Hollywood
Outdoor Living Rooms

PRECEDENTS OUTSIDE LA:

Bill FitzGibbons's Technicolor Underpass
Denver's 16th Street
East Village District | Tulsa
Fan Pier Public Green and Streetscape
Pavement to Parks | San Francisco
Plaza de la Luna
Powell St. Promenade
Portland Mall Revitalization
South Grand Boulevard
Underpass Park | Toronto

EXISTING CONDITIONS

Local Identity

Within the past decade, residential development has encouraged more people to live in historically industrial portions of Lincoln Heights.



River Access

The newly constructed Ed P. Reyes Greenway project offers space to learn about stormwater and its relationship to the L.A. River and Arroyo Seco Streamway - all essential components of the revitalization of the City of Los Angeles and its waterways.



Unsafe Crossing

The combination of unaddressed streetscape, unbalanced street frontage, and the unaligned and unsignalized intersection at Humboldt Street create a challenged intersection to cross for pedestrians, bicyclists and even vehicles.



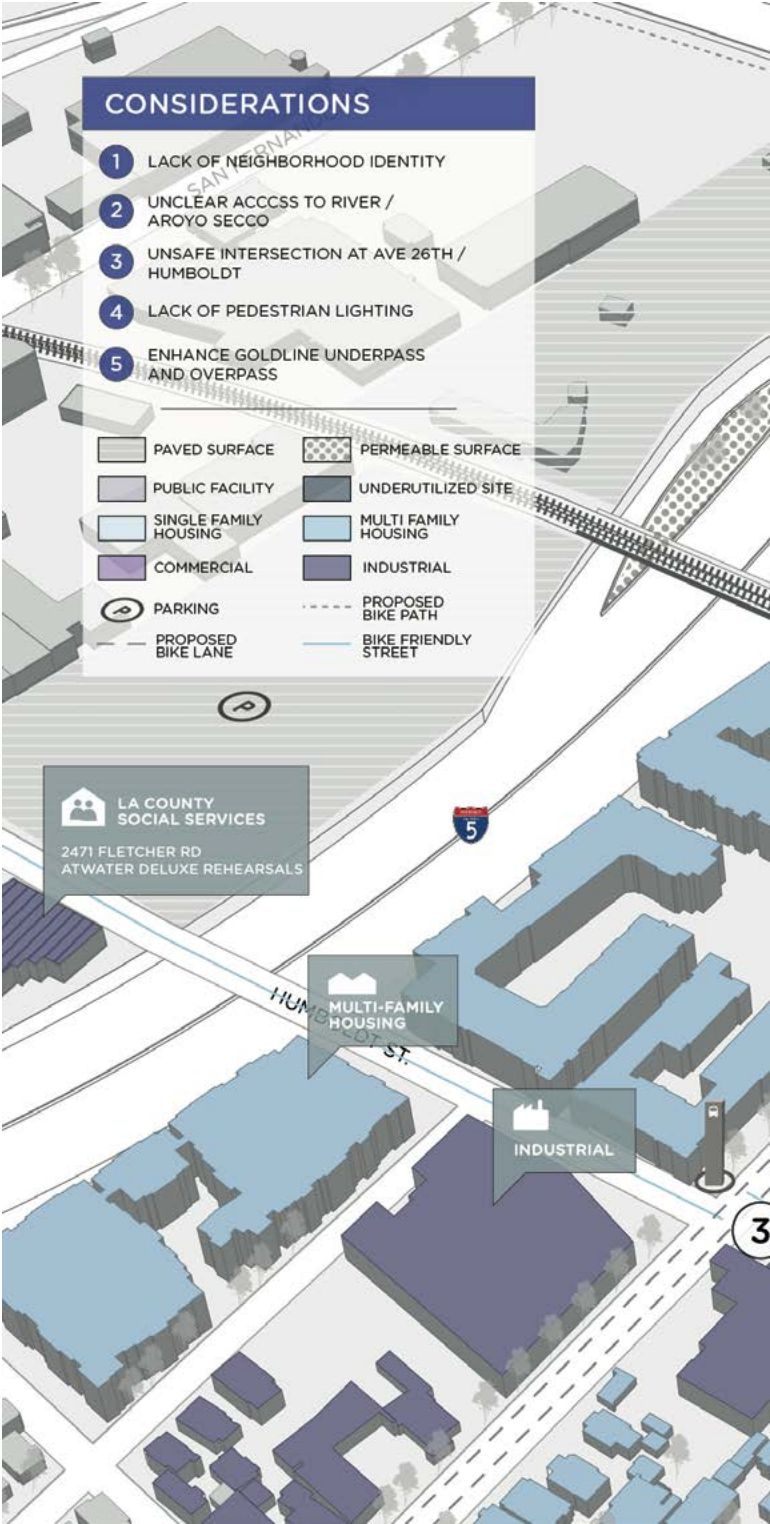
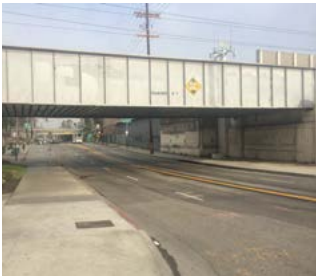
Eyes on the Street

While not all industrial properties are prepared to create a more comfortable pedestrian condition, some as exist today aggravate the condition through fortress like perimeters baring no offering for a feeling of basic safety to passerbys.



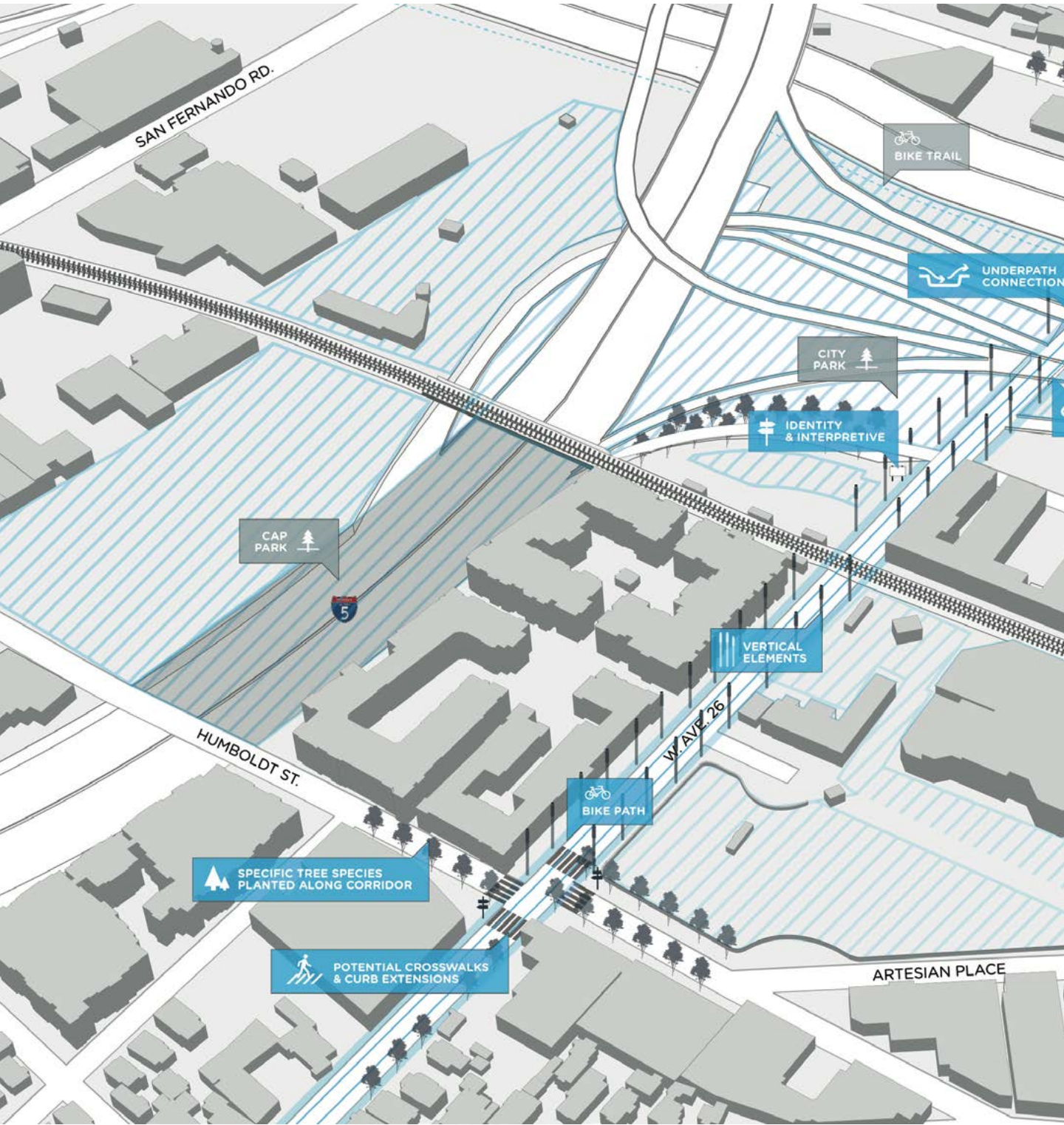
Under/Over Passing

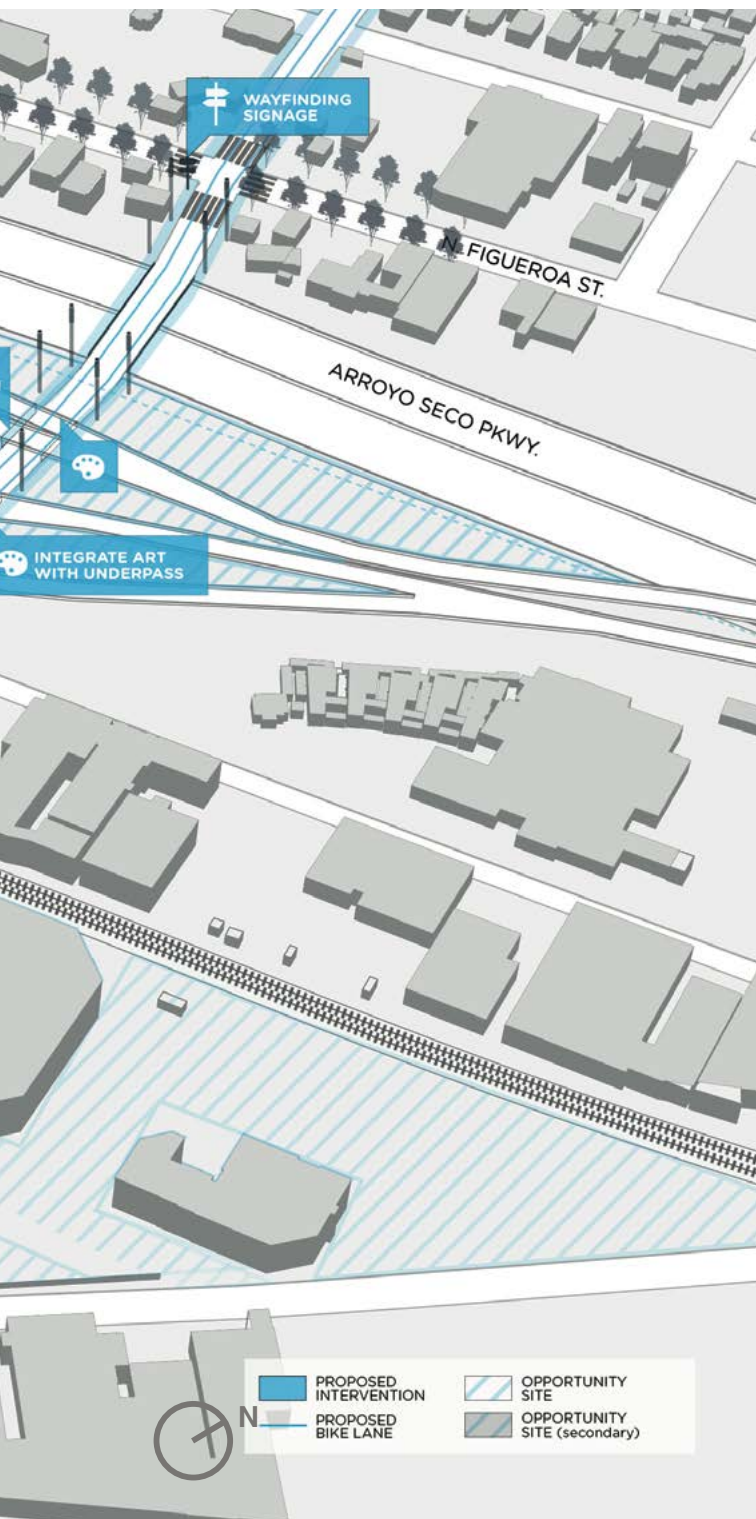
The approximate two block stretch from the Metro Station to Figueroa Street feels much longer as one must navigate beneath and over the freeways. Along the journey, one does have the chance to admire the Arroyo Seco which offers a moment of respite amidst the journey.





PROPOSED INTERVENTIONS





Street Life

Creating urban forms that support an active street forrage and encourage the use of the sidewalk (via vendors, art installations, seating, lighting) greatly enhance the experience as a Metro commuter and/or pedestrian. (Denver, CO)



River Ways

Through the use of porous paving, signage, planting and other simple street improvements, the opportunity to create a visually interesting and performative landscape is possible to help lead people to Los Angeles's historic waterways.



Clear Crossing

Crosswalks and curb extensions increase safety and visibility between pedestrians and motorists, enhance the beauty and vibrancy of the surroundings, and promote an increased sense of neighborhood identity.



Vibrant Spaces

Creating destinations that reflect an open atmosphere that attracts people to gather with one another, allows room for community expression, and the formulation of civic culture.



Illuminated Interest

Taking an artistic approach to creating an underpass lighting solution can contribute to overall identity, interest and vibrancy of the community while remaining sensitive to the needs of the road user.

4

Improve ecological health of the River and the built environment

Protecting, restoring, and connecting the River to the built environment network that surrounds it maximizes the ecological health of this community. Policies and programs that minimize the adverse impact of toxic uses and impermeable services are essential to a healthy Riverfront.

The River can only provide social and recreational opportunities if advances in the environmental quality of the River continue, a threshold inextricably linked to the built environment surrounding it. The environmental health of the River is dependent on the sources of ground contamination, surface water contamination, and toxic sites adjacent to the River.

The advances in environmental strategies in the built environment also have a direct impact on the overall public health of its residents. Understanding the connections between various environmental conditions, its impacts, and the range of strategic solutions will enhance the overall health and sustainability of the Riverfront District.

Although the City has created a network of green tools, such as green street initiatives and building measures, that collect storm water run off and minimize toxic outputs, much more can be done. The following objectives highlight a range of approaches that have great impact potential.

TOXIC SITES AND THE DATABASE IN WHICH THEY CAN BE FOUND RECORDED

DATABASE	SITE
NATIONAL PRIORITIES LIST	San Fernando Valley Superfund Site
DEPARTMENT OF TOXIC SUBSTANCE CONTROL	Taylor Yard G1 Taylor Yard G2 Former Manufactured Gas Plant Bortz Oil
LOS ANGELES REGIONAL WATER QUALITY CONTROL BOARD	San Fernando Consolidated Facility Three Chevron Gasoline Stations Former Bortz Oil Shell Gas Station Former Triangle Gasoline Station Former Hawkes Finishing Mount Sinai Forest Lawn Cemetery Former Albion Dairy Burlington-Northern Santa Fe Tower Valspar Corporation Chromal Plating and Grinding Co Infinity Outdoor Company Gannet Outdoor System Metropolitan Transportation Agency Morton International Whittaker cooperation

Fig. 50

- NELA COMMUNITY BOUNDARIES - - - -
- QUARTER MILE BUFFER - - - -
- HALF MILE BUFFER - - - -
- WATER BODIES ■
- RIVER CROSSINGS CURRENT ||
- RIVER BIKE & PEDESTRIAN PATH —
- BIKE FRIENDLY STREETS —
- FUNDED BIKE LANE —
- EXISTING BIKE LANES, PATHS, ROUTES —
- TOXIC SITE ●
- TOXIC SITE BUFFER ●
- SCHOOL SITES ■

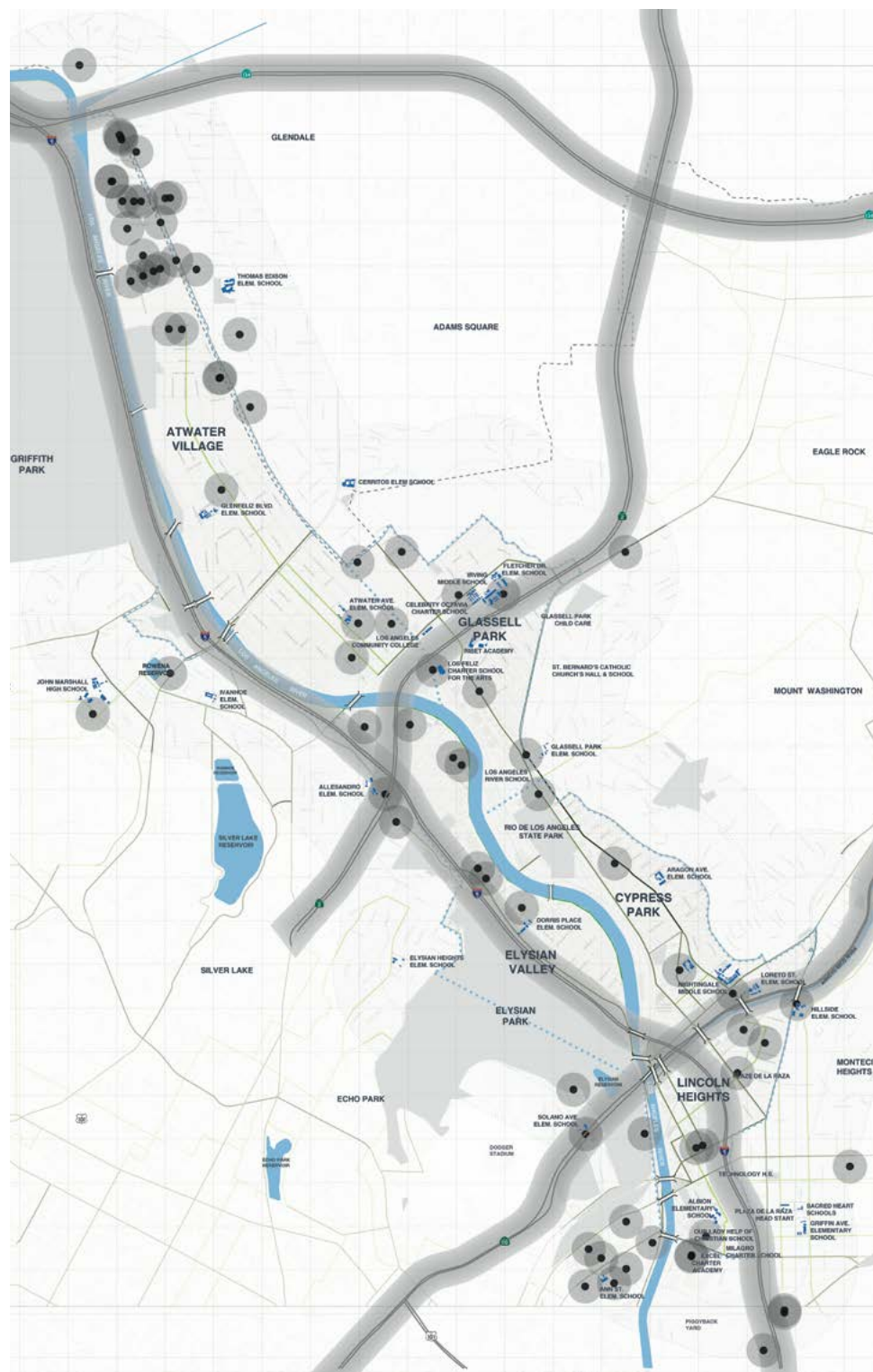


Fig. 51
Toxic Sites and Schools



Objectives

A

Minimize hazardous & toxic waste contamination

There are three major areas within the NELA Study Area with identified Hazardous and Toxic Waste Contamination (HTRW). These sites include the San Fernando Valley Superfund site, immediately north of the Study Area and currently being remediated with oversight by the EPA. The next two sites is Taylor Yards, a 243 acre rail yard that has been used for 100 years with two specific sites (GI and G2) known for having elevated levels of lead and arsenic, as well as contaminants such as metals, volatile organic compounds, and petroleum products. Overall, there are 22 known and 1 likely HTRW sites within the Study Area.

Although remediation efforts have satisfied human health standards for industrial properties, ecological or recreational standards have yet to be met. Despite investigations to identify HTRW sites of concern, it is possible that soil or groundwater contamination exists in the Study Area that has not been documented. The likelihood of contamination is most likely in sites that have former industrial use.

B

Improve surface water quality

The water quality of the River is affected by point and non-point source pollution entering the tributaries and main River channel. Although 70% of the River's water volume enters from the Tillman Water Reclamation Plan in the valley, much of storm drain discharges arrive from the streets.

Stormwater runoff and its associated contaminants are from surrounded urban areas and the prominent source of water quality degradation.

Specifically, runoff from surfaces, such as streets, parking lots, and lawns, carry an accumulation of contaminants that are washed directly into the River. Strategies to improve surface water quality, such as Low Impact Development, can mitigate stormwater runoff and serve as preemptive measures to flood management.

C

Build a network of green streets

The development of green streets has the power to transform streets into a safe and efficient transportation network while also providing for storm water capture and remediation. Green streets transform impervious concrete and asphalt surfaces into landscaped, permeable green spaces that capture storm water runoff, use plants and soil to naturally filter water, and replenish groundwater supply.

In addition, green streets enhance the overall pedestrian and bicyclist experience with traffic calming measures. Streets which connect major nodes within the Study Area are best suited, especially streets that can be rebalanced to address the needs of traffic flow, transit services, and pedestrian/bicycle use. The implementation of a green street network will require ongoing streetscape improvements that consider the full range of traffic flow, as well as drainage and filtration potential.

Recommendations

4.1 Contaminated Sites Remediation

Brief: Remediate contaminated sites to encourage redevelopment and protect human health.

Goals: 1, 8

Agent: Public, Private

The Study Area has several acres of brownfields, often vacant or under-utilized sites, where redevelopment is impeded due to the presence, or perceived presence, of contamination by hazardous materials. Along the riverfront, contaminants are commonly found on properties with a history of heavy industrial use. Heavy rail yards, along with landfill and

industrial recycling activities, are a source of land and water contamination. Also, an ageing system of septic tanks within the existing industrially zoned lands may contribute to that contamination.

These brownfields can remain underutilized or abandoned for years because of the significant potential for liability and financial risk for brownfield property owners and financiers. There is a substantial cost to site remediation, but it is possible to surmount these obstacles when the value offered by new uses is sufficient to provide incentive for investment. The continued focus of the City on environmental remediation is essential for human health, but also for redevelopment.

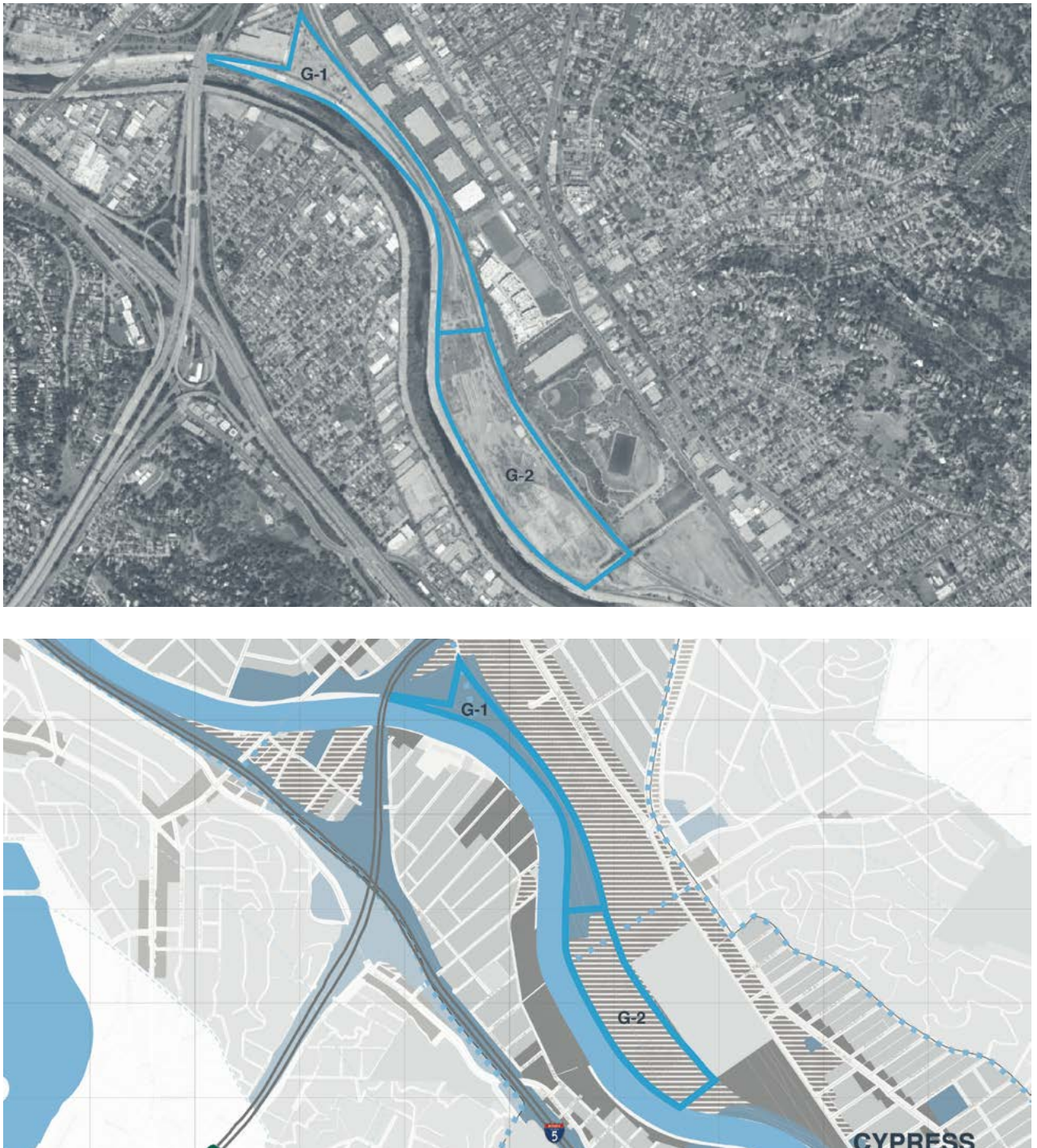


Fig. 48, 49 G1/G2 Parcels: Aerial and Zoning.



Top: Arroyo Seco Confluence current state. Bottom: Arroyo Seco Confluence with a restored riparian habitat.

4.2 Taylor Yards Remediation

Brief: Remediate contaminated sites to a level that meets ecological and recreational standards.

Goals: 1, 3, 8

Agent: Public, Private

The major area within the Study Area with the greatest amount of contamination is Taylor Yard located in Cypress Park. Within this rail yard, there are two sites – G1 and G2. At the 21 acres of G1, four areas with elevated levels of lead and arsenic in soil have been remediated to meet human health standards for industrial properties. At the 50 acres of G2, the future remedial work plan will contain contamination beneath caps and building foundations. In addition to soil contamination, groundwater challenges are also prevalent.

The future development of the Taylor Yard sites will be discussed in recommendation 8.2. However, it is important to note that the proximity of these sites to the River warrants a higher threshold of remediation, in which ecological and recreation standards are met.

The Bow Tie Parcel (G1) site is owned by the California State Parks. Currently housing an obelisk shaped art project, this site is slated for future park development. Plans highlighted in the ARBOR study suggest the restoration of an in-channel riparian and wetlands area featuring a small terraced area.

4.3 Arroyo Seco Confluence

Brief: Restore the riparian habitat of the Arroyo Seco, tributary to the Los Angeles River

Goals: 1, 8

Agent: Public

The Arroyo Seco Confluence links the Los Angeles River to the 22-mile Arroyo Seco stream. This point is within walking distance to a Gold Line station and several MTA bus lines. Currently, there is limited access to the Confluence, characterized by high vertical walls and wire fences. This point is a key spot for flood management and water quality improvements.

The ARBOR Study proposes that this tributary be restored with riparian habitat. The stream itself will have its banks and bed softened for approximately half a mile upstream.

At the confluence of the Arroyo Seco and the River a backwater riparian wetland will be established along with the restructuring of the banks to support vegetation. The Arroyo Seco Foundation has championed this vision, encouraging environmental features along with recreational uses.

4.4 Primary & Secondary Local Green Streets

Brief: Transform Dorris Place into a primary local green street along with other Elysian Valley streets that intersect the River as secondary local green streets.

Goals: 1, 3

Agent: Public

Primary Local Green Streets are non-arterial streets that can provide neighborhood access to the River, characterized by wider sidewalks, bike paths, porous parking strips, bulb-outs, and infiltration planting strips. These guidelines should be applied to local streets intersecting the River, passing under freeways, or connecting to major destinations. Similarly, Secondary Local Green Streets serve only as a local connector to the River. Features of these streets are focused on stormwater runoff mitigation, an approach studied by North East Trees featuring biofiltration swales located in existing parkways.

Dorris Place and other streets that intersect with the River were selected as pilot streets for this effort, as primary and secondary streets respectively. However, there are numerous other streets that meet these broad guidelines that could benefit from such improvements.

4.5 Industrial Green Streets

Brief: Transform Doran Street and Brazil Street in north Atwater Village into streets with water quality elements and non-motorized uses.

Goals: 1, 3

Agent: Public

Industrial Green Streets improve streets within the River Corridor by providing safe and comfortable bicycle/pedestrian access through existing industrial areas. Features include sidewalks with appropriate tree protection measures to shade and beautify with water quality enhancing strategies to mitigate direct runoff. Signage and wayfinding systems will help visitors

access the River. These guidelines should be applied to industrial streets that connect major nodes to the River.

Doran Street and Brazil Street in north Atwater Village was selected as a pilot streets for this effort. However, there are numerous other streets that could also benefit from such improvements, especially in Cypress Park.

4.6 Enhanced Green Intersections

Brief: Create enhanced green intersections that combine landscaping with traffic calming measures.

Goals: 1, 3

Agent: Public

Enhanced Green Intersections offer safe, green, and aesthetic access to the River at arterial intersections and at bridges. The ground plane and crosswalks will have premium materials, such as colored asphalt and concrete with patterns and texture. Wayfinding signage, including maps and directional markers, will guide visitors. Public art and environmental graphics will create new landmarks and public spaces. These intersections are best applied at busy intersections, along heavily used streets, at freeway on and off-ramps adjacent to the River Corridor, and at signalized bridges.

The following intersections are potential sites for consideration: Doran Street and San Fernando Road; Brazil Street and San Fernando Road; Fletcher Avenue and San Fernando Road,, and Fletcher Avenue and on/off ramp to the 2 Freeway.

4.7 Caltrans Noise Abatement Freeway Study

Brief: Conduct a noise abatement study to explore potential noise abatement measures along freeway edges.

Goals: 1, 2, 3

Agent: Public

The majority of NELA neighborhoods and recreation spaces along the River run parallel to the 5 Freeway and are intersected by the 2 Freeway. The natural sounds of wildlife, scenic views, and recreation space draw residents and visitors alike. However, the sound pollution resulting from a high density of vehicles often limit the experience.

We recommend Caltrans conduct a noise abatement study in order to consider the possible construction of noise barriers, such as better sound walls, that will reduce the impact of noise from the Freeways. Furthermore, with the future ecological restoration of the area and future park development in the area, Caltrans should be encouraged to consider noise abatement strategies that will lessen the sound from the Freeways, especially for residents and visitors adjacent to the recreational space along the Riverfront.

4.8 North Atwater Sewage System

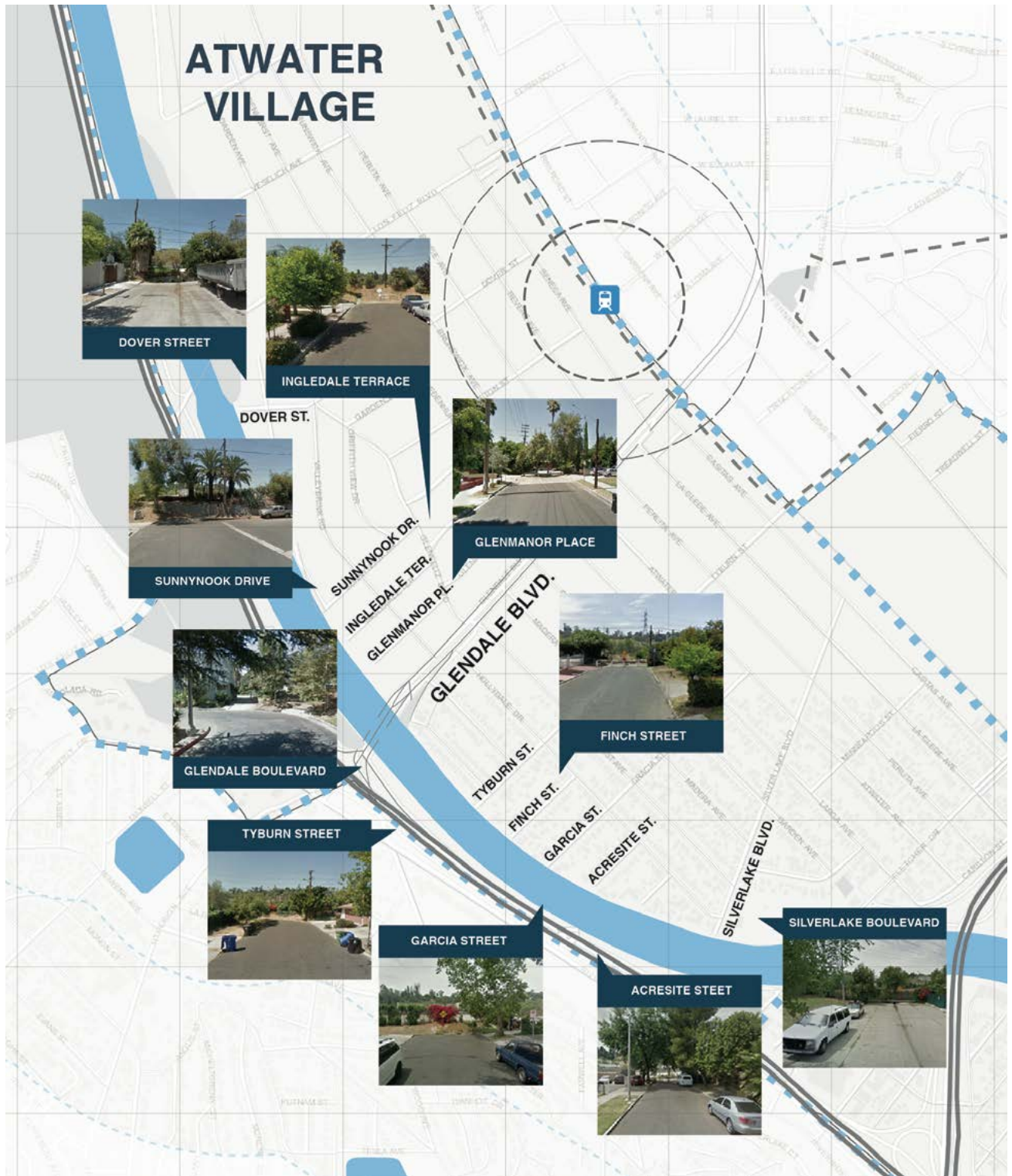
Brief: Coordinate an effort to update the septic and sewer systems in the North Atwater industrial area.

Goals: 4,5,6,8

Agent: Public, Private, Non profit

The industrial community within the North Atwater area currently utilizes Onsite Wastewater Treatment Systems (OWTS), or Septic Systems, for sewage disposal. This is a concerning issue for this area because 1) these septic systems are not regularly monitored due to recent and continuing budget reductions, and 2) the proximity of these systems near to the River creates a potential environmental concern for the health of the LA River Watershed.

We recommend that the Bureau of Sanitation partner with local contractors to assume liability for monitoring OWTS facilities within a 500 feet vicinity of any industrial septic tank within the North Atwater region. A similar effort is ongoing near Humboldt Park in Lincoln Heights. In addition, this area could benefit from the transfer from septic system use to sewer system use for all sewage removal.



Potential Secondary Green Streets in Atwater Village

5

Strengthen And Support Employment Opportunities Surrounding The River



Industry, commerce, and recreational activities near the River are valuable economic assets, crucial to the economic health and prosperity of the Northeast Los Angeles community and the City of Los Angeles as a whole. Approximately 48% of the total land in NELA is zoned for commercial and industrial uses, providing hundreds of jobs and millions in tax revenue. As such, it provides the City a unique opportunity to explore targeted business and employment incentives, industry-specific recruitment, and coordinated regulatory policies to help the working riverfront adapt and prosper.

California's economy may be coming back, but more than four years after the end of the Great Recession, the comeback is still slow and uneven. In the past year, over a quarter-

million jobs have been created in California, more than any other state. While this is certainly a cause for optimism, California's economic recovery is being experienced differently – and unevenly – across the state. For many Californians, the recession is still a grim reality—and the gap between rich and poor across the state is expanding more than ever. For Angelenos, the Los Angeles River has the potential to be an engine of economic growth, catalyzing business and employment opportunities in the surrounding riverfront communities.

This goal aims to spur new industries, re-imagine existing infrastructure and land uses, create a skilled workforce, and improve the overall quality of life that is critical to attracting

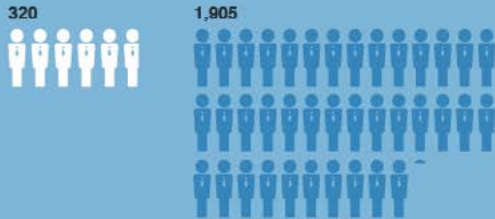
**TOP COMPETITIVE INDUSTRIES IN NELA
(LOCATION QUOTIENTS VS. LOS ANGELES COUNTY AND US)**

INDUSTRY	LAC	LAC
Manufacturing: Beverage and tobacco products	17.0	17.0
Manufacturing: Textile product mills	7.1	7.1
Manufacturing: Chemical products	5.1	5.1
Mining (excluding oil and gas)	4.7	4.7
Manufacturing: Computer and electronic products	4.0	4.0
Repair and maintenance	3.9	3.9
Manufacturing: Wood products	3.9	3.9
Printing and related activities	3.7	3.7
Warehousing and storage	3.5	3.5
Social assistance	3.5	3.5
Rental and leasing services	3.0	3.0
Retail: Building material and garden supply	2.8	2.8
Couriers and messengers	2.8	2.8
Specially trade contractors	2.8	2.8
Broadcasting (except internet)	2.7	2.7
Retail: Miscellaneous Stores	2.6	2.6
Manufacturing: Fabricated metal products	2.5	2.5
Manufacturing: Machinery	2.3	2.3
Manufacturing: Primary metal products	2.3	2.3
Manufacturing: Food products	2.3	2.3
Manufacturing: Textile mills	2.1	2.1
Manufacturing: Apparel	1.9	1.9
Retail: Nonstore retailers	1.7	1.7
Manufacturing: Miscellaneous	1.7	1.7
Manufacturing: Nonmetallic mineral products	1.7	1.7
Retail: General merchandise stores	1.5	1.5
Retail: Sporting goods, hobby, book and music	1.5	1.5
Manufacturing: Plastics and rubber products	1.4	1.4
Construction of buildings	1.3	1.3
Retail: Food and beverage stores	1.2	1.2
Wholesale: Nondurable goods	1.2	1.2

Fig. 50

INDUSTRY EMPLOYMENT GROWTH 2012-2022

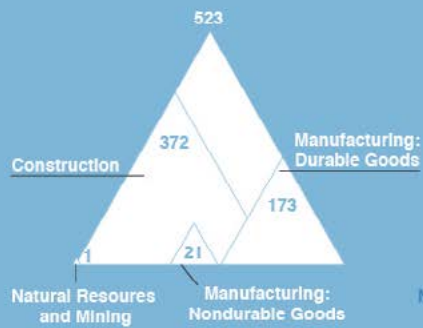
GOVERNMENT



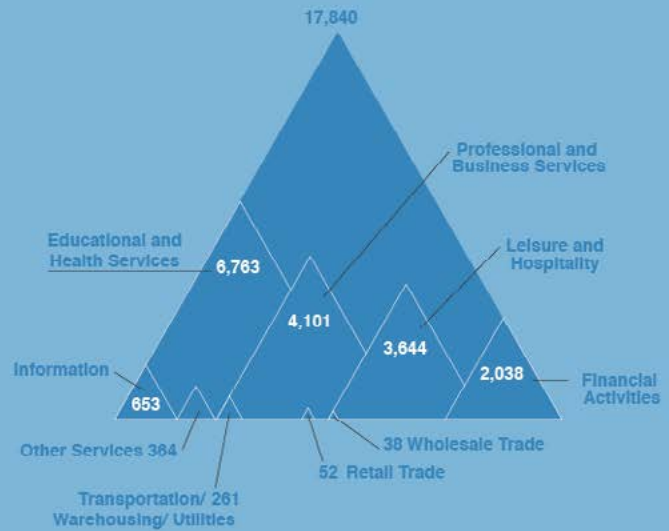
TOTAL NON-FARM PAYROLL EMPLOYMENT



GOOD PRODUCING INDUSTRIES



SERVICE PROVIDING INDUSTRIES



■ NELA ■ Greater NELA

Fig. 51



Objectives

A

Expanding the capacity of industrial areas

Industrial zoned areas offer employment opportunities for residents of all skill and education levels, create and support jobs in multiple other business sectors, and generate taxes that sustain the quality of life. For these reasons, the City of Los Angeles has had a long-standing adopted policy to preserve industrial lands, which should continue within the NELA area.

Tomorrow's industrially-zoned land, reserved for business growth and employment, is likely to look much different than today's. It is important to strengthen the City's ability to expand a diverse and flexible economic and industrial base. For example, industrial lands play an important role as incubator space for small start-up and creative businesses. Preserving industrial land in the NELA area is critical to encourage innovation in these emerging industries, to attract growing companies from other areas, and to grow job-producing companies already in Los Angeles.

B

Attract businesses that will employ local population

Healthy local businesses often generate job opportunities for local residents, keeping money circulating within the neighborhood rather than draining outward.

Targeted business attraction programs, especially for anchor institutions (such as major organizations), can help create jobs and services that are important to the NELA riverfront communities. Local governments can help retain businesses by reducing development or operations costs with financial incentives, waivers or fees or taxes, or in-kind services.

There is also a great opportunity to provide more green and sustainable jobs in the NELA area that are sensitive to the environment and unique land use conditions. River revitalization efforts can increase the workforce and wage rates by encouraging higher-technology industries.

C

Expand educational opportunities & job training programs

The City of Los Angeles Economic and Workforce Development Department (EWDD) partners with local agencies and service providers to enable a progressive, competitive location for both businesses and skilled workers. As a leader of the City's national recognized Workforce Development System (WDS), EWDD is helping to redesign its network of 18 WorkSource Centers, which includes the Lincoln Heights office within NELA.

As part of the WDS resign, there will opportunities to increase access for NELA stakeholders, particularly in training opportunities in high-demand employment sectors. In addition, the new service delivery model will wrap education, employment, and social service support into its program, enabling NELA stakeholders to address workforce needs holistically.

D

Promote local hiring

In the public sector, many local hiring programs require developers and contractors benefitting from public funds to target a percentage of the jobs created through construction or development of new businesses toward local residents. Local hiring ensures that residents benefit from the economic development and investment occurring in their community and supports sustainability goals by bringing residents closer to jobs, reducing commute time and encouraging use of transit, bicycling, and walking.

First-Source Programs (FSPs) are one of the most successful ways of realizing local hiring goals and requirements. FSPs create an institutional structure that is intentional about providing employment opportunities to targeted populations. Participating businesses are required to give first notice of job openings to the FSP. This usually means they are required to post all job openings to a central clearinghouse (either run by the city or a nonprofit) for a designated period of time before opening up the position to the general public. The clearinghouse screens and keeps extensive records of local residents, and refers those with appropriate experience. First-source hiring best practices are implemented through case-by-case negotiations in the development agreement process and an approach that could be integrated into future projects in NELA.

Recommendations

5.1 Employment & Training Alignment

Brief: Prioritize regional and local workforce development findings to prepare people for high-priority jobs and careers in major NELA sectors.

Goals: 5, 7, 8

Agent: Public, Non Profit

There are growing industries in NELA, such as specialty trade contracts & manufacturing, in which employment training programs could help better prepare the local workforce. Social service providers, a resource for basic job training and support, could serve as a partner in the training and outreach process. Additionally, LAUSD along with other educational entities,

could serve as a partner in creating a career pathway program that connects local youth to high quality jobs developing in the area.

We recommend targeted investments in workforce education and training that prepare people for high-priority jobs and careers in major sectors. An emphasis should be made to create partnerships between the Los Angeles Workforce Investment boards (WIBs), community colleges, universities, economic development organizations, and NELA businesses.

5.2 Attractive Business Regulations

Brief: Streamline the regulatory environment to make the

NELA region more competitive in attracting businesses, especially anchor institutions.

Goals: 5,6,8

Agent: Public

LA Mayor Garcetti is proposing the elimination of businesses taxes in his first term as a means to make the city a more attractive place to do business. Although compelling on a city-wide level, new and existings businesses can also benefit from a NELA-specific level if there was clarity on the regulatory process. In NELA, where many businesses are small and commercial, creative, or manufacturing oriented, it is easy to get lost within the bureaucratic process for permitting.

We recommend reviewing the needs of existing businesses and projected new businesses to inform targeted regulatory reform that make it easier to do business in NELA. An effort to create incentives for companies and industries that have voluntarily adopted best practices and exhibited good “corporate citizenship” should also be considered.

5.3 Biotech Corridor

Brief: Create a biotech and technology overlay zone in NELA to improve the regional workforce and wage-rate, while attracting high-tech businesses adjacent to the river.

Goals: 5, 6, 8

Agent: Public

A biotech and technology overlay zone has the potential to encourage specific industrial uses. With the support of the Department of City Planning and Economic & Workforce Development Department, NELA could serve as a pilot testing ground for specific zoning ordinances and business incentives that encourage technology and bioscience research, bioscience industry, innovation activity, bioscience workforce generation, and biotechnology research.

Along with Eaton and Baxter, two of the biggest employers in the NELA area, other biotech and technology companies with 75 or more employees include:

- Nelson-Miller Inc
- Stadco
- Hehr International Inc.
- Huntsman Advanced Materials
- The Garvey Group
- Viva Vina Inc.

- Active Supply Co
- Storybrook Production Inc
- Salwem Communications
- Heiland Sinoc Automotive
- Mintie Corp
- Homeboy Industries
- Elevator Equipments Corp
- 43 Backwards Inc

To build on this impressive list, we recommend targeted incentives, recruitment, and coordinated regulatory policies specific to industrial zones in NELA.

5.4 Food Hub

Brief: Support the food economy by improving access to fresh foods and food-related jobs.

Goals: 1,5,8

Agent: Public, Private, Non profit

A food hub is an enterprise designed to help small famers and producers break into new markets and remain viable in face of increasing competition from industrial-scale operations. Due to the economic potential of the burgeoning “local food” economy in NELA, as well as the potential for food hub models to serve community needs, we recommend pursuing a food hub concept that would establish and promote an avenue for community-oriented economic development in NELA.

This entity would be organized as a nonprofit NELA Food Hub Alliance, which will support the development of a local food industry cluster in NELA through a series of for-profit ventures that it will jointly own and operate. In addition, this entity will add value to the local food sector by playing a coordinating role among a network of local food businesses in NELA. The Urban & Environmental Policy Institute at Occident College, and visionaries behind this concept, expects a basic budget for personnel and operations to be at \$200,000 a year. The three initial joint ventures include a regional farmer warehouse, controlled environmental agriculture operation, and a toll processing facility.

Within NELA, there are two entities that are serving some of these goals and can serve as a potential partner for the NELA Food Hub Alliance. LA Kitchen, newly located near the Lincoln Heights/Cypress Park Gold Line station, is a for-profit social enterprise seeking to reclaim healthy, local food

that would otherwise go to waste while hiring the youth that are aged out of the foster care system and formerly incarcerated individuals. Similarly, Good Eggs, located in the former Hostess Bakery in Elysian Valley, aggregates groceries from the best local farmers and foodmakers at their distribution space and intends to address issues of food access while providing sustainable jobs.

5.5 NELA Small Businesses

Brief: Provide additional support services to small NELA businesses, so that they can remain competitive.

Goals: 5, 7, 8

Agent: Public, Non profit

As communities evolve, small businesses face tough competition in a changing environment. The majority of businesses along neighborhood corridors are small businesses that help create a sense of place and community identity. To ensure the unique set of commercial activity continues to proper, we recommend additional support services for small NELA businesses, including:

- Developing and adopting a program that encourages private and governmental entities to purchase goods and services from local NELA businesses;
- Fostering entrepreneurial thinking by supporting and expanding entrepreneur-training programs, apprentice opportunities and business services;
- Forming a business improvement district (BID) to collectively market an brand NELA commercial corridors, such as Los Feliz Blvd, Glendale Blvd, San Fernando Rd, Fletcher Rd, Cypress Ave and Figueroa St;
- Improving outreach efforts of small business assistance programs and resources that target NELA small businesses that do not have the capacity to seek out such resources.

5.6 Eco Tourism Initiative

Brief: Develop an Eco Tourism Initiative to expand the existing recreation and tourism activities around the River focused on hiring locally

Goals: 1, 4, 5, 8

Agent: Public, Private, Non profit

The success of the Pilot Recreation Zone last summer hints at the huge potential for eco-tourism. Environmentally responsible travel has a low visitor impact and provide for active socio-economic involvement of local communities. Ecotourism is distinguished by its emphasis on conservation, education, traveler responsibility, and active community participation.

We recommend developing an Eco Tourism Initiative to leverage the popular existing recreation and tourism activities surrounding the river, such as kayaking, bird-watching, bicycle riding, fishing, and running. An important feature of this effort is its focus in hiring local youth and supporting local businesses.

5.7 Local Hiring

Brief: Create a first source hiring program aimed at local hiring for development projects.

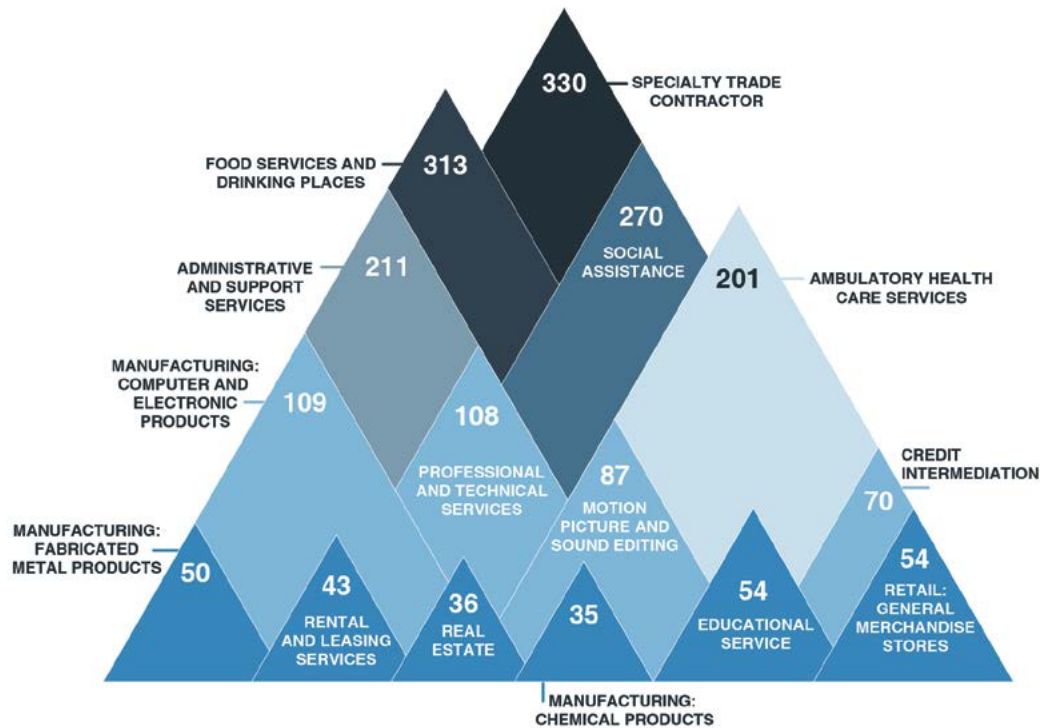
Goals: 7, 8

Agent: Public, Private

One optimal strategy to ensure that community residents that have borne the brunt of social, economic and health impacts is to ensure that employers participate in a First Source Hiring (FSH) program, also known as a Jobs Center. A FSH program means that an employer first looks to the local community to find employees. Many communities in Los Angeles have seen positive outcomes through local hiring programs resulting from major development projects, including Hollywood and Highland, North Hollywood Commons, LA Live, and LAX. In the public sector, many local hiring programs require developers and contractors benefitting from public funds to target a percentage of the jobs created through construction or development of new businesses toward local residents.

We recommend a two fold strategy: 1) the designation of a local non-profit to serve as the Jobs Center, and 2) a local hiring with policy for development projects that exceed a certain threshold in public funds. Goodwill is a strong candidate given its presence in both Atwater Village and Lincoln Heights.

PROJECTED NEW JOB CREATION IN NELA 2012-2022 (Private Industries)



From Top to Bottom: Fig. 51B Projected Job Creation in NELA, Antonio Cornejo, Cypress Park, Atwater Farm- a local business in Atwater Village.

6

Improve governmental regulation, coordination, and oversight of the River

The Riverfront is dynamic, requiring constant attention and oversight. Many governmental entities, each with a different purpose, have jurisdiction over the Riverfront. The complex regulatory process for construction along the River makes it difficult for spaces to be improved. To enhance the riverfront with the parks, housing, commercial, and recreational activity envisioned in this plan, clearer procedures and enhanced coordination at all levels of government is essential.

There are multiple entities with jurisdiction over various aspects of the River, requiring any management structure to be both comprehensive, yet flexible, to allow entities to work in collaboration and independently when necessary. A basic overview of the jurisdictional divisions can be divided into the River channel and its corridor.

The River channel includes the riverbed and its concrete lining, maintenance access paths, fencing, and bridge piers. In simplified terms, the River channel area is governed by three agencies, with the following jurisdictional authorities:

- United States Army Corps of Engineers (Corps) governs flood protection regulations and standards;

water releases from the dams; and maintenance of channel sections under Federal ownership.

- Los Angeles County Department of Public Works (County) governs maintenance of channel sections under County ownership, mostly storm drain outlets and permits for channel modifications.
- City of Los Angeles (City) governs some storm drain outlets, water releases from treatment plants, and use of water within the channel.

The River corridor includes the adjoining neighborhoods, roads, bridges, and landscaping – governing by the full range of City agencies. Much of the land beyond the River is in private ownership and regulated by zoning and City standards.

GOVERNING ENTITIES FOR THE RIVER

FEDERAL	STATE	COUNTY	CITY
<ul style="list-style-type: none"> • Environmental Protection Agency (U.S. EPA) • Federal Emergency Management Agency (FEMA) • National Marine Fisheries Service • National Park Service • U.S. Army Corps of Engineers • U.S. Bureau of Reclamation • U.S. Fish and Wildlife Service • U.S. Forest Service • U.S. Natural Resources Conservation Service 	<ul style="list-style-type: none"> • California Bay-Delta Authority • CA Coastal Commission • Cal/EPA • Department of Fish and Game • Department of Parks and Recreation • Department of Transportation • Department of Water Resources • Regional Water Quality Control Board • State Lands Commission • Wildlife Conservation Board 	<ul style="list-style-type: none"> • Los Angeles County Board of Supervisors • County Counsel • Department of Parks and Recreation • Department of Public Works • Metropolitan Transportation Authority • Museum of Natural History • Southern California Regional Rail Authority • Vector Control District 	<ul style="list-style-type: none"> • Department of City Planning • Department of Building and Safety • Department of Public Works • Bureau of Engineering • Bureau of Sanitation • Bureau of Street Lighting • Bureau of Street Services • Department of Recreation and Parks • Department of Transportation • Department of Water and Power

Fig. 52

Jurisdiction over operation, maintenance, and modifications of the River extends to the limits of the rights-of-way, whether they are owned in fee title or held by easement. Fig. 53 [on the following page] indicates the variety of public and private entities that own land within the River channel right-of-way. This includes public ownership by the City, County, and the Federal government, as well as private ownership, including single individuals and businesses such as Forest Lawn Mortuary, the Radford Studio Center, and the Lakeside Golf Club of Hollywood. The following objectives help facilitate a clear process for managing and growing the River channel and its corridor.

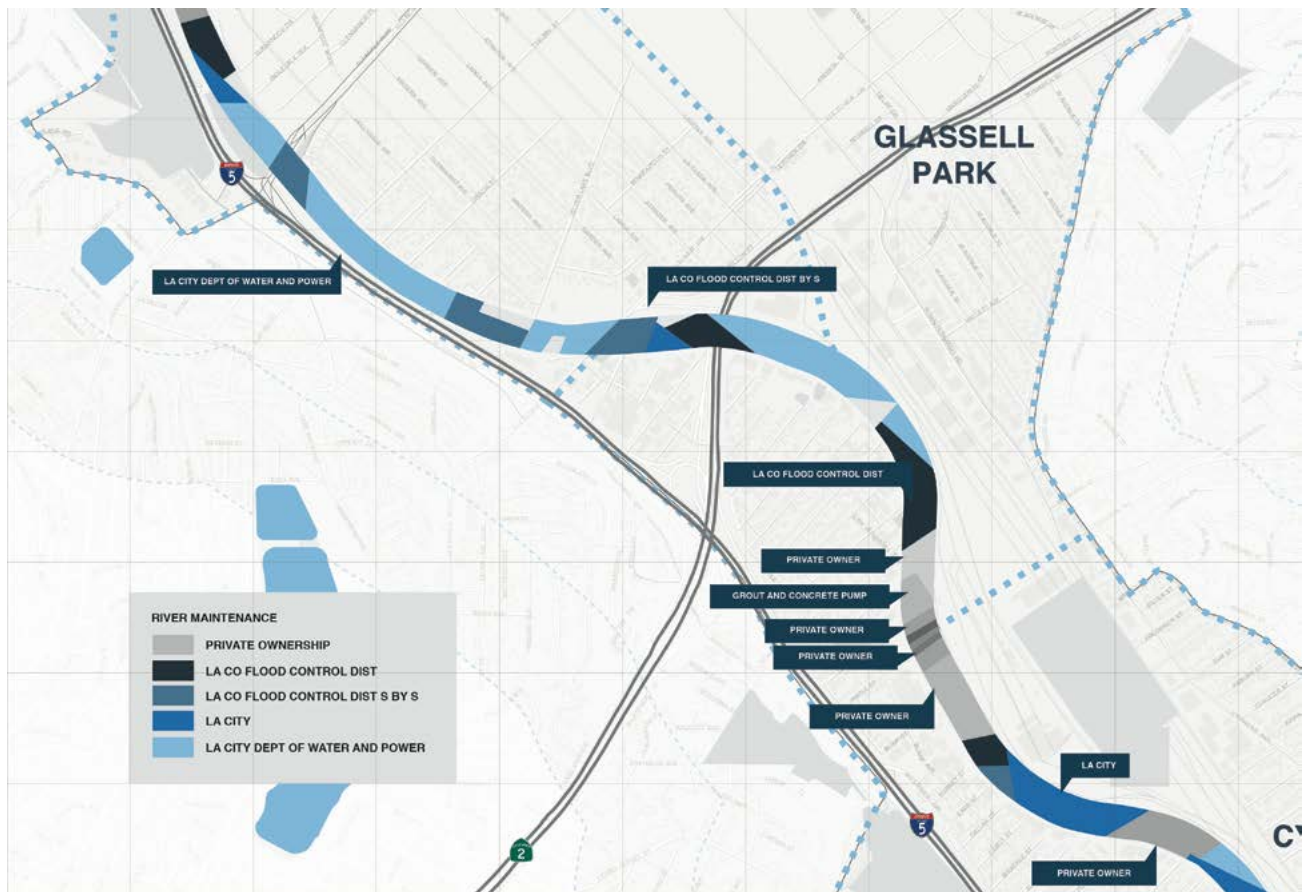


Fig. 53 River Maintenance Map



Objectives

A

Improve predictability & efficiency of the permitting process

Environmental permits are required for a wide assortment of projects that involve building in or on the Riverfront. Obtaining permits in a timely, transparent manner, will encourage property improvements, especially new housing, businesses, or open spaces. Similarly, improving the permitting process for water-related construction is critical to ensure that River projects can move forward.

Overall, the permitting process should foster outcomes that protect and enhance the environment, as well as promote cultural and economic development on the River. Several approaches could be pursued to help applicants. A one-stop shop for permit applications could be established to provide applicants with a central information repository with application materials and project guidance.

B

Increase regional collaboration for river-related infrastructure

By providing incentives for local, regional, state, and federal cooperation, meaningful intergovernmental partnerships can effectively respond to future challenges and opportunities in community and economic development. This objective is critical because disinvestment and deterioration of core areas along the Riverfront affect the vitality of its adjacent communities.

Specifically, issues of regional significance require regional coordination. Several initiatives discussed in this document, such as Greenway 2020, will necessitate coordination among numerous governments within the region. The financial needs to for many projects will require funding sources from a range of public and private entities, further requiring regional collaboration.

C

Create new government positions to support NELA projects

The long and often complex process to approve a variety of River-related projects has highlighted the need for a stronger management structure and point positions in certain agencies. With the City's recent restructuring, the dissolution of the Community Redevelopment Agency and the creation of a new Economic Workforce Development Department, the implementation of many of recommendations in this plan will require a coordinating entity.

Furthermore, the success of this plan will also require funding from both public and private sources. As the only Sustainable Communities grant in Los Angeles, the recommendations in this plan are well positioned for various sources of public funding. The development of a job position, whether a new position or folded into an existing position, can help coordinate both the funding and implementation of these recommendations.

Recommendations

6.1 L.A. City Designation of the NELA Riverfront District

Brief: Designate the Study Area as the NELA Riverfront District to ensure City recognition of policies and programs, as well as leverage economic development opportunities.
Goals: 1, 5, 8
Agent: Public

The designation of the NELA Riverfront study area as a Riverfront District will help build a regional NELA riverfront identity that connects the River and its adjacent neighborhoods. This identity will also inform a collective identity that can be linked to Vision Plan projects and programs, especially those with city or regional appeal.

A NELA Riverfront District will serve as a platform for City departments and River stakeholders to continue working together, especially in terms of implementation strategies. A collective identity also provides clearer connections for economic development opportunities and recreational tourism activities. Similar to designations, such as Bicycle District in East Hollywood or Arts District in Downtown, the City Council should pass legislation to official designate a ‘Northeast Los Angeles Riverfront District’.

6.2 River Guidebook

Brief: Develop a river guidebook focused on the permitting process for engineers, environmental experts, and developers.

Goals: 2, 5

Agent: Public

As a first step in understanding the variety of permit applications, a River-relevant agency from the City, County, State, and Federal government should work together to clarify the full range of permitting process. The resulting River Guidebook would offer training and guidance for the engineers and environmental experts often hired to prepare permit applications.

The Guidebook could also offer design guidelines for riverfront infrastructure, elements of which are included in the River Improvement Overlay Plan currently making its way through the City's plan approval process. Furthermore, design guidelines for in-water infrastructure could be put forth in partnership with the regulatory agencies and based on preferred design standards.

6.3 Riverfront District Implementation Manager

Brief: Establish a position within the City's Economic and Workforce Development Department (EWDD) that will continue the collaboration and implementation of this plan.

Goals: All

Agent: Public

The administration of the grant that funded the creation of this plan has been led by the EWDD, resulting in meaningful interagency collaboration. The NELA Riverfront Collaborative was formed to design, engage, and develop the Vision Plan. To ensure that planning leads to implementation, the next logical step is to create a position within the department that will continue collaborative efforts in NELA.

The proposed Riverfront District Implementation Manager would help coordinate implementation efforts across different public-private funding opportunities and development projects. Additionally, this position would also spearhead all interagency collaborations within the City and ensure the various policies and programs are aligned with VPEDIS recommendations. As the point person for NELA Riverfront District-related efforts, there will also be a need to create a system for sharing information with public, private, and community partners.

6.4 Mitigation Banking

Brief: Channel resources to larger ecological projects from mitigation banking, a requirement of the Army Corp's mitigation strategy.

Goals: 4

Agent: Public, Private

Federal, state, and local environmental policy seeks first to avoid impacts, then minimize impacts, and, where impacts are unavoidable, mitigate them. Compensatory mitigation is the practice of restoring, enhancing, or protecting wetland, stream, or other aquatic resource functions to offset their loss elsewhere as a result of construction projects. In 2008, the Army Corp established mitigation banking as the preferred strategy, which allows permit applicants to purchase 'credits' from a restored, established, or preserved aquatic resource. The mitigation bank organization, which can either be a private or public entity, is responsible for restoring, enhancing, or preserving natural resources. An interagency review team, usually chaired by an Army Corps representative, provides regulatory review, approval, and oversight of the bank and its mitigation efforts.

Since mitigation banks are often more successful than individual attempts. We recommend that exploration of a NELA specific mitigation project that would channel resources for construction projects into a larger ecological restoration project, many of which are listed under Goal 2 and 4. Coordination amongst the various governing bodies and River-friendly organizations is essential in establishing buy in to this effort.

6.5 HUD Local Liaison

Brief: Designate a point person to serve as HUD's local liaison to support Federal funding opportunities for VPEDIS implementation and similar efforts along the full stretch of the River.

Goals: ALL

Agent: Public

Federal investment through the Partnership for Sustainable Communities' Challenge Grant program has been not only a source for community planning funding, but also a vital source of connection to federal grants and initiatives. The network

of Sustainable Communities’ grantees has provided insights and models regarding efforts taking place across the nation on sustainable community and economic development.

To continue collaboration, the Los Angeles HUD field office should create a position or designate a HUD officer to serve as a liaison between HUD’s Office of Economic Resilience and the Collaborative. The purpose of this role will be to continue partnership efforts within the NELA Riverfront District and spur similar place-based community and economic development efforts for the neighborhoods along the 51 miles of the River.

6.6 High Speed Rail

Brief: Optimize the benefits of both rail and river projects through regional coordination
Goals: 3, 6, 8
Agent: Public

California High Speed Rail plans to utilize Union Station as a major hub, constraining its rail alignment along the Los Angeles River and creating yet another barrier for river revitalization. Considering the benefits of both, there needs to be regional coordination in evaluating the feasibility of accomplishing simultaneous “wins” for rail and river projects. Mutual optimization includes through grade-separations, utility undergrounding, land cleanup, multi-purpose pathways, connectivity across rail tracks, mitigation strategies, green design elements, and open space land conversions. Moreover, high speed rail can help guide economic development. By establishing a mitigation bank, funds can be aggregated in support of the construction, operation and maintenance of Riverfront projects within the NELA district. The mitigation bank can be augmented with funds derived from a small portion of rail tickets sold. Wherever displacements of existing uses are necessary, business relocation efforts should be aggressively pursued, with a focus on relocating businesses within the city of Los Angeles.

COMMUNITY AND ECONOMIC DEVELOPMENT GUIDELINES

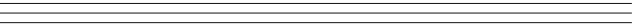
- Consideration of additional clearance along the river to accommodate future multi-purpose trails and channel capacity.
- Feasibility evaluation of converting easements and other rights-of-way acquired for construction into publicly accessible open space.
- Installation of multipurpose pathway along east bank of river, possibly in vicinity of Broadway, Spring, and Main Street bridges.
- Multi-modal connections across rail tracks between industrial area west of San Fernando Road and Glendale to the east, especially expansion of adjacent street proposed closure of Doran Street is unavoidable.

Fig. 54

INFRASTRUCTURE AND DESIGN GUIDELINES

- Consolidation of rail facilities into a single alignment on the east side of the river, including placing the maximum amount of tracks into a trench starting south of Main Street Bridge up north to the Arroyo Seco confluence.
- Consolidation of rail facilities in a single trench north of I-5 through Rio de Los Angeles State Park to SR-2.
- Park development of trenches to facilitate access to park areas between rails and river.
- Pedestrian access to river to minimize impacts to San Antonio Winery.

Fig. 55





Top: An Examples of Riverfront Signage in the NELA area, Bottom: Army Corp of Engineers and LA River Revitalization Corporation.

7

Make space for social equity

Equitable development is the creation of socially, culturally, ethnically, and economically diverse communities that are stable over the long term, through means that generate minimum transit costs for lower income residents. In order to ensure that community and economic development in NELA is fair and inclusive, we must make space for social equity.

Swaths of urban Los Angeles that are proximal to its original core have been experiencing rapid changes. From Downtown to residential neighborhoods, such as Echo Park, Silver Lake, or Hollywood, there is no question that new investment and development patterns have created physical and social change. Northeast Los Angeles and especially the neighborhoods adjacent to the River are no different.

In the past decade, real estate and capital speculation has intensified within the Study Area—resulting in tensions that center around themes of social equity. Too often, the discussion of gentrification becomes polarized between the good and bad. PolicyLink, a national non-profit research organization and technical assistance provider for the federal

Partnership for Sustainable Communities grant programs, defines gentrification as ‘ the process by which higher income households displace lower income residents of a neighborhood, changing the essential character and flavor of that neighborhood.’

Gentrification should not be reduced to either good or bad. The impact of increasing values benefit existing residents and business owners who are property owners. We recommend strategies that will address the adverse consequences of gentrification. One challenge is involuntary displacement that negatively impact long-term residents who would prefer to stay but cannot afford to do so because of non-just cause evictions, rapidly rising rents, or increases in property tax



Objectives

A

Preserve and expand affordable housing

The Riverfront communities provide a certain amount of affordable housing today. It is not uncommon to meet households who have rented from family members for decades. Many households also benefit from the rent limits resulting from the Rent Stabilization Ordinance. However, many households will face upward occupancy cost pressures once higher or new land uses are proposed along the River and as these communities become a more desirable place to live.

Gentrification is potentially the most serious political issue associated with riverfront development. Its effects, both positive and negative, should be anticipated and mitigated with policy changes and program initiatives. A core issue related to rising values is the ability for long term renting households to access affordable housing, including rent stabilized and non stabilized housing and homeownership opportunities. By minimizing displacement of low-income families, the social, cultural, and economic diversity prevalent in these communities remain intact. Strategies range from creating a comprehensive housing policy (including affordable housing preservation, creation, and homeownership), partnering with community-based development organizations and the City's Housing & Community Investment Department, and establishing socially equitable community benefits agreements, or any other measures that address the potential for existing residents to benefit from River-related revitalization efforts.

B

Support small businesses and workforce development

As land values increase, small businesses – especially local ‘mom and pop’ shops are vulnerable to displacement because of increasing rental costs or inability to also cater to the changing demographics. Many of these small businesses also hire local stakeholders, providing a unique sense of

community. Similarly, as industries expand or permanent jobs are created through development, the preparation of local stakeholders to enter and keep up with workforce needs ensures that NELA stakeholders can benefit from the positive impacts that are created through revitalization.

The social equity element of this objective is focused on supporting the most vulnerable populations – small businesses in the face of increasing competition and a workforce that faces higher barriers to employment, such as local youth and young adults. It will be essential to provide additional support services to small businesses and target workforce development programs to NELA stakeholders with a focus on quality jobs in high growth and living wage sectors.

C

Create social infrastructure with an equity orientation

Economic development, gentrification, and revitalization can often be demonized as practices that are driven by outsiders. This does not need to be the case. A social equity driven model, like the one proposed by PolicyLink, can create a process that values local community and works in partnership to facilitate growth that meets both development opportunities and community needs. This type of co-development will require the creation of sustainable community organization and communication infrastructure that engages the full range of stakeholders, especially those who find traditional methods of civic engagement unfamiliar or ineffective.

As a region, the NELA community lacks a local development organization with a strong and sustainable community organizing approach for the future development of the region. Effective community organizing in this area will require a focus on the recruitment and education of local leaders, as well as innovative methods for in the engagement of lower-income communities that are vulnerable to displacement. Examples of Los Angeles community organizations with strong community organizing programs focused on development are East Los Angeles Community Corporation, T.R.U.S.T. South L.A., and Southeast Asian Community Association.

SOUTHEAST ASIAN COMMUNITY ASSOCIATION

A community organization in the southern end of the NELA study area that has created a successful community organizing agenda focused on the empowerment of local youth resident leadership around local planning and development issues is the Southeast Asian Community Association. SEACA's office is located in Chinatown but its organizing and campaigns involve the neighborhood of Lincoln Heights. SEACA and its organizing became an integral grassroots campaign to educate local youth to submit comments on the impact of planning and development policies within the approved Cornfield Arroyo Specific Plan (CASP) directed by the Department of

City Planning. SEACA is a model of engagement that has worked to shape the local communication infrastructure that focus on equitable economic development and planning for neighborhoods such as Lincoln Heights that fall under the CASP boundary. This type of effort that focuses on the tenants of local empowerment, education, social equity, and genuine leadership development is something that needs to be developed for all of the Riverfront neighborhoods as increased real estate speculation and government interest takes hold of the River and the adjacent neighborhoods.



Community members participating of the visioning process.



EAST LOS ANGELES COMMUNITY CORPORATION (ELACC)

ELACC is a community development corporation, serving Boyle Heights and ELACC is a community development corporation, serving Boyle Heights and unincorporated East Los Angeles, focused on developing affordable housing for low-income residents and increasing the quality of life for those residents. To this end, ELACC's unique model for community development combines service provision with community engagement that empowers residents to be significantly involved in making decisions for their neighborhood.

The Community Wealth team at ELACC, also a HUD certified counseling agency, provides financial education, first-time home buying, and foreclosure prevention programs. Unique elements of their services include long-term one-on-one financial counseling services and an accelerated savings program featuring high interest rates and matching grants. In order to help clients achieve their dream of homeownership,

ELACC provides both individualized counseling and 8-hour workshop series, which make participants eligible to tap into subsidy and down payment assistance programs. The result is that many renters become homeowners.

In addition, the Community Organizing team works with local residents to build power by developing grassroots leadership and to ensure that they are active in the decision making process in the community.

ELACC has a strong track record, mobilizing a Community Organizing base of over 1,300 members annually. In addition, financial support has been provided to over 3,000 families, including the purchasing of their first homes, avoiding foreclosure, establishing savings, and building wealth. The combination of community organizing and financial services serves as one model for the NELA community to explore.



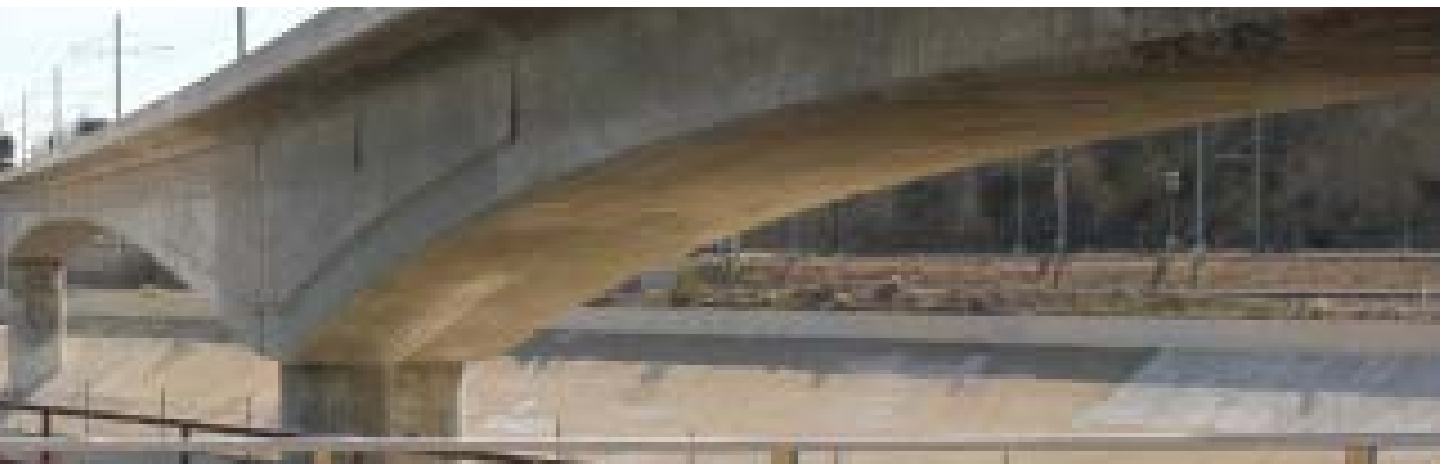
T.R.U.S.T SOUTH LA

T.R.U.S.T. South LA was established in 2005 as a permanent and democratic steward of land in South Los Angeles. Since its inception, the group has expanded its community membership through its work to build community control over land, ensuring affordable housing opportunities and related community-serving uses.

As a land trust, T.R.U.S.T. promotes community oriented development projects through partnerships. With their development partner, Abode Communities, a success story of equitable transit-oriented development is in the works. After a 15 month tenant-led campaign to prevent displacement of long term residents, Abode and T.R.U.S.T. purchased Rolland Curtis Gardens. This 2.3 acre site in South Central Los Angeles, located adjacent to the Expo Line in a neighborhood with intense real estate speculation, will preserve 48 existing units of affordable housing and develop with current stakeholders in mind. After a three-month-long participatory visioning process, the community helped to design a 140-unit mixed-use development that integrates affordable housing, community-serving commercial, open space, and active transportation resources.

In addition, T.R.U.S.T. couples their development work with community capacity building. Ongoing leadership trainings grounded in the history of South Los Angeles and principles of social justice enable community-led campaigns. A partnership with the USC School of Dramatic Arts created a leadership development curriculum using street theater as an advocacy tool, which drew attention to issues of rising land values and inevitable displacement of low-income community residents that arises with public investment in light rail infrastructure.

Initially seeded with funding from foundations, such as the Weingart Foundation, T.R.U.S.T. has evolved from its early visions of land ownership to its current role as community steward of equitable development. As organizations in NELA are exploring potential land trust models, the holistic approach taken by T.R.U.S.T. must be considered.



Recommendations

7.1 Cornfields/Arroyo Seco Specific Plan (CASP)

Brief: Leverage incentives provided in the CASP to create development projects with affordable housing and economic development opportunities.

Goals: 1, 2, 3, 5, 8

Agent: Public, Private

As you state in this section, CASP and NELA are very different. NELA has a richer residential footprint. The CASP FAR incentive need to be carefully assessed is there’s a desire to potentially apply CASP in the NELA. I think CASP would fit nicely if some of the industrial and commercial zoning were to be evaluated to follow the CASP

example and then implement the FAR housing bonus for those new zones.

Within the boundaries of the NELA Study Area, the CASP zone is bound by the River on the west, Main Street in the south, Interstate 5 on the east and the Los Angeles River Center and 110 Freeway in the north (Fig. 85). The CASP creates flexible zoning to facilitate future developments that could transform a mostly industrial land into a mixed-used, high-density neighborhood characterized by active street life, retail and commercial activity, open spaces, alternative uses of transportation, and river-orientation.

There are many provisions that encourage community-

oriented development projects. Specifically, the affordable housing provision is especially compelling and the first of its kind in City planning policy. The CASP provides for a Density Bonus Program that allows for increased Floor Area Ratio (FAR) above the base FAR and an increase in maximum height for projects that agree to include an affordable housing component. The CASP also allows for reduced lot area unlimited by minimum unit size provisions, thus allowing for projects to build smaller residential units that can be rented at lower rates. Similarly, without a minimal parking requirement, projects are not limited by space constraints often associated with parking spaces. We recommend a strategic effort to convene potential developers, financial intermediaries, and community-based organizations to explore ways to encourage the use of CASP to develop affordable housing.

7.2 Affordable Housing Policy & Program

Brief: Establish a NELA-specific affordable housing policy and funding programs that incentivize the creation and preservation of affordable units.

Goals: 1, 2, 3, 5, 8

Agent: Public, Private

The issue of affordable housing is not contained within the boundaries of NELA. In response to this city-wide challenge, there are currently efforts led by City Council to permanently fund the Affordable Housing Trust Fund. It is especially important to identify alternative sources of funding to support the development of housing reflecting the income levels of existing stakeholders, under 70% of Area Median Income (AMI). Unlike the boundaries of the CASP, the NELA Study Area has much less vacant or underutilized land. For these sites and for projects that exceed a certain threshold – to be determined by further analysis we recommend the City create a housing policy that ensures a sensible percentage (20-30%) of new residential units be set aside to serve families making less than a certain AMI.

There are many tools that can be explored for encouraging affordable housing, including municipal housing bonds, density bonuses, and other regulatory mechanisms. However, these tools often focus on new and sizeable developments projects. Much of the Study Area is

characterized by single-family homes and multi-family apartment complexes, which are often the most vulnerable to turnover. Thus, we recommend the City also fund the exploration of a program that preserve affordability of single family and multi-family units, especially as they go on the market.

7.3 Renter to Buyer Program

Brief: Create a program that educates residents on renter's rights and financial planning to protect current renters while also preparing renters to become homeowners.

Goals: 1

Agent: Public, Private, Non-Profit

To mitigate gentrification and minimize displacement, a strong focus on the renting population is essential. Almost two third of NELA stakeholders are renters. Many of these households rent homes that fall under the Rent Stabilization Ordinance (RSO), which protect tenants from excessive rent increases. The Los Angeles Housing & Community Investment Department (HCID) estimates that nearly 8,000 households are protected under RSO. However, many families are unaware about their rights as tenants.

Many of these renting households also aspire towards homeownership, which requires intentional financial planning and education. Many communities in Los Angeles have community-based organizations that are able to provide the outreach, education, and resources to serve lower-income residents. A leading example is the East Los Angeles Community Corporation (ELACC), which is an extensive asset building team that provides one-on-one financial counseling and regular workshops, such as first-time home buying and tax preparation.

We recommend a strategic collaboration between the City, the County and regional organizations (such as the Neighborhood Housing Services) and/or local NELA community organizations to prepare and educate NELA renters on issues ranging from renter's rights to financial planning. For example, a NELA community organizations could serve as a connector between housing experts (such as HCID or ELACC) on relevant programs and workshops. Ideally, as new residential units become



2014 NELA HOUSING STOCK SUBJECT TO RENT STABILIZATION ORDINANCE

INDUSTRY	PROPS.	UNITS
RSO CONDO		40
2-4 MULTI-FAMILY	2181	5291
5+ MULTI-FAMILY	245	2525
TOTAL	2466	7856

Fig. 55

available, existing renters are well positioned to purchase home and remain stakeholders in their community. Existing renters in NELA will also be better informed about the full range of resources.

7.4 NELA Land Trust

Brief: Establish a community land trust in NELA to transfer properties off of the real estate market for non-market objectives, such as home-ownership opportunities or community-oriented uses.

Goals: 1

Agent: Public, Private, Non-Profit

To further mitigate gentrification, an existing or new community organization should implement a land trust model that will promote community ownership and democratic stewardship of land. Programs range from permanent affordable home-ownership and rental options that are geared towards people with low and moderate incomes, to community centers that feature local small businesses and non-profit services. Several models have been developed in other areas of the city that are currently experiencing increased rates of gentrification and land speculation.

Land trusts led by the Beverly Vermont Community Land Trust (BVCLT) or T.R.U.S.T. South LA should be consulted for the future development of a NELA land trust. BVCLT is a

non-profit organization that stewards the property in the Los Angeles Eco-Village in Mid-Wilshire/Koreatown, providing condominiums and a community learning garden. They partner with limited equity housing cooperatives and have plans to create shared homes. Similarly, T.R.U.S.T South Los Angeles has coupled the development community-serving projects through extensive engagement and education of local leaders.

Land trusts have become a national movement, as nearly two dozen community land trusts are started every year as either new nonprofits or as programs of existing organizations. The City has the potential to serve a catalytic role, by providing financing support during the planning and startup phase, followed by land leases, grants, or low-interest loans for developing and financing projects. The potential outcome is the creation of an entity that has a long-term commitment to preserving housing subsidies and serving as stewards of affordable housing. A similar effort is in the works – the LA River Corp is creating an Impact Investing Fund, a 21st century land trust model that will focus on acquiring land for both open space and built space.

7.5 Community Organizing Initiative

Brief: Create a community organizing initiative that empowers local residents to shape equitable development practices in NELA.

Goals: 1, 4

Agent: Non-Profit

Currently, community organizing is fragmented in NELA without a clear focus on the potential and needs of the Riverfront area. Community-driven development with a social equity lens requires organizing work that is focused on mitigating the displacement of lower-income and longer-term residents. Thus, a community organizing platform should be created by a new or existing local non-profit or community organization focused on educating and building local leaders to shape equitable community and economic development in the area.

Community organizing models can take many forms, from campaign specific or geographically centered. The East Los Angeles Community Corporation focuses on leadership development and community empowerment by facilitating civic engagement opportunities to advocate for responsible and equitable development that benefits existing residents.

Overall, any initiative must recognize that many NELA stakeholders remain unfamiliar, distrustful, or intimidated by the prospect of interacting with local government or developing entities. The socio-economic diversity among existing stakeholders serves as a strong base for community building. Furthermore, since the majority of NELA residents are of Latino and Asian ethnic backgrounds, the organizing platform should consider practices that consider their cultural and linguistic needs.

7.6 Communication Infrastructure

Brief: Direct the local communication infrastructure toward equitable development that privileges local community while acknowledging changes.

Goals: 1, 8

Agent: Non profit

Much of the community engagement process for this project was grounded on the communication infrastructure created by the USC Metamorphosis project. This communication infrastructure privileges a grassroots understanding of how people construct their everyday lives and solve local problems. The goal is to make the communication infrastructure of everyday life visible, so that community and economic development practitioners can access it to strengthen communities. The heart of this infrastructure is the neighborhood storytelling network, featuring the dynamic interactions between residents, community organizations, and geo-ethnic media (or local media aimed at local geographies and/or ethnicities). Studies have been conducted across diverse communities of Los Angeles. Analysis reveals that local neighborhood ‘storytelling networks’ that are strongly connected positively contribute to higher levels of civic participation, neighborhood belonging, and collective efficacy around local neighborhood issues.

The second component of a local communication infrastructure is the ‘communication action context’ that consists of local community conditions that can affect or be affected by the local ‘storytelling networks’ of local communities. The most ideal situation in NELA would be the support and development of a local ‘storytelling network’ that is empowered to affect its local ‘communication action context’ in positive ways that serve the local residents while leveraging its local assets such as the River for regional development and recreational opportunities.

As a potential tool for community organizing, we recommend the activation of a local communication infrastructure of residents, community organizations, and local media towards a discourse that will encourage equitable community and economic development for the NELA area. This communications and community organizing strategy can create a local, regional, and citywide awareness on local NELA-related issues focused on equitable community and economic development rather than inequitable gentrification consequences that can result from unregulated development.

7.7 Planning 101 at LAUSD

Brief: Create a partnership between LAUSD and the Department of City Planning to facilitate student education and engagement on urban planning and economic development initiatives.
Goals: 1, 8
Agent: Public

Urban planning should not be seen as the sole domain of City Hall. In fact, successful urban planning and community development efforts can take place outside of City Hall. More often than not, communities learn to understand the complicated zoning code or development process as a reactive measure, leaving behind many stakeholders in the process. In order to be proactive, engagement with the planning process should start in the classroom where we are developing our youth.

We recommend that the Department of City Planning create a partnership with LAUSD to develop a pilot program that directly involves students, along with their parents in their home communities, in local planning efforts. The process used to create the Rio Vistas program in Elysian Valley and the Youth Voices media literacy program are potential models to explore.

7.8 Homeless Belonging Storage Hub

Brief: Create a belongings storage hub adjacent to the River near Downtown for the homeless population.
Goals: 1, 4
Agent: Public

The homeless population is often a voice that is left out. They are citizens who will continue accessing the River, as unofficial residents in the riverbed or as visitors to the largest open space

adjacent to Skid Row. Therefore, their needs must be met. The homeless population should not be restricted from use of the River as a public asset.

To make room for homeless access to the River and mitigate any beautification concern, the City should explore the feasibility of developing a homeless belongings storage hub in the section near the River closest to Downtown. The accompanying program will provide temporary storage of belongings while the homeless population accesses the River. The Central City East Association, a non-profit business corporation serving the Downtown area, provides a similar program focused on temporary storage and can serve as a baseline model for consideration. The Los Angeles Housing Services Authority, along with the City Attorney is exploring storage facilities for the homeless in the Skid Row area.



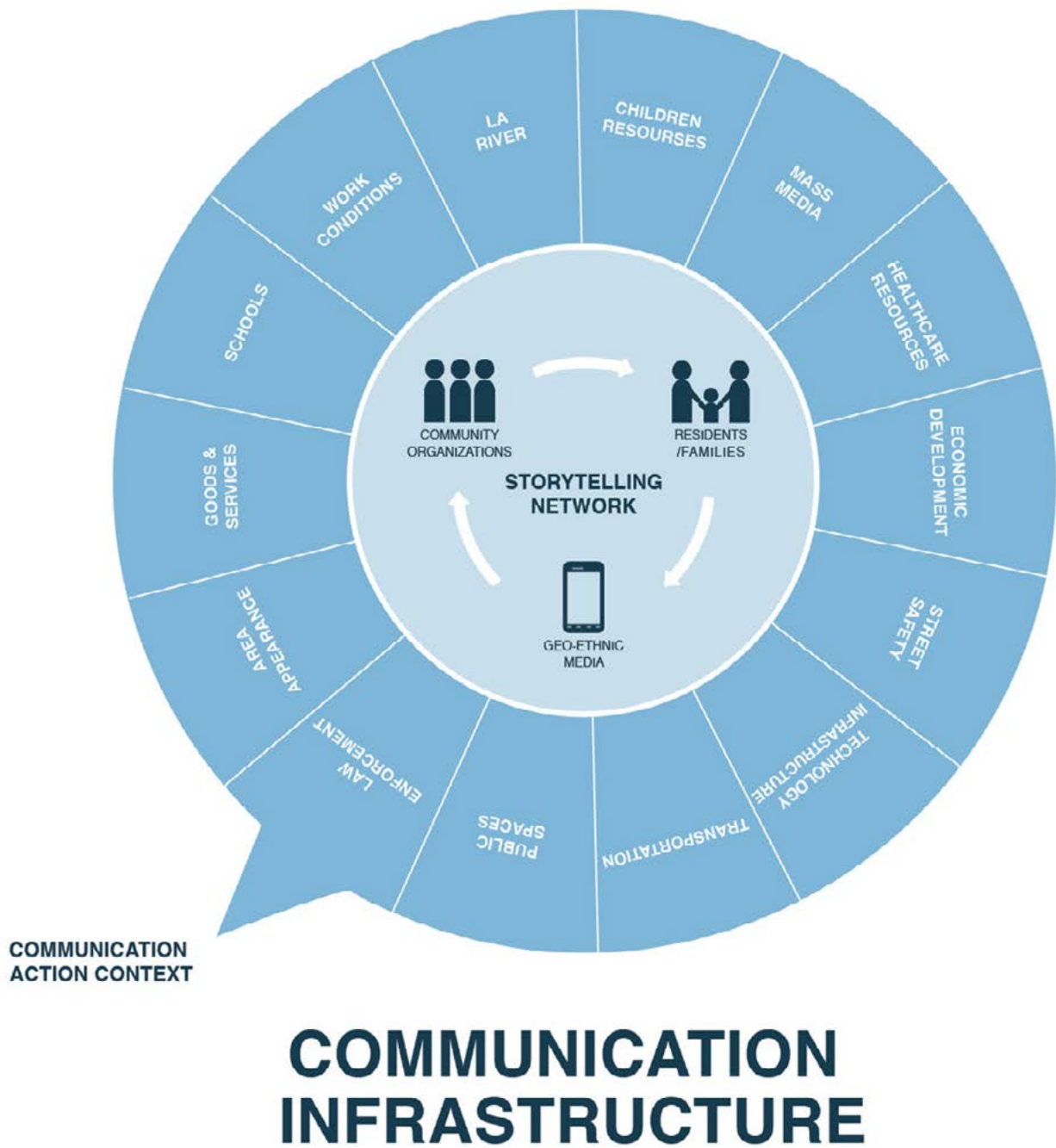
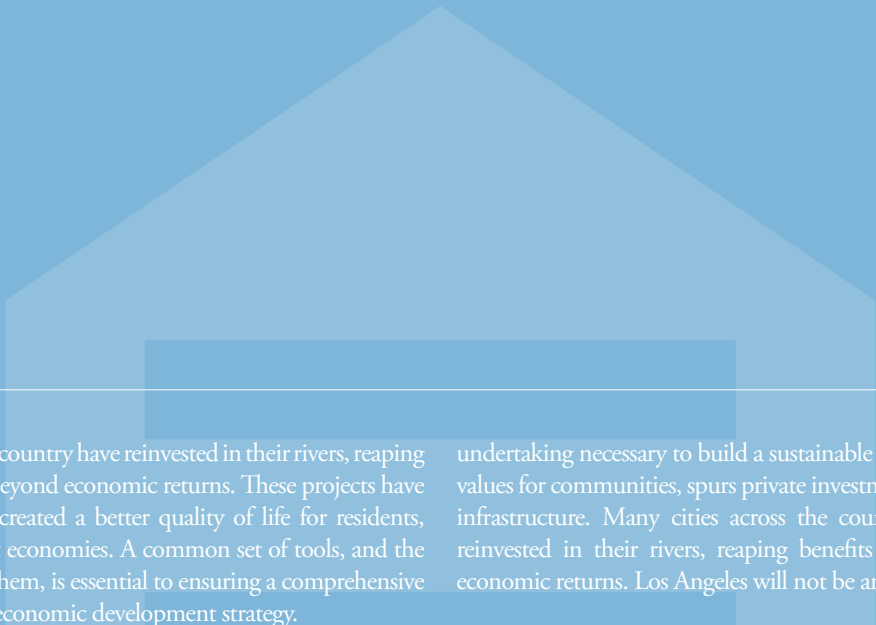


Fig. 56

8

Promote sustainable economic development



Many cities across the country have reinvested in their rivers, reaping benefits that go well beyond economic returns. These projects have invigorated tourism, created a better quality of life for residents, and produced vibrant economies. A common set of tools, and the entities that leverage them, is essential to ensuring a comprehensive and sustainable local economic development strategy.

“The idea that someone in Sacramento is going to come down and announce our economic strategy is preposterous. There is no white horse coming to save the day. This is economic policy developed and informed at the local level. It’s regions rising together”, Lieutenant Governor Gavin Newsom recently stated in his keynote presentation at the 2013 California Economic Summit. This type of local level economic development policy is exactly the sort of

undertaking necessary to build a sustainable Riverfront that creates values for communities, spurs private investment and builds critical infrastructure. Many cities across the country have successfully reinvested in their rivers, reaping benefits that go well beyond economic returns. Los Angeles will not be an exception.

The goals and recommendation in this section aim to maximize underutilized areas and catalyze opportunity for housing, transportation, employment, and open space. This will require new and alternative tools to fund community programs and projects. Lessons from other cities that have revitalized their riverfronts show that change require both public and private investment and initiative. The following objectives aim to realize the economic development potential of NELA.



Objectives

A

Leverage finance opportunities

In order to establish the framework and leadership necessary to guide the economic development of the NELA neighborhoods, a comprehensive approach on financing mechanisms is needed. To maximize the benefits for the community, we cannot rest on an assumption that the mere presence of the LA River will accomplish the entire task organically.

Examples of some tools that could help initiate economic development include leasing of public or private property, issuance of tax-exempt bonds, taking on long-term debt, and other financing vehicles that may require a separate legal entity, new or existing, to properly execute financial transactions.

B

Develop public Infrastructure

A fundamental pillar of sustainable economic development is building a physical and civic infrastructure with the capacity to handle both today's demands and the needs of planned future developments. The public works, civic constituent services, roadway capacity, public transit, and other agency-owned components of the built environment need to be upgraded to handle existing burdens and expanded to attract economic development.

A minimum level of public infrastructure is necessary to accommodate the needs of offices, tech campuses, tourist attractions, local and tourist-serving businesses, destination entertainment, mixed-use projects, and walkable public spaces. In order to increase the capacity for the private sector, the public sector must also plan for its own physical and civic expansion.

C

Maximize development of underutilized properties

Real estate development is a central strategic initiative for any sustainable local economic development program. In the absence of meaningful help from the State, cities are left with two options – raise taxes or develop real estate projects. Raising taxes was an unpopular idea amongst NELA constituents and would also require a 2/3 public vote in most cases. Real estate projects can serve as economic development drivers because they can provide the “Four R’s” of local tax revenue: 1) rooms via hotel tax, 2) retail via sales tax, 3) reassessment via property tax from new projects, and 4) relocation via new businesses that bring tax revenue and jobs.

Most economic development projects with significant back-end potential for job creation, revenue generation, and tourism depend on private investment and public-private transaction to get built; the true value lies in the implementation. One area of potential are adaptive reuse projects, which means the conversion of an existing building to new apartments, condos, live/work spaces, or hotel rooms with some mix of commercial and retail use.

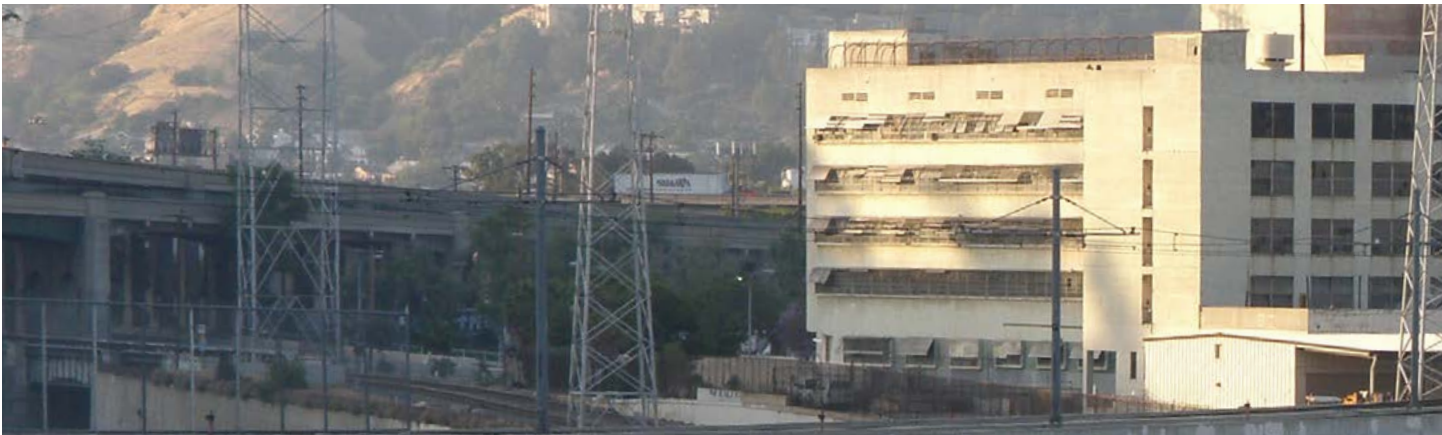


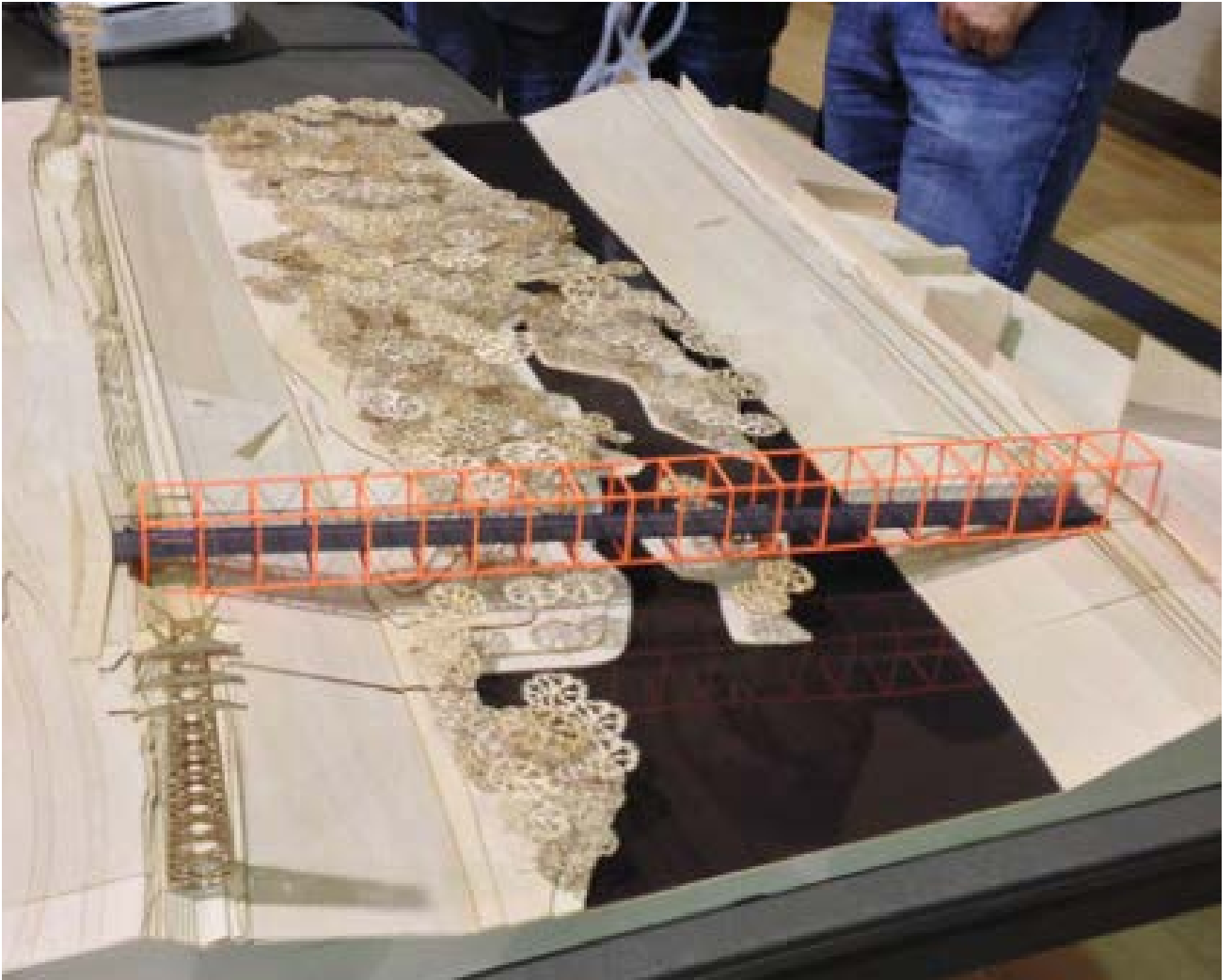
HIGH LINE

In the City of New York, the revival and reuse of the High Line, an unutilized and neglected elevated freight rail line on Manhattan's West Side, has proven economically successful for the City of New York, spurring excitement and investment from the City's most elite stakeholders. The High Line was built in the 1930s, as part of a massive public-private infrastructure to lift freight traffic 30 feet in the air, removing dangerous trains from the streets of Manhattan's largest industrial district. But as the City and its needs changed, the elevated rail system became unnecessary and inoperable by 1980. In 1999, when the historic structure was under threat of demolition, the Friends of the High Line was formed and worked in partnership with the City of New York to preserve and maintain the structure as an elevated public park. This park opened in 2009.

The High Line runs a total of a 1.6 linear miles, and is home to a variety of plant species, specialty food vendors, outdoor

classroom space, open-air theatres, public art exhibitions and more. Investors have started to invest in building hotels and residential structures that easily connect patrons to the new park as well as activating the spaces below the High line with new retail space and recreational opportunities. According to the New York Times, approximately 29 developments have been –or are being– built along the High Line. Also, between 2003 and 2011, nearby residential property values grew 103%. Manhattan rents are also revving up as a result of the High Line completion. According to Douglas Elliman's report (compiled by Miller Samuel), the average monthly rent for a Manhattan apartment in February of 2013 was \$3,956, a 4.3% increase from January and a 4.9% increase from February 2012. By creating the stage for a great public space, the City of New York has seen the economic benefits of their investment into an unutilized piece of infrastructure.





From Top to Bottom: Proposal for Taylor Yards Bridge by SPFa, Lincoln Hieghts Jail.

Recommendations

8.1 Funding Sources & Uses Roadmap

Brief: Develop a funding implementation Roadmap for interested policy makers, investors, developers, and community based organizations interested in community & economic development projects.

Goals: 5

Agent: All

Central to sustaining economic development is the funding access needed to jumpstart and sustain real estate development, businesses expansion, and infrastructure projects. An overarching strategy is necessary to attract private investment, especially in terms of identifying funding sources, uses, and overall financing tools.

The sources of funds will determine the agencies involved, the types of partnerships and agreements required, and the timeline for implementation. This recommendation will be further highlighted in the forthcoming Implementation Roadmap and will articulate the objectives already established in this plan, as well as guide strategic implementation initiatives in the years to come, even as circumstances and funding sources change unexpectedly. The diversity of funding sources are listed below:

- Federal and state appropriations, grants, and matching funds – such as New Market Tax Credits, Section 108 loan guarantees, and California Infrastructure Bank bond financing;

- County, City and local funds, such as general obligation funds, industrial revenue bonds, lease-revenue bonds, certificates of participation, Mello Roos community facilities district bonds, tax capture districts, and other forms of public and quasi-public debt;
- Private loans & investments

8.2 Infrastructure Financing Districts (IFDs)

Brief: Expand traditional use of Infrastructure Financing Districts to serve job-creating economic development and commercial projects.

Goals: 5

Agent: Public, Private

Infrastructure Financing Districts (IFDs) has the potential to function as an innovative way for local communities to facilitate financing of common infrastructure, economic development, and community projects. Expanding IFDs to authorize traditional public works projects (highways, parking facilities, sewage treatment, flood management, parks, recreational facilities), rehabilitate existing facilities, and finance other sustainable community projects would give NELA communities an added funding mechanism to initiate high-priority economic development projects. Currently Assembly Bill (AB) 690 enables California cities to establish Jobs and Infrastructure Districts, which will provide incentives to the private sector to create new jobs and provide workforce training. California is one of only three states in the nation that does not currently utilize tax increment financing, broadly recognized as the standard financing tool for economic development.

We recommend that the City, along with Riverfront Collaborative stakeholders and relevant elected California officials within the Study Area, pass a Council Motion to support and advocate the guiding principles behind California Senate Bill (SB) 690. The Senate Bill focuses primarily on expanding the general framework of the existing IFDs statute, while extending the parameter to include public and private transactions that produce private sector jobs. Although the formation of an IFD can be cumbersome, its impact is significant. Once the City approves its use, there must be a 2/3-voter approval for the formation of an IFD or to issue bonds. With sufficient community support around a project with clear outcomes and benefits, this tool may be successful.

8.3 California Infrastructure & Economic Development Bank (I-Bank)

Brief: Create a stronger relationship with the I-Bank to more effectively facilitate private sector investment through public-private partnerships.

Goals: 5

Agent: Public

The mission of the I-Bank is to finance public infrastructure and private development that promote a healthy climate for jobs and contribute to a strong economy. The I-Bank has extremely broad statutory powers to issue revenue bonds, make loans and provide credit enhancements for a wide variety of infrastructure and economic development projects.

We recommend utilizing I-Bank programs to enhance the NELA area's ability to attract private capital, and implement revitalization projects more successfully. Specifically, the City along with private sector partners should explore the following programs: 1) Industrial Development Bonds for acquisition, construction, or rehabilitation of manufacturing companies; 2) Small Business Loan Guarantee Program to address capital access barriers faced by small businesses; and 3) Infrastructure State Revolving Fund Program to finance public infrastructure projects.

8.4 Taylor Yards Transit Village

Brief: Support the continued development of community-serving retail uses along with targeted business attraction incentives.

Goals: 1, 2, 5, 7

Agent: Public, private

The Taylor Yard Transit Village is a mixed-use master plan developed by McCormack Baron Salazar on the 24-acre Parcel C at the southern end of Taylor Yard. The development consists of 155 affordable rental apartments (opening in summer of 2014) in two separate buildings, 41 for-sale homes (sales projected in spring of 2015), 108 affordable senior housing and 30,000 square feet of commercial space, and an additional 97 for-sale homes. The master plan is a certified LEED for Neighborhood Development plan and the affordable rental buildings will achieve LEED for Homes certifications. The overall development plan is a culmination of years of community outreach, thoughtful



Rendering of the Taylor Yards Transit Village

planning and a mission to build a sustainable community that acknowledges and celebrates the LA River.

To put it size of this project into perspective, we will effectively see a new sustainably planned village one fifth the size of Elysian Valley added to the Riverfront in the matter of a few years. The project will generate both physical and socio-economic linkages, bringing a mixture of household incomes (with a high percentage of affordable units) and new safer pedestrian pathways with potential River access. The project developer remains open to strategic conversations and partnerships regarding open space programming and business tenants of their commercial spaces – future employers and residential-serving retail uses. We highlight this project as a model of

equitable economic development that is both neighborhood serving and river-oriented. We recommend continued support by the City to explore targeted business outreach and incentives to ensure success commercial activity along the emerging San Fernando corridor.

8.5 Bio-industrial Park at River Glen

Brief: Create a bio-industrial park in the River Glen area in northern Atwater.

Goals: 1, 2, 3, 5

Agent: Public, Private

River Glen, at the northern tip of NELA Study Area, is currently

characterized by industrial, biomedical, and entertainment-related uses. Bound by the River and Verdugo Wash, this area is industrially zoned, sprinkled with unsightly barbed-wire fencing, and limited in River access points. The three sub-areas include: 1) A stable area occupied by large employers such as Baxter, Huntsman Advanced Materials Americas Inc., Quixote Studios, and Kaiser Permanente – all long-term and stable job creators for the area; 2) A warehouse heavy area with light industrial use, including Levitz Furniture, car dealerships, and the Priority Pak Shipping Facility, with few owners owning multiple parcels of land; and 3) A high environmental impact set of uses, including metal recycling facilities and Caltrans maintenance facility, that inadvertently create surface runoff and trash.

We recommend the exploration of this area becoming a premier eco-industrial park in the area, featuring riverfront access. The acquisition of the 15 acre metal-recycling facilities or new water treatment facility at the Verdugo and LA River confluence has the potential to attract new industrial employers and enhance public infrastructure.

8.6 Adaptive Reuse

Brief: Target adaptive reuse of existing infrastructure to ensure the highest and best community use, especially with publically-owned parcels

Goals: 5

Agent: Public

Adaptive reuse should be expanded throughout the NELA communities. The Adaptive Reuse Ordinance has become one of the most significant incentives related to historic preservation in Los Angeles, facilitating the conversion of dozens of historic and under-utilized structures into new multi-benefit uses. The ordinance provides for an expedited approval process and ensures that older and historic buildings are not subjected to the same zoning and code requirements that apply to new construction.

Mayor Garcetti's office is currently in the process of evaluating all publically owned properties to determine where opportunities exist for new uses. Once these sites are identified, we recommend sustained engagement with the Mayor's office to champion the issues and projects that NELA stakeholders prioritized along with thoughtful reuse of existing infrastructure.

8.7 Griffith Park Central Service Yard

Brief: Consolidate existing city services and build new recreational and commercial spaces along the River.

Goals: 1, 2, 3, 8

Agent: Public

The 28 acre city-owned Griffith Park Recreation and Parks Central Service Yard (CSY) located in Atwater Village is currently being used for equipment storage for park maintenance, despite its inconvenience access to Griffith Park. The site has a permanent building housing Recreation and Parks staff, several portable buildings, a large parking lot, and storage areas. In 2006, the Department of Recreation and Parks determined that this site has always been dedicated parkland, but was not used for recreation.

The Griffith Park Vision Plans calls for the elimination of the non-park-specific functions, consolidation of park-specific administrative and maintenance functions, and new passive and active open space. A short walk from the Chevy Chase Recreation Center, this site can serve as an expansion to park users with a river-oriented that can be converted to a picnic and wildlife viewing area. To build on this plan, we recommend the site connect the residential community with Griffith Park through the river, as well as allow for commercial uses along the River, such as a café or bicycle shop. Adjacent to this site is the proposed La Kretz Crossing, which will serve as a riverfront landing with a café and other services (pg. 27 -reference the blue box in Chapter 2).

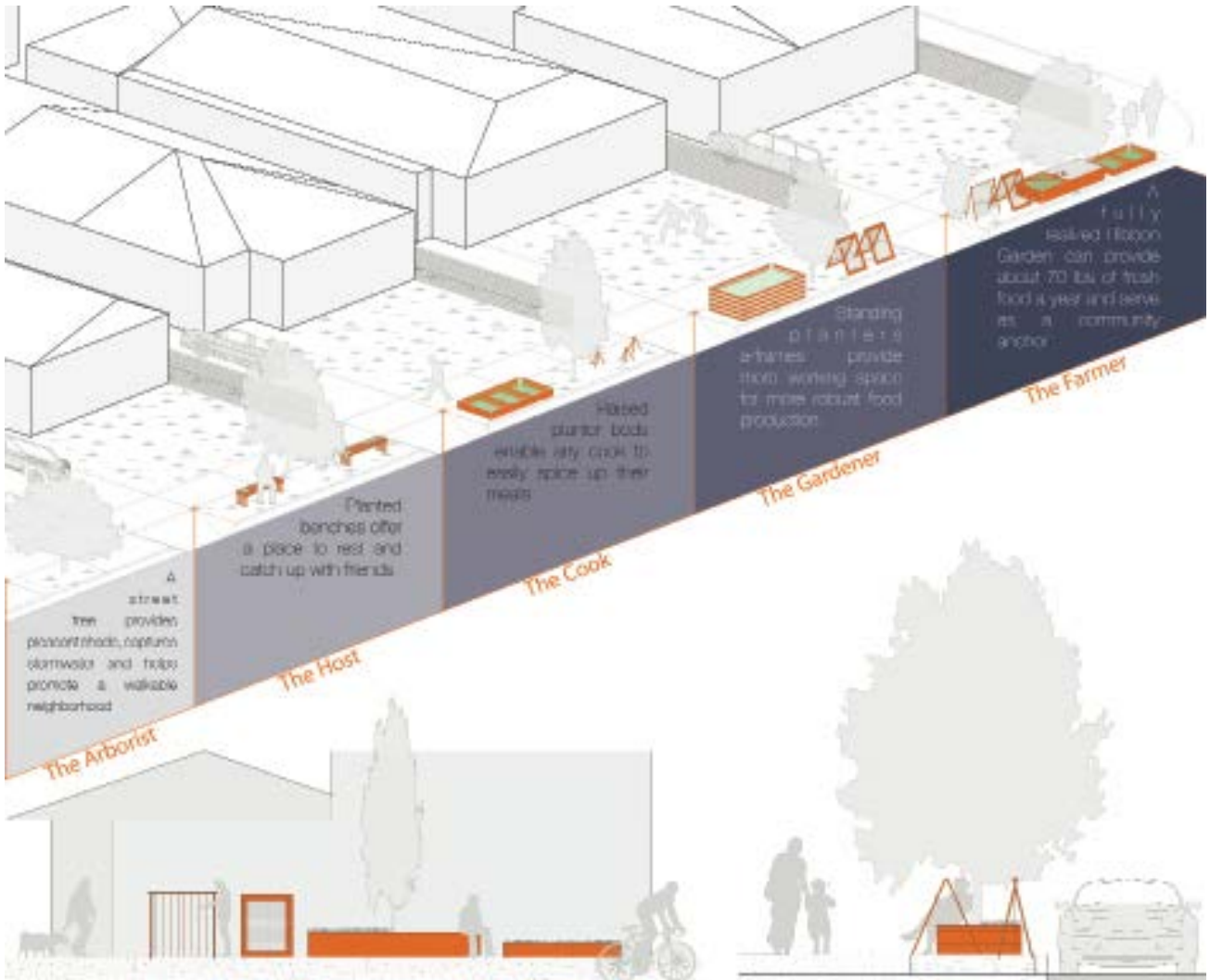
8.8 Van de Kamp's Holland Dutch Bakery

Brief: Complement existing educational uses with workforce training services and student/residential serving retail.

Goals: 1, 2, 3, 8

Agent: Public, Private

Built in 1930 in Glassell Park adjacent to the Fletcher Drive rail overpass, the Van de Kamp's Bakery's building served as headquarters for the chain of bakeries and coffee shops whose trademark "windmill" buildings and neon signs prevailed throughout mid 20th century Los Angeles. The building was designed by New York architect J. Edward Hopkins to resemble a Dutch 16th century farmhouse, reflecting the company's corporate image. The building remains the only



From Top to Bottom: Ribbon Gardens project by Tim Bevins of Global Green, The Lincoln Heights Jail site, Van de Kamp's Holland Dutch Bakery

example of an industrial plant in the Dutch Renaissance Revival style. In 1992, the building was listed as Los Angeles Historical-Cultural Monument Number 569.

The recent history of the Van De Kamp Bakery is a vivid tale of loss, rebirth and “reuse”. Since the factory closed in 1999, local residents had been fighting to save the historic structure and reuse it as a community space. Over time and through negotiations, the Los Angeles Community College District agreed to take the property and adaptively reuse the facade to create a new Community College for Northeast Los Angeles. Today, the site has not been used for its full potential with 90% of the site remaining vacant. With existing educational uses, this site has great potential for use as a workforce center and/or retail hub for students and residents, especially since surrounding businesses are primarily fast food restaurants.

8.9 Lincoln Heights Jail

Brief: Repurpose existing building into a mix of uses with a river orientation.

Goals: 1, 2, 3, 5

Agent: Public, Private

The Lincoln Heights Jail, overlooking the River and railroad tracks, was once a spot for prisoners to be incarcerated since the historic days of the Gold Rush in California. In 1931, the old jail buildings were demolished to make room for the new Lincoln Heights Jail and a central police station. The new jail, constructed in Art Deco architectural style, could hold 625 prisoners. It was open for business in December 1931. By the early 1950s, it expanded with another Bauhaus addition. At its peak, it crammed about 2,800 inmates at a time. Both infamous and notables alike served their time, including Al Capone, Zoot Suit rioters, and Watts rioters - who clocked in jail time right before Lincoln Heights Jail was decommissioned in 1965. The dark and dinginess of the site has also made it on the big screen; its architecture and history has earned the site the status of Historical Cultural Monument.. The site is within the Cornfield Arroyo Seco Specific Plan, provides easy access to the Los Angeles River, adjacent to the Metro Gold and provides an opportunity for cultural open public space, enriched with a thrilling story of Los Angeles’ past.

Located within the CASP, this site has huge potential for adaptive reuse. Owned by the City, the future use of this building will serve as a catalytic project for the area, especially

as it sits along the River. Local community and economic development organizations, along with financial intermediaries, have considered uses such as a historic museum, community college campus, rock climbing facility, rooftop garden, or residential lofts.

8.10 Ribbon Gardens

Brief: Consolidate existing city services and build new recreational and commercial spaces along the River.

Goals: 2, 4

Agent: Public, Private, Non profit

The Ribbons Gardens is a proposal to revitalize underutilized spaces through a community owned food production system featuring planter beds and sidewalk parkways. Although initially proposed for Elysian Valley, this project has NELA-wide applicability. As such, we offer this idea as model for any of the NELA communities to explore.

The construction and installation of planter bed structures will act as catalyst for further community engagement around the issue of food access. A series of precut kits will be available to the community, enabling residents to transform the space in front of their houses with little more than a power drill. The simplicity of the process, roughly at \$5,000 for the seven sites, also mirrors the complexity of its impact – from community building to fresh foods access.

Project submitted by Tim Bevins of Global Green, Honorable Mention for NELA-wide category of Design Competition.

Bus Shelter

Retail—

thrift shop

Reta

CHAPTER 5: Summary & Next Steps

Bike Path

Bike Corral

pizzeria

pedestrian Path

Small Scale

Skateboarding Culture

Large Scale (i.e.
box retailers)

Punk Area

Large Hotel

Music



SUMMARY

The recommendations in this plan reflect the socio-economic-cultural elements of the Northeast Los Angeles community and embrace the potential of River oriented community and economic development. The following chart summarizes all the recommendations presented in Chapter 4. It also highlights the actor(s) for implementation – public, private, non-profit. In recognition of the multifold benefits of all recommendations, this chart also highlights the additional goals served by each recommendation.



GOAL 1: Create a Sense of Place		
RECOMMENDATION		BRIEF
		Create a local urban design committee of stakeholders to review river-adjacent development project and artistic structures.
1.1 NELA Urban Design Committee		Incentivize the opening of businesses that provide food and entertainment opportunities for local residents.
1.2 Neighborhood sit down restaurants & movie theater		Design neighborhood maps through a participatory planning process that serve as a tool to connect residents across communities and attract visitors.
1.3 NELA Neighborhood Maps		Designate Elysian Valley as an ‘artists and makers community’ with planning incentives that protect the vibrancy and creativity of both people and place.
1.4 Artists & Makers of Elysian Valley		Enhance existing intersection at Figueroa Street and Avenue 26 while establishing a community identity and improving the pedestrian experience.
1.5 Fig/26 Intersection		Transform a vacant lot into a community-oriented, culturally inspired gathering place featuring an interactive pyramid inspired by Chichén-Itzá.
1.6 Chichén-Itzá in Cypress Park		Enhance existing intersection at Figueroa Street and Avenue 26 while establishing a community identity and improving the pedestrian experience.
1.7 Hyperion River Plaza in Atwater Village		Build a pedestrian and bicycle hub centered at the Downey Recreation Center through collaborations between local students, artists, and fabricators.
1.8 Downey Recreation Center Bicycle Hub in Lincoln Heights		Transform a vacant land into a vibrant community garden.
1.9 Glassell Park Community Garden		Transform the under pass on Riverside Drive beneath the Interstate 5 into a welcoming place for pedestrians and bicyclists with elements such as lighting, signage, and art.
1.10 Elysian Valley Under Pass Gateway		
221 NORTHEAST LOS ANGELES RIVERFRONT DISTRICT VISION PLAN & ECONOMIC DEVELOPMENT IMPLEMENTATION STRATEGY		

GOAL	AGENT
	Public, Private
 	Public, Private
 	Public, Non-profit
 	Public, Non-profit
	Public, Non-profit
	Public, Non-profit
 	Public, Non-profit
 	Public, Non-profit
 	Public, Non-profit
	Public, Non Profit

GOAL 2: Enliven the riverfront open-space experience		
RECOMMENDATION		BRIEF
2.1 Greenway 2020		Support the partnerships that will led to the implementation of a continuous 51-mile Greenway along the LA River by 2020.
2.2 Broadway Connector		Incentivize the opening of businesses that provide food and entertainment opportunities for local residents.
2.3 Confluence Colonnade Parkway		Restore a majestic colonnade beneath the Figueroa Bridge with public art, cultural programming, and river activities.
2.4 Rio Vistas Pilot Program in Elysian Valley		Transform three public rights-of-ways along the River in Elysian Valley into welcoming streets ends.
2.5 Descansito Rest Stop		Support the partnerships that will led to the implementation of a continuous 51-mile Greenway along the LA River by 2020.
2.6 East Side Trail Extension		Create a formalized multi-use, shared trail for pedestrians and cyclists along the east side of the River connecting Atwater Village to Lincoln Heights.
2.7 Griffith Park East		Repurpose existing City owned land into a new 28 acre park on the east of the River.
2.8 Atwater Village Community Garden		Repurpose existing City owned land into a new ½ acre community garden featuring green landscaping and stormwater management infrastructure.
2.9 Pocket Parks		Transform vacant/underutilized land near community nodes to create informal communal spaces that connect different neighborhood uses.
2.10 Public Events Programming		Coordinate a series of public events that celebrate the five NELA neighborhood's identity.
2.11 Arroyo Seco Artcupunture		Create an art network along the Arroyo Seco that fosters the cultural and artistic leg of the area.
223 NORTHEAST LOS ANGELES RIVERFRONT DISTRICT VISION PLAN & ECONOMIC DEVELOPMENT IMPLEMENTATION STRATEGY		

GOAL	AGENT
  	Public, Private
  	Public, Private
  	Public, Non-profit
  	Public, Non-profit
 	Public, Private
  	Public
  	Public
 	Public, Non-profit
 	Public, Non-profit
  	Public, Non-profit
  	Public, Non-profit

GOAL 3:

Re-connect NELA communities to each other and to the River through multiple types of mobility

RECOMMENDATION

3.1 DASH Service

3.2 Fletcher Drive Corridor Improvements

3.3 Glassell Park River Trails

3.4 Improve Access to Gold Line

3.5 Taylor Yards Bridge

3.6 Great Streets

3.7 Handicap Accessible Along the River

3.8 Cypress & Division Bus Stop Plaza

3.9 NELA Wayfinding Signage

3.10 Bicycle Friendly Business Districts

3.11 Elysian Valley Parking District

BRIEF

Connect key community nodes through three new DASH routes.

Enhance Fletcher Drive with a distinctive streetscape, including pedestrian and bicycle amenities, art installations, and green infrastructure.

Build a multi-use urban trail connecting the hills of Glassell Park to the River with native landscaping and way-finding signage

Improve pedestrian and bicyclist experience in the four-block radius of the Cypress Park/Lincoln Heights Gold Line Metro station.

Connect Cypress Park and Elysian Valley with a new multi-modal bridge

Designate three streets as part of the Mayor's "Great Streets Initiative".

Explore strategies for maximizing handicap accessibility along the River, especially in terms of access.

Improve the vacant lot at the corner of Cypress and Division with street amenities that enhance the heavily student used bus stop.

Enhance the visibility, mobility, and programmatic activities within NELA with placemaking modules featuring signage, furniture, and sculptures.

Improve overall bicycle friendliness through bicycle infrastructure and business promotion in commercial hubs within Study Area.

Create a shared system for multi-modal transportation to support River-related recreation use and adaptive re-use of industrial buildings.

GOAL	AGENT
  	Public
 	Public
 	Public
   	Public
  	Public
 	Public
	Public
	Public, Non-profit
 	Public, Non-profit
 	Public, Non-profit
 	Public, Private

GOAL 4: Improve ecological health of the River and the built environment		
RECOMMENDATION		BRIEF
4.1 Contaminated Sites Remediation		Remediate contaminated sites to encourage redevelopment and protect human health.
4.2 Taylor Yards Remediation		Remediate contaminated sites to a level that meets ecological and recreational standards.
4.3 Arroyo Seco Confluence		Restore the riparian habitat of the Arroyo Seco, tributary to the Los Angeles River
4.4 Primary & Secondary Local Green Streets		Designate Elysian Valley as an ‘artists and makers community’ with planning incentives that protect the vibrancy and creativity of both people and place.
4.5 Industrial Green Streets		Transform Doran Street and Brazil Street in north Atwater Village into streets with water quality elements and non-motorized uses.
4.6 Enhanced Green Intersections		Create enhanced green intersections that combine landscaping with traffic calming measures.
4.7 Caltrans Noise Abatement Freeway Study		Conduct a noise abatement study to explore potential noise abatement measures along freeway edges
4.8 North Atwater Sewage System		Coordinate an effort to update the septic and sewer systems in the North Atwater industrial area.

GOAL	AGENT
 	Public, Private
  	Public, Private
 	Public
 	Public
 	Public
 	Public
  	Public
   	Public, Non-profit

GOAL 5: Strengthen And Support Employment Opportunities Surrounding The River

RECOMMENDATION

5.1 Employment & Training Alignment

5.2 Attractive Business Regulations

5.3 Biotech Corridor

5.4 Food Hub

5.5 NELA Small Businesses

5.6 Eco Tourism Initiative

5.7 Local Hiring

BRIEF

Prioritize regional and local workforce development findings to prepare people for high-priority jobs and careers in major NELA sectors.

Streamline the regulatory environment to make the NELA region more competitive in attracting businesses, especially anchor institutions.

Create a biotech and technology overlay zone in NELA to improve the regional workforce and wage-rate, while attracting high-tech businesses adjacent to the river.

Support the food economy by improving access to fresh foods and food-related jobs.























Provide additional support services to small NELA businesses, so that they can remain competitive.

Develop an Eco Tourism Initiative to expand the existing recreation and tourism activities around the River focused on hiring locally

Create a first source hiring program aimed at local hiring for development projects.

GOAL	AGENT
<div>    </div>	Public, Non-Profit
<div>    </div>	Public
<div>    </div>	Public
<div>    </div>	Public, Private, Non-profit
<div>    </div>	Public, Non-profit
<div>     </div>	Public, Private, Non-profit
<div>   </div>	Public, Private

<div>GOAL 6:</div> <div>Improve governmental regulation, coordination, and oversight of the River</div> <div>RECOMMENDATION</div> <div>6.1 NELA Riverfront District</div> <div>6.2 River Guidebook</div> <div>6.3 Riverfront District Implementation Manager</div> <div>6.4 Mitigation Banking</div> <div>6.5 HUD Local Liaison</div> <div>6.6 High Speed Rail</div>			<div>BRIEF</div> <div>Designate the Study Area as the NELA Riverfront District to ensure City recognition of policies and programs, as well as leverage economic development opportunities.</div> <div>Develop a river guidebook focused on the permitting process for engineers, environmental experts, and developers.</div> <div>Establish a position within the City’s Economic and Workforce Development Department (EWDD) that will continue the collaboration and implementation of this plan.</div> <div>Channel resources to larger ecological projects from mitigation banking, a requirement of the Army Corp’s mitigation strategy.</div> <div>Designate a point person to serve as HUD’s local liaison to support Federal funding opportunities for Vision Plan implementation and similar efforts along the full stretch of the River.</div> <div>Optimize the benefits of both rail and river projects through regional coordination</div>

GOAL	AGENT
  	Public
 	Public
       	Public
	Public, Private
       	Public
  	Public

<div>GOAL 7:</div> <div>Make space for social equity</div>		
<div>RECOMMENDATION</div>		<div>BRIEF</div>
<div>7.1 Cornfields/Arroyo Seco Specific Plan (CASP)</div>		<div>Leverage incentives provided in the CASP to create development projects with affordable housing and economic development opportunities.</div>
<div>7.2 Affordable Housing Policy & Program</div>		<div>Establish a NELA-specific affordable housing policy and funding programs that incentivize the creation and preservation of affordable units.</div>
<div>7.3 Renter to Buyer Program</div>		<div>Create a program that educates residents on renter's rights and financial planning to protect current renters while also preparing renters to become homeowners.</div>
<div>7.4 NELA Land Trust</div>		<div>Establish a community land trust in NELA to transfer properties off of the real estate market for non-market objectives, such as home-ownership opportunities or community-oriented uses.</div>
<div>7.5 Community Organizing Initiative</div>		<div>Create a community organizing initiative that empowers local residents to shape equitable development practices in NELA.</div>
<div>7.6 Communication Infrastructure</div>		<div>Direct the local communication infrastructure toward equitable development that privileges local community while acknowledging changes.</div>
<div>7.7 Planning 101 at LAUSD</div>		<div>Create a partnership between LAUSD and the Department of City Planning to facilitate student education and engagement on urban planning and economic development initiatives.</div>
<div>7.8 Homeless Belonging Storage Hub</div>		<div>Create a belongings storage hub adjacent to the River near Downtown for the homeless population.</div>
<div>233 NORTHEAST LOS ANGELES RIVERFRONT DISTRICT VISION PLAN & ECONOMIC DEVELOPMENT IMPLEMENTATION STRATEGY</div>		

GOAL					AGENT
					Public, Private
					Public, Private
					Public, Private, Non-profit
					Public, Private, Non-profit
					Non-profit
					Non-profit
					Public
					Public

GOAL 8: Promote sustainable economic development		
RECOMMENDATION		BRIEF
8.1 Funding Sources & Uses Roadmap		Develop a funding implementation Roadmap for interested policy makers, investors, developers, and community based organizations interested in community & economic development projects.
8.2 Infrastructure Financing Districts (IFDs)		Expand traditional use of Infrastructure Financing Districts to serve job-creating economic development and commercial projects.
8.3 California Infrastructure & Economic Development Bank (I-Bank)		Create a stronger relationship with the I-Bank to more effectively facilitate private sector investment through public-private partnerships.
8.4 Taylor Yards Transit Village		Support the continued development of community-serving retail uses along with targeted business attraction incentives.
8.5 Bio-industrial Park at River Glen		Create a bio-industrial park in the River Glen area in northern Atwater.
8.6 Adaptive Reuse		Target adaptive reuse of existing infrastructure to ensure the highest and best community use, especially with publically-owned parcels
8.7 Griffith Park Central Service Yard		Consolidate existing city services and build new recreational and commercial spaces along the River.
8.8 Van de Kamp’s Holland Dutch Bakery		Complement existing educational uses with workforce training services and student/residential serving retail.
8.9 Lincoln Heights Jail		Repurpose existing building into a mix of uses with a river orientation.
8.10 Ribbon Gardens		Consolidate existing city services and build new recreational and commercial spaces along the River.
235 NORTHEAST LOS ANGELES RIVERFRONT DISTRICT VISION PLAN & ECONOMIC DEVELOPMENT IMPLEMENTATION STRATEGY		

GOAL	AGENT
	All
	Public, Private
   	Public
   	Public, Private
   	Public, Non-profit
	Public
   	Public
   	Public, Private
   	Public, Private
 	Public, Private, Non-profit

NEXT STEPS

A vision plan is only as valuable as its implementation. Implementing the NELA Vision Plan will require the ongoing engagement and support of the many people and groups that have collaborated in its creation. After feedback from City agencies, the NELA Riverfront Collaborative will be developing a follow-up Implementation Roadmap, with the mission to:

- Create a Roadmap for interested policy makers, investors, developers and community-based organizations interested in revitalizing the area in near, mid, and long term phases;
- Further articulate the principles in the Vision Plan, which will help guide the strategic initiatives in the years to come, even as circumstances and funding sources change unexpectedly;
- Jump-start investments in the area with clear action strategies, including catalytic projects, innovative programs and design opportunities;
- Establish an “Access To Capital” Guidebook, providing a one-stop resource of the most promising financial sources for the revitalization of the area;
- Define Strategic Initiatives that create viable economic benefits to NELA; not just for new investors to the area, but for long-time business owners, community residents and their children.

Additionally, two other deliverables are being produced and will be available at www.mylariver.org in August 2014:

- A topline project evaluation of the process of the collaborative and toolkit of community engagement strategies that were used during the grant project.
- A website with archives of all the final reports produced and media content created--that will exist online beyond the grant closeout in August.

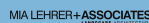
With a labor of love that valued collaboration, the NELA Riverfront District Vision Plan was truly inspired by the passion and advocacy of the River activists who have been nudging the City for the last 4 decades to reclaim the River as an asset. As one of the contemporary fathers of the River, poet and FOLAR founder Lewis MacAdams wrote:

“We all worship
The river in our own ways, some with stale tortillas
From the Salvation Army, others
With degrees in landscape architecture”

The work of the NELA RC has also been a testament of worship to the L.A. River. A form of worship that extends it to the visions, needs, and aspirations of the people and



places of the 5 NELA Riverfront neighborhoods of Atwater Village, Cypress Park, Elysian Valley, Glassell Park, and Lincoln Heights. We honor the people we engaged in the NELA Riverfront community through this vision plan and recommendations that we look forward to the planning, economic, social, and cultural realization of the great ideas that emerged.



Funding provided by U.S. Department of Housing and Urban Development Office of Sustainable Housing and Communities Challenge Grant

For more Information about the Northeast Los Angeles Riverfront Collaborative, please visit www.mylariver.org