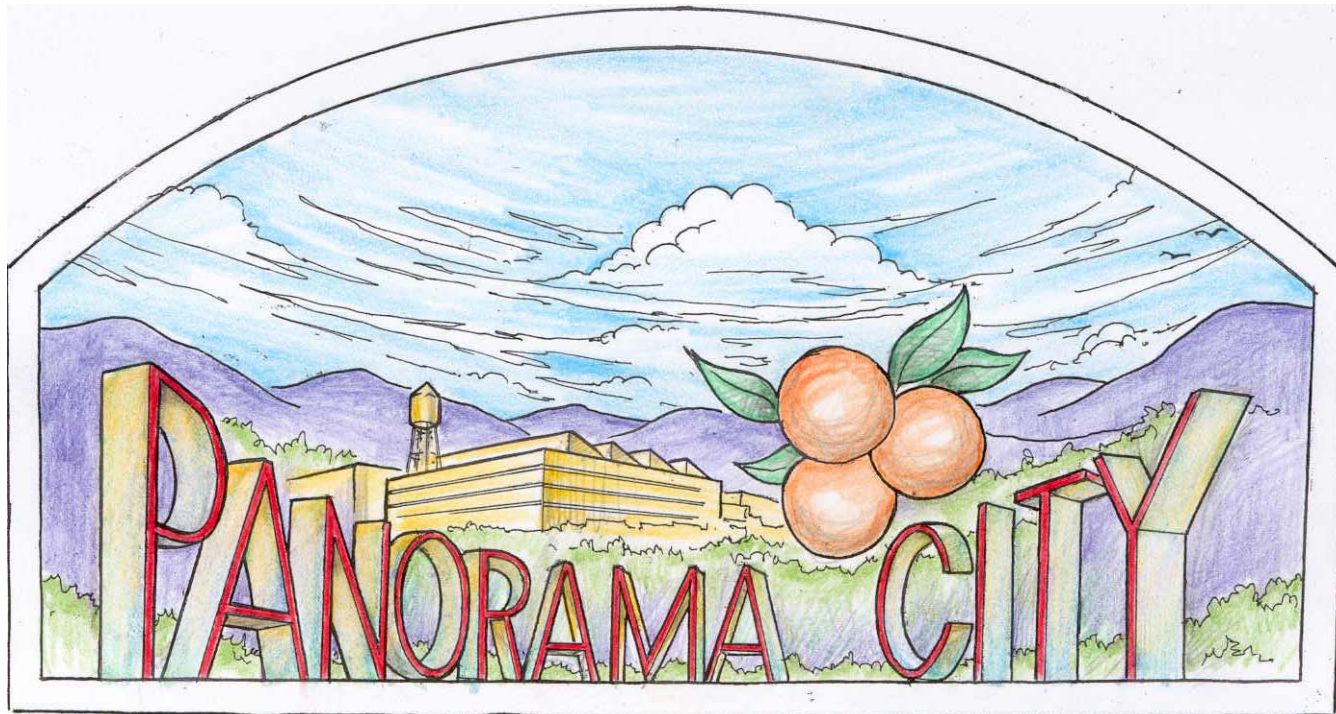


# Panorama City Commercial Area Concept Plan

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





# TABLE OF CONTENTS

Introduction

Chapter I            The Study Area

Chapter II           A Brief History, Economic & Marketing Factors

Chapter III          Existing Conditions & Opportunities

Chapter IV          Urban Design Goals & Objectives

Chapter V           The Urban Design Concept

Chapter VI          Design Concept Details

Chapter VII         Transportation Links

Chapter VIII        Seismic, Soils & Structural Considerations

Chapter IX          Implementation Strategies

Appendix A         Panorama City Sustainable Design Guidelines

Appendix B         Volunteer Participants' Brief Bios





# INTRODUCTION



## Background Information

In the fall of 2002, Bob Scott of the Economic Alliance, Livable Communities Council, made a presentation to the membership of the American Institute of Architects, San Fernando Valley Chapter. The Livable Communities Council is made up of representatives of chambers of commerce, neighborhood groups, community leaders, and professionals from Valley communities including Glendale, Burbank, San Fernando and Calabasas. As part of the effort of the Livable Communities Council to encourage 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).

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 the 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 evaluate the aesthetic, economic and social conditions in the project area with the goal of providing recommendations for change in order to enhance the working and living environment for all residents, businesses and visitors.

The scope of this study is

- to assess the major problems and future development potential of Panorama City's core area;
- to formulate a number of alternative conceptual plans to achieve selective patterns for future change and growth;
- to 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) Definition and grouping of distinct characteristics intrinsic to the core into discrete, recognizable districts.
- (3) 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.
- (4) Development of alternate conceptual plans representing various physical solutions to the problems.
  - (5) Explanation of the various components of the concept plan.
  - (6) Review of possible implementation methods for achieving the basic elements outlined in the recommended conceptual plan.

The study is comprehensive, covering matters of physical, economic, social, and political importance. However, in no sense is its aim to offer a complete nor a 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 with 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 to promote both public and private development.

## **Acknowledgments**

This study is a team effort utilizing the talents of experienced professionals. The professionals who contributed to this study include:

Jerry L. Pollak, AIA, Project Coordinator  
J. Paul Lindblad, AIA  
Larry Robbins, AIA  
Gus Duffy, AIA  
Olga Keller, Assoc. AIA  
Leslie Nathan, AIA  
Marvin Berman, AIA  
Miguel Renteria, AIA  
Sam Wacht, AIA  
Donna Schwalm, Real Estate Broker  
Bob Scott, Economic Alliance  
Tom Rath, L.A. Dept of Planning (participation on his own time)

Morton Shatzkin, Esq.  
Valerie Sacks, Esq.  
Arnold Bookbinder, Structural Engineer  
James Stewart, Community Liaison  
Karen Speicher, Pastor, Community Liaison

Special thanks are given to Architect J. Paul Lindblad, AIA, for his efforts and time devoted to the preparation of photographs, maps, sketches, drawings and text made part of this study. His contribution of the design methodology guided the study to progress through conceptual development. Additional thanks go to Larry Robbins, AIA Architect, not only for his contribution to the Urban Design Study but also that of his students at Pierce College toward the preparation of sketches explaining specific design ideas.

Thanks also go to those members of the Economic Alliance and other professionals who have provided the team with data and other background information, including:

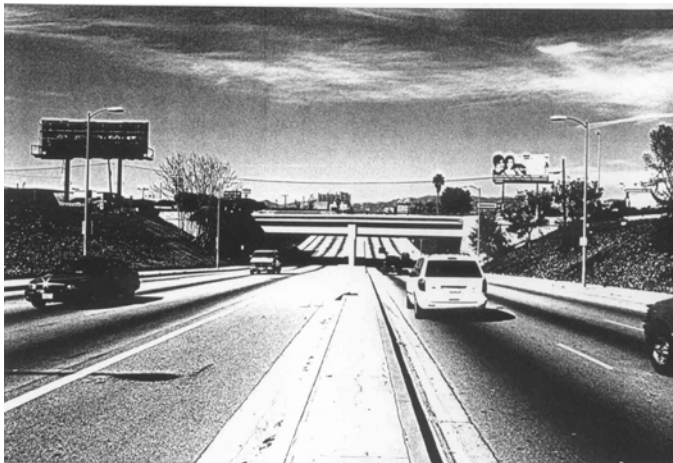
Bart Reed, Executive Director of the Transit Coalition  
Daniel Blake, Ph.D., California State University, Northridge  
Thomas A. Rubin, Consulting, Governmental Transportation & Public Sector Finance  
David J. Murray, Earth Systems, Southern California  
Kevin Ivey, KPRS Construction Services, Inc.  
Dan Gluck, Graphic Design – logo

# CHAPTER I THE STUDY AREA



Panorama City, located in the central portion of the San Fernando Valley as part of the City of Los Angeles, can be reestablished as a major regional commercial center. The central business district is located adjacent to Van Nuys, California, and is accessible from adjacent freeways and extensive residential areas. The location within San Fernando Valley is shown on the map.

The study area selected by the Urban Design Assistance Team is identical to the boundaries of the Community Design Overlay District (see map). The study area includes both sides of Van Nuys Boulevard from the Metrolink railroad right of way on the south, extending 1.33 miles in length to Parthenia Street on the north. The area contains 280.4



Study area: from Metrolink on the south to Parthenia Street on the north; 2-3 blocks east and west of Van Nuys Boulevard, Panorama City.

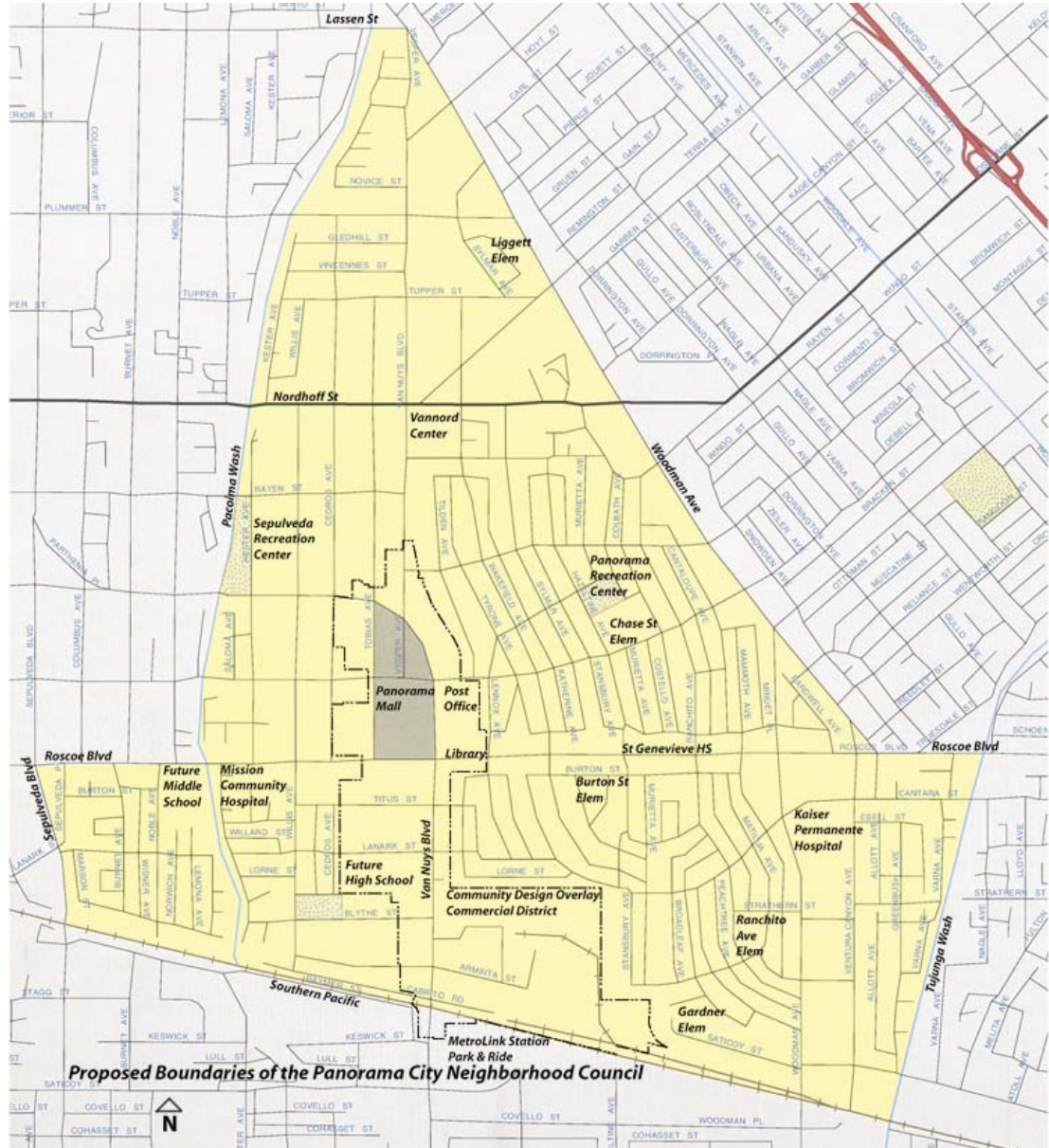
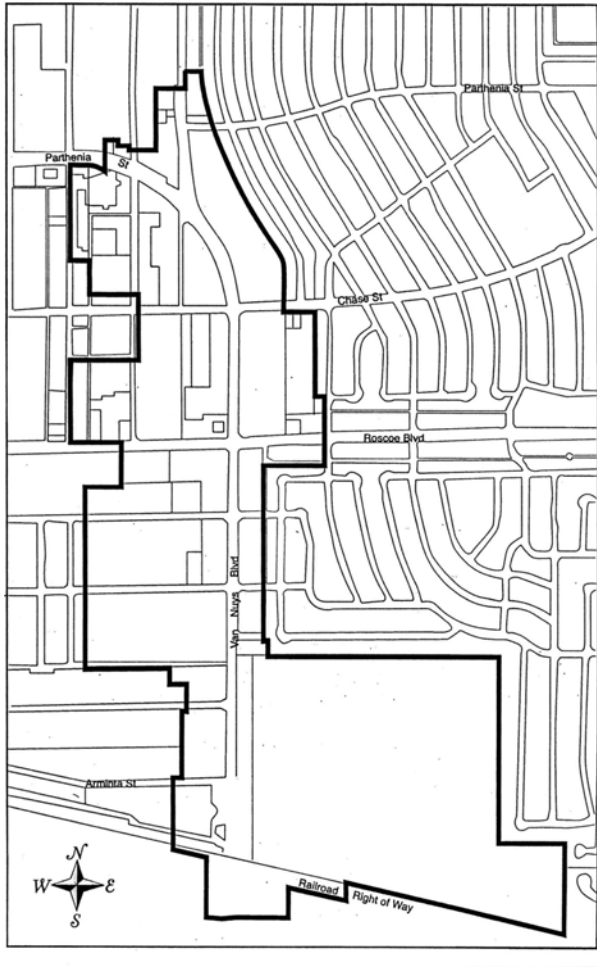
acres or .44 square miles. Important cross streets include Parthenia Street, Chase Street, Roscoe Boulevard, Tobias Avenue, Titus Street, Lanark Street, Blythe Street, and Arminta Street.

The study area also includes portions of the surrounding residential areas as part of the study of proposed pocket parks and commercial/residential transition. The accompanying maps illustrate the study area parameters.





**Panorama City  
Community Design Overlay District/ Distrito de Diseño Urbano**



## CHAPTER II

# 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.”*

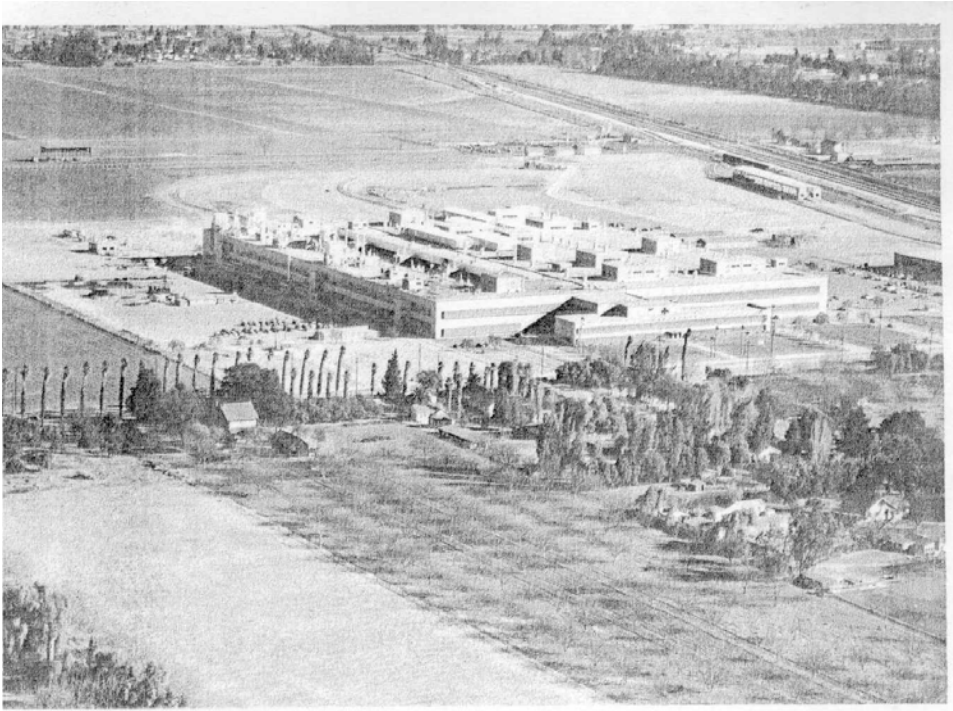
Hugh Potter, President  
Urban Land Institute

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 1950s “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 1950s when fine dining in the Valley was all but nonexistent, “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 *Coffeemate* and improved on powdered milk.”

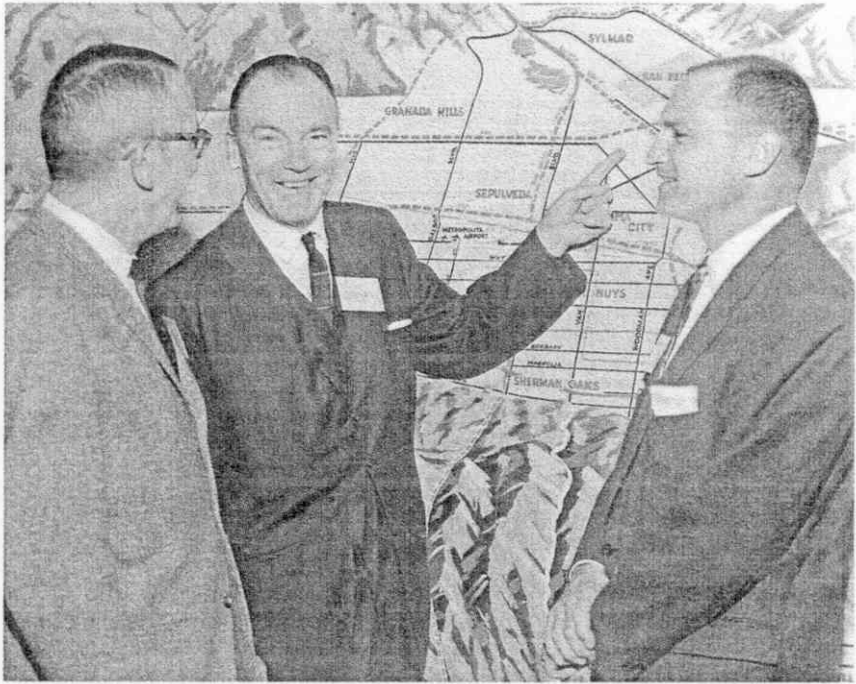
The houses built in Panorama City were designed to be homes with “minimum floor plans” at affordable prices and their location was driven by their close proximity to “regional industries such as General Motors, Anheuser-Busch, Lockheed, and Rocketdyne.” Therefore, veterans and others could find gainful 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.



The importance of industry to the Valley's development is vividly illustrated in these two views of the GM Assembly Division plant at Van Nuys. The top picture was taken in early 1949, less than a year after the plant began operations. Four years later, about the same time of year in 1953, as shown in the lower photo, thousands of homes had been built on acreage that was undeveloped real estate when the plant was built.

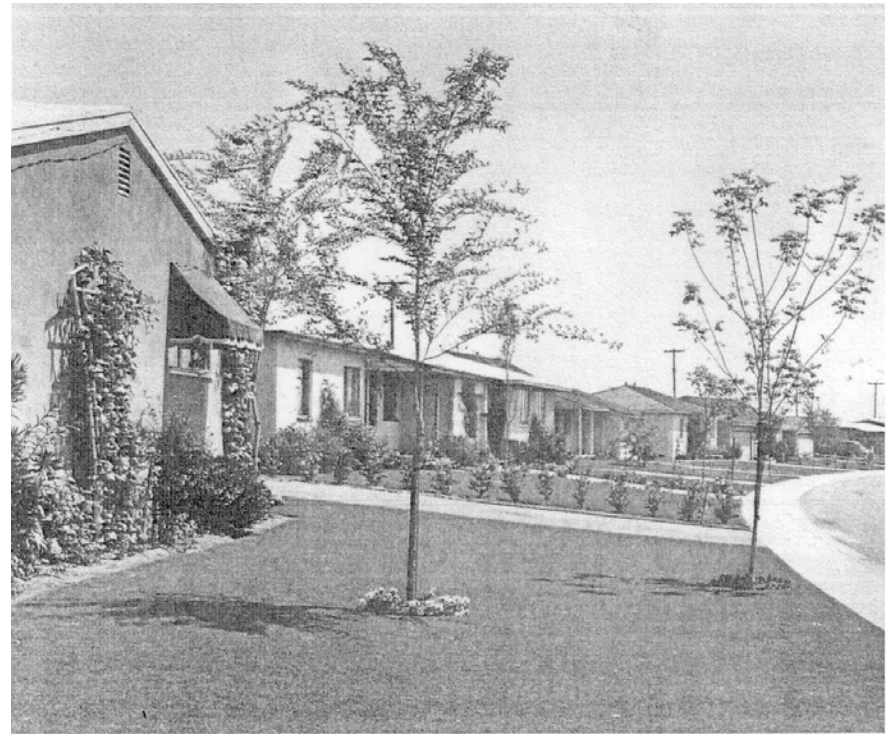
*The San Fernando Valley* by Jackson Mayers, Ph.D.





The community of Panorama City was the idea of innovative Valley land developer Fritz B. Burns, center.

Homes in Panorama City were affordable – especially for veterans on the GI Bill.



*The San Fernando Valley, America's Suburb* by Kevin Roderick.

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.<sup>1</sup> “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.”<sup>2</sup> 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. Statistics indicate this is a densely populated area in the county, with a median income of only three-quarters of the average county income.

## **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.

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

<sup>2</sup> *Ibid.*p.213-214.

## **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 almost doubled from \$143,000 in 2000 to \$263,000 in mid-2003. Families are an important element to the area, representing 81% of households, compared to 68% countywide.

## **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 significant being a lack of community identity and a lack of community participation in improving the community. The primary problems that need addressing are (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.

<b>Race - Ethnicity</b>								
2000 Source: CivicCenter Group, U.S. Census Bureau								
Geographic Area	White	Black or African American	American Indian & Alaska Native	Asian	Pacific Islander	Other Race	Two or More Races	Hispanic Latino any Race
Los Angeles County 2000	51.2%	10.3%	0.9%	12.6%	0.3%	0.3%	24.8%	46.9%
Panorama City ZC 91402 2000	37.9%	5.0%	1.0%	12.7%	0.2%	0.2%	43.3%	73.7%

<b>Hispanic Ethnicity</b>								
2000 Source: San Fernando Valley Economic Research Center, CSUN, U.S. Census Bureau								
Geographic Area	Non-Hispanic White	Non-Hispanic Black or African American	Non-Hispanic American Indian & Alaska Native	Non-Hispanic Asian	Non-Hispanic Pacific Islander	Non-Hispanic Other Race	Two or More Races	Hispanic % of Total Population
Panorama City ZC 91402 2000	12.1%	4.4%	0.2%	12.1%	0.1%	0.1%	1.7.3%	69.3%
Panorama City ZC 91402 1990	44.7%	5.5%	0.5%**	12.1%**	**	**	**	37.4%

\*\* Enumeration methods and categories were changed between 1990-2000

Data Sources: San Fernando Valley Economic Research Center, California State University Northridge, Economic Alliance of the San Fernando Valley, CivicCenter Group, U.S. Census Bureau, U.S. Bureau of Labor Statistics, California Department of Finance/Employment Development Department

<b>OCCUPATIONS</b>									
By Percentage of Population – 2000 Source: Civic Center Group, U.S. Census Bureau									
Geographic Area	Mngmt, Profess. & Related	Service	Sales and Office	Farming, Fishing and Forestry	Construction, Education And Mainten.	Production, Transp. & Material Moving	Agriculture, Forestry & Fishing/ Hunting	Mfg	Government
Los Angeles County	34.3%	14.7%	27.6%	0.2%	7.8%	15.5%	0.2%	14.8%	12.6%
Panorama City Zip Code 91402	19.1%	20.2%	25.0%	0.2%	12.1%	23.4%	0.1%	18.7%	8.8%

PANORAMA CITY- 91402					
2000		1990-2000 % Ch		1990	
<b>Population Characteristics</b>				<b>Population Characteristics</b>	
Population	66,241		21.2%	Population	54,676
Male Population	33,280			Male Population	27,746
Female Population	32,961			Female Population	26,930
<b>Births</b>		1,511	-5.1%	<b>Births</b>	
<b>Housing</b>				<b>Housing</b>	
Pop in HH Total	65,887		21.4%	Pop in HH Total	54,275
Pop in Group Qtrts	354			Pop in Group Qtrts	348
Pop in Families Total	57,102			Pop in Families Total	N/A
Families Total	13,980			Families Total	12,173
Ave Fam Size	4.1			Ave Family Size	N/A
Housing Units Total	17,517		3.3%	Housing Units Total	16,956
Adjusted HU Total***	17,289			Adjusted HU Total***	16,776
Occupied HU	16817			Occupied HU	16,041
% HU Occup*	97.27%			% HU Occup*	95.2%
Ave HH Size	3.9		31.2%	Ave HH Size	3.0
% Owner Occupied	36.7%			% Owner Occupied	46.8%
% Renter Occupied	63.3%			% Renter Occupied	53.2%
% of Rentals Vacant**	2.7%			% of Rentals Vacant**	7.3%
<b>Ethnicity</b>				<b>Ethnicity</b>	
Hispanic % of Total Pop	69.3%			Hispanic % of Total Pop	37.4%
% NHisp White	12.1%			% NHisp White	44.7%
% NHisp Black	4.4%			% NHisp Black	5.5%
% NHisp Nat. Amer.	0.2%			% Nat. Amer. Total	0.5%
% NHisp Asian	12.1%			% Asian or Pac Islander Total	12.1%
% NHisp Pacific	0.1%				
% NHisp Other	0.1%				
% NHisp Pop 2+ Races	1.7%				
<b>Age</b>				<b>Age</b>	
<18	22,780			<20	15,050
18-24	8,005			20-24	4,928
25-64	31,459			25-64	27,178
65+	3,997			65+	5,081
<b>Family Income Distribution</b>			% Distribution	<b>Family Income Distribution</b>	
< \$10,000	1,192		6.3%	< \$10,000	927
\$10,000-\$14,999	1,088		5.8%	\$10,000-\$14,999	1,096
\$15,000-\$19,999	1,625		8.6%	\$15,000-\$19,999	1,650
\$20,000-\$24,999	1,466		7.8%	\$20,000-\$24,999	1,246
\$25,000-\$29,999	1,492		7.9%	\$25,000-\$29,999	1,298
\$30,000-\$34,999	1,423		7.6%	\$30,000-\$34,999	1,339
\$35,000-\$39,999	1,420		7.6%	\$35,000-\$39,999	1,515
\$40,000-\$44,999	1,328		7.1%	\$40,000-\$49,999	2,456
\$45,000-\$49,999	1,062		5.6%	\$50,000-\$74,999	3,203
\$50,000-\$59,999	1,618		8.6%	>= \$75,000	1,545
\$60,000-\$74,999	1,816		9.7%	>= \$125,000	193
\$75,000-\$99,999	1,824		9.7%		
\$100,000-\$124,999	797		4.2%		
\$125,000-\$149,999	344		1.8%		
\$150,000-\$199,999	191		1.0%		
\$200,000+	117		0.6%		
<b>Labor Force</b>			1990-2000 % Ch	<b>Labor Force</b>	
Total Pop 16+	45,418		13.4%	Total Pop 16+	40,061
Total Labor Force	26,762		-4.1%	Total Labor Force	27,898
Labor Participation Rate	58.9%			Labor Participation Rate	69.6%
Total in Armed Forces	64			Total Armed Forces	35
Total Employed	24,326			Total Employed	25,758
Total Unemployed	2,436			Total Unemployed	1,842
Unemployment Rate	9.1%			Unemployment Rate	6.6%
<b>Unemployment Claims Jul '00</b>		479		<b>Unemployment Claims Jul '90</b>	
<b>Travel Time</b>				<b>Travel Time</b>	
Worked at home	516			Work at Home	513
Work Outside Home	23,047			Work Outside Home	24,455
Under 5 min	247			<25 min	12,202
5-9 min	970			25-44 min	7,861
10-14 min	2,110			45+ min	4,672
15-19 min	3,642				
20-24 min	3,004				
25-29 min	1,450				
30-34 min	4,968				
35-39 min	424				
40-44 min	1,163				
45-59 min	2,150				
60-89 min	1,846				
90+ min	1,073				

Data prepared by the San Fernando Valley Economic Research Center, California State University, Northridge, from Census and other data series maintained by the Center.

**PANORAMA CITY- 91402**

2000		1990	
<b>Public Transportation- Travel Time</b>		<b>Public Transportation- Travel Time</b>	
Tot Wrks 16+, didn't work at home	23,047		
Pop to Work Using Public Trans	2,858	Pop to Work Using Public Trans	1,888
Pop to Work Using Other Trans	20,189	Pop to Work Using Other Trans	22,567
0-30 min	11,423		
Public Trans 0-30	508		
Other Means 0-30	10,915		
30-44 min	6,555		
Public Trans 30-44	994		
Other Means 30-44	5,561		
45-59 mins	2,150		
Public Trans 45-59	326		
Other Means 45-59	1,824		
60+ min	2,919		
Public Trans 60+	1,030		
Other Means 60+	1,889		

Data prepared by the San Fernando Valley Economic Research Center, California State University, Northridge, from Census and other data series maintained by the Center.

**Private Sector Employment 2001**

NAICS	Average Employment	Total Payroll	Pay per Worker	# of Employers
23 Construction	302	\$9,288,759	\$30,724	42
31 Manufacturing	451	\$8,043,117	\$17,854	20
32 Wood Product Manufacturing	15	\$453,795	\$29,595	5
33 Primary Metal Manufacturing	740	\$25,587,099	\$34,597	36
42 Wholesale Trade	470	\$13,524,242	\$28,785	35
44 Retail Trade	1,125	\$24,866,909	\$22,107	97
Sporting Goods, Hobby, Book and Music				
45 Stores	598	\$10,656,094	\$17,812	17
48 Transporting and Warehousing	43	\$1,077,100	\$25,097	10
49 Postal Service	D	D	D	D
51 Information	116	\$2,181,341	\$18,845	6
52 Finance and Insurance	166	\$6,048,626	\$36,492	19
53 Real Estate and Rental Leasing	280	\$6,554,004	\$23,414	41
Professional, Scientific, and Technical				
54 Services	134	\$2,303,782	\$17,192	23
Management of Companies and				
55 Enterprises	D	D	D	D
Administrative and Support and Waste				
56 Management and Remediation Services	649	\$11,702,109	\$18,026	35
61 Educational Services	D	D	D	D
62 Health Care and Social Assistance	3,881	\$151,416,966	\$39,018	101
71 Arts, Entertainment, and Recreation	110	\$1,849,297	\$16,825	8
72 Accommodation and Food Services	1,006	\$12,373,445	\$12,303	64
Other Services (except Public				
81 Administration)	216	\$4,041,756	\$18,734	48
<b>Total</b>	<b>10,384</b>	<b>\$295,374,802</b>	<b>\$28,445</b>	<b>610</b>

D= Disclosure (4 or Less Employers)

2000		2001	
<b>Business Size</b>		<b>Business Size</b>	
1-10 employees	379	1-10 employees	376
11-20 employees	58	11-20 employees	57
21-30 employees	34	21-30 employees	31
31-40 employees	19	31-40 employees	17
41-50 employees	9	41-50 employees	12
51-100 employees	20	51-100 employees	21
101-250 employees	7	101-250 employees	7
250-500 employees	5	250-500 employees	4
> 500 employees	2	> 500 employees	3
	1		
<b>Total</b>	<b>534</b>	<b>Total</b>	<b>528</b>

Data prepared by the San Fernando Valley Economic Research Center, California State University, Northridge, from Census and other data series maintained by the Center.





# CHAPTER III

## EXISTING CONDITIONS & OPPORTUNITIES



Van Nuys Boulevard is primarily “strip commercial” and lacks compactness and visual appeal of a healthy town center. Van Nuys Boulevard and adjacent streets lack the visual amenities for an exciting town center such as good landscaping, graphic control of signs and historic buildings

Yet with all this traffic, as one walks the area, there is a feeling of emptiness. Why this feeling? Basically, few people are seen walking. Van Nuys Boulevard in this area can be classified as pedestrian unfriendly. One explanation of this phenomena is observe the empty office buildings. High-rise structures shuttered, closed, and unfortunately, not aging gracefully. Some stores, instead of having show windows exhibiting their wares, exhibit blank walls that discourage window shopping and encourage graffiti. Entries to shops and stores for the most part do not face Van Nuys Boulevard, nor can they even be seen from Van Nuys Boulevard. Entries to these shops are in the rear close to parking. The physically-deteriorated commercial core is lacking in strong retail anchors or strong generators of pedestrian activity in commercial centers. Between a lack of appropriate landscaping and streetscape there is a void of visual stimulation. There is an unattractive visual entry from the south as well as from the north along Van Nuys Boulevard.

The primary problems of the Panorama City commercial area are its declining role due to other San Fernando Valley competition and the

blighted environmental conditions found throughout this commercial area. Various commercial “centers” along Van Nuys Boulevard are not integrated as part of a town center. Other factors that contribute to substandard conditions include:

- lack of definition between surrounding residential, commercial, and industrial areas
- low density commercial development along Van Nuys Boulevard in areas with a potential for growth and development, particularly where it intersects with Roscoe Boulevard, Chase Avenue, and Parthenia Street
- Deterioration of buildings
- Vacancies
- Lack of wide range of activities and services normally associated with a town center
- Traffic congestion and speed
- Areas of vacant parcels located in potential development areas

The photos attached to this chapter depict characteristics of the area. Specific buildings and their locations are shown on an aerial photo provided by the Los Angeles City Planning Department.

## Projects in Process, Opportunities

There are a number of proposed and approved projects for the area that will have a positive impact and offer an exciting opportunity to begin the revitalization effort. The projects include:

- Plaza Del Valle, second phase
- High School #3
- District Fire Station and Training Facilities
- Police Facility
- Street Tree Division Replanting Project
- MTA Metro Rapid Bus Line
- LADOT Traffic Circle Study at Van Nuys and Parthenia Street

The Community Design Overlay District prepared by the City of Los Angeles Planning Department and illustrated by the urban design study include opportunities for:

- Design linkages, i.e., arbors and awnings
- Architectural requirements and constraints
- Landscaping and parking lots
- Signage conditions and guidelines
- Coordination and extension of Street Tree Division’s Replacing Project
- Integration of MTA’s bus stop design
- Coordination with Bureau of Street Services’ crosswalk enhancement program
- Public signage program in coordination with LADOT
- LADOT pedestrianization improvements

Taking advantage of these opportunities can provide a framework for the revitalization efforts outlined in this report: to create a town center to serve the needs of Panorama City and surrounding areas.



Vacated, damaged 13-story building at Van Nuys Boulevard and Titus Street.

View looking south along Van Nuys Boulevard toward The Plant. There is an apparent lack of pedestrian activity along the sidewalks and a lack of streetscape – landscaping.



INSERT BLANK PAGE FOR FOLD-OUT

COLOR





An example of poor streetscape, billboards, utility lines overwhelming the one-story commercial facilities.



The blank building facade of Panorama M Pedestrian activity can be reintroduced along Nuys Boulevard with a new streetscape including kiosks, benches, street lighting, landscaping, street furniture.





Existing commercial area at the northwest corner of Van Nuys and Roscoe Boulevard.



This is an opportunity for a pedestrian walkway connecting commercial facilities on both sides of Van Nuys Boulevard.

Lack of landscaping and pedestrian paths within the surface parking at The Plant.



Example of out-of-scale signage at entry to The Plant.

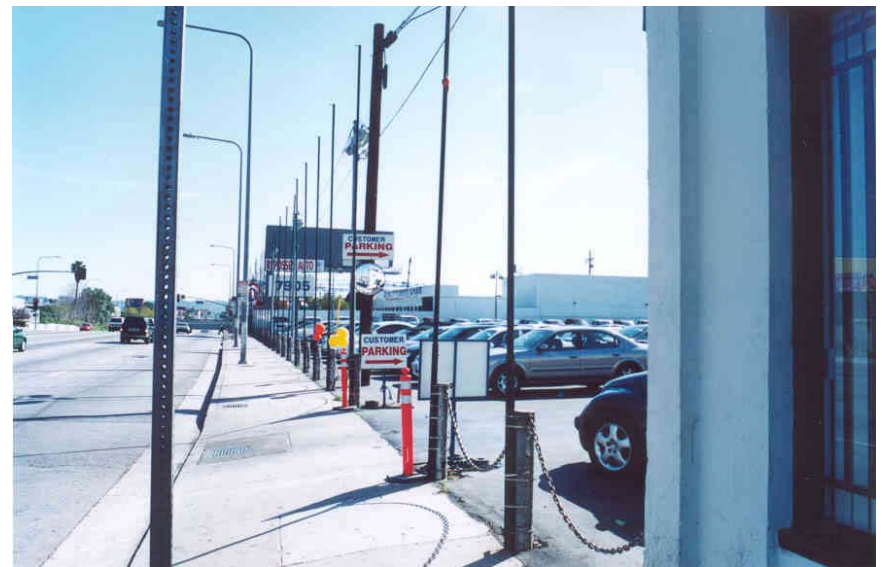




There is a need for unifying, colorful landscaping along Van Nuys Boulevard, including opportunities in the median strip.

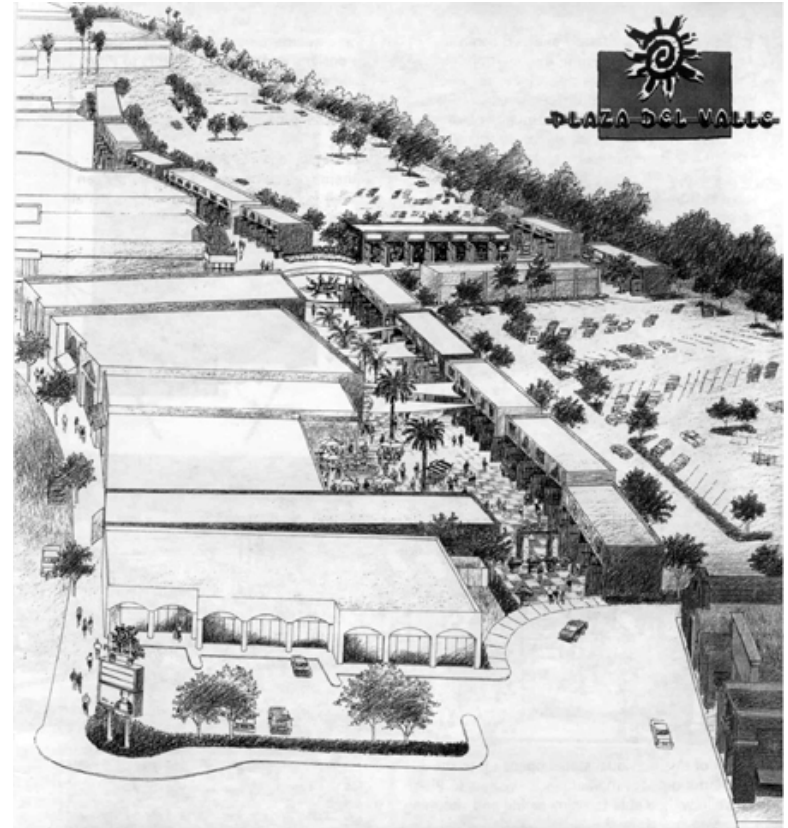


Billboards, power poles, lack of landscaping clutter the streetscape along Van Nuys south of Blythe Street.

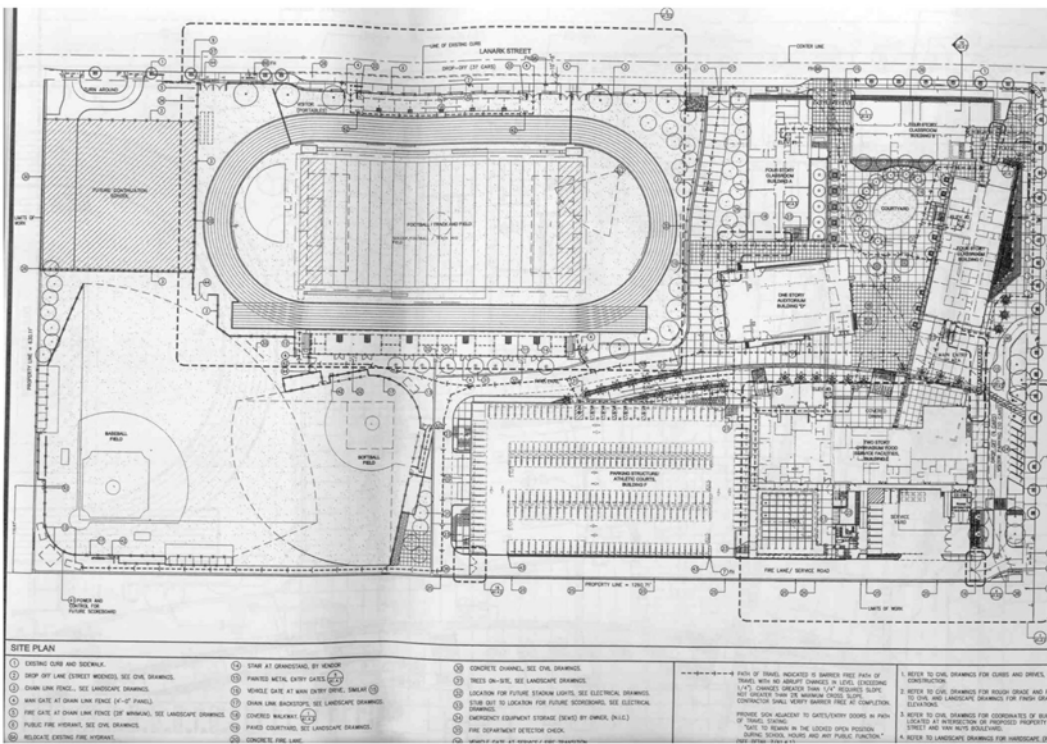




Plaza Del Valle in its current construction. There is an opportunity to provide fountains, sculptures, additional landscaping, outdoor restaurant seating areas, and kiosks to encourage additional pedestrian traffic.



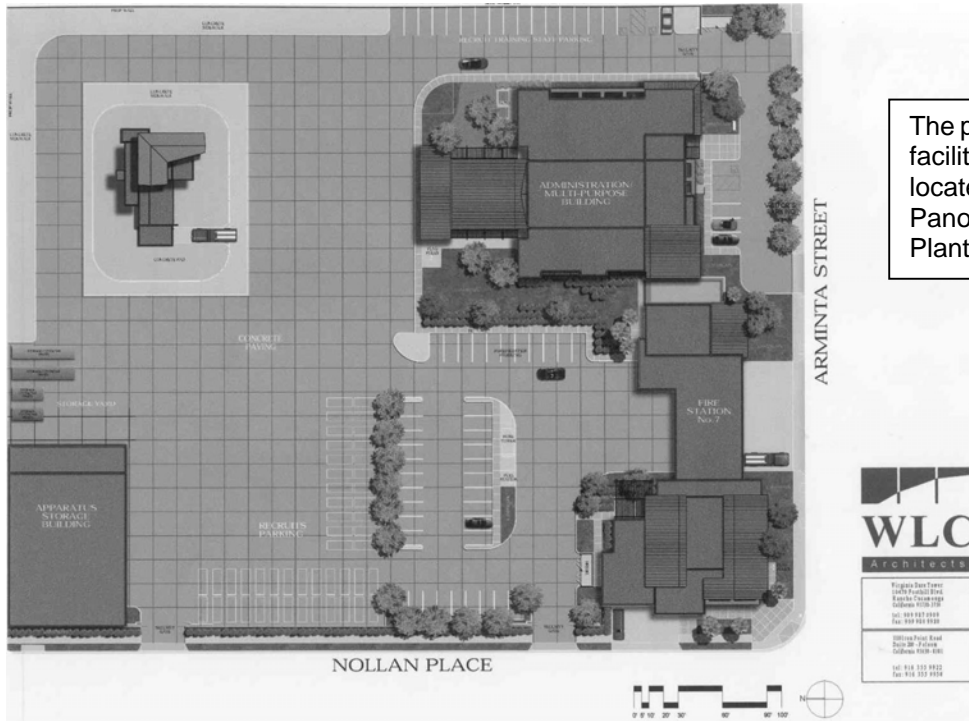
The area south of Plaza Del Valle can be transformed into a large gathering place for visitors and shoppers. A plaza connecting Plaza Del Valle to Van Nuys Boulevard pedestrian walkways can house events including farmers market, craft shows, musical events. Fountains, sculptures, music, seating, and landscaping can enhance the plaza setting.



Site plan prepared by WWCOT Architects illustrates the proposed high school #3 to be constructed on the grounds of the former Carnation plant and adjacent commercial properties (see attached data sheet). To the south of the proposed high school an industrial shops building is proposed by the Urban Design Assistance Team. The facility could be sponsored by the automotive industry to include high school training in welding, woodshop, mechanics, metal shop, computers, and related subjects. Also south of the proposed high school are proposed garden plots available to the community and a teaching facility for high school and elementary school students in gardening and landscaping.

Site for new high school on former Carnation plant site.





The proposed fire station, administration and training facilities, as per site plan prepared by WLC, is to be located at Arminta Street and Nollan Place, Panorama City. The site is south of the existing The Plant shopping facility.

Existing six-story building at the southwest corner of Roscoe and Van Nuys Boulevards is vacant but can be part of the proposed office park.



The poor sidewalk condition should be repaired in accordance with the landscape and streetscape plans.



**Lack of Landscape** – however, there is an opportunity to link this facility as part of a larger retail-office complex.

# CHAPTER IV

## URBAN DESIGN GOALS & OBJECTIVES



### Goals

The goals of the Panorama City UDAT study within the context of the City of Los Angeles General Plan Framework (adopted in 1993 and affirmed in 2001) are:

- (1) To erase blight, develop under-utilized land.
- (2) Increase building occupancy.
- (3) Create job and economic opportunities.
- (4) To protect single-family neighborhoods.
- (5) To direct new housing along transit corridors.
- (6) To focus urban development to neglected in-fill areas.

### Plan Objectives

- (1) Realize the maximum potential for Panorama City business district and adjacent residential area.
- (2) Guide future public and private investments so as to achieve the maximum benefit from each expenditure.

- (3) Stimulate investments in new building and rebuilding in accordance with the concept plan.
- (4) Lead to the creation of a central area environment that is not only economically realistic but which is also safe, efficient, and esthetically pleasing: an environment that will function as the town center for Panorama City and for the San Fernando Valley.
- (5) Encourage investments that are in keeping with commercial and industrial productivity and the city's tax base.
- (6) Recognize the special circulatory needs of auto, service, parking, and pedestrian areas.
- (7) Improve the public transportation elements now in use by strategically locating bus stop shelters and transit use facilities linking the surrounding residential areas.
- (8) Create an environment to encourage pedestrian links to all areas within the study area.
- (9) Prepare an implementation strategy that should be a phased development in order to efficiently coordinate public and private expenditures.



# CHAPTER V

## THE URBAN DESIGN CONCEPT



The colored fold-out map attached to this chapter illustrates the comprehensive urban design concept for the core area of Panorama City. The total area within the study area is 280.4 acres, spanning a distance of 1.33 miles in length. 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 as defined by our study:

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

Van Nuys Boulevard, which is today a main business artery, will continue in its role as the dominant commercial access for the central core of Panorama City, with access to all existing and proposed civic uses, including retail, office, museums, adjacent residential, proposed hotel, high school, and governmental. Off-street parking is strategically located to the east and west of Van Nuys Boulevard, within the office-shopping complexes accessible from the surrounding areas or into sites

for the new buildings.

### **North Commercial District**

*(Boundaries range from Parthenia Street in the north to Chase Street on the south.)*

The northern gateway to the Panorama commercial district, 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 team 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.

The County of Los Angeles has entered into negotiations with a developer for 135,000 square feet of building office space and parking for a design-build lease at 8500 Van Nuys Boulevard (presently an existing skating rink on a 52,000 square foot site), with option to buy, to house the Departments of Children and Family Services, Health Services, Mental Health Services, Probation and Public Social Services.

South of the proposed traffic circle and east of Van Nuys Boulevard is the newly-constructed Plaza Del Valle, a pedestrian oriented shopping mall designed as a small Mexican village street. It is aligned on one side with small stall shops and on the other side backs into existing Van Nuys retail establishments. The plaza or mall area has the potential of



becoming a focus for community events. A review of the architectural plans prepared for the development of Plaza Del Valle indicates that to date the development is incomplete, lacking the architectural features, signage, landscaping, and street furniture envisioned by the architects. Entrances to Plaza Del Valle are neither prominent nor noticeable from Chase Street or Van Nuys Boulevard. The team recommends working with developers of Plaza Del Valle to complete their project to harmonize with the suggested changes in this area to further develop and strengthen this portion of Van Nuys Boulevard. A visually significant gathering area can be achieved by introducing a public farmers' market at the northeast corner of Chase Street and Van Nuys Boulevard. Within this plaza can be fountains and seating areas to serve as a gathering place for the farmers' market or for celebrations and to serve as a meeting place for visitors and the surrounding residents. Artist loft housing (with small workshops on the first level) is proposed on the eastern-most edge of Plaza Del Valle.

The North Commercial District is primarily characterized by a celebration of a Latino cultural, historic past – signified by the presence of Plaza Del Valle.

### **Central Commercial District**

*(Boundaries range from Chase Street in the north to Lanark Street in the south.)*

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 sealed off visual and physical access some years ago, and today 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. These amenities would be placed adjacent to existing buildings on public walks under cantilevered overhangs and can complement the village-bazaar atmosphere of Plaza Del Valle. The proposed landscape plan along the proposed Van Nuys

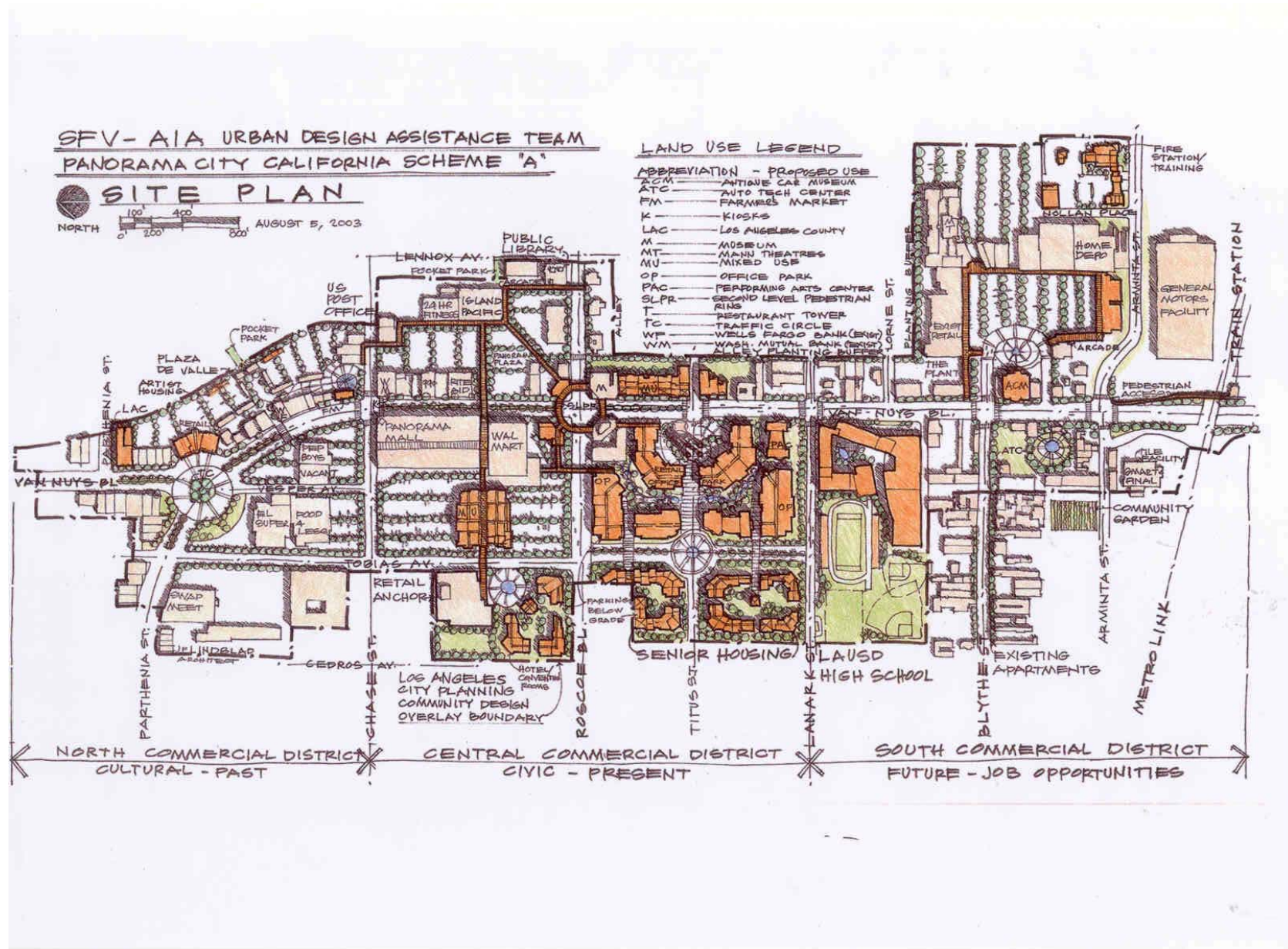
Boulevard pedestrian link will also enhance the proposed pedestrian street furniture.

The vacant Montgomery Ward building, which has a potential as a future retail anchor, could be connected to and reinforce the introduction of a new shopping arcade (with housing on three levels above and parking below ground level composing a mixed-use building complex). This area is connected to Van Nuys Boulevard through a pedestrian walkway with a proposed crosswalk linking the western area with the Panorama Plaza buildings on the east side as a tree-lined pedestrian arcade. The junction of this proposed pedestrian link occurs at the Filipino-themed shops and Island Pacific Supermarket joins the U.S. Post Office on Chase Street (to the north) with the city public library on Roscoe Boulevard (on the south), as well as a proposed new retail anchor west of Panorama Mall/Wal-Mart. The integrated network of tree-lined pedestrian arcades will enable people to browse, amble, and shop with little or no interruption by the present overwhelming vehicular traffic.

The heart of the central commercial district will be the intersection of Roscoe and Van Nuys boulevards. Currently, the area is consumed by vast acres of parking lots and underutilized industrial and smaller, isolated office buildings (including the long-vacant, structurally damaged 13-story Panorama Towers.) The southwest quadrant is envisioned as senior housing and 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 elements attractive to visitors and workers alike. The office park is seen as drawing major sectors such as medical research, high tech, the film industry and a performing arts center. The scenic backdrop features a sweeping, panoramic vista of jagged mountainous profiles on the horizon. Across Roscoe Boulevard from the proposed office park, are mixed residential/commercial facilities and a proposed hotel/convention center - located north of Roscoe Boulevard - together serving as a portal and east-west beacon to the revitalized Panorama City central business district. The hotel/convention center has a vehicular drop-off circle frequented by the

City DASH small transit jitney/shuttle system.

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

One critical step in the revitalization program for Panorama City is the provision of attractive and convenient pedestrian access ways. The pedestrian access ways as proposed on the concept plan are for illustrative purposes only and their precise locations and design characteristics must be evaluated and determined in subsequent detailed studies on the basis of the following factors:

- convenience, attractiveness and effectiveness
- availability of land
- existing building conditions

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 southern edge of the Panorama Plaza shops, to Panorama Mall/Wal-Mart, to the existing, 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 Roscoe/Van Nuys intersection is a major bus change intersection of six different routes. The bridging removes the pedestrian from ground level dominance, noise, and the distraction of vehicular traffic. The Central Commercial District best reflects the components of self-contained, highly urbanized, civic-oriented, sustainable community.

### **South Commercial District**

*(Boundaries range from Lanark Street in the north to the Metrolink at Keswick Street in the south.)*

Immediately south of the proposed office park and senior housing, on the former Carnation Building site, Los Angeles Unified School District has undertaken construction of a 2,000 pupil high school scheduled for completion in 2005. Educational opportunities that lie to the north of the

high school are high tech and medical in nature. South of the proposed high school, on the west side of Van Nuys Boulevard, the businesses are automotive related. 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 proposed community garden would be constructed near the high school, offering both students and the community opportunities to plant vegetables, fruits, and flowers in a back-to-nature enterprise.

The Plant is located on the east side of Van Nuys Boulevard, across from the proposed high school. This shopping center was built in the late 1990s, replacing most of the General Motors tract. The Plant is primarily designed as strip commercial, surrounding extensive surface parking (again, mimicking the Panorama Plaza and Panorama Mall), closing off visual and physical access to Van Nuys Boulevard. Out-sized, car ornament-resembling signage, taller than billboards are suggested to be redesigned to create visually coherent, attractive entrances. The concept plan envisions the public sidewalks connecting with tree-lined pedestrian arcade pathways, tying together the entire quadrangle of buildings (completed by a new retail building), including the theater complex. This could 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. A new vehicular drop-off at The Plant is proposed with frequent DASH linkage to nearby MetroLink to serve students from the high school and workers employed by The Plant.

To the south of The Plant, General Motors Powertrain facility is the last remnant of the General Motors assembly buildings closed during the economic slide of the early 1990s. To enhance the connection between this facility, the existing automotive sales, and the entry to The Plant, a museum of antique and specialty cars is proposed. The educational/trade/retail employment opportunities, with a hint of the past automotive economic anchor, complete with historic nostalgia, could transform the cloud of blight (exemplified in Panorama City by vacant and condemned

buildings, sparsely used land, and the local tragedies of Blythe Street gang life) into a catalyst and paradigm for a sustainable, mixed-use, pedestrian-g geared urban development. The proposed police, fire training and fire station facilities to be located south of The Plant will also bring added economic vitality to the area.

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 position the Panorama City logo and signage. This logo can be attached to the overpass, visible to all who travel north along Van Nuys Boulevard. Additional logos indicating entry into Panorama City would be positioned at the north circular drive at Parthenia Street and Van Nuys Boulevard, as well as the proposed sculpture/monument to be located within the office park southwest of the intersection of Roscoe and Van Nuys boulevards. Adding a pedestrian access bridge spanning the rail tracks will unify and link the MetroLink with The Plant, vehicular drop-off and high school to the whole of the Panorama City Commercial Area.

The South Commercial District exemplifies educational and related employment keys required for future community growth.

### **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.

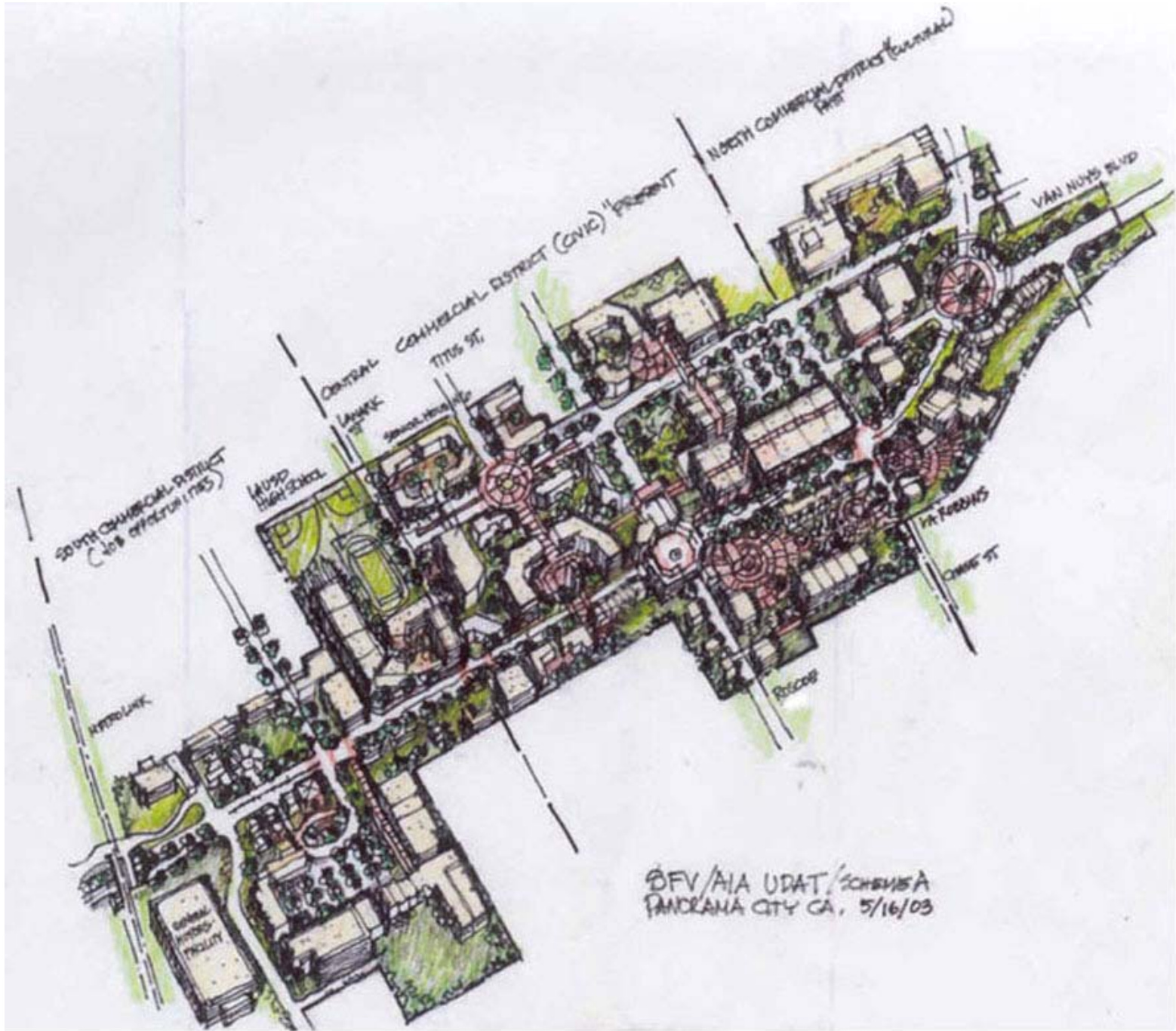
### **Off-Street Parking**

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. It is envisioned that the parking structures will serve a combination of shoppers, employees, and visitors and, to the extent possible, be publicly owned and operated.

### **Development Potentials**

In order to explore fully the development potentials of the central commercial area of Panorama City, and to permit an unrestricted and imaginative approach to a variety of design possibilities, early in the design study the urban design assistance team developed several alternative planning concepts based on field reconnaissance and the planning objectives defined in this report. As the team presents its design concepts to the general public, proposed developers, city officials, and others for review and discussion, it is the UDAT participants' intent to incorporate the comments of these public meetings into a more refined, final conceptual plan. To assist in the communication to the general public, the plan will be included in the American Institute of Architects' website, as well as published a technical report.

This final concept suggests a broad range of development possibilities. The eventual usefulness of the plan depends on the enthusiastic acceptance of the development challenges by the community. Community leadership and vision will drive the implementation of this concept plan.





NORTH COMMERCIAL DISTRICT  
CULTURAL - PAST

CENTRAL COMMERCIAL DISTRICT  
CIVIC - PRESENT

SOUTH COMMERCIAL DISTRICT  
FUTURE - JOB OPPORTUNITIES

JULY 2, 2003  
J. PAUL LINDBLAD

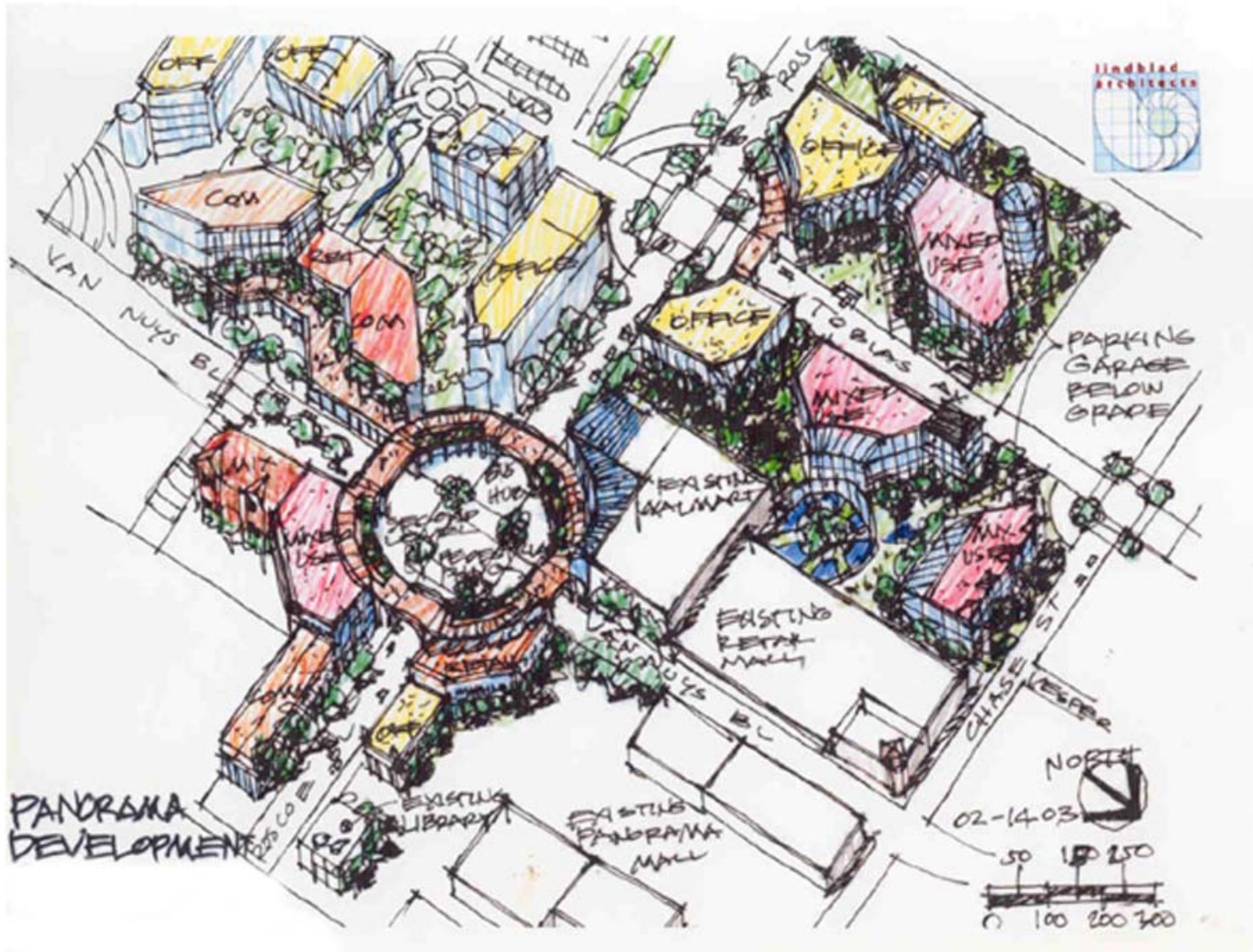
SEV-AIA UDAT SCHEME "A"  
PANORAMA CITY CALIFORNIA

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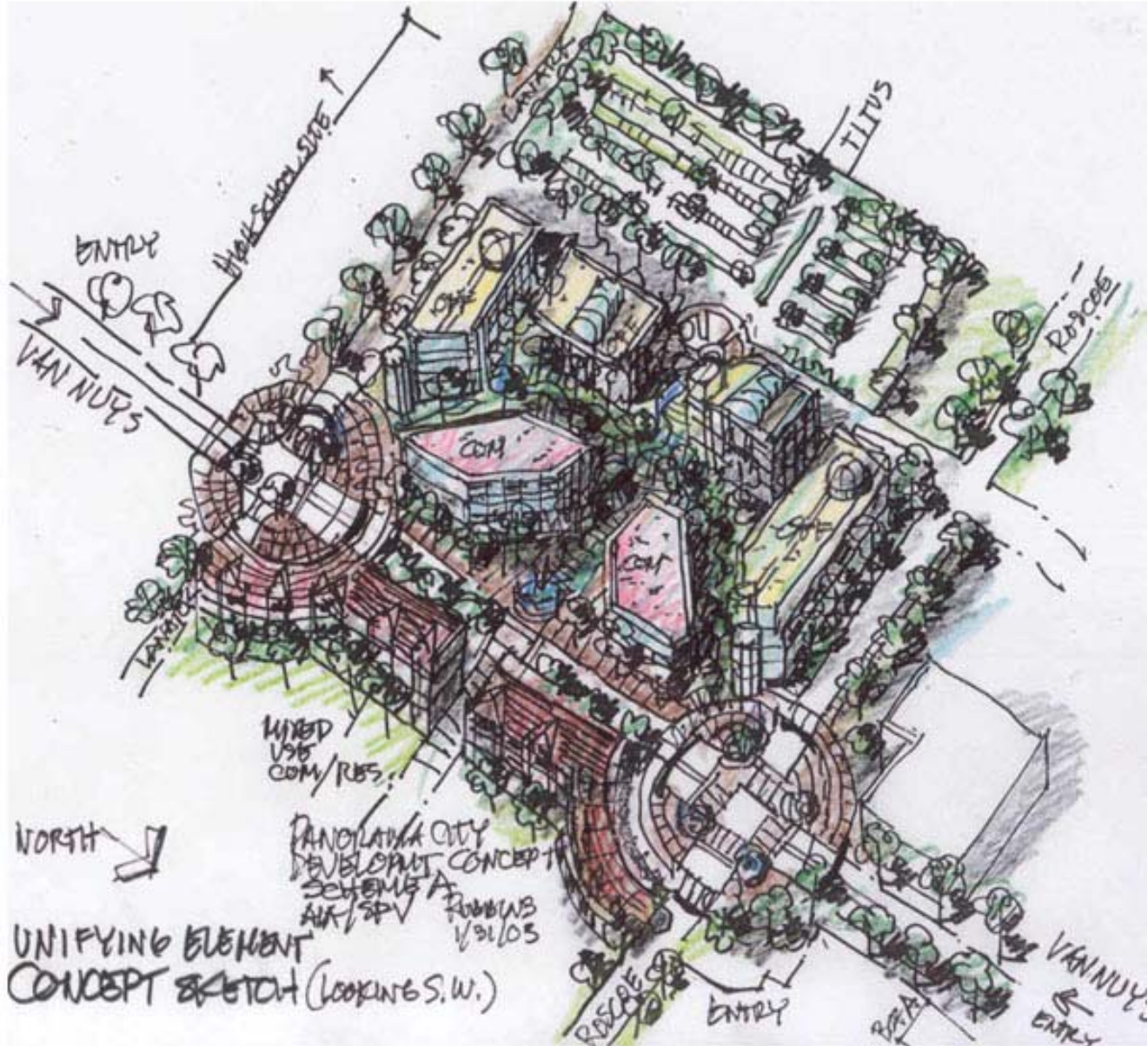
NORTH



The hub at Van Nuys Boulevard and Roscoe Boulevard linking the four corners. Existing and proposed buildings provided in a setting that would attract pedestrian activities, including shopping, offices, residential (mixed use), museum, library, etc.; integrating the streetscape with interior open spaces, fountains, seating, sculpture.



The office park south of Roscoe Boulevard as conceived with ground level and second level pedestrian links to both sides of the streets. Note proposed high school site south of the office park.



# CHAPTER VI

## DESIGN CONCEPT DETAILS



### Urban Amenities

The Panorama City area grouping of the three commercial districts 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.

A re-energized Panorama City can serve as a model of “urban village” that will serve as a model for the Los Angeles’ growth that accommodates the surge and influx of new population – not at the expense of commercial versus residential areas but through the adoption of sustainable mixed use balances of housing, retail and civic uses for visiting, living, working, recreation and shopping.

### Basic Elements of Proposed Concept Plan

The enclosed drawings and photographs taken from other areas illustrate

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.

Each district in the plan is seen as having a distinct theme, from the Latino influences in the historic North District to the multi-cultural, urban, civic Central District to the South District’s focus on educational and employment opportunities for future growth. The concept is

essentially a series of systems: circulation and parking systems to bring visitors, employees, and residents to the town center and store their vehicles; a pedestrian system of attractive plazas and walkways to encourage visitors, residents, and employees to continue their journey once inside the town center; and a series of activity centers offering interesting, pleasant, and unusual sights and goods.

### **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

These amenities would add to the atmosphere as a gathering place, a truly urban place to meet, walk, and relax. Within the various plazas, office, and residential courtyards are proposed fountains, seating areas, and sculpture.

A stage for fiestas, concerts, art shows, farmers' market, and other outdoor events appropriate to the city's cultural tradition will be located in the area south of the Plaza Del Valle.

The street furniture program would be reviewed and approved by the Los

Angeles City Council and monitored by the city through the Bureau of Street Services. The coordinated street furniture program would encourage and enhance increased private development as part of the beautification of the Panorama City Town Center.

### **Comprehensive Landscape Plan**

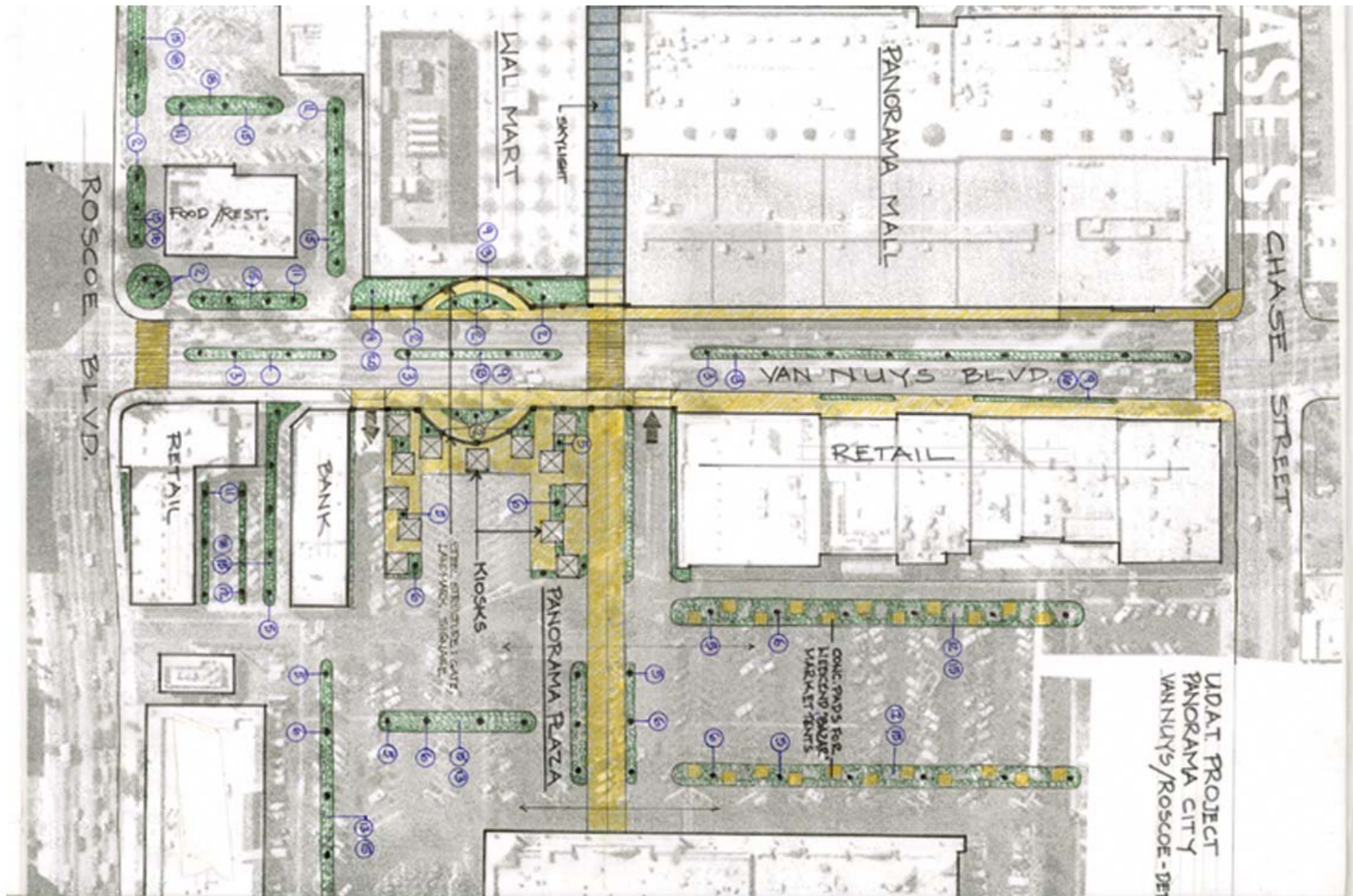
A comprehensive landscape plan, primarily along Van Nuys Boulevard with appropriate landscape suggestions along adjacent streets and parking areas, forms an important component of the concept plan. The landscape plan illustrates a variety of trees, shrubs, and flowers that can be added to and/or replace the existing landscape features. The landscape 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.

## **Exterior Signs and Sign-Support Structures**

For the most part, signs within the Panorama City study area are out of character and incompatible with their surroundings. Many signs are too large, in need of repair, and out of character with the nearby visual environment that will be part of the area's upgrading as a result of the implementation of the concept plan. The design, construction, and installation of signs should not interfere with traffic safety, and the signs should be compatible with their surroundings. There is a relationship between the size of the sign, its legibility/readability, and its visibility.. The goal is to replace some signs with those that don't dominate the visual appearance of the area. The sign design should be an integral component of the rehabilitation of existing buildings and the design of new buildings' facilities. Signage should be based on the Design Guidelines as part of the Community Design Overlay District.



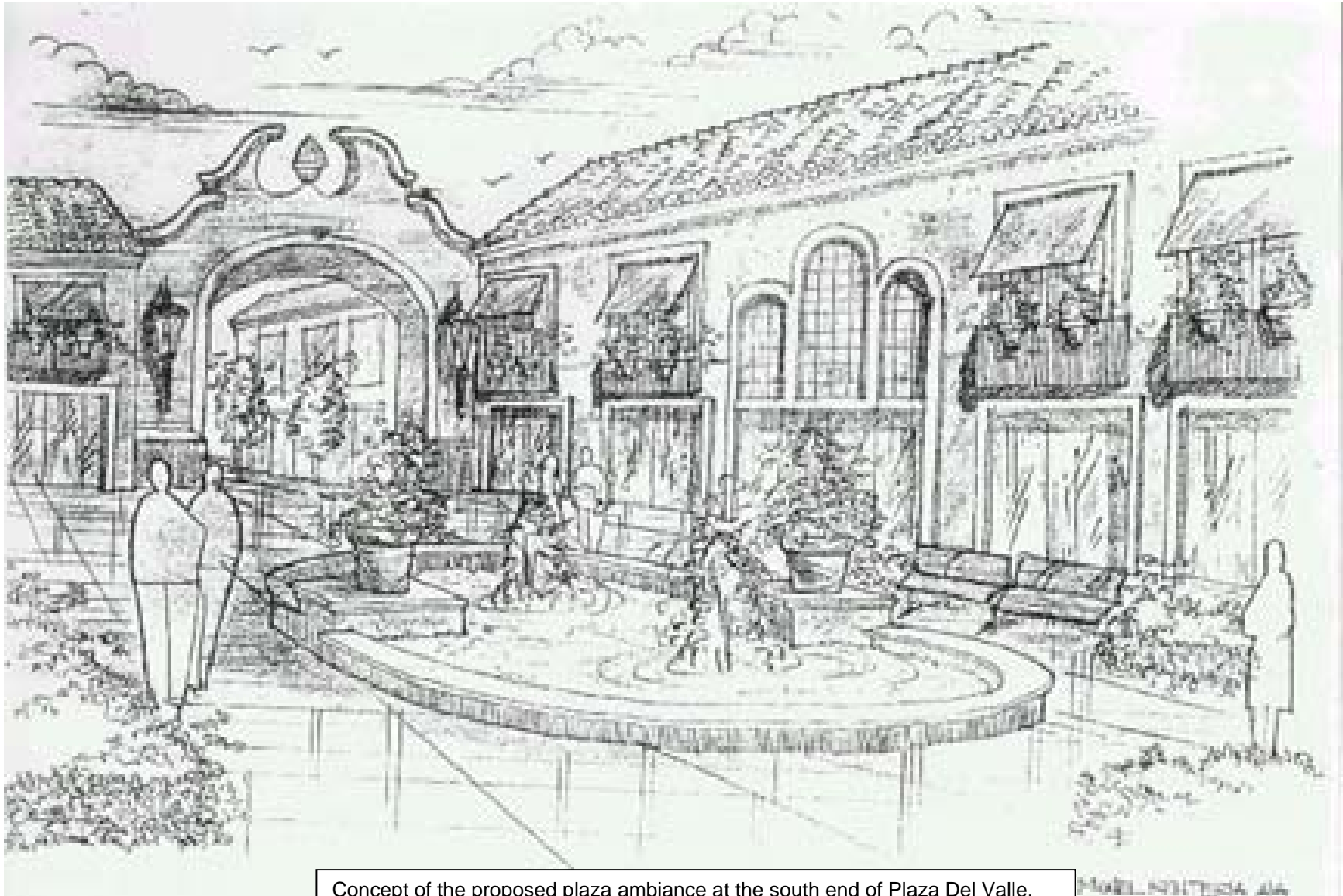
Landscape plan detail including kiosk locations, pedestrian links across Van Nuys Boulevard and plant identification.

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Concept of the proposed plaza ambiance at the south end of Plaza Del Valle.

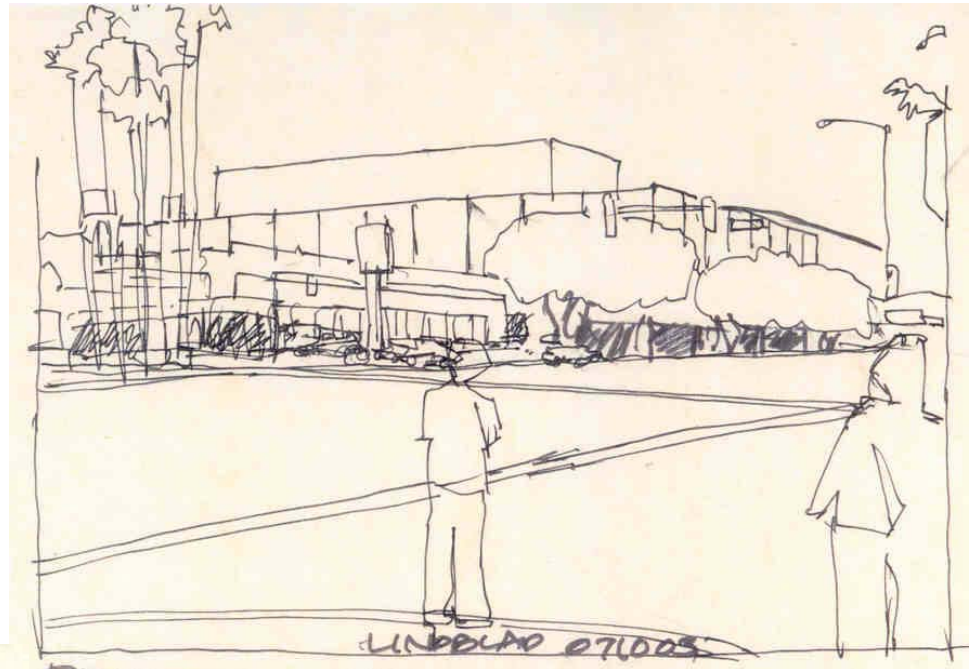


Within Plaza Del Valle an outdoor restaurant space can create an attractive setting.

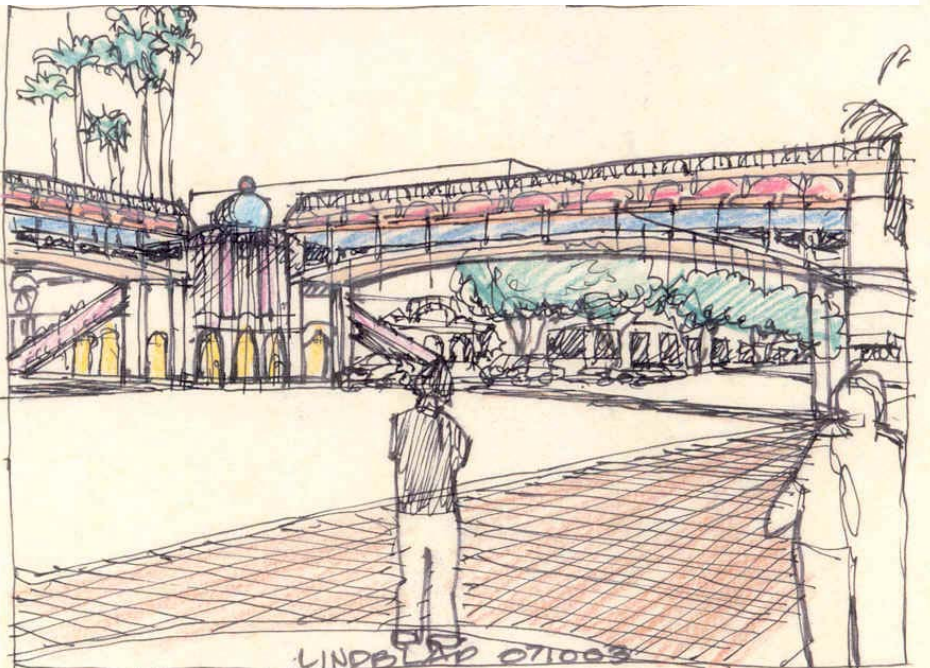


An example of mixed commercial and residential in a sketch drawn by Larry Robbins, AIA. This type of mixed use could be the type appropriate for the Panorama City revitalization program. The east side of Van Nuys Boulevard, south of Roscoe Boulevard, and the proposed museum is a suggested location for this type of facility.

Sketches prepared by J. Paul Lindblad, AIA Architect.



BEFORE: Wal-Mart,  
Roscoe Boulevard at  
Van Nuys Boulevard.



AFTER: Second Level  
Pedestrian Bridge,  
Roscoe Boulevard at  
Van Nuys Boulevard.

Seating areas with shade structures and outdoor restaurant facilities would attract visitors, workers, and residents. Commercial facilities available.



Landscaping, awnings, and sidewalk paving can be elements of the proposed streetscape. Example taken from El Paseo in Palm Desert, CA.

Example of access to a pedestrian bridge and the bridging of buildings is taken from the Glendale Market, Glendale, California.

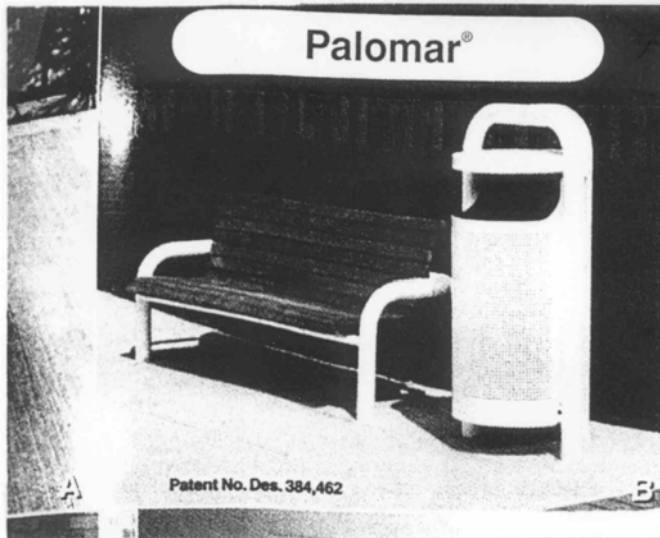


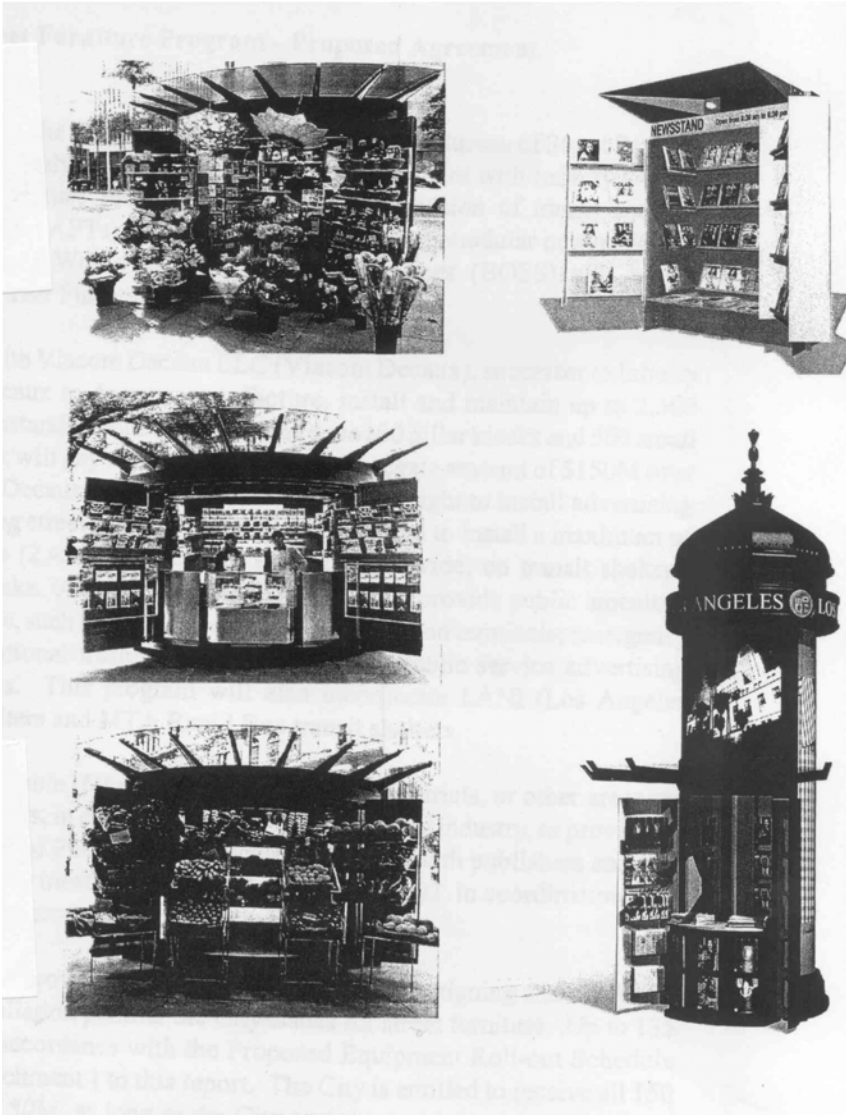
Pedestrian bridge connecting second level at Westside Pavilion at Pico Boulevard and Westwood Boulevard, Los Angeles.

Grove Mall (3<sup>rd</sup> Street) illustrates the means to enliven the sidewalk areas linking various components of the commercial core in Panorama City.



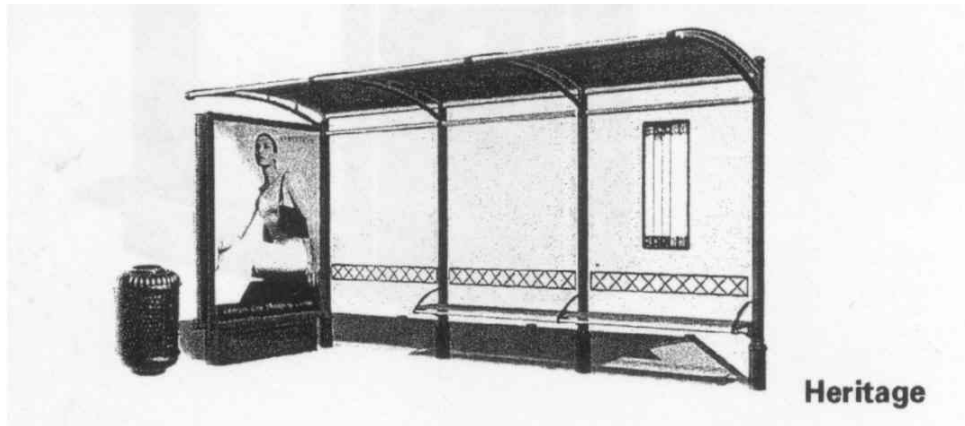
Seating, bicycle racks, benches, and trash disposal are available from manufacturers.





Kiosk structures of various types are possible as part of overall streetscape improvements by public/private arrangements; the kiosks are available through Viacom-Decaux.

A bus shelter design such as depicted would be an asset at the busy intersection of Van Nuys and Roscoe Boulevards, as well as at other related bus stops; available through Viacom-Decaux.







**CLOCKS**

Campbellsville clocks give that special service to communities throughout the country, whether in towers, in street corners, or on buildings. From one to four dials can be driven from central motor or separate motors—all synchronously driven. Remains accurate with fan motor let you keep correct time.

Titanium or aluminum dials, choice of numerals, variety of styles—all from Campbellsville. Complete construction details and wiring diagrams provided by our technicians.

*Morris Cooper Center  
Parapony, N.J.*



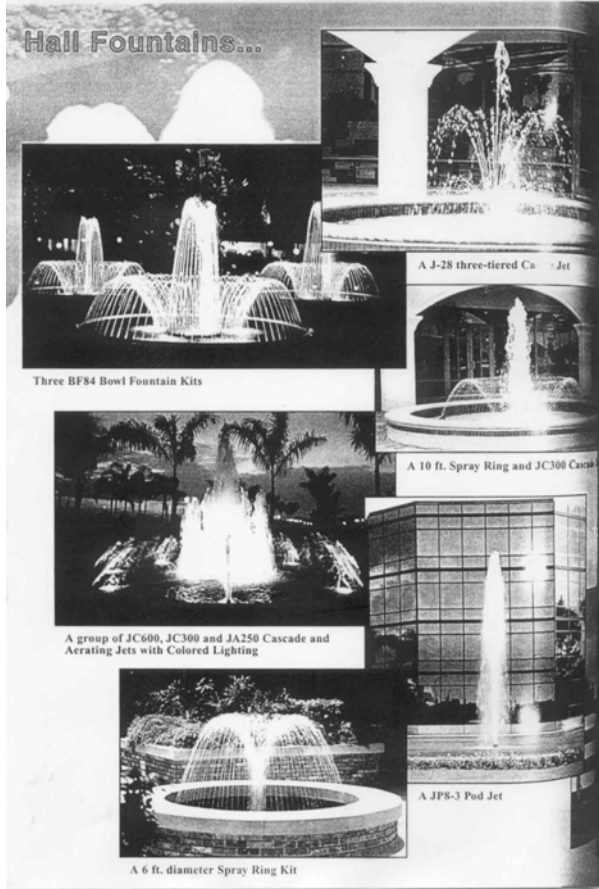
*University of Louisville  
Louisville, KY*



*University Clock Tower  
in Oklahoma*



*Pinefield Raceway  
Pinefield, N.J.*



A clock tower such as illustrated can be introduced within the proposed Van Nuys Boulevard and Parthenia Street traffic circle or within the proposed office/retail complex at Roscoe and Van Nuys boulevards (southwest quadrant). Available through Campbellsville Industries, Inc.

Fountains, pools, and sculpture add to the attraction to the area, not only at public places (i.e., traffic circle proposed at Parthenia Street) but also within the proposed office park area and other areas; available through Hall Fountains.



The median strip on Van Nuys Boulevard can be landscaped not only with trees but with flowers and sculpture. Example taken from El Paseo, Palm Desert, CA.

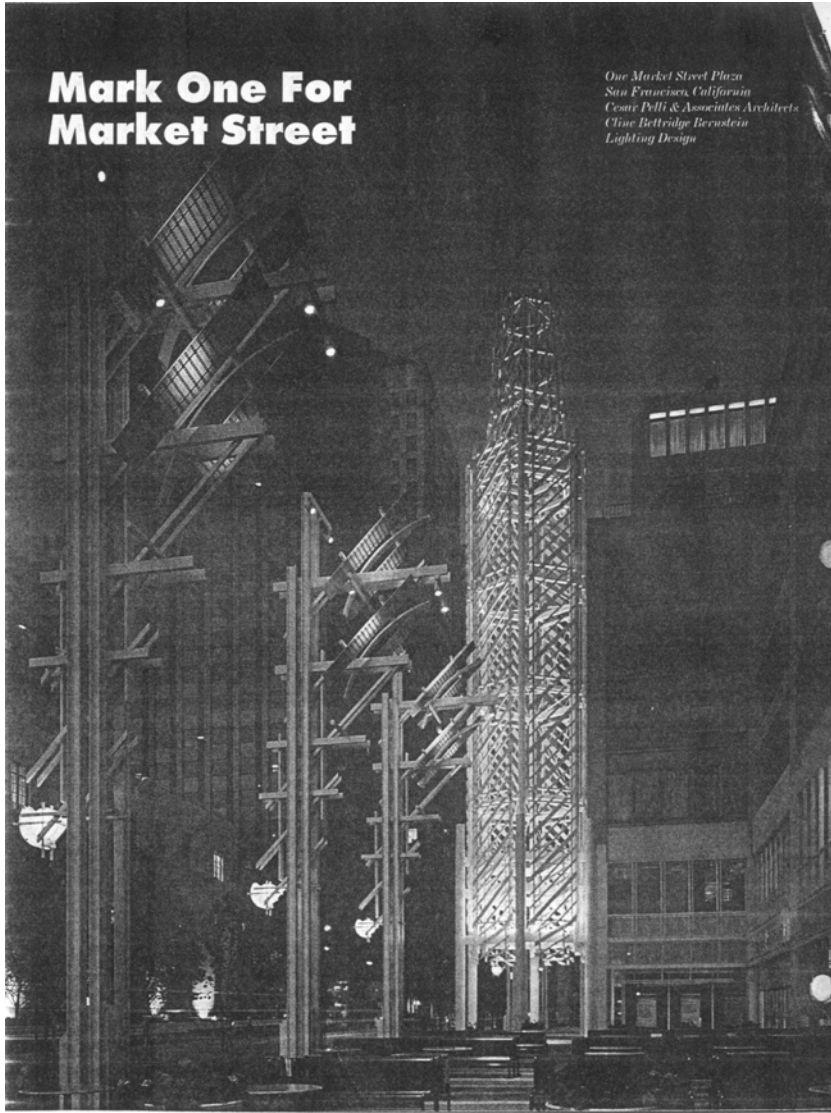


Possible telephone booth installation as part of the street furniture; example noted at Grove Mall.



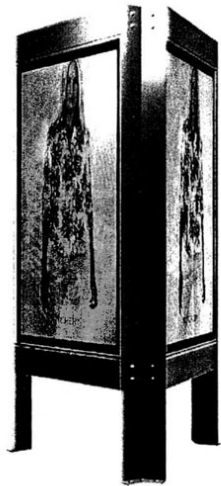
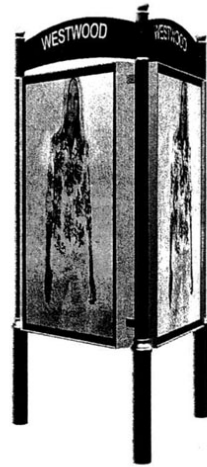
An example of an information structure that can add variety and interest to a street scene; similar to structures provided by Viacom Decaux.

An example of an architectural monument that can identify entry into Panorama City or provide a monument within the office park. The example is taken from One Market Street Plaza, San Francisco, CA.





Awnings, recessed storefront entries, and canopies are suggested. Note the possibilities for altering the existing streetscape by adding such amenities as depicted in Palm Desert, El Paseo street scene.



Signs can be part of the architecture or sculpture.

Signs as a means of communication are suggested. The above are suggested types, as proposed by Viacom Decaux.



Kiosks can add to the retail opportunities and pedestrian activities, particularly in the proposed north commercial district along Van Nuys Boulevard. Example taken courtesy of Grove Mall.



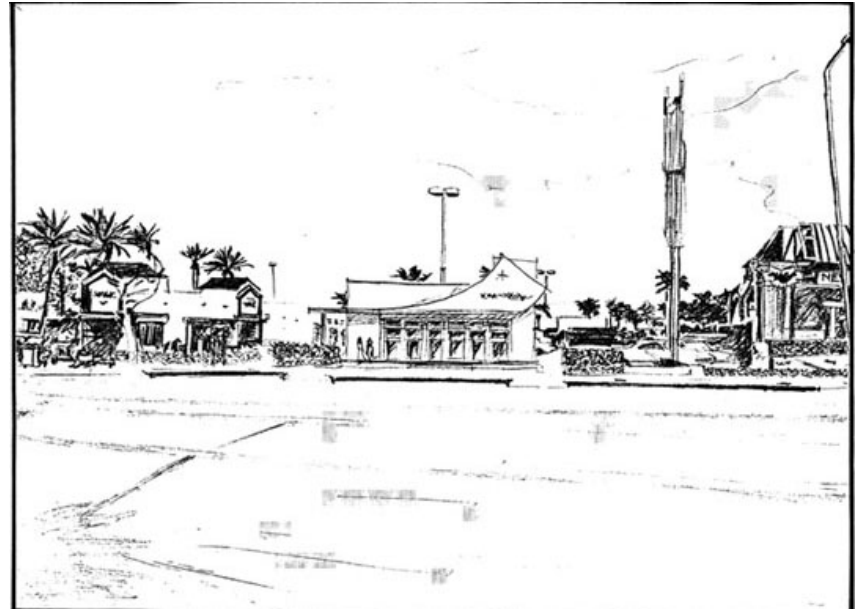
The following four pages illustrate sketches of before-after prepared by architecture students at Pierce College; Larry Robbins, AIA, instructor.

## The Plant



### BEFORE

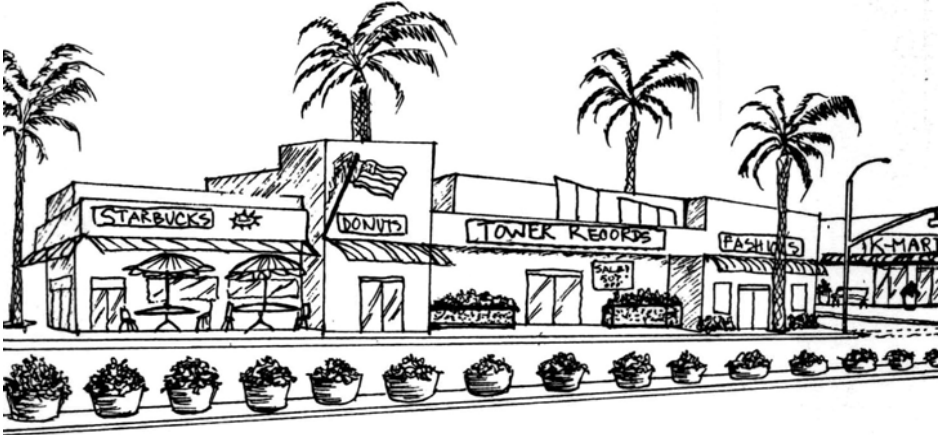
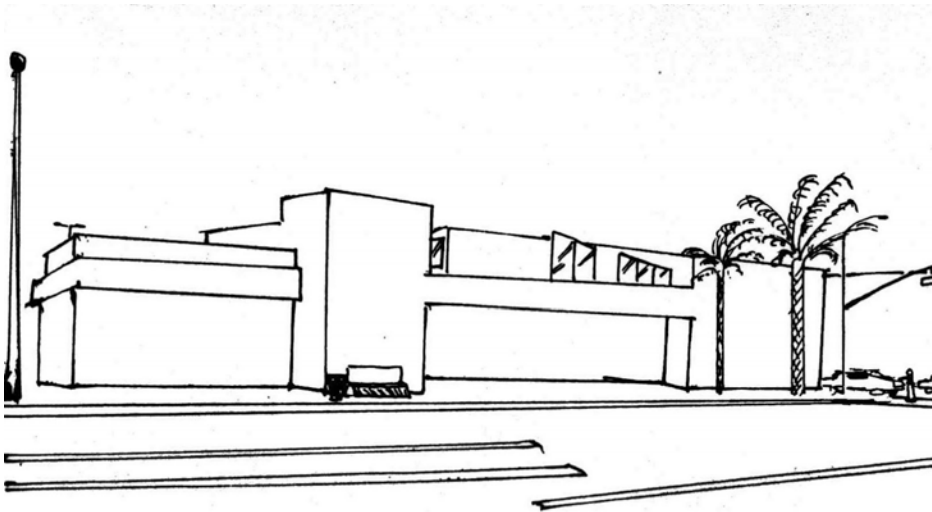
Kim, Eun Bee  
Arch 10 (spring Semester), Pierce College  
5/23/03, Drawing #2



### AFTER

Dat Yu H  
Arch 10, Pierce College  
6/16/03, Submittal #8

**Van Nuys Boulevard and Roscoe Boulevard  
Northeast Corner**



**BEFORE**

Leili Azizi  
Arch 10, Pierce College  
5/30/03

**AFTER**

Leili Azizi  
Arch 10, Pierce College  
5/30/03





This sketch by an architectural student at Pierce College illustrates the existing blank walls of Panorama Mall and building set-back of Wal-Mart. This area could include the addition of kiosks and street vendors as part of a "farmer's market" atmosphere.

## **BEFORE**

Jorge Medrano  
Arch 10, Pierce College  
5/30/03, Spring Semester

## Van Nuys Boulevard & Blythe Street



BEFORE



Philippa Klessig

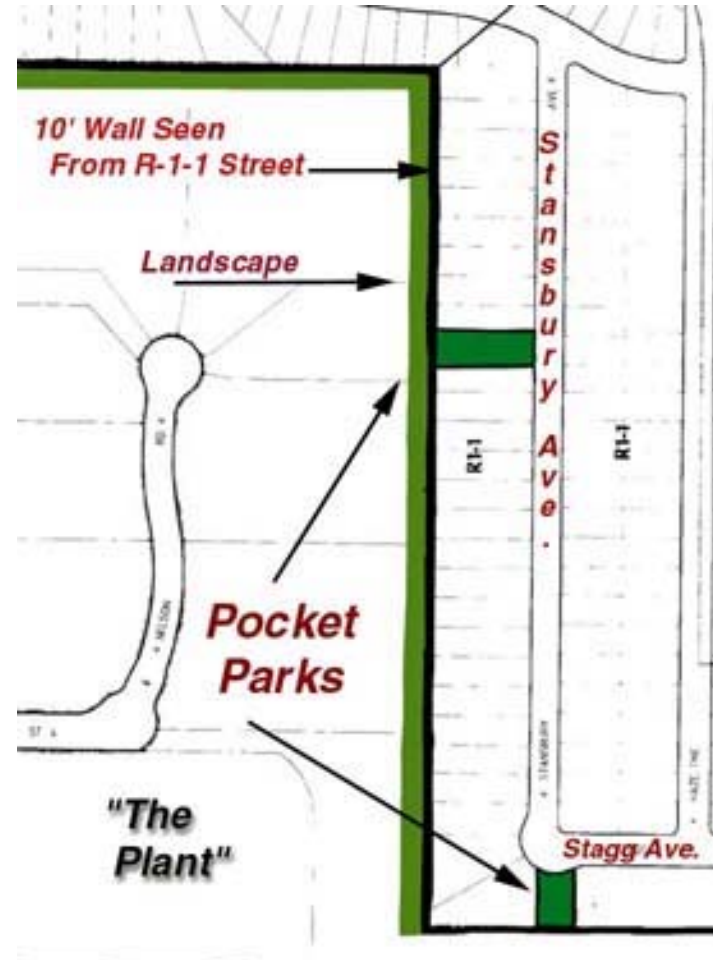
Philippa Klessig  
Arch 10, Pierce College  
Spring Semester



Student sketches illustrate before and after conditions in the area depicted by the photograph.

## Proposed Commercial – Residential Edges

The task of this study is to examine design potentials where commercial use abuts residential use focusing on alleys, fences, buildings, and parks.



*BEFORE*

Examples of  
current structures  
and parking lots





cial



**AFTER**  
 Potentially building a ten-foot wall adjacent to residences as well as using plants as a buffer between the two zones.



*AFTER*

Using **greenbelts** & landscaping to create a more beautiful and inviting environment...

...and **pocket parks** to foster a sense of community.



## Housing Ideas

The task is to examine housing as a buffer between commercial and residential uses, and as an integrated element within commercial use.

- A. Artist living and work spaces
  - 1. New Construction – 2 parking spaces per unit with unlimited unit size per Code Section – 12.27 I 21 and 12.13 A 2(a) (27)
  - 2. Existing – Conversion from:
    - a. Warehouse Use
    - b. Other – Strip Mall or Store
- B. Mixed Use (i.e. Residential over Commercial), New or Adaptive reuse of Office Warehouse, Store, or Strip Mall
  - 1. Senior Citizens
  - 2. Low End
  - 3. Other



**BEFORE**

No transition between commercial and residential areas





# CHAPTER VII

## TRANSPORTATION LINKS



### VEHICULAR CIRCULATION & PARKING

#### Access to the Central Core Area

Panorama City central core area is accessible from the Ventura Freeway (101) on the south, the 405 Freeway on the west, and the Hollywood Freeway (170) and the 5 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.

The attached 24 Hour Traffic Volume Count charts prepared by the City of Los Angeles, Department of Transportation (1991) illustrate the vehicular traffic congestion at the intersection of Van Nuys and Roscoe boulevards in Panorama City.

The traffic volume on Roscoe Boulevard at Van Nuys Boulevard, both east and westbound, varied from 46,538 to 47,442 vehicles per 24 hour total. The traffic volume on Van Nuys Boulevard at Roscoe Boulevard, both north and south, varied from 37,673 to 38,248 vehicles per 24-hour total. Most likely the traffic volume at this intersection has only increased over the past decade.

The introduction of pedestrian bridges, separating pedestrian and vehicular traffic at Roscoe and Van Nuys boulevards, will allow pedestrian accessibility to commercial, institutional, and residential facilities on both sides of the streets. There is a growing trend in cities throughout the United States to resolve vehicular and pedestrian conflicts with the introduction of second-level pedestrian bridges. Examples in Westwood and downtown Los Angeles indicate the growing trend.

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:

- Eliminate on-street parking on Van Nuys and Roscoe Boulevards to allow for traffic to flow efficiently.
- 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 streets.
- Provide increased Metrobus and Dash line service within the surrounding community. (See Concept Plan.)

## **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 serve 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, to and from 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 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. (See photographs for proposed sites.)

### **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. A Metro Rapid Bus service would be implemented on Reseda and Sepulveda Boulevards This is in addition to the planned Van Nuys Boulevard road routes. Phase Two improvements include physical improvements that will improve bus speed and enhance passenger capacity along Van Nuys and Sepulveda Boulevards. 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.

24 HOUR TRAFFIC VOLUME  
CITY OF LOS ANGELES  
DEPARTMENT OF TRANSPORTATION

LOCATION: VAN NUYS BL AT ROSCOE BL (7524064070 01)

DATE: 09-26-91

DAY OF WEEK: Thursday

DESCRIPTION: 2 0 49 49 5 5

DOT DISTRICT: EV

HOUR BEGIN	NORTH BOUND					HOUR TOTAL	SOUTH BOUND					HOUR TOTAL	TOTAL
	0-15	15-30	30-45	45-60	0-15		15-30	30-45	45-60				
12 AM	55	52	35	30	172	33	43	28	29	133	305		
1 AM	13	28	34	22	97	27	16	14	25	82	179		
2 AM	24	18	18	8	68	34	22	19	21	96	164		
3 AM	20	12	12	18	62	12	8	18	13	51	113		
4 AM	16	16	21	30	83	20	13	17	32	82	165		
5 AM	32	40	86	73	231	56	74	107	177	414	645		
6 AM	100	96	138	137	471	231	130	149	238	748	1219		
7 AM	150	183	211	197	741	289	324	379	416	1408	2149		
8 AM	198	189	214	198	799	440	425	367	340	1572	2371		
9 AM	211	235	236	287	969	316	225	257	234	1032	2001		
10 AM	281	278	301	300	1160	249	247	259	254	1009	2169		
11 AM	333	289	352	341	1315	260	255	253	275	1043	2358		
12 PM	359	327	322	313	1321	239	260	250	265	1014	2335		
1 PM	273	285	321	304	1183	280	255	218	249	1002	2185		
2 PM	310	292	419	504	1525	223	273	256	247	999	2524		
3 PM	426	412	387	404	1629	275	257	258	283	1073	2702		
4 PM	361	362	424	355	1502	281	268	278	292	1119	2621		
5 PM	423	437	451	377	1688	246	271	266	271	1054	2742		
6 PM	403	342	351	285	1381	306	295	248	278	1127	2508		
7 PM	303	291	263	238	1095	248	244	207	190	889	1984		
8 PM	241	228	192	178	839	171	164	128	130	593	1432		
9 PM	212	177	221	175	785	152	154	144	146	596	1381		
10 PM	132	118	135	78	463	112	116	103	60	391	854		
11 PM	93	69	138	71	371	53	49	49	45	196	567		

6 HOUR TOTAL (7-10 AM; 3-6 PM) 7328 7258 14586

16 HOUR TOTAL (6 AM - 10 PM) 18403 16278 34681

24 HOUR TOTAL 19950 17723 37673

PEAK HOURS

NORTH BOUND			SOUTH BOUND		BOTH DIRECTIONS	
HOUR BEGINNING	VOLUME		HOUR BEGINNING	VOLUME	HOUR BEGINNING	VOLUME
AM 11:15	1341		7:30	1660	7:30	2455
PM 2:30	1761		5:30	1138	2:30	2796

FLN: 092699.TRF

22 83

24 HOUR TRAFFIC VOLUME  
CITY OF LOS ANGELES  
DEPARTMENT OF TRANSPORTATION

LOCATION: ROSCOE BL AT VAN NUYS BL (6407075240 02)

DATE: 08-20-91

DAY OF WEEK: Tuesday

DESCRIPTION: 2 0 48 49 5 5

DOT DISTRICT: EV

HOUR BEGIN	EAST BOUND					HOUR TOTAL	WEST BOUND					HOUR TOTAL	TOTAL
	0-15	15-30	30-45	45-60			0-15	15-30	30-45	45-60			
12 AM	94	59	60	42	255	88	104	63	60	315	570		
1 AM	29	45	42	26	142	50	41	50	38	179	321		
2 AM	38	26	33	30	127	27	35	34	26	122	249		
3 AM	21	17	36	25	99	30	32	37	14	113	212		
4 AM	31	38	68	72	209	24	34	28	50	136	345		
5 AM	111	180	220	229	740	60	85	154	191	490	1230		
6 AM	178	220	318	277	993	118	186	232	300	836	1829		
7 AM	356	370	393	377	1496	293	283	354	406	1336	2832		
8 AM	352	374	335	324	1385	400	365	345	309	1419	2804		
9 AM	272	313	279	289	1153	303	286	293	276	1158	2311		
10 AM	301	300	290	308	1199	349	310	304	347	1310	2509		
11 AM	309	320	326	307	1262	334	313	331	345	1323	2585		
12 PM	322	315	322	303	1262	322	346	388	345	1401	2663		
1 PM	324	301	331	305	1261	361	347	358	317	1383	2644		
2 PM	328	301	323	350	1302	353	354	341	375	1423	2725		
3 PM	347	319	370	331	1367	370	374	390	448	1582	2949		
4 PM	336	350	386	387	1459	450	419	417	452	1738	3197		
5 PM	366	409	384	365	1524	434	437	487	469	1827	3351		
6 PM	335	352	327	303	1317	457	411	428	366	1662	2979		
7 PM	263	311	260	283	1117	357	346	338	334	1375	2492		
8 PM	276	248	233	211	968	298	324	261	256	1139	2107		
9 PM	196	192	188	148	724	238	238	203	183	862	1586		
10 PM	133	158	148	110	549	161	164	142	130	597	1146		
11 PM	112	111	106	88	417	118	135	120	112	485	902		

6 HOUR TOTAL (7-10 AM; 3-6 PM) 8384 9060 17444

16 HOUR TOTAL (6 AM - 10 PM) 19789 21774 41563

24 HOUR TOTAL 22327 24211 46538

PEAK HOURS

EAST BOUND			WEST BOUND		BOTH DIRECTIONS	
HOUR BEGINNING	VOLUME		HOUR BEGINNING	VOLUME	HOUR BEGINNING	VOLUME
AM 7:00	1496		7:30	1525	7:30	3021
PM 4:30	1548		5:15	1850	4:45	3356

FLN: 082091.TRF

18 56

Transit hub and Metrolink station can provide an important transportation link to the commercial center.

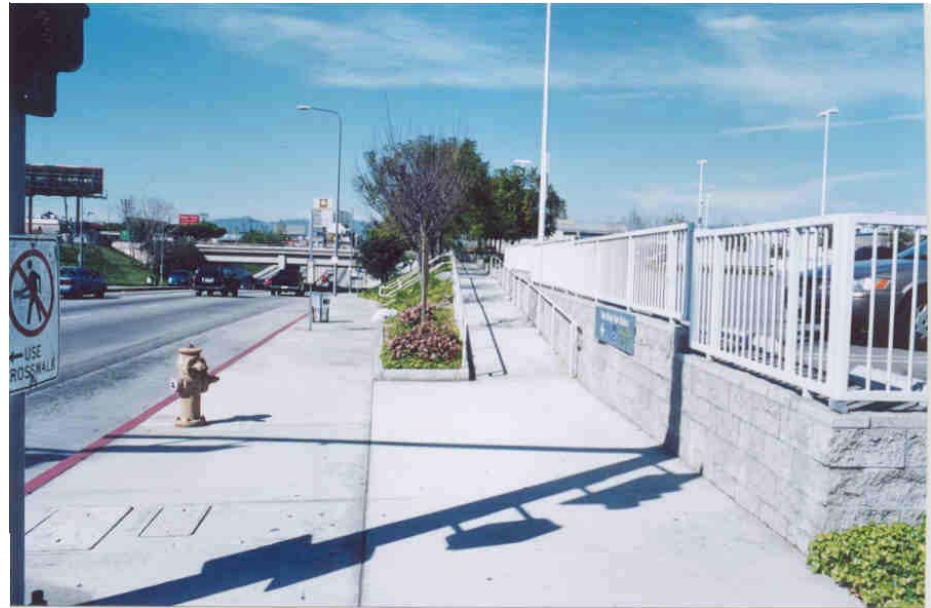


Possible pedestrian link to Van Nuys Boulevard, north of the Metrolink station.





A pedestrian ramp constructed from across from the Metrolink tracks parallel to Van Nuys Boulevard, terminating at Arminta Street. The ramp would be similar to the one shown on the photo.



# CHAPTER VIII

## SEISMIC, SOILS & STRUCTURAL CONSIDERATIONS



This chapter was prepared by Arnold Bookbinder, Structural Engineer, with technical information provided by David Murray of Earth Systems Southern California of Van Nuys, California.

1. To limit excessive settlement, potential cracks in exterior walls, damage to roofing materials, windows, etc., an independent site specific Geotechnical Engineering Report for each separate site is recommended. The site specific Geotechnical Report should identify unsuitable, albeit not very deep, non-engineered fill, that is commonly encountered at each specific site scheduled for redevelopment.

2. Native soils throughout the area consist predominately of loose to medium dense silty sand, medium to stiff sand, and clayey silts (SM, SW and ML soil types per the Unified Soil Classification System). Prior soil profile data obtained within the subject area indicate a Soil Profile Type of SD as the most appropriate soil profile for design of building foundations. Seismic design parameters are presented in the following tables.

### 1997 Uniform Building Code (UBC) Seismic Parameters

				<u>Reference</u>
Seismic Zone:		4		Figure 16-2
Seismic Zone Factor:	Z	0.4		Table 16-1
Soil Profile Type:	S <sub>D</sub>			Table 16-J
Closest Distance to Known Seismic Source:		5.1	Km = 3.2 miles	
Near Source Factor:	N <sub>a</sub>	1.00		Table 16-S
Near Source Factor:	N <sub>v</sub>	1.20		Table 16-T
Seismic Coefficient:	C <sub>a</sub>	0.44	=0.44N <sub>a</sub>	Table 16-Q
Seismic Coefficient:	C <sub>v</sub>	0.76	-0.64N <sub>v</sub>	Table 16-R
Closest Significant Seismic Fault Source:		Verdugo		
To:		0.14 sec		
Ts:		0.70 sec		

**2000 International Building Code (IBC)  
Seismic Parameters**

Seismic Category:	D	Table 1613.3(1)
Site Class:	D	Table 1615.1.1
Latitude:	34.221 N	
Longitude:	-118.449 W	

**Maximum Considered Earthquake (MCE) Ground Motion**

Short Period Spectral Response:	S <sub>s</sub>	1.65 g	Figure 1615(3)
1 second Spectral Response	S <sub>1</sub>	0.60 g	Figure 1615(4)
Site Coefficient	F <sub>a</sub>	1.00	Table 1615.1.2(1)
Site Coefficient	F <sub>v</sub>	1.50	Table 1615.1.2(2)
	S <sub>MC</sub>	1.65 g	= F <sub>a</sub> * S <sub>s</sub>
	S <sub>mi</sub>	0.90 g	= F <sub>v</sub> * S <sub>1</sub>

**Design Earthquake Ground Motion**

Short Period Spectral Response:	S <sub>ds</sub>	1.10 g	= 2/3 * S <sub>MS</sub>
1 second Spectral Response	S <sub>p1</sub>	0.60 g	= 2/3 * S <sub>MI</sub>
	T <sub>o</sub>	0.11 sec	= 0.2 * S <sub>d1</sub> / S <sub>DS</sub>
	T <sub>s</sub>	0.54 sec	= S <sub>D1</sub> / S <sub>DS</sub>

3. The Geotechnical Engineering Report should include recommendations for limiting excessive movement and cracks in concrete slabs on grade because of native clay soils in the immediate area. Also, near surface soils should be tested for pH, resistivity and conductivity as well as a variety of cations and anions, including soluble sulfates, even though sulfate content is generally considered to be in the "negligible" to "moderate" range per LABC Table 19A-4. Soil test results pertaining to the corrosivity or reactivity to various construction materials, such as reinforced concrete, below grade piping, etc. may

require interpretation from a Corrosive Engineer. Pending the completion of the independent site specific Geotechnical Report, reinforced concrete slabs on grade should be anticipated to be approximately 5" in thickness and reinforced with #4 @ 16" each way, underlain with a 4" to 6" gravel or crushed rock sub base.

4. Geologic hazards that affect buildings in the subject area include seismic shaking and other earthquake related hazards. Active earthquake faults in the immediate vicinity have not been identified. Therefore, the potential for active fault rupture is considered to be low, even though fault rupture would most likely occur along previously established, or other new or unknown fault locations. Although the area is not located within a known "fault rupture hazard zone," it is located in an active seismic region where large numbers of earthquakes are recorded each year. Specific fault locations, less than 10 miles in distance include:

- a) Verdugo - 3.2 miles distant
- b) Northridge (E. Oak Ridge) - 4.6 miles distant
- c) Sierra Madre (San Fernando) - 5.0 miles distant
- d) Hollywood - 7.3 miles distant
- e) Santa Susana - 7.4 miles distant
- f) Santa Monica - 8.3 miles distant
- g) Sierra Madre - 9.5 miles distant

The estimated design earthquake for the immediate area may be considered to be a 6.7 magnitude event. The horizontal design seismic acceleration may be estimated to be 0.6g. Vertical acceleration may approximate two-thirds of the horizontal acceleration.

5. Secondary seismic hazards related to ground shaking include liquefaction, ground deformation and areola subsidence. Tsunamis and seiches hazard are not considered very likely. Liquefaction of soils in excess of 50 feet below grade has a minimal impact on structures at the surface. Furthermore, given the fact that soils in this area are unlikely to liquefy during a significant seismic event, seismic induced settlements



and ground disturbance are not expected. Vertical ground settlement may occur as a result of loose unsaturated soils that may become identified during seismic motions. The independent site specific Geotechnical Report would be expected to assess the potential for vertical ground settlement. Since the subject area is relatively flat, potential hazards from slope instability, landslide and debris flows are considered negligible. Vertical ground stability, settlement and/or movement from man made slope and cut excavations should also be included in the Geotechnical Report.

6. Localized flooding from normal rainfall or severed water supply lines should be considered on a specific site by site basis. Each property will be required to provide positive rainstorm moisture drainage to the public street, and be directed away from building foundations.

7. Foundation type and foundation design criteria, i.e., actual footing depth, width and minimum reinforcement steel requirements for continuous and isolated footings should be stated in the site specific Geotechnical Report, depending on the type of building to be erected on any specific site. Generally, loose upper soils will require removal and recompaction of 2 to 6 feet of the native soil below the base of the building foundations. The depth of removal and recompaction of soil below the foundation is usually based on the compressibility of the existing site native soil.

8. Single family residential, multi unit residential at grade, and partial subterranean and industrial/commercial buildings may be supported on conventional shallow spread foundation or mat foundations.

9. Relatively light structures, i.e., multi unit residential/commercial construction from two to four stories over one to two levels of subterranean parking may be supported on spread foundations or mat foundations embedded into native soil at depths of 10-15 feet below grade.

10. Mid-rise structures and parking structures (ten stories maximum) with at grade or subterranean parking levels will require deep pile foundations, or an alternate type of foundation construction. Excavation of basements, where property lines restrict temporary side slopes and/or sites with natural granular soil material will require shoring and possibly full height lagging.

11. Bearing Capacity Values:

a) various thicknesses of recompacted native soils in the subject area will vary between 1500 to 3500 pounds per square foot.

b) undisturbed native soils at depths of 10-15 feet below grade will vary from 1200 to 3000 pounds per square foot.

c) continuous and isolated foundations will depend on the Expansion Index of the bearing soils, applicable section of the building code, and the requirements of the Structural Engineer.

12. Pending the site specific Geotechnical Report:

a) low rise, i.e. up to and including three story buildings, will, in all likelihood require continuous reinforced concrete foundations imbedded 18" to 24" into natural or certified compacted fill material. Depending on the materials of construction, plus the structure capacity to sustain building code live and dead loads, footing widths will vary from 18" in width to 36" in width. Continuous footings will probably require 2 - #5 continuous reinforcing bars at the top and bottom of each footing.

b) mid rise buildings, i.e., 4 story to 10 story buildings in height, constructed of reinforced concrete and/or structural steel beams and columns, will probably require the installation of reinforced concrete caissons with bells, or drilled friction piles with pile caps. These foundations will have to extend into competent foundation material. The caissons and pile lengths will probably have to extend approximately twenty-five to thirty feet into the competent foundation material.

The user of the information contained in Chapter X is hereby advised that an independent site-specific Geotechnical Report will be required for

each specific site construction project.



# CHAPTER IX

## IMPLEMENTATION STRATEGIES



There are three different strategies to implement the UDAT vision for Panorama City. The first and most desirable strategy would be through establishment of a redevelopment area. This method would provide a cohesive structure for both funding and land use elements of the proposed revitalization project. The second method of implementing the plan would be to utilize a variety of funding and land use entitlement mechanisms. The third and least desirable strategy would be that only part of the redevelopment area would be established as such. The remaining area would rely on a patchwork of mechanisms and processes to foster revitalization of the project area.

### **Establishment of Redevelopment Areas**

The establishment of a Project area within the Panorama City business district, as a blighted, predominantly urbanized area, fits the federal 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 basis 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 in selected portions of the Community Design Overlay 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.

### **Other Available Implementation Devices**

#### **Funding and Assistance Opportunities.**

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

*1. Local Funding Opportunities* -- The City of Los Angeles Community Redevelopment Agency established an Earthquake Disaster Assistance Project for various communities, including 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.

**2. 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.

**3. 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.

### **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 to permit increased density, reduced parking and loading zone requirements, and permit certain uses as of right in appropriate areas.

**1. 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.

**2. 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 12.21.3.3 permits increased height and floor area limitations in Community Redevelopment Plan areas, while 12.21.4 permits increased height and floor area limitations in

Enterprise Zones.

**3. 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.

**4. Procedural Mechanisms** – The City is currently considering amending the zoning ordinance to permit a streamlined hearing process for certain subdivision applications “of regional significance.”

In a “built environment” such as Panorama City, all projects are either remodels, additions, or replacements. Therefore, community-based concepts and plans such as the Panorama City UDAT study are necessarily long range in implementation. Thus, implementation must be adopted by some public entity that can be expected to be around for at least 10 to 20 years. The newly-created neighborhood councils appear to be an appropriate, perhaps *the* appropriate, public entity for this type of project. Nevertheless, the neighborhood councils need additional organizational structure in order to carry out such long-termed projects. Two committees appear to be critical to long-term implementation, a Concept & Policy Committee, and a Design Advisory Committee.

The purpose of the emerging Panorama City Neighborhood Council is to empower community stakeholders with a grass roots-based forum to address and resolve community issues. The Los Angeles City Planning Department will collect public testimony given at Neighborhood Council Meetings and include that testimony in the City Planning Staff Report for both policy and review purposes.

The Concept & Policy Committee (C&PC) is tasked with developing a vision for the community, presenting it and all subsequent enhancements

and modifications to the Neighborhood Council for adoption, and then seeking out and organizing the necessary public, private, and political support needed to carry out the vision. While everybody has an opinion as to how their community should develop, actually creating a comprehensive, coordinated, achievable, and broadly supported vision, or concept plan, is a massive task in itself. Securing serious commitments, normally involving significant levels of funding, is an even greater task requiring the endurance of a Tour de France bicyclist. As members of this committee are generally volunteers, they will have little or no time for any other tasks.

This brings us to the Design Advisory Committee (DAC). Individual projects must be reviewed by a committee assembled specifically to determine whether such projects conform to the intent of the concept or vision adopted by the community, and also conform to all applicable city plans and ordinances. If the project has deficiencies or violations of the concept and/or the municipal code, the DAC should be to inform the applicant of the issues and negotiate appropriate changes to the project that benefit both the community and the applicant. The DAC should coordinate its project recommendations and conclusions with the C&PC, and report them to the neighborhood council, the city council office, and the City Planning Department. Again, as the members will all be volunteers, the task of understanding and implementing the community vision by advising and negotiating to shape individual private, and even public, projects in a uniform and professional manner is a consuming task that should not be compromised with other tasks.

If these two committees can be formed under a neighborhood council, and then staffed with capable volunteers, then a great vision like the Panorama City UDAT study becomes feasible and of great value.

## **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 focal point to spur redevelopment of the larger area.

Panorama City is not an isolated place. It is part of the City of Los Angeles and as such will be part of the solution to problems 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. At present, Panorama City has the highest per-capita percentage of low-income rental housing in the San Fernando Valley. 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 makes 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.

# APPENDIX A

## PANORAMA CITY SUSTAINABLE DESIGN GUIDELINES



The Panorama City UDAT supports the goal of achieving sustainable design in the development of the proposed plan.

The U.S. Green Building Council has developed guidelines for sustainable site and building design. This organization has established benchmarks and goals that, if achieved, can reward a project with a Leadership in Energy and Environmental Design (LEED) certification.

The City of Los Angeles has adopted the LEED guidelines and has made the LEED certification process a goal of its design projects. These goals and guidelines are in keeping with the Panorama City UDAT's vision of sustainable communities. The Urban Design Assistance Team strongly urges the consideration and incorporation of these principals in the detailed implementation of the Plan. Information regarding Los Angeles City policies about LEED and sustainable design can be obtained by contacting the City's Department of Public Works, Architectural Division.

The Panorama City UDAT Plan already incorporates many of the strategies of the LEED certification for sustainable sites. These strategies include higher land-use density, Brownfield development and proximity to transportation corridors and transit stations. The encouragement of mixed-use occupancies is integral to this strategy.

In addition to sustainable site strategies, the LEED process suggests sustainable design guidelines for water efficiency, energy and atmosphere, materials and resources, and indoor environmental quality. Innovation in the design process is also rewarded in the certification process.

It is our belief that the proactive inclusion of sustainable design will enhance the quality of life in the Panorama City Plan and will create measurable improvements in building efficiencies, employee satisfaction, and building valuations. The systematic development of a sustainable model community will bring a positive synergy to the development process.



## APPENDIX B

### VOLUNTEER PARTICIPANTS' BRIEF BIOS



#### **Jerry L. Pollak, AIA, AICP, NCARB, ARCHITECT** **PROJECT COORDINATOR, UDAT – PANORAMA CITY**

- Graduate of Illinois Institute of Technology, Bachelor of Architecture Degree, 1956
- Studied with Mies van der Rohe (Architecture) and Ludwig Hilberseimer (Urban Design & Planning)
- 43 years in practice as an architect and urban planner, including 12 years with the firm of Victor Gruen Associates. Involved with a wide range of architectural projects, redevelopment, subdivisions, new towns.
- Has been licensed as an architect throughout the United States (seven states) and abroad (Israel).
- Worked on two Regional Urban Design Assistance Team (RUDAT) projects sponsored by the American Institute of Architects (national): Lansing, Michigan, and LaFayette, Louisiana.
- Participated in real estate development and construction management ( five years).
- Over 35-year member of the American Institute of Architects. Currently a member of the Board of Directors of the San Fernando Valley Chapter and chairman of the Urban Design Committee.

#### **Lawrence A. Robbins, AIA, NCARB, FARA, ARCHITECT**

- President, Robbins & Bown, Inc. Architects established in 1969.
- Bachelor of Architecture, University of Michigan 1961.
- Master of Architecture, University of Minnesota, 1966.
- 2 Years Minoru University Yamasaki, Detroit, Michigan (World Trade Center in New York)
- 6 Years Victor Gruen Associates
- 34 Years in Private Practice, receiving over 100 design awards and citations throughout the firm's history.
- Past National President (SARA) (Society of American Registered Architects)
- Past President, AIA/SFV Chapter.
- Street Scape Committee Ventura Boulevard Specific Plan.
- Founding Committee member and Chairman of the Board/Habitat for Humanity SFV Chapter.
- Instructor, Pierce College Department of Architecture.
- Guest Critic, UCLA, USC, Calif. State University, Long Beach.

## **J. Paul Lindblad, AIA, ARCHITECT**

- Principal in the firm of J. Paul Lindblad Architect in the San Fernando Valley of Los Angeles, California.
- He was educated at the University of Washington at Seattle receiving a Bachelors degree in Environmental Design with a Yearly Award for High Scholastic Achievement and a Masters degree in Architecture from Texas A & M University with an Outpatient Healthcare Facility thesis.
- He innovated a mix of services which defined Diagnostic and Treatment Outpatient Surgical Medical Centers with Magnetic Resonating Imaging Facilities as a new building type.
- He serves as co-founder of the Panorama City Neighborhood Council formation and is active in the Livable Communities Council of the Economic Alliance of the San Fernando Valley. Paul's work has included religious campus planning and revitalization of existing commercial centers to foster pedestrian friendly sustainable urban environments.
- He is a member of the American Institute of Architects, SFV Chapter, Committee on Urban Design. He was a workshop participant/presenter of Los Angeles Citywide General Plan Framework for the Van Nuys-North Sherman Oaks District.
- His projects include: Rejuvenation of the Colfax-Magnolia Commercial Corner, Aspen Ambulatory Care Diagnostic and Treatment Center, Simi Valley and the Nancy Reagan Breast Center. He has been featured in magazines such as California Centers Magazine and was a workshop participant of Paolo Soleri's energy-efficient city prototype in Arizona.
- He was a co-presenter on "Artist-Owned Live/Work Space as Catalyst for Central Business District Recovery" developing plans to reseed the historic district in downtown Los Angeles. He has taught at Woodbury University in Los Angeles, contributes to professional journal articles and has been listed in the Who's Who Registry.

## **Gus Duffy, AIA, ARCHITECT**

Gus Duffy is a 1968 Notre Dame Architecture graduate and is a registered architect in California, Colorado and Hawaii. His more than 30 years' experience as an architect have given him the opportunity to design a wide range of projects from commercial buildings to custom homes for some of Hollywood's elite. Duffy has designed at least 25% of all new homes in Beverly Hills and BelAire in the last 20 years. He is well known for his ability to adapt his clients' wishes to their particular site and to combine historic and regional styles with current technology and "old world" craftsmanship. He is a long-time AIA-SFV Board member and is Chapter President-Elect for 2004.

## **Olga Keller, DESIGNER**

Olga Keller graduated from the School of Architecture and Urbanism in Bucharest in 1967. She started working as a draftsman, with her professor, on a 1200-bed hospital project – her first exposure to a healthcare project, sparking her lifelong interest in the design of hospitals. She attended the Institute of Technology in Haifa, Israel, obtaining her Bachelor's Degree in Architecture in 1974 and her Master's Degree in 1978. In Israel, Olga worked on a wide range of projects, including hotels and institutional, residential, and healthcare projects. Between 1985 and 1987, she was the head of the Building & Safety Department in the city of Herzelia and a member of the Urban Planning Committee. In 1987 she immigrated to California. She has worked for Hutner & Appel Arch., WWCOT Arch., and is presently with Lee Burkhardt Liu Arch. as a senior associate. Among the projects she has worked on as a medical planner and/or project manager are Mission Community Hospital, various Kaiser Permanente facilities, Cedars-Sinai Medical Center, Simi Valley Medical Center, Valley Presbyterian Hospital, Glendale Adventist Medical Center, Victorville Community Hospital, and many others.

### **Miguel Renteria, AIA, ARCHITECT**

Miguel Renteria graduated from Columbia University where he acquired a Masters Degree in Real Estate Development from the School of Architecture. He holds a California license and is licensed to practice architecture in Mexico. He has designed several multi-family buildings and hillside high-end residential homes. As general contractor he owns Terranova Construction, a design-build company. He has served as consultant for urban design and implementation programs in Los Angeles as well as in Guadalajara, Mexico.

He is a construction manager for Jones Construction Management (The JCM Group). His experience includes design and construction management work for clients like the Space Shuttle team at Boeing, a mid-rise building renovation project in Long Beach, and he has worked on a 50-acre/\$140 million new campus development for Pepperdine University. His latest project is working with a team managing a \$200 million medical research building project for UCLA.

His interest in community building led him to participate as an advocate for local investment and development in his hometown in Mexico, including meeting with Mexican President Vicente Fox this past year.

### **Marvin O. Berman, AIA, ARCHITECT**

After serving two years in the U.S. Army Corps of Engineers in Korea, Mr. Berman earned a Bachelor's Degree of Architecture at USC. His early career saw him working for Richard J. Neutra, Victor Gruen and Honnold & Rex. Since then he has been a principal in an architectural firm for over 35 years and the recipient of many awards from the AIA, SARA, California State University, Homes for Better Living and others. He is a licensed architect in sixteen states.

### **Samuel Wacht, AIA, NCARB, ARCHITECT**

Samuel Wacht earned his Bachelor of Architecture in 1955 from the University of Southern California. He is president of Samuel Wacht Associates (SWA) and has been involved in the design of various projects in Southern California and several other states for more than 40 years. The projects consist of high-rise and low-rise office buildings, industrial facilities, shopping centers, storage facilities, hotels, casinos, and more than 60,000 apartment and condominiums units, including 6,000 congregate, assisted living, and healthcare facilities units.

Currently, he is the Managing Member of CRM for Development of the Laughlin Bay Marina, Nevada, and the adjacent townhouse condominium site. The firm's projects have appeared in numerous publications and have received many design awards.

Mr. Wacht is a member of the American Institute of Architects, San Fernando Valley Chapter, the National Association of Home Builders, and the California Assisted Living Association. He holds architecture licenses in California, Nevada, and Arizona.

### **Leslie Alison Nathan, AIA**

Leslie Alison Nathan obtained her Masters Degree in Architecture from the University of Illinois, after she received a scholarship from the New Jersey Chapter of the AIA. Returning to her native New York area, she worked for various architectural firms specializing in housing. This led to a position as architect (the first female to be hired in that capacity at HUD) in the New York division of Housing and Urban Development where she supervised such diverse projects as low income, senior citizen, artists housing and luxury housing including Battery Park city, the largest urban design housing project in New York.

She moved to California in 1981 becoming a project architect for Kaiser Permanente. Moving over to the construction side of architecture, she headed up the Construction Lending Departments of First National Bank of Chicago then Fuji Bank working on multimillion-dollar projects such as the renovation of the Beverly Wilshire Hotel in Beverly Hills, CA. Currently she is the Executive Director of the American Institute of Architects, the San Fernando Valley Chapter.

**Arnold Bookbinder, SE, CONSULTING STRUCTURAL ENGINEER**

Mr. Bookbinder received his Bachelor of Science, Civil Engineering, in 1956 from the University of Manitoba, Canada. Mr. Bookbinder has been in private practice since 1977. From 1960 until 1977, Mr. Bookbinder was engaged in the practice of structural engineering for various firms in the Los Angeles area, performing structural engineering services for schools, hospitals, office buildings, residential, apartments, shopping centers, parking structure, etc., projects.

He is a past member of the Board of Directors and past chairman of the Professional Practice Committee of the Structural Engineering Association of Southern California and has published numerous articles relating to structural engineering in the Association's newsletter. He was an Arbitrator for the American Arbitration Association and is a designated expert for the Attorney General of California for Administrative Hearing for the State of California. He is a registered engineer in the states of California, Nevada and Florida.

**Bob Scott, CIVIC LEADER**

Bob, Scott, West Hills, California, Director of the Civic Center Group, a civic support and public policy enterprise; past president of the Los Angeles City Planning Commission; Founding Chair of the Economic Alliance of the San Fernando Valley; former board member of California 51<sup>st</sup> Agricultural District; past chair of the Valley's United Chambers of Commerce; vice chair of the Valley Industry and Commerce Association

/ chair Government Organization and Reform; active in charter reform for the City of Los Angeles; Project Director Vision 2020, San Fernando Valley. He appears frequently as a guest and host on television, cablecasts, radio and in local newspapers.

**Tom Rath, LOS ANGELES DEPARTMENT OF CITY PLANNING**

Tom Rath was raised in Southern California and joined the Navy in 1959. After flying five years for the Navy, he returned to California and got his B.A. from U.C. Berkeley. He then joined Air America and flew in S.E. Asia for six years. Returning to the U.S., he worked for LADWP, putting together DWP's first "solar" library and organizing the design and construction of DWP's "Optimum Energy House," before joining the Department of City Planning. Over the past decade, he wrote some of the City's first streetscape plans, helped set up the first Business Improvement Districts in the Valley, and participated in judging at several AIA annual awards. He is currently working on the completion of the Panorama City Community Design Overlay District Plan and the Panorama City Center Streetscape Plan, while providing support to the AIA's Urban Design Advisory Team for Panorama City.

**Donna Schwalm, REAL ESTATE BROKER**

Donna Schwalm has lived in the San Fernando Valley most of her life. She was the owner of an interior design company for many years and is presently a successful realtor with Dilbeck Gibson GMAC Realtors in Sherman Oaks. Her passion is real estate and being visible in the community. She is working with the Livable Communities with the involvement of the Economic Alliance of the San Fernando Valley and has worked on their Vision 2020 project. Donna is a Board member of the YMCA and active with the Valley and Los Angeles Alliance of Neighborhood Councils. In addition to many other activities, she helps report for the City Watch and IAN Newsletter for tracking City Council and Commission issues. Donna is dedicated to making a difference.

### **Rev. Karen Speicher**

Rev. Karen Speicher, an ordained United Methodist pastor, has a Masters of Public Policy degree from Pepperdine University's School of Public Policy. She is a Research Fellow for the Davenport Institute at Pepperdine as well as a Project Manager and Researcher for The La Jolla Institute. She has published articles in both the *L.A. Times* and *The American Enterprise* magazine. Prior to moving to California two years ago Rev. Speicher served urban and college congregations and was co-president of B.R.E.A.D. (Building Responsibility, Equality and Dignity- an inter faith organization of 32 congregations addressing issues of social justice in the city of Columbus, OH.) Before going into the ministry, she worked in the areas of homelessness and mental health.

### **Valerie Sacks, J.D.**

Valerie Sacks received her undergraduate degree from the University of California at Berkeley, where she was a Chancellor's Scholar. After graduating, she became the Managing Editor of Tikkun Magazine, a progressive Jewish journal of politics and culture. She later obtained both her Master's degree in cultural anthropology and her Juris Doctor from the University of Arizona. Upon entering law school, she was awarded an Ares scholarship, the law school's highest scholarship. She graduated Magna cum laude and is a member of the Order of the Coif.

Ms. Sacks spent the first several years after graduation in the Civil Division of the California Attorney General's office, where she practiced general civil litigation. She subsequently joined Christensen, Miller, Fink, Jacobs, Glaser, Weil & Shapiro in Century City to work in their transactional department as a land use attorney. She recently joined Harding, Larmore, Kutcher & Kozal, a small Santa Monica law firm specializing in land use, real estate, and finance.

### **Morton L. Shatzkin, B.B.A., J.D.**

Mr. Shatzkin has been a practicing attorney since December 1964. He received his Bachelor of Business Administration and Public Administration from the City College of New York, Bernard Baruch School of Business, in June 1960. He received his Doctorate of Juris Prudence from Brooklyn Law School in June 1964, graduating in the top ten percent of his class. He was a deputy district attorney with the Los Angeles District Attorney's Office from 1966 to 1969; assigned to the felony trial department, trying major felony cases, including murder cases. After leaving the District Attorney's office, Mr. Shatzkin went into private practice, specializing in criminal law until 1974. During that period he was a member of the Federal Indigent Defense Panel; representing indigent defendants both in trial and on appeal. Commencing in 1974, Mr. Shatzkin has limited his practice to civil law, with an emphasis in litigation, and acting as a Los Angeles County Superior Court mediation and arbitration panel member.

### **James Stewart, MANAGEMENT CONSULTANT**

James Stewart, PRP, is consultant in private practice, focusing on non-profit management. He is also a Professional Registered Parliamentarian. This designation is awarded by the National Association of Parliamentarians and is the highest professional designation in the industry. His clients include the Screen Actors Guild, the California Podiatric Medicine Association, Rotary International Key Club, the California Reform Party, the San Diego School Board, United Chambers of Commerce and many local civic, business, professional and homeowners associations, as well as several city and county commissions. He is also a graduate of Valley Leadership Institute and is vice-chair of the Van Nuys Airport Citizens Advisory Council.

He received his Bachelor of .Science, with a double major in Theatre Arts and Philosophy, from California State University Dominguez Hills and spent 25 years in corporate video and event planning before making a career change in the mid 90's. In his consulting practice, he advises clients on board development, membership development, office practices, customer service and strategic planning. He acts as Parliamentarian for meetings and conventions, writes bylaws, and teaches parliamentary procedure, presiding skills, speaking and presentation skills, and networking skills.

He has served as two terms as Vice President for Government for the Mid Valley Chamber of Commerce, has been stage manager for Concerts in the Park for seven seasons, is a past president of the California State Association of Parliamentarians, is currently secretary of the Board of Mission Community Hospital, on the Board of the Economic Alliance of San Fernando Valley, and secretary of the San Fernando Valley Convention and Visitors Bureau.