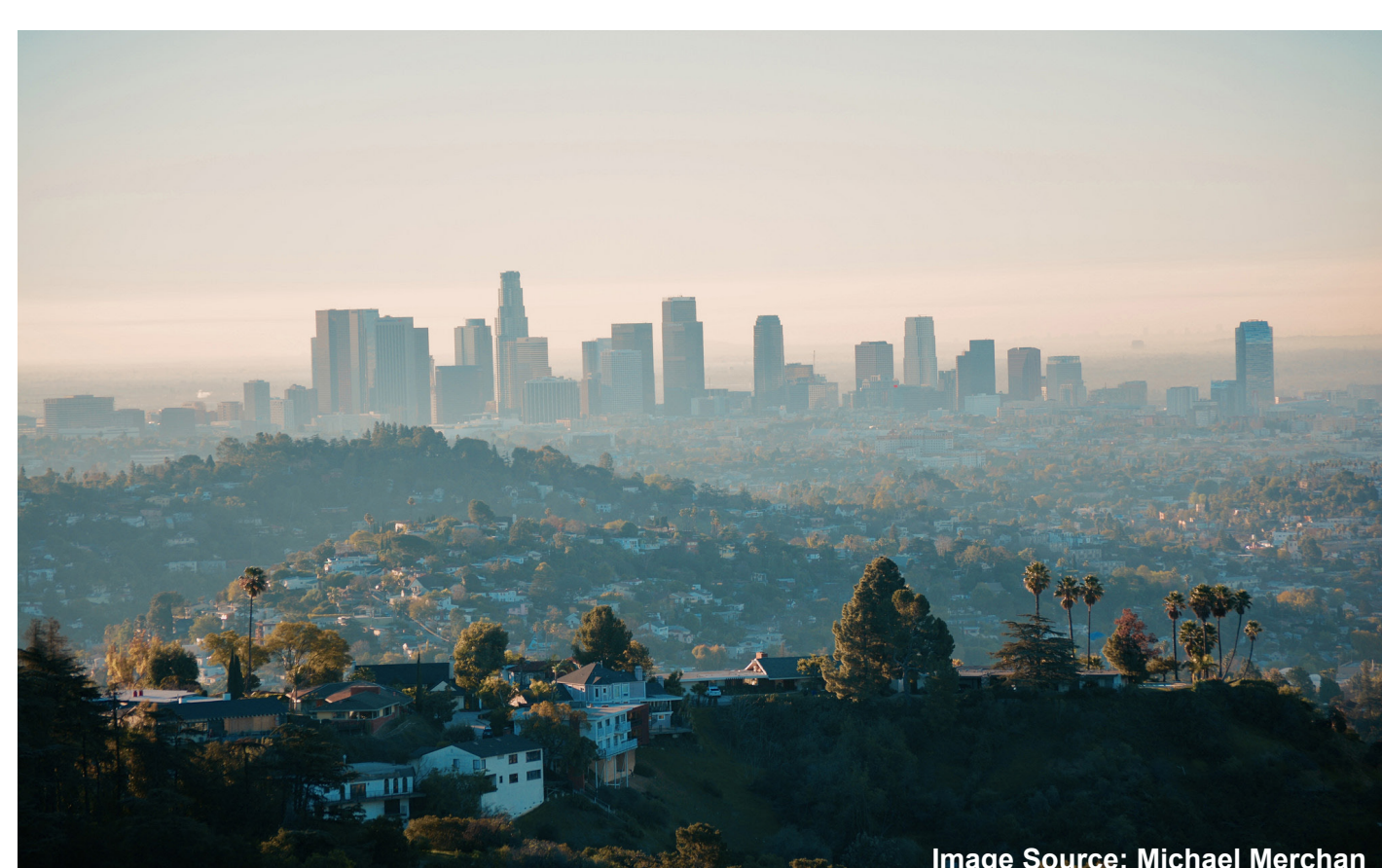


JOBS ORIENTATION

A Vision for Downtown

A hallmark of Downtown's economy is a range of land uses that support diversified industries that exist and prosper here. Downtown is a local, regional, and international hub for governmental, finance, business, and manufacturing, as well as creative arts, culture, and entertainment, with the ability to support emerging industries and evolving markets.

Expanded transit infrastructure will reinforce Downtown as a primary job center for Southern California and enhance the diverse employment landscape. The Plan will support the physical and functional needs of each of these different industries, as the vitality of each is essential to the continued sustainability of Downtown and the region.



HOW TO REINFORCE JOB ORIENTATION



MAXIMIZE DEVELOPMENT INTENSITY IN THE MOST TRANSIT-SERVED AREAS



ESTABLISH LOCATIONS THAT MAINTAIN A BASELINE OF PRODUCTIVE, JOB-GENERATING FLOOR AREA WHEN INTRODUCING HOUSING



EXPAND THE AREAS WHERE MIXED USE IS ALLOWED



ENCOURAGE MIXING IN SINGLE-USE AREAS



SET LOCATIONS WHERE INCENTIVES ARE PROVIDED FOR COMMERCIAL ACTIVITY



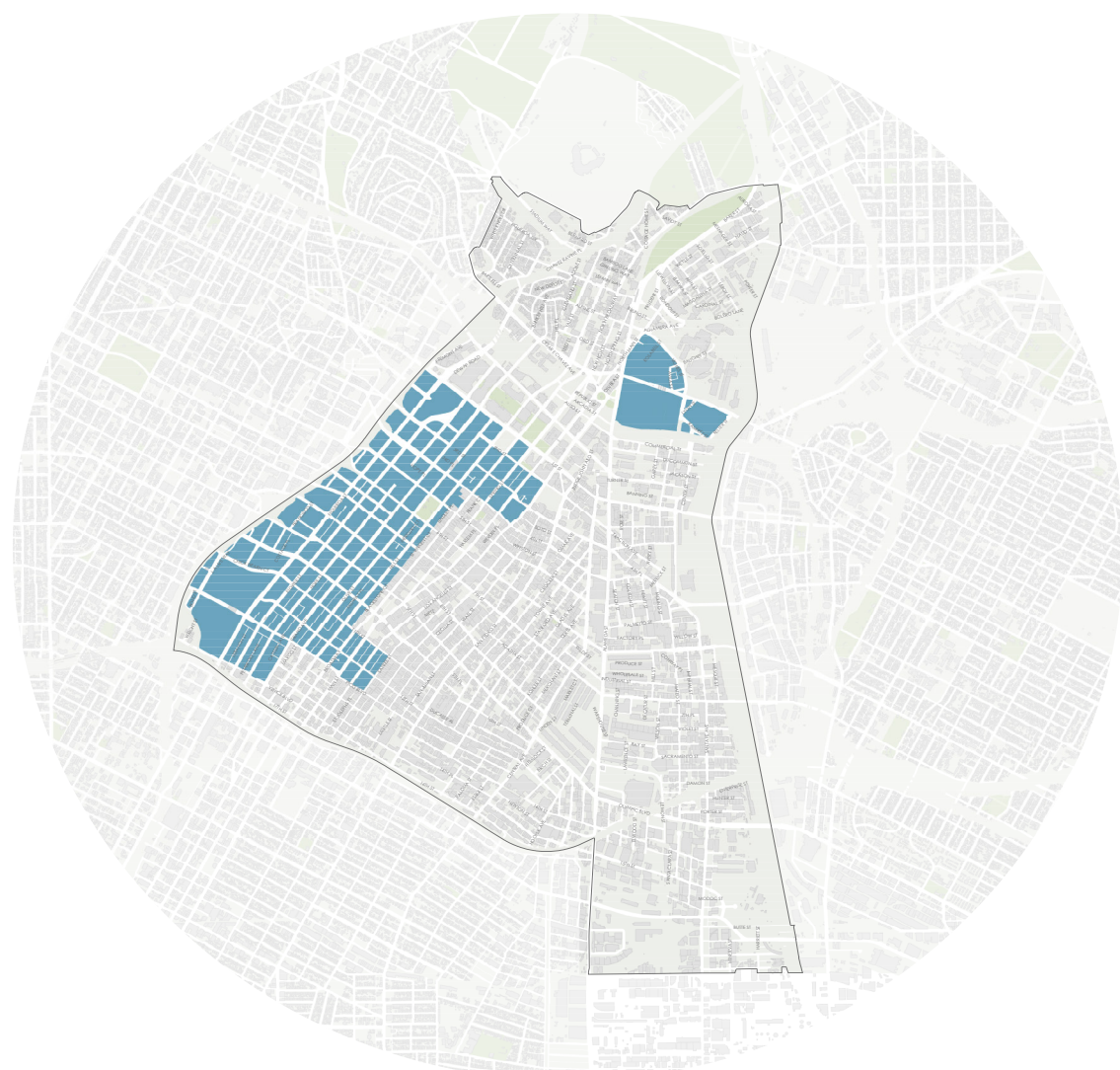
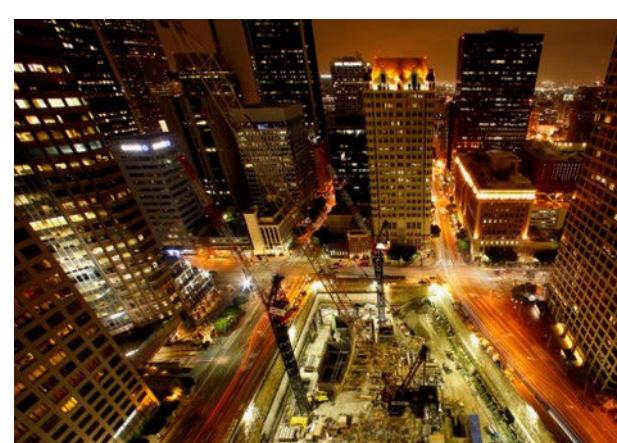
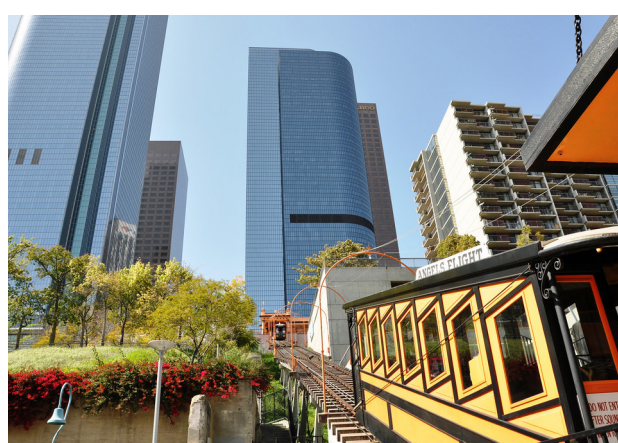
CREATE JOB SANCTUARIES

Icon Source: The Noun Project - Felix Westphal, Anniken & Andreas, Pete Fecteau, Igor Essaulov, Juan Pablo Bravo, Iris Sun, Chameleon Design, Creative Stall, George Bourletsikas, Jolan Soenis, and Peter van Driel

JOB GOALS BY PLACE TYPE

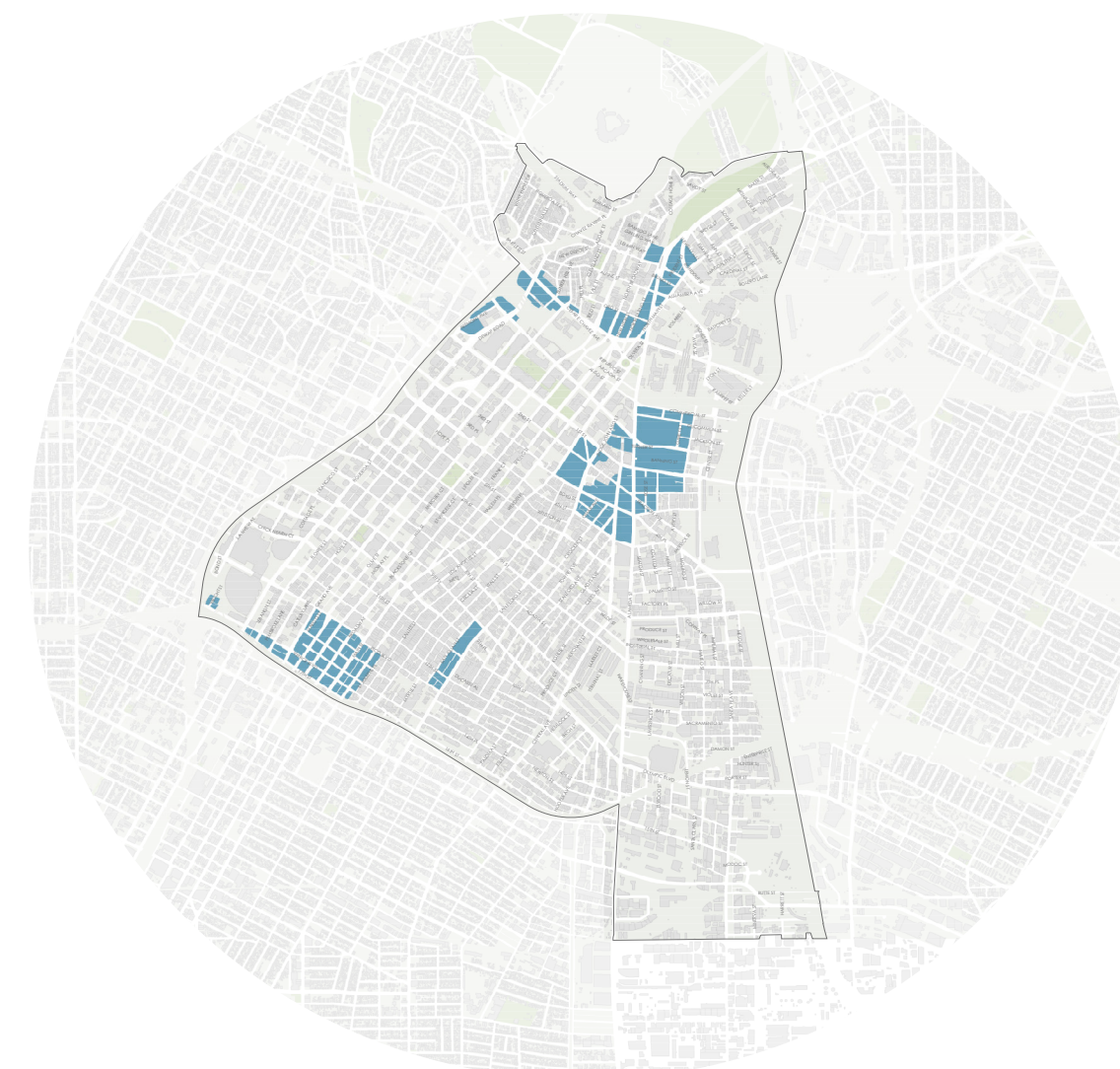
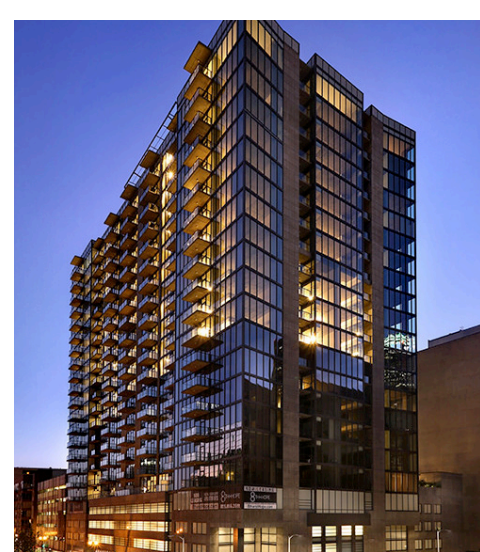
TRANSIT CORE

The primary economic and social focal point of Los Angeles. A center for innovation and a desirable place for businesses and entrepreneurship to locate.



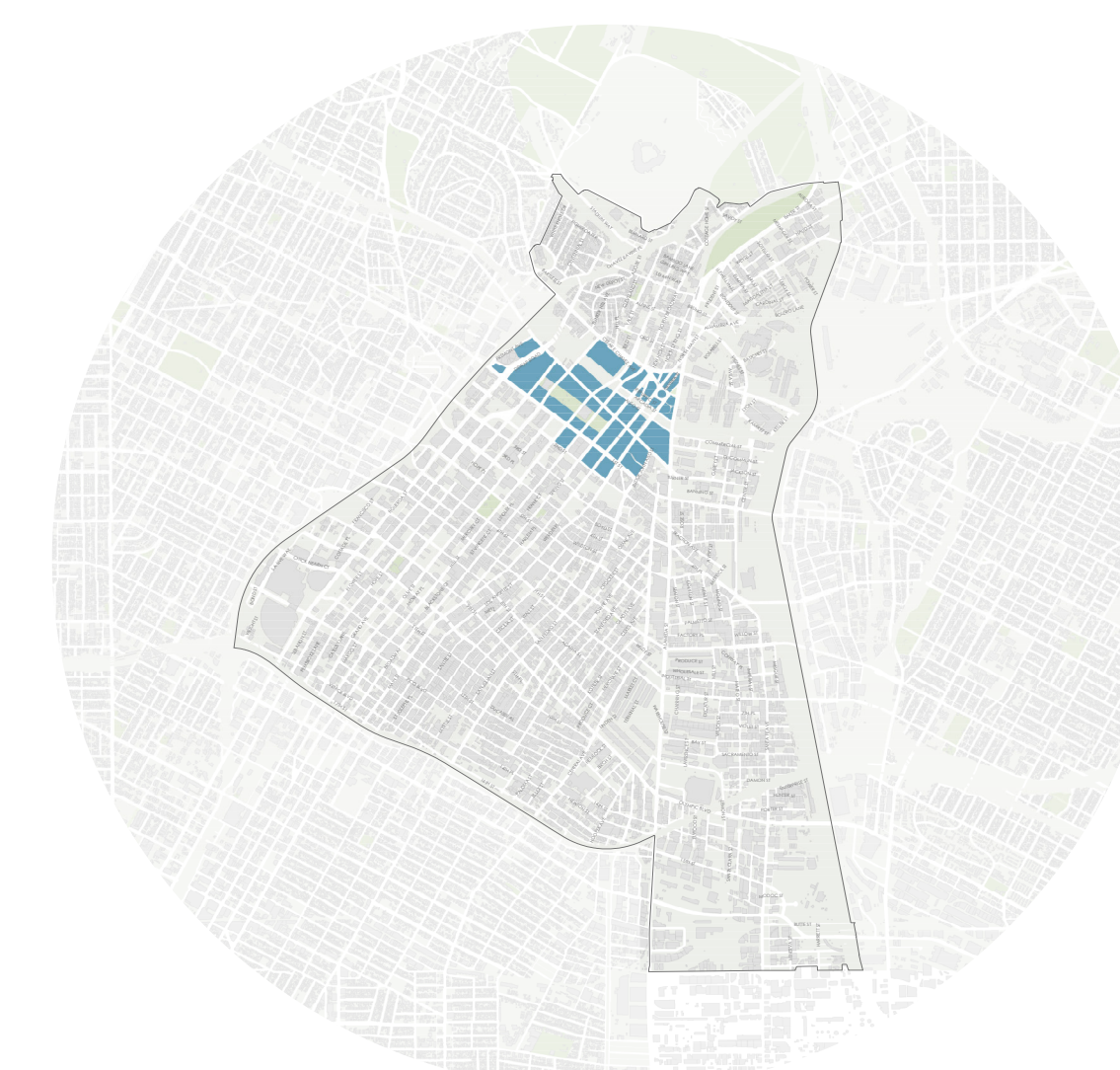
TRANSIT EDGE

Areas with a range of community-scale commercial establishments and professional offices, with opportunities for small businesses.



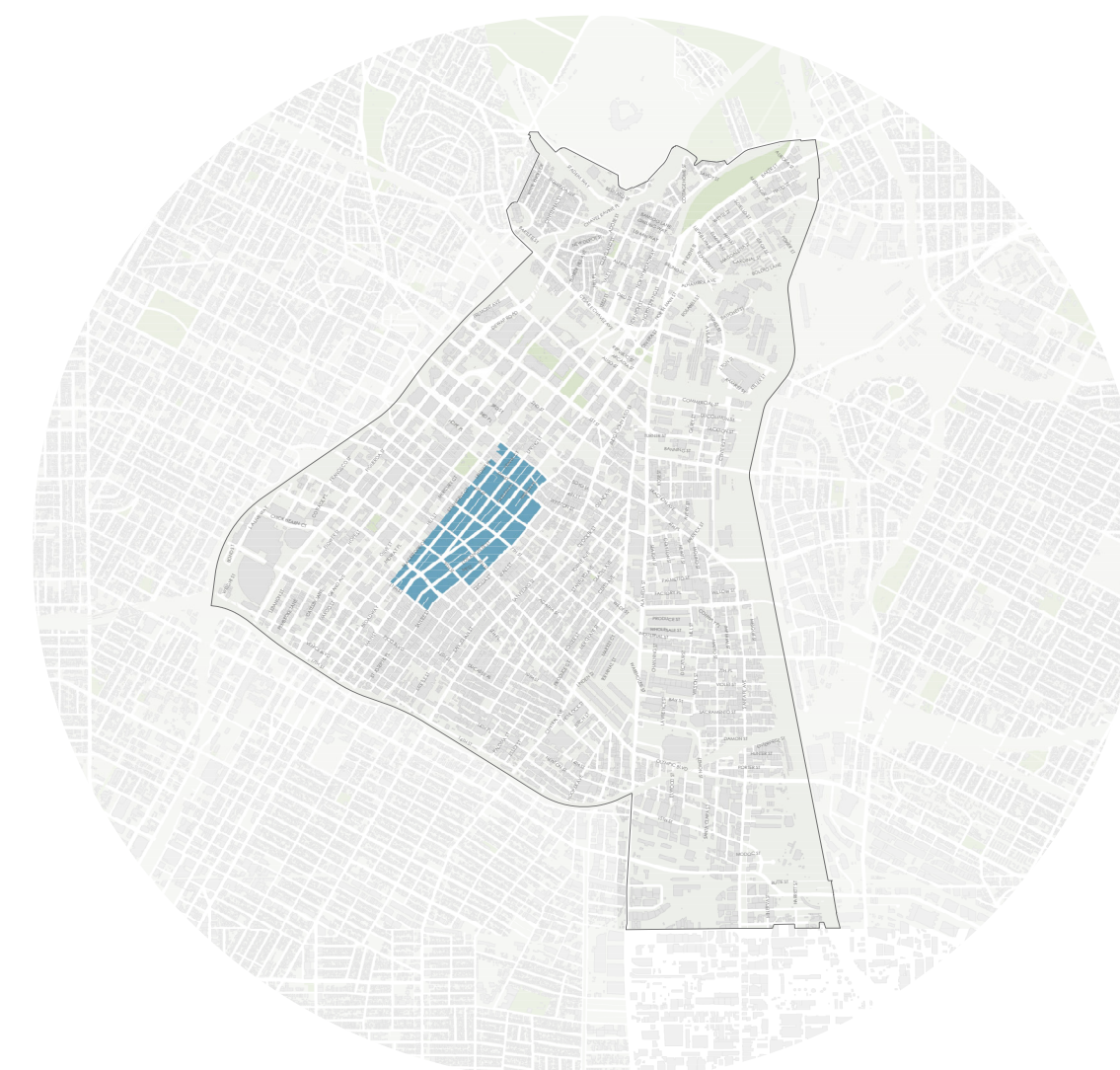
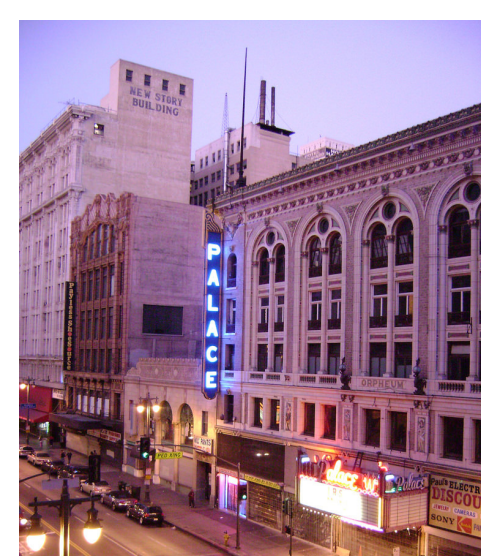
CIVIC

A major employment center for local, State and Federal government administration, cultural, and civic jobs. This includes employment opportunities in the commercial services and amenities that support the large base of employees.



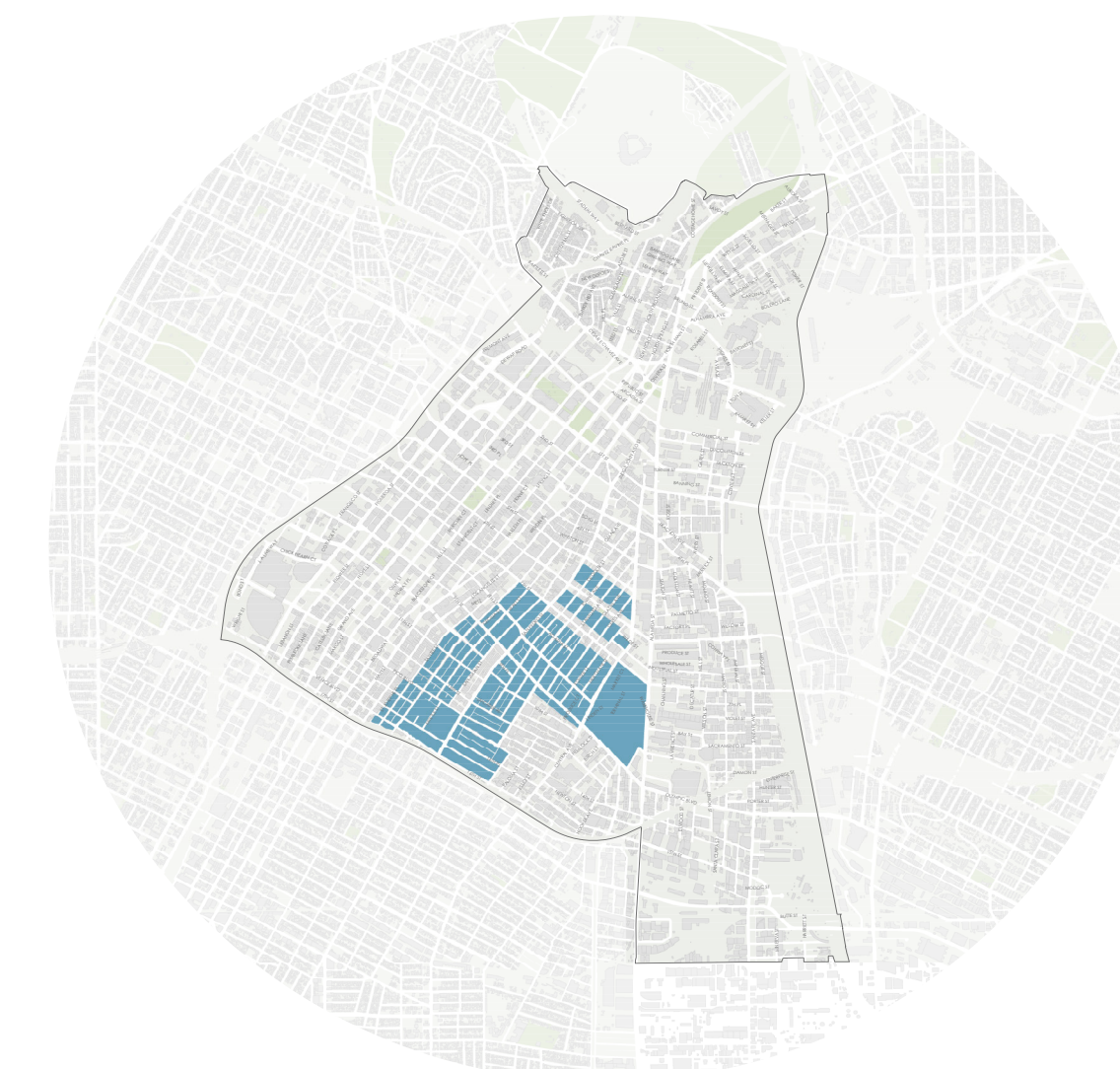
TRADITIONAL CORE

A collection of neighborhood shops, amenities, professional and creative offices and regional entertainment destinations, offering a range of employment opportunities.



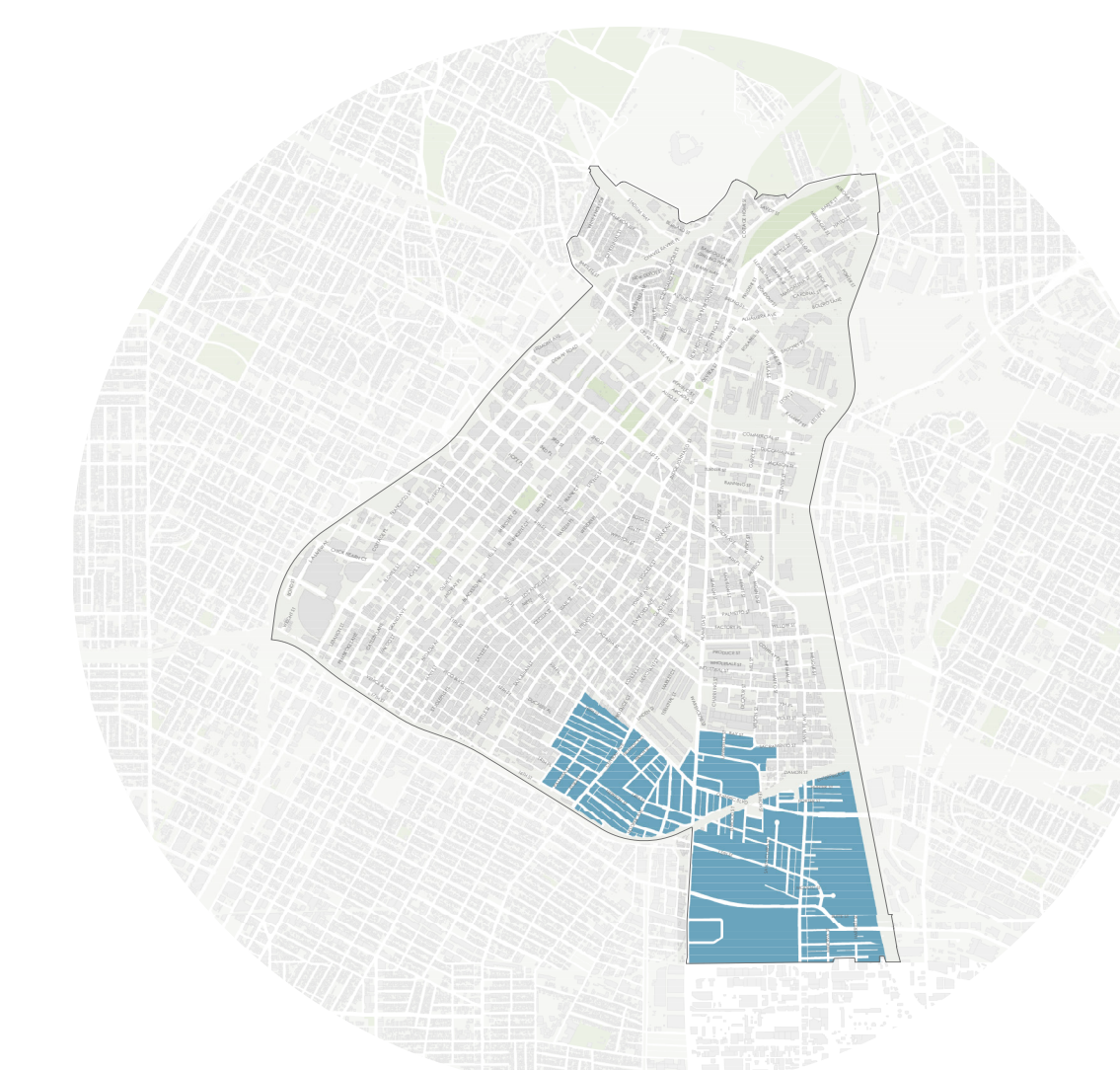
MARKETS

Centers of commercial activity, including wholesale, retail, showrooms, design, and professional office, that are welcoming to new industries and commercial models.



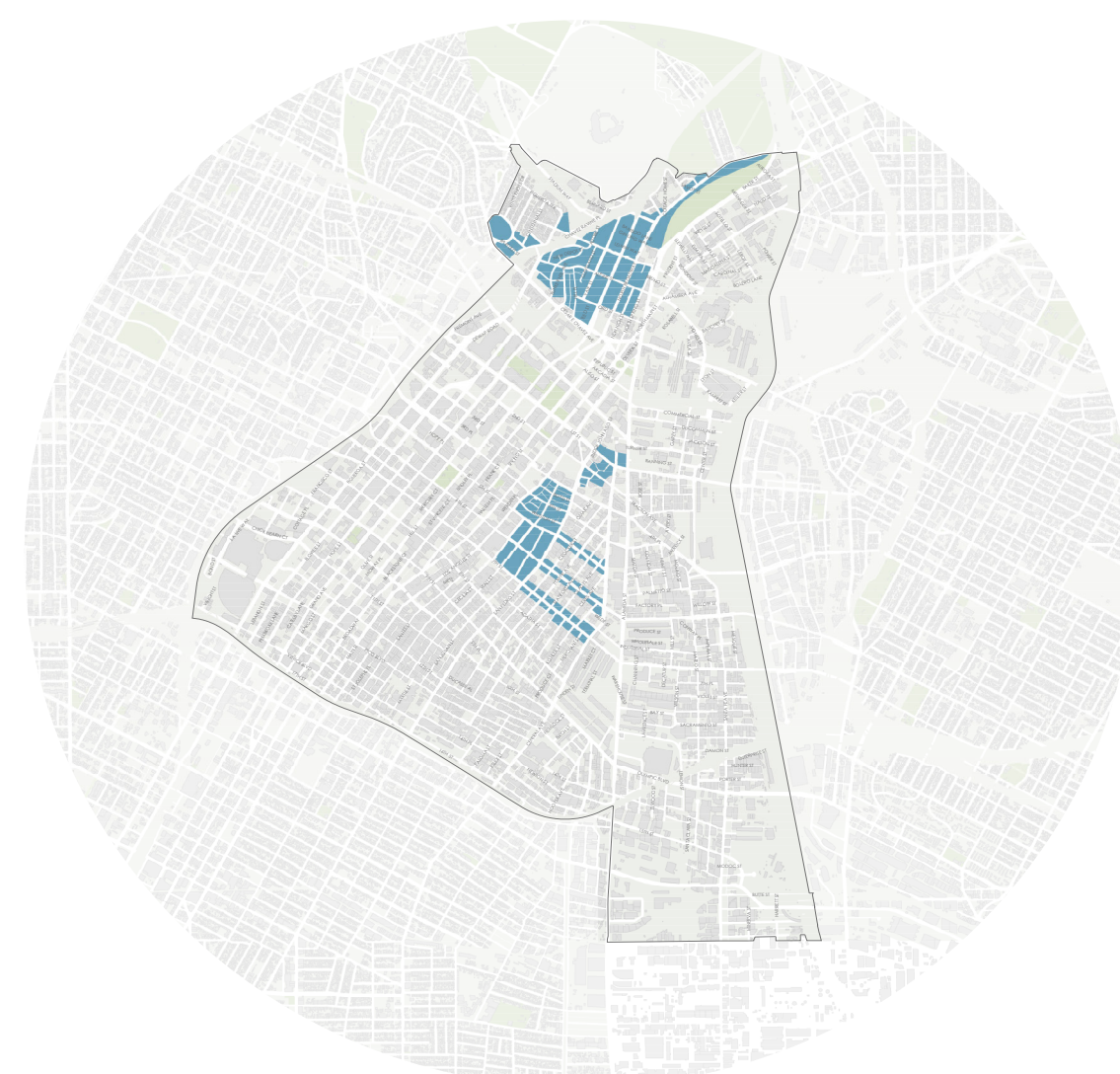
JOBS PRESERVE

Vibrant centers of employment for industrial sector activities including production, distribution, wholesale, and manufacturing. These areas accommodate shifting and new industry, maintaining efficient use of flexible structures.



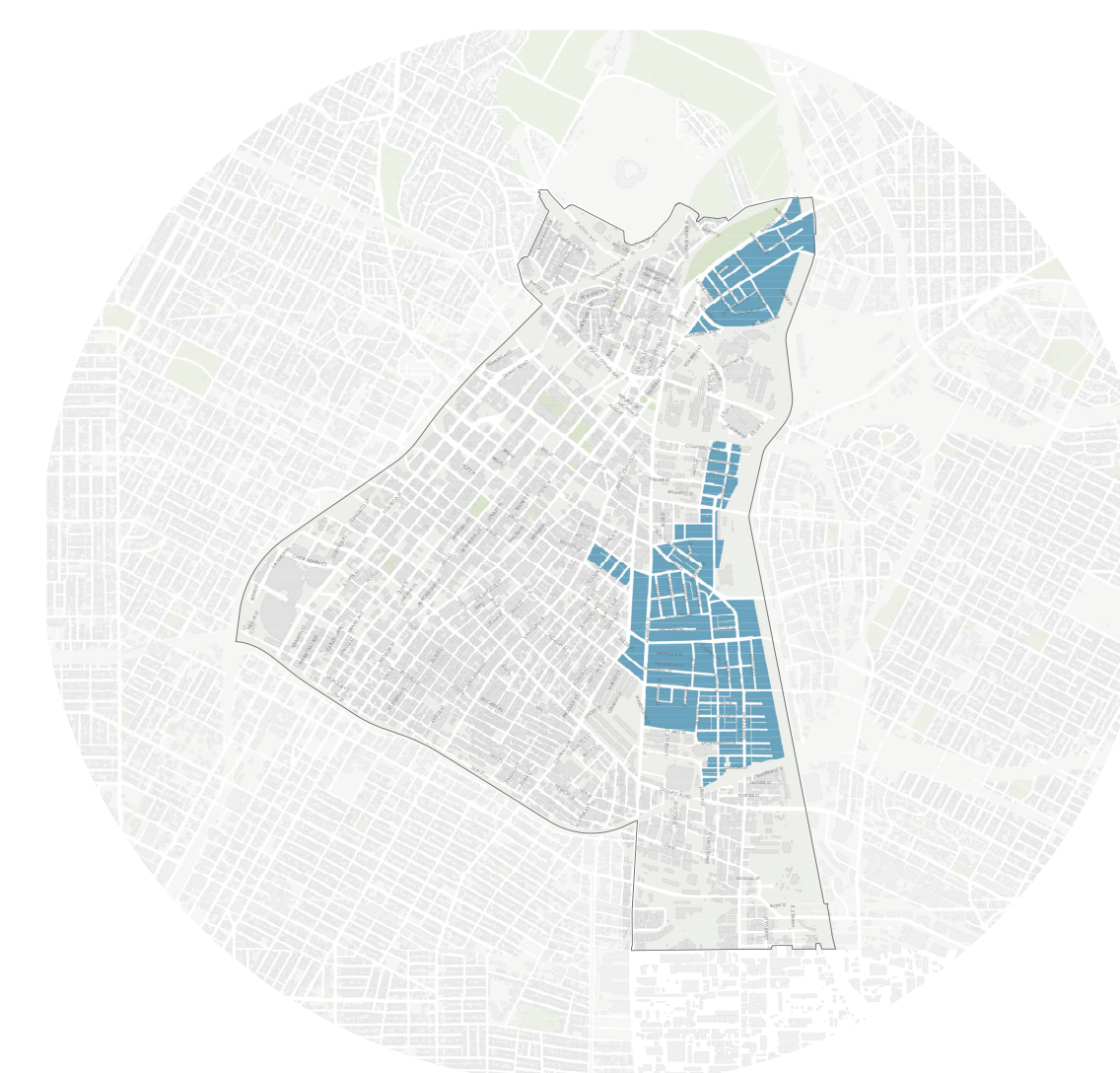
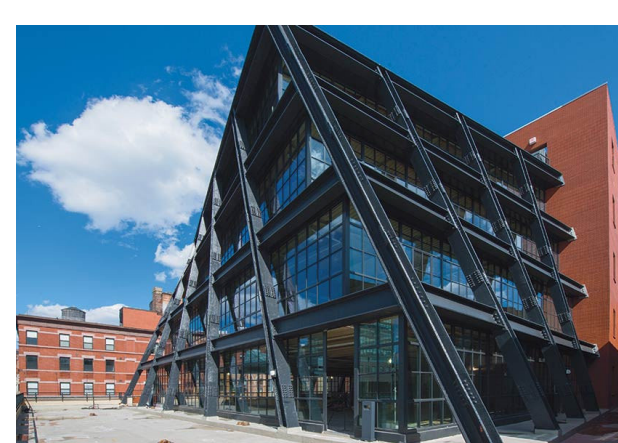
VILLAGES

Specialty clusters of retail, commercial, and institutional uses at a neighborhood scale with a regional draw.



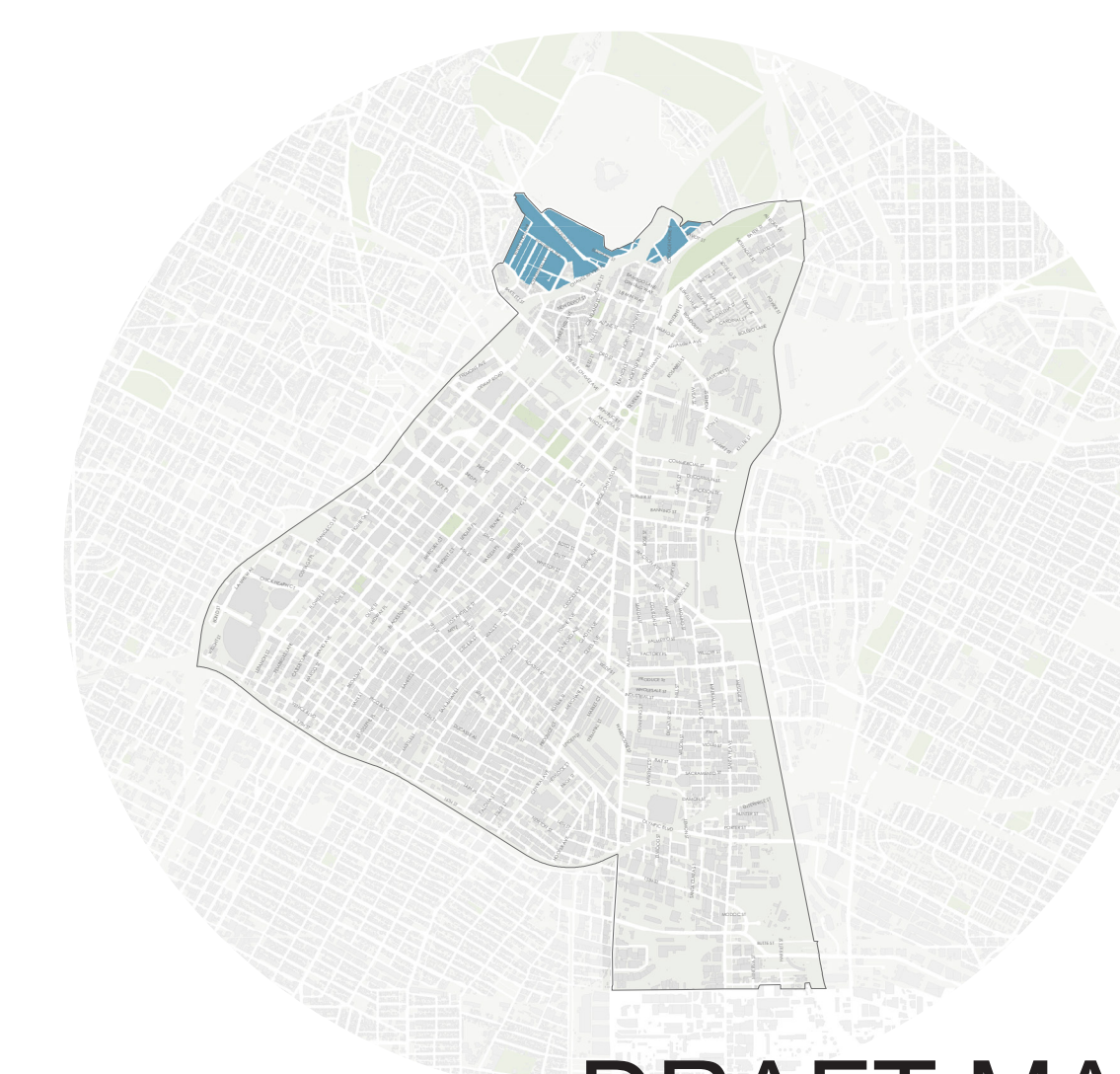
HYBRID INDUSTRIAL

Hybrid Industrial places provide space for in-home production, light industrial, creative activity, and new industries that encourage innovation and bring flexibility to the City economy.



URBAN HILLSIDE

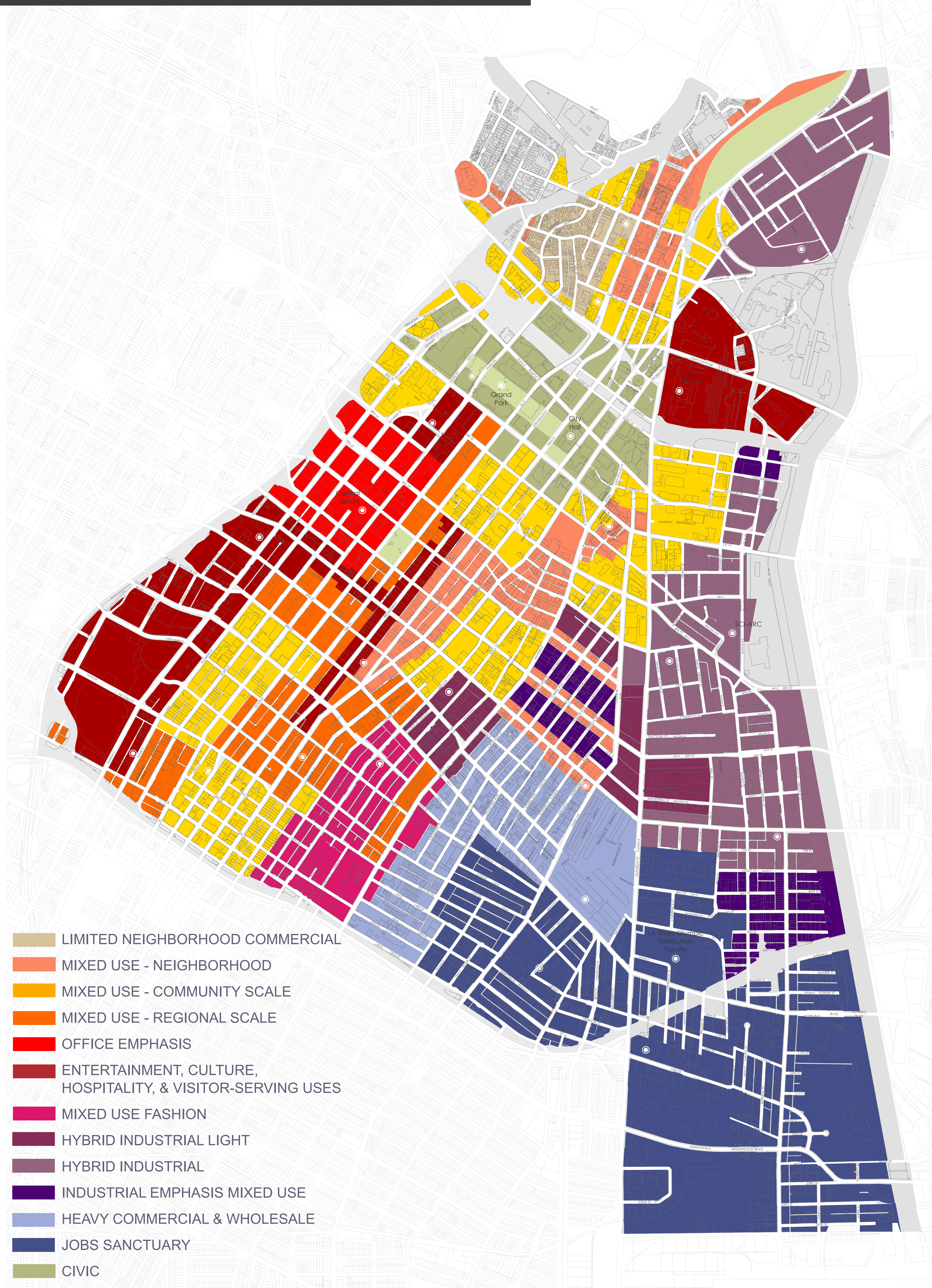
Hillside Residential communities are well-connected to neighborhood scale businesses and surrounding job centers that provide employment opportunities, community services, and amenities for the resident population.



JOBS ORIENTATION

Draft Policy Concepts

COMBINED POLICIES & STRATEGIES



DRAFT MATERIALS

Below are areas that share common characteristics and typologies. These areas do not necessarily correspond with a particular zone or Land Use Designation. The descriptions and strategies listed under each subarea will be used to shape policy in Downtown.

JOB POLICIES & STRATEGIES FOR 2040

RESIDENTIAL NEIGHBORHOOD COMMERCIAL

LIMITED NEIGHBORHOOD COMMERCIAL

This subarea is a predominately a residential urban hillside neighborhood, and provides economic opportunity for home businesses and small scale commercial, where residents can work locally. Businesses such as small grocery stores, professional offices for dentists, acupuncturists, and accountants can provide needed services to the residential community, with limited hours of operation. Examples: private education services, restaurant and retail, salons, and offices.

STRATEGIES

- Limited allowance of small-scale shops
- Limits size of business to 2,000 SF

MIXED USE

MIXED USE - NEIGHBORHOOD SCALE

Jobs are oriented around entertainment, neighborhood amenities, and services that are needed on a daily basis. These provide opportunity for small businesses, including professional offices, and niche commercial clusters that offer unique activities and have a regional draw. Formula retail businesses are discouraged in these areas. Examples: cultural institutions, banks, salons, restaurant and retail, medical offices, and other professional offices.

STRATEGIES

- Limits size of commercial establishments to 10,000 SF to prioritize small businesses
- Formula retail businesses are allowed with special conditions
- Frontage standards and street wall requirements encourage foot traffic
- Create pedestrian-rich environment

MIXED USE - COMMUNITY SCALE

Employment opportunities in a range of job types with a high concentration of jobs per business. These uses could include financial services, cultural institutions, grocery stores, and professional offices. Examples: pet services, entertainment production, banks and financial institutions, salons, medical offices, restaurant and retail.

STRATEGIES

- Limits size of commercial establishments to 25,000 SF to encourage businesses that serve community within a half-mile radius
- Frontage standards and street wall requirements encourage foot traffic

MIXED USE - REGIONAL SCALE

This subarea provides employment in large scale business, hotels, department stores, medical and institutional services, and regional and destination services. A diverse mix of commercial activity creates a wide range of job uses and activities without emphasizing or prioritizing one industry over another.

STRATEGIES

- Highest intensity and density of uses with large commercial establishments, over 144,000 SF
- Frontage standards and street wall requirements encourage the highest levels of pedestrian activity

OFFICE EMPHASIS

These areas are characterized by a concentration of professional office space, corporation headquarters, and the services to support the workers. This includes legal, finance, real estate, banking, marketing, and other business sectors. Examples: legal and financial institutions, real estate, banking, marketing and other professional office.

STRATEGIES

- Land uses prioritize employment focused on professional and creative office, with no maximum business establishment size
- Incentives for office/community uses
- Frontage standards and street wall requirements support pedestrian activity

ENTERTAINMENT, CULTURE, HOSPITALITY, AND VISITOR SERVING USES

This is the heart of tourism for the region. Employment opportunities are in hospitality business, service-related jobs, live entertainment venues, cultural institutions, and restaurants. These jobs generate nighttime activities for residents and Downtown workers. Examples: hotels, live entertainment venues, retail, restaurants, cultural institutions.

STRATEGIES

- Land uses prioritize jobs and employment
- Frontage standards and street wall requirements support pedestrian friendly environments
- Streamlined process for restaurant and entertainment uses

HYBRID INDUSTRIAL MIXED USE

MIXED USE FASHION

This is an area where retail, wholesale, manufacturing, finance, and business relating to the fashion industry are integrated. As a global hub with diverse support services for the fashion industry, the area also has service jobs in dining, marketing, hotels, and additional activities to extend the hours of the business and activity in the fashion district. Examples: fabrication, textile and product design, showrooms, distribution, manufacturing, retail, and limited commercial uses

STRATEGIES

- Wholesale trade and commercial office uses are prioritized, balanced with the integration of limited housing typologies
- Frontage standards and street wall requirements allows for flexibility to accommodate a range of ground floor uses
- Include the creation of on-site workspace for use by tenants

HYBRID INDUSTRIAL LIGHT

This subarea supports an integrated mix of hybrid industrial and production activities, in addition to the Live/Work typology to create opportunities for home businesses and product creation.

STRATEGIES

- Land uses prioritize light hybrid industrial activity with the integration of limited housing typologies

HYBRID INDUSTRIAL

Employment opportunities in this area are geared toward production, with the opportunity for flexibility in internal spaces where creative enterprise, artisanal manufacturing, creative office, and limited Live/Work and commercial retail can locate. These subareas are intended to be a singular location for the life of one product, from conceptual design, to manufacturing, and eventually to sale.

STRATEGIES

- Land uses prioritize employment focused on production and creative enterprise, and Live/Work
- Frontage standards allow for flexibility to accommodate a range of ground floor uses, while promoting pedestrian walkability
- Incentivize durable construction types that can be flexible to different industries over time
- Incentivize the creation of on-site workspace for use by tenants

INDUSTRIAL EMPHASIS MIXED USE

Dedicated to a refined mix of hybrid industrial activity, focused on research and development, production, and fabrication industries. Employment opportunities are geared toward clean technologies, and new and emerging industries, with minimal allowance of Live/Work.

STRATEGIES

- Land uses prioritize employment uses focused on production and creative enterprise, with limited residential typologies
- Frontage standards allow for flexibility to accommodate a range of ground floor uses, while promoting pedestrian walkability
- Incentivize durable construction types that can be flexible to be used by different industries over time
- Include the creation of on-site workspace for use by tenants

HEAVY COMMERCIAL AND INDUSTRIAL

HEAVY COMMERCIAL AND WHOLESALE

This subarea is dedicated to employment opportunities for jobs in industries ranging from wholesale, manufacturing, distribution, through light industrial. There is a limited service and retail component here, intended to serve local employees.

STRATEGIES

- No residential uses allowed
- Employment uses are prioritized and focused on production, manufacturing, wholesale, and distribution
- Building forms and development standards are designed to support goods movement activities, while maintaining a safe public realm

JOBS SANCTUARY

This is a regional jobs base for a range of training, skills and education levels, through partnerships with local trade schools and academies. The jobs sanctuary offers employment activity in industries such as clean technology, heavy industrial, industrial manufacturing, and fabrication. There is very limited retail to support local daytime employees. Examples: production, manufacturing, assembly, and distribution

STRATEGIES

- No residential uses allowed
- Jobs sanctuary that allows for the heaviest industrial activities
- Limited commercial activity permitted in tailored locations to serve the employees
- Building forms and development standards are designed to facilitate goods movement and access. These regulations create flexible structures that can accommodate a range of industrial activities over time.

SPECIAL

CIVIC

This area is a major employment center for governmental, administration, institutional, civic, and cultural jobs for the City and County. The employment base will be further diversified by commercial services and amenities, to support daytime workers and a resident community.

STRATEGIES

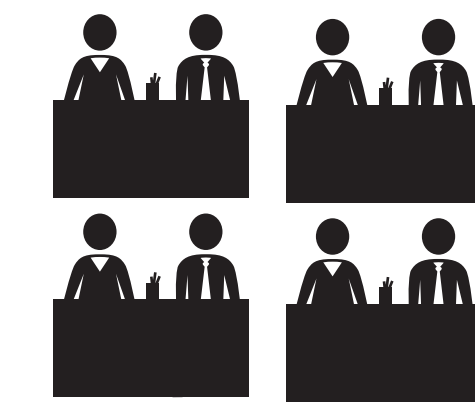
- Prioritize governmental, civic, and cultural uses with integration of retail and service jobs

DOWNTOWN EMPLOYMENT PROFILE

DOWNTOWN REPRESENTS

1.0% of total land area in the City of Los Angeles
20.0% of jobs in the City of Los Angeles
and
7.5% of business establishments in the City

By the year 2040
Downtown will
add approximately



**+55,000
JOBS**



DTLA JOB CLUSTERS

Data Source: Los Angeles Department of City Planning and Downtown Center BID

Since 1999, over
\$17 BILLION has
been invested in
DTLA

- \$6.02 B in Residential
- \$8.0 B in Commercial
- \$1.16 B in Arts and Entertainment
- \$2.60 B in Civic & Institutional
- \$5.30 B in Commercial & Residential

JOBS ORIENTATION TODAY

ZONING

- MIXED USE
- RESIDENTIAL EMPHASIS MIXED USE
- VISITOR/ENTERTAINMENT
- HYBRID INDUSTRIAL
- INDUSTRIAL/PUBLIC FACILITIES