

WESTERN AVENUE CORRIDOR VISION

Open House – April 20, 2013

Welcome!

WESTERN AVENUE Corridor Vision **OPEN HOUSE**

Why are we here?

- Rancho Palos Verdes received a grant from Southern California Association of Governments (SCAG) in October 2011
- Compass Blueprint Demonstration Project are driven by the following four key principles:
 - **Mobility** – Getting where we want to go
 - **Livability** – Creating positive communities
 - **Prosperity** – Long-term health for the region
 - **Sustainability** – Promoting efficient use of natural resources



What are our goals?

IMPROVE STREETScape

ENHANCE COMMUNITY AMENITIES

ANALYZE MIXED-USE DEVELOPMENT POTENTIAL

ENHANCE TRANSIT



What are our goals?

DEVELOP IDENTITY & BRAND

IMPROVE PEDESTRIAN AND BICYCLIST EXPERIENCE

INCREASE ECONOMIC ACTIVITY

UNIFY CORRIDOR VISION

Western Avenue is the preeminent mountain-to-ocean boulevard



Western Avenue – looking south toward Rancho Palos Verdes



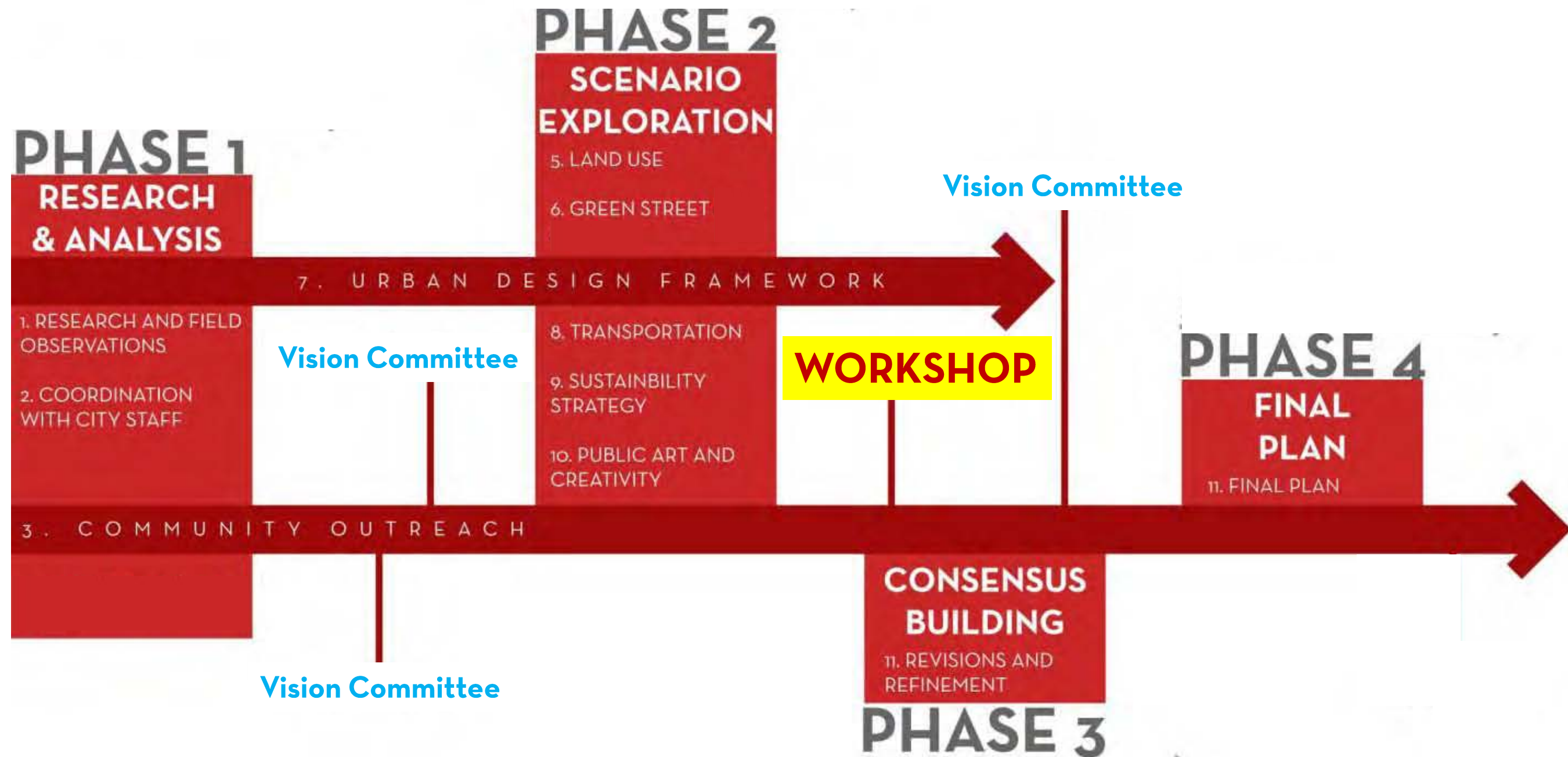
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Study Corridor



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What is our process?



What is the “Corridor”?



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Study Corridor



2.3 miles/ ~45-minute walk

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Resident Demographics

Resident Demographic Snapshot

Within one-half mile of the corridor:

- Residents: 17,000
- Households: 6,800
- Median Household Income: \$77,000
- Homeownership: 75% of homes are owner-occupied
- Median age: 44
- Race: 68% White, 12% Asian, 6% Black
- Ethnicity: 27% Latino/Hispanic of any race

Buffer Zones

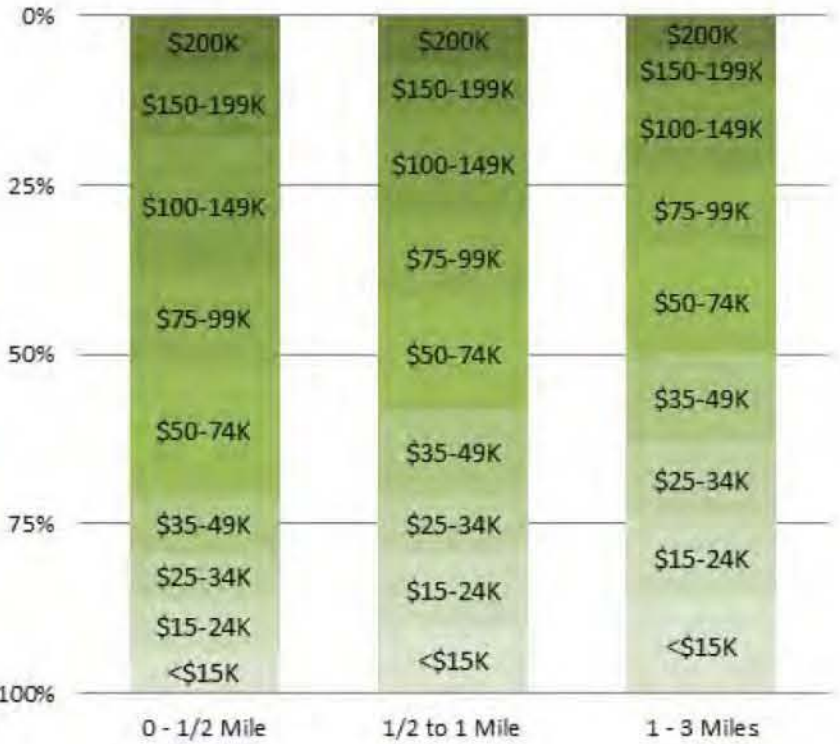
- Residents are divided among three zones, those living within:
- 1/2 mile of the Western Avenue corridor (walking distance)
 - 1/2 to 1 mile of corridor (just outside walking distance), and
 - 1-3 miles of corridor (an easy drive)
- More than 180,000 people live within 3 miles of the corridor. A majority are white, over the age of 35, and own their homes. The average household size is approximately 2.8 persons.
- Of nearby residents (within 1/2 mile), more than 50% of households earn more than \$75,000 per year. Household incomes fall as distance from the corridor increase, but remain high compared to the larger Los Angeles region.

Note: All data is based on Census 2010 and ACS.
Source: ESRI Business Analyst 2012

Demographics by Distance	0 - 1/2 Mile	1/2 to 1 Mile	1 - 3 Miles
Summary			
Population	17,000	23,400	141,600
Households	6,800	8,700	49,400
Average Household Size	2.48	2.66	2.83
Median Age	44.1	40.1	36.4
Median Household Income	\$77,300	\$60,300	\$49,800
Race and Ethnicity			
White	67.7%	62.3%	54.5%
Black	5.5%	6.3%	6.1%
American Indian	0.6%	0.8%	0.8%
Asian	12.5%	10.6%	10.7%
Pacific Islander	0.3%	0.4%	0.7%
Some Other Race	7.9%	13.8%	21.3%
Two or More Races	5.6%	5.8%	5.9%
Hispanic Origin (of any race, % of total population)	26.8%	37.9%	49.2%



Household Income by Distance from Corridor



Parcel Snapshot

Parcel Snapshot

Parcels with Frontage along Western Avenue: 475

Parcel Area: 1,353 acres

Total Assessed Value: \$392 million (2010)

Total Building Area: 766,000 SF



Land Use

Residential: 80% of land along the Western Avenue corridor is dedicated to single family residential lots, with a median assessed value of \$256,000 for a 1,200 SF home on a 1.8 acre lot.

Commercial: 6% of land along the corridor is used for commercial purposes, with a median assessed value of \$1.0 million for a 1,000 SF main building on a 0.6 acre lot.

Park & Religious: 6% of land is dedicated to park and religious uses (114 acres).

Turnover

Residential:

7.5% annual turnover rate from 2000-2009

315 properties changed ownership over the 10-year period

Commercial:

7.6% annual turnover rate from 2000-2009

28 properties changed ownership over the 10-year period

Note: Median values are those that fall in the exact middle of the data set, where half of values lie above and half below. Medians are typically a more accurate representation of data than average value calculations which can be overly influenced by outliers

Building area does not include secondary structures or other out-buildings, so commercial/retail properties are likely to be significantly undercounted compared to other data sources

Source: LA County Parcel Map & Assessors Local Roll 2010

Land Use	Parcels (No)	Land Area (Acres)	Assessed Value (\$)	AV Land (\$)	AV Improvmts (\$)	Building Area (SF)
Commercial	37	84	\$166,070,000	\$94,220,000	\$71,850,000	74,900
Industrial	1	1	\$3,333,000	\$435,000	\$2,898,000	59,600
Institutional	2	114	\$6,545,000	\$5,017,000	\$1,528,000	-
Mixed Use	2	1	\$2,804,000	\$1,544,000	\$1,259,000	14,100
Municipal/Utility	3	75	\$1,750,000	\$1,750,000	\$0	-
Office/Professional	3	1	\$3,296,000	\$2,308,000	\$988,000	12,500
Parking Lot	5	1	\$572,000	\$502,000	\$70,000	36,800
Residential 1 Unit	421	1,064	\$207,484,000	\$155,923,000	\$51,561,000	568,600
Residential 5+ Units*	1	12	\$0	\$0	\$0	-
Total	475	1,353	\$391,852,000	\$261,698,000	\$130,154,000	766,400

* Property owned by LA County Housing Authority; AV and building square footage not available

Business Snapshot

Business Snapshot

Active Businesses : 312
Sales Volume: \$367 million
Average sales performance: \$175 per square foot

Establishment Overview

Retail:

Accounts for 19% of business establishments, 40% of total sales, and ranks 1st in overall sales performance on a per-square-foot basis

Food Services and Accommodation:

Account for 14% of establishments, 7% of total sales, and ranks 9th in overall sales performance on a per-square-foot basis. 44 of 45 businesses in this category are full or limited service restaurants, coffee shops, and other food service venues. Estimated sales performance is fairly weak compared to what would be expected for full- and limited-service restaurants.

Other Services:

Account for 17% of establishments, but only 6% of sales and ranks 10th in overall sales performance on a per-square-foot basis. These are primarily nail and beauty salons and laundry/dry cleaning businesses.

Finance and Insurance:

Account for 12% of establishments, 8% of sales, and ranks 3rd in overall sales performance on a per-square-foot basis.

Note: Sales volume, employment, and sales per square foot are based on ranges and may not match other data sources in this report

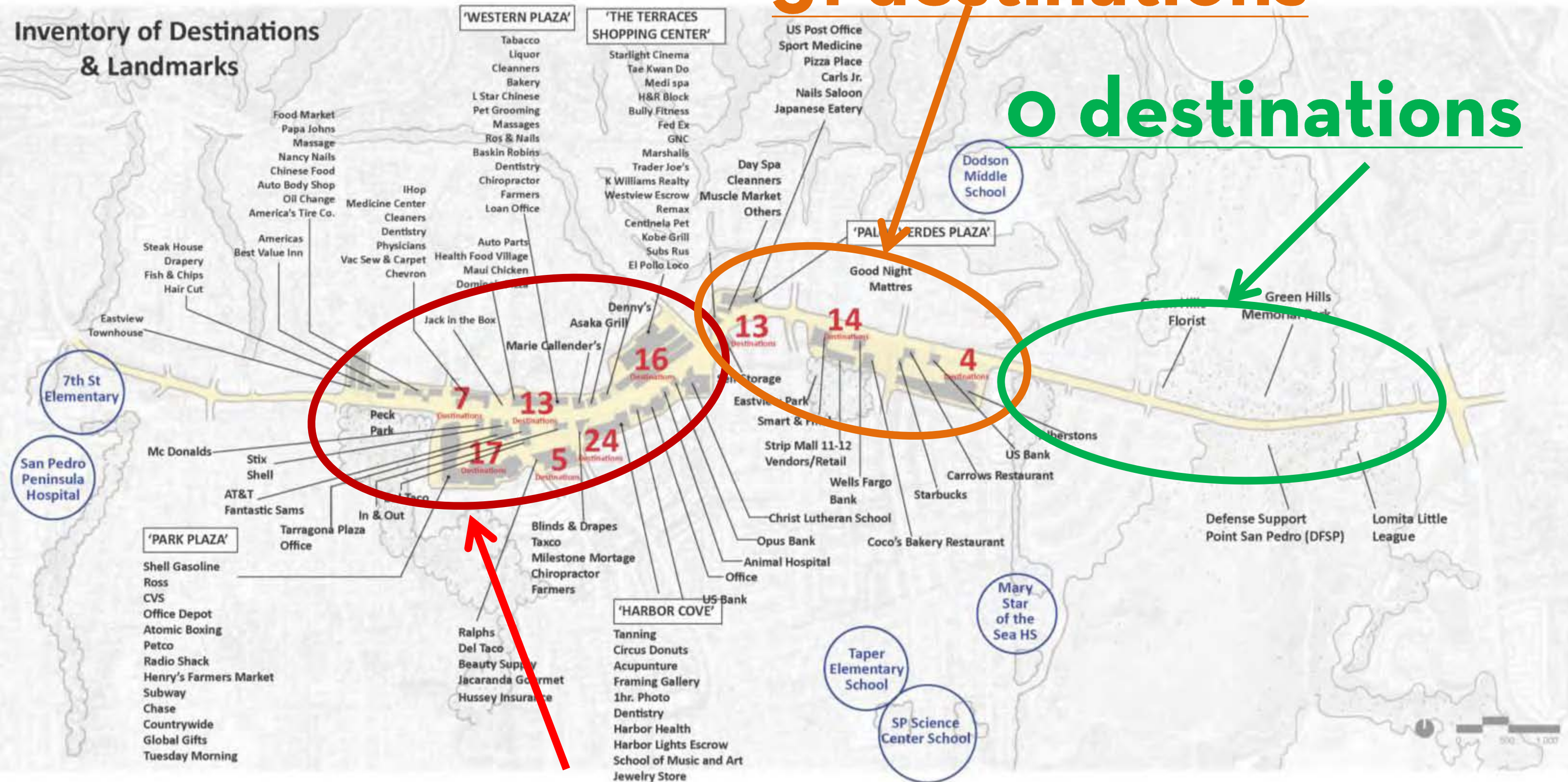
Source: ESRI Business Analyst 2012/InfoUSA



Industry	Businesses (No)	Sales Volume (\$millions)	Sales PSF (\$/PSF)	Sales PSF Ranking
Retail Trade	60	\$148.0	\$340	1
Other Services (except Public Administration)	52	\$20.3	\$135	8
Accommodation and Food Services	45	\$27.4	\$140	7
Finance and Insurance	38	\$30.1	\$245	2
Professional, Scientific, and Technical Services	24	\$35.5	\$215	6
Health Care and Social Assistance	20	\$17.0	\$230	4
Construction	13	\$22.1	\$245	2
Administrative and Support and Waste Management and Remediation Services	10	\$5.9	\$65	9
Educational Services	10	\$3.4	\$40	10
Real Estate and Rental and Leasing	9	\$27.1	\$230	4
Other	31	\$30	\$50	11
Total	312	\$367.0	\$175	9
Sales PSF rounded to nearest \$5				

31 destinations

o destinations



80 destinations

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SOUTHERN SEGMENT

Active, visitor serving edges
0.75 miles/~15-minute walk

MIDDLE SEGMENT

One active, visitor serving edge/One inactive edge
0.9 miles/~20-minute walk

NORTHERN SEGMENT

Inactive edges
0.6 miles/~10-minute walk

Summerland

Caddington

John Montgomery

PV Drive

- “the heart of Western Avenue”
- Active cluster of businesses
- Reverse surface lot/street edge relationship

- One-sided street
- Active businesses on east
- Backyard of homes on west

- Auto-oriented experience
- Inactive street edges on east and west

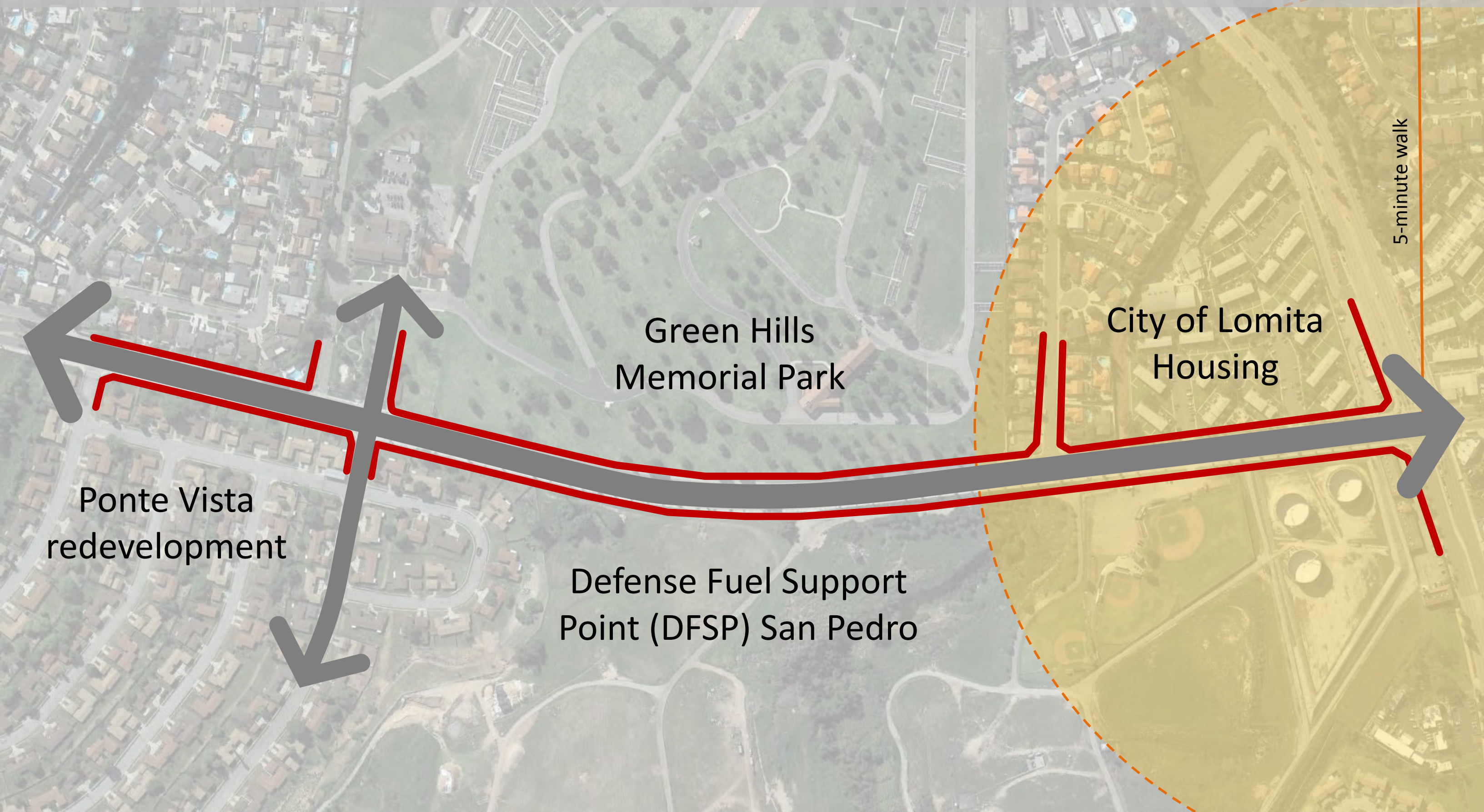
Northern Segment



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Existing: between Palos Verdes Drive and John Montgomery Drive on Western Ave

Northern Segment



Green Hills
Memorial Park

City of Lomita
Housing

5-minute walk

Ponte Vista
redevelopment

Defense Fuel Support
Point (DFSP) San Pedro

New Ponte Vista

MIX OF HOUSING TYPES

1,135 residences priced to be affordable for Harbor Area families and seniors

- Single family multi-level homes from 1,200-1,800 square feet with private garage access through alleys
- Row homes from 1,150-1,783 square feet
- Townhomes and duplexes from 1,300-1,850 square feet
- Single-level flats from 800-1,300 square feet designed with senior amenities



RIVERINE HABITAT

Creating a natural water habitat to attract native wildlife



LANDSCAPED TRAILS

- Green spaces and landscaping creating visual buffers between streets, residences and walkways
- A network of trails and bike paths connecting residential communities and open space within Ponte Vista



WATER QUALITY & CONSERVATION

- Natural groundwater filtration system (*bioswale*) will allow clean water to be returned to storm drains
- Native and drought-tolerant plants will create a rustic and natural look throughout the property
- Ponte Vista will be designed to use recycled water to irrigate landscaped areas



OPEN SPACE & RECREATION

- Almost 6 acres of open space, including a 2.8 acre public park along Western Avenue
- Community Center designed to meet residents' recreation needs



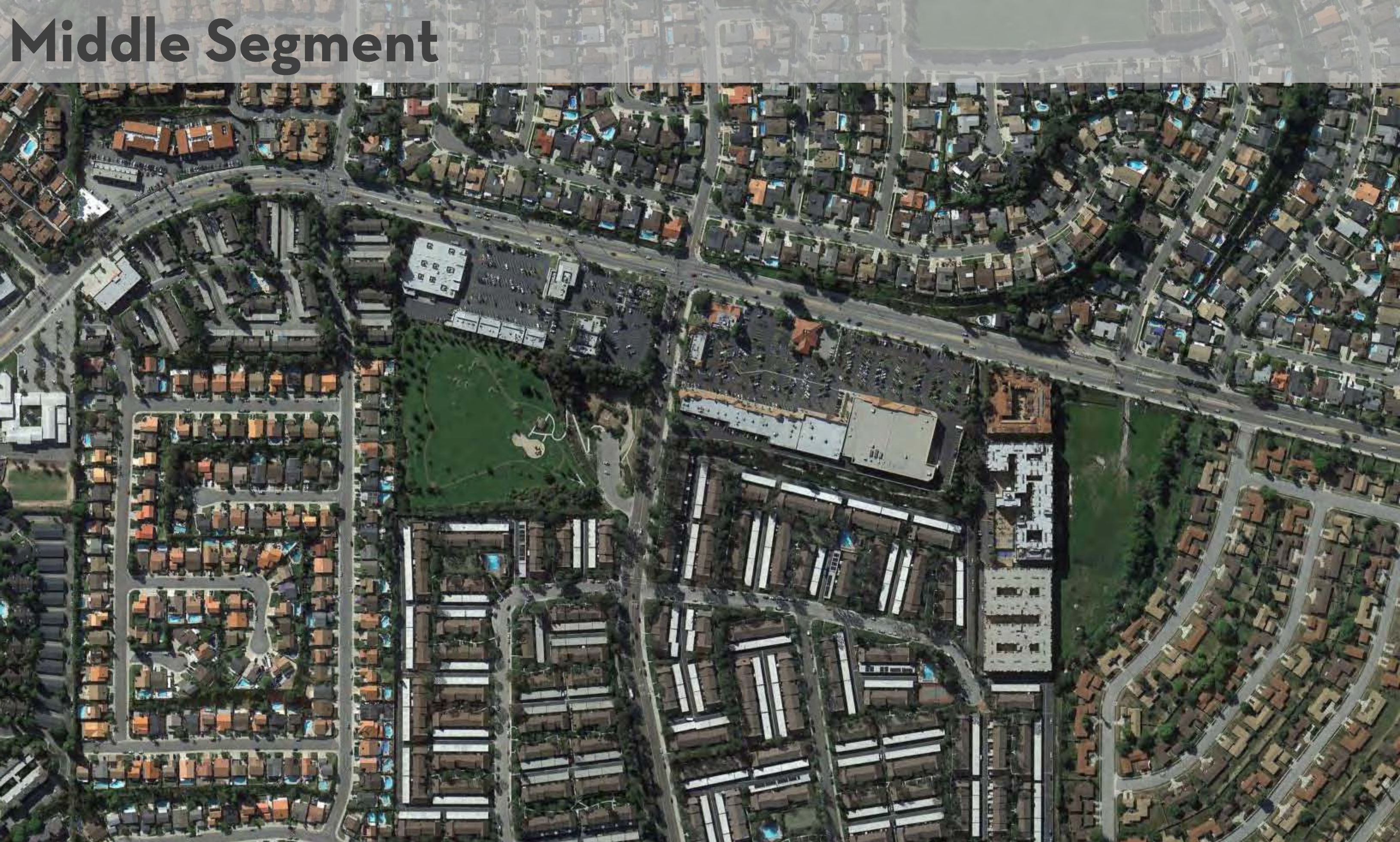
ACCESS TO MARY STAR

Direct road access to Mary Star of the Sea High School from Western Avenue



Green Hills' relationship to Western Avenue





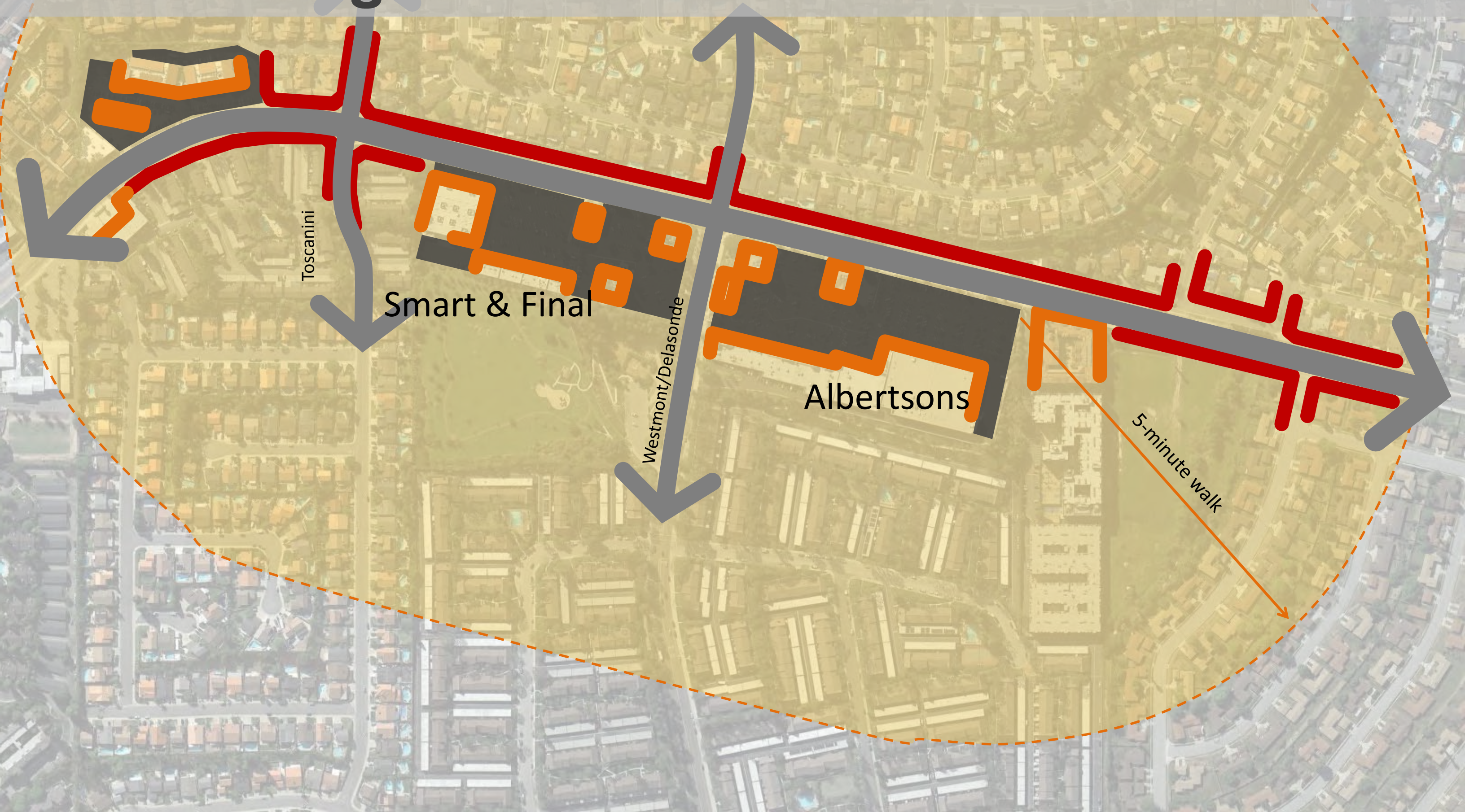
Middle Segment

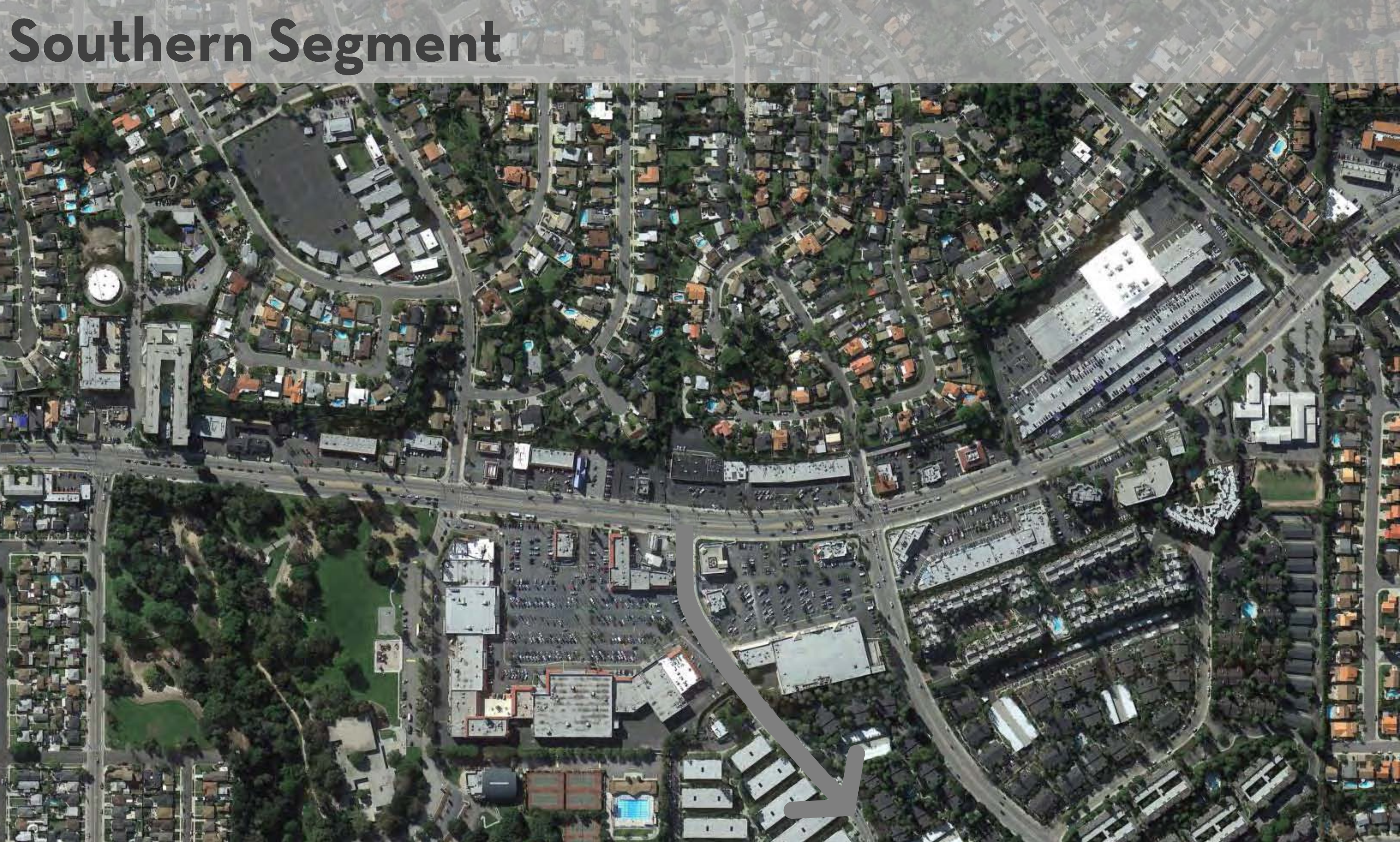
MIDDLE SEGMENT

One active, visitor serving edge/One inactive edge

- **Challenge to improve pedestrian experience along west edge**
- **Street parking underutilized**
- **Re-craft eastern edge to reverse surface lot/street edge relationship**

Northern Segment





Southern Segment

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0.75 miles / Southern Segment

SOUTHERN SEGMENT

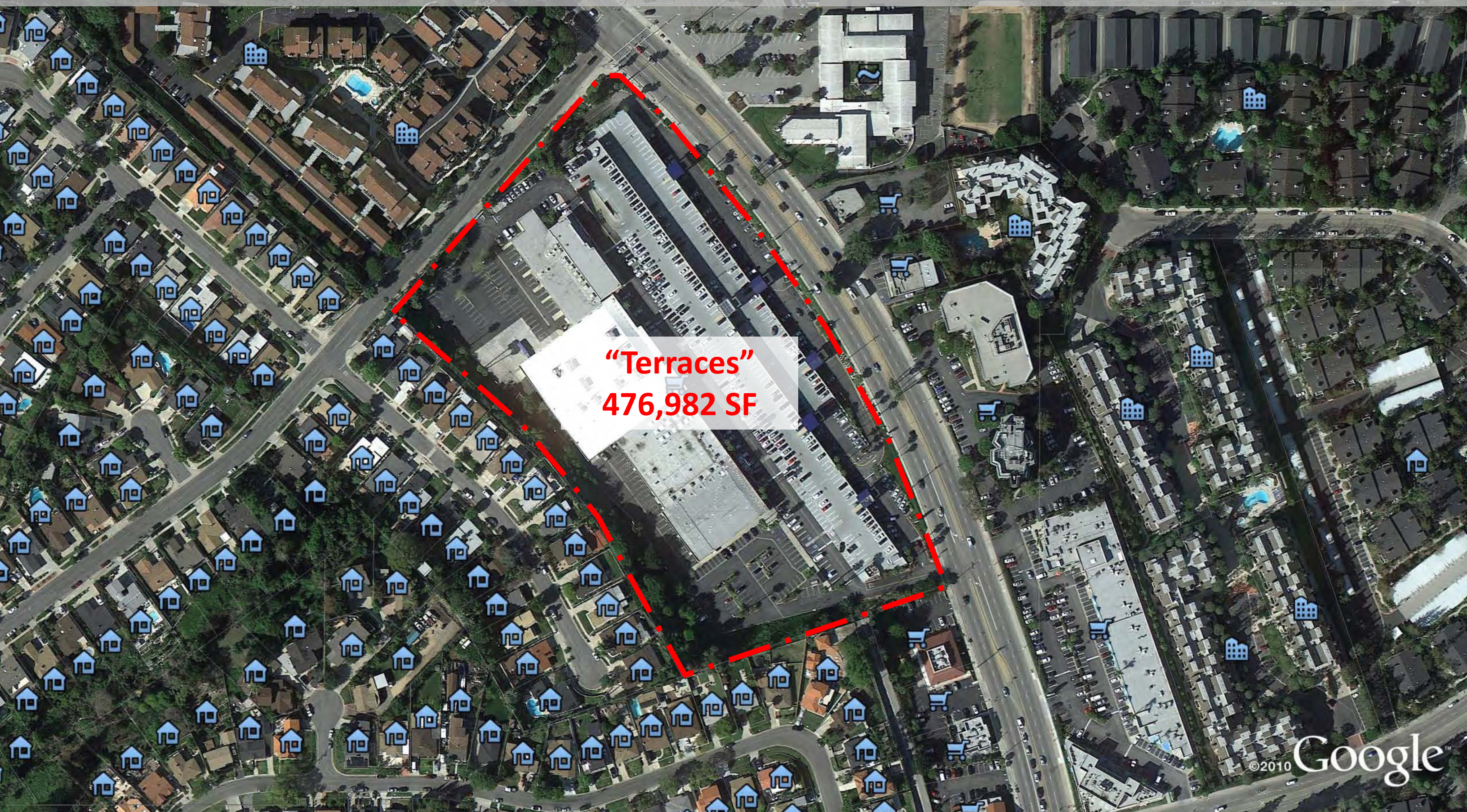
Active, visitor serving edges
0.75 miles/~15-minute walk

- “the heart of Western Avenue”
- Greatest destination-oriented possibilities
- Iconic redevelopment opportunity
- Improve pedestrian experience
- Reverse surface lot/street edge relationship

Southern Segment



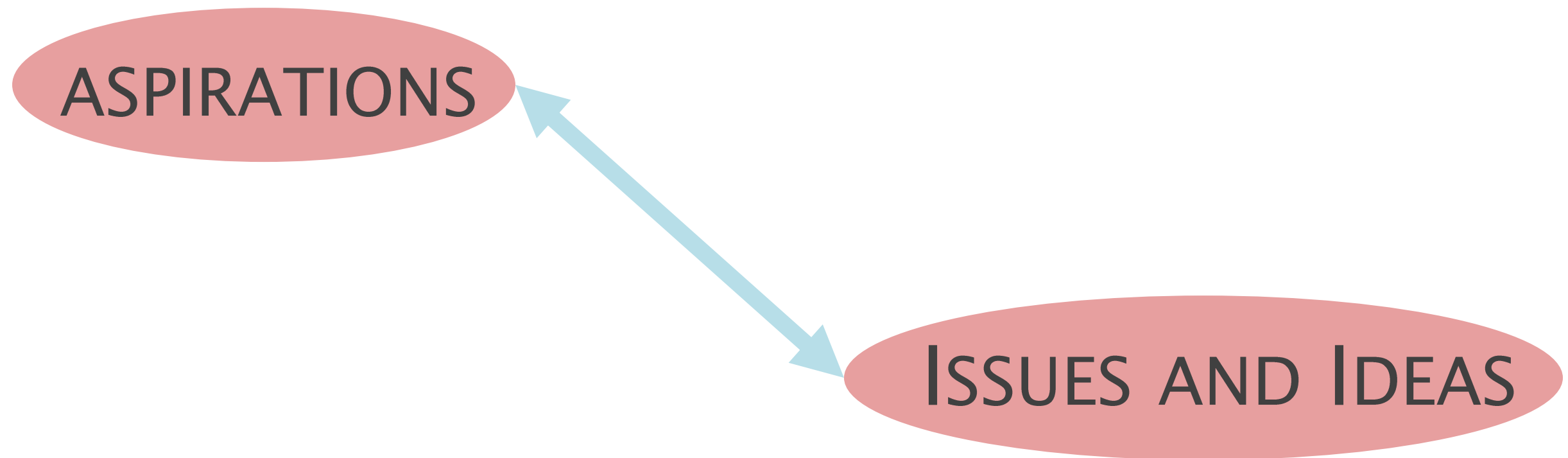
Terraces, Rancho Palos Verdes



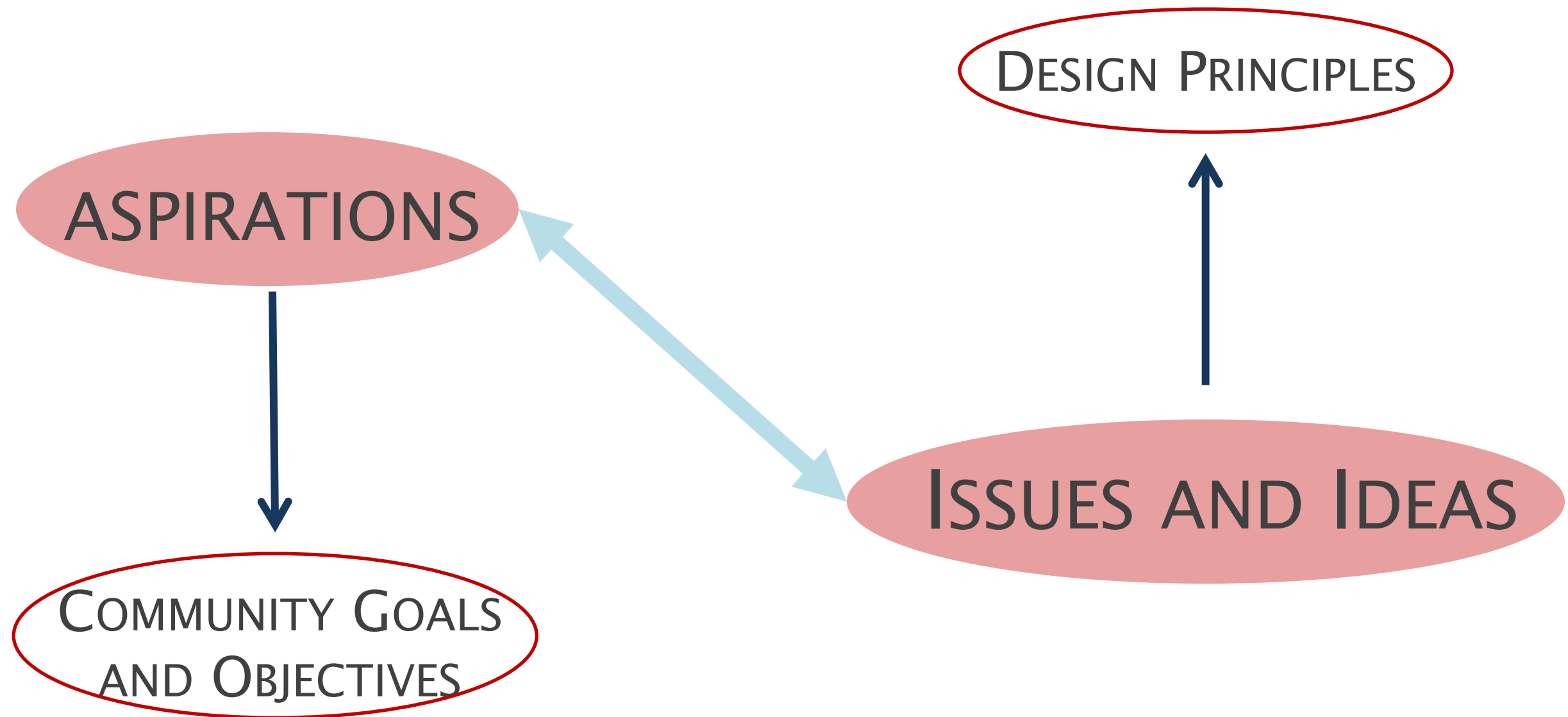
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How will your input help?



How will your input help?



Q

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A

TODAY'S ACTIVITIES

APRIL 20, 2010

REVIEW MATERIALS AT OPEN HOUSE STATIONS

- BACKGROUND
- ANALYSIS
- IDEAS
- NEXT STEPS

PLEASE PROVIDE INPUT VIA COMMENT FORMS AND POST-ITS

STAFF AVAILABLE TO DISCUSS