

SCREENSHOTS OF JULY 16, 2020 WEBINAR REGARDING  
PALM-MAR VISTA-DEL REY  
COMMUNITY PLAN UPDATE

BY THE DEPARTMENT OF CITY PLANNING (DCP)



LOS ANGELES  
CITY PLANNING

# Welcome to PALMS-MAR VISTA-DEL REY

Community Plan Update  
Draft Land Use Concepts



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LOS ANGELES  
CITY PLANNING

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# AGENDA

## 1. Background

- Plan Area
- Demographics
- Land Use Context

## 2. Process

- Community Input
- Emerging Vision Statement

## 3. Draft Concepts

- Overview
- Residential
- Commercial
- Industrial
- Historic and Ecological Areas
- Opportunity Sites





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# BACKGROUND: PLAN AREA



- 5,257 Acres (8.2sq miles)
- Bisected by Culver City
- 405, 10, and 90 Freeways
- Serviced by Metro E Line
- Proximity to jobs, schools, and coastal resources



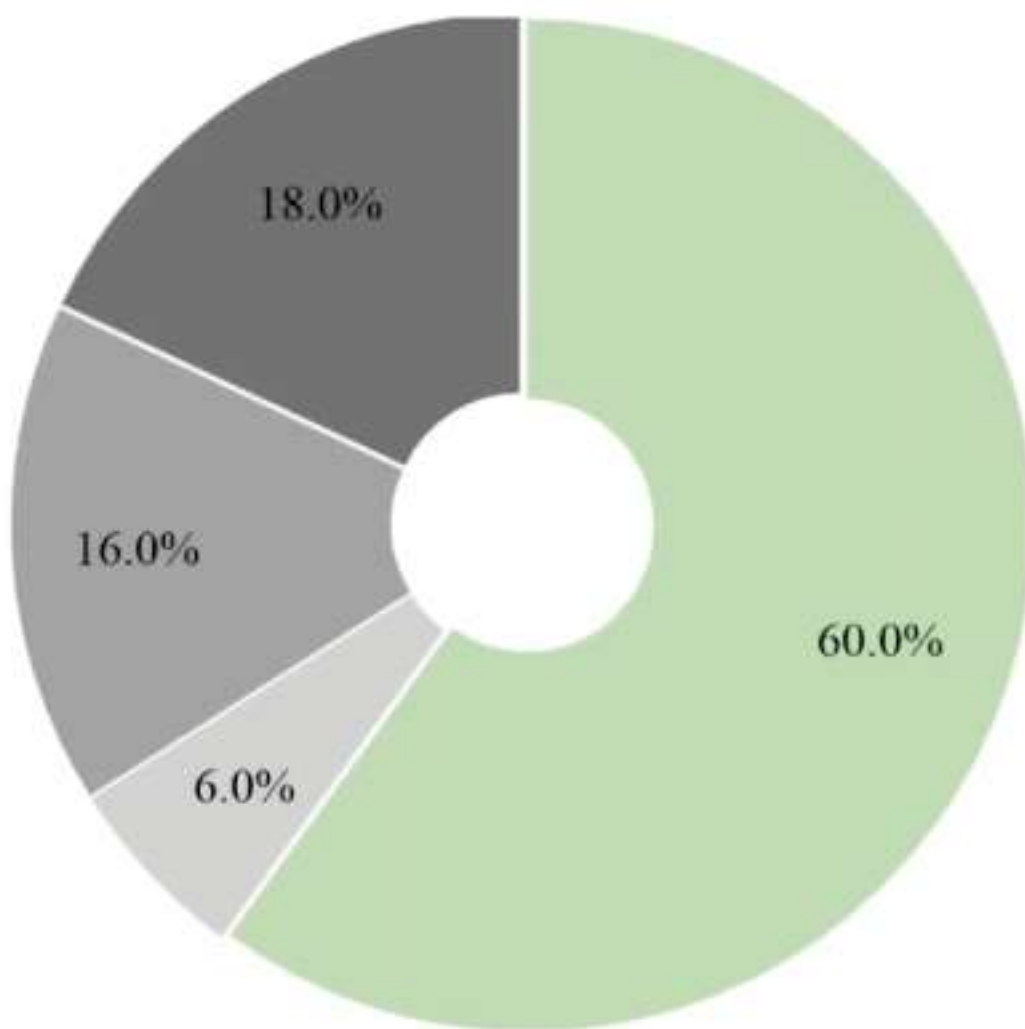
# BACKGROUND: DEMOGRAPHICS

**LAST UPDATE:**  
September 1997

**POPULATION:**  
115,000

**JOB:**  
32,000

**MEDIAN INCOME:**  
\$77,445 (\$58,385 LA City Median Income)

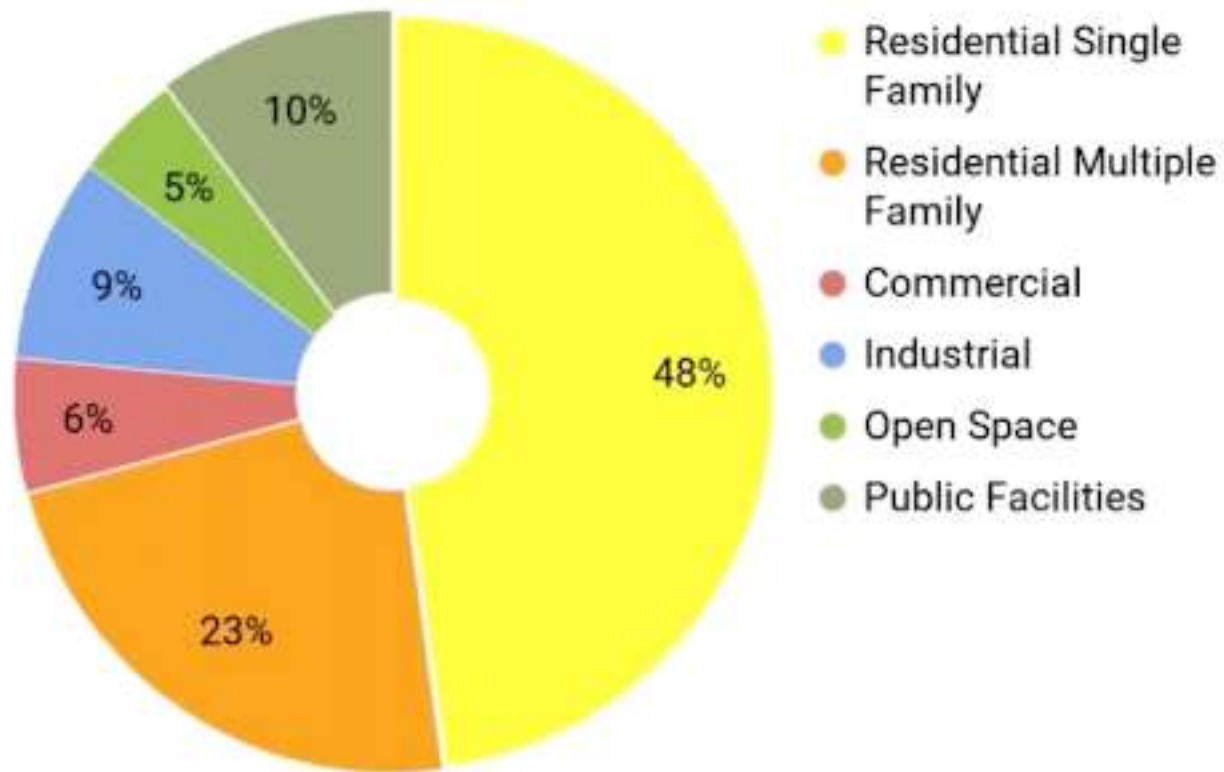


- White
- Black / African-American
- Other
- Asian

**27% or 31,000 Latinx**

# BACKGROUND: GPLU

General Plan Land Use (GPLU)





# PROCESS: COMMUNITY INPUT





# PROCESS: COMMUNITY INPUT

## Feedback Highlights

- Plan for diverse housing options
- More local, neighborhood-serving, businesses within walking distance of residential
- Support a vibrant local economy
- Maintain appropriate building heights, densities, and open space
- Plan for density and intensity along major streets



## EMERGING VISION STATEMENT

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“Palms-Mar Vista-Del Rey represents three distinct neighborhoods that together enhance the quality of life for diverse populations in the area. These communities share a history of community involvement and appreciation for the cultural legacies that represent Los Angeles. Its regional location, mix of land uses, and topography, create an advantage for connectivity to quality jobs, multiple housing opportunities, access to coastal and ecological resources, and to expanding Metro systems. Building upon the City’s goals, the Palms-Mar Vista-Del Rey Community Plan envisions increased equitable housing options, reduced climate impacts, and strengthened economic vitality for current and future generations to prosper.”



# DRAFT CONCEPTS: OVERVIEW

## Overarching Goal:

Create opportunities for equitable transit oriented developments that support affordable housing, walkability, complete streets and liveable places.

1. Thriving Residential Neighborhoods
2. Walkable Commercial Areas
3. Emerging Industries
4. Historical Preservation Areas & Ecological Areas



# DRAFT CONCEPTS: RESIDENTIAL

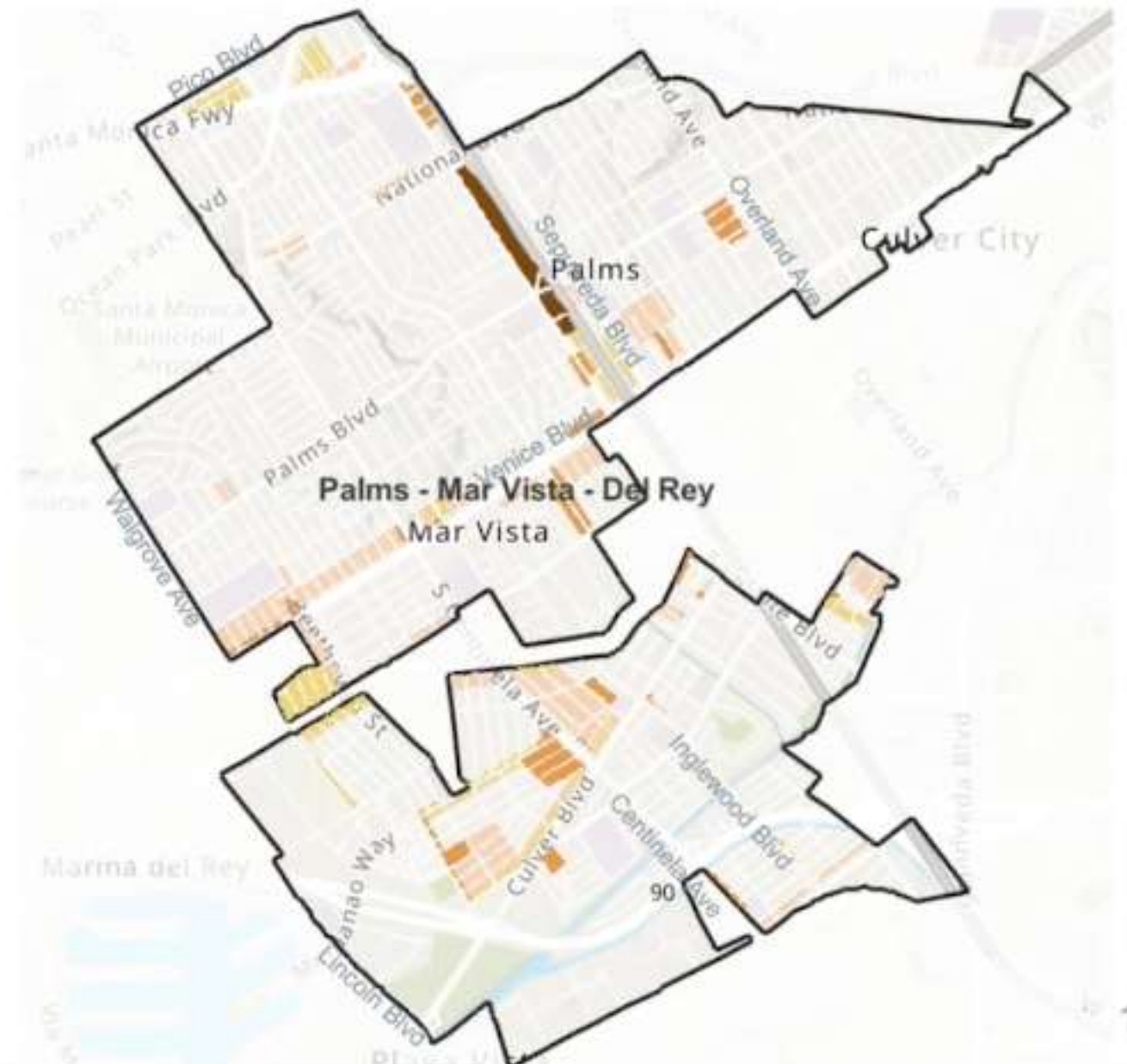
## Thriving Residential Neighborhoods

Support thriving residential neighborhoods with proximity to jobs, schools, transit options and commercial areas.

(1) MISSING MIDDLE HOUSING



(2) MORE HOUSING OPPORTUNITIES





# DRAFT CONCEPTS: RESIDENTIAL

## Missing Middle Housing:

Housing typologies that provide more than one unit, while maintaining the scale and form of low density housing, such as Duplexes, Triplexes, Fourplexes, or small courtyard apartments.

 Low Residential

 Low Residential-Duplex





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# DRAFT CONCEPTS: RESIDENTIAL

## More Housing Opportunities

Housing typologies of higher intensity and densities along or near major corridors such as Centinela, Venice, Sawtelle, Sepulveda, and Overland.

-  Low Residential
-  Low Residential-Duplex
-  Medium Residential
-  High Medium Residential

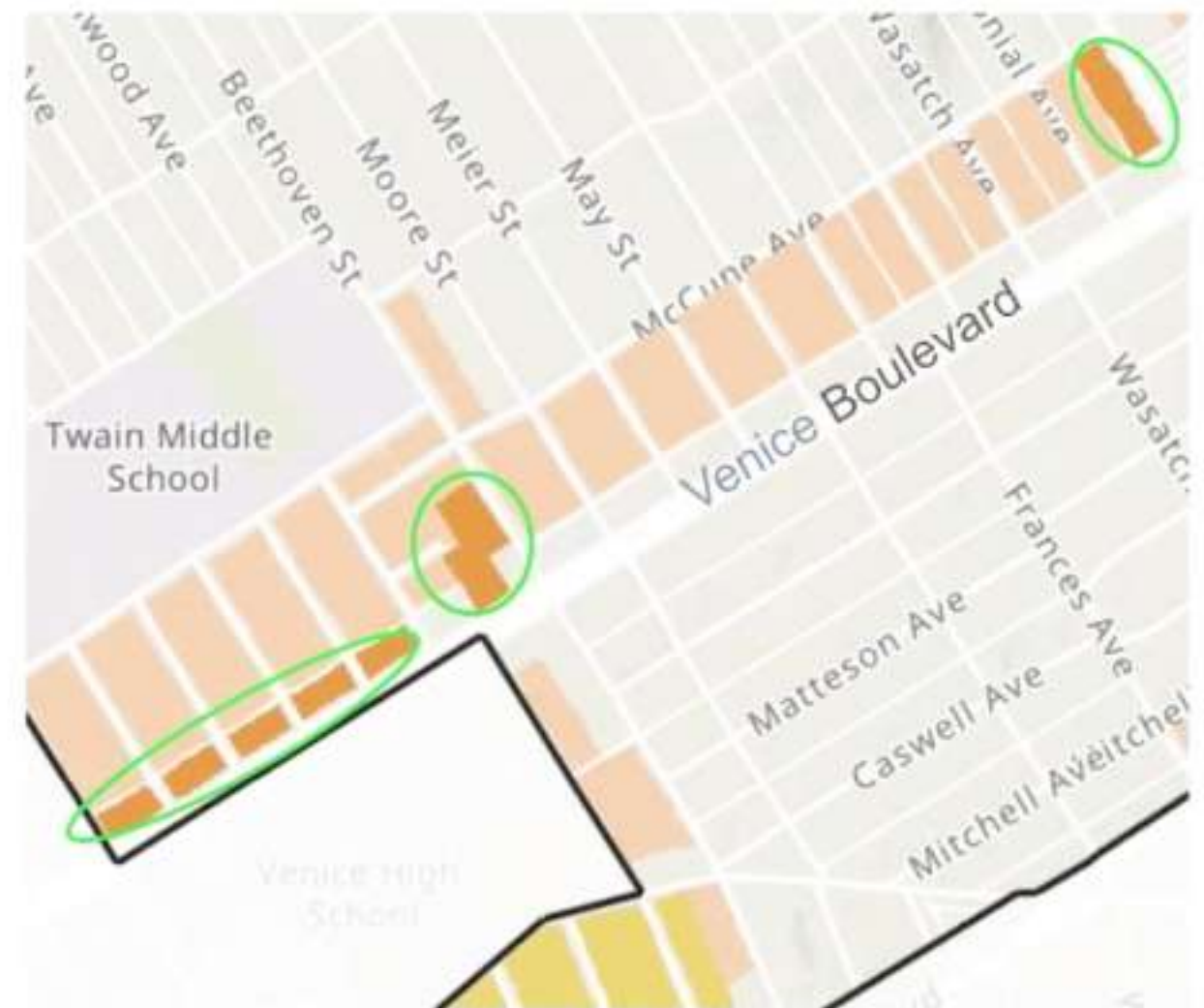


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# DRAFT CONCEPTS: RESIDENTIAL

## More Housing Opportunities

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- Base-Bonus Incentive System
- Modifying existing height standards

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 Low Residential-Duplex

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 High Medium Residential

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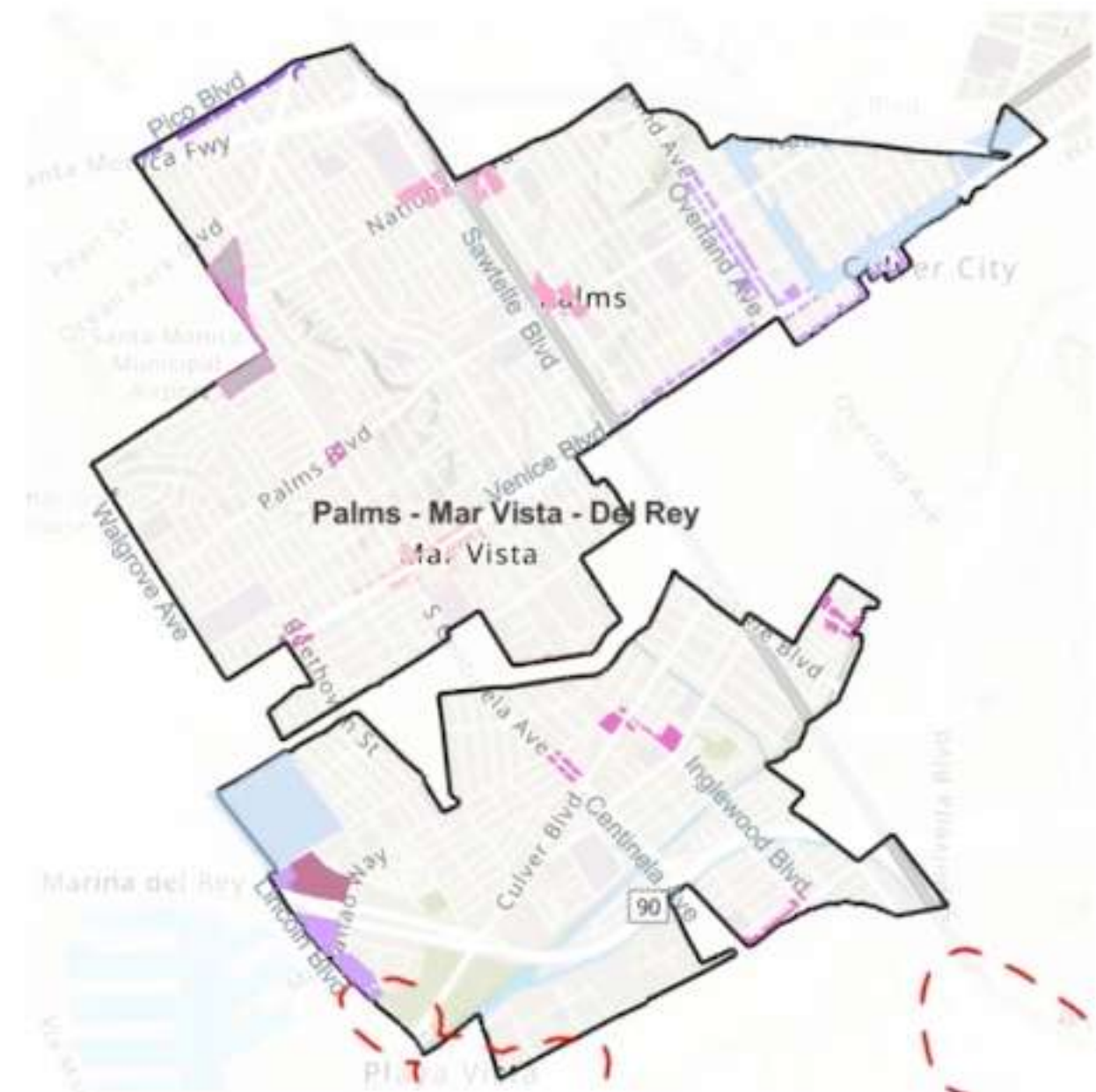


# DRAFT CONCEPTS: COMMERCIAL

## Walkable Commercial Districts

Enhance existing and create new commercial areas that are walkable, well designed and in proximity to transit options, housing opportunities, and neighborhood-serving uses.

-  Mixed-Use Boulevard
-  Transit Oriented District (TOD)
-  Neighborhood Serving Nodes
-  Neighborhood Villages
-  Marina Marketplace
-  Downtown Mar Vista

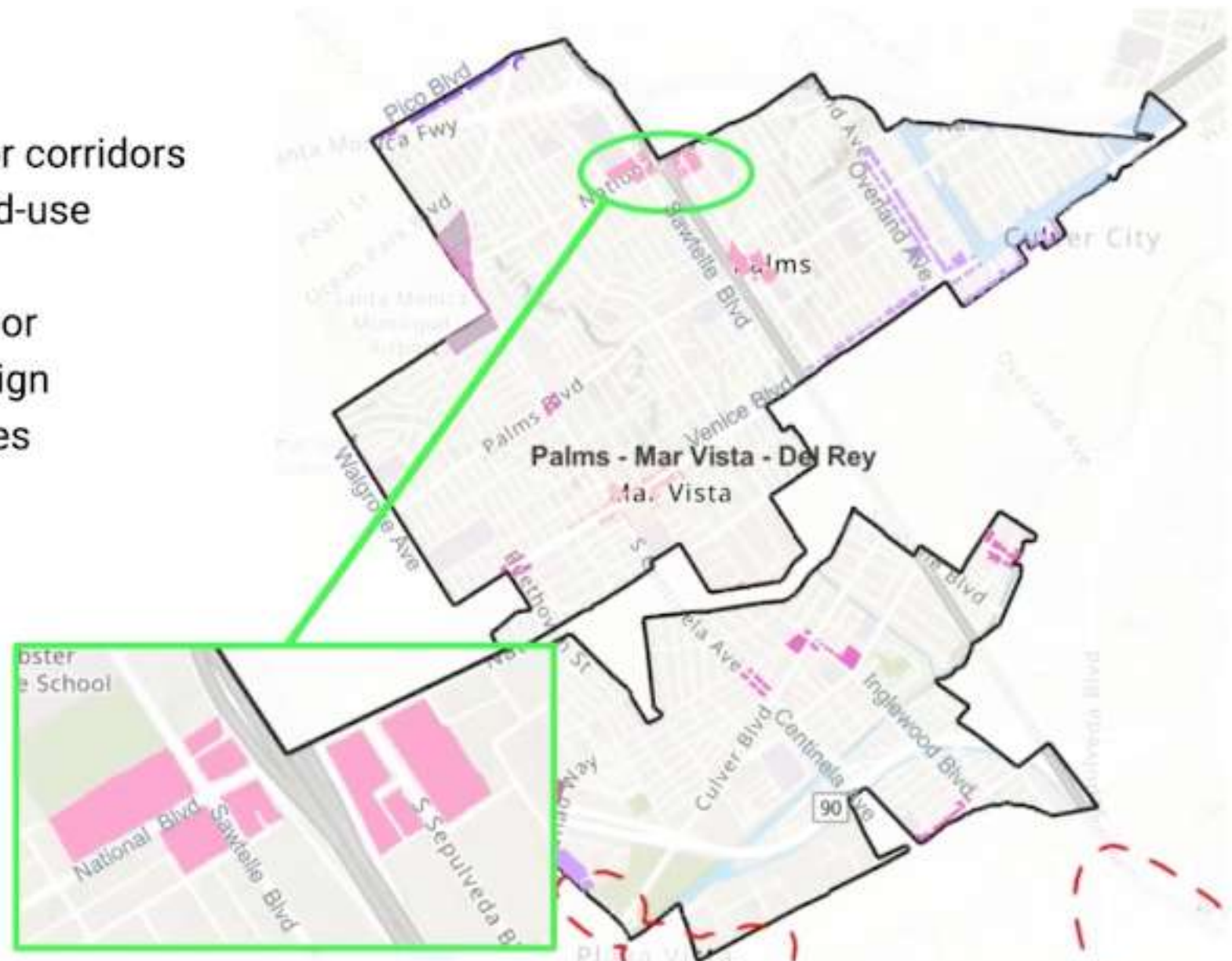




# DRAFT CONCEPTS: COMMERCIAL

## Neighborhood Serving-Nodes

- Located at key intersections of major corridors
- Allows commercial/residential mixed-use
- Requires ground-floor commercial
- Allows housing above the ground floor
- Encourages pedestrian-oriented design
- Allow heights ranging from 2-6 stories



# DRAFT CONCEPTS: COMMERCIAL

## Marina Marketplace

- Allows community-serving uses
- Requires ground-floor commercial in mixed-use projects
- Encourages walkability through pedestrian-oriented design
- Allow heights ranging from 2-6 stories





# DRAFT CONCEPTS: COMMERCIAL



## REGIONAL CENTERS:

Focal point in the city for regional commerce, identity, and activity; however, this area is part of the Ballona Wetlands, and structural development is not permitted.

**Should we evaluate shifting this Regional Center boundaries north along Lincoln Boulevard to accommodate more jobs and housing in the area?**



# DRAFT CONCEPTS: INDUSTRIAL



## EMERGING INDUSTRIES

Support emerging industrial areas and workforce development for 21st century economies.

-  Hybrid Industrial Live Work
-  Hybrid Industrial Jobs Emphasis
-  Hybrid Industrial Live Work Low Scale
-  Industrial Preservation

# DRAFT CONCEPTS: INDUSTRIAL



## Hybrid Industrial Live Work

These new Hybrid Industrial zones would allow for people to live and work in the same location, while providing for some commercial retail to support the workforce needs. These new zones allow for different levels of intensities and massing, including Live Work Low Scale building types.

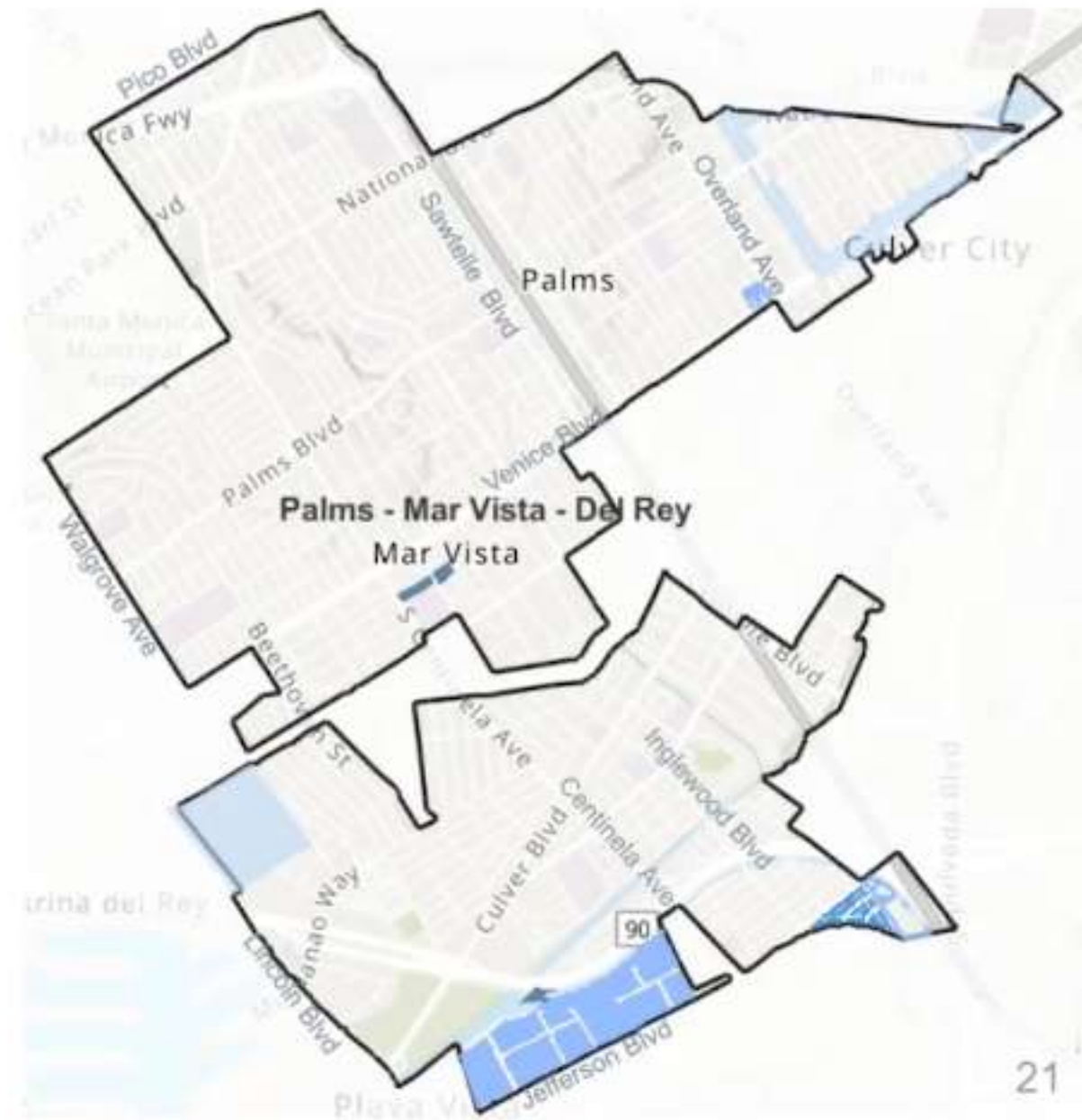




# DRAFT CONCEPTS: INDUSTRIAL

## Hybrid Industrial Jobs Emphasis

Retains the employment focus of the area. Encourages a mix of light industrial and limited worker supportive commercial uses such as small restaurants, bars, cafes, and retail. Prohibits or limits any live work and residential uses.

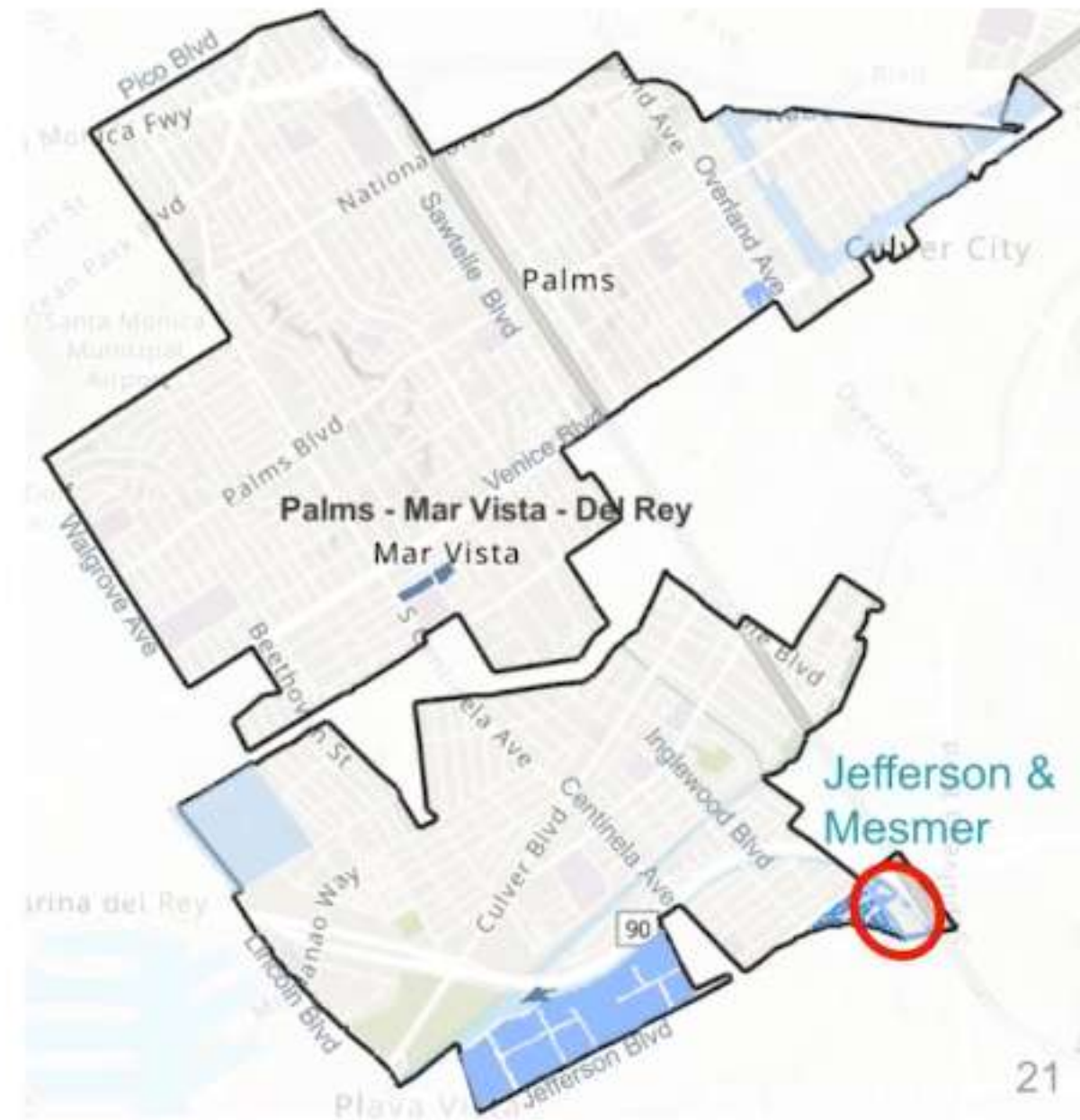




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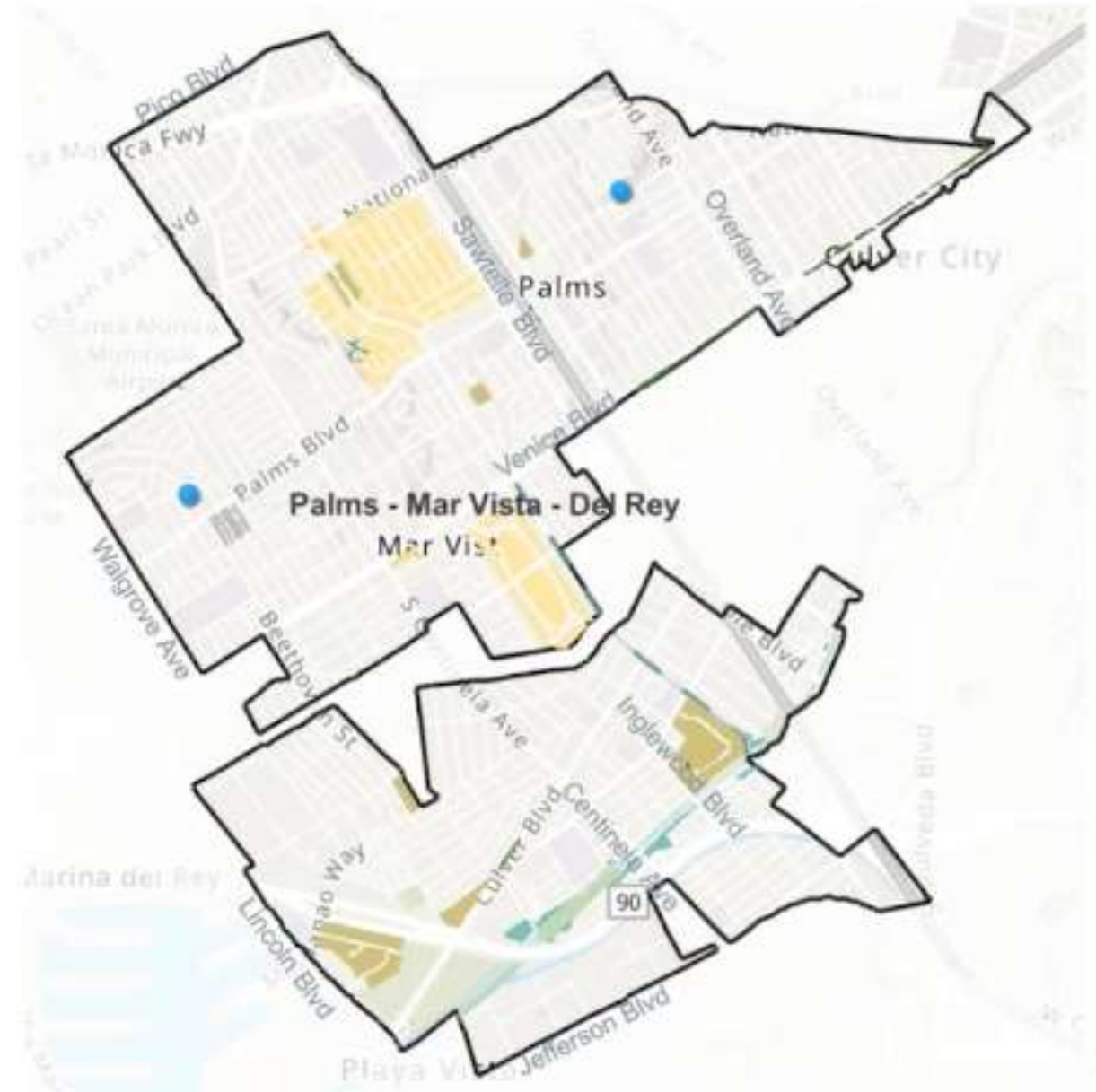


# DRAFT CONCEPTS: HISTORIC & ECOLOGICAL

## Historic Preservation Areas



## Ecological Green Spaces

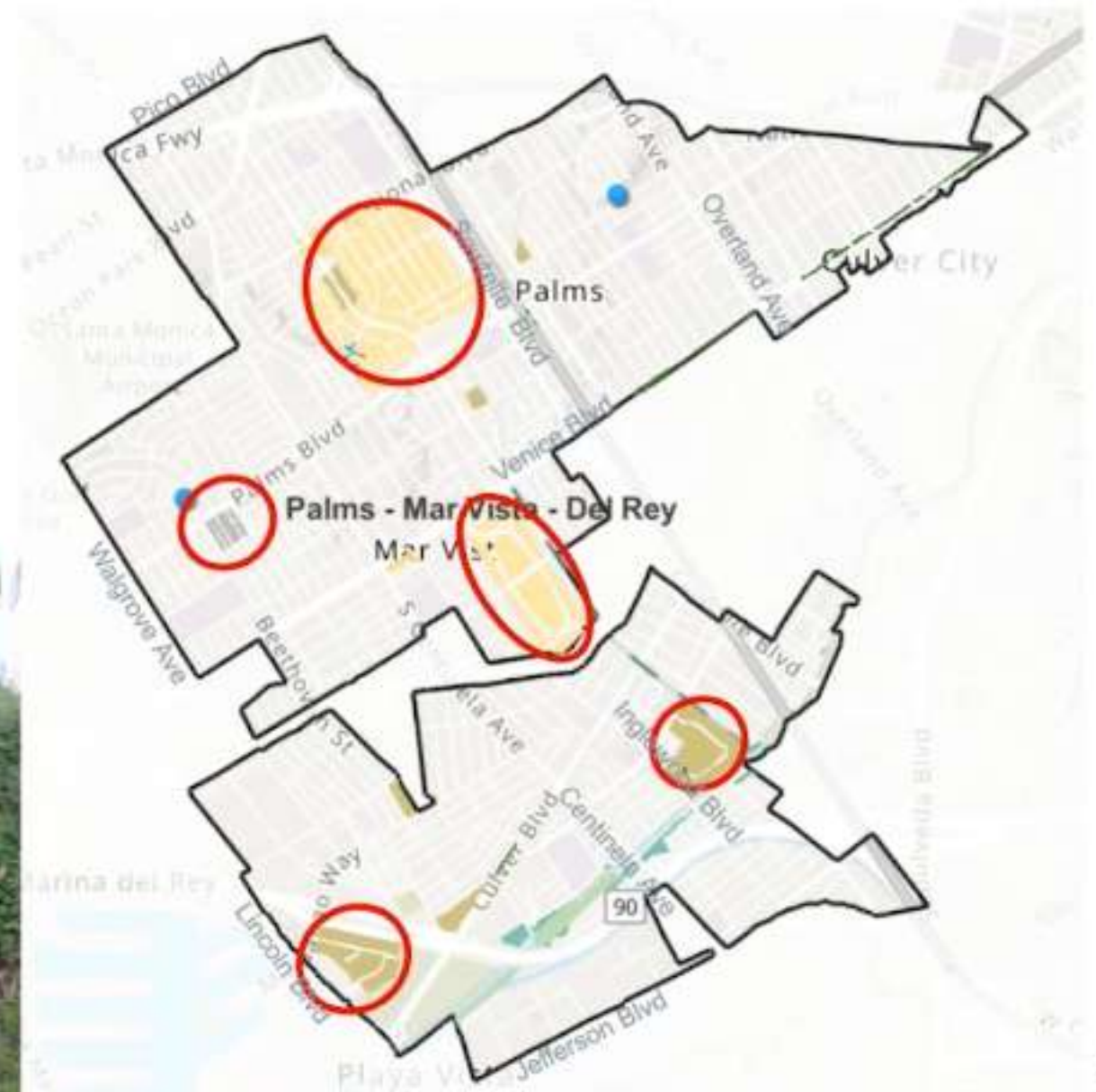




# DRAFT CONCEPTS: HISTORIC AREAS

## Historic Preservation Areas

Support the findings in Survey LA and include policies and zoning strategies that elevate eligible historic districts, and preserve the integrity of the area's one adopted HPOZ.





# DRAFT CONCEPTS: ECOLOGICAL AREAS

## Ecological Green Spaces

Strategies to address climate change, access to open green spaces, and acknowledge the importance of preserving sensitive ecological areas.





# OPPORTUNITY SITES





# OPPORTUNITY SITES



## What's Your Vision for These Areas?

1. What type of uses would you like to see here: housing, open space, commercial mixed-use?
2. What scale of development is appropriate for this site? How many stories/how tall?



# WESTSIDE COMMUNITY PLANS UPDATE

## DEPARTMENT OF CITY PLANNING

### Palms-Mar Vista-Del Rey

#### Please share your thoughts!

Check out our Virtual Open House to learn more about these draft concepts and how to provide feedback

#### **Submit Comments**

We'd appreciate if you took a few minutes to provide us with comments with regards to the proposed vision and draft map concepts.

Please send your comments to: [Planning.TheWestside@LACity.org](mailto:Planning.TheWestside@LACity.org)

**Deadline: Monday, August 31st, 2020**