



Wilshire Blvd/Miracle Mile Historical Timeline

PURPLE LINE TRANSIT NEIGHBORHOOD PLAN

Los Angeles has been a dynamic area for millennia, from the Chumash and Tongva villages, Spanish settlements, Mexican land grants, and post war population booms to the vibrant and diverse place it is today. The following are some milestones in LA history that helped shape the Purple Line TNP area.

TEXT LEGEND
 LA City Milestones
 Land Use Milestones
 Transit Milestones

38,000 BCE
 Future fossils are trapped in what is now known as the La Brea Tar Pits



8,000 BCE
 Chumash people settle the LA Basin

1781
 A group of 11 Mexican families settles by the river and the settlement is named El Pueblo Sobre el Rio de Nuestra Señora la Reina de los Angeles del Rio de Porciuncula

1841
 Los Angeles Population: 141

1848
 Mexico cedes California to the United States in the Treaty of Guadalupe Hidalgo

1850
 Los Angeles is incorporated

1892
 Edward Doheny discovers oil near Westlake Park, prompting oil discoveries all across LA

1895
 Henry Gaylord Wilshire plans his 120 foot wide boulevard on his 35 acre tract of land just west of West Lake (now MacArthur) Park for an exclusive residential neighborhood

1897
 The western boundary of LA moves west from Hoover St to Vermont Ave and Wilshire Blvd is extended



1900
 Los Angeles Population: 102,479

1904
 Los Angeles enacts a 13 story/150 foot height limit

1913
 Los Angeles Aqueduct is completed

Judge by comparison

Note the Superior Advantages of Mansfield Knoll and Wilshire Highlands:

Better Location - In the choice Wilshire district, which means that those who live in the best part of town. Not only that, but they are across the street from the built up section.

Lower Prices - These lots are being sold direct from original owner to purchaser, without the customary middlemen to inflate the price. Homeowners can be bought on reasonable terms. \$1800, \$2000, \$2200.

Improvements - Wilshire Highlands and Advancing Mansfield Knoll are ready for homes, as the bulk of the slow grading work is finished. Downside the utilities are being rapidly installed.

More Important - Nowhere else can you find such a remarkable number of prominent boulevard. They are measured in miles, not blocks.

Clear a million dollars' worth of lot have been bought for three months. You are not the first to make this comparison, but each person who you may be one of those to profit by it.

Close to P.E. - Near on the South the new line from the proposed subway passing through this property. Think what the construction of this property will mean to you in Wilshire Highlands and Mansfield Knoll.

David Barry & Company
 Main Office: 1312 Van Ness Blvd.
 San Francisco, California
 Local Office: 1111 Wilshire Boulevard
 Los Angeles, California

1920
 Los Angeles Population: 576,673

1920s
 Developer A.W. Ross develops Wilshire Blvd as a commercial district to rival DTLA

1920-23
 The Rancho las Cienegas tract is subdivided and developed, forming what is now the Miracle Mile HPOZ

1922-24
 Los Angeles annexes the areas that now comprise the Miracle Mile

1923
 Developer J. Harvey McCarthy master plans Carthay Center as a commercial competitor to Miracle Mile on an old air field, it is serviced by the Westgate Line on San Vicente Blvd

1924
 Los Angeles Railway carries 346,213,241 passengers on rail cars, with the bus lines carrying 3,361,606 more

1924
 George Allen Hancock, owner of the Rancho La Brea subdivision, donates 23 acres of land for the preservation of fossils, now known as the La Brea Tar Pits and Museum

1929
 Ross proposes to develop a 40 story hotel and rail terminal at Wilshire and Fairfax, but plans are discarded due to stock market crash and Great Depression

1929
 Wilshire Tower (right), then known as Silverwood/Desmond's, is the first art deco building to open on Wilshire Blvd

1930
 Los Angeles Population: 1,238,048

1934
 Farmers' Market opens at Third Street and Fairfax Ave

1939
 May Co. opens at Wilshire and Fairfax, with parking for 750 cars and the first department store car service station



1940
 Los Angeles Population: 1,504,277

1940
 Pacific Electric's Westgate line running on San Vicente Blvd is decommissioned

1944
 Park La Brea opens with primarily two story buildings

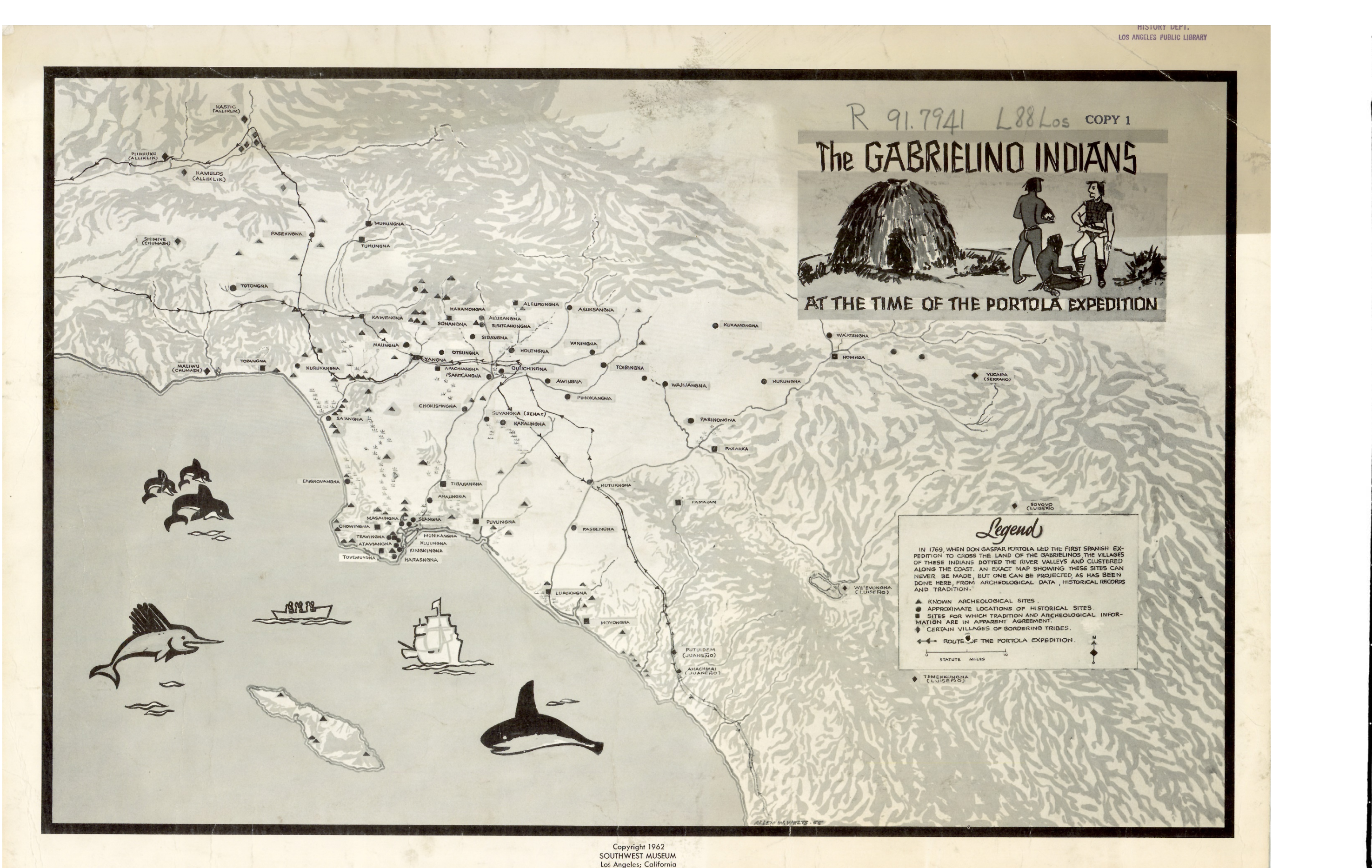
1944
 Peak ridership of the Pacific Electric Railway, with 109 million riders on more than 1,150 miles of track

1949
 Prudential Square opens as the tallest building in the city and shifts the Miracle Mile from a shopping destination to an office district



BCE to 1800 CE

Circa 500 CE
 Tongva people settle the LA Basin, creating the village of Yang-Na near present day city hall

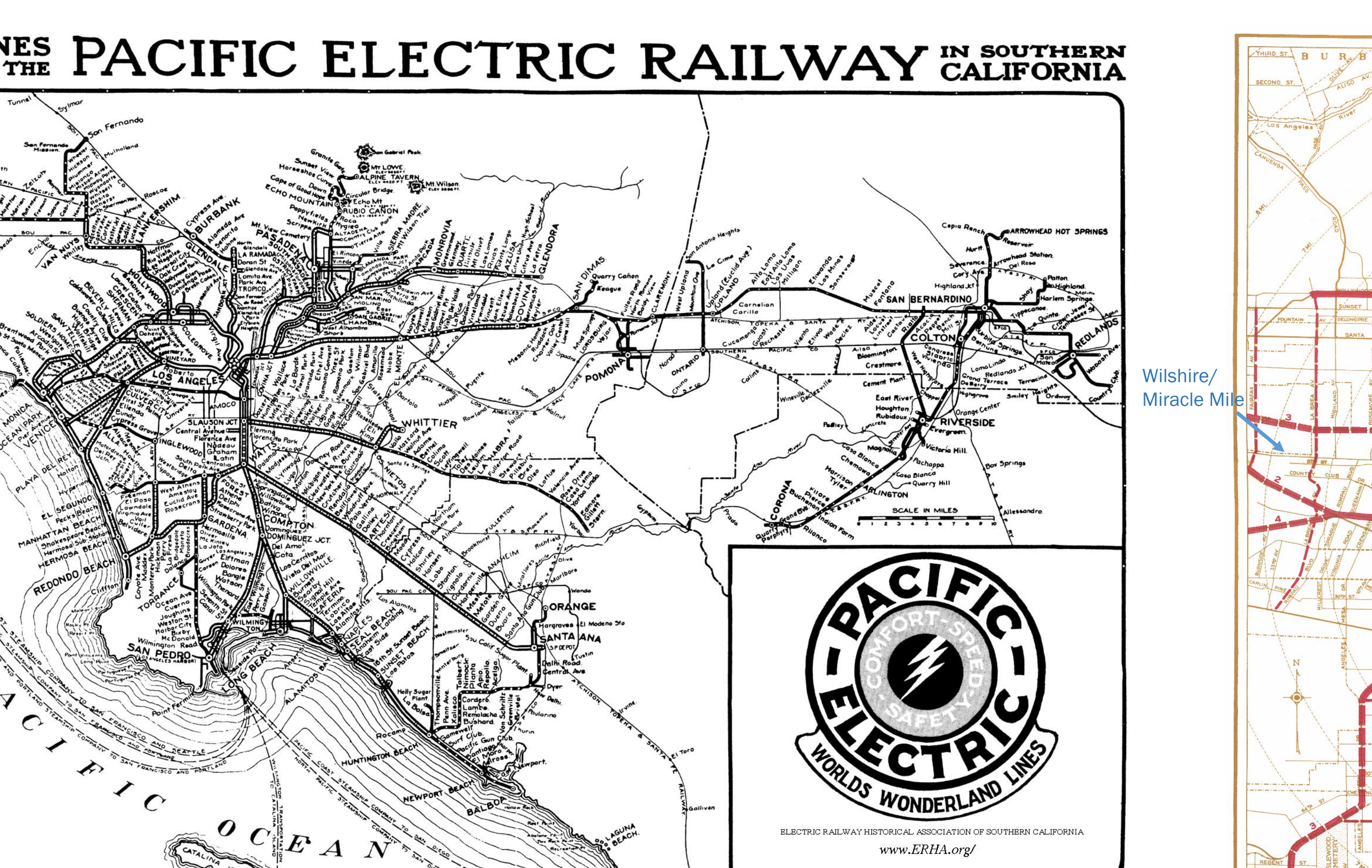


1800

1890
 Los Angeles Consolidated Electric Railway Company is organized and begins constructing electric railway service

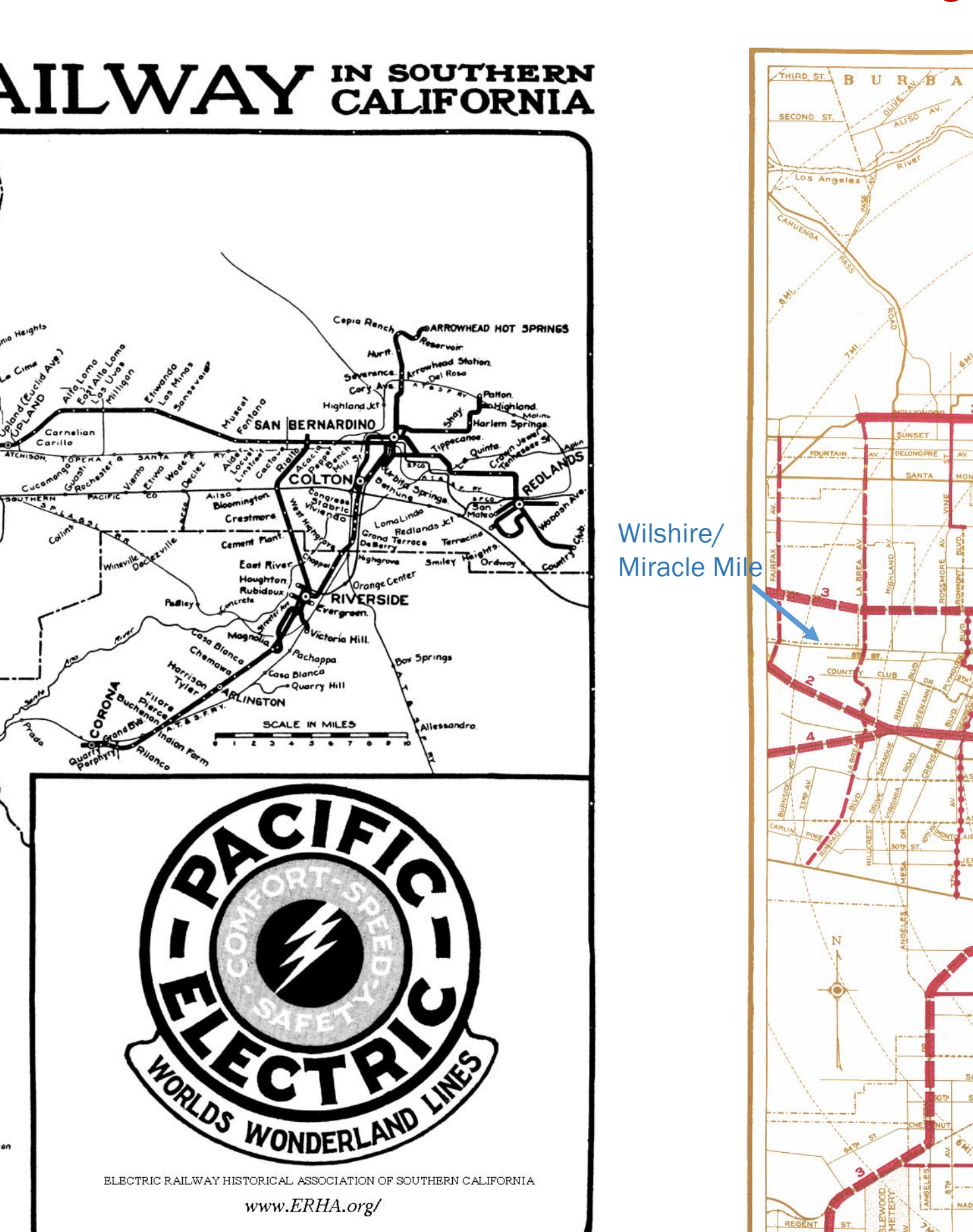
1900

1906
 Los Angeles Pacific Railway route established on San Vicente Blvd, later becoming Pacific Electric's Westgate Line



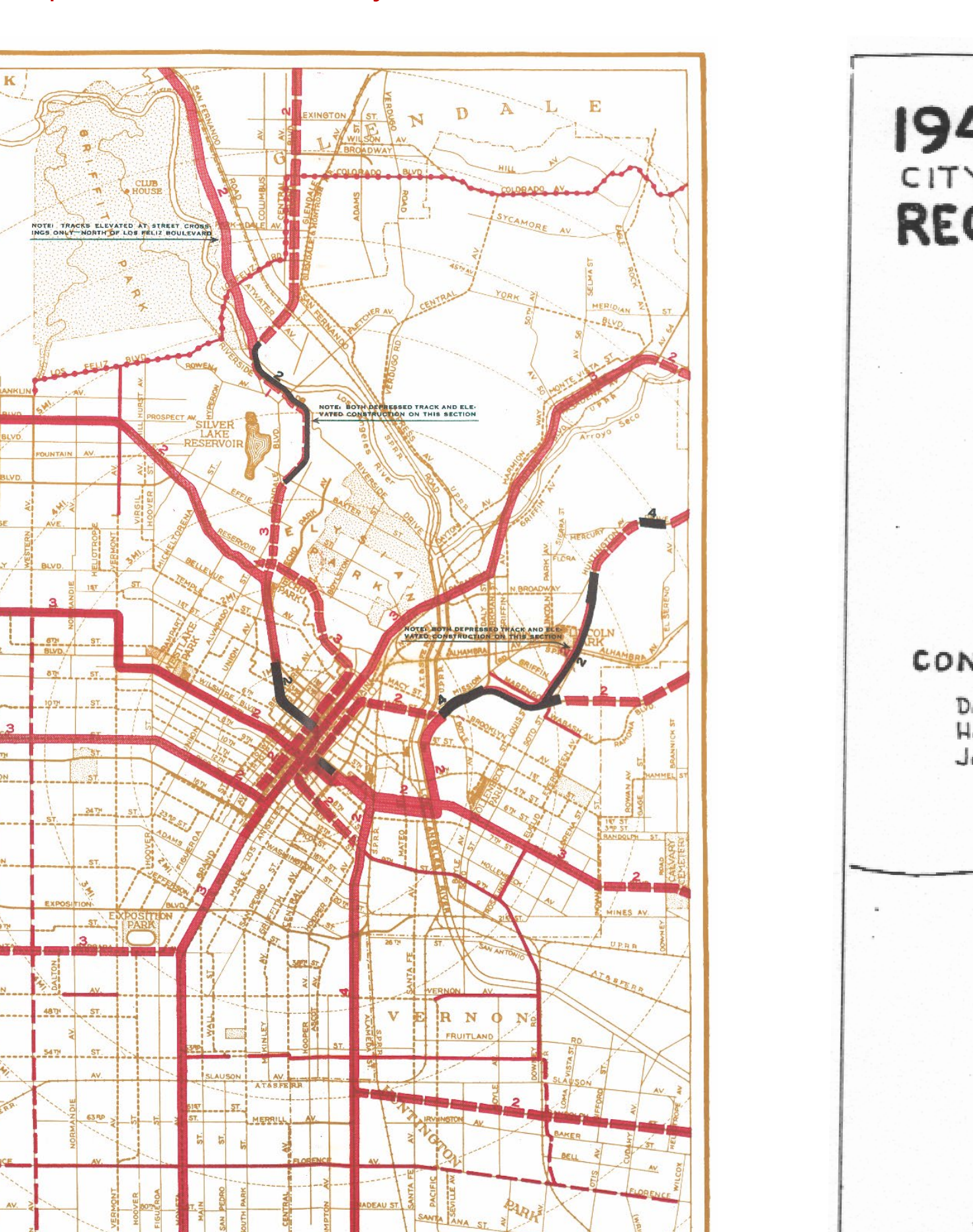
1920

1925
 Report and Recommendations on a Comprehensive Rapid Transit Plan for the City and County of Los Angeles" (below) is published, with recommendations on future lines, as well as financing and operation of a unified system.



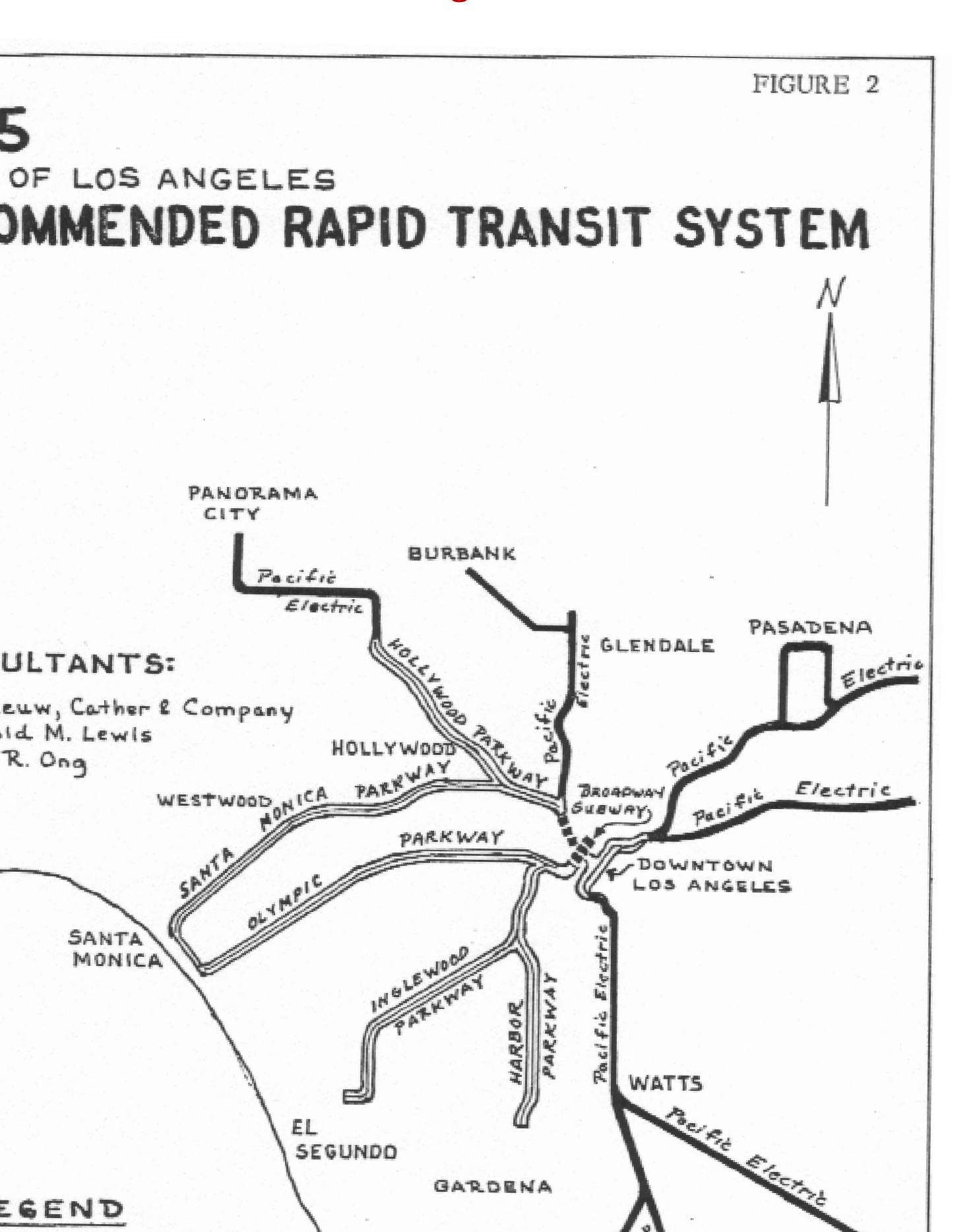
1930

1945
 City of LA publishes "Recommended Program for Improvement of Transportation and Traffic Facilities in the Metropolitan Area" emphasizing a freeway network with rapid transit in the median and enhancement of existing rail and bus lines.



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1950
Los Angeles Population: 1,970,358

1950
Park La Brea adds eighteen 13-story (height limit at the time) buildings in response to the postwar housing shortage making it the largest multi-family development west of the Mississippi River

1951
Metropolitan Transportation Authority (MTA) is formed to study a regional transit plan across Los Angeles, it was authorized to construct and operate a monorail from the Valley to Long Beach

1956
Los Angeles voters repeal the 13-story height limit by a three-to-one margin and replace it with restricting a building's total floor area to no more than 13 times the area of the lot



1960
Los Angeles Population: 2,479,015

1960
Pacific Electric Red Car ceases operation

1964
Los Angeles Planning Department publishes "Centropolis: The Plan for Central City Los Angeles," which endorses the MTA's four corridor proposal, including the Backbone Route along Wilshire Blvd

1965
LACMA moves to Wilshire Blvd

1970
Los Angeles Population: 2,816,061

1970
Los Angeles Department of City Planning releases the Centers Concept, the guiding framework for the general plan, which identified Miracle Mile as a robust regional center



1975
LA City Council adopts the Wilshire District Plan, covering what is currently known as the Wilshire Community Plan. Among many objectives in the plan is one that seeks "To promote the continued role of 'Wilshire Center' and 'Miracle Mile' as major Centers"

1980
Los Angeles population: 2,950,010

1985
An unrelated methane gas explosion prompts area congressman Henry Waxman to eliminate federal funding for subway construction, while the funding was soon restored, a ban on subway tunneling under Wilshire goes into effect that will last for 22 years

1985
Proposition U passes, limiting FAR in commercial and industrial zones to 1.5:1

1985
South Carthay HPOZ is adopted

1990
Los Angeles Population: 3,485,398

1990
Miracle Mile North HPOZ is adopted

1993
SCRTD becomes Los Angeles County Metropolitan Transportation Authority (Metro)

1994
Peterson Automotive Museum Opens in former Ohrbach's department store



1996
Los Angeles City Council adopts the Framework Element of the General Plan, which has a policy objective of directing growth to transit served areas; Miracle Mile continues to be envisioned as a regional center

1998
Carthay Circle HPOZ is adopted

2000
Los Angeles Population: 3,694,820

2001
Wilshire Community Plan update is adopted

2005
Antonio Villaraigosa wins election in which his support for the Purple Line extension is a centerpiece of his campaign

2006
LACMA construction uncovers skeleton of a near-complete Columbian Mammoth

2008
Hancock Park HPOZ is adopted

2007
Congressman Waxman successfully passes legislation lifting the 1985 federal ban he previously imposed on subway construction in the Wilshire Corridor



2010
Los Angeles Population: 3,792,621

2014
Los Angeles Department of City Planning receives a grant from Metro to initiate transit supportive planning around the Purple Line Phase 1 Extension stations



2014
Metro Purple Line Phase 1 Extension breaks ground

2016
Los Angeles voters approve Measure JJJ by a 2-1 margin, setting requirements for affordable housing and labor standards for projects of 10 or more residential units that require certain discretionary actions; it also tasks the Department of City Planning to create the Transit Oriented Communities (TOC) Affordable Housing Incentive Guidelines

2017
Carthay Square and Miracle Mile HPOZs are adopted

2017
Transit Oriented Communities (TOC) Affordable Housing Incentive Guidelines are issued per the requirements of Measure JJJ

1950

1960

1970

1990

2000

2010

1959
MTA releases "Study of Public Transportation Needs for the Determination of Potential Rapid Transit Route," identifying twelve "corridors of major streams of travel, and narrowing to four corridors for an initial priority system, including the Wilshire District, from Beverly Hills to El Monte.

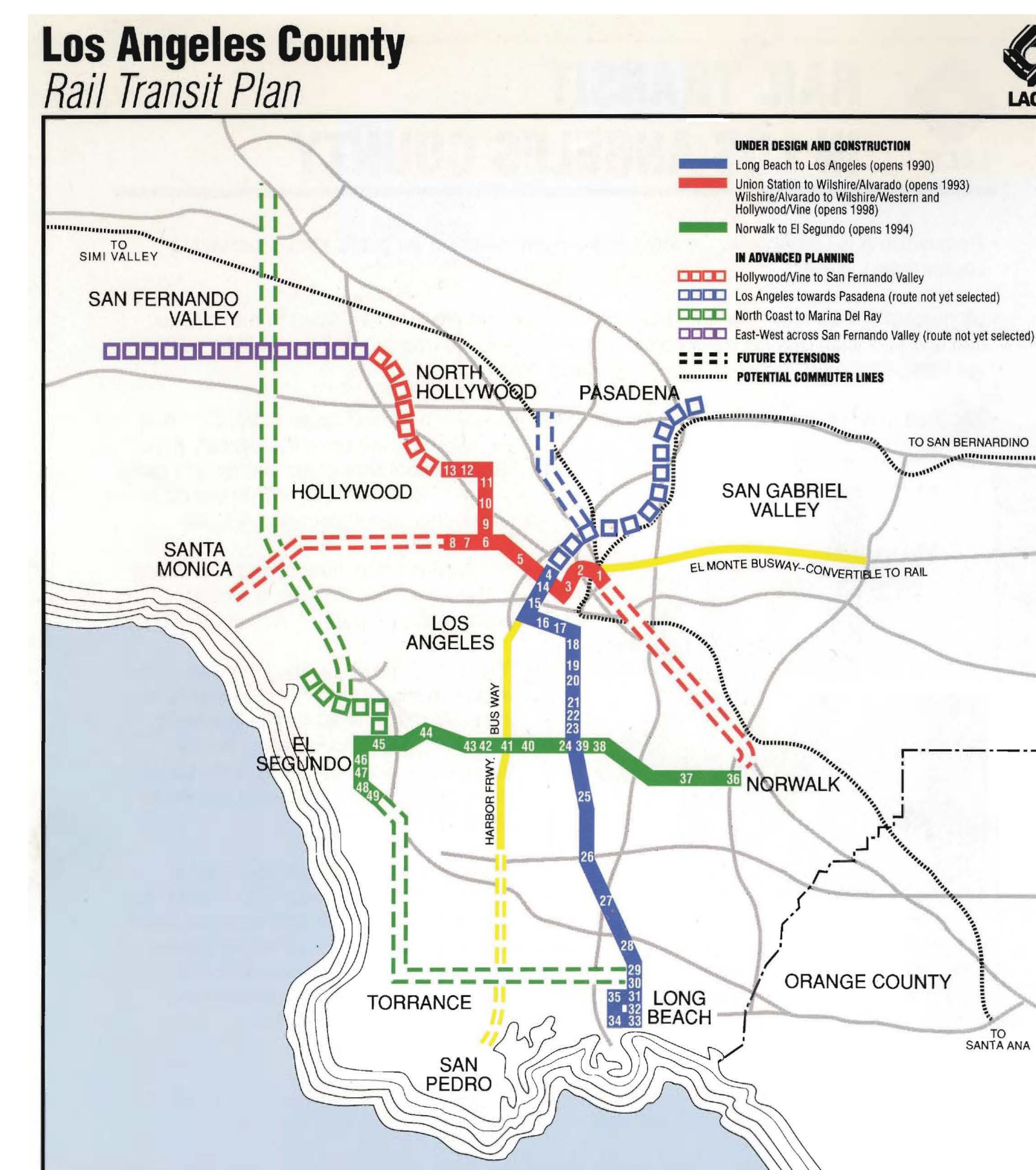
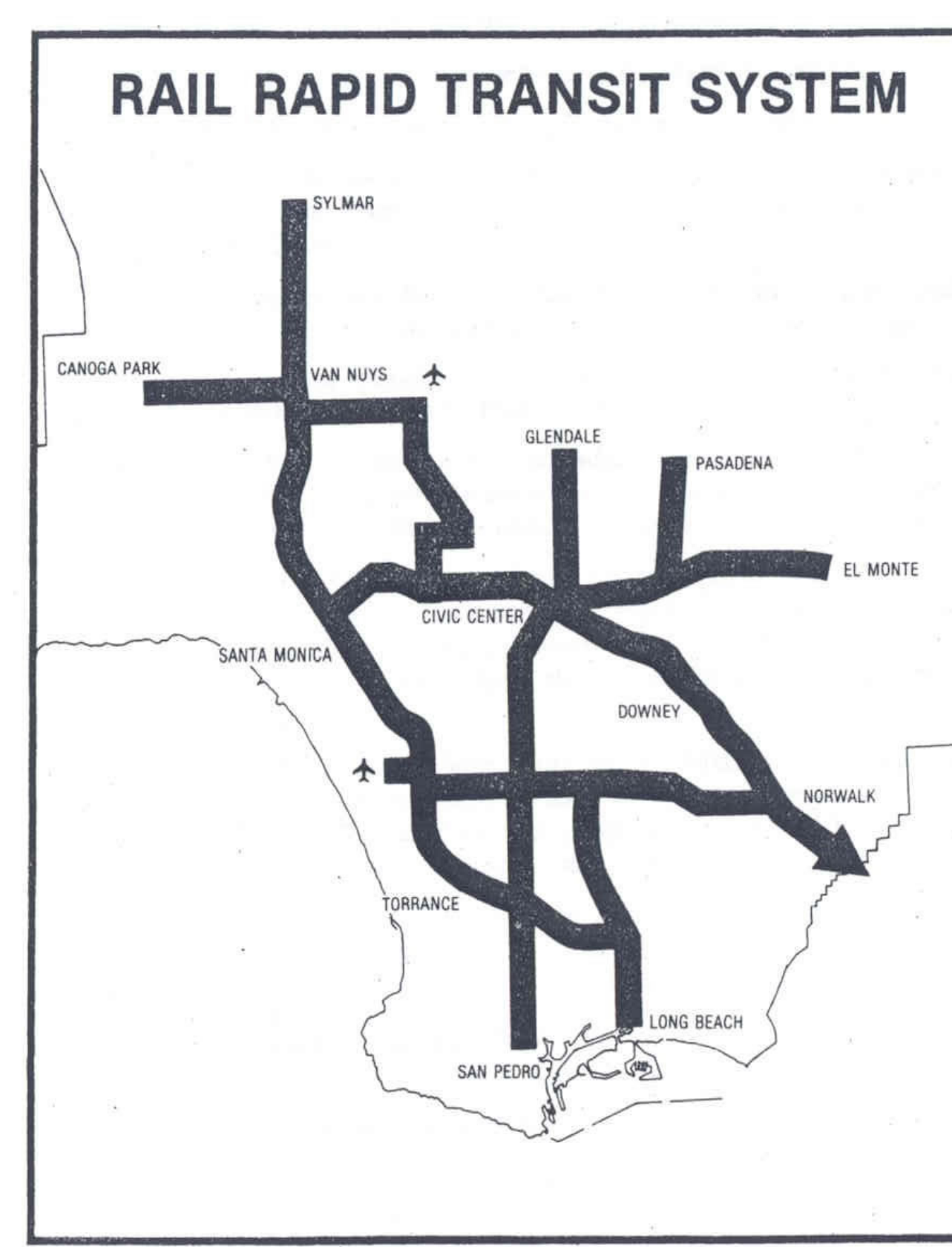
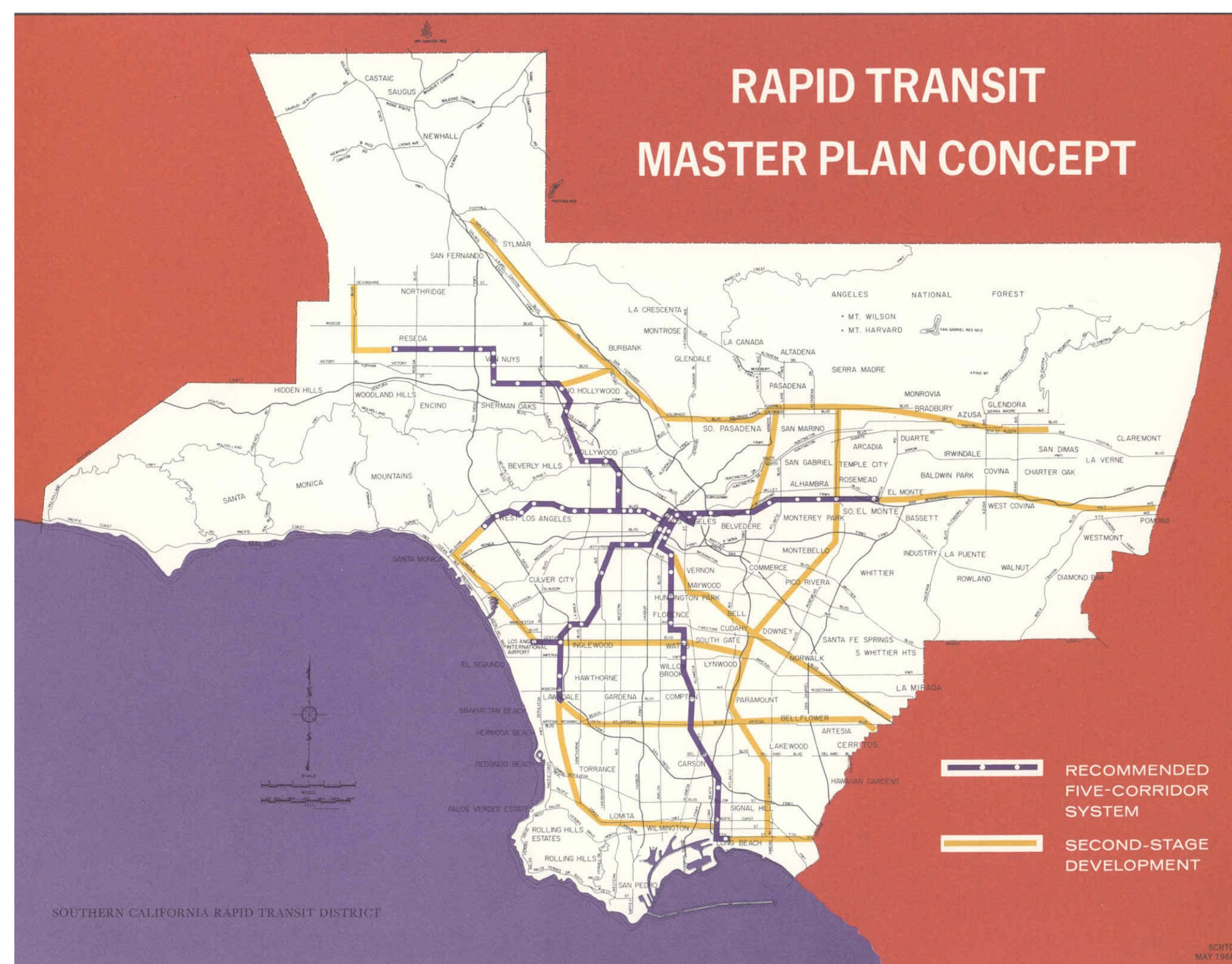
1964
Southern California Rapid Transit District (SCRTD) is formed, giving powers to operate, implement and fund transit plans not afforded to the MTA

1980
After three previously failed ballot measures, Los Angeles County voters pass Measure A, a ½ cent sales tax to fund a transit system in which the Wilshire Subway is the "cornerstone" of the system

1990
Los Angeles County Voters approve Proposition C, adding another ½ cent sales tax for transportation funding

2008
Los Angeles County voters approve Measure R, a ½ cent sales tax which created a funding stream for the Purple Line extension

2016
Los Angeles County voters approve (71%) Measure M, a ½ cent sales tax for transportation funding with no sunset



1960
MTA proposes elevated monorail along Wilshire, later modified to be a subway route, and becomes known as the "backbone route" based on the studies conducted by the MTA indicating it would be an essential element in any system of rapid transit which would later evolve

1968
Southern California Rapid Transit District (SCRTD) issues final report recommending a Five Corridor System, adding an Airport-Southwest line, connecting Union Station and LAX

1990
SCRTD opens the Blue Line to Long Beach, marking the region's return to rail transit

TEXT LEGEND
LA City Milestones
Land Use Milestones
Transit Milestones

