

Draft Report of:
Panorama City
Commercial Area Concept Plan

Prepared by Urban Design Assistance Team
Sponsored by the
American Institute of Architects
San Fernando Valley Chapter

Panorama City Commercial Area Concept Plan



**Prepared by Urban
Design Assistance
Team sponsored
by the American
Institute of
Architects
San Fernando
Valley Chapter**

Purpose Of Urban Design Assistance Team (UDAT) Study

- ⌘ Establish area as discernable town center through process of esthetic, urban design, economic and social evaluation**
- ⌘ Enhance working and living environment for residents, businesses and visitors**

Scope of UDAT Study of Panorama City's Commercial Core

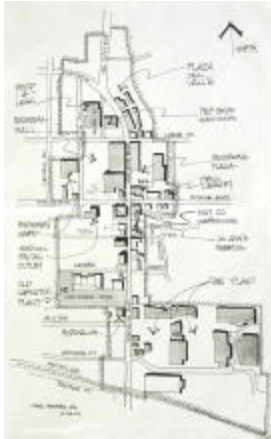
- ⌘ Assess major problems
- ⌘ Identify assets and development potential
- ⌘ Formulate alternative conceptual plans
- ⌘ Recommend Immediate Short-Range Implementation Program

Overview of Study Area



- ⌘ **Panorama City:**
from Metro link on the South to Parthenia St. on the North and 2-3 blocks East and West of Van Nuys Blvd.

Aerial View of Study Area



⌘ **Panorama City Community Design Overlay District includes key Commercial Facilities and Proposed Facilities**

Some Perspective



Panorama City Commercial Area decline due to:

- ⌘ **Suburban San Fernando Valley Competition**
- ⌘ **Lack of definition between residential, commercial & industrial areas**
- ⌘ **Low density development in areas that could support higher density**
- ⌘ **Deterioration and vacancy of Buildings**
- ⌘ **Vacant lots**
- ⌘ **Lack of activities and services associated with town centers**
- ⌘ **Traffic congestion**

What does the Problem Look Like?

Existing Conditions in Panorama City Commercial District

Where are We?



⌘ Signage is needed to mark entry into Panorama City on Van Nuys Blvd.

What an Eye Sore! In Disrepair and Useless



⌘ Van Nuys Blvd. And Titus St.

What a Waste! Vacancy



- ⌘ Located at Southwest corner of Roscoe and Van Nuys Boulevards
- ⌘ Could be part of New proposed Office Park

What Clutter! Billboards, Power Poles, Utility Lines



- ⌘ Lack of Landscaping allows Visual Clutter to Overwhelm Boulevards and Commercial Facilities

What Scale and Starkness!



- ⌘ **The Plant :**
**Out of scale
entry signage
and bleak
surface
parking**

What a Missed Opportunity!



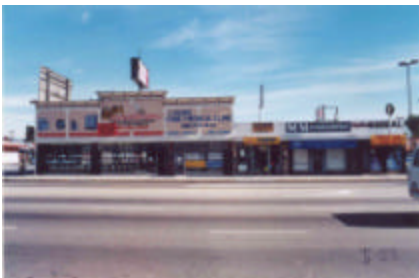
- ⌘ **Barren
median strip
needs
unifying,
colorful
landscaping
along Van
Nuys Blvd.**

Now that is better!



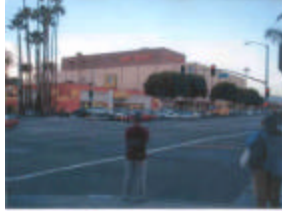
- ⌘ Landscaping in median strip with brightly colored, vibrant flowers in El Paseo, Palm Desert, CA

What a Hodge Podge!



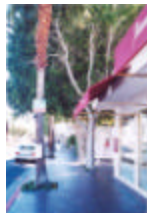
- ⌘ Need remodeling of building facades to unify building complex
- ⌘ Need billboard removal and coordinated signage

What is Missing? Pedestrian Activity!



- ⌘ Need new streetscape along Van Nuys Blvd. Outside Panorama Mall
- ⌘ Include kiosks, benches, street lighting, landscaping, street furniture

What a Streetscape Can Bestow: Liveliness and Beauty



- ⌘ Above: Grove Mall-enliven sidewalk areas linking commercial areas
- ⌘ Below: Landscaping, awnings, sidewalk paving in El Paseo in Palm Desert, CA

What Kiosks Can Impart: Continuity and Connection



⌘ Kiosks at Grove Mall, Los Angeles



⌘ Proposed Along Van Nuys Blvd. In Panorama City

What Difficult Access!



⌘ Second Level Bridges needed at intersection of Roscoe and Van Nuys Boulevards

What a Difference a Pedestrian Bridge Can Make!



⌘ Pedestrian Bridge at Pico and Westwood, Los Angeles

What is still needed outside Plaza Del Valle?



⌘ Landscaping
⌘ Outdoor restaurant seating
⌘ Kiosks
⌘ Fountains
⌘ Sculptures

What Restaurant Seating can provide: Sustenance, Rest, Shade



⌘ Found in Palm Desert, CA-seating areas with shade umbrellas and outdoor restaurant facilities attract visitors, workers and residents

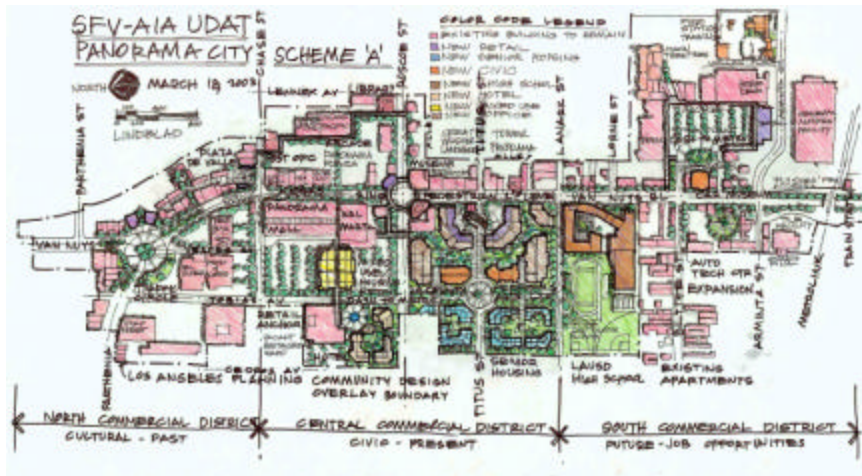
What a Kiosk Can Say: Everything you need to know

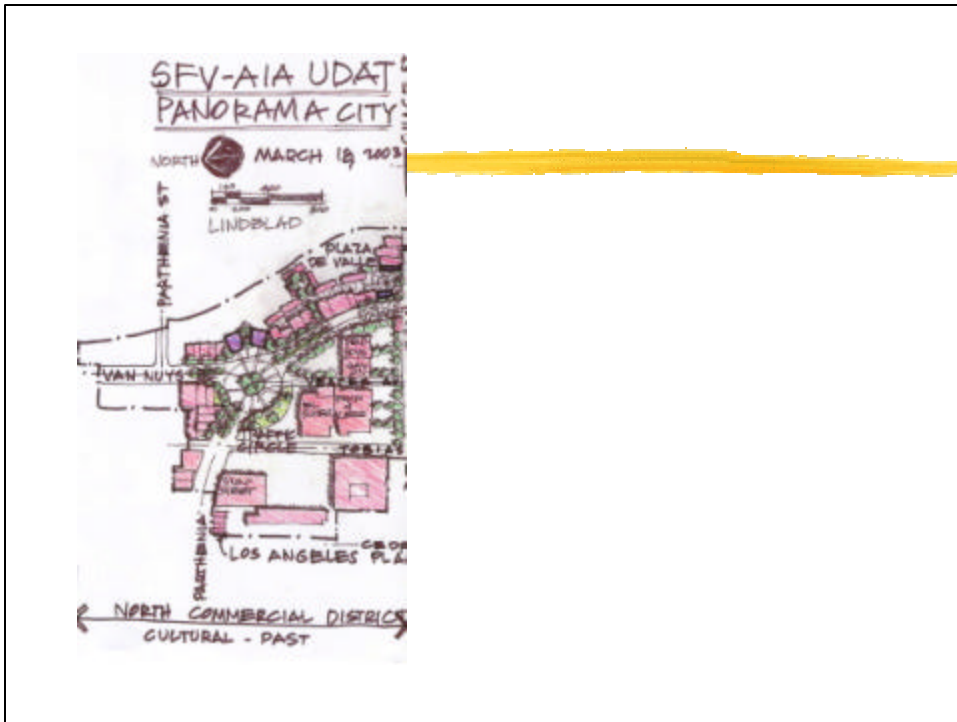


⌘ Kiosk Signs for Communication of Community Events and Directions

Urban Design Plan Objectives

- ⌘ Improve Business District and Adjacent Residential
- ⌘ Stimulate and Guide public & private investments
- ⌘ Develop “Town Center” that is economically viable, safe, esthetically pleasing
- ⌘ Identify circulatory needs of auto, service, parking and pedestrian areas
- ⌘ Improve public transportation
- ⌘ Encourage pedestrian links to all areas
- ⌘ Prepare implementation strategy





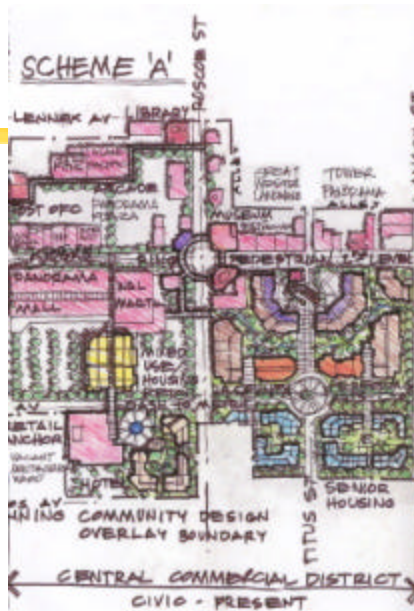
What the Urban Design Concept Offers the North District:

- ⌘ Gateway Entry to Panorama City Commercial District
- ⌘ Traffic circle w/plantings, streetscape, north portal gateway signage
- ⌘ Focus for community events and Farmer's Market at South portal of Plaza Del Valle

Entry of Plaza Del Valle



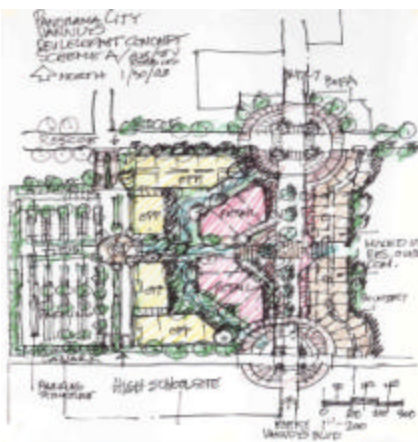
- ⌘ Area South of Plaza Del Valle transformed into gathering place for shoppers and residents
- ⌘ Above-Before
- ⌘ Below-After



What the Urban Design Concept Offers the Central District:

- ⌘ Introduce street furniture including kiosks, newsstands, outdoor seating, plantings from Chase St. to Roscoe Blvd.
- ⌘ Use vacant Montgomery Ward building for future retail anchor
- ⌘ Mixed use shopping arcade w/ three levels of housing above and parking below
- ⌘ Build Office Park in Southwest quadrant of central commercial district

Office Park (Central Commercial District) South of Roscoe Blvd.



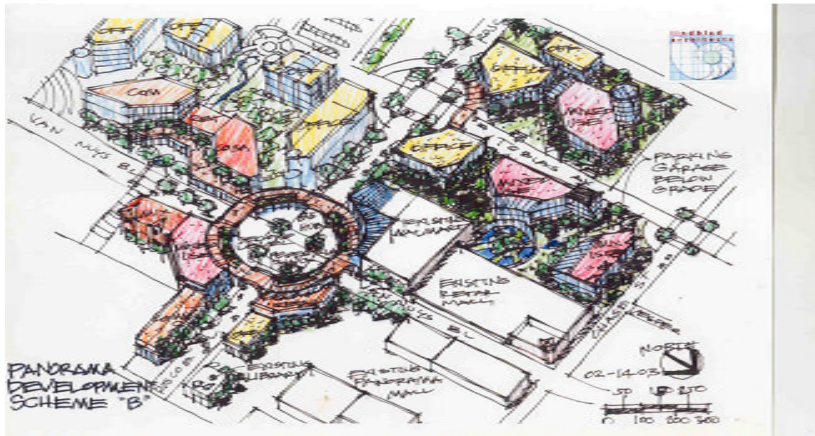
- ⌘ Mixed use office buildings of retail below and office above including open space, water courses and landscaping

Mixed Use Commercial/Residential



⌘ Part of Office Park offers housing and convenience of close-in shopping and work sites.

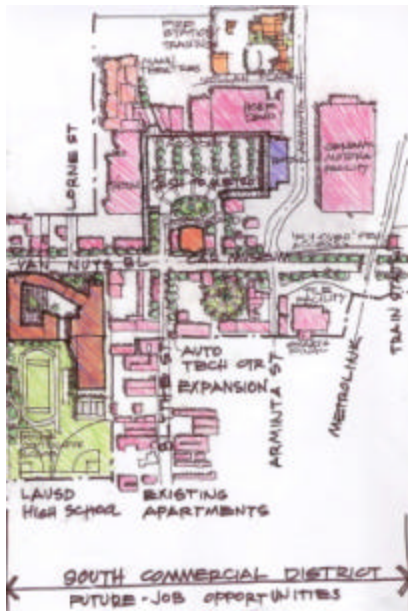
Mixed Use Hub at Van Nuys Blvd. & Roscoe Blvd.



Second Level Pedestrian Walkway



- ⌘ Above: Current Wal-Mart at Corner Van Nuys and Roscoe
- ⌘ Below: New Second Level Pedestrian Walkway at Wal-Mart on Corner Van Nuys and Roscoe



What the Urban Design Concept offers the South District:

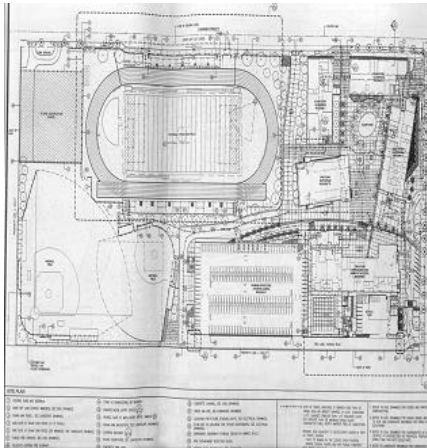
- ⌘ New 2,000 pupil High School South of Office Park
- ⌘ Technical Trade School
- ⌘ Community Garden adjacent to High School
- ⌘ Fire Training Facility
- ⌘ Tree lined pedestrian arcade pathways
- ⌘ Museum of antique and specialty cars
- ⌘ New Signage at Metro link portal

Site for New High School



- ⌘ Former Carnation Plant Site

High School Site Plan



- ⌘ LAUSD constructing High School scheduled for completion 2005
- ⌘ UDAT vision: Add Trade School, Community Garden

Fire Training Facility



Currently at Blythe St. & Van Nuys Blvd.



Blythe St. & Van Nuys Blvd.- Change Envisioned



BEFORE
AFTER
BLYTHE ST. & VAN NUYS BLVD.



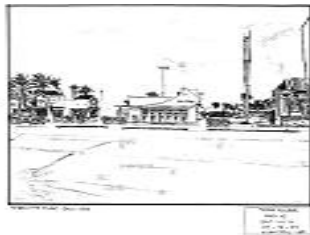
BEFORE
AFTER
BLYTHE ST. & VAN NUYS BLVD.

⌘ Before and After Drawings done by Architecture Student at Pierce College

What Change Is Envisioned at The Plant



⌘ Above Current View of The Plant



⌘ Below Rendition of Change to East side of The Plant by Architecture Student at Pierce College

Metro link/Transit Hub



⌘ Transit Hub and Metro link station can provide important transportation link to commercial center

What the Urban Design Concept Offers the Landscape



- ⌘ Landscape Design including trees and flowers throughout the Study Area will offer a stunning transformation

Plantings Offer Buffer Between Residential and Commercial



- ⌘ Green Belt, Pocket Park, Trees and flowers along walkways

Green Space in Mixed Use Development

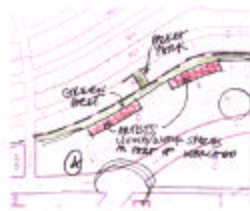


⌘ Above:
Trees, grass and flowers along walkway and



⌘ Below: Pocket Park

Green Belt, Pocket Park Concept



Implementation Strategies

- ⌘ Community Design Overlay
- ⌘ Establish Redevelopment Areas
- ⌘ Create a Business Improvement District (BID)
- ⌘ Utilize Earthquake Disaster Assistance Project funds
- ⌘ Seek Targeted Neighborhood Initiative (TNI) and Transportation Enhancement Act (TEA-21) funds
- ⌘ Take advantage of Residential/Accessory Services (RAS) Zones
- ⌘ Apply for Density Bonuses offered by City

Urban Design Assistance Study Team

- | | |
|---------------------|------------------|
| • Jerry L. Pollak | J. Paul Lindblad |
| • Larry Robbins | Olga Keller |
| • Leslie Nathan | Marvin Berman |
| • Miguel Renteria | Allen Bernstein |
| • Sam Wacht | Donna Schwalm |
| • Tom Rath | Bob Scott |
| • Morton Shatzkin | Valerie Sacks |
| • Arnold Bookbinder | James Stewart |
| • Karen Speicher | |

Special Thanks Go To:



- ⌘ **The Economic Alliance of the San Fernando Valley**
- ⌘ **Bart Reed, Executive Director of the Transit Coalition**
- ⌘ **Daniel Blake, Ph.D., California State University, Northridge**
- ⌘ **Thomas A. Rubin, Consulting, Governmental Transportation & Public Sector Finance**
- ⌘ **David J. Murray, Earth Systems, Southern California**
- ⌘ **Kevin Ivey, KPRS Construction Services, Inc.**
- ⌘ **Dan Gluck, Entry Sign Graphics**

INTRODUCTION

Background Information

In the fall of 2002, Bob Scott of the Economic Alliance made a presentation to the membership of the American Institute of Architects, San Fernando Valley Chapter at a Livable Communities Council meeting. The Livable Communities Council is made up of representatives of chambers of commerce, neighborhood groups, community leaders, and professionals from Valley communities including the cities of Glendale, Burbank, San Fernando and Calabasas. The Council encourages the revitalization of various town centers and communities within the San Fernando Valley, such as Panorama City. Mr. Scott sought and received the assistance of the members of the San Fernando Valley Chapter of the American Institute of Architects and other professionals to volunteer their services as part of the Urban Design Assistance Team (UDAT) in order to perpetuate the goals of the Livable Communities Council.

The team participants include architects (members of the American Institute of Architects, San Fernando Valley Chapter), professionals (including real estate, legal, landscape architect, community liaison, transportation, contractor, developer), students, and representatives of public agencies. According to Jerry L. Pollak, AIA Architect, the Urban Design Assistance Team (UDAT) has been working together since fall 2002 to formulate the development concept for Panorama City commercial core in the area from the Metrolink railroad on the south to Parthenia Street on the north, within two to three blocks east and west of Van Nuys Boulevard.

Purpose & Scope of Study

The purpose of the UDAT project in Panorama City is to demonstrate a process of esthetic, urban design, economic, and social evaluation of the commercial and residential area so the potential of this portion of the San Fernando Valley can be clearly discerned as a town center. The common goal of the team's effort is to enhance the working and living environment for each resident, businessperson, and visitor.

The Scope of the Study:

- Assess the major problems and future development potential of Panorama City's core area
- Formulate a number of alternative conceptual plans to achieve selective patterns for future change and growth
- Recommend an immediate short-range implementation program

This report summarizes the work undertaken by the Urban Design Assistance Team for Panorama City. The planning work included the following steps:

- (1) Assessment of the existing problems, assets, and future potential for Panorama City's commercial core.
- (2) Formulation of planning objectives and criteria for the central commercial core to serve as a guideline for the development and evaluation of alternate conceptual plans.

- (3) Development of alternate conceptual plans representing various physical solutions to the problems.
- (4) Explanation of the various components of the concept plan.
- (5) Review of possible implementation methods for achieving the basis elements outlined in the recommended conceptual plan.

The study is comprehensive, covering matters of physical, economic, social, and political importance. However, it is in no sense aimed to offer a complete or final plan. Over a period of eight months, the talents of experienced professionals, drawn from throughout the community, as well as from the American Institute of Architects, concentrated upon those issues and opportunities which they judged to be commensurate to their available time and talent. It is understood that within this limited approach, the UDAT's conclusions and recommendations must nevertheless be seriously considered. The hope is that the resulting study will challenge the community and its leadership in promoting both public and private development.

A BRIEF HISTORY, ECONOMIC & MARKETING FACTORS

*“Nobody should undertake to develop less than a neighborhood.
This means not only the home but transportation, churches,
schools, parks, recreational areas, and...shopping centers.”*

Hugh Potter, President of the Urban Land Institute

This postwar development approach and attitude was acted on without delay by land developer Fritz B. Burns and industrialist Henry J. Kaiser in the spring of 1945 when they “announced a grand venture to build tens of thousands of mass-produced homes on the West Coast.” “To reduce the monotony of such a large tract, Burns curved the streets, altered rooflines, varied the placement of garages, and used vibrant colors.” Panorama City was the place where they would begin this advancing network of communities within the San Fernando Valley of Southern California. “Kaiser Homes paid \$1 million for about 400 acres of dairy barns and alfalfa fields, and in 1947 began erecting homes in the area bounded by Van Nuys and Roscoe Boulevards, Woodman Avenue and Osbourne Street. The roads were either two-lane or dirt but not for long...Panorama City soon had schools, playgrounds, churches, a Kaiser Permanente hospital, a movie theater and a bowling alley.”

Beginning in the mid 1950's “each Christmas families came from across the Valley to line up by the hundreds and see live reindeer from Burns' own herd” as they shopped at a hundred- plus shops including several major department stores such as Broadway, Robinson's, Montgomery Ward, and Orbach's. Perhaps not the most attractive feature of Panorama City, but a testimony to the lively retail economy of the time, was 18 acres of parking lots. Also in the 1950's when fine dining in the Valley was all but non existent, “about the most exotic fare was offered at Phil Ahn's Moongate, a Panorama City landmark with Chinese cuisine and a Korean family as proprietors.” Panorama City was also the location of a “Carnation Research Laboratory-where food engineers invented *Coffemate* and improved on powdered milk”

The houses built in Panorama City were designed to be homes with “minimum floor plans” at affordable prices and their location was driven by their close proximity to “regional industries such as General Motors, Anheuser-Busch, Lockheed, and Rocketdyne.” Therefore, veterans and others could find gainful employment, become homeowners, and locate their families in a “total community” In fact, “The National Association of Home Builders awarded Panorama City its first prize in the ‘Best Neighborhood Development’ category in 1949 and both the building trades and architectural press showcased the project”. Although the houses were based on “minimum” floor plans “Burns argued for a variety in unit prices ‘to provide a varied community atmosphere and to prevent un-American economic and social stratification.’” The 1950 Census showed that Panorama City did accomplish the class heterogeneity and occupational diversity Burns desired.

Panorama City unlike much of the Valley was an intentionally planned community in the post war era. “Building a City where a City belongs” was the slogan used on Panorama City print advertisements.¹ “And yet, even though a project like Panorama City fit within the dictates of neighborhood and community planning spelled out by reformers and adopted by city planners, it simultaneously undermined the broader objective of a regional city with a carefully planned distribution of residences, employment, recreation, and institutions.”² The intentional planning also did not insulate Panorama City from the demographic and economic shifts that affected the Valley as a whole.

Population

The population of Los Angeles County stood at 9,519,338 in 2000. The population of Panorama City increased some 21.2% between 1990 and 2000 to 66,241 even with a 5.1% decline in internal birth rates. Population is expected to continue to grow over the next five years at an annual rate of approximately 1.6%. Panorama City makes up 3.7 of the county’s 4061 square miles. There are 3.3 million housing units in the county and 16,956 of them are situated in Panorama City.

Income and Employment

Even though home values are similar throughout the study area, annual family incomes are spread fairly evenly across the spectrum between the \$15,000 to \$100,000 brackets. They taper off rather rapidly above \$100,000. Panorama City’s median household income in 2000 was \$35,719. This is considerably less than the county median of \$42,189.

Housing

Panorama City was developed as a lower income community that was to be highly affordable; and, with its economic homogeneity, there isn’t a wide variation in housing prices. Owners occupy 36.7% of the Panorama City housing, and the median value of a residence in Panorama City was \$143,000 in 2000. Families are dense in the area, representing 81% of households, compared to 68% countywide.

¹ Hise, Gregory. *Magnetic Los Angeles*, Baltimore, Maryland: The Johns Hopkins University Press. 1997. p. 212.

² *Ibid.* p.213-214.

Educational Attainment

In the County of Los Angeles, 54.1% of the population speaks a language other than English at home. This jumps to 79.4% in Panorama City-a very diverse community-indicating a large number of first-generation immigrants. As the community evolves, major emphasis is being put on education and in providing access to opportunities. Fully 28% of area residents lack a high school education, compared to 16% countywide. Those holding bachelor's degrees or above represent only 10.2% of the population-less than one-half of the county rate of 24.3%.

The changing demographics and times offer up a host of challenges to the community. The most important ones being a lack of community identity and active participation of the city's population in addressing problems such as (1) crimes and gangs; (2) dilapidation and vacancy of commercial buildings and homes; (3) lack of open space and community gathering places; (4) lack of accessibility and transit for residents to commercial areas; and (5) an overall lack of definitive and comprehensive city planning.

THE URBAN DESIGN CONCEPT

Many of the major commercial activities existing in the area have been retained and expanded. Various types of land use have been more clearly defined, with the different use elements *carefully* linked together. The various existing and proposed land uses acting in concert will function as the nucleus or heart of this central portion of the San Fernando Valley.

Existing and proposed activities within the design area consist of three districts:

- North commercial district
- Central commercial district
- South commercial district

North Commercial District

The northern gateway to the Panorama commercial district, at the intersection of Van Nuys Boulevard and Parthenia Street (where the north-south boulevard wyes off to the east-west bound street) presents an opportunity for relieving traffic congestion in this area. The UDAT proposes a traffic circle containing visually pleasing plantings, streetscape, and a north portal gateway signage to create a gateway sense of entry into the Panorama commercial district from the north.

South of the proposed traffic circle and east of Van Nuys Boulevard is the newly-constructed Plaza del Valle. The plaza or mall area has the potential of becoming a focus for community events. A visually significant gathering area can be achieved by introducing a public Farmer's market at the northeast corner of Chase Street and Van Nuys Boulevard.

Central Commercial District

The existing Panorama Mall/Wal-Mart on the west side of Van Nuys Boulevard and the Panorama Plaza on the east side of Van Nuys Boulevard discourage pedestrian traffic in the area. The link from the north commercial district to the central commercial district along the boulevard can be enhanced by the introduction of street furniture including kiosks, newsstands, outdoor seating, plantings, and other streetscape amenities from Chase Street to Roscoe Boulevard.

The vacant Montgomery Ward building, which has a potential as a future retail anchor, is connected to and reinforces the introduction of a new shopping arcade (with housing on three levels above and parking below ground level composing a mixed-use building complex).

The heart of the central commercial district occurs at the intersection of Roscoe and Van Nuys boulevards. The southwest quadrant is envisioned an office park with two lower floors of retail floor space and office suites above in multi-story buildings surrounding open space, water courses, landscape area attractive to visitors and workers alike.

Adjacent to the office park is the proposed multi-level senior citizen housing with direct links to the commercial center activities.

The southeast corner of the Roscoe/Van Nuys boulevard intersection is a proposed complex encompassing a museum and mixed retail/residential buildings aligning Van Nuys Boulevard.

A proposed second level pedestrian ring-access at the four corners of the intersection of Roscoe and Van Nuys boulevards can provide access to the existing, and long vacant, six-story office building as well as an entry into the proposed museum. All four corners can be equipped with escalators from the ground level to the second level. The bridging moves the pedestrian from ground level dominance, noise, and the distraction of vehicular traffic.

South Commercial District

Immediately south of the proposed office park, on the former Carnation building site, the Los Angeles Unified School District has undertaken construction of a 2,000 pupil high school scheduled for completion in 2005. To augment educational opportunities, the plan envisions the construction of a technical, real-world trade school that could be sponsored by the automotive industry to teach skills in welding, computers, sales, woodworking, mechanics - shop, etc. In addition, a community garden is proposed by the team.

On the east side of Van Nuys Boulevard, across from the proposed high school, is *The Plant*. The concept plan links the public sidewalks to tree-lined pedestrian arcade pathways tying together the entire quadrangle of buildings, including the theater complex. This will visually lessen the impact of the vast, uninviting sea of parking area and draw this large shopping complex into the mix of the Van Nuys Boulevard corridor.

To the south of *The Plant* is the last remnant of the General Motors assembly building. To enhance the connection between this facility, the existing automotive sales, and the entry to *The Plant*, a museum of antique and specialty cars has been proposed.

Approaching the Panorama City commercial district from the south, heading north along Van Nuys Boulevard, the southern gateway portal is the Metrolink, Southern Pacific rail overpass, which represents an excellent opportunity to use newly-created signage and the Panorama City logo.

General Environmental Upgrade Program

The urban design concept envisions a general environmental program including:

- Clean-up, painting, and redesign of existing building facades to integrate store frontage design
- Removal of billboards and redesign of existing signage to be compatible with the building facade treatment
- Lighting, arcade, and canopy treatments to create an attractive environmental image
- Trees, shrubs, and landscaping
- Sidewalk displays, street furniture, trash receptacles
- Wider sidewalks, a landscaped median, textured pavement for sidewalks and crosswalks

Off-Street Parking

The urban design concept proposes multi-level parking structures on both sides of Van Nuys Boulevard geared to the growth pattern of the central business district. This will require the consolidation of existing individual parcels with pedestrian links from the parking structures to the various pedestrian walkways, arcades, and passageways.

DESIGN CONCEPT DETAILS

Urban Amenities

The Panorama City area as a Town Center should provide a unique setting of natural and man-made amenities that will offer living and working conditions of the highest standards. The commercial area must offer a full range of employment opportunities for all income levels in order to reinforce its position as a town center. Public and private services should be conveniently interspersed throughout the area. The concept plan encourages and facilitates the integration of diversified land uses and the plan is flexible and able to incorporate new projects and activities.

Basic Elements of Proposed Concept Plan

Some of the basic elements of the proposed plan :

- A series of interior courtyards and plazas with direct connections to Van Nuys Boulevard, Roscoe Boulevard, and other adjacent streets
- Pedestrian separation from vehicles via overhead walkways at the intersection of Roscoe and Van Nuys Boulevards
- Pedestrian movement along Van Nuys Boulevard connecting Plaza Del Valle on the north to The Plant and the proposed high school and other development activities on the south
- Around-the-clock activity where possible; for example, multiple use of land with mixed uses such as offices, residential, shops, theaters, museums, hotels
- Creation of super-blocks by integrating properties

Coordinated Street Furniture Program

In order to enliven the pedestrian activity areas and their connections along Van Nuys Boulevard, Parthenia Street, Chase Street, Roscoe Boulevard, and other connecting east-west streets, a landscape plan has been formulated, including street furniture to provide an attractive and engaging pedestrian environment. The amenities suggested along the pedestrian and vehicular paths include:

- Bus shelters
- Vending kiosks or public amenity kiosks
- Benches
- Bicycle stands
- Telephone booths
- Directional signage
- Walkways textured and/or paved in brick or tile

Comprehensive Landscape Plan

A comprehensive landscape plan, primarily along Van Nuys Boulevard with appropriate landscape suggestions along adjacent streets and parking areas, forms an important component of the concept plan. The landscape plan illustrates a variety of trees, shrubs, and flowers that can be added to and/or replace the existing landscape features. The plan encourages a variety of different types of landscaping in a manner to unify the area. The suggested landscaping takes into account vehicular and pedestrian activities, climatic conditions, availability, and utilization by the City of Los Angeles of landscaping in other areas. The public landscaping system would be coordinated within the suggested pedestrian links connecting the residential, shopping, entertainment, and working areas.

The landscape plan takes into account better utilization of the sidewalk areas along Van Nuys Boulevard, including the possibility for providing shade for pedestrians for outdoor restaurant and unique types of awnings, (*see photos*), along with the introduction of large lawn and landscaped areas within plazas, surrounded by benches and introducing fountains, shrubbery,

flowers, and other landscape features. Thus, the office, residential, or commercial buildings surrounding such spaces would be seen in a visually pleasing *urban park* type setting.

Illustrations in this section also include ways to introduce better landscaping in large parking areas, such as the parking area surrounding *The Plant*. The planting areas should connect pedestrian walkways and arcades, integrating the various commercial and retail facilities with the surrounding parking.

TRANSPORTATION LINKS

Vehicular Circulation & Parking

ACCESS TO THE CENTRAL CORE AREA

Panorama City central core area is accessible from the Ventura Freeway on the south, the 405 Freeway on the west, and the Hollywood Freeway on the east. These freeways connect to Panorama City commercial core primarily via Van Nuys and Roscoe Boulevards. This system of arterials and collectors provides the basis for a fine regional road network to serve the central commercial core of Panorama City as well as other communities in the vicinity.

A major revitalization program within Panorama City commercial core could increase traffic volumes on Van Nuys and Roscoe Boulevards. To minimize traffic congestion, the following measures are suggested:

- 1) Eliminate on-street parking on Van Nuys and Roscoe Boulevards to allow for traffic to flow efficiently
- 2) Provide direct access to central off-street parking facilities on side streets, including Titus, Blythe, Arminta, and Chase Streets, as well as connections to north-south streets such as Willis, Cedros, Tobias, and Lennox Avenues, and other small connecting street.
- 3) .Provide increased Metrobus and Dash line service within the surrounding community

PUBLIC TRANSPORTATION

Buses

Metrobuses operate in Panorama City commercial core each day. These include Metrobus Line 166, 233, 561, and 152; Bus Lines 233 and 561 services Van Nuys Boulevard with Metro connections at Van Nuys. Metrobus Line 152 services Roscoe Boulevard with Metrorail connections at Burbank, North Hollywood, Sun Valley, and Universal City. Metrobus Line 166 primarily travels on Lankershim Boulevard, Nordhoff Street, and Chatsworth Transportation Center, with connections to the other Metrobuses as well as to the North Hollywood and Universal City Redline stations.

In addition to the above, Dash lines serve the surrounding residential community with direct links to the Panorama City commercial core. The combination of the Metrobus and Dash lines increases the trade area for convenient access from the surrounding communities, including Van Nuys, North Hills, Mission Hills, Arleta, Sun Valley, and North Hollywood. As revitalization in Panorama City occurs, it is expected that the Metrobus and Dash lines bus volume will increase and make the trade area more accessible to the surrounding communities.

Rapid Transit

The Metrolink and station located at the south boundary of the study area is part of the Metrolink rail system serving portions of Ventura County, including Simi Valley, Moorpark, Camarillo, and Oxnard, as well as providing connections to downtown Los Angeles and Orange County. One of the objectives of a revitalized, healthy commercial core within Panorama City is to attract visitors and workers via rapid transit to and from the commercial core. A park-and-ride transit station is located at Keswick off Van Nuys Boulevard, providing a convenient transit terminal for both bus and Metrolink as well as direct pedestrian access to and from the commercial core. The conceptual plan recommends a direct pedestrian access to the north of the Metrolink tracks, on a pedestrian walk that would link the transit station to Arminta Street to the north of the Metrolink rail line.

SAN FERNANDO VALLEY NORTH-SOUTH TRANSIT CORRIDOR

A San Fernando Valley North-South Valley Transit Corridor Regionally Significant Transportation Investment Study was prepared by Meyer, Mohaddes Associates, with the assistance of Gruen Associates and other consultants. The study indicates that the MTA staff has secured \$20 million in the Short Range Transit Plan (SRTP) that would provide an impetus for the North-South Transit Corridor Study to move forward in a phased implementation. These improvements along with other phased implementation should greatly benefit the revitalization efforts in Panorama City by:

- Relieving traffic congestion
- Providing transportation options to persons without a car in the area surrounding the commercial core
- Increase options for connection with transportation facilities
- Better serve the existing and planned land uses, activity centers, on Van Nuys Boulevard, Roscoe Boulevard, and connecting streets
- Improve the streetscape by providing needed bus shelters, benches, signage at critical intersections.

IMPLEMENTATION STRATEGIES

There are essentially two different methods for implementation of the UDAT vision for Panorama City: through establishment of a redevelopment area, which would provide a cohesive structure for both funding and land use elements of the proposed revitalization project; or through utilizing a variety of funding and land use entitlement mechanisms. A third possibility is

that only part of the proposed redevelopment area would be established as such, with the remaining area relying on a patchwork of mechanisms and processes to foster revitalization of the Project area.

1. Establishment Redevelopment Areas

The establishment of a Project area within Panorama City business district, as a blighted, predominantly urbanized area, fits the requirements for a Redevelopment Area. If the Los Angeles City Council adopts an ordinance establishing the Project area as a Redevelopment Area, a Redevelopment Plan for the Project area would also be adopted. Adoption of a Redevelopment Plan would provide a rubric for cohesive redevelopment of the Project area both in terms of funding mechanisms and land use elements.

The establishment of a Redevelopment Area makes it possible to obtain project funding through tax increment financing. Establishment of Redevelopment Areas can provide the means for linkage of public and private investment and coordination of investment opportunities to maximize the impact of investment in the area.

2. Other Available Implementation Devices

a. Funding Opportunities.

Funding is theoretically available through a variety of programs. In the current government fiscal environment, the amount and type of public funds actually available for the Project may be limited.

i. Local Funding Opportunities

The City of Los Angeles Community Redevelopment Agency established an Earthquake Disaster Assistance Project for various communities, including the Panorama City, that had been particularly affected by the 1994 Northridge Earthquake.

Former Councilwoman Ruth Galanter assigned city funds for a pilot sign program centered on Panorama City. Other local programs offer tax credits in Revitalization zones, technical assistance through the Community Development Department, employee hiring credits in the Los Angeles Revitalization Zone, and capital generating assistance.

In addition, various City departments have plans and projects underway that do not provide direct funding but provide services or materials that will help beautify the area. Thus, the City's Street Tree Division already has plans to plant new trees in all the existing empty tree wells along Van Nuys Boulevard, which would substantially improve the visual appeal of this corridor. The City's Street Maintenance Division has plans to upgrade the crosswalks at major intersections within the Corridor. The City has entered into a contract with a private company for provide new bus shelters at MTA bus stops.

The MTA plans to establish a Rapid Bus line along Van Nuys Boulevard from the north end to Ventura Boulevard, and will plant street trees at each stop.

ii. Federal Funding Opportunities

Through the Targeted Neighborhood Initiative (TNI) program, funds from federal Community Development Block Grants are available for local communities for a range of revitalization projects.

The TEA-21 (Transportation Enhancement Act) is a Federal Department of Transportation program offering funding for various categories of local transportation-related improvements, including streetscape improvements.

iii. Public-Private Fundraising Mechanisms

Business Improvement Districts (BID) can be established, and funds for them generated, by a self-imposed assessment within a geographically defined area. Streetscape and signage improvements would be suitable expenditures under a BID.

b. Authority for Land Use Elements of Project

The City of Los Angeles has recently adopted a number of different ordinances that seek to address the City's housing shortage, particularly its low and moderate income housing and senior housing shortages. These measures primarily aim at permitting increased density, reducing parking and loading zone requirements, and permitting certain uses as of right in appropriate areas.

i. Mechanisms to Encourage Development of Appropriate Housing

The City recently created new Residential/Accessory Services "RAS") Zones, wherein designated retail uses will be permitted on the ground floors of multi-family projects. The new zones will provide a mechanism to increase housing opportunities, enhance neighborhoods, and revitalize older community corridors by providing a tool to accommodate projected population growth in mixed use and residential projects that is compatible with existing residential neighborhoods. Specified businesses can be located on the ground floor of certain residential buildings.

The City has passed an ordinance removing the term habitable rooms from the calculation of density in certain multifamily zones. Instead, density will be determined by square footage. This will have the effect of facilitating the construction of apartments with more rooms, which will provide more suitable housing for families.

ii. Mechanisms Available to Increase Permitted Density

The City now has a variety of means by which density bonuses may be available. A 35% density bonus is now available by right for applicable housing and hotel projects located close to certain transportation hubs, regional centers, major economic activity areas, or college or universities with an enrollment of at least 10,000 students. (Note that our Project Area should and does qualify.) Development projects with greater than 25% density increases may also now be permitted by a conditional use process for certain affordable and/or senior citizen housing projects. In addition, Los Angeles Municipal Code §2.21.3.3 permits increased height and floor

area limitations in Community Redevelopment Plan areas, while §2.21.4 permits increased height and floor area limitations in Enterprise Zones.

iii. Mechanisms Available to Improve an Area's Aesthetics and Public Facilities

A Panorama City Community Design Overlay district ("CDO") has been established, and provides visual guidelines for the Project area. The team recommends the 1% for art fee in the CDO could be directed to specific aesthetic improvements proposed for the Project area, rather than being merged into the City's Cultural Affairs Department general fund.

iv. Procedural Mechanisms

The City is currently considering amending the zoning ordinance to permit a streamlined hearing process for certain subdivision applications "of regional significance."

3. Conclusion

The UDAT vision for Panorama City provides a format for linkage of public and private investment, linkages of various demographic needs with City policies, and coordination of investment opportunities. Panorama City is ripe for redevelopment, and the Project area provides an excellent focus point to spur redevelopment of the larger area. At the same time that development of a coherent vision in Panorama City can promote that area in particular, there are various factors specific to Panorama City which can be expected to address pressing concerns of the City as a whole. Thus, the community has an enormous housing shortage, and a particular shortage of low and moderate income and senior housing. Panorama City is an appropriate place to seek to provide such housing because land costs are relatively low compared to other parts of Los Angeles, area density is high, incomes are low, and there is a sizable senior citizen population in the area. The fact that a large public high school and various key transportation links are being developed in the Project area make this a particularly appropriate area for multiple purposes: area revitalization, provision of appropriate housing in an area with infrastructure sufficient to support it, and promotion of use of public transportation and other traffic-reducing elements. While funding opportunities may be limited, the Project is an excellent fit with a number of community policies and concerns.