

COMMON THEMES - OVERVIEW



Palms-Mar Vista-Del Rey

These are common themes we heard from your community. Please review these as a starting point to identify the improvements, changes, and protections that are desired.

COMMERCIAL AREAS:

The Commercial Areas include the following:

- Mixed-Use Community Commercial Corridor
- Main Street Commercial Corridor
- Mixed-Use Neighborhood-Serving Node
- Mixed-Use Village
- Downtown Del Rey Village

Review Map “Common Themes – Commercial Areas” for details

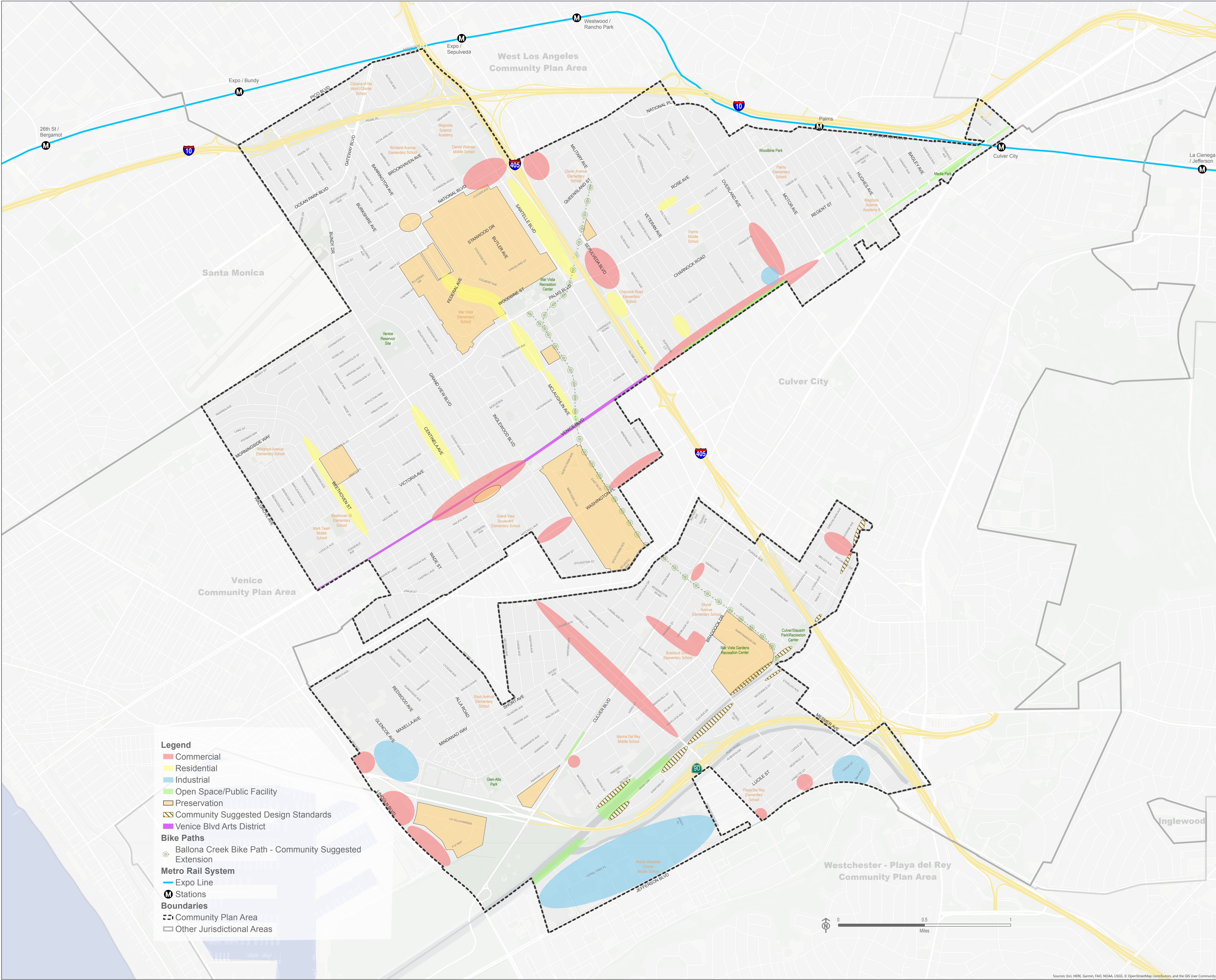


INDUSTRIAL AREAS

The Industrial Areas include the following:

- Area H – Hybrid Industrial (Jobs Emphasis)
- Marina Marketplace – Hybrid Industrial (Retail Emphasis)
- Hybrid Industrial (Residential Emphasis)
- Mesmer Triangle Industrial District (Adaptive Reuse)

Review Map “Common Themes – Industrial Areas” for details



TRANSITION AREAS:

The Transition Areas include the following:

- Low Medium Residential (Buffer)
- Medium Residential (Buffer)
- High Medium Residential (Buffer)
- New Open Space
- New Public Facility
- Ballona Wetlands Adjacent – Community Suggested Design Standards
- Ballona Creek Bike Path – Community Suggested Extension

Review Map “Common Themes – Transition Areas” for details



PRESERVATION AREAS

The Preservation Areas include the following:

- Gregory Ain HPOZ
- Historic Commercial Village Node
- Survey LA Historic District
- Survey LA Planning District
- National Register of Historic Places

Review Map “Common Themes – Preservation Areas” for details



COMMON THEMES - COMMERCIAL AREAS



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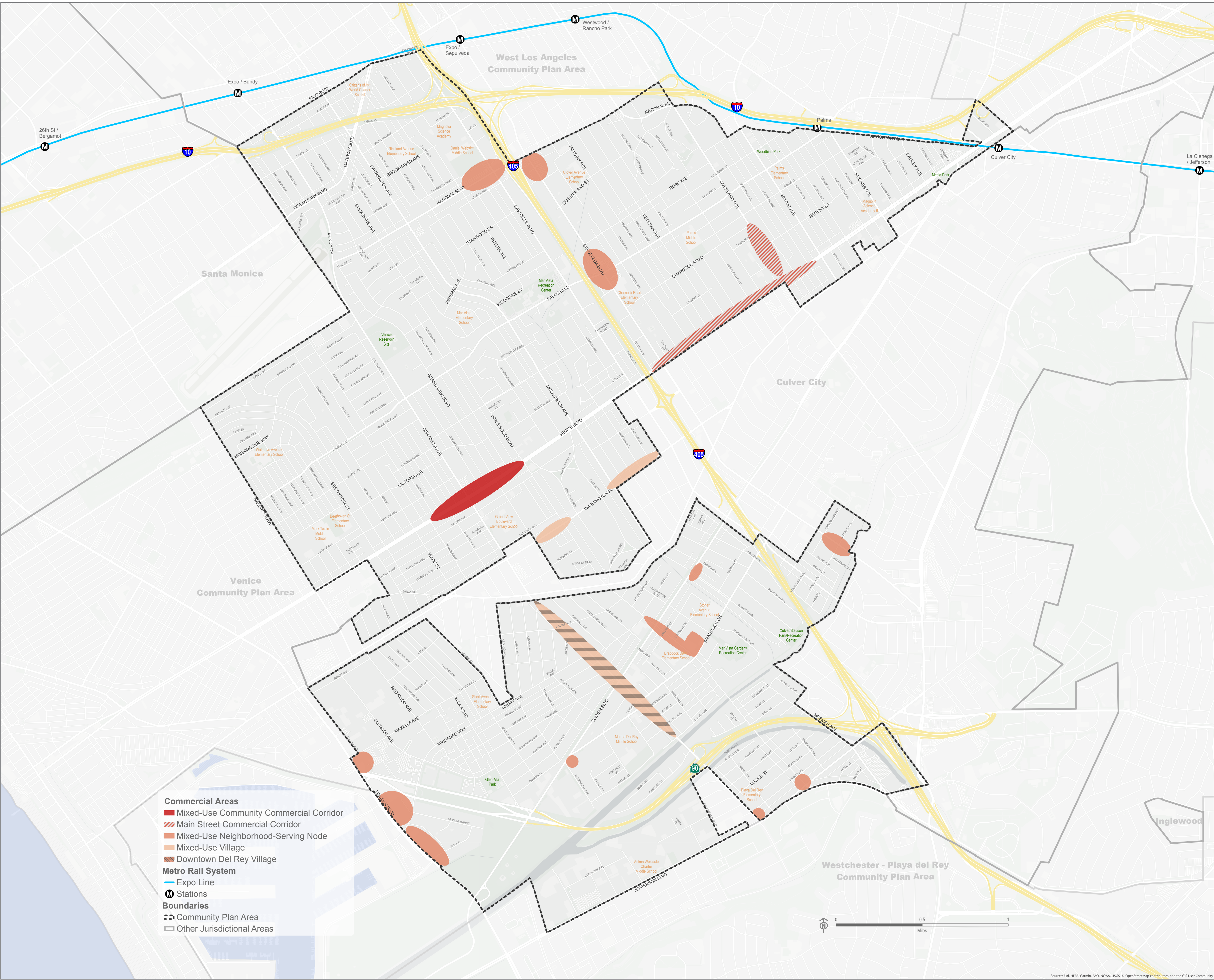
MIXED-USE COMMUNITY COMMERCIAL CORRIDOR

- Creates a cohesive, walkable focal point that services the surrounding residential neighborhoods with community serving commercial and mixed-use
- Offers additional residential opportunities, including affordable housing
- Encourages developments that meet community needs such as cultural facilities, medical offices, retail supermarkets and stores, gyms, and other core community uses etc.
- Encourages active ground-floor commercial uses with pedestrian-friendly building designs
- Located along major corridors that are well serviced by public transit
- Protects residential quality of life through transitional heights when abutting low scale residential



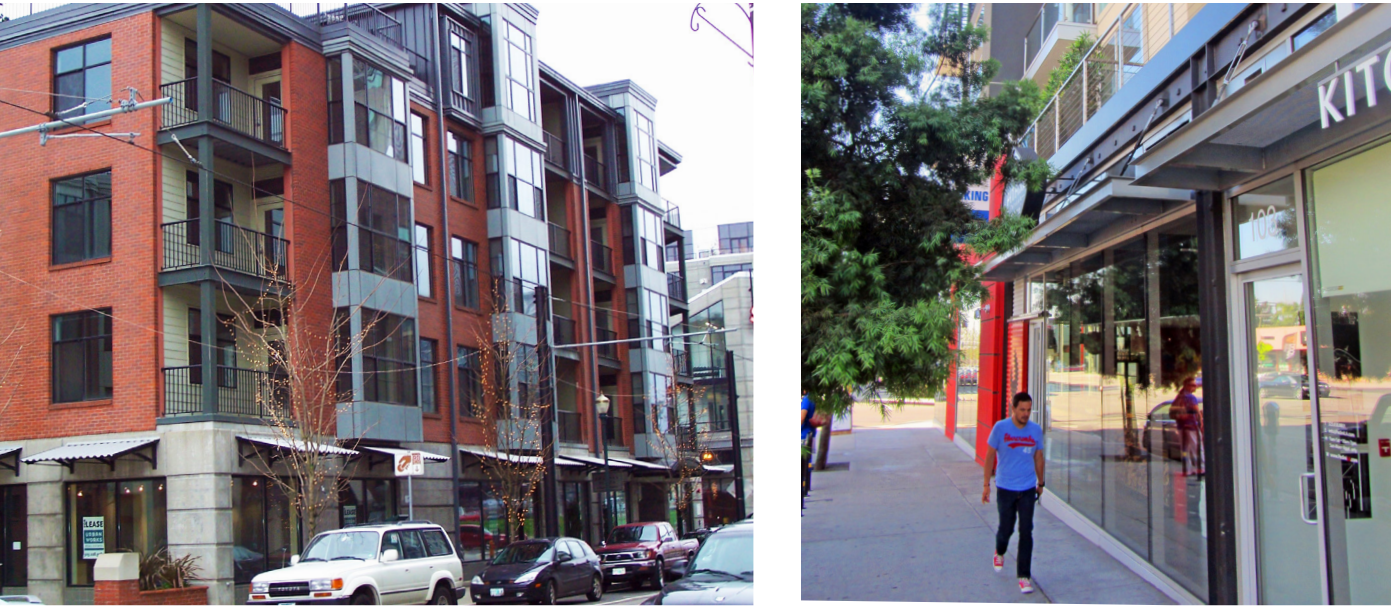
MIXED-USE NEIGHBORHOOD-SERVING NODE

- Focused at intersections and corners along major streets
- Promotes commercial corners as neighborhood-serving that are within walking distance of residential
- Provides additional housing opportunities and mixed-use developments, including affordable housing
- Encourages active ground floors and pedestrian friendly interfaces
- Protects residential quality of life through transitional heights when abutting low scale residential
- In TOC designated areas, customizes TOC affordability requirements



MAIN STREET COMMERCIAL CORRIDOR:

- Creates vibrant, walkable, and cohesive neighborhoods with high density residential and mixed-use capacity along major corridors such as Venice and Overland
- Encourages ground floor neighborhood-serving uses
- Encourages commercial spaces that are affordable to local small businesses
- Lines ground floor parking with habitable uses and vehicular access through alleys when feasible
- Prohibits auto-related uses (drive thru, car dealerships, auto body shops, etc)
- In TOC designated areas, customizes TOC affordability requirements
- Heights are limited to 5-8 stories.



MIXED-USE VILLAGE:

- Creates small, vibrant, walkable commercial and mixed-use neighborhoods to service nearby residential
- Expands the variety of core retail uses that meet the daily needs of people (cafes, restaurants, small retail, cleaners, post office, etc)
- Supports pedestrian scale design and active uses such indoor and outdoor dining
- Provides a range of housing types for all incomes & family sizes that are integrated with commercial
- Protects residential quality of life through transitional heights when abutting low scale residential
- Heights are limited to 3-4 Stories



DOWNTOWN DEL REY VILLAGE:

- Creates a focal point of community identity for Del Rey along Centinela Avenue
- Promotes a vibrant, cohesive, walkable, neighborhood-serving commercial and mixed-use village
- Provides a range of housing types for all incomes & family sizes that are integrated with commercial
- Expands additional neighborhood-serving uses (restaurants, cafes, small grocery stores, retail, bars)
- Encourages enhancements to the public realm such as publicly accessible open space, streetscape improvements, signage regulations, and retention of local businesses
- Prohibits auto-related uses (car dealerships, gas stations, auto body shops)



COMMON THEMES - INDUSTRIAL AREAS

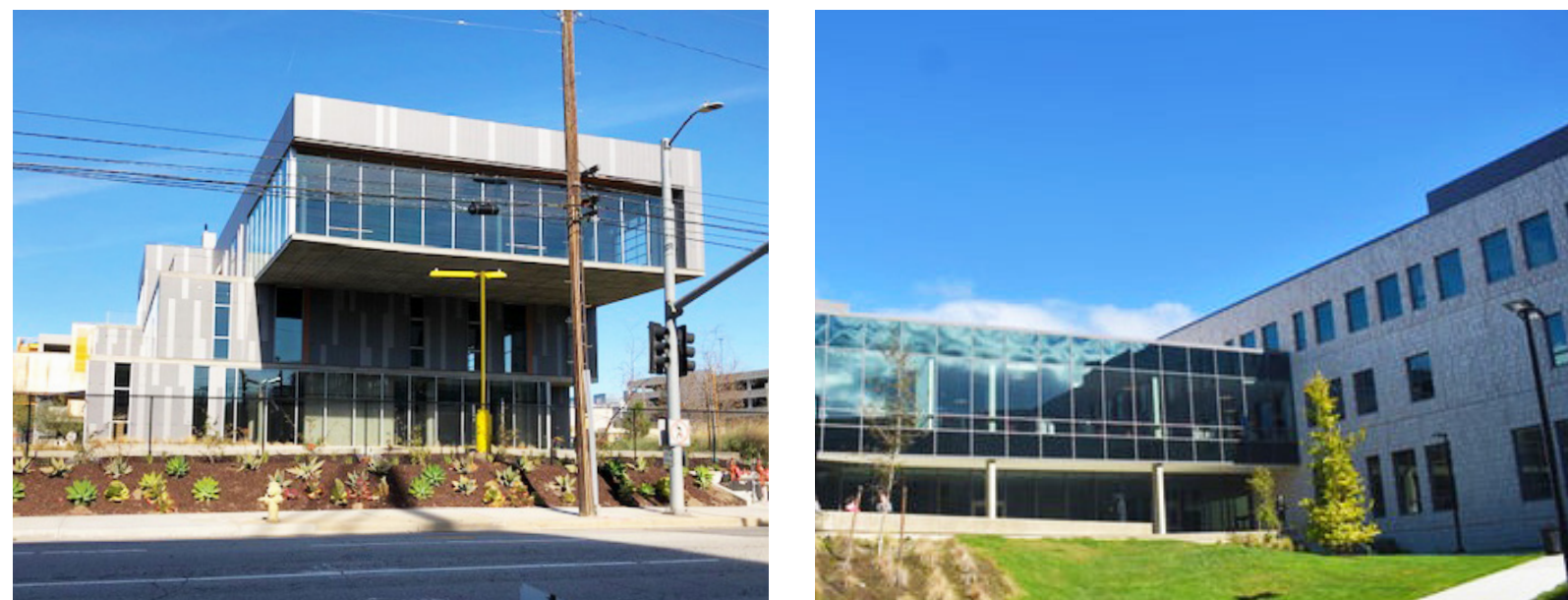


Palms-Mar Vista-Del Rey

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AREA H - HYBRID INDUSTRIAL (JOBS EMPHASIS)

- Jobs-focused zone that allows for limited residential opportunities, including live/work
- Encourages affordable housing developments and adaptive reuse of buildings
- Encourages 21st century jobs and creative industries
- Promotes active ground floor commercial uses such as restaurants and cafes to meet worker needs
- Requires that adequate open space, parking, and food truck areas be provided in all new projects
- In TOC designated areas, customizes TOC affordability requirements



MARINA MARKETPLACE- HYBRID INDUSTRIAL (RETAIL EMPHASIS)

- Jobs focused area that prioritizes commercial and retail uses
- Creates opportunity for modern commercial redevelopment center
- Applies development standards similar to the Glencoe Maxella Specific Plan
- Allows for additional residential opportunities, including low and moderate income affordable housing
- Encourages comtable design with surrounding community and prohibits storage units
- In TOC designated areas, customizes TOC affordability requirements



HYBRID INDUSTRIAL (RESIDENTIAL)

- Allows for both jobs and housing opportunities, including live/work
- Encourages neighborhood services (post office, book stores, cafes, restaurants, cleaners, etc)
- Allows for traditional multi-unit housing typologies and encourages affordable housing developments
- In TOC designated areas, customizes TOC affordability requirements



MESMER TRIANGLE INDUSTRIAL DISTRICT (ADAPTIVE REUSE)

- Preserves vital industrial land for light industrial uses in the community, with limited live/work allowed
- Promotes retention of 50% of buildings, including historic resources, through adaptive reuse
- Limits development standards by lot size in order to prevent large scale projects
- Allows and encourages artistic uses and enclaves
- In TOC designated areas, customizes TOC affordability requirements



COMMON THEMES - TRANSITION AREAS



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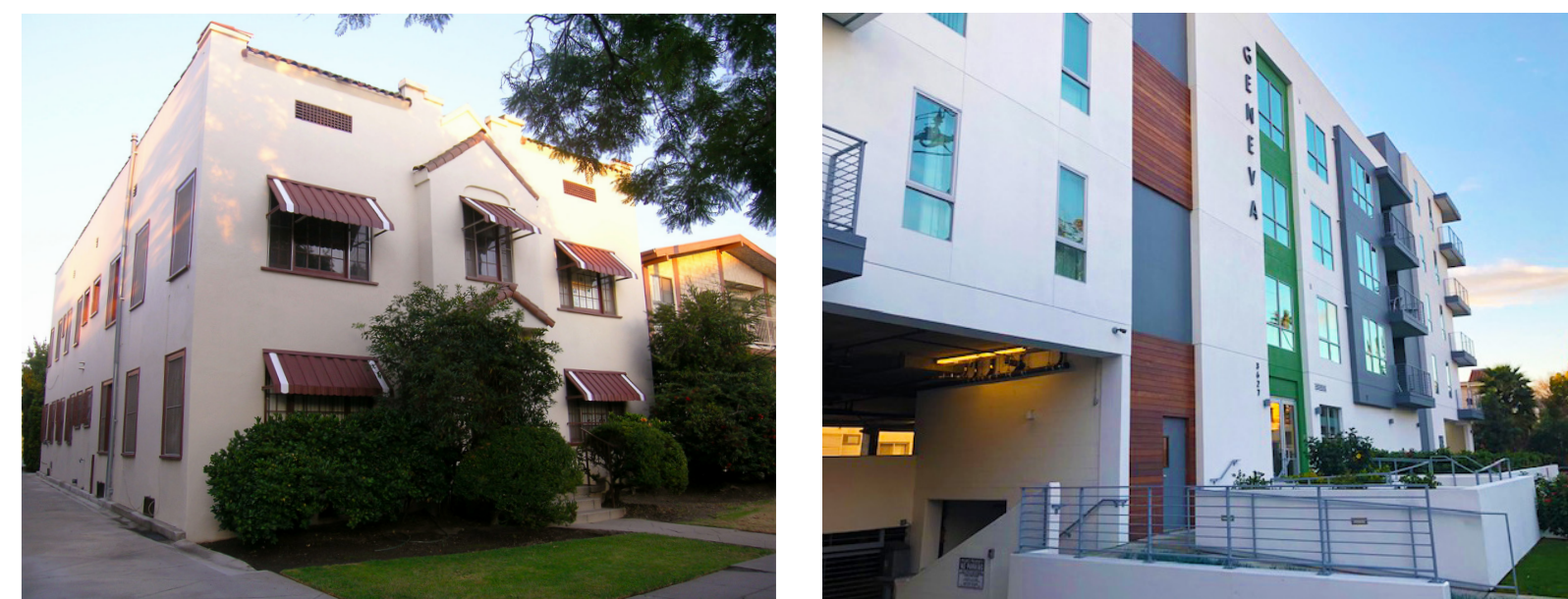
HIGH MEDIUM RESIDENTIAL (BUFFER)

- High residential capacity areas focused mainly along major corridors such as Sepulveda and Sawtelle
- Located near neighborhood-serving amenities and well-served transit corridors
- Not adjacent to low density neighborhoods
- In TOC designated areas, customizes TOC affordability requirements



MEDIUM RESIDENTIAL (BUFFER)

- Medium residential capacity to provide transitions between low-density residential and major corridors
- Designed with appropriate transitional height, density, and character
- In TOC designated areas, customizes TOC affordability requirements
- Heights range from 1-4 Stories



LOW MEDIUM RESIDENTIAL (BUFFER)

- Transitions between low density residential and arterial streets to reduce car noise and traffic impacts
- Focused along arterial corridors such as Centinela, Beethoven and McLaughlin
- Low-scale design that can support 2-4 unit developments such as townhomes, duplexes, triplexes, and fourplexes that are compatible with surrounding size and scale of neighborhood.
- In TOC designated areas, customizes TOC affordability requirements
- Heights range from 1-3 Stories



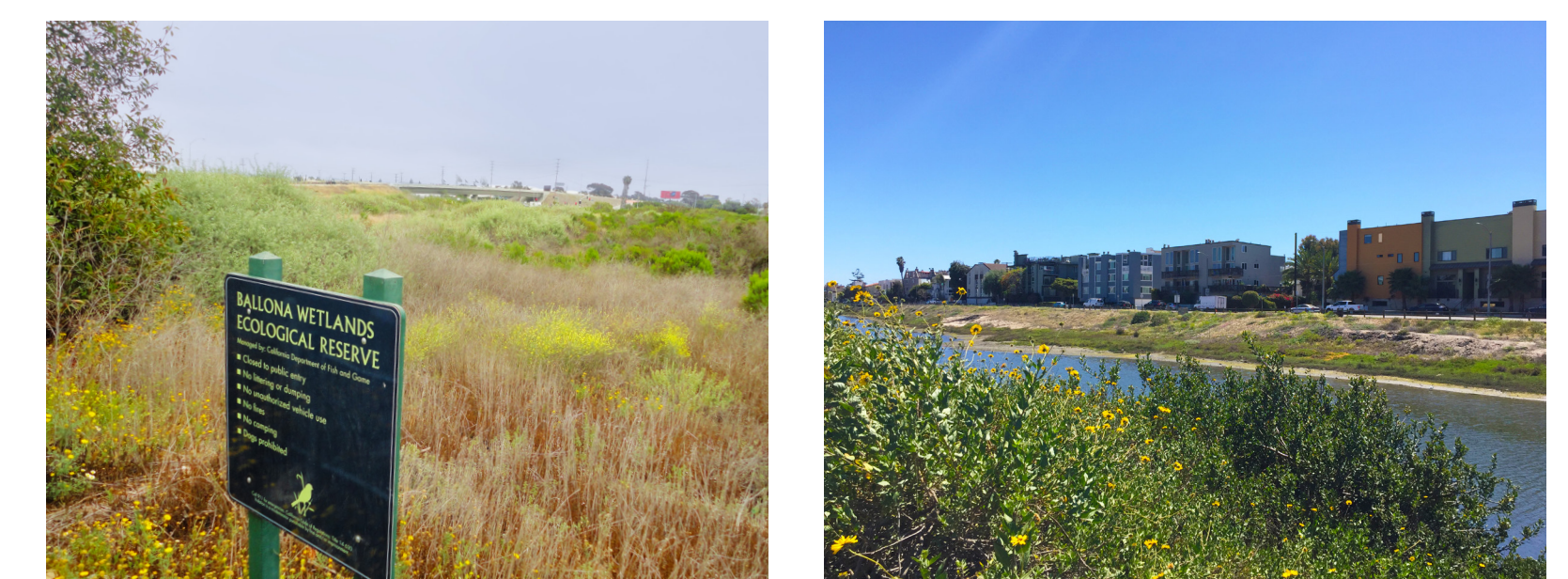
NEW OPEN SPACE

- Preserves Ballona Wetlands by changing to Open Space to protect it from any new development
- Changes designation of Culver Median areas to Open Space
- Support creation of new pocket parks, dog parks, as part of new developments or existing land use, for example at the corner of McLaughlin and Venice



BALLONA CREEK ADJACENT - COMMUNITY REQUESTED DESIGN STANDARDS

- Protect the Ballona Wetlands by implementing redevelopment standards to habitat adjacent properties
- Require new projects to include no less than 20% lot area dedicated to open space
- Require additional setbacks and yard sizes along the creek interface and place limits on lighting that impact wildlife
- Create softscape, heat island and stormwater management requirements and restrictions
- Prohibit industrial zones



BALLONA CREEK BIKE PATH- COMMUNITY REQUESTED EXTENSION

- Extends the Ballona Creek bike path to improve north and south connectivity
- Improves mobility and provides greater access to the Metro
- Encourages greater neighborhood connectivity between Palms, Mar Vista and Del Rey



NEW PUBLIC FACILITY

- Change the Venice median designation in the Palms neighborhood from Open Space to Public Facility

COMMON THEMES - PRESERVATION AREAS



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HISTORIC COMMERCIAL VILLAGE NODE

- Retain character, scale, and design of historic commercial buildings
- Protects and retains local, small businesses in Mar Vista
- Opportunity to apply design characteristics of historic buildings to new developments



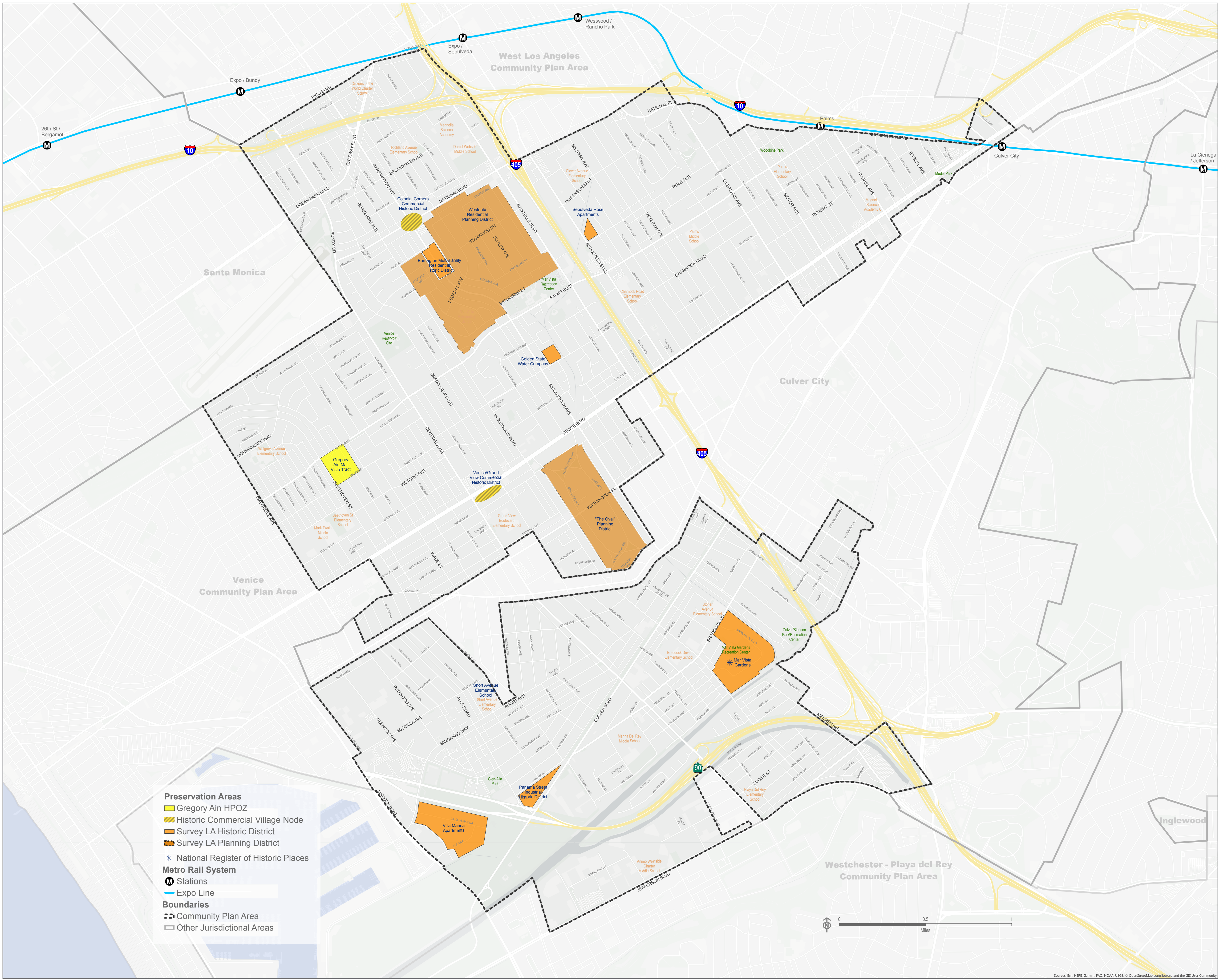
SURVEY LA HISTORIC DISTRICT

- Survey LA identified historic districts
- Preserve the character, scale, and density of these areas
- Opportunity to apply additional conservation protections



SURVEY LA PLANNING DISTRICT

- Survey LA Identified Planning District
- Retain the character and scale of these neighborhoods
- Opportunity to apply design characteristics to new developments in these areas



GREGORY AIN HPOZ

- Retain the Gregory Ain HPOZ
- Contains 52 parcels designed by architect Gregory Ain in Modern Style
- Built in 1948, the neighborhood consists of one-story single family homes
- LA City's first post-World War II HPOZ, adopted by City Council in 2003



PRESERVE LOW-DENSITY RESIDENTIAL (R1 ZONES THROUGHOUT PLAN AREA)

- Note: Not shown on map
- Maintain single-family residential neighborhoods, including the Westside Village
- Maintain the character of single-family residential areas
- Provide transitions between low-density residential areas and other uses and scales of development

