

## PROMISE ZONE



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**PRESIDENT OBAMA:**

*“A child’s course in life should be determined not by the zip code she’s born in”*

# PROMISE ZONE PROGRAM



**P**romise Zone is a white house initiative . Federal Government invests and partners with high poverty urban, rural and tribal communities to increase economic security, expand educational opportunities, increase access to quality, affordable housing, improve public safety and create jobs, to produce significant benefits for distressed communities.

# PAST INITIATIVES

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1980

1990

1993

ENTERPRISE ZONE

1980-1993

Supported by HUD, this program offered tax incentives and regulatory relief for businesses in impoverished inner city and rural area.



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HOPE VI  
ENPOWERMENT ZONE

1993-2010

A plan drafted by Housing and Urban Development (HUD). It's meant to revitalize severely distressed public housing projects in the United States into mixed-income development.



1993-2013

Based on the same idea as the Enterprise zones i.e. to spur economic growth in distressed communities.



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NRI

2008-

A White House-led interagency collaborative, to revitalize neighborhoods of concentrated poverty into neighborhoods of opportunity.



\*NRI: NEIGHBORHOOD REVITALIZATION INITIATIVE

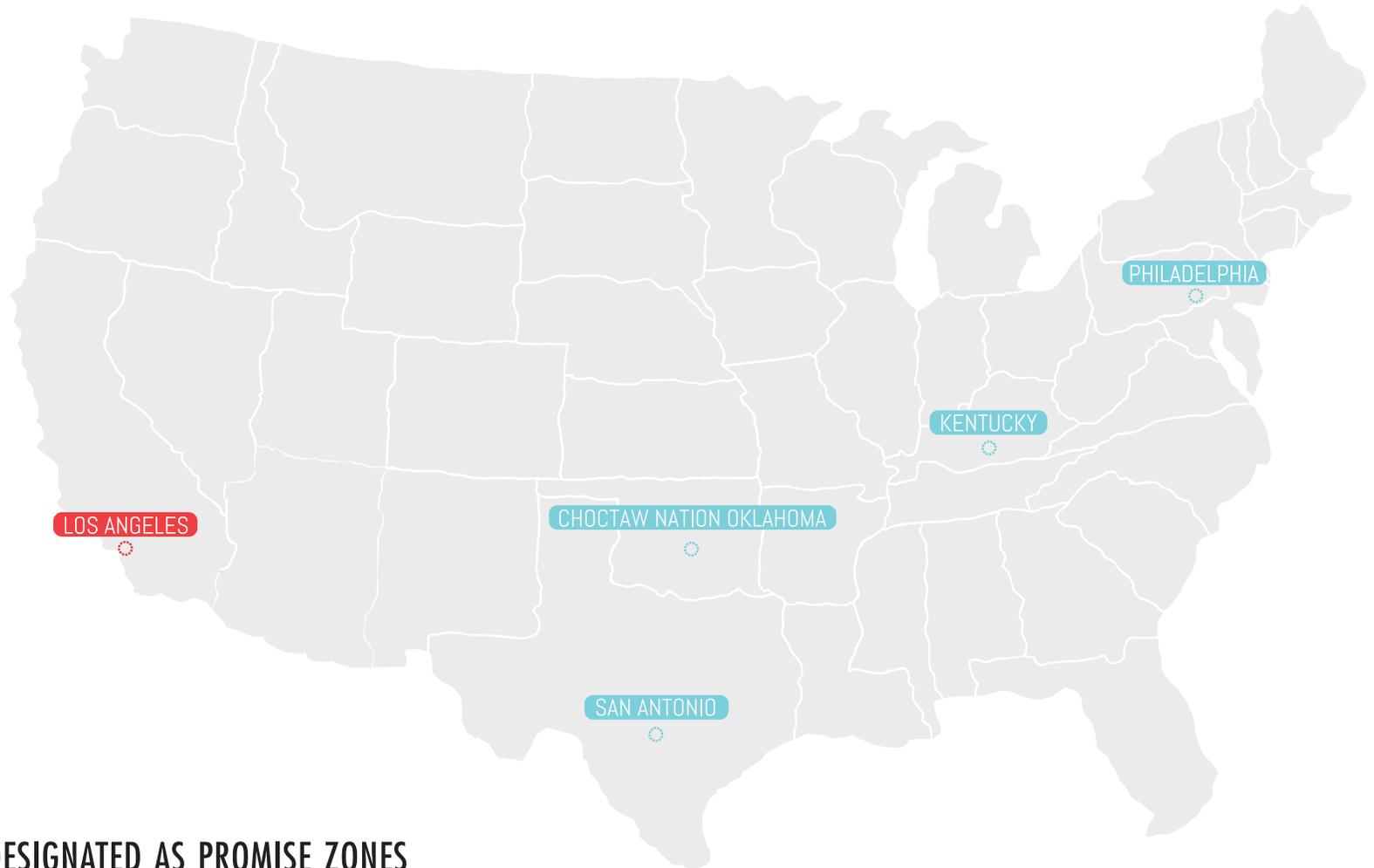
PROMISE ZONE

2014-2024



# LOCATIONS IN THE US

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**FIVE** COMMUNITIES ARE DESIGNATED AS PROMISE ZONES FROM THE FIRST GROUP OF APPLICATIONS.

# COMPARISON OF URBAN ZONES

SAN ANTONIO



60,000 residents



Improving education opportunities



Focusing on job creation and training



Facilitating public safety



Increasing economic activity

PHILADELPHIA



30,000 residents



Improving high-quality education to prepare children for careers



Putting people back to work through skill training and adult education

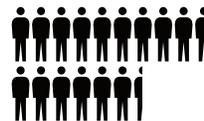


Preventing and reducing crime to attract new residents and long-term investments



Attracting and retaining businesses on neighborhood commercial corridors

LOS ANGELES



165,000 residents



Ensuring all youth have access to a high-quality education



Ensuring youth, adults have access to high-quality career and technical training opportunities



Preventing and reducing crime



Supporting neighborhood by promoting diverse consumers and local business



Increasing housing affordability by preserving affordable housing



Ensuring equitable and high quality transportation access for all

PROMISE ZONE IN LA IS THE **LARGEST** AMONG THE THREE URBAN COMMUNITIES.

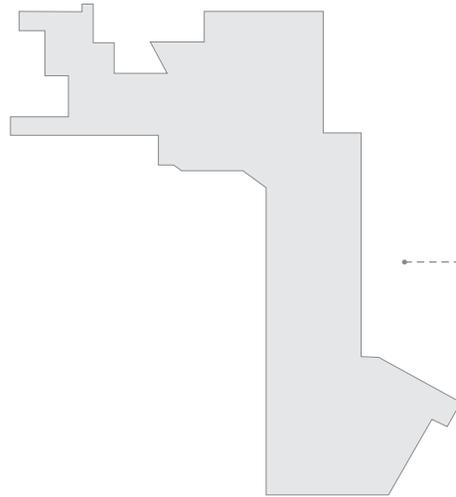
# GOALS OF THE INITIATIVE

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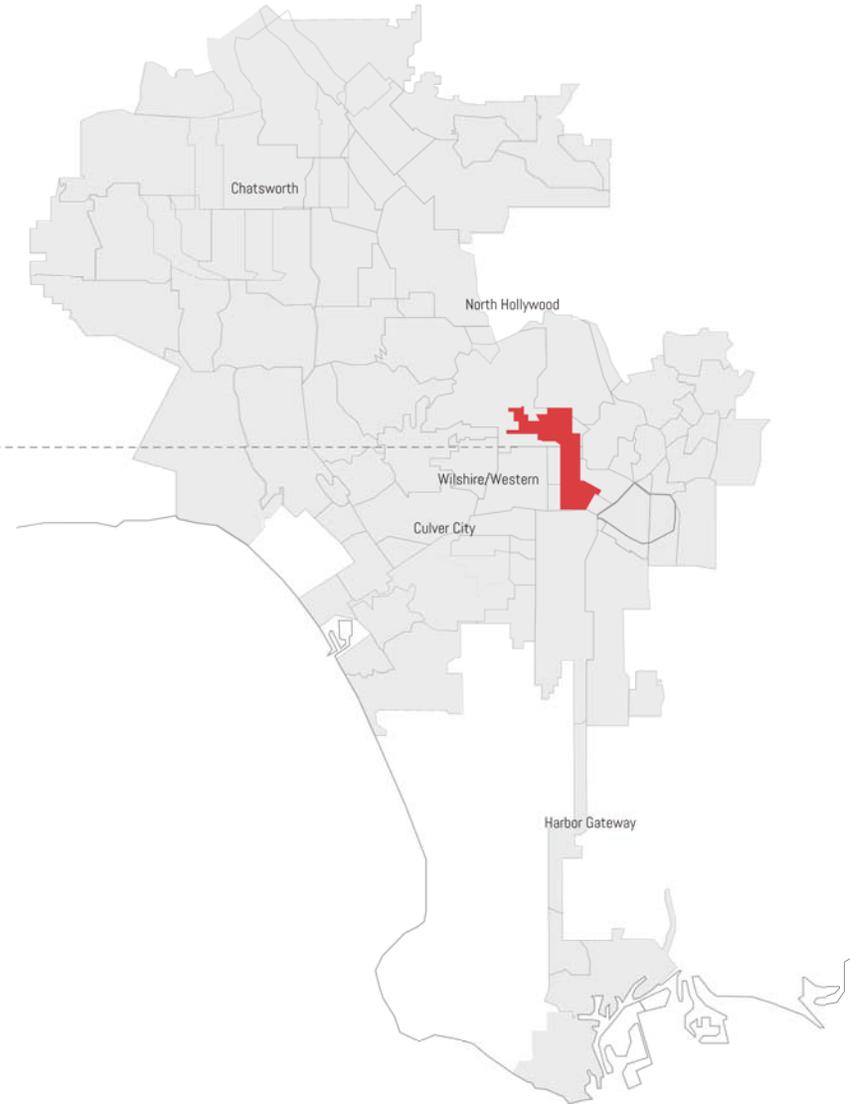


# LOCATION IN LOS ANGELES CITY, CA

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- Area: 3263 acres
- Population: 165,000
- Program period: 10 years (2014-2024)

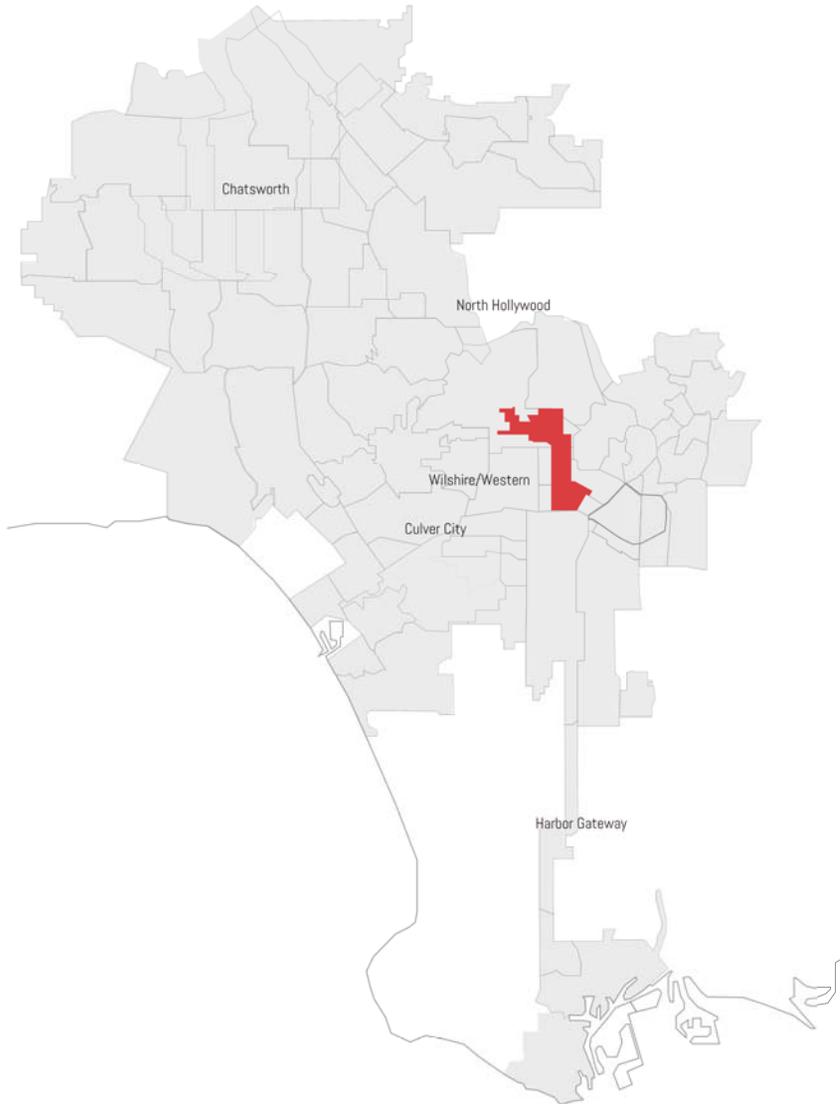


PROMISE ZONE IN LOS ANGELES IS LOCATED IN **CENTRAL L.A.**

**WHY THIS LOCATION ?**

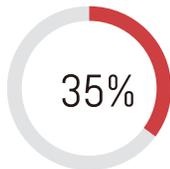
# WHY CENTRAL L.A. ?

## CURRENT DESIGNATED PROMISE ZONE

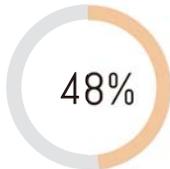
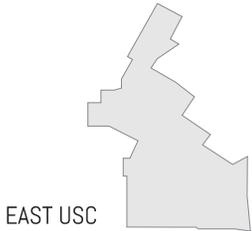


# WHY CENTRAL L.A. ?

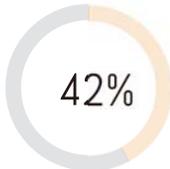
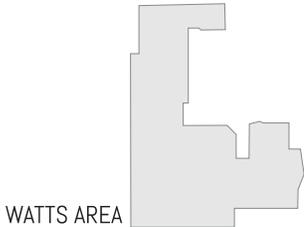
## TWO OTHER POSSIBILITIES



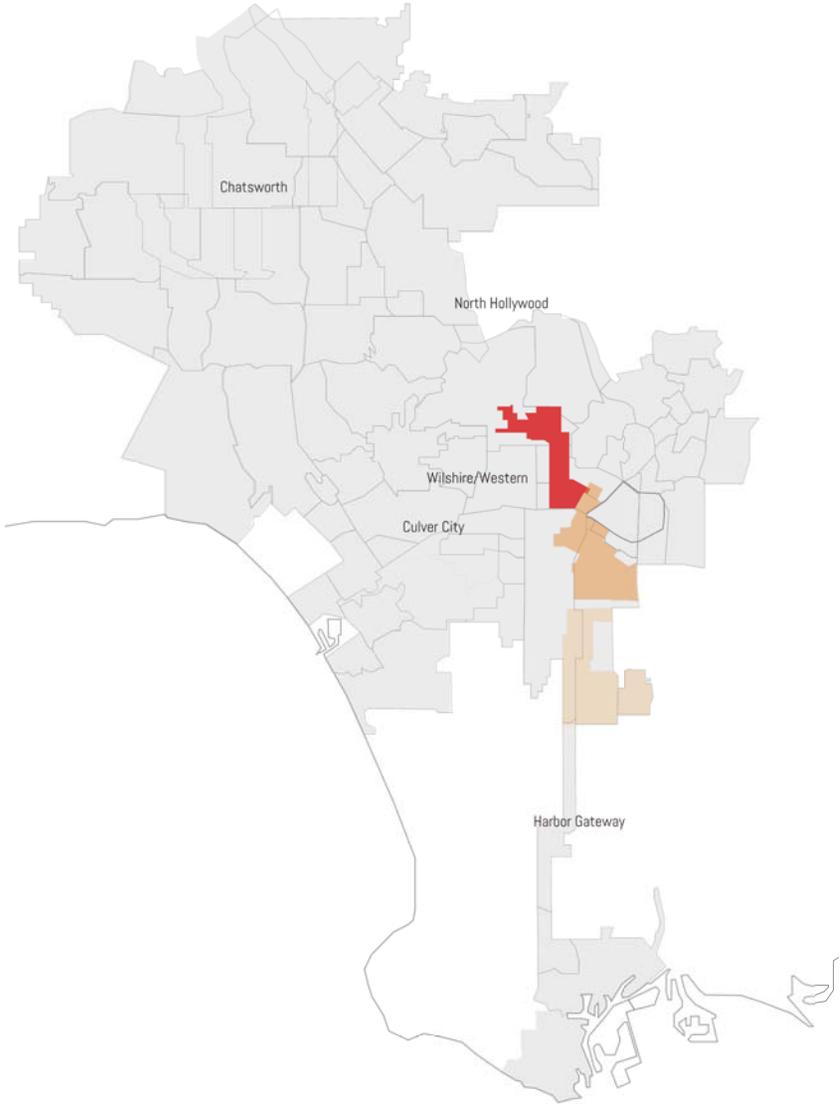
Poverty rate in Central LA



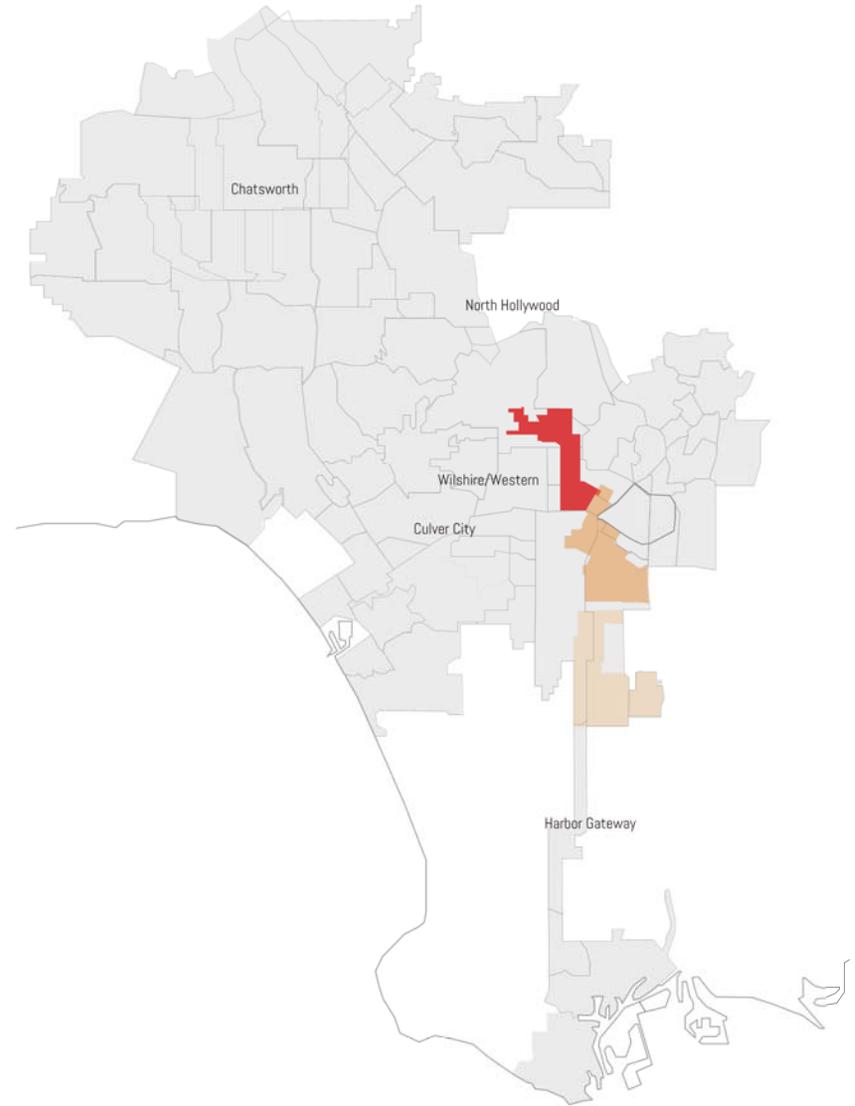
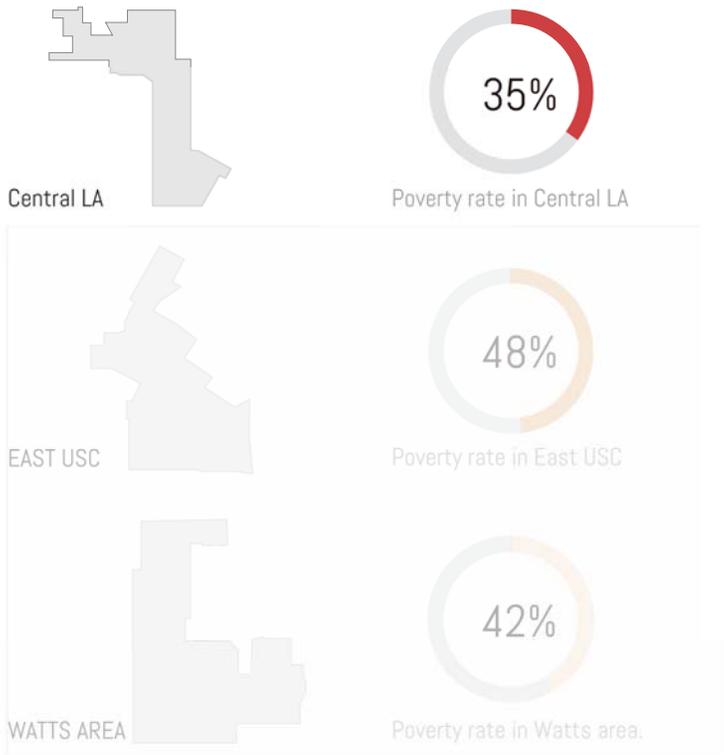
Poverty rate in East USC



Poverty rate in Watts area.



# WHY CENTRAL L.A. ?



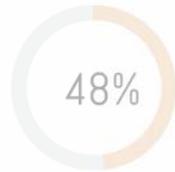
**"PROMISE ZONE IN CENTRAL L.A. STOOD A BETTER WINNING CHANCE AT THE WHITE HOUSE." ..... L.A. MAYOR'S OFFICE**

# WHY CENTRAL L.A. ?

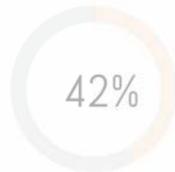
L.A. TIMES REPORT



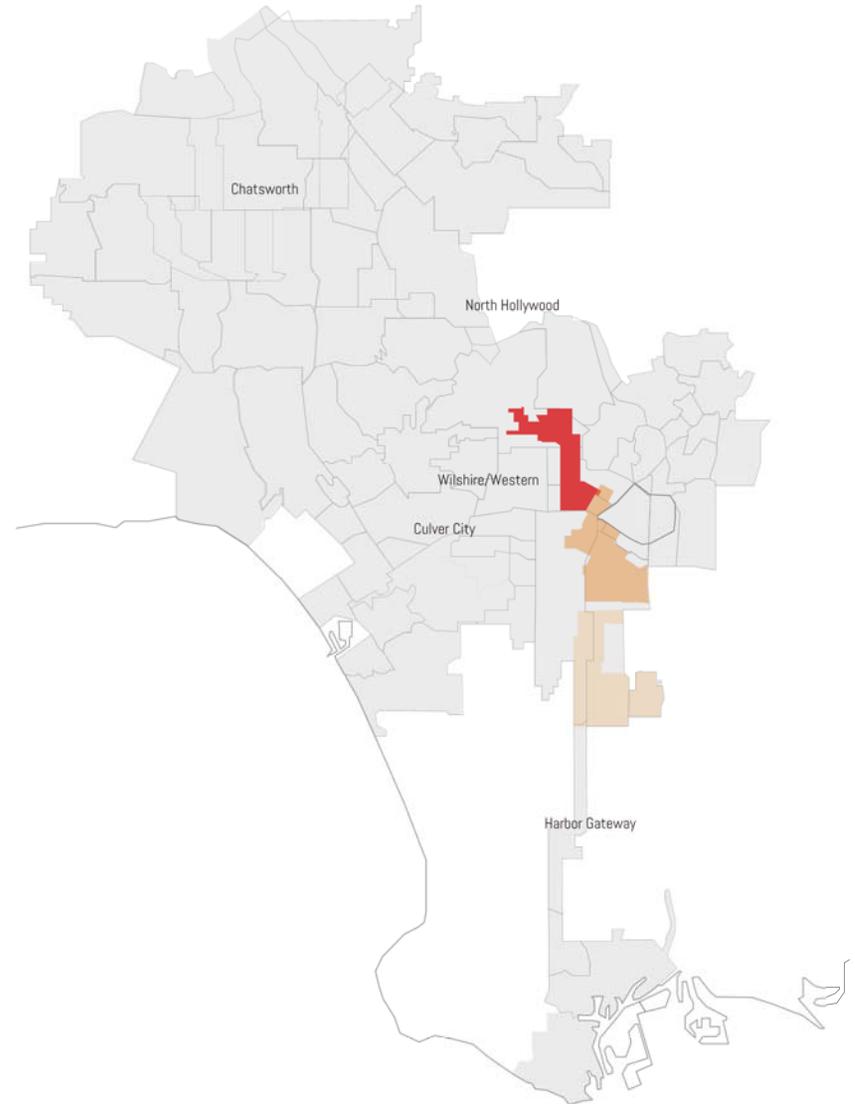
Poverty rate in Central LA



Poverty rate in East USC



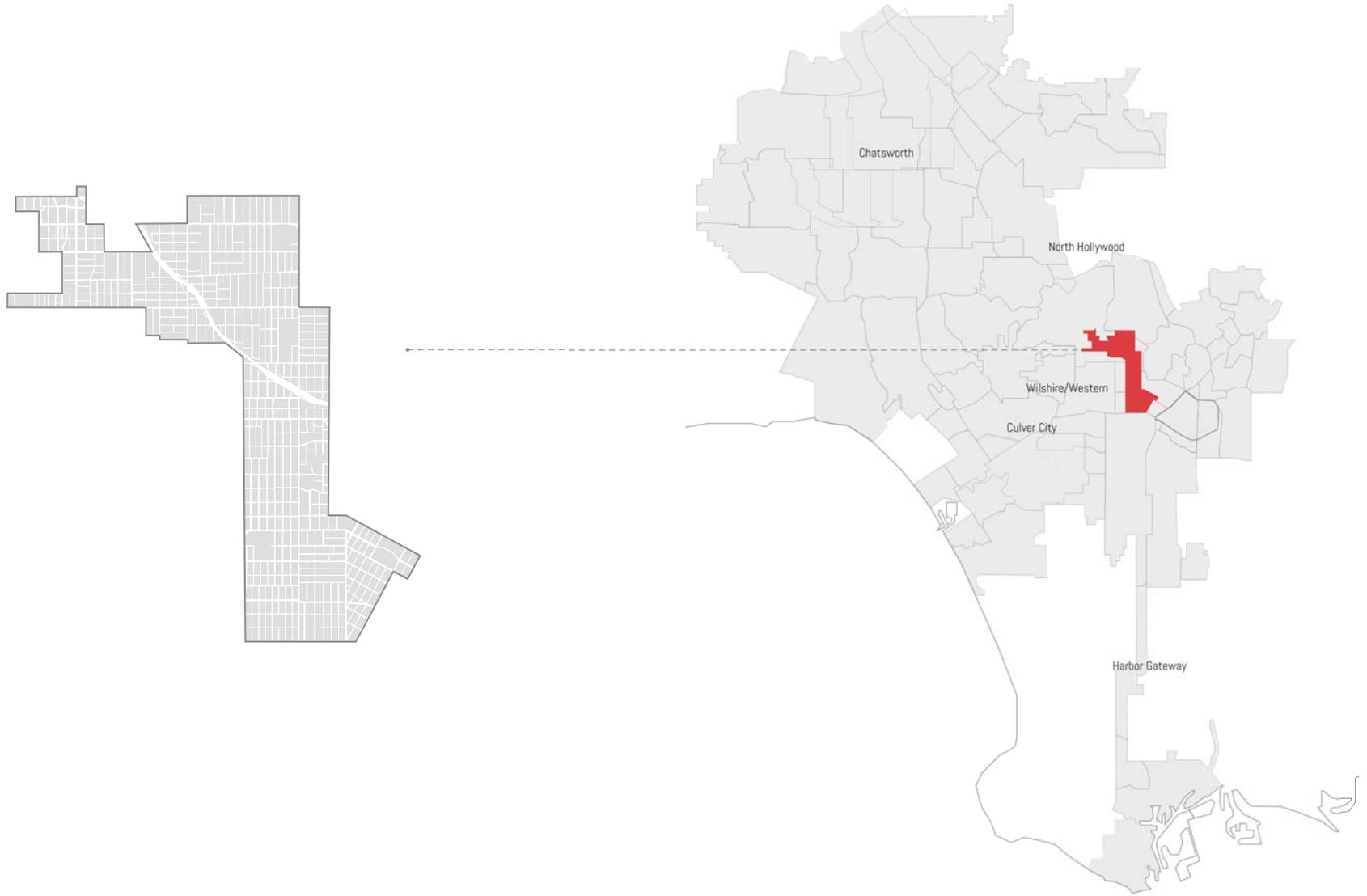
Poverty rate in Watts area.



**"PROMISE ZONE IN CENTRAL L.A. STOOD A BETTER WINNING CHANCE AT THE WHITE HOUSE." .....** L.A. MAYOR'S OFFICE

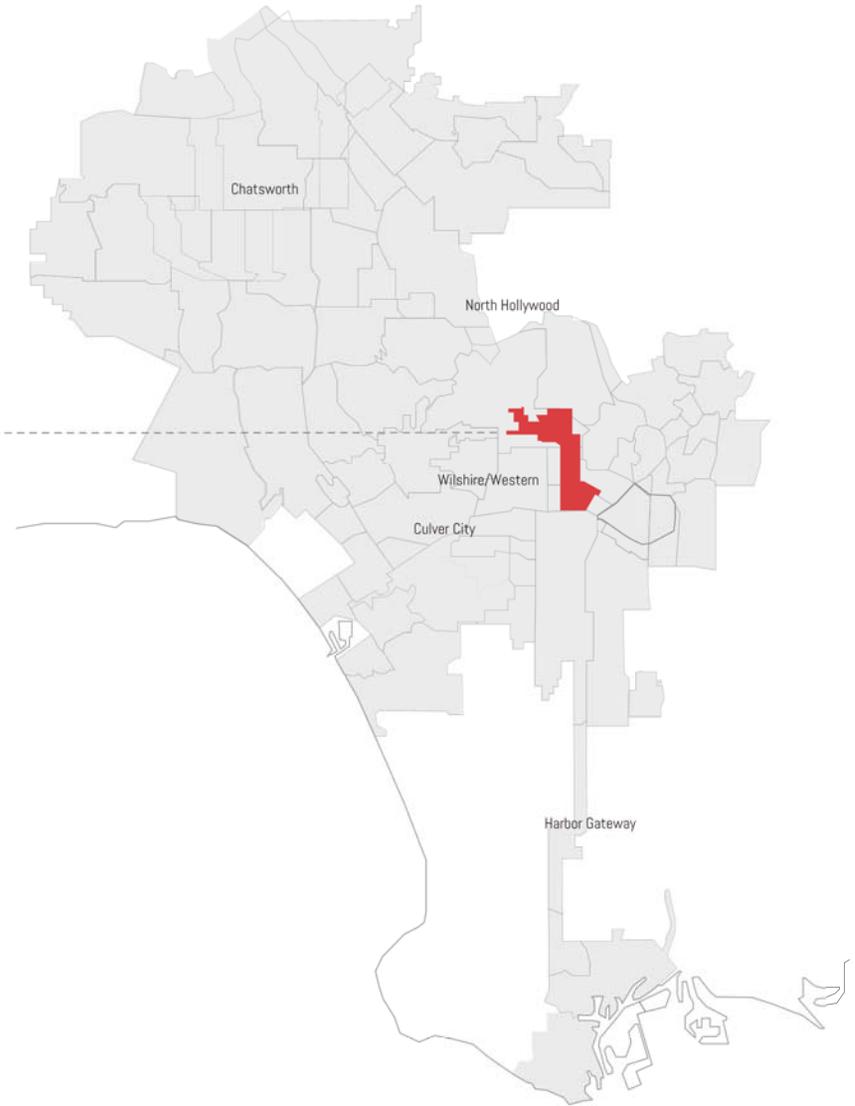
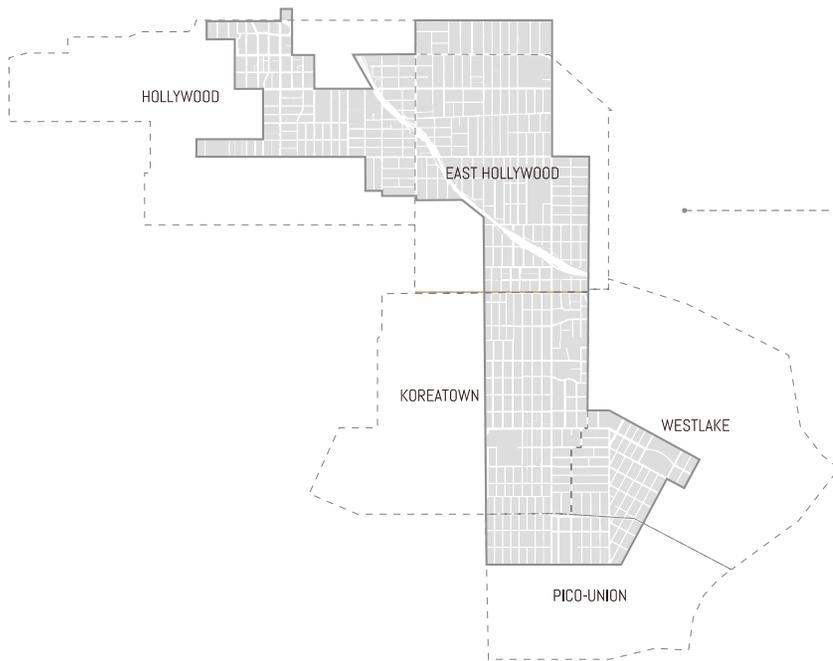
# PROMISE ZONE BOUNDARIES

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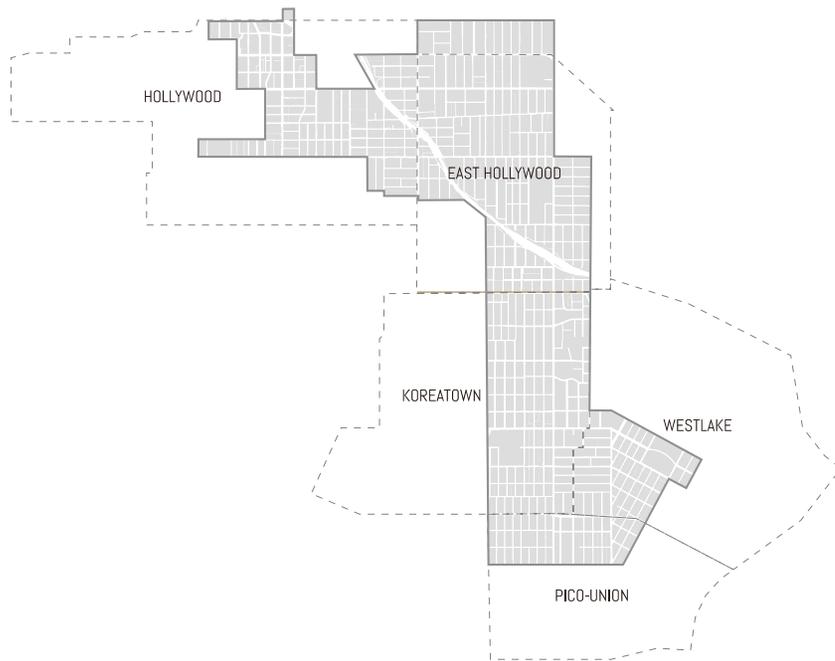
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**BOUNDARY OVERLAPS WITH 5 CITY NEIGHBORHOODS**

# PROMISE ZONE BOUNDARIES

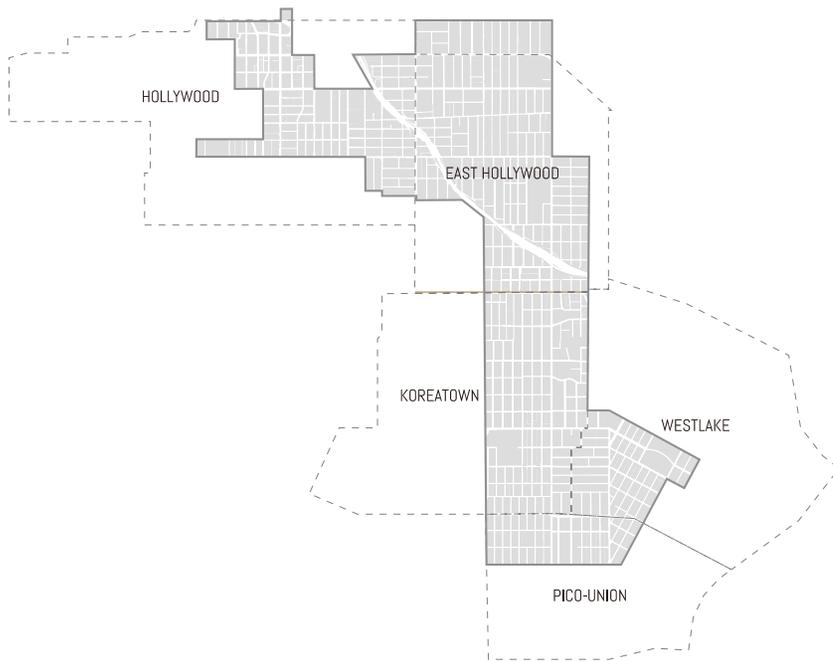
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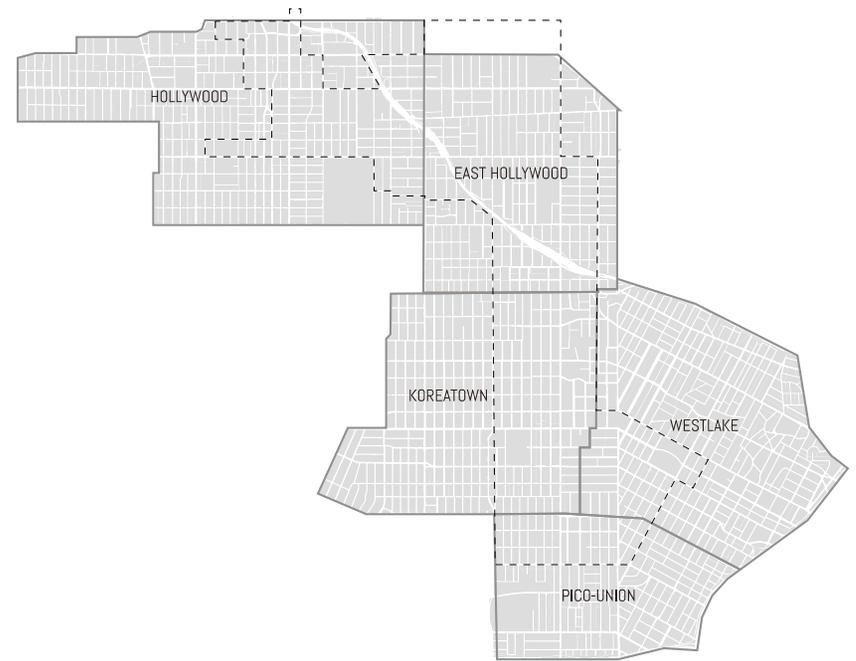
**CURRENT PROMISE ZONE BOUNDARY**

# PROMISE ZONE BOUNDARIES

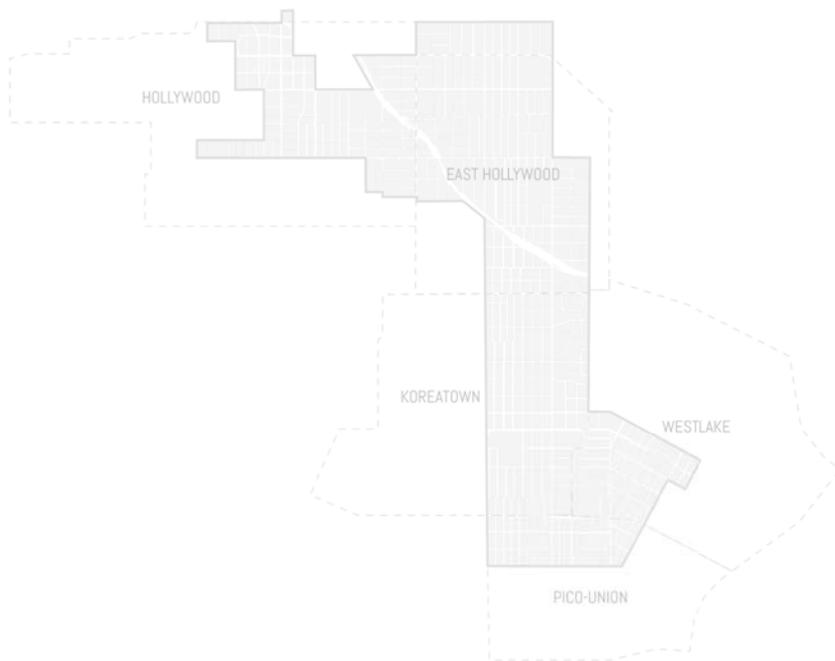
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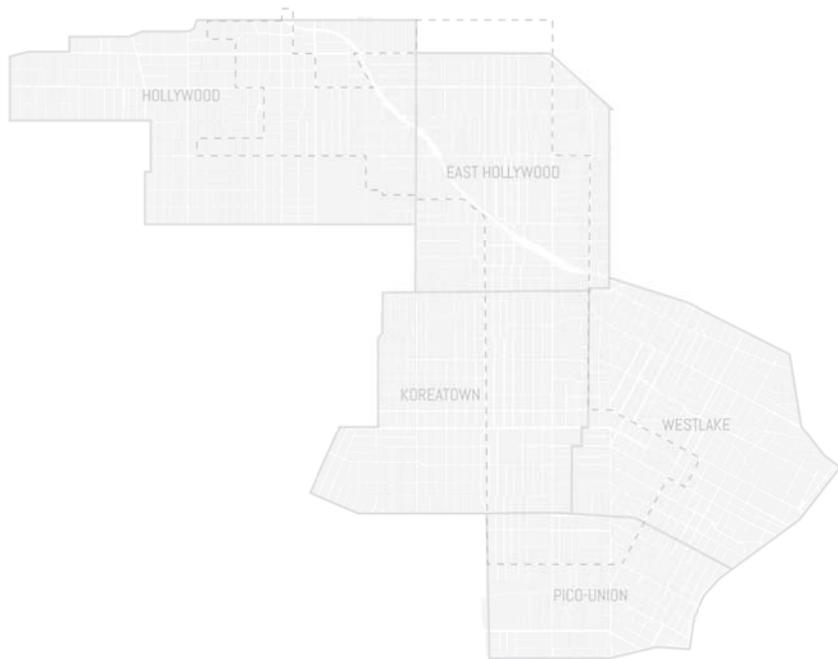
**CURRENT PROMISE ZONE BOUNDARY**



**5 OVERLAPPING NEIGHBORHOOD'S POLITICAL BOUNDARIES**



# WHY THESE BOUNDARIES?



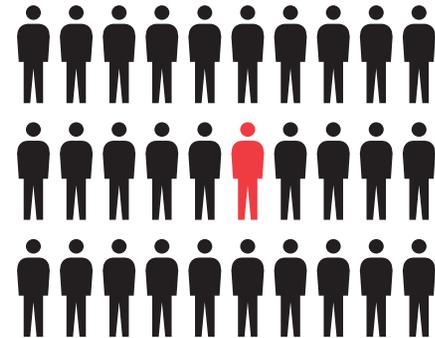
**WHY NOT FOLLOW POLITICAL  
BOUNDARIES ?**

# UNDERSTANDING THE BOUNDARIES

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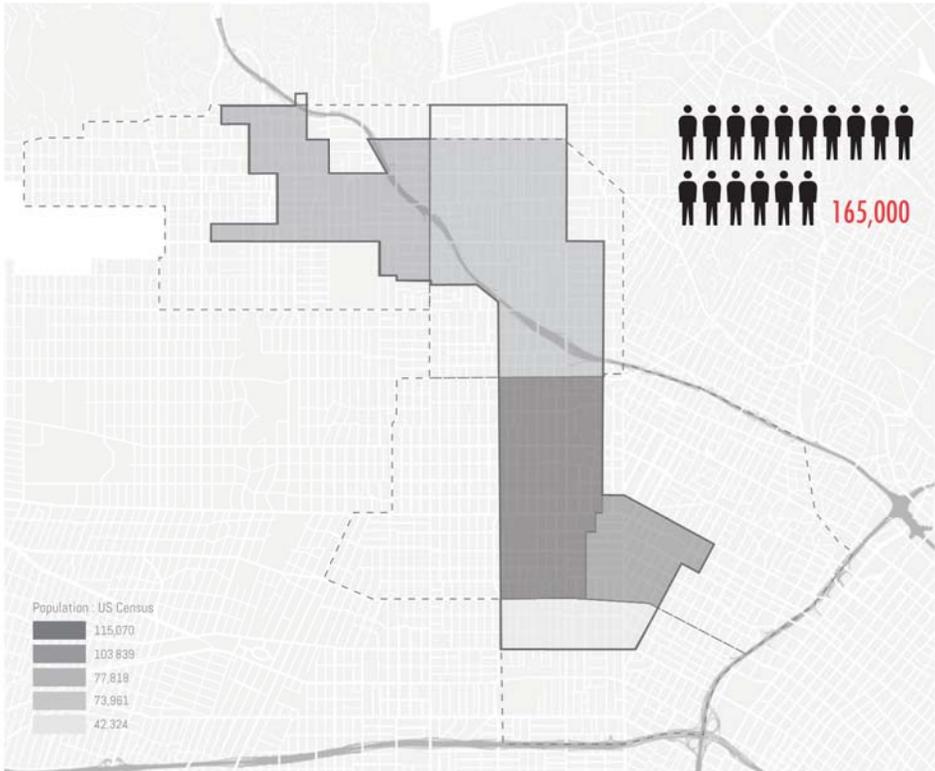
## THE L.A. PROMISE ZONE BOUNDARY WAS DECIDED BASED ON THE FOLLOWING CRITERIA:

- A. Promise Zone boundaries must encompass a **population** of at least 10,000 but no more than 200,000 residents.
- B. The overall **poverty rate** within the Promise Zone must be over 30%.
- C. Existence & incorporation of past programs & their boundaries.



# A. POPULATION

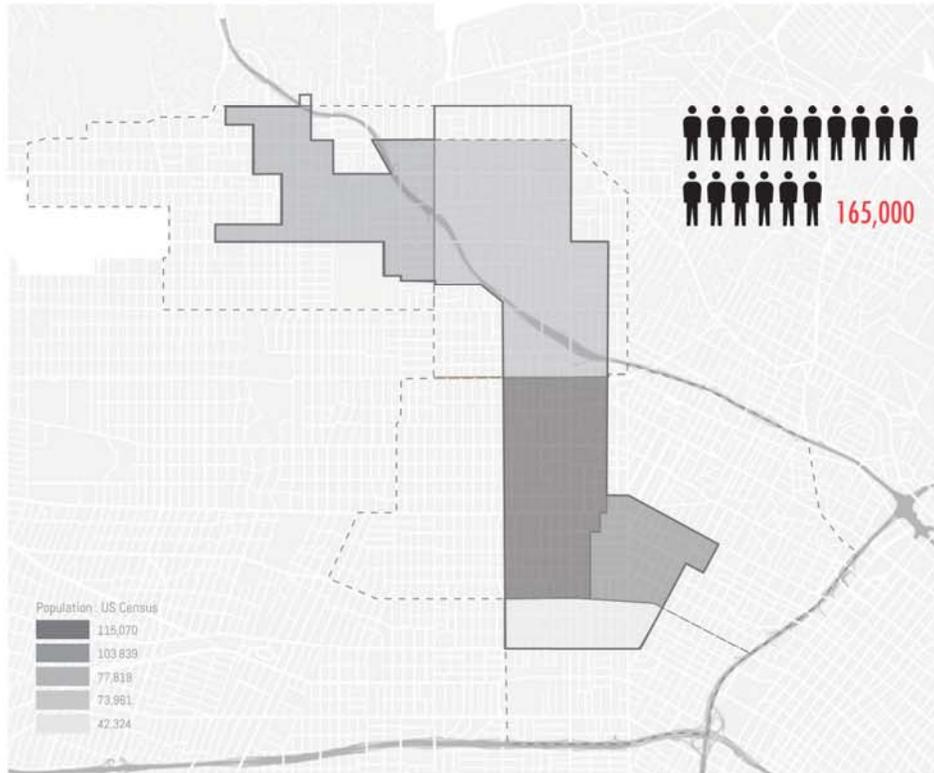
CRITERIA : AT LEAST 10,000 BUT NO MORE THAN 200,000 RESIDENTS



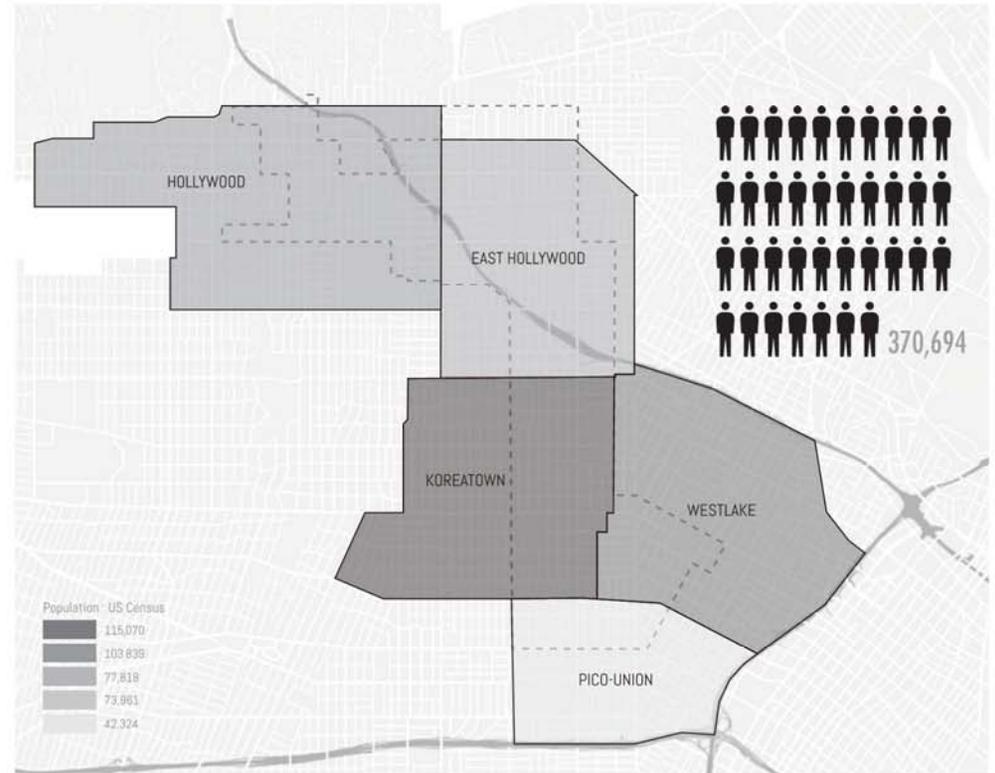
**PROMISE ZONE POPULATION : 165,000**

# A. POPULATION

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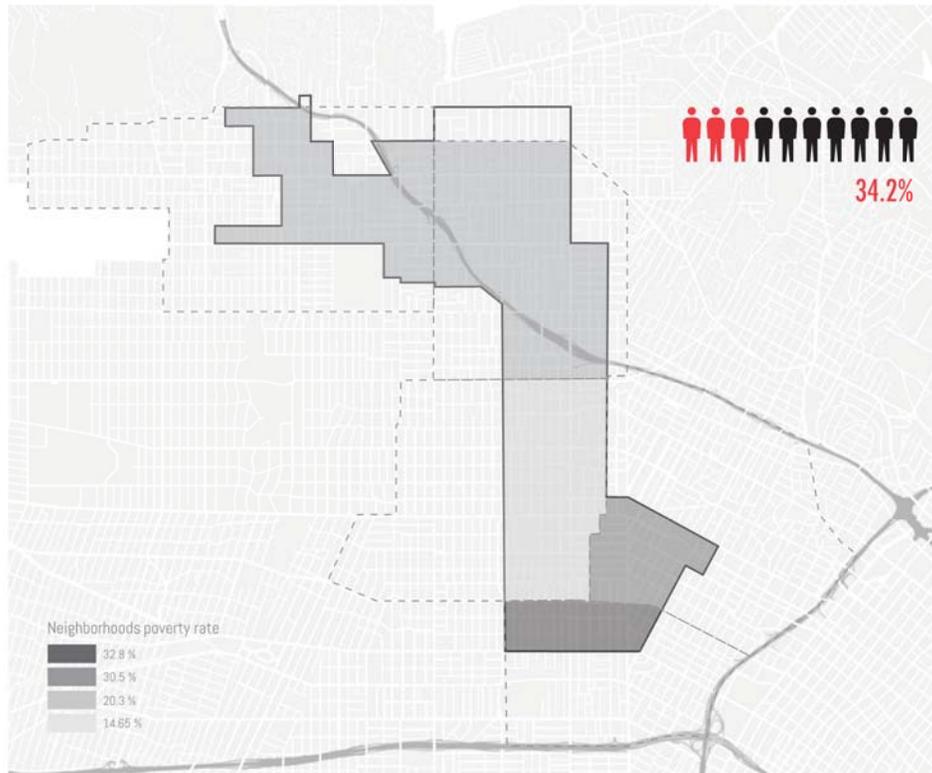
PROMISE ZONE POPULATION : 165,000



FIVE NEIGHBORHOOD'S COMBINED POPULATION : 370,694  
EXCEEDING CRITERIA

# B. POVERTY

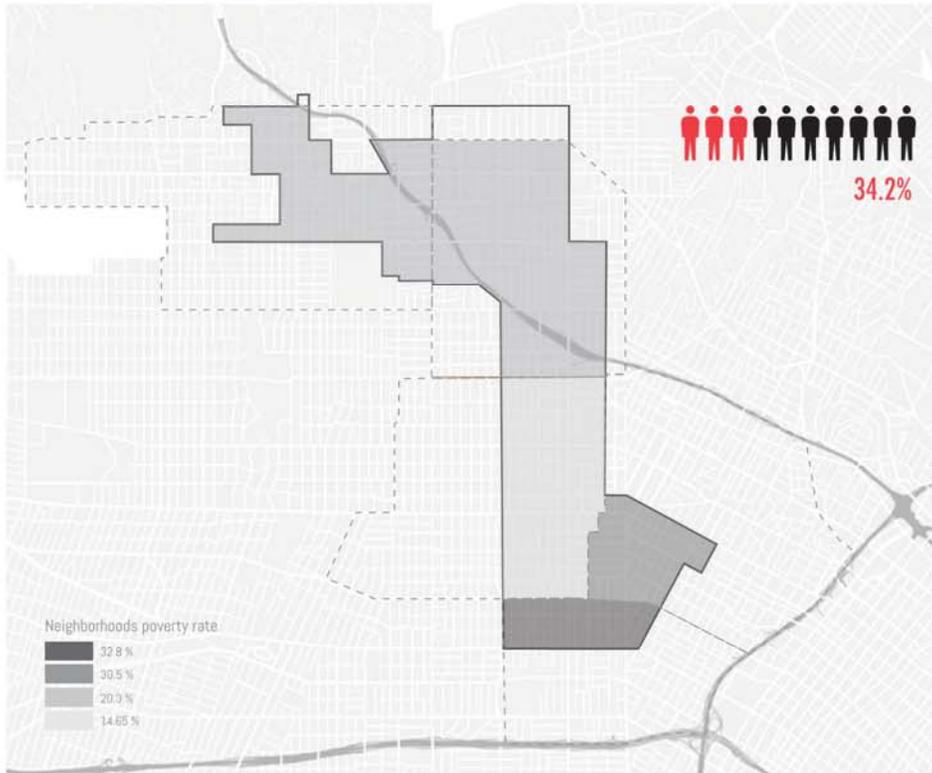
CRITERIA : MORE THAN 30% POVERTY RATE



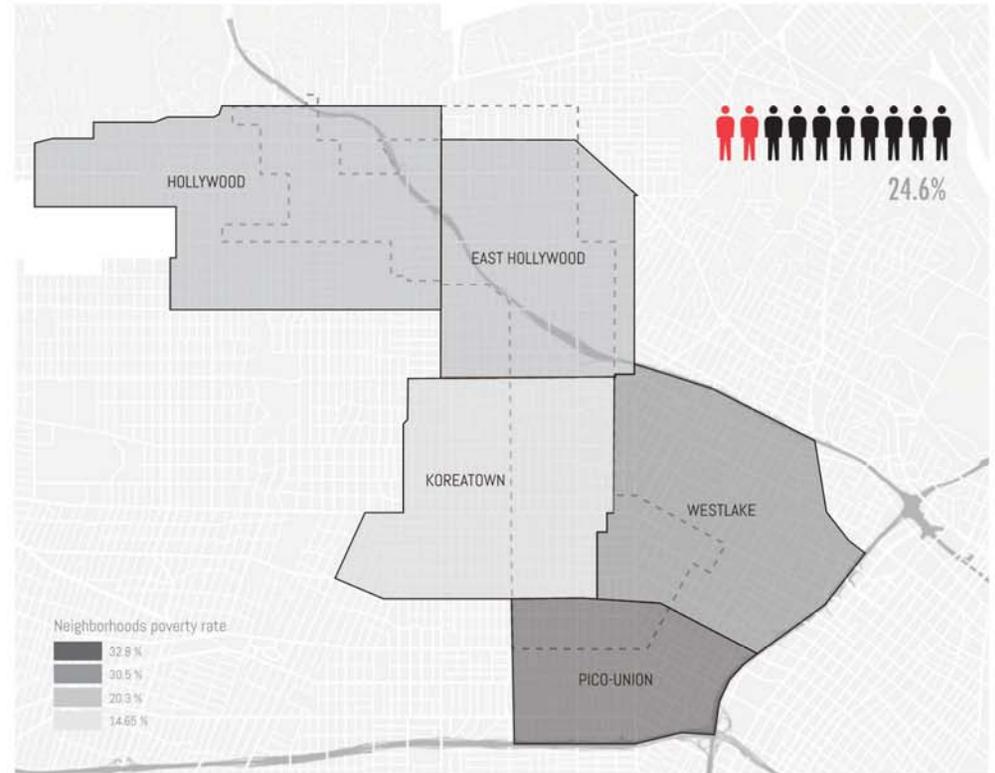
**PROMISE ZONE POVERTY : 34.2%**

# B. POVERTY

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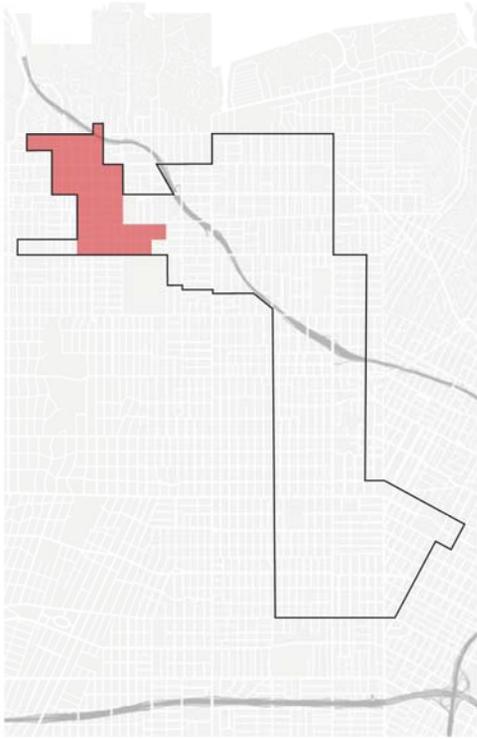
PROMISE ZONE POVERTY RATE : 34.2%



5 NEIGHBORHOOD'S COMBINED POVERTY RATE : 24.6%  
BELOW CRITERIA

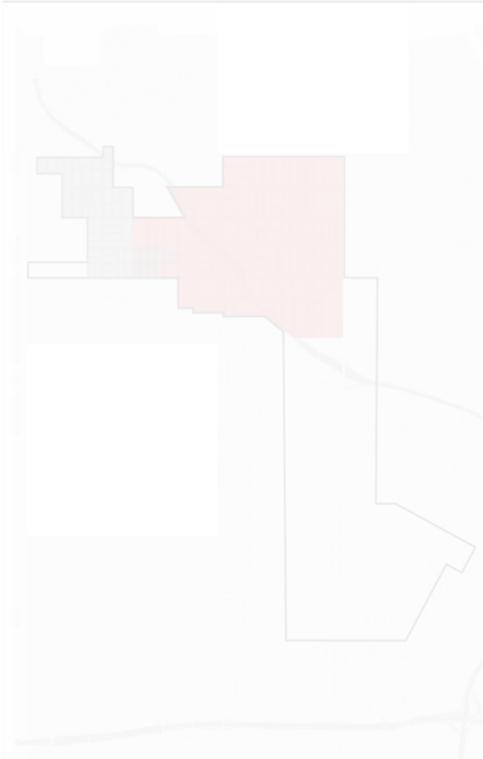
# C. PAST PROGRAMS

## CRITERIA : EXISTENCE & INCORPORATION OF PAST PROGRAMS



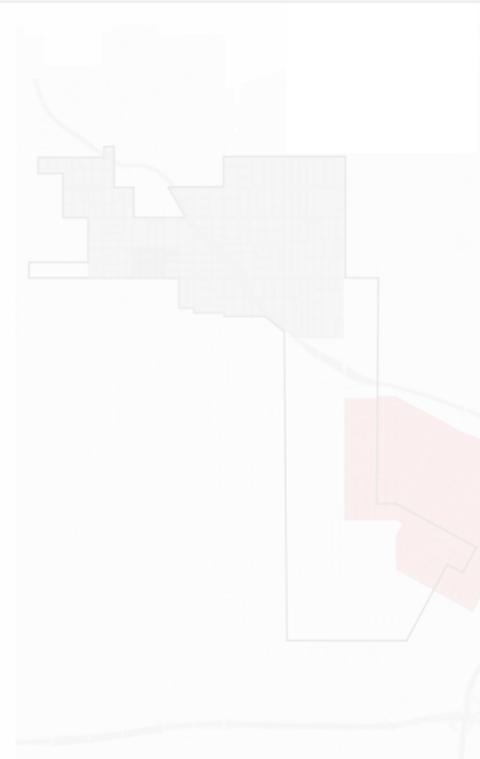
### CHOICE NEIGHBORHOOD (2013-)

Agency: HUD  
Local lead Partner: Youth Policy Institute  
Grant: \$500,000  
TO TRANSFORM DISTRESSED PUBLIC HOUSING INTO SUSTAINABLE MIXED-INCOME HOUSING



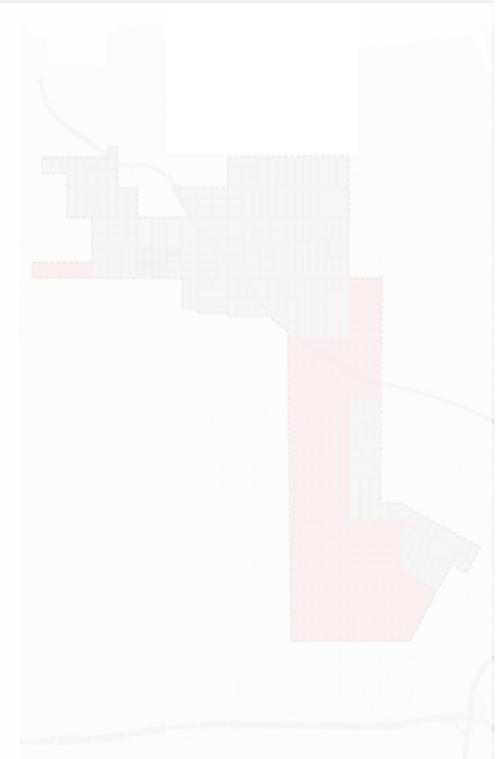
### PROMISE NEIGHBORHOOD (2010-)

Agency: Department of Education  
Local lead Partner: Youth Policy Institute  
Grant: \$30,000,000  
TO CREATE A CONTINUUM OF LEARNING IN THE EDUCATION SYSTEM



### GANG REDUCTION & YOUTH EMPOWERMENT ZONE (2009-2010)

Agency: Mayor's office department of GRYD  
Local lead Partner: El Centro Del Pueblo  
TO PREVENT CRIME & GANG ACTIVITIES AMONGST YOUTH

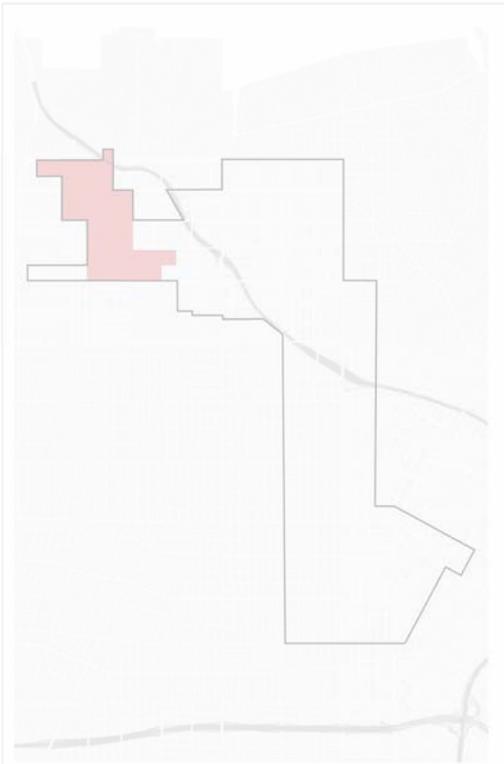


### REMAINDER AREA (2014)

Agency: White House  
Local lead Partner: Youth Policy Institute  
Grant: \$ 36,000,000  
HOLISTIC URBAN DEVELOPMENT

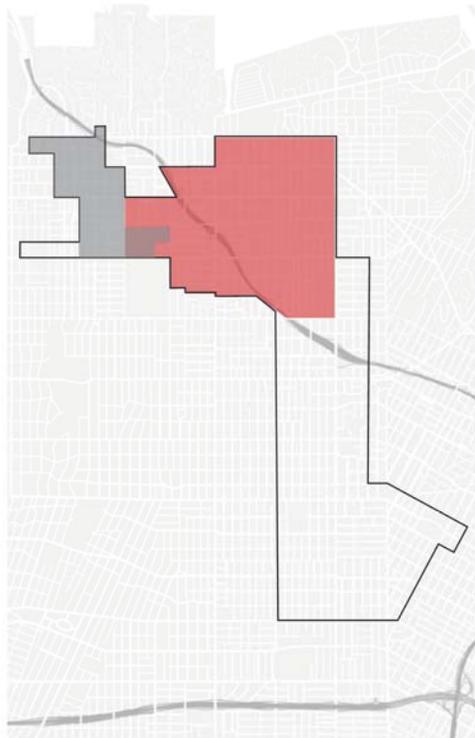
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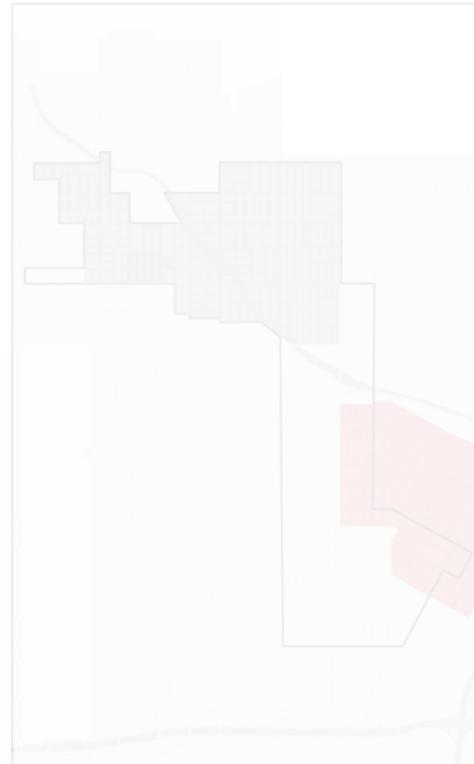
### **CHOICE NEIGHBORHOOD (2013-)**

Agency: HUD  
Local lead Partner: Youth Policy Institute  
Grant: \$500,000  
TO TRANSFORM DISTRESSED PUBLIC HOUSING INTO SUSTAINABLE MIXED-INCOME HOUSING

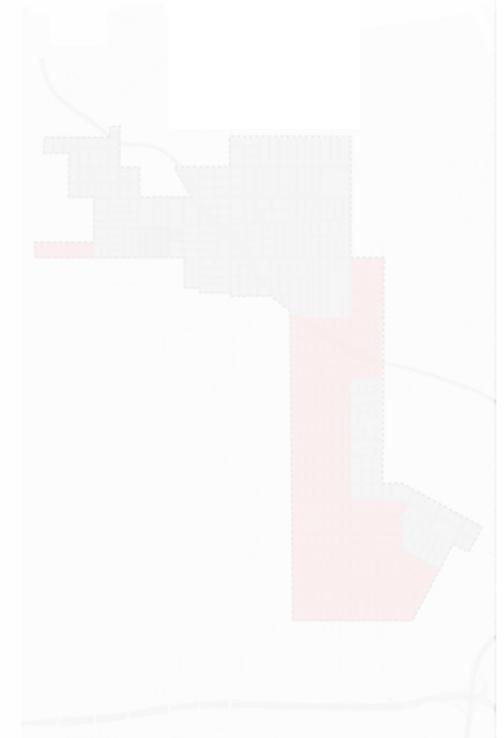


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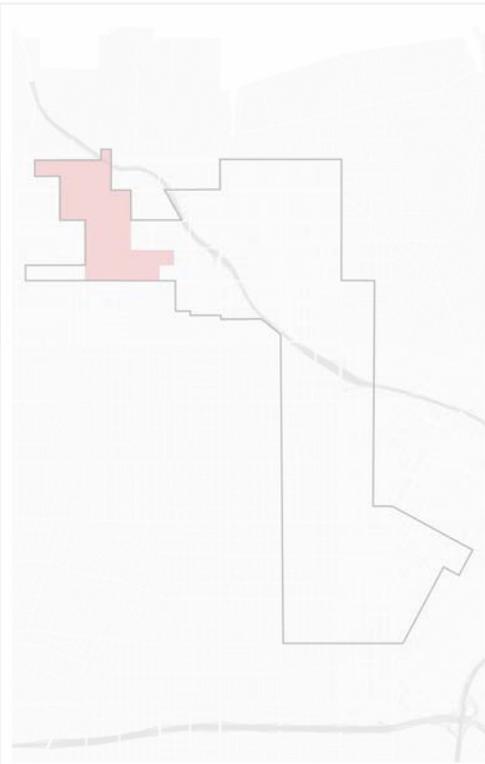


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HOLISTIC URBAN DEVELOPMENT

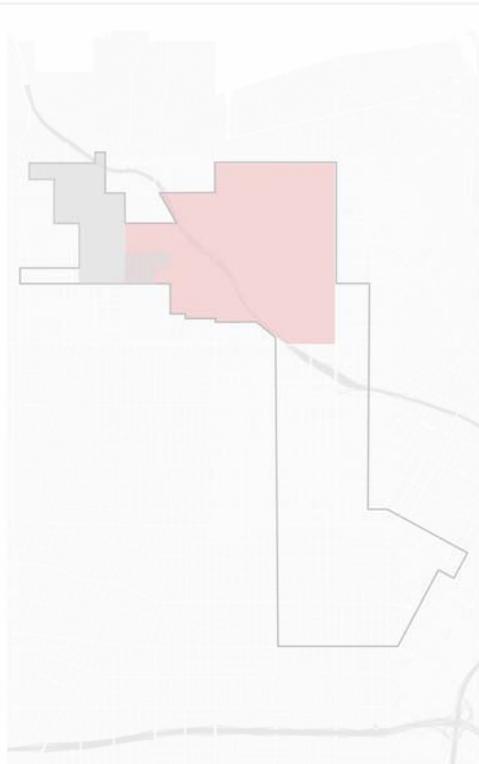
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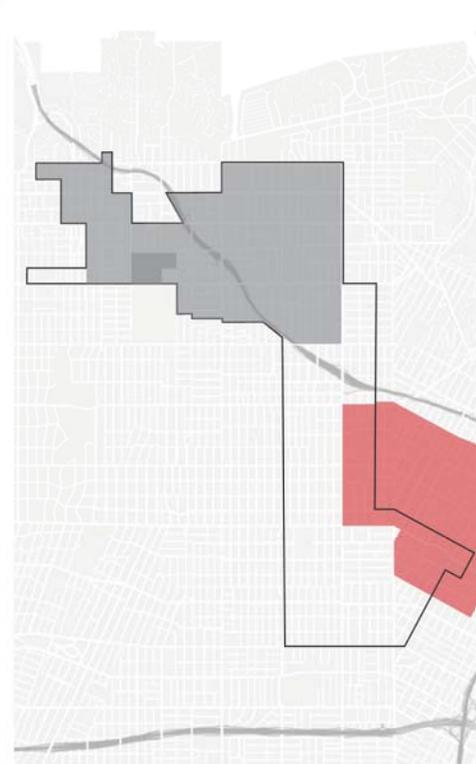
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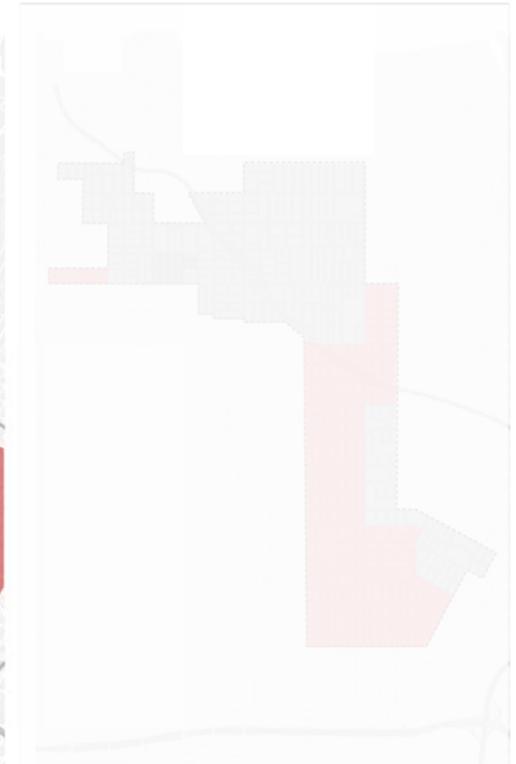


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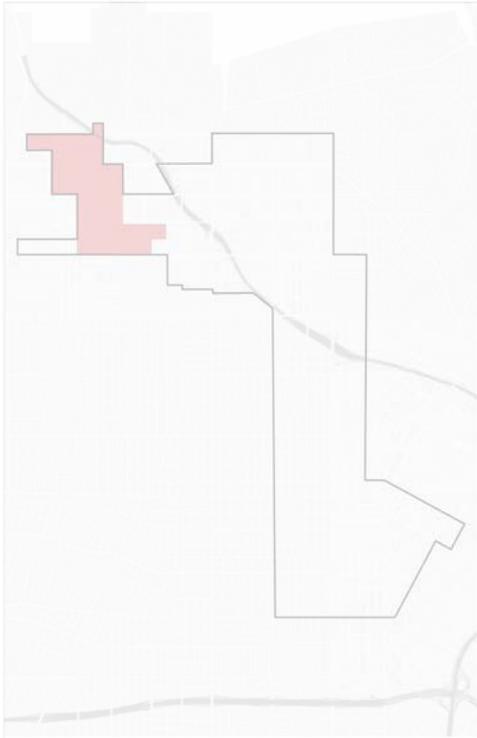


### REMAINDER AREA (2014)

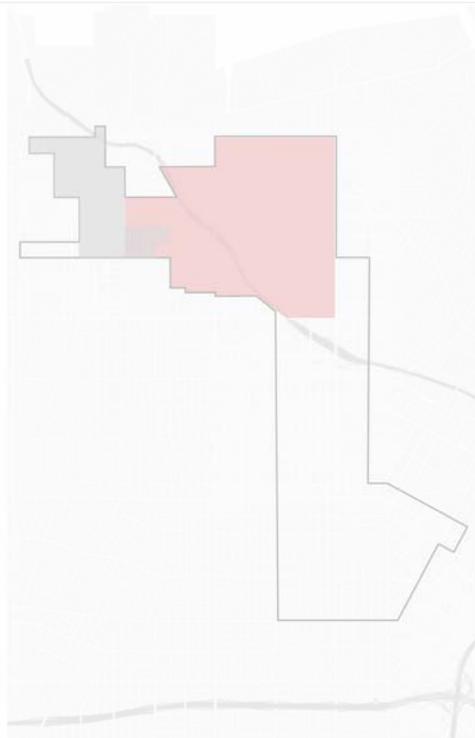
Agency: White House  
Local lead Partner: Youth Policy Institute  
Grant: \$ 36,000,000  
HOLISTIC URBAN DEVELOPMENT

# C. PAST PROGRAMS | CONTIGUOUS BORDERS

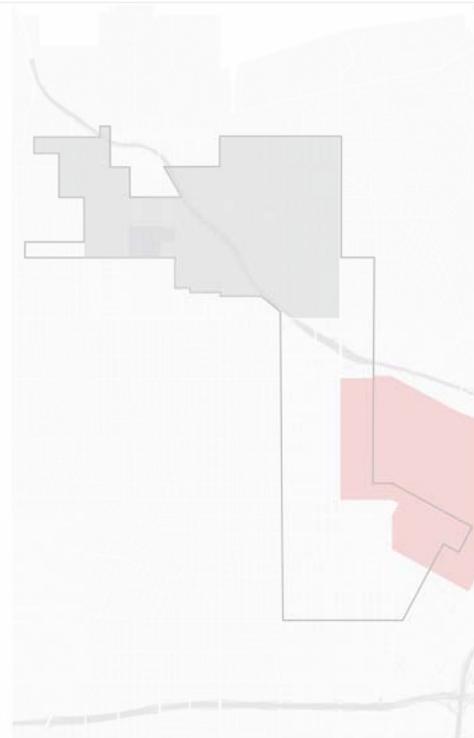
CRITERIA : EXISTENCE & INCORPORATION OF PAST PROGRAMS



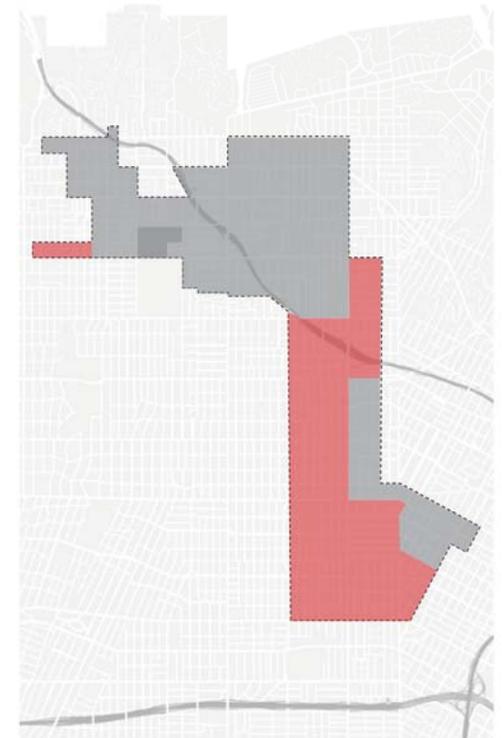
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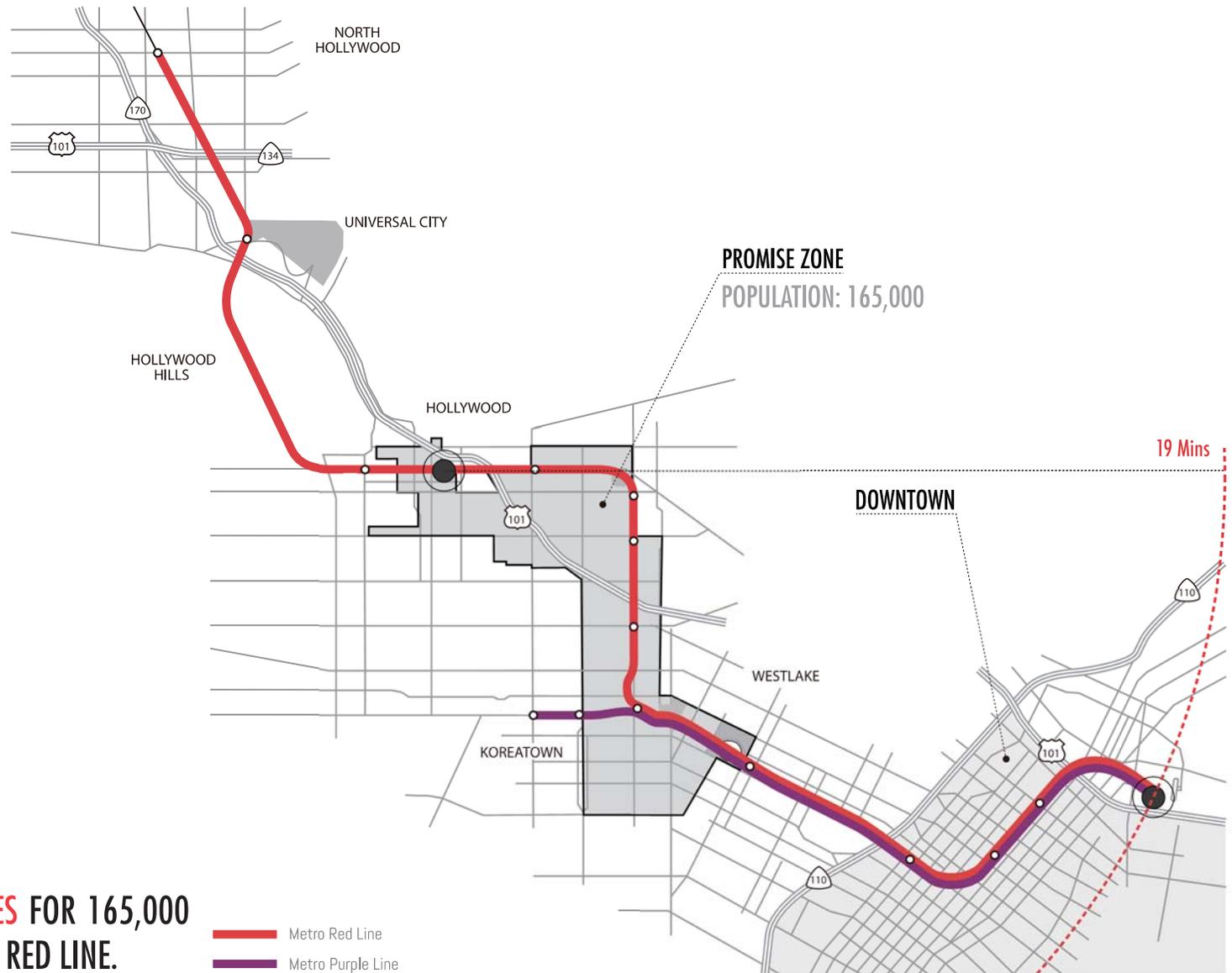


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PROMISE ZONE | L.A.

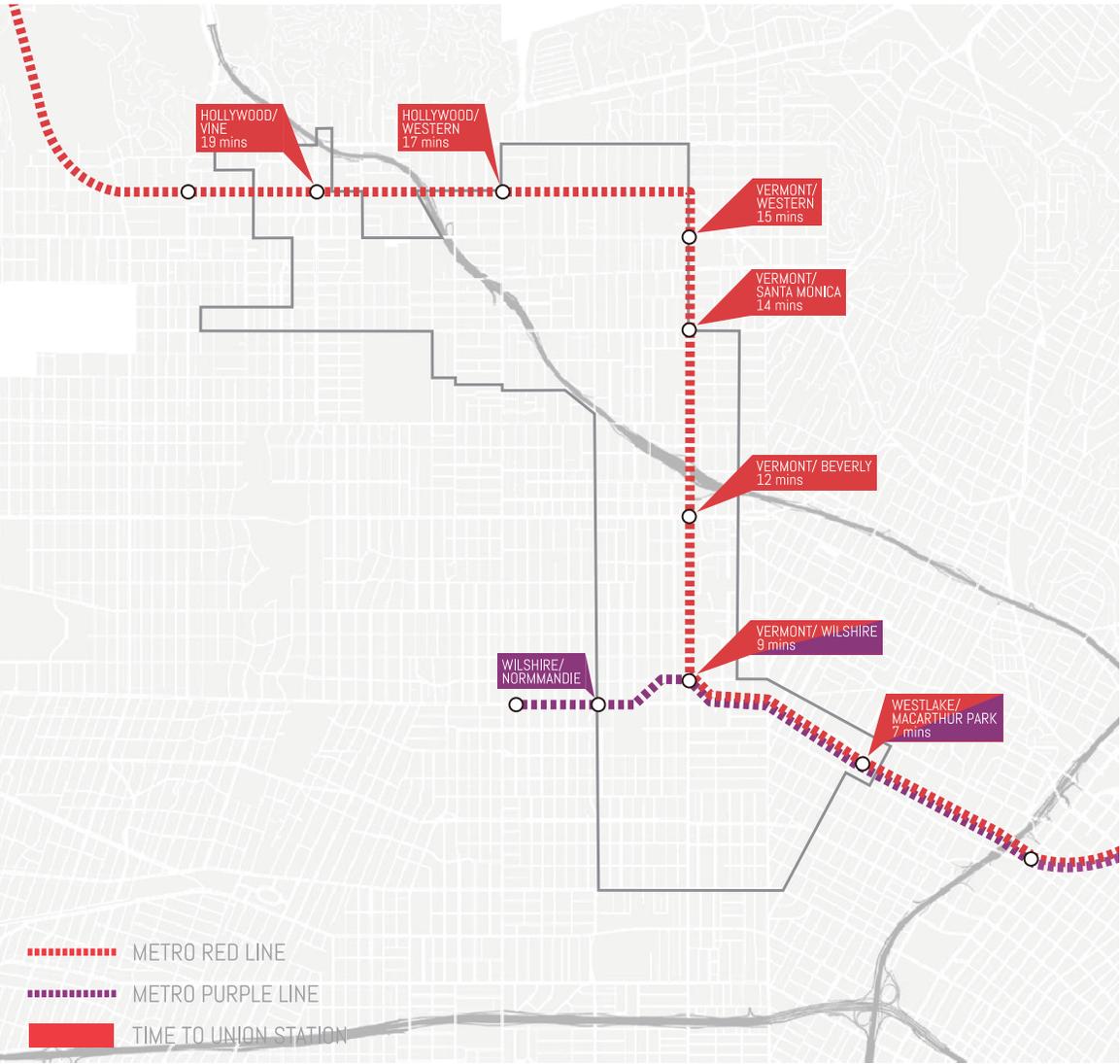


# INFRASTRUCTURE



IT WILL TAKE **LESS THAN 15 MINUTES** FOR 165,000 RESIDENTS TO REACH DOWNTOWN BY RED LINE.

# INFRASTRUCTURE

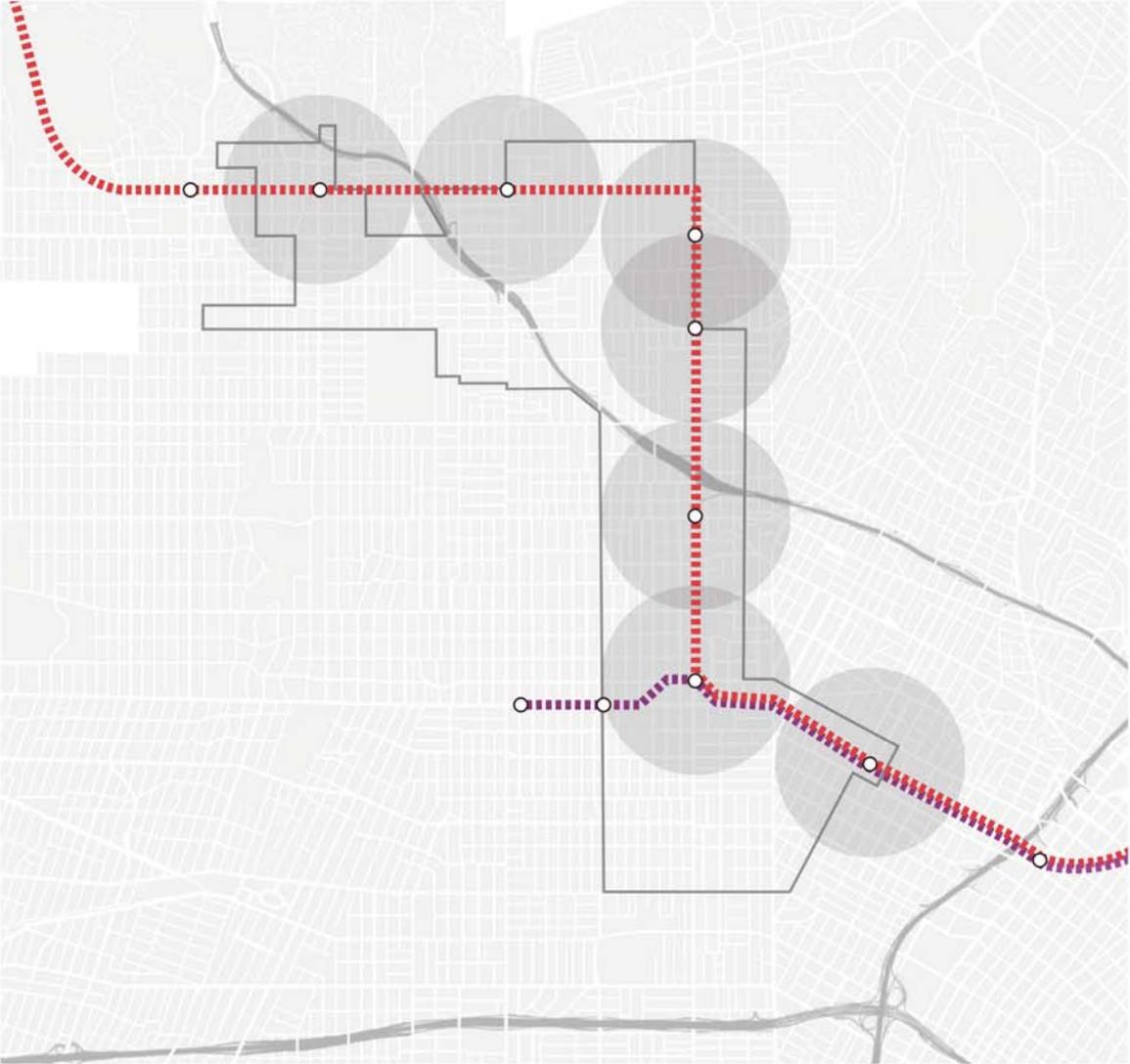


THERE ARE **7** METRO RED LINE STATIONS. NEARLY **30%** SERVICE LENGTH OF RED LINE FALLS IN PROMISE ZONE.

# INFRASTRUCTURE



10 MINUTES WALKING RADIUS

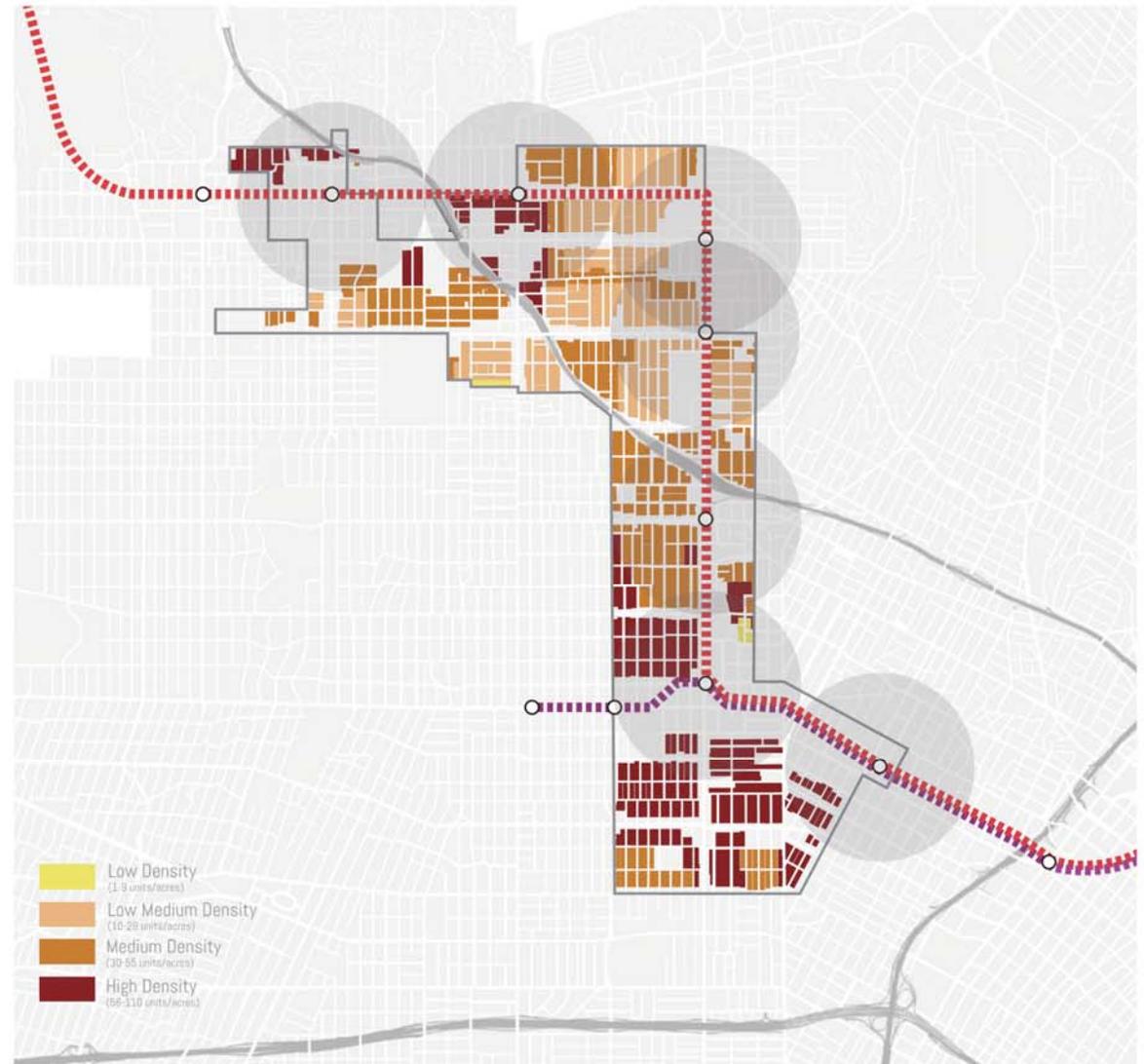


THERE ARE **7** METRO RED LINE STATIONS (NEARLY **30%** LENGTH OF RED LINE) IN PROMISE ZONE.

**PROMOTING PUBLIC TRANSPORT USAGE**

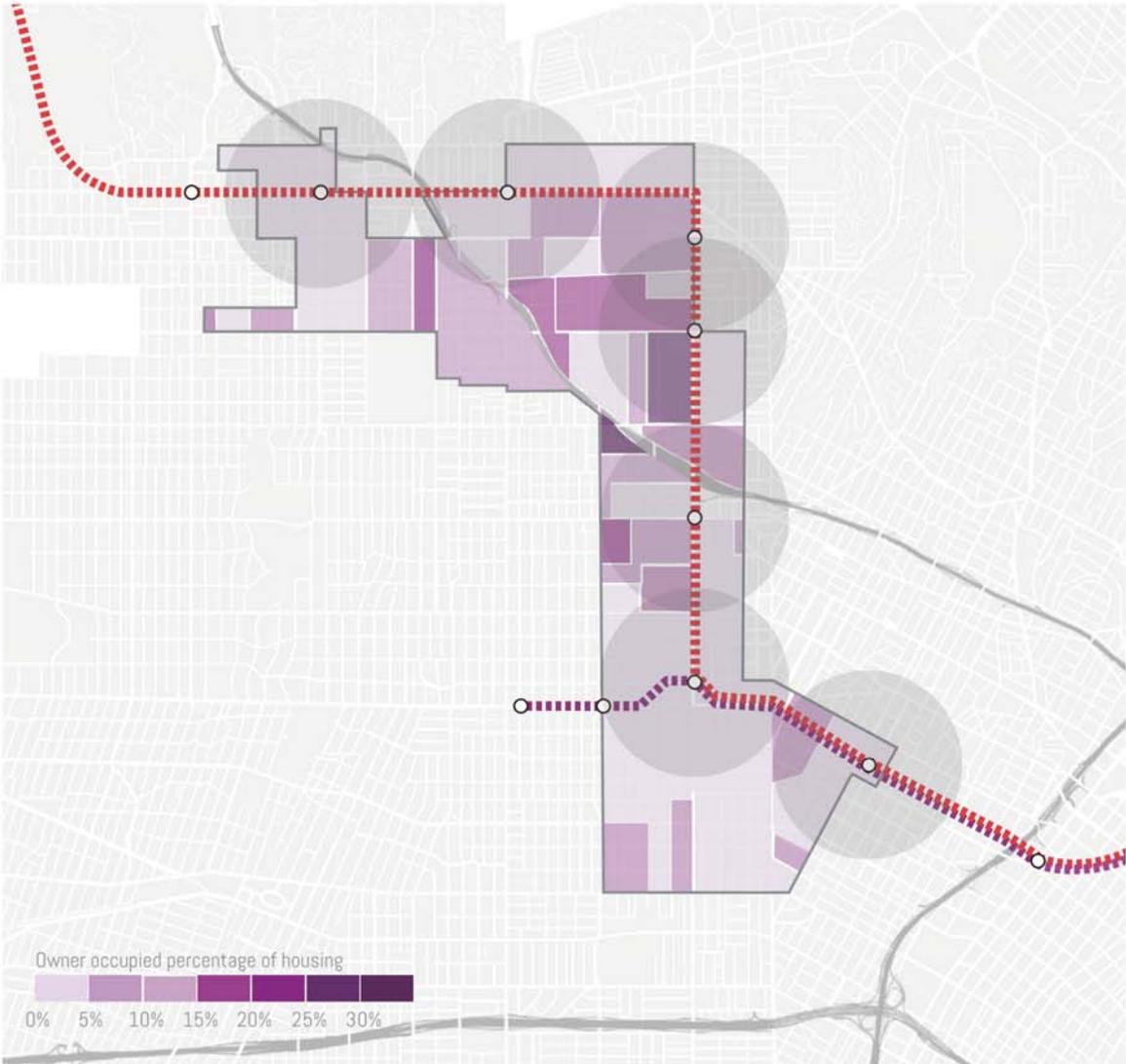
**TRANSIT ORIENTED DEVELOPMENT**

# HOUSING



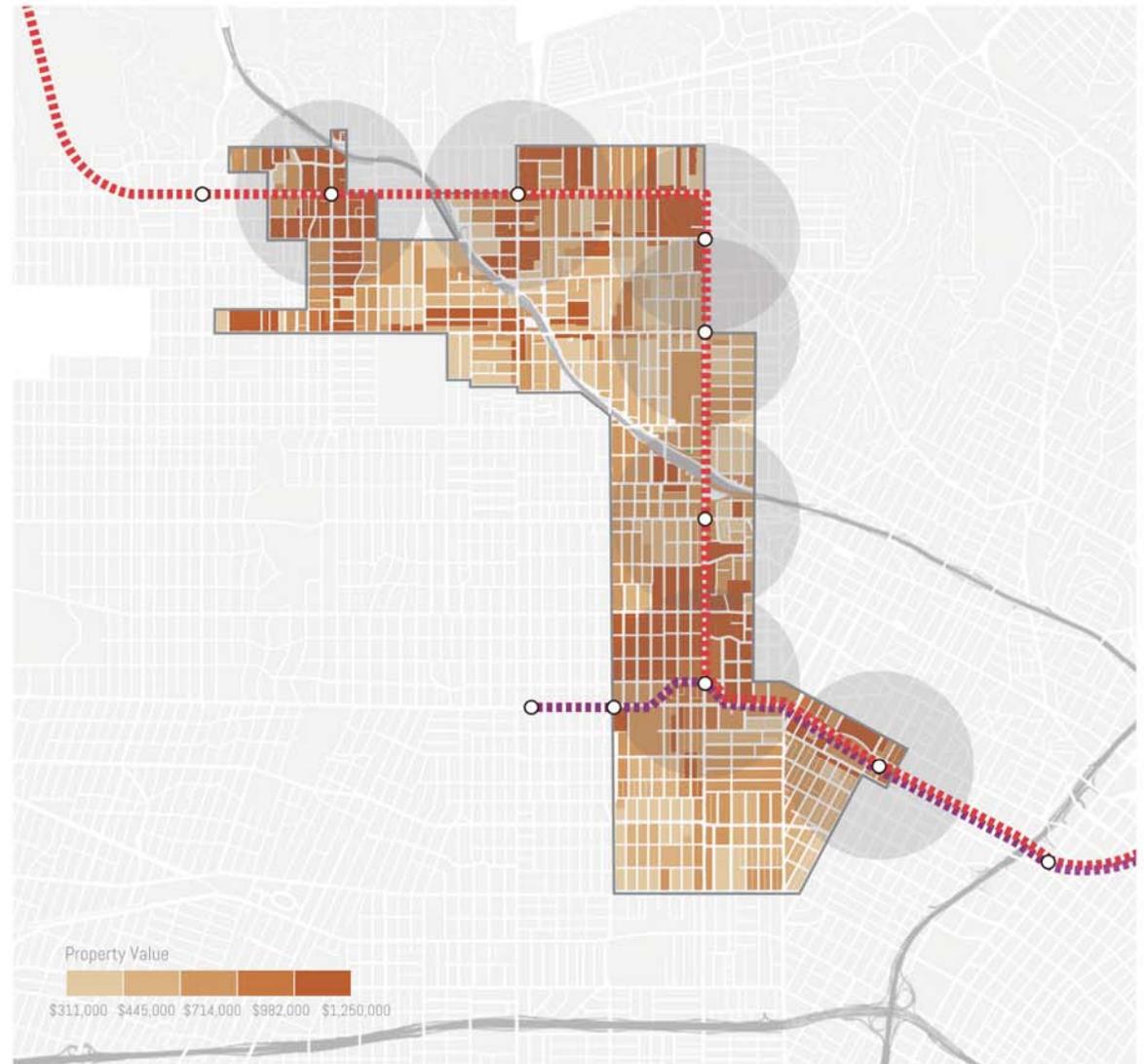
THE RESIDENTIAL DENSITY IN SOUTH IS MUCH HIGHER THAN NORTH PROMISE ZONE.

# HOUSING



**MOST OF THE HOUSING IN SOUTH AREA IS RENTAL, WHICH IS OF A LOW QUALITY.**

# PROPERTY VALUE

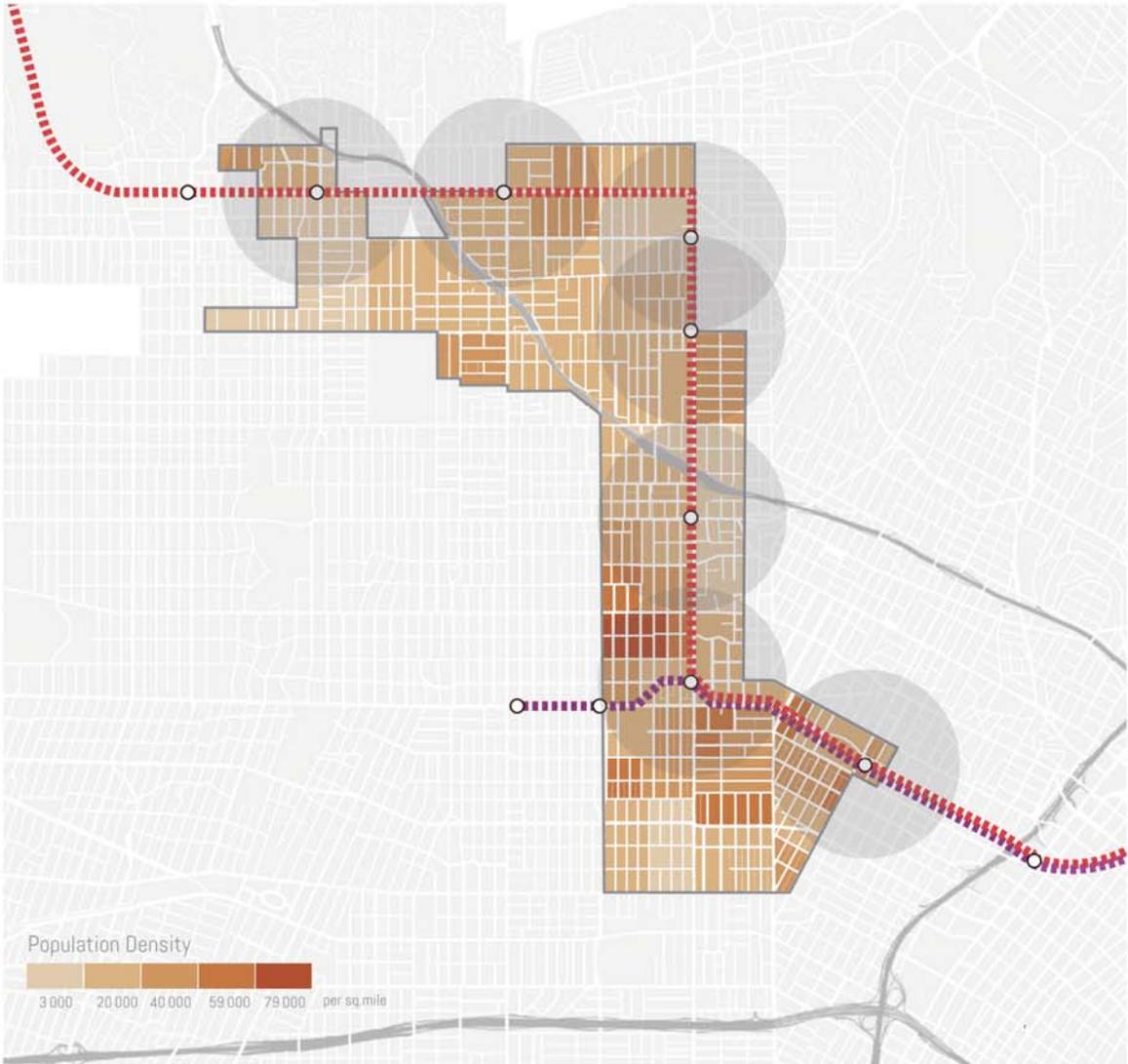


AVERAGE **84%** OF HOUSING IS RENTAL BUT PROPERTY VALUES ARE HIGH.

**INCREASE IN AFFORDABLE HOUSING**

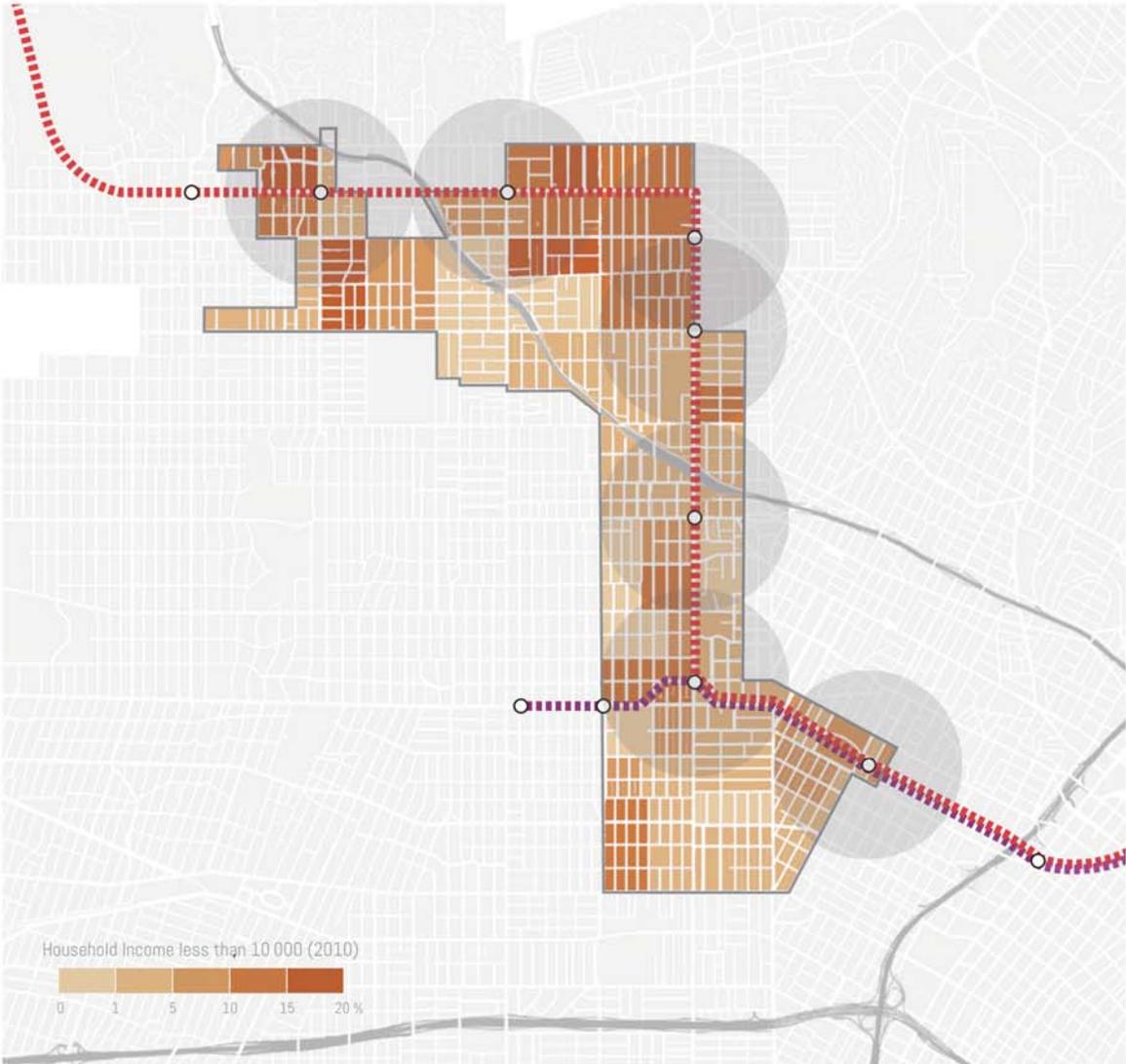
**BALANCING HOUSING DENSITIES**

# DEMOGRAPHICS



THE POPULATION DENSITY IN SOUTH AREA IS MUCH HIGHER THAN NORTH AREA.

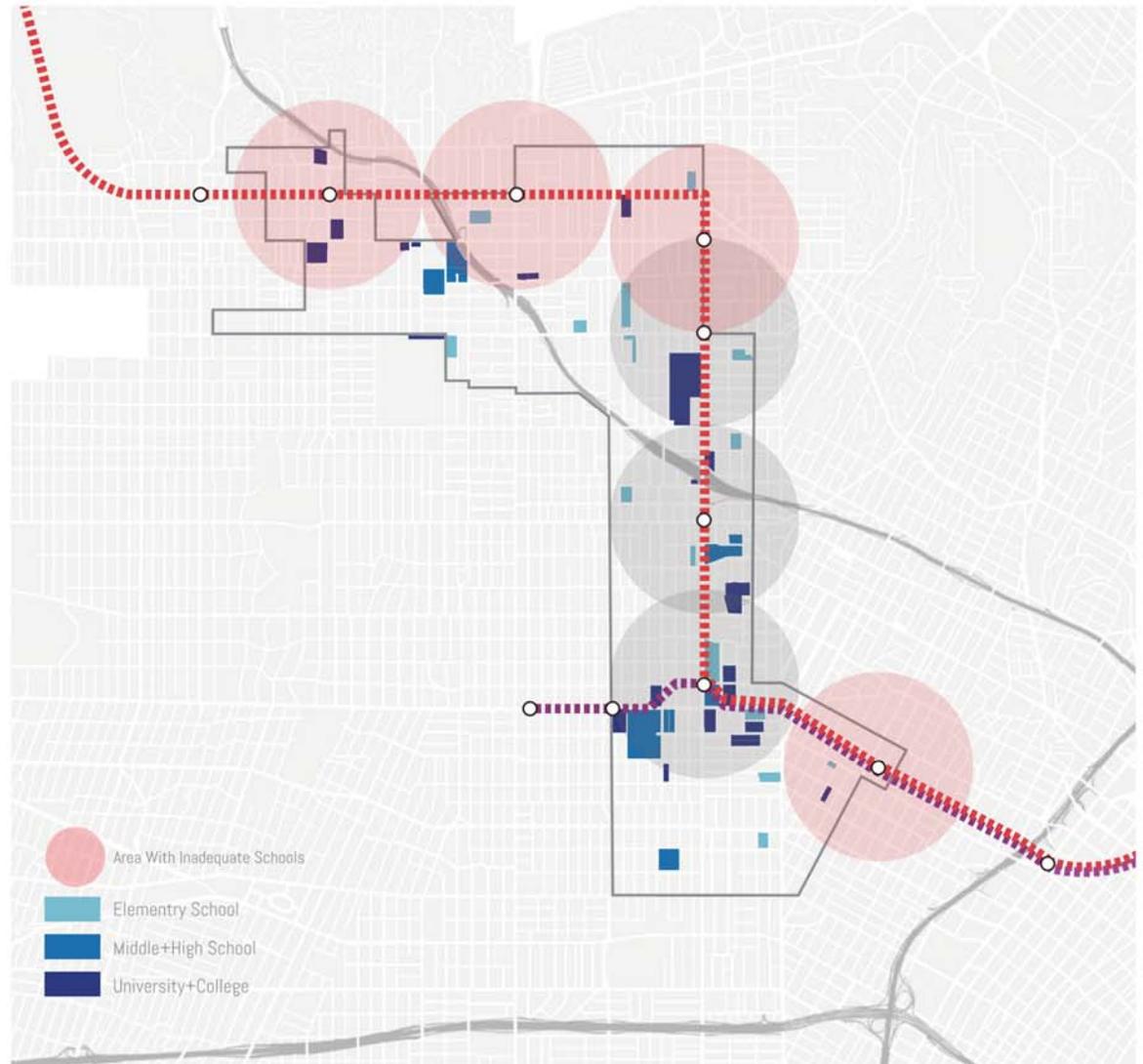
# INCOME



THE HOUSEHOLD INCOME IN SOUTH PROMISE ZONE IS LOWER THAN NORTH.

# EDUCATION

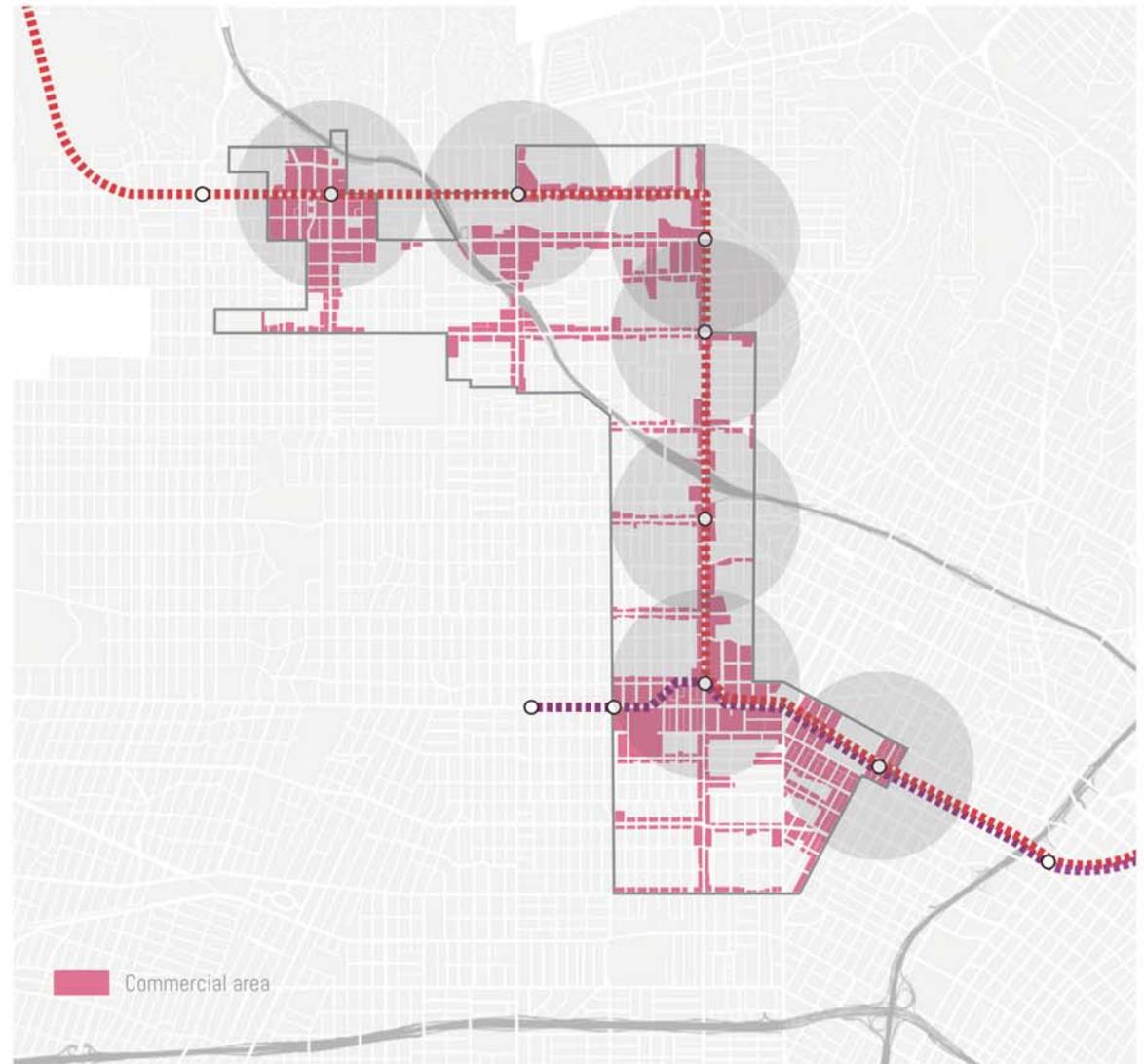
47 ELEMENTRY SCHOOLS  
21 MIDDLE & HIGH SCHOOLS  
30 UNIVERSITIES & COLLEGES



THERE IS A LACK OF ADEQUATE **HIGH & MIDDLE SCHOOLS**

# COMMERCIAL

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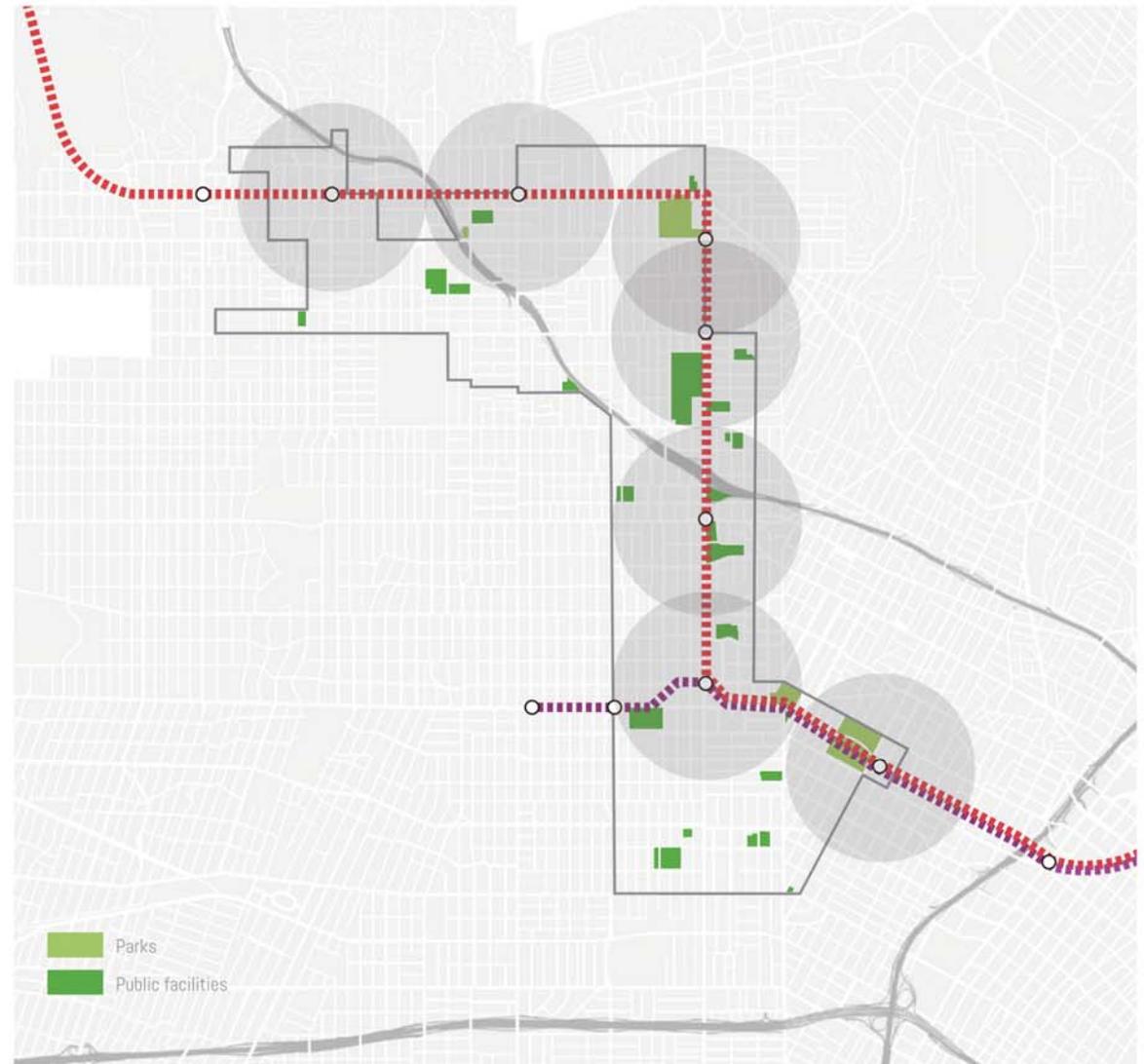


COMMERCIAL AREA IN SOUTH IS LARGER THAN NORTH IN THE PROMISE ZONE.

**CENTERING EDUCATION FACILITIES  
AROUND RED LINE STATIONS**

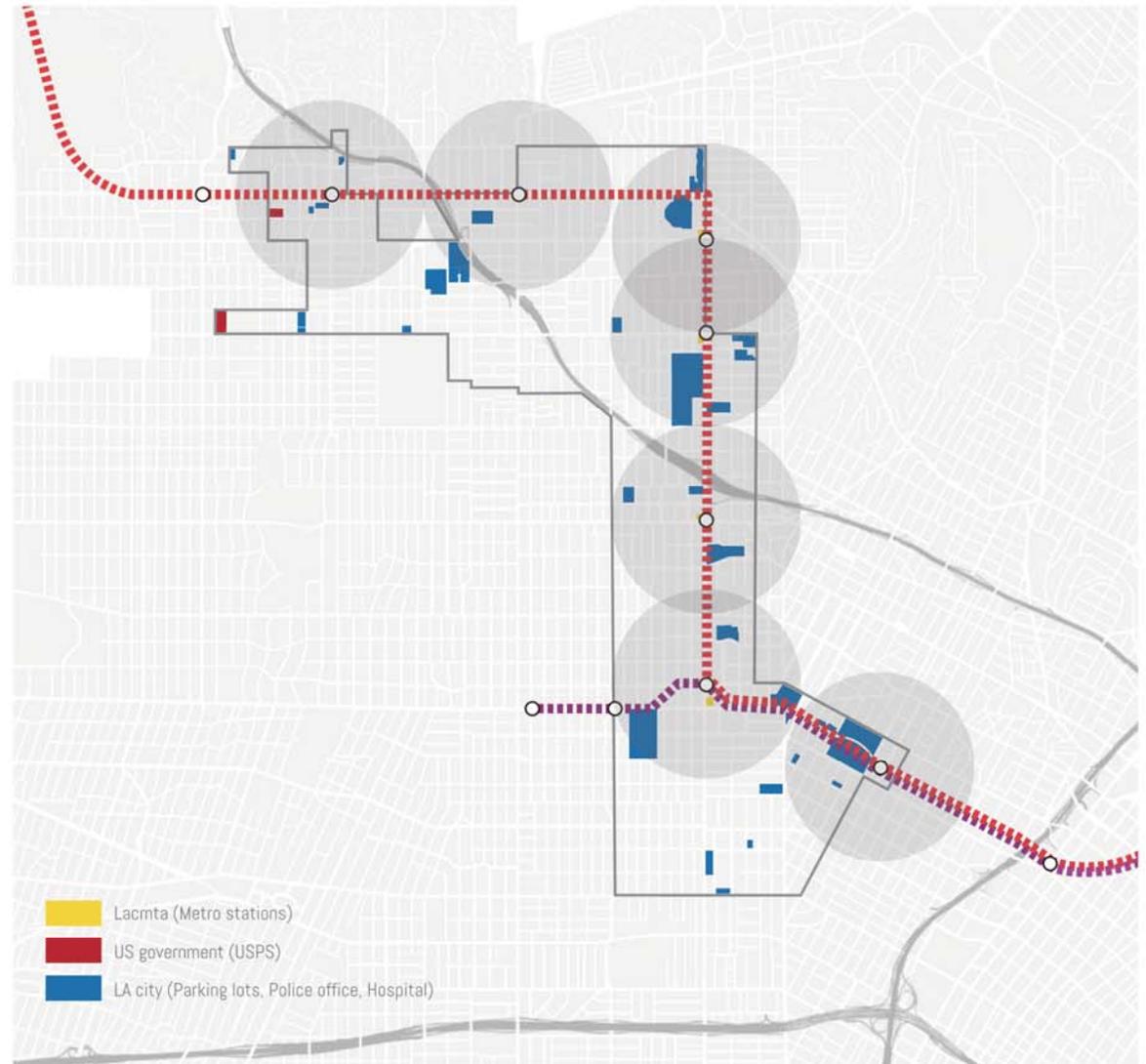
# PUBLIC SPACES

70% OF THE PUBLIC SPACES ARE CENTERED AROUND A HALF MILE RADIUS OF THE STATIONS.  
HOWEVER THERE ARE ONLY **3** PUBLIC PARKS

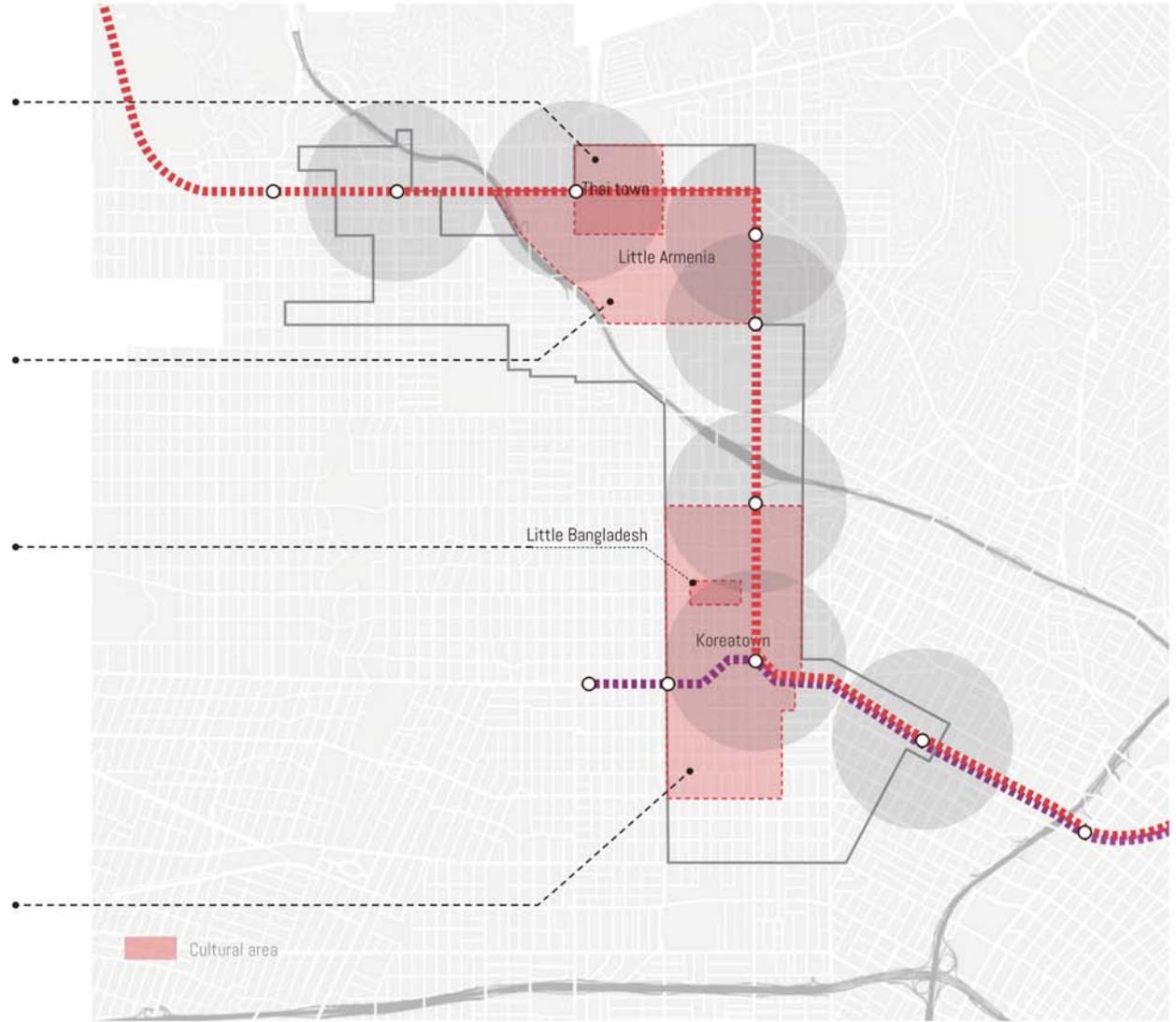


# GOVERNMENT PROPERTY

**65%** OF THE GOVERNMENT PROPERTY IS AROUND THE RED LINE.



# CULTURES AND PEOPLE



**INCREASE IN PUBLIC RECREATION SPACES  
CATERING TO CULTURAL ACTIVITIES ALONG STATIONS**

**POSSIBLE UTILIZATION OF EXISTING GOVT PROPERTIES**

# SUMMARIZING PROBLEMS IN PROMISE ZONE

## POVERTY

**34%** OF PEOPLE INSIDE PROMISE ZONE LIVE IN POVERTY.

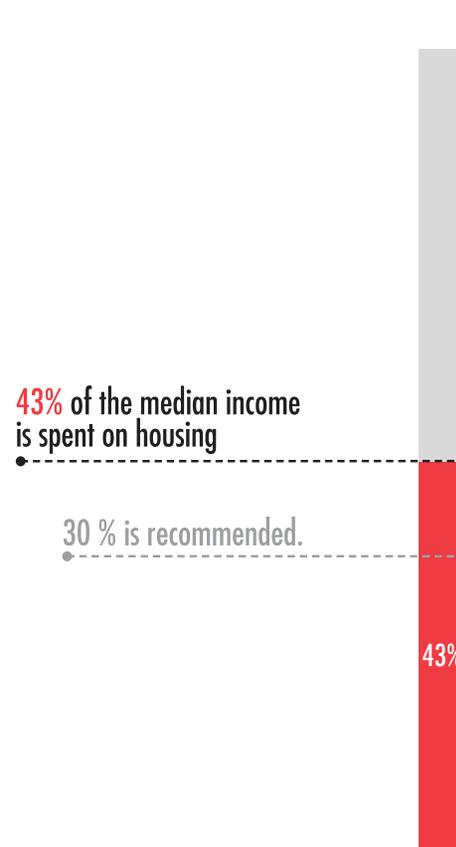


## HOUSING

**15%** OF HOUSING INSIDE PROMISE ZONE IS CATEGORIZED AS SUB STANDARD

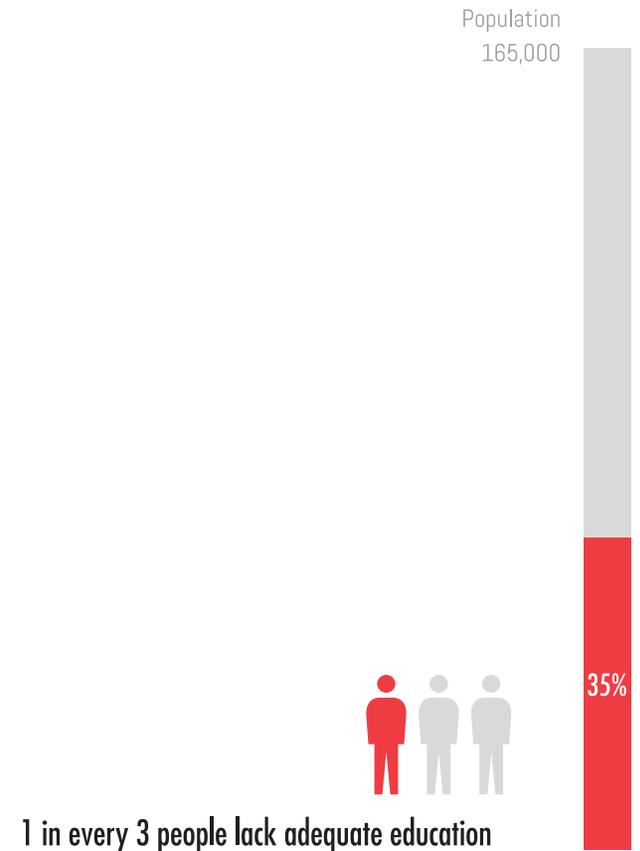
43% of the median income is spent on housing

30% is recommended.

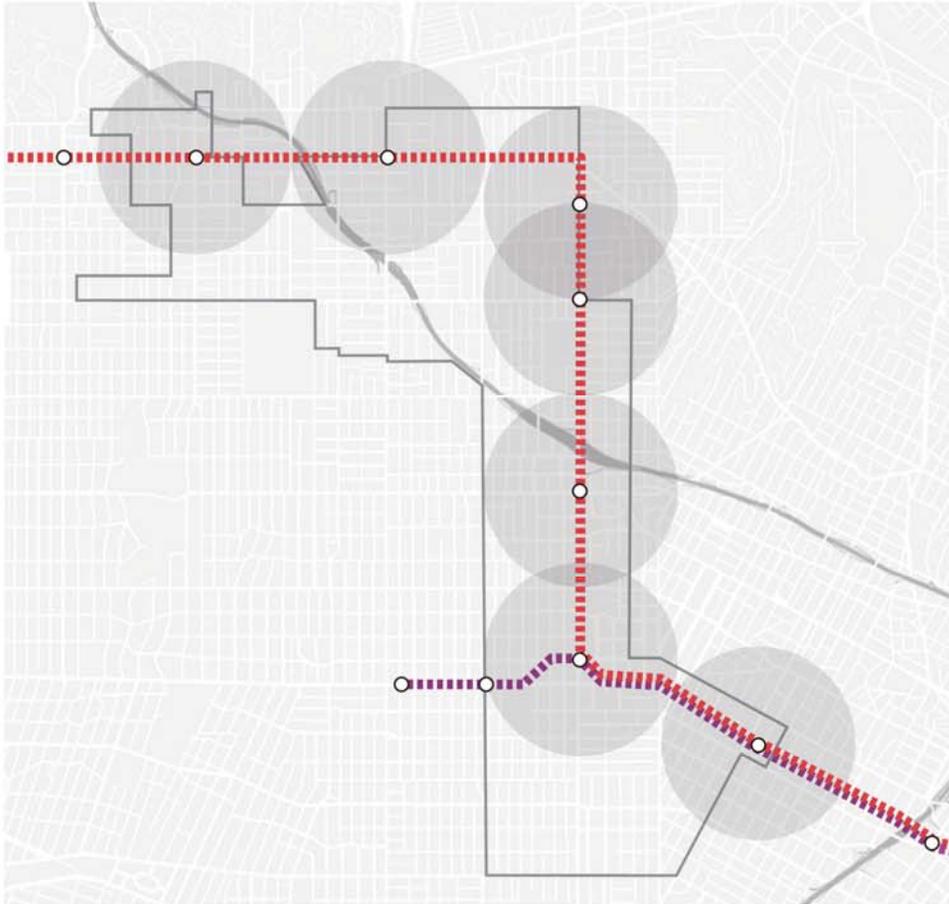


## EDUCATION

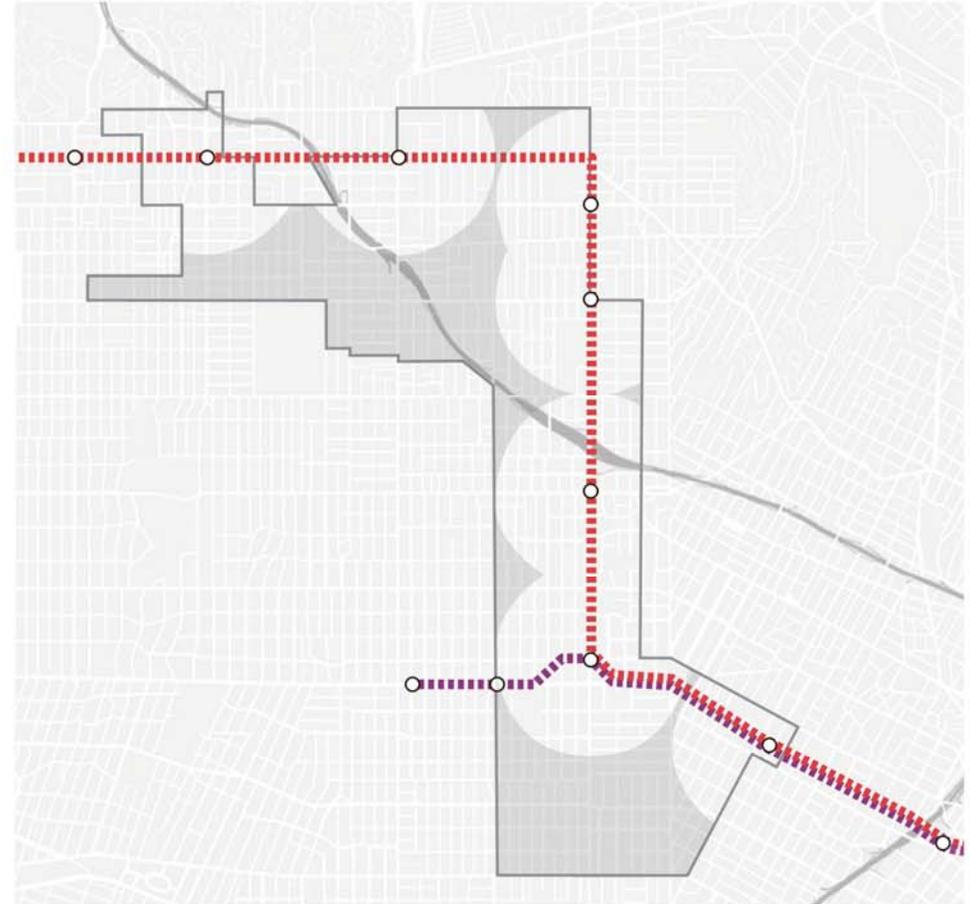
**35%** OF PEOPLE INSIDE PROMISE ZONE HAVE EDUCATION LESS THAN HIGH SCHOOL.



# IDENTIFYING OPPORTUNITIES



**74%** OF PROMISE ZONE CAN BE SERVED BY TRANSIT ORIENTED DEVELOPMENT ALONG THE RED LINE.



**26%** OF PROMISE ZONE NEEDS TO DEVELOP BASED ON PLACE BASED STRATEGIES.

*"THE WAY TO MAKE  
LOS ANGELES SAFE,  
PROSPEROUS AND  
LIVABLE, WAS TO  
MAKE LOS ANGELES  
THE BEST-RUN CITY IN  
AMERICA!"*

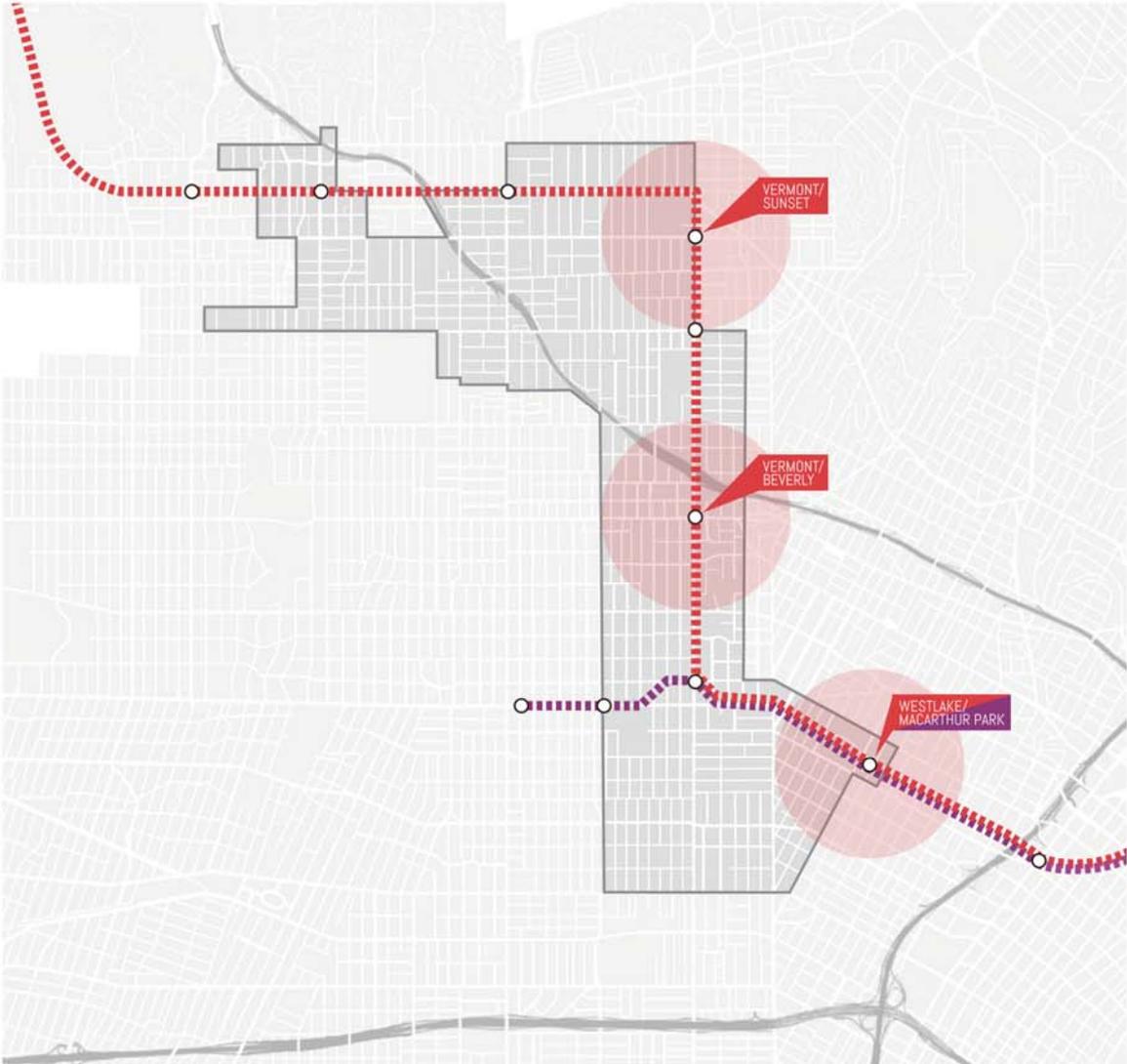
*-MAYOR GARCETTI*



# SITES OF FOCUS | L.A. MAYOR'S OFFICE

3 areas of concentration determined by the Mayor's Office :

- Vermont & Sunset
- Vermont & Beverly
- Westlake & MacArthur Park



ALL SITES OF FOCUS ARE STATIONS ON METRO RED LINE.

# SITE OF FOCUS | VERMONT & BEVERLY



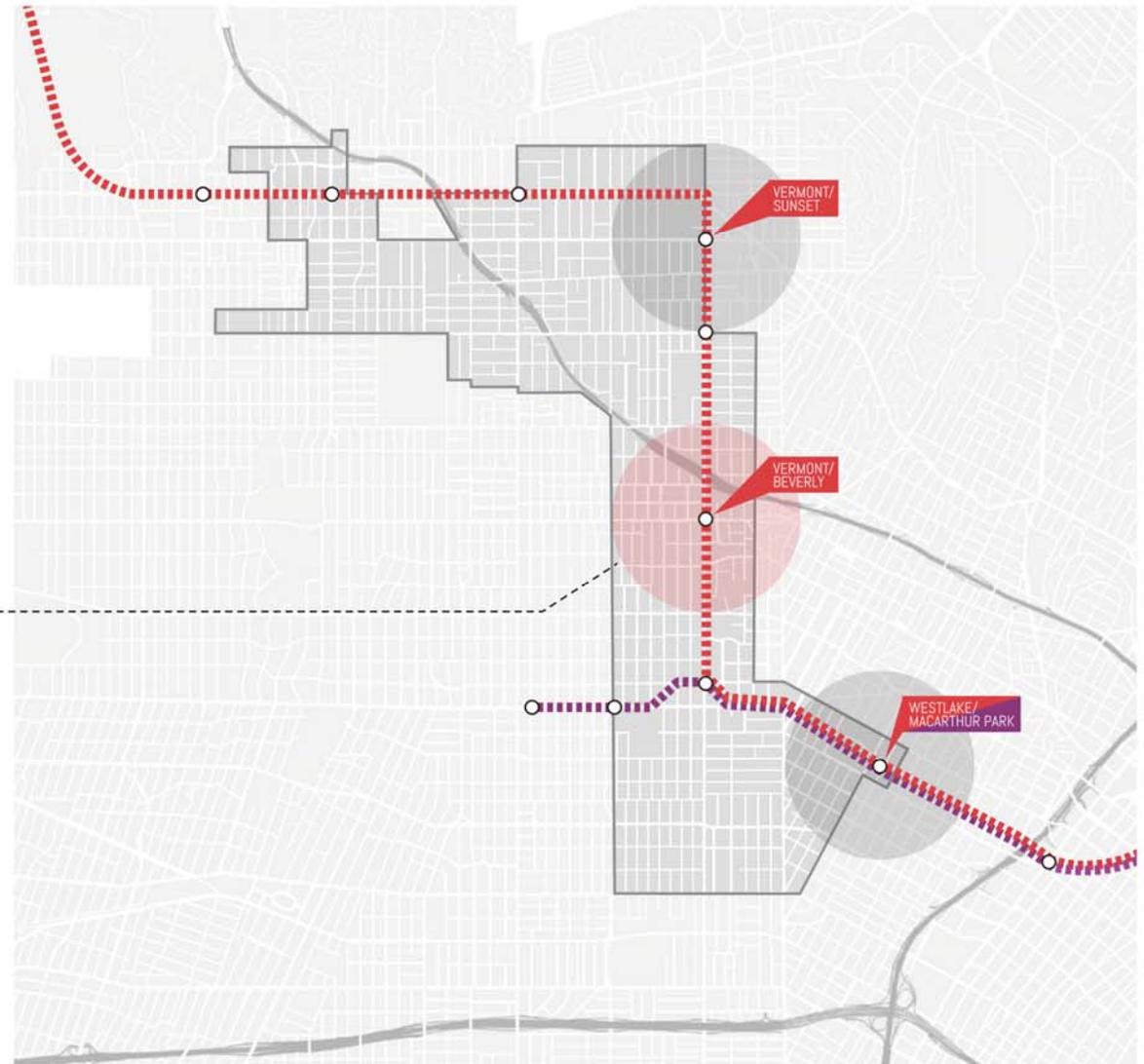
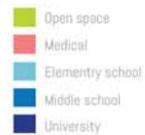
Household income less than 10,000



Landuse map

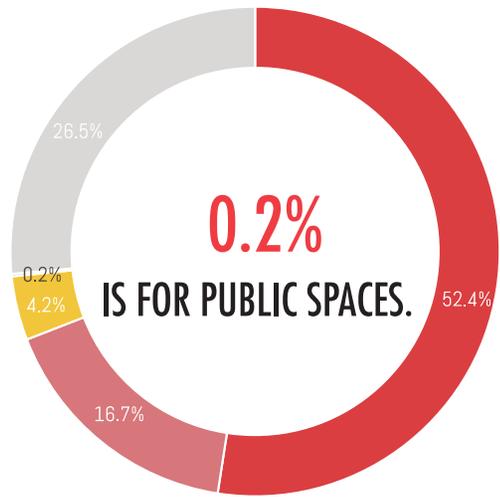


Public amenities

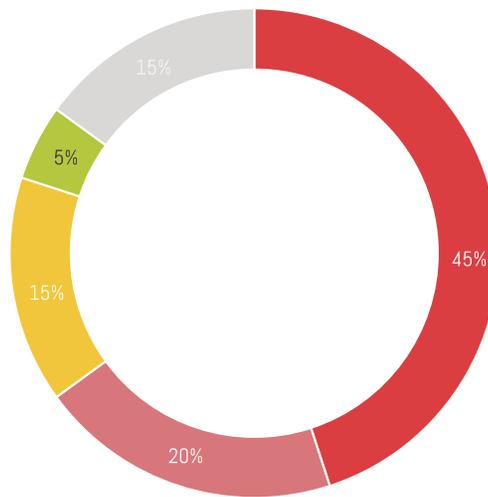


LACK OF GREEN SPACES & HIGH DENSITY HOUSING LEADING TO SPRAWL.  
POTENTIAL: MAXIMUM AREA INSIDE PROMISE ZONE BOUNDARY MAKING AN INTEGRATED TOD POSSIBLE.

# DETAILED STUDY | VERMONT & BEVERLY

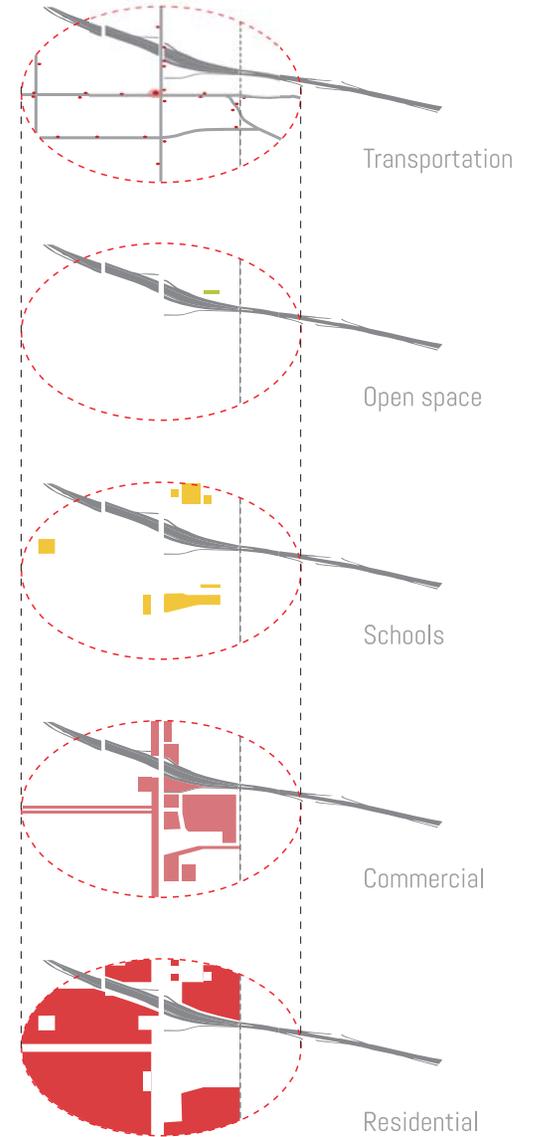


Vermont & Beverly



Ideal 0.5-mile-radius community

■ Residential  
 ■ Commercial  
 ■ Schools  
 ■ Public open spaces  
 ■ Transportation



# RESIDENTIAL | VERMONT & BEVERLY

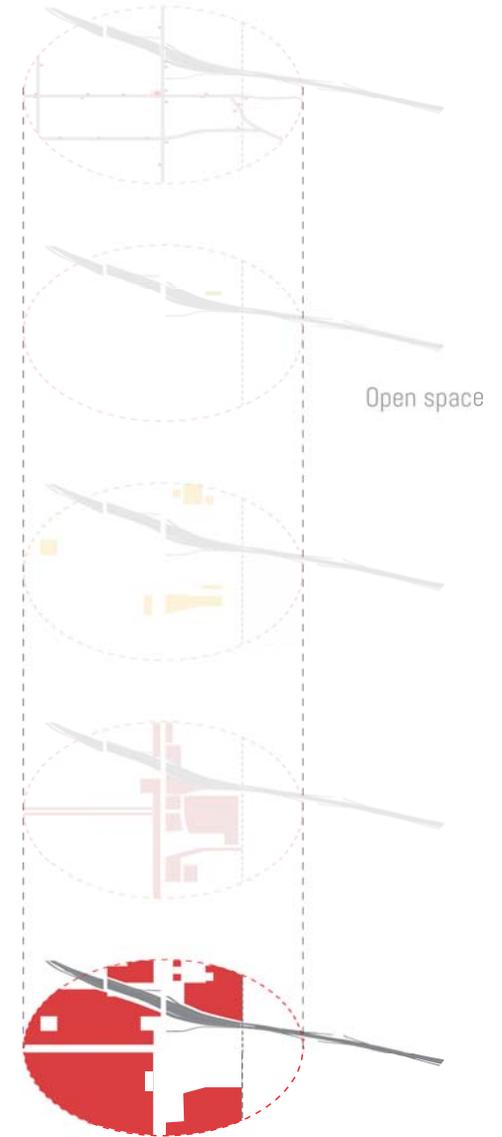
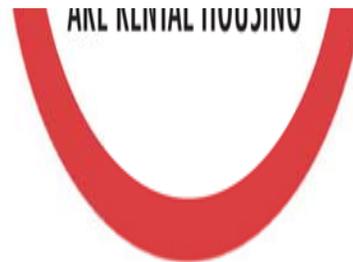
**8,126** TOTAL OCCUPIED HOUSING UNITS

More than 28.6% of housing is categorized as substandard housing(HUD)

**2.80** AVERAGE HOUSEHOLD SIZE

**5.36** AVERAGE BLOCK SIZE IN ACRES

THERE IS A HIGH PERCENTAGE OF RENTAL HOUSING.



# COMMERCIAL | VERMONT & BEVERLY

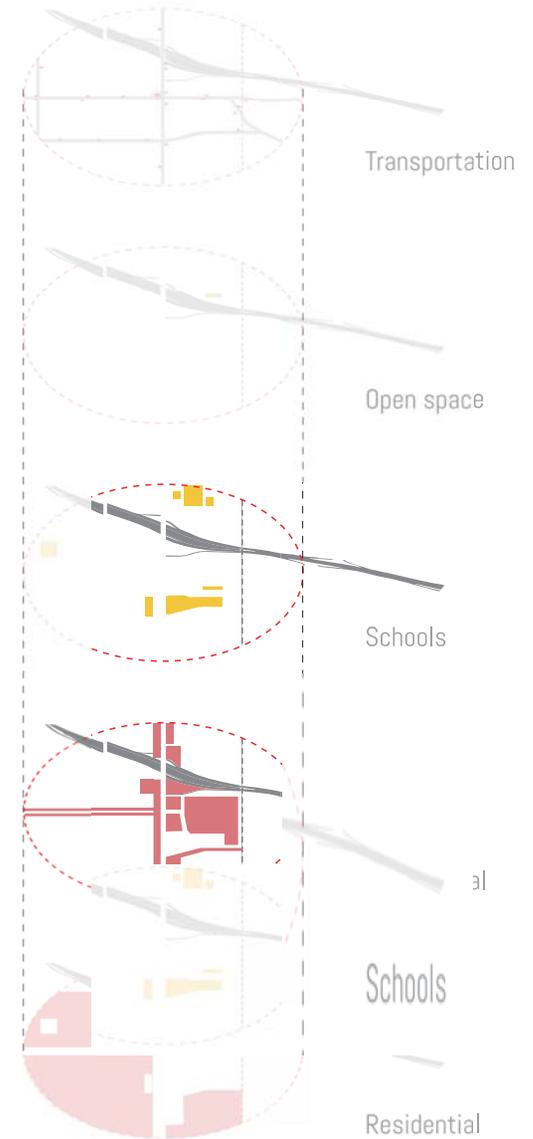
**49** STORES:  
Including shopping market, grocery and laundry

**27** RESTAURANTS:  
Including Mcdonald's, Subway, KFC, Pizza hut, Burger King, and Thai, Korean restaurants

**22** OFFICES:

**6** GAS STATIONS:  
Including Chevron, 76, Shell and Arco

THE AREA IS NOT HEAVILY COMMERCIALIZED.



# EDUCATION | VERMONT & BEVERLY

## 4 ELEMENTARY SCHOOLS:

1). Harvard Elementary (503 enrollments)  
Student-teacher ratio: 20:1  
API Rank: 6/10

2). Frank Del Olmo Elementary (876 enrollments)  
Student-teacher ratio: 21:1  
API Rank: 6/10

3). Alexandria Avenue Elementary (713 enrollments)  
Student-teacher ratio: 20:1  
API Rank: 2/10

4). Dayton Heights Elementary (597 enrollments)  
Student-teacher ratio: 21:1  
API Rank: 4/10



## 1 MIDDLE SCHOOL

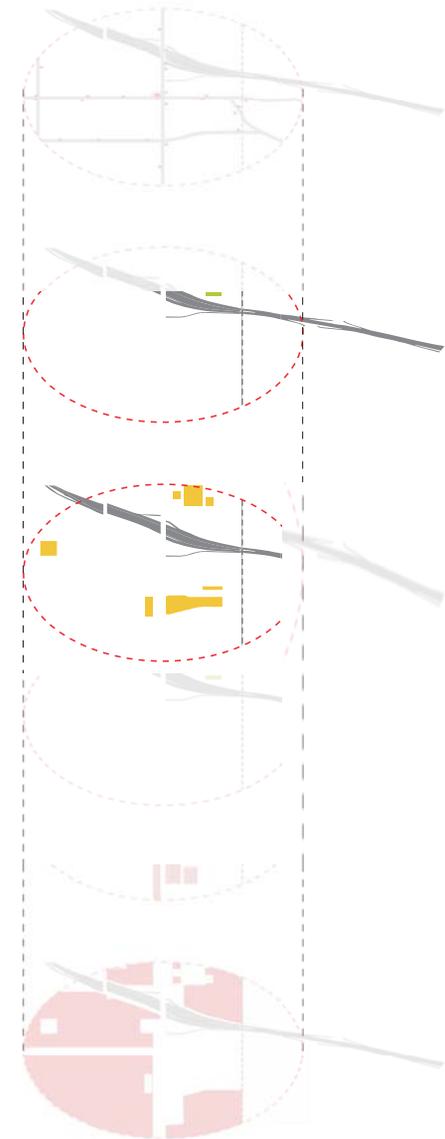
1). Virgil Middle (1102 enrollments)  
Student-teacher ratio: 18:1  
API Rank: 3/10

## 1 HIGH SCHOOL

1). Central City Value (435 enrollments)  
Student-teacher ratio: 18:1  
API Rank: 7/10

## 1 UNIVERSITY

1). West Coast University  
A private for-profit health-care-oriented university



# PUBLIC OPEN SPACE | VERMONT & BEVERLY

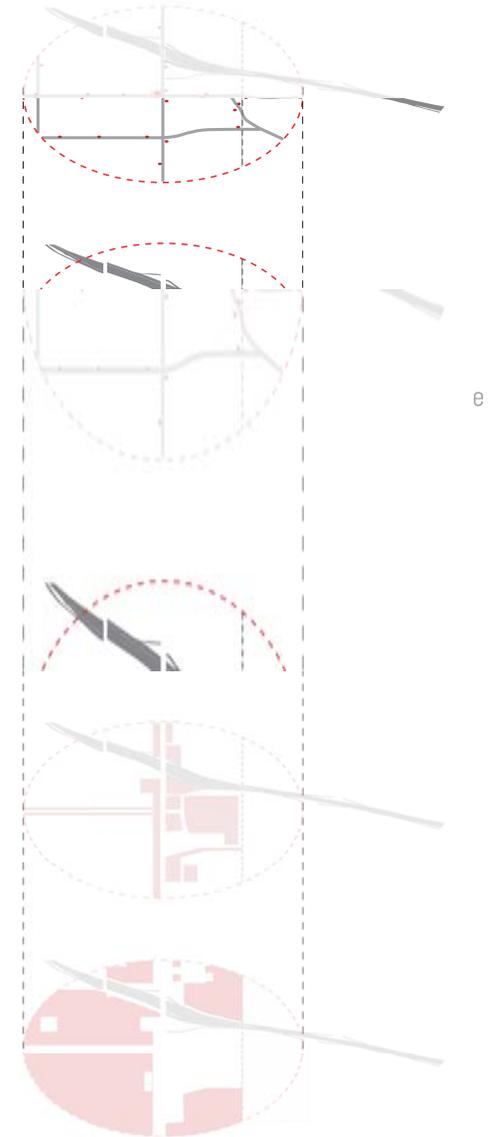
## MADISON WEST PARK

Area: 72,112 sq.ft

Type: green space, children's playground

Address: 464 North Madison Avenue (461 N. Westmoreland Avenue), 90004

THERE IS A LACK OF GREEN PUBLIC RECREATION SPACES.

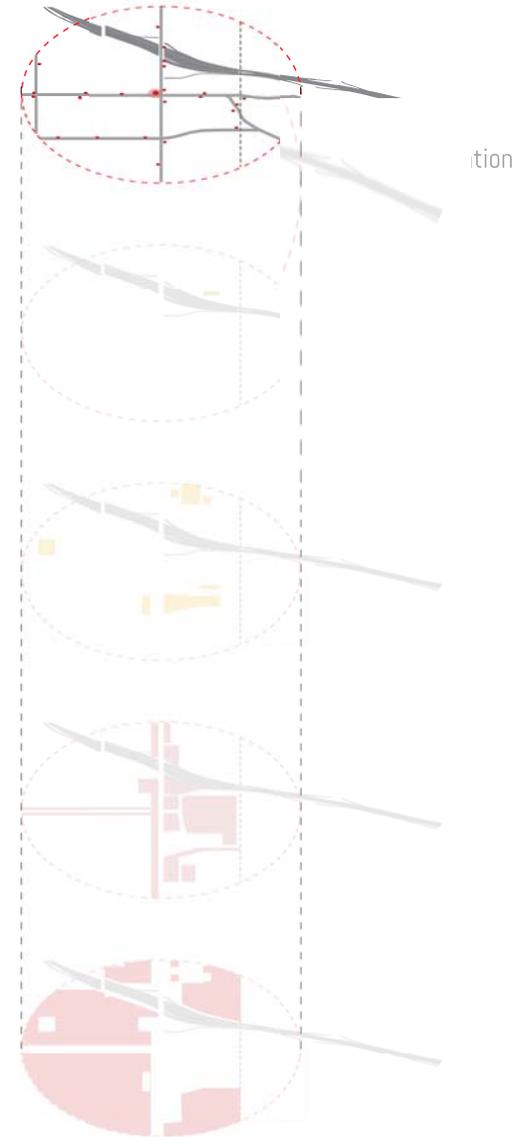


# TRANSPORTATION | VERMONT & BEVERLY

**1** METRO RED LINE STATION:  
Vermont & Beverly

**23** BUS STATIONS:  
Including Vermont & Clinton, Vermont & Beverly, Kenmore & Beverly, Berendo & Beverly, Normandie & Beverly, Madison & Beverly, Vermont & Rosewood, Vermont & 101 Hwy, Vermont & 1st, Vermont & 2nd st, Virgil & 1st, New Hampshire & 1st, Catalina & 1st, Virgil & Silver lake, Virgil & Beverly, Beverly & Council,

THE BUS STATIONS ARE LOCATED ON MAIN STREETS.



# SUMMARIZING PROBLEMS

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## HIGHER POVERTY

**15%** OF AVERAGE INCOME IS BELOW \$10,000



## HIGH TRANSPORTATION COSTS

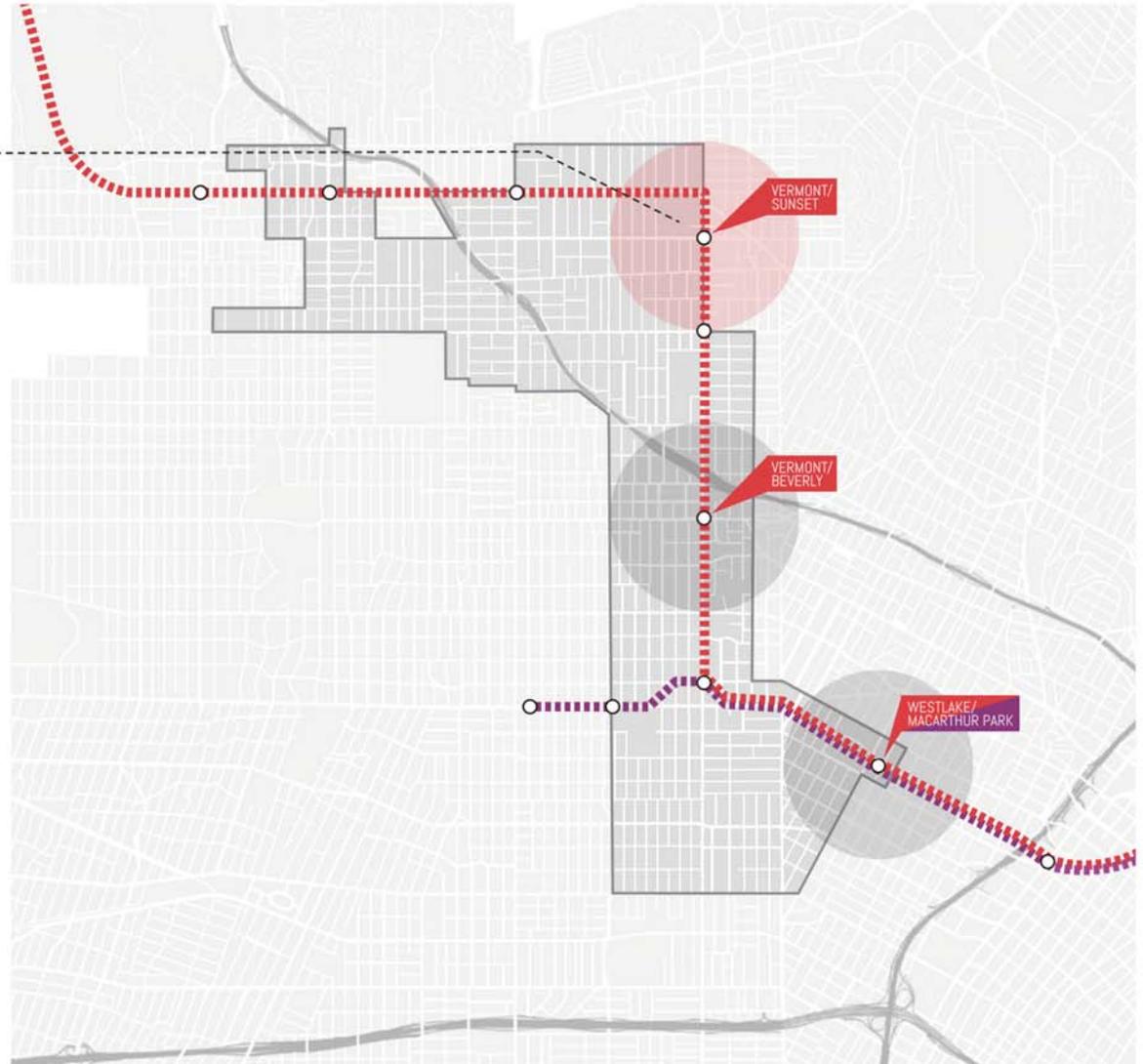
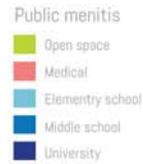
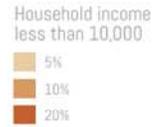
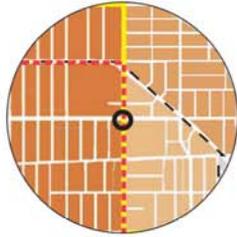
**21%** OF AVERAGE INCOME IS SPENT ON TRANSPORTATION.



## LACK OF GREEN PUBLIC SPACES

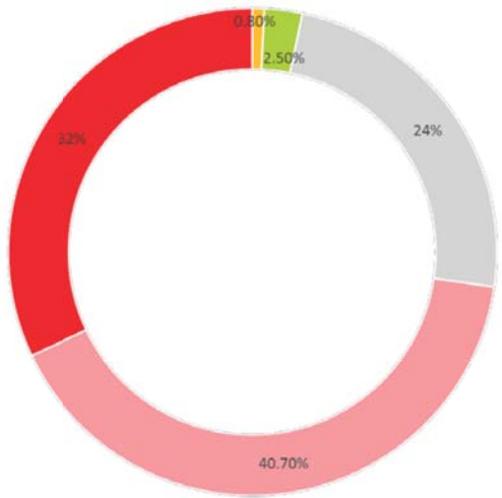
**ONLY 0.2%** OF LAND IS USED FOR GREEN PUBLIC SPACES.

# SITE OF FOCUS | VERMONT & SUNSET

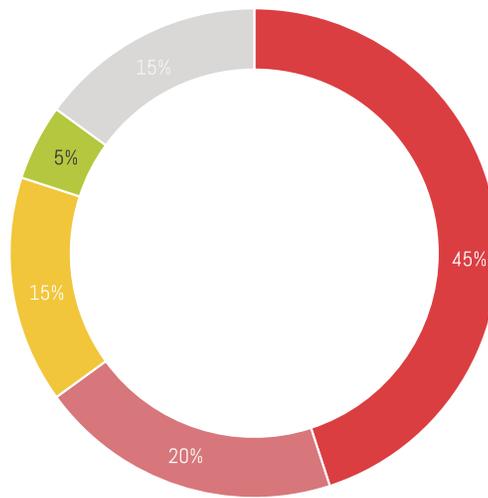


NEED FOR **MIXED INCOME** HOUSING.  
 EXISTING AMENITIES: PARKS & HEALTH FACILITIES PROVIDE DEVELOPMENT  
 POTENTIAL.

# DETAILED STUDY | VERMONT & SUNSET

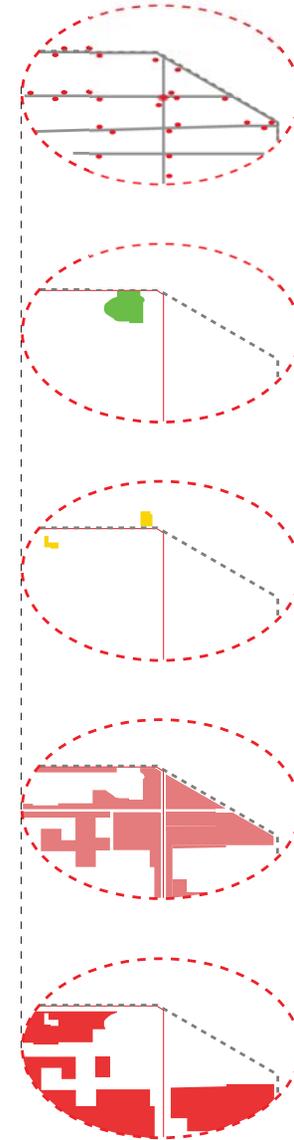


Vermont & Beverly



Ideal 0.5-mile-radius community

■ Residential  
 ■ Commercial  
 ■ Schools  
 ■ Public open spaces  
 ■ Transportation



Transportation

Open space

Schools

Commercial

Residential

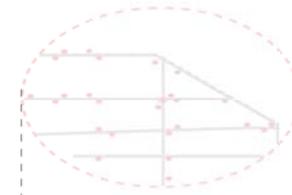
# RESIDENTIAL | VERMONT & SUNSET

**5,386,248** TOTAL HOUSEHOLDS

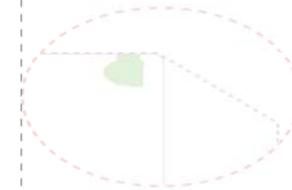
More than 28.6% of housing is categorized as substandard housing(HUD)

**3.03** AVERAGE HOUSEHOLD SIZE

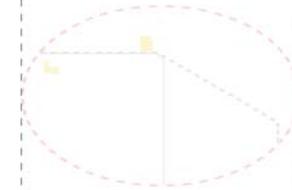
**10.0** AVERAGE BLOCK SIZE IN ACRES



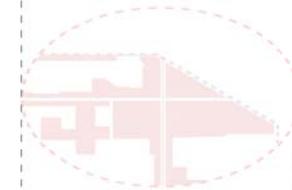
Transportation



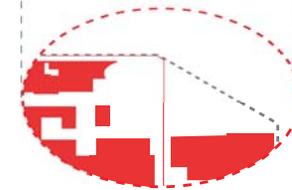
Open space



Schools



Commercial



Residential

# COMMERCIAL | VERMONT & SUNSET

## 37 STORES:

Including shopping market, grocery, laundry & pharmacies

## 19 RESTAURANTS:

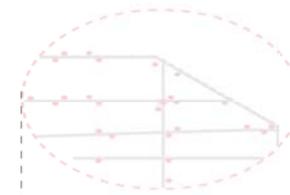
Including Mcdonald's, Subway, KFC, Pizza hut, Burger King, Thai, Chinese & Mexican restaurants

## 38 OFFICES:

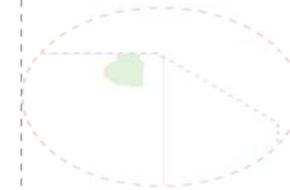
## 3 GAS STATIONS:

Including Chevron, 76, Shell and Arco

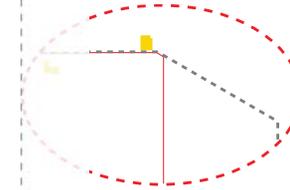
THE AREA IS HEAVILY COMMERCIALIZED WITH KAISER PERMANENTE BEING THE DOMINANT.



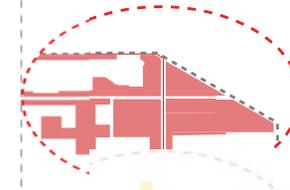
Transportation



Open space



Schools



al



Schools



Residential

# EDUCATION | VERMONT & SUNSET

## 1 K - 12 (school inside Promise boundary)

1). Alex Pilibos Armenian School (517 enrollments)

Student-teacher ratio: 9:1

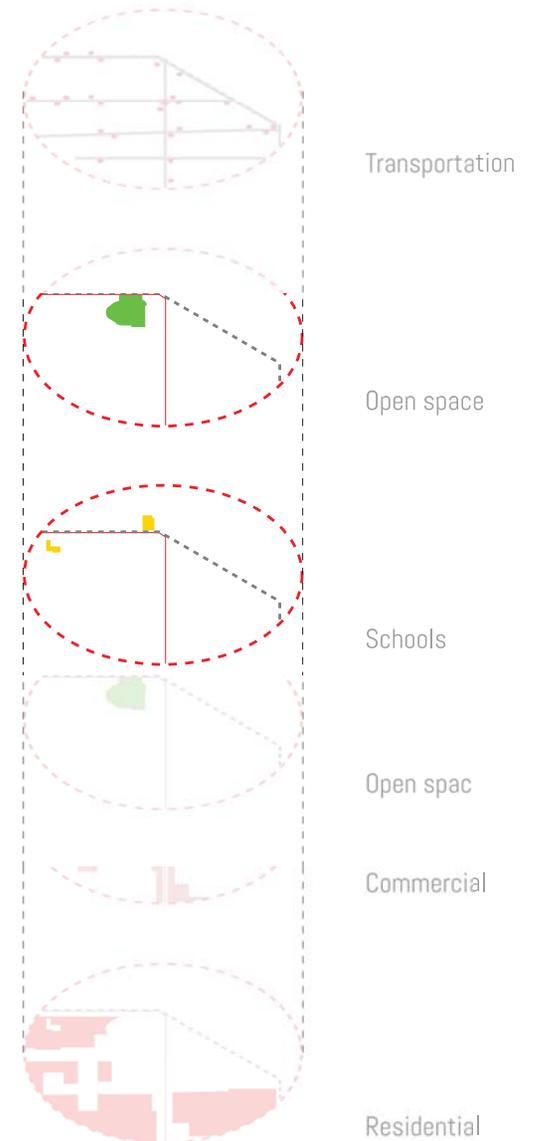
Private school

## 1 ELEMENTARY SCHOOL

1). Los Feliz Elementary (371 enrollments)

Student-teacher ratio: 23:1

API Rank: 5/10



# PUBLIC OPEN SPACE | VERMONT & SUNSET

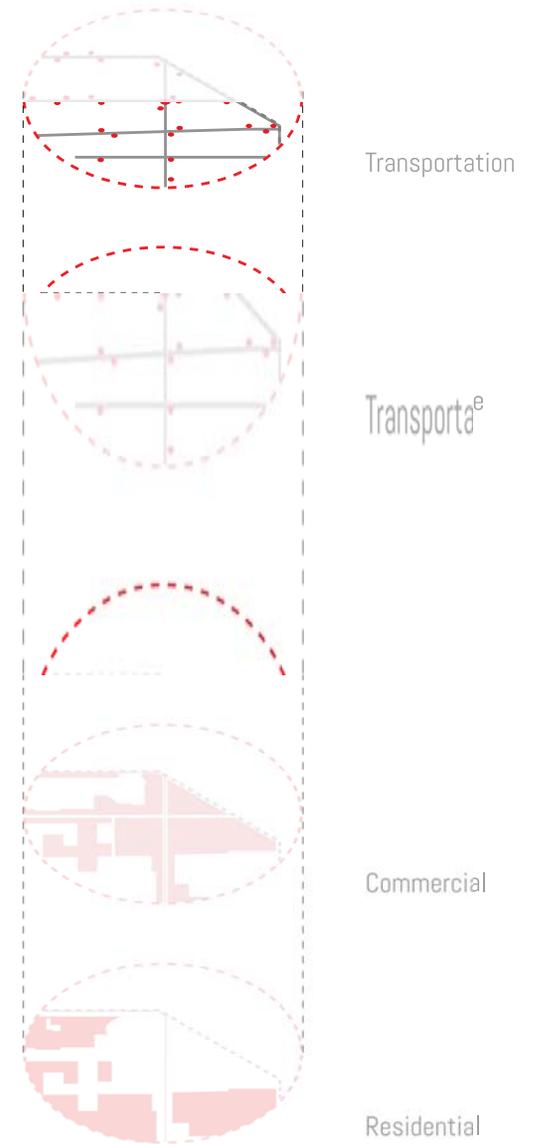
## BARNSDALL ART PARK

Area: 664310.9 sq.ft

Type: green space

Address: 4800 Hollywood Blvd, Los Angeles, CA 90027

THERE IS AN ABSENCE OF EVEN DISTRIBUTION OF PUBLIC RECREATION SPACES.

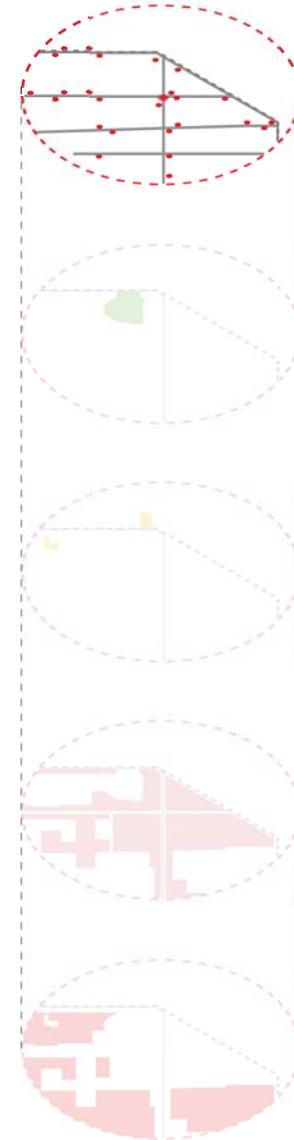


# TRANSPORTATION | VERMONT & SUNSET

**1** METRO RED LINE STATION:  
Vermont & Sunset

**25** BUS STATIONS

THE BUS STATIONS ARE LOCATED ON MAIN STREETS.



Transportation

Open space

Schools

Commercial

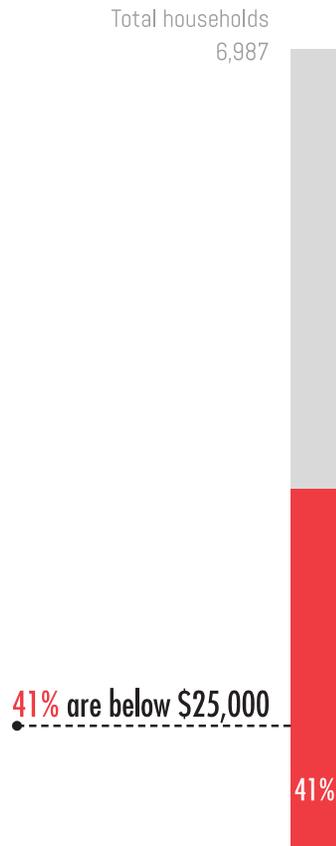
Residential

# SUMMARIZING PROBLEMS

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## HIGHER POVERTY

**41%** of household income is less than \$25,000



## LOW PUBLIC TRANSPORT USAGE

**21%** OF HOUSEHOLDS USED PUBLIC TRANSPORTATION IN 2009



## LACK OF SCHOOLS

**ONLY 0.8%** OF LAND IS USED FOR EDUCATION INSTITUTIONS

# SITE OF FOCUS | MCARTHUR PARK & WESTLAKE



Household income less than 10,000

- 5%
- 10%
- 20%



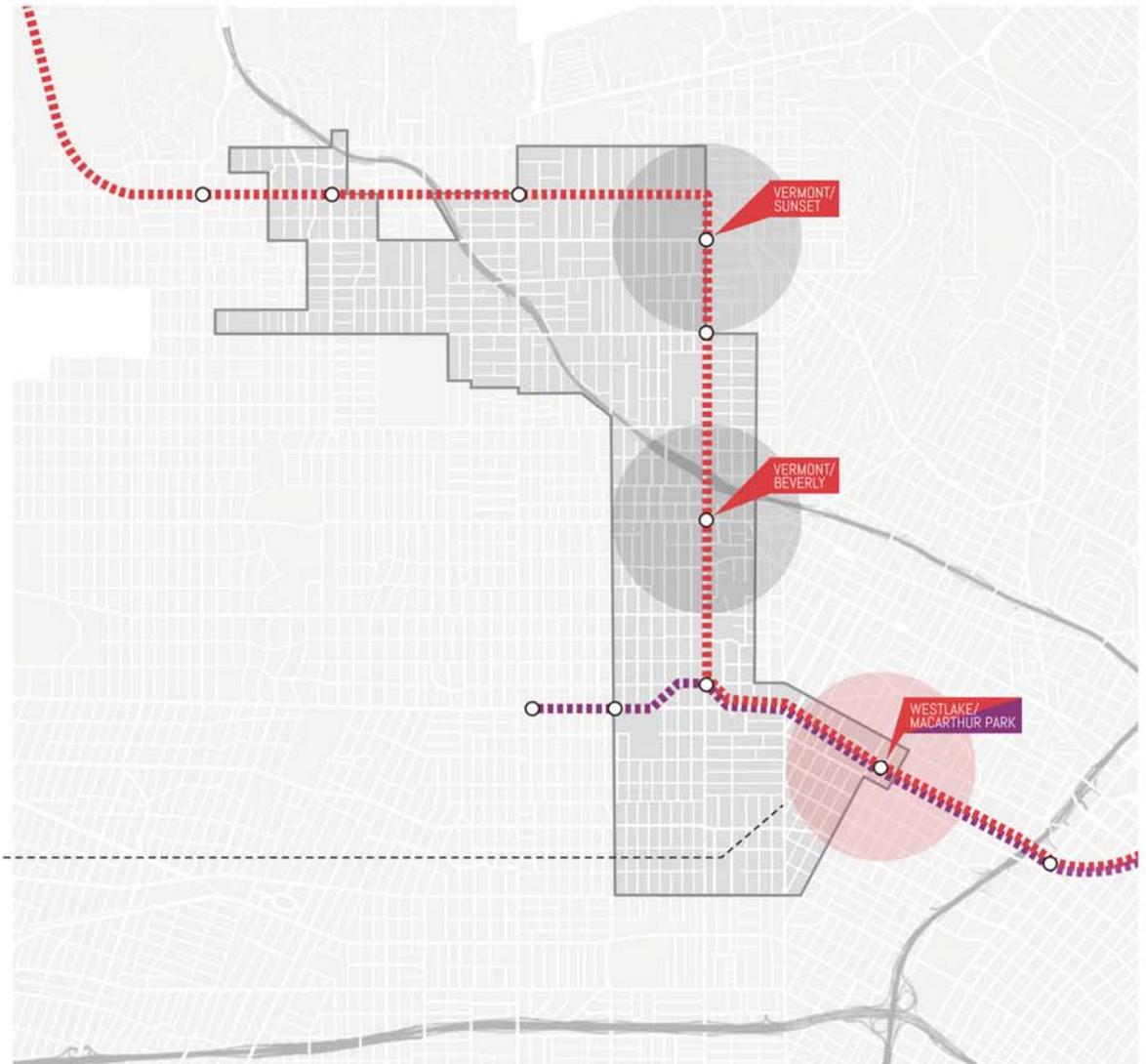
Landuse map

- Open space
- Commercial
- Median density residential
- High density residential



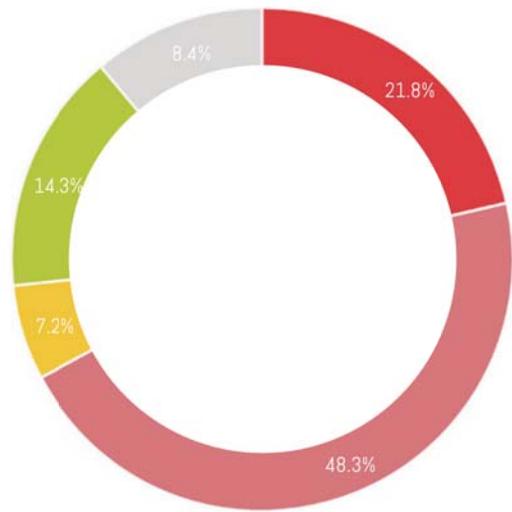
Infrastructure

- Open space
- Elementary school
- Middle school
- University

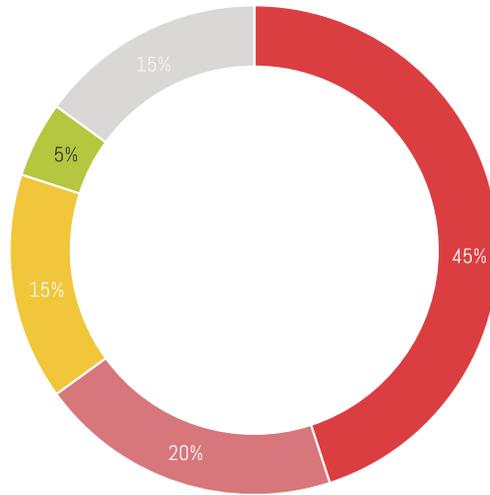


MCARTHUR PARK IS ONE OF THE LARGEST PARK INSIDE THE PROMISE ZONE. HOWEVER IT HAS PROBLEMS NEEDING ATTENTION:  
A) DRUGS B) GANGS C) BLACK MARKET D) BAD ENVIRONMENT

# DETAILED STUDY | MACARTHUR PARK & WESTLAKE

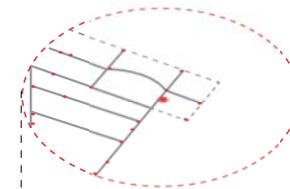


MacArthur park

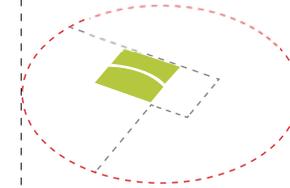


Ideal 0.5-mile-radius community

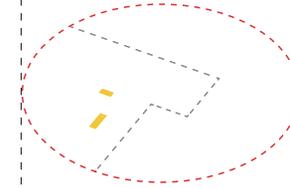
■ Residential  
 ■ Commercial  
 ■ Schools  
 ■ Public open spaces  
 ■ Transportation



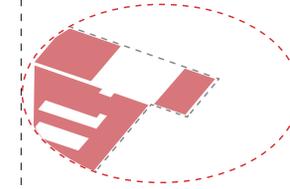
Transportation



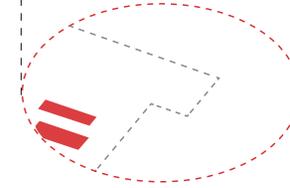
Open space



Schools



Commercial



Residential

# RESIDENTIAL | MACARTHUR PARK & WESTLAKE

**1,893** TOTAL OCCUPIED HOUSING UNITS

More than 37.5% of housing is categorized as substandard housing(HUD)

**3.00** AVERAGE HOUSEHOLD SIZE

**5.88** AVERAGE BLOCK SIZE IN ACRES



Residential

# COMMERCIAL | MACARTHUR PARK & WESTLAKE

**134** STORES:

Including shopping market, grocery and laundry, dentist and DVD sellers.

**75** RESTAURANTS:

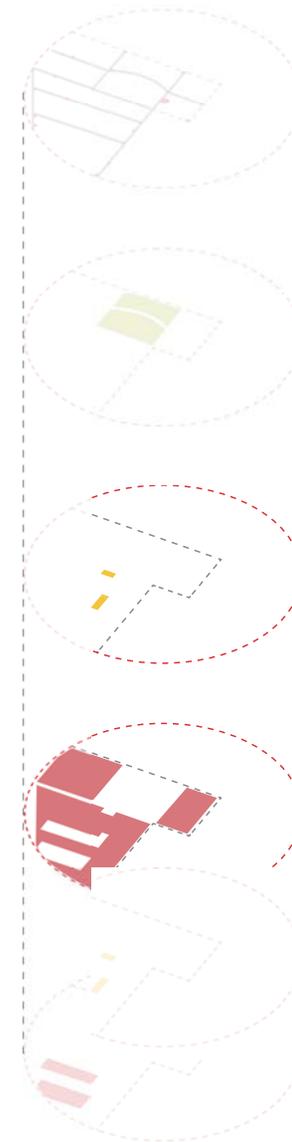
Including McDonald's, Subway, KFC, Pizza hut, Burger King, and private restaurants

**34** OFFICES:

**11** GAS STATIONS:

Including Chevron, 76, Shell, Arco and Mobile

THE AREA IS HEAVILY COMMERCIALIZED.



31

# EDUCATION | MACARTHUR PARK & WESTLAKE

## 1 ELEMENTARY SCHOOLS:

1). Tenth Street Elementary (796 enrollments)

Student-teacher ratio: 19:1

API Rank: 5/10

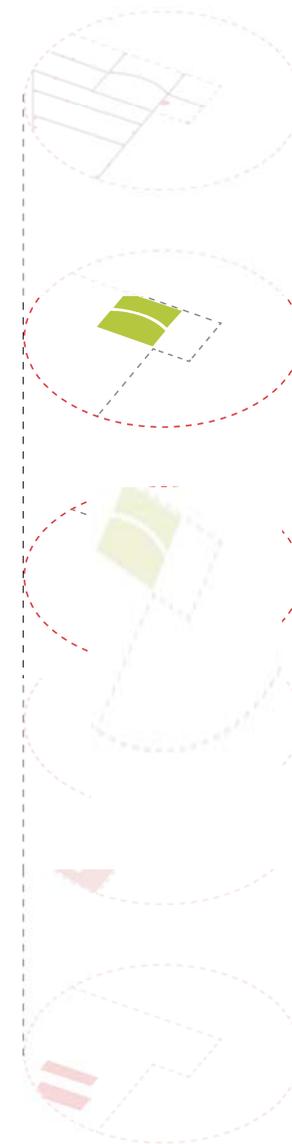
## 0 MIDDLE SCHOOL

## 0 HIGH SCHOOL

## 1 UNIVERSITY

1). Martin Spanish College

THERE IS A LACK OF ELEMENTARY, MIDDLE, HIGH SCHOOLS AND UNIVERSITIES.



Schools

# PUBLIC OPEN SPACE | MACARTHUR PARK & WESTLAKE

## MACARTHUR PARK

Type: Urban park

Created: 1880s

Was designated as Los Angeles Historic-Cultural Monument in May 1st, 1972

Problems: **black markets, drug dealing, gang activities**



Open space

# SUMMARIZING PROBLEMS

---

## HIGHER POVERTY

**10%** OF AVERAGE INCOME IS BELOW \$10,000



## HIGH TRANSPORTATION COSTS

**26%** OF AVERAGE INCOME IS SPENT ON TRANSPORTATION.



## BAD PUBLIC SECURITY

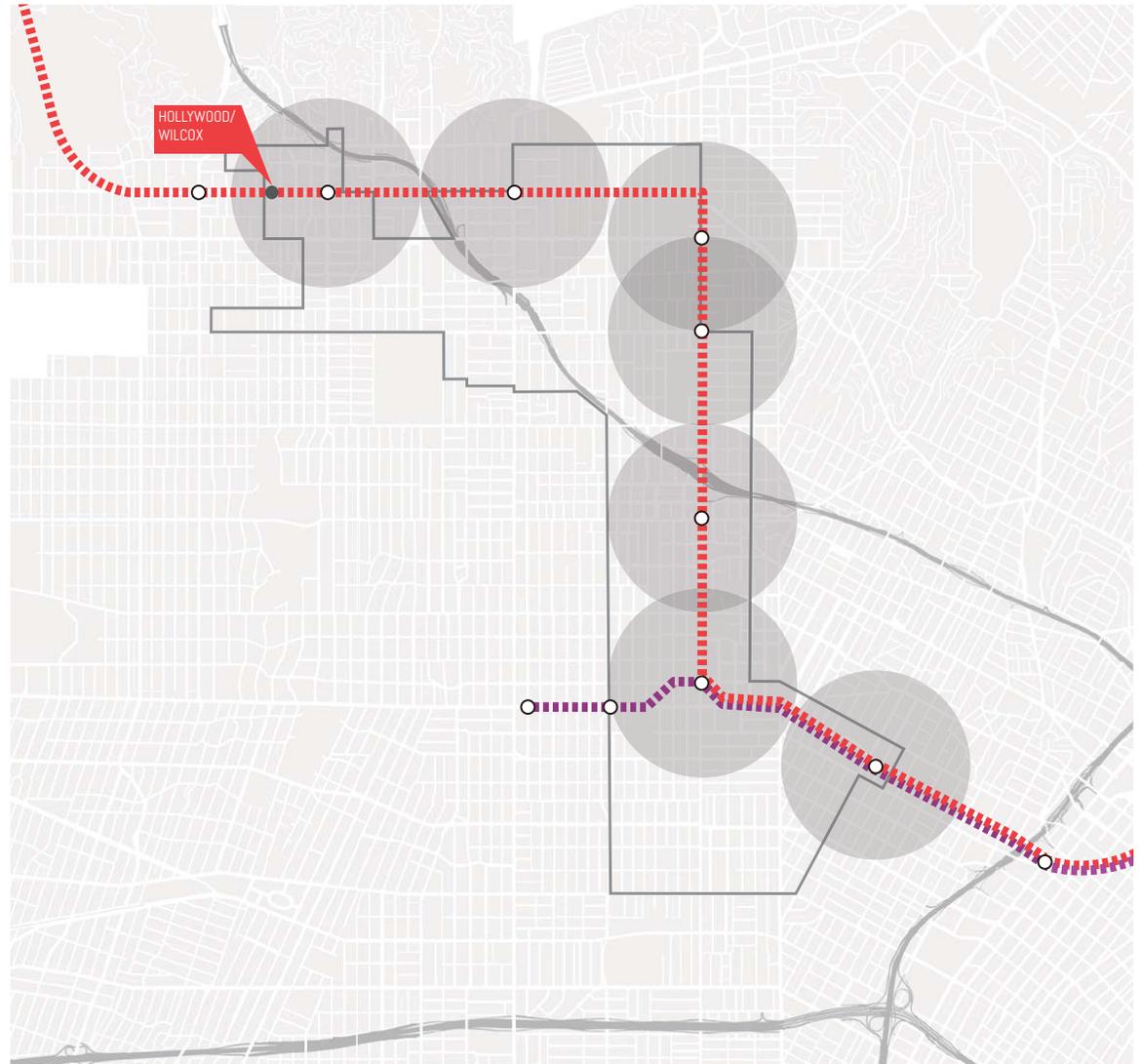
BLACK MARKETS, DRUG DEALING, GANG ACTIVITIES



**EXAMPLE PROJECT | HOLLYWOOD/WILCOX**

# LOCATION IN PROMISE ZONE

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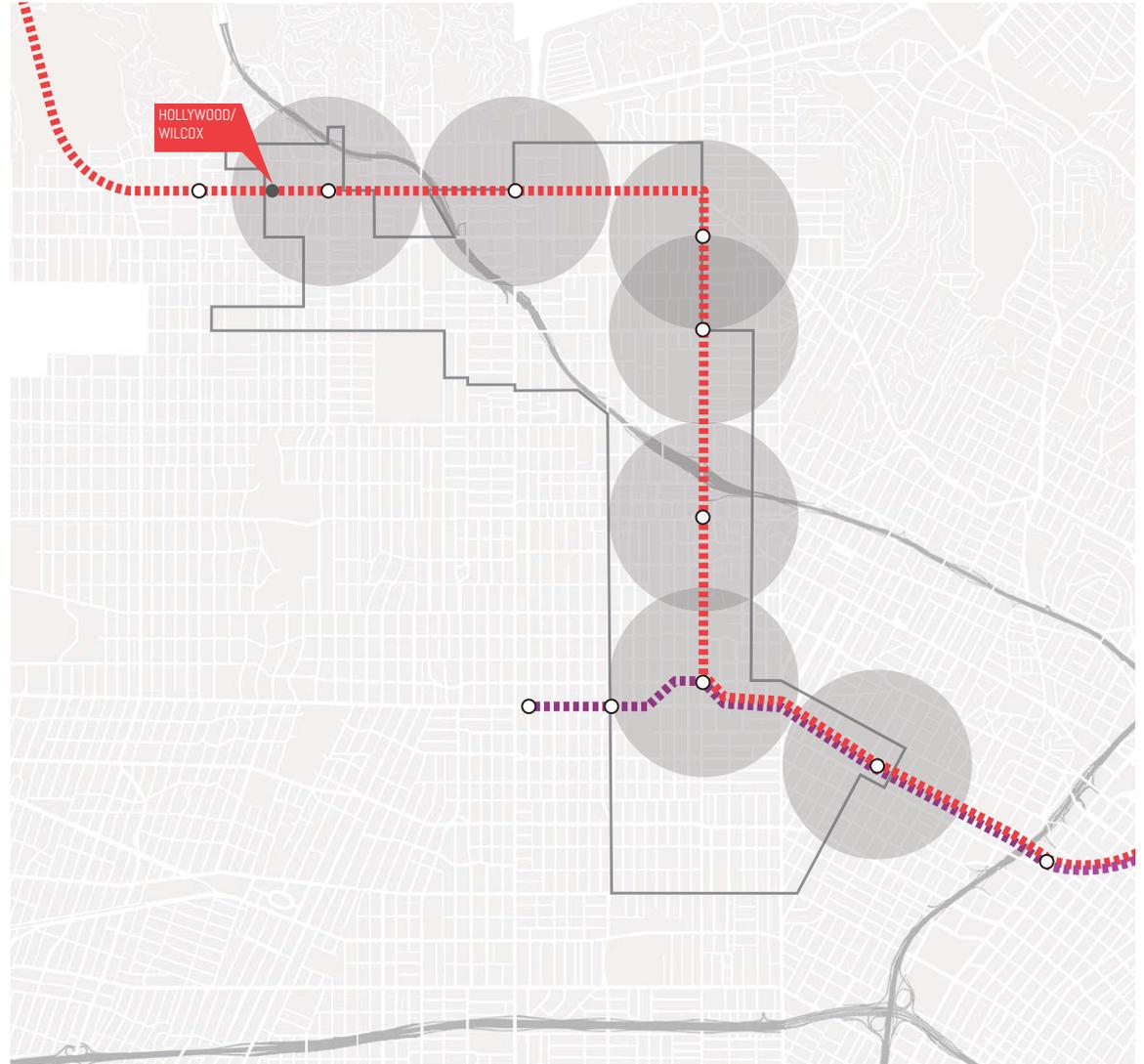


THE PROJECT IS LOCATED AT HOLLYWOOD AND WILCOX

# LOCATION IN PROMISE ZONE

## PROGRAMATIC INSERTIONS:

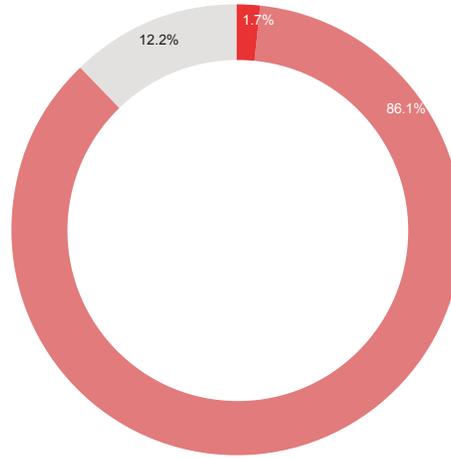
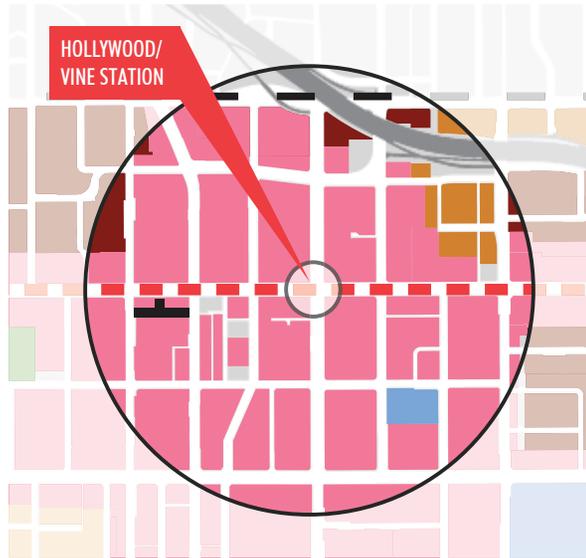
- EDUCATION
- AFFORDABLE HOUSING
- JOBS & ECONOMICAL ACTIVITY



THE PROJECT IS LOCATED AT HOLLYWOOD AND WILCOX

# SUMMARY

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Residential Commercial Education Public open space Transportation

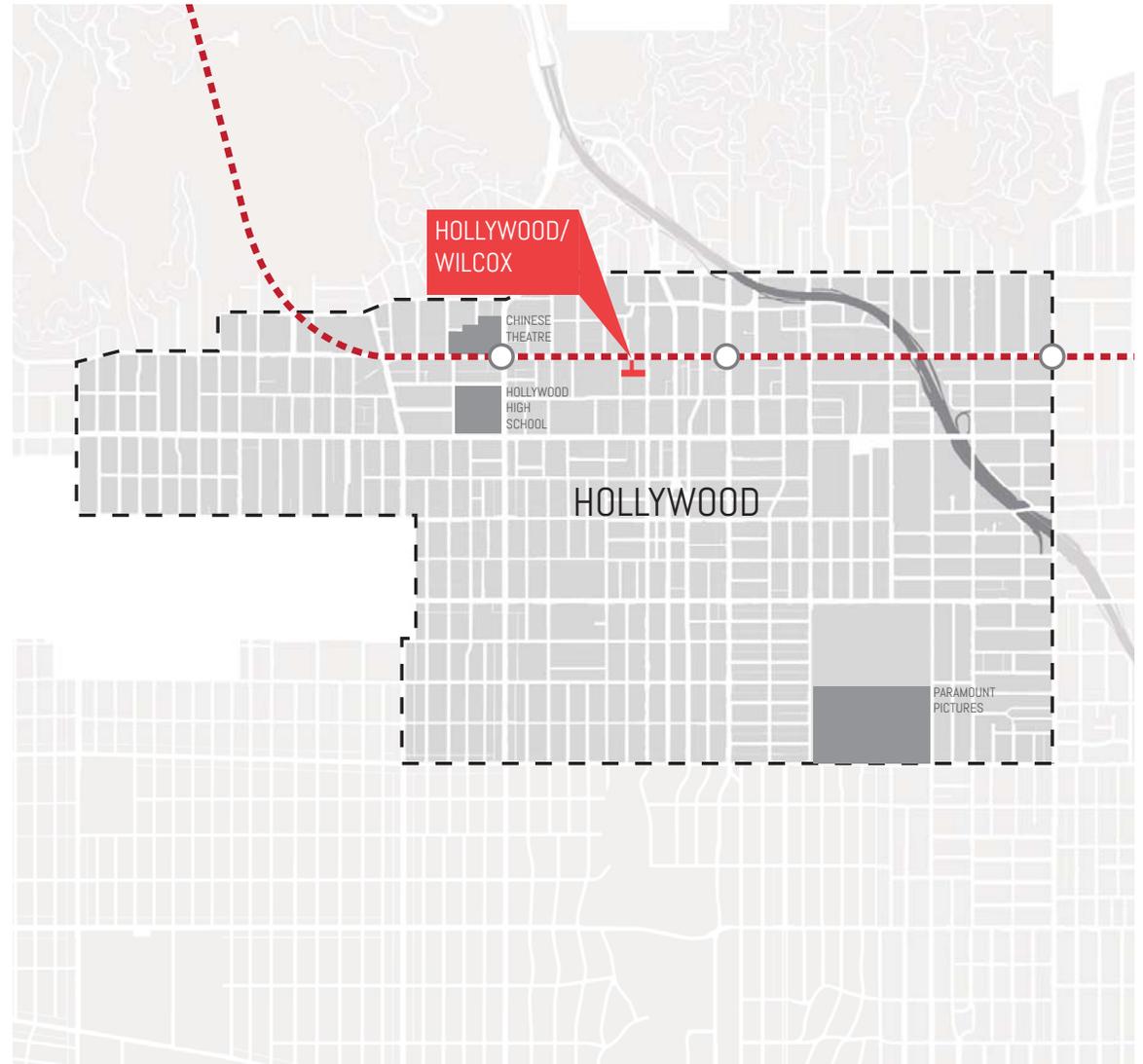
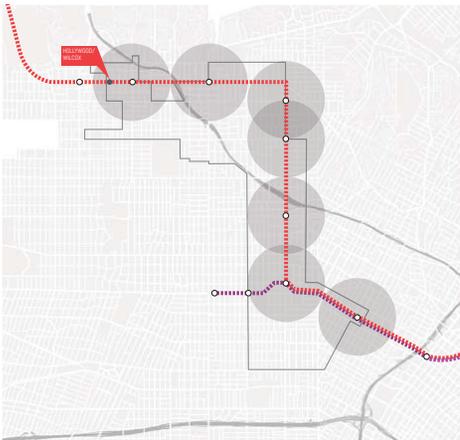
Landuse showing the existing  
0.25-mile-radius community

Existing 0.25-mile-radius  
community

# LOCATION IN PROMISE ZONE

## PROGRAMATIC INSERTIONS:

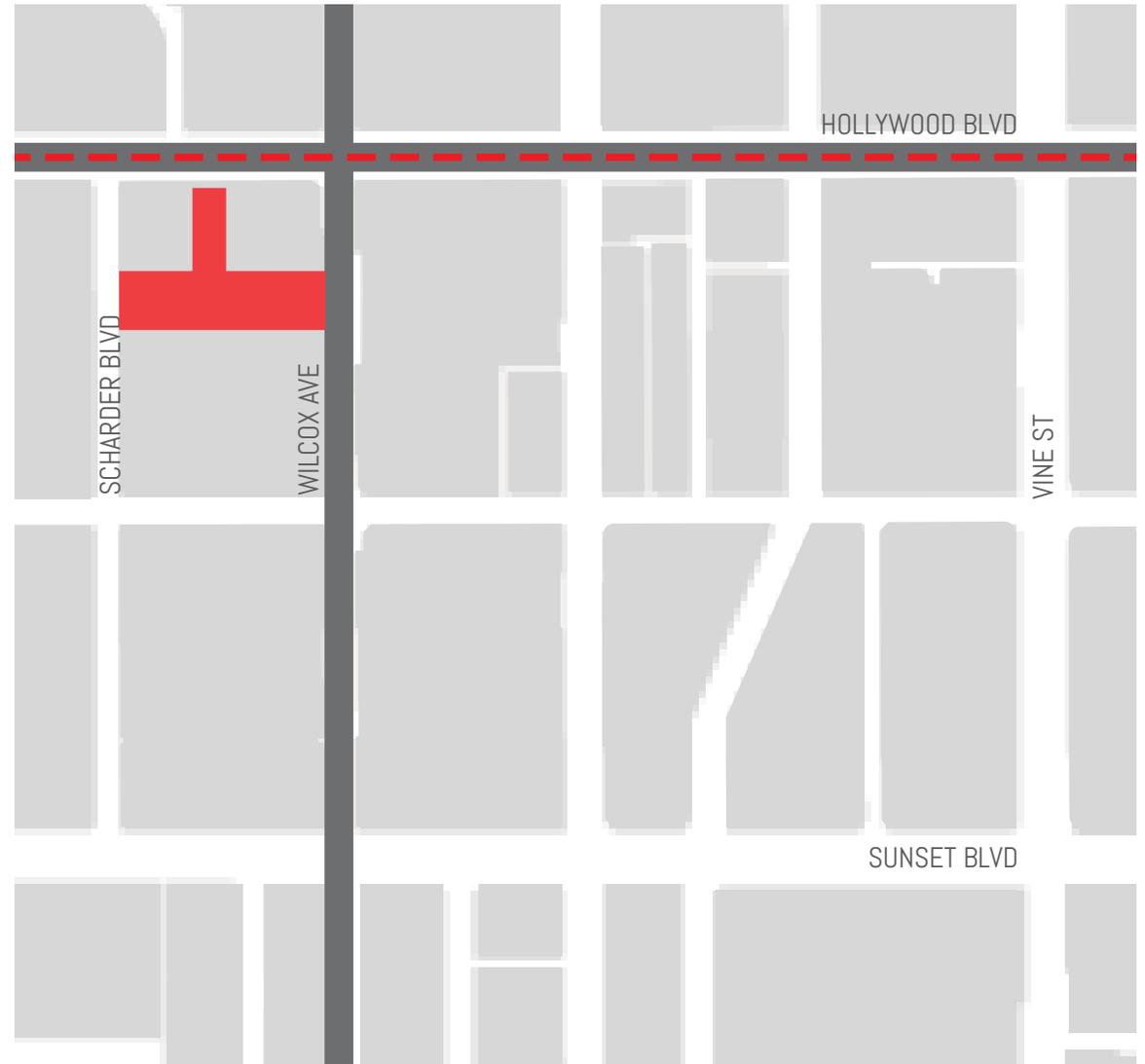
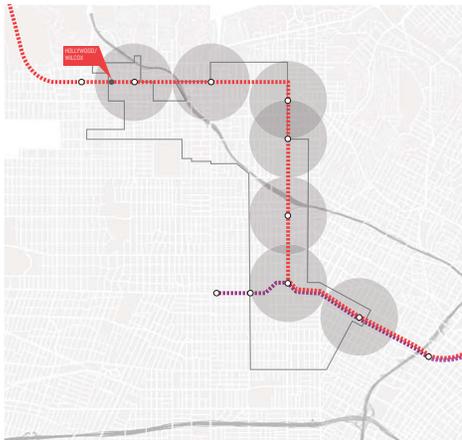
- EDUCATION
- AFFORDABLE HOUSING
- JOBS & ECONOMICAL ACTIVITY



# LOCATION IN PROMISE ZONE

## PROGRAMATIC INSERTIONS:

- EDUCATION
- AFFORDABLE HOUSING
- JOBS & ECONOMICAL ACTIVITY



# HOLLYWOOD / WILCOX

---

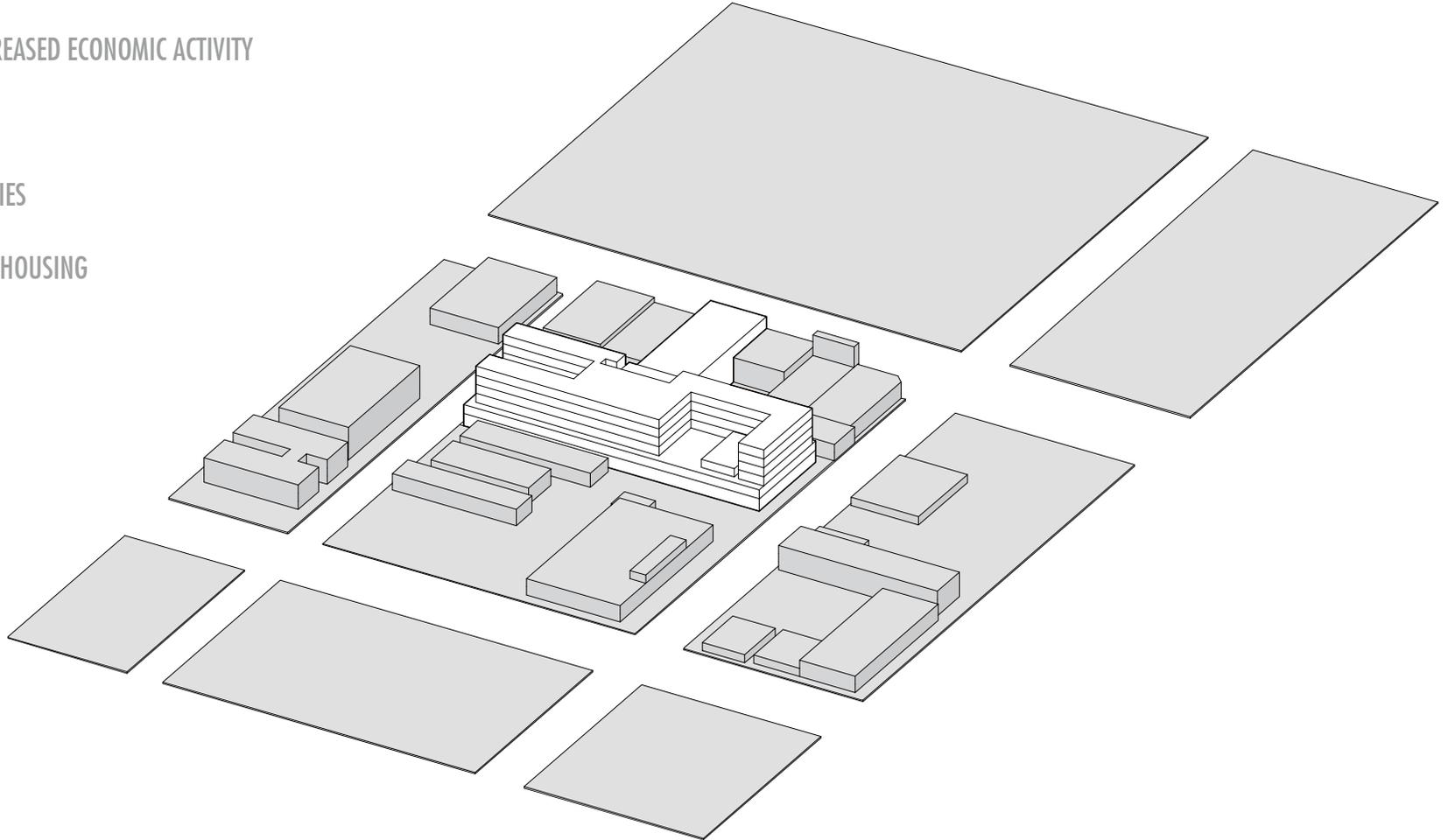
## PROSPECTS :

JOB CREATION LEADING TO INCREASED ECONOMIC ACTIVITY

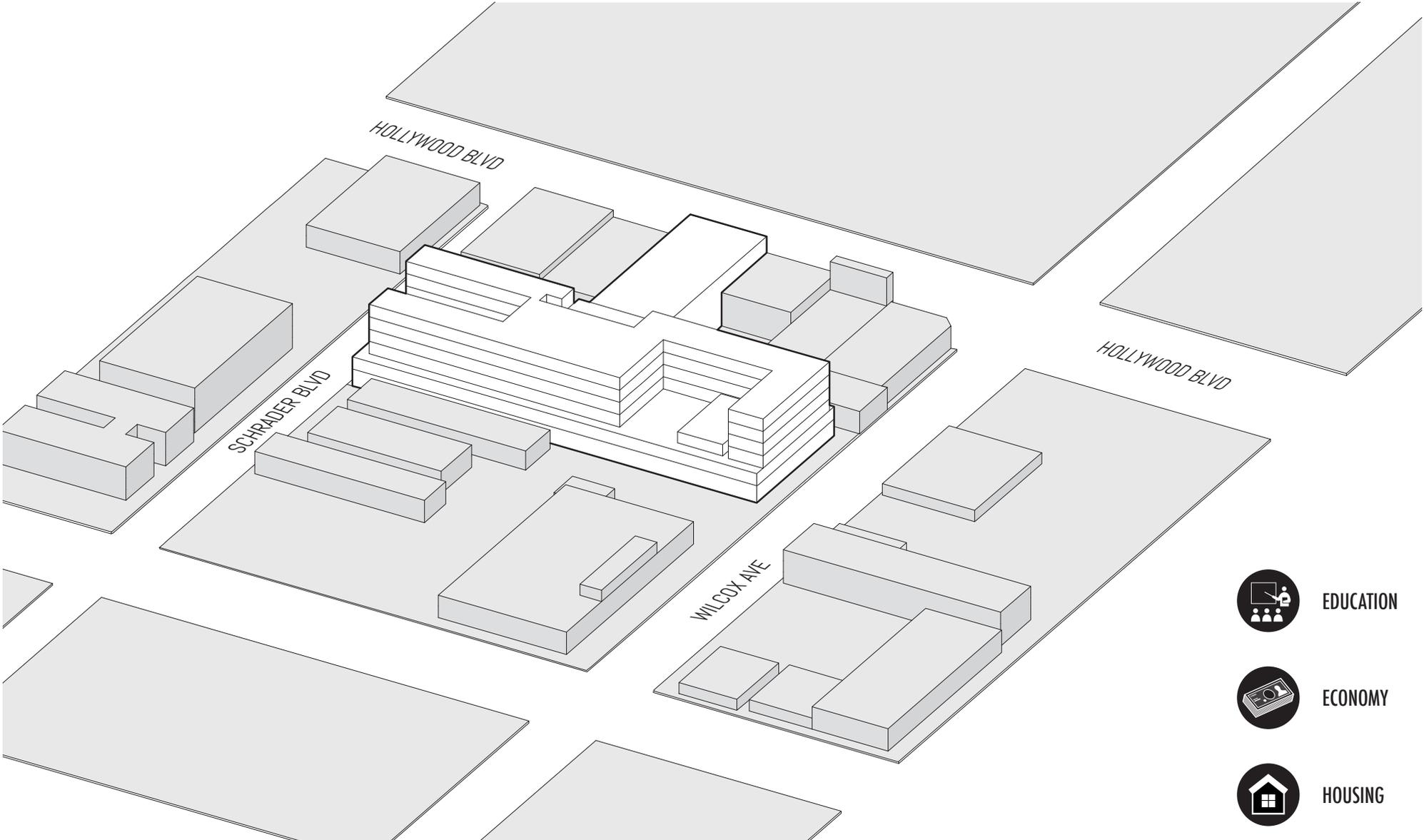
LEVERAGE INVESTMENT

EXPAND EDUCATION OPPORTUNITIES

PROVIDE QUALITY AFFORDABLE HOUSING

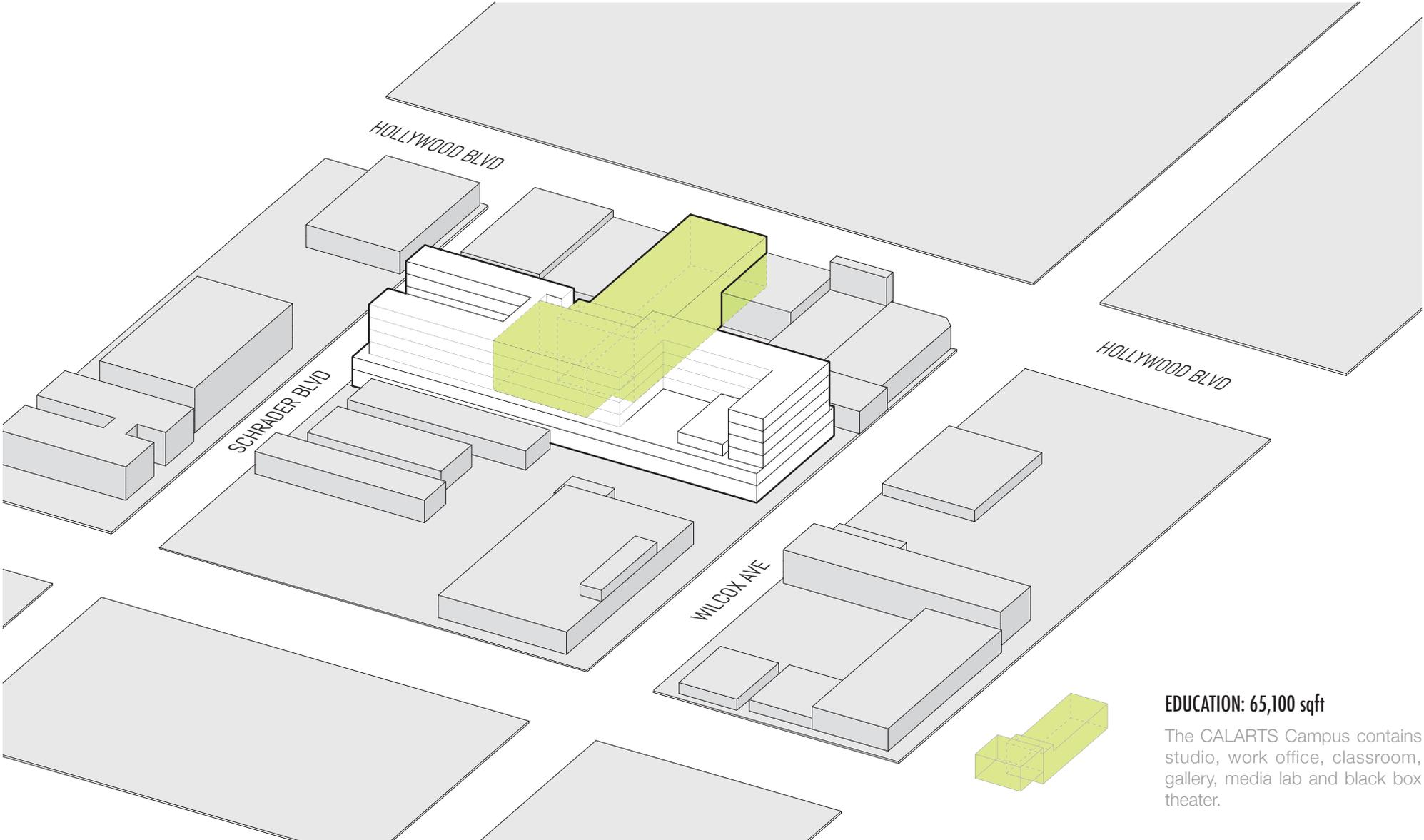


# PROJECTS ELEMENTS



-  EDUCATION
-  ECONOMY
-  HOUSING

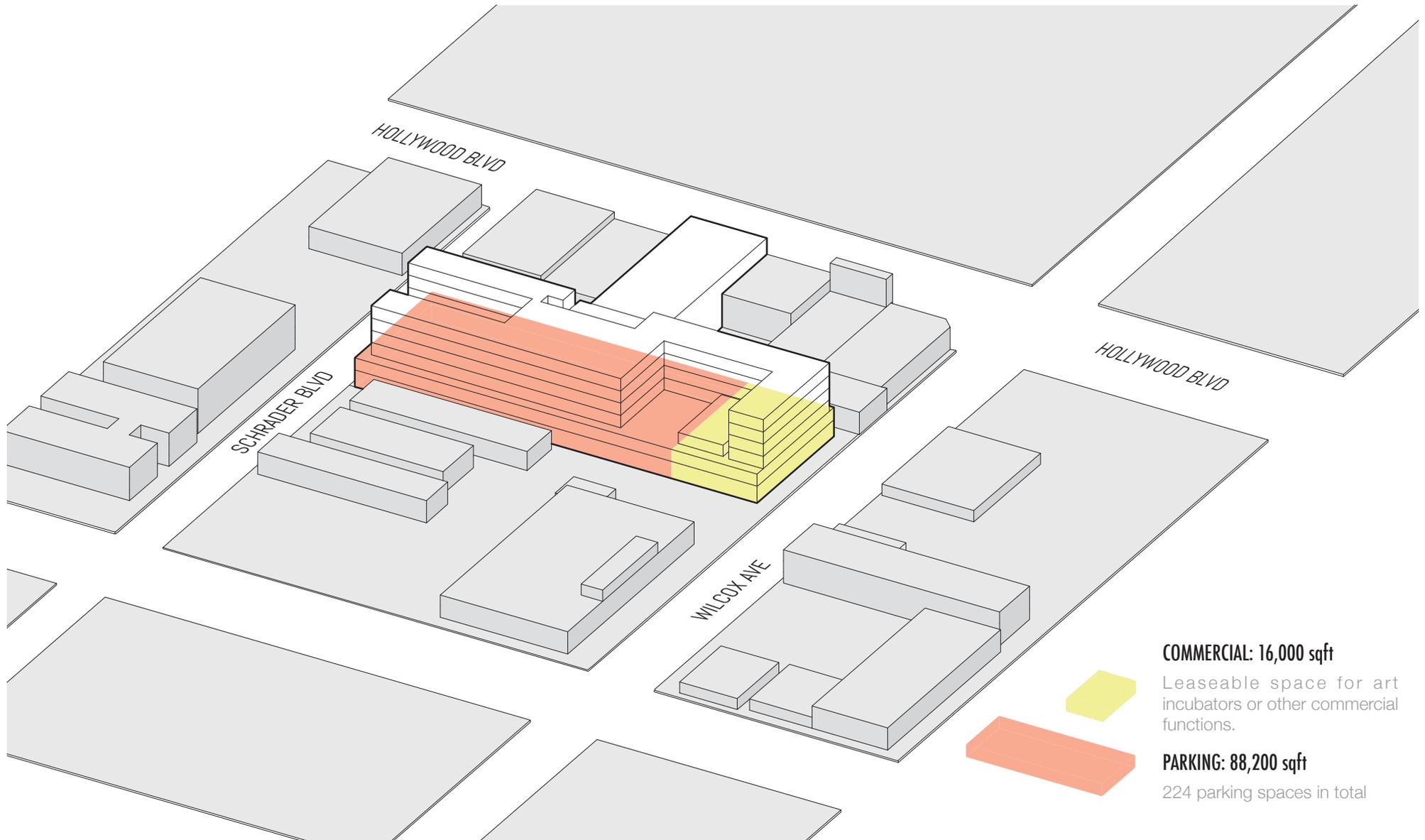
# PROJECTS ELEMENTS



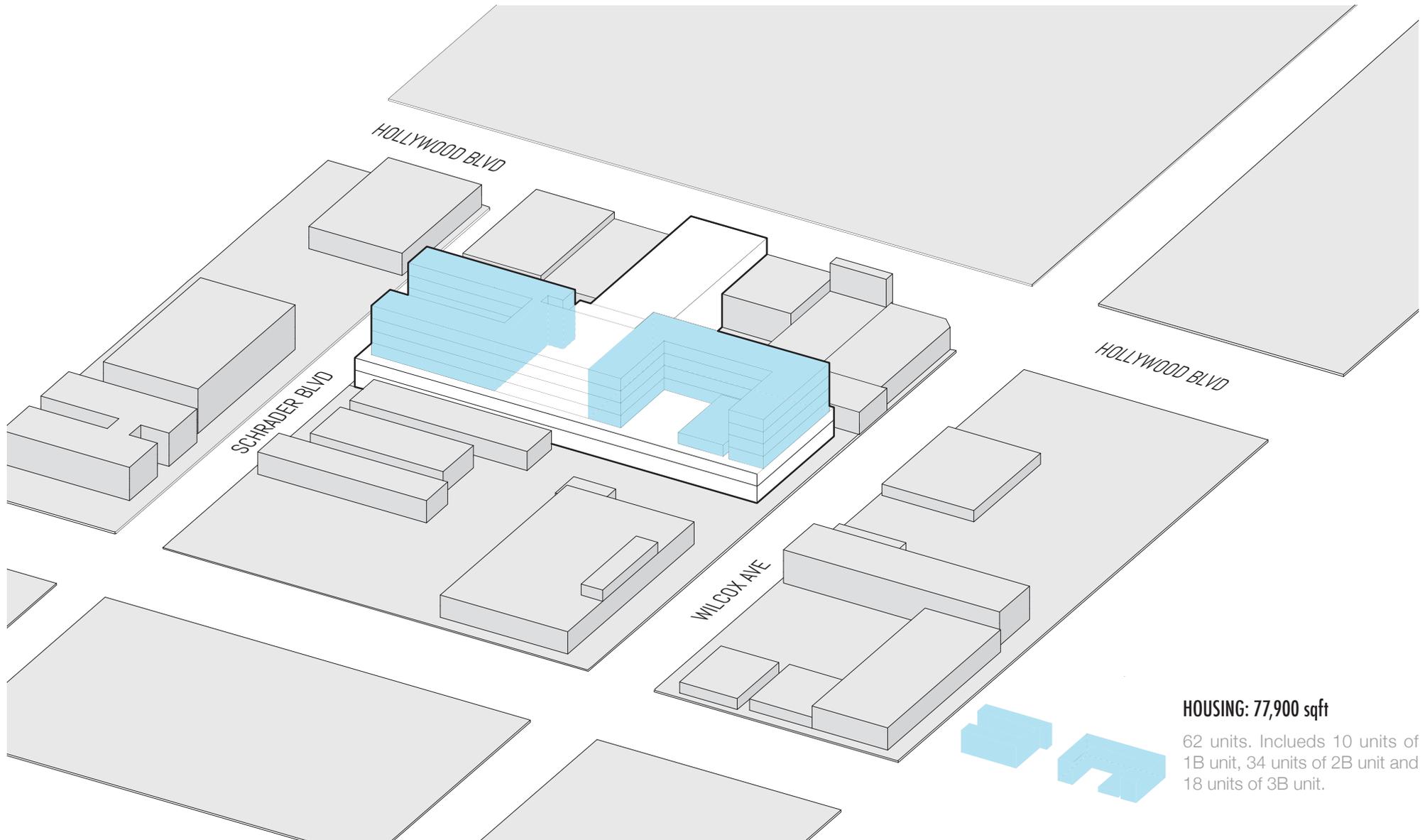
**EDUCATION: 65,100 sqft**

The CALARTS Campus contains studio, work office, classroom, gallery, media lab and black box theater.

# PROJECTS ELEMENTS



# PROJECTS ELEMENTS



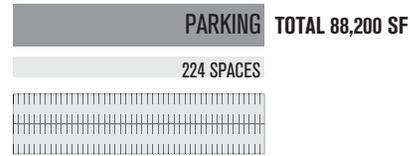
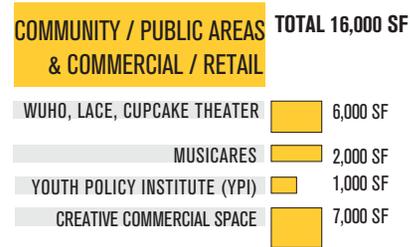
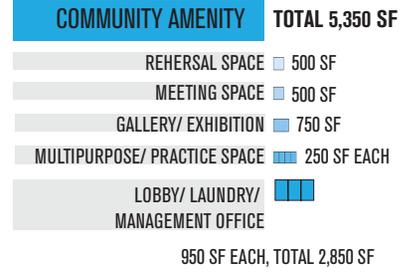
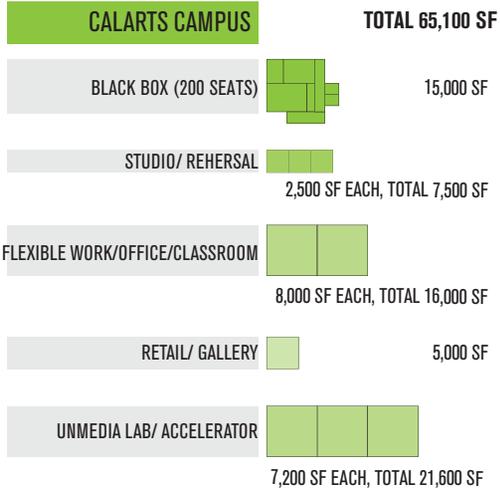
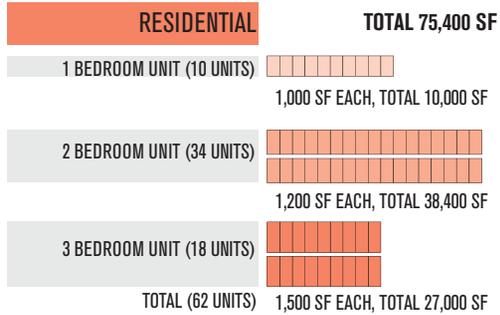
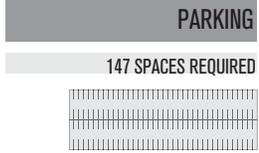
**HOUSING: 77,900 sqft**

62 units. Includes 10 units of 1B unit, 34 units of 2B unit and 18 units of 3B unit.

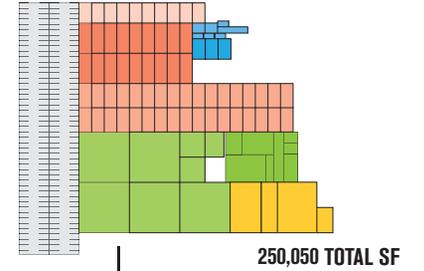
**RFP REQUIRED PROGRAM**

**PROPOSED PROGRAM**

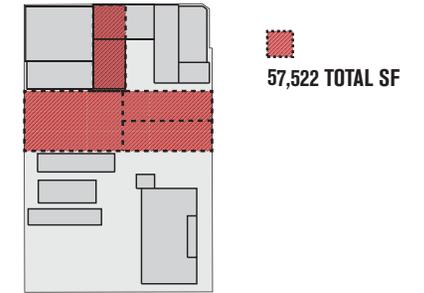
**SCALE COMPARISON**



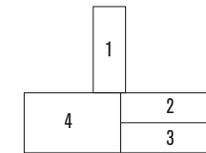
REQUIRED  
 CALARTS = 130 SPACES  
 COMMERCIAL = 32 SPACES  
 RESIDENTIAL (60 LESS 15% BICYCLE CREDIT) = 51 SPACES  
 TOTAL REQUIRED = 213 SPACES  
 TOTAL PROVIDED = 224 SPACES



VERSUS



**PARCELS**



Parcel	Area	Address	
1	5547-016-906	11,730.00	6518-6522 W. Hollywood Blvd.
2	5547-016-907	10,896.00	1637-1641 N. Wilcox Ave.
3	5547-016-908	10,896.00	1631 & 1635 N. Wilcox Ave.
4	5547-016-909	24,000.00	1630 N. Schrader Blvd.

TOTAL AREA : 57,522.00 SF

