

# SAVE THE DATE!

## Leimert Park Village 20|20 Vision Initiative

Planning Charrette January 25, 2014

Dear Leimert Park Village Stakeholders and Supporters:

The Leimert Park Village (LPV) 20|20 Vision Initiative is being commissioned by the Greater Leimert Park Village Crenshaw Corridor Business Improvement District (GLPVCC) and the Empowerment Congress West Area Neighborhood Council (ECWANC) in partnership with the Leimert Park Stakeholders. Over the next 6 years to 2020, the Initiative will implement business and economic development strategies to leverage revitalization opportunities catalyzed by the upcoming installation of the Leimert Park Village Metro station.

The 20|20 Vision Planning Charrette will take place Saturday January 25, 2014 from 8:30 am to 3:00 pm at the Vision Theatre located at 3341 W. 43<sup>rd</sup> Place. Urban Planner Roland A. Wiley of Raw International, Development Advisor Sherri Franklin of Urban Design Center and Videographer Ben Caldwell of Kaos Network will facilitate the Planning Charrette.

The Leimert Park Stakeholders have identified 6 primary objectives to be addressed during the Charrette and subsequent implementation phases from February to August 2014 (See attached objective matrix):

- Objective 1: Create Building Design and Cultural District Guidelines
- Objective 2: Develop Pedestrian Oriented Infrastructure and Façade Enhancement Parameters
- Objective 3: Propose Transit Oriented Development Concepts for the Public Parking Lots Adjacent to the Vision Theatre and Metro Station Site
- Objective 4: Asset Map Leimert Park Village Development and New Business Opportunities
- Objective 5: Develop a "Leimert Park Village" Brand Marketing and Business Development Strategy
- Objective 6: Create an Integrated Fund and Resource Development Strategy

### Leimert Park Village 20|20 Vision Initiative Committee:

**Brenda Shockley**

Greater Leimert Park Village Crenshaw Corridor BID

**Clint Rosemond**

Leimert Park Stakeholders

**Johnnie Raines**

Empowerment Congress West Area  
Neighborhood Council

**James Burks**

City of Los Angeles Department of Cultural Affairs

**Romerol Malveaux**

City Planning Department re:code LA Committee

The Charrette will be driven by input garnered from the Leimert Park Village 20|20 Vision Survey conducted January 6<sup>th</sup> to January 22<sup>nd</sup>, 2014. Charrette registration and the survey will be available online starting January 8<sup>th</sup> at [www.LeimertParkVillage.org](http://www.LeimertParkVillage.org). Plus, the entire day will be webcast live! The Leimert Park Stakeholders would like to thank Supervisor Mark Ridley-Thomas, Council President Herb J. Wesson, Jr. and Councilmember Bernard C. Parks for their dedicated leadership and support.

***All Aboard! We hope to see you on January 25, 2014! Let's Make It Happen!***

| LEIMERT PARK VILLAGE<br>20 20 VISION INITIATIVE OBJECTIVES |   | PHASE I:<br>Planning Charrette   | PHASE II:<br>Assessment / Alliances   | PHASE III:<br>Approvals/Agreements   |
|--|---|--|---|--|
|  |   | Dec 2013 to Apr 2014   | Apr - Jun 2014  | Jun - Aug 2014   |
| 1.   | <b>Building Design and Cultural District Guidelines</b><br><br>Create design and cultural district guidelines that can be adopted by the Los Angeles Planning Department and incorporated into the Department of Building & Safety Zoning Code.   | Develop the building design and cultural district guideline framework to address use, cultural preservation, parking guidelines and other zoning requirements. Preview existing plans and other Design and Cultural District Plans.  | Work with the Los Angeles Planning Department to assess feasibility of the proposed guidelines and to discern the approval and implementation processes.  | Obtain stakeholder and representative approval of building design and cultural district guidelines to be shepherded through the planning process.  |
| 2.   | <b>Pedestrian Oriented Infrastructure Enhancement</b><br><br>Create architectural concepts for aligning 43rd Place with Leimert Park Plaza and the proposed new Metro light rail station. The design alignment will consider closure of 43 <sup>rd</sup> Place, connectivity to the parkway south of Vernon, street widening on Degnan Boulevard, space for public art, pedestrian oriented façade enhancement concepts, use concepts for alleys and walkways, traffic patterns, parking requirements and Plaza design concepts to complement cultural activities occurring at the Vision Theatre and along 43 <sup>rd</sup> Place. | Develop an infrastructure improvement architectural program and development parameters to facilitate pedestrian oriented business development and technological advancement within LPV that considers connection to the upcoming Metro light rail station as well as the GLPVCC BID Baldwin Hills and Crenshaw Corridor zones.   | Create a Coordination Plan for City, County, State and Federal agency support and resources to implement the infrastructure improvements. Conduct parking demand management, traffic and Initial Environmental Assessment studies. Assess sanitation, lighting, electrical, technology, green build, street furniture and landscaping elements. | Obtain concept approvals and identify fund sources to move forward to create design development and construction drawings and implement proposed improvements.   |
| 3.   | <b>Public Parking Lot Transit Oriented Development Concepts:</b><br><br>Create architectural and development concepts for the public parking lots comprising the "Vision Theatre Back Lot" and the public parking lot that will be adjacent to the Metro station.   | Define public parking lot thematic concepts, potential uses and type of developments. Detail public/private development parameters and predevelopment, planning and joint venture requirements. Create asset, demographic, zoning, planning and regional location maps.  | Create a prospectus detailing each opportunity. Create a Coordination Plan for City, County, State and Federal agency support and resources to implement TOD infrastructure and capital projects. Meet with developers, investors and institutional organizations to promote development and business opportunities.                            | Obtain stakeholder and representative approval of each concept, assist in identifying developers, funders, tenants and partnerships.   |
| 4.   | <b>Asset Map Development Opportunities:</b><br><br>Develop a prospectus of proposed adaptive reuse projects and potential new develop opportunities and business ventures.  | Detail site development parameters, compatible uses and market feasibility elements. Create asset, demographic, zoning, planning and regional location maps.   |   |  |
| 5.   | <b>"Leimert Park Village" Brand Marketing and Business Development Strategy:</b><br><br>Develop collaborative brand marketing strategies, logos, cultural themes, collateral materials, programs, events and business development opportunities designed to mutually benefit LPV businesses, local residents, families, children, tourist and the local, national and global creative industries.   | Develop the collaborative LPV website, master calendar, social media pages, brand awareness themes and logo concepts. Detail existing business operations, cultural events, youth and family programs and marketing efforts such as the Art Walk. Development new business development strategies such as marketable themes, sales initiatives, signature programs and events as well as local, national and global alliances. | Develop cross marketing partnerships with cultural and art agencies. Partner with business development organizations to provide professional development training, financing opportunities and technical assistance. Partner with universities to prepare business plans and marketing prospectus.  | Obtain stakeholder and BID approval of final marketing strategy. Implement business development programs. Develop and disseminate brand collateral. Facilitate development of program partnerships and signature events. |
| 6.   | <b>Create an Integrated Fund and Resource Development Strategy:</b><br><br>Create an integrated fund and resource development strategy to help capitalize projects and programs, facilitate public/private partnerships and create community investment opportunities.  | Create a matrix of government, corporate, foundation and private donor funding prospects. Review requisite financing structures. Garner information to support funding feasibility.  | Develop letters of interest for the planning efforts, marketing concepts capital projects and capacity building needs. Facilitate fund development partnerships and joint ventures. Develop investment fund structures.   | Obtain agency approvals of capital funding and resources to be allocated to LPV. Submit letters of interest and grant proposals. Launch investment fund.   |