

ULI – LA Technical Assistance Panel

The North Broadway Corridor

Briefing Book

Lincoln Heights Neighborhood

Los Angeles, CA



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North Broadway Corridor – *Introduction*

Local Leadership Team and Regional Experts

Local Leadership Group

Michael Banner, Los Angeles Local Development Corporation

Mario Marrufo, Lincoln Heights Chamber of Commerce

Angelica Campus, Lincoln Heights Chamber of Commerce

Michael Montes, Lincoln Heights Neighborhood Council

Steve Kasten, Lincoln Heights Business Improvement District

David Fields, St. Vincent de Paul

David Solanki, Big Saver Foods

The Objective and Deliverables

The objective of the Leadership Group is to engage with ULI to produce a set of recommendations to the Study Questions that have been posed by the Leadership Group. The ULI TAP will synthesize the underlying problems and the advantages the corridor will face when undergoing revitalization, fine tune the Leadership Group's assumptions, and pose solutions that will spur **health** and **wealth** in the corridor without displacing the existing community. The health of the business community and the wealth-creating vibrancy of the corridor are the key focuses of the Leadership Team, and so they should be prominent in the Panel Report.

The Study Questions

Market Forces & Position

1. Evaluate the current retail market and identify any recent shifts in retail positioning along the North Broadway Corridor. What is the likely future retail market position for this area?
 - a. What is the demand for new retail, potentially including national, regional, and/or local retailers, and how can the North Broadway Corridor accommodate it? How can this market be best positioned to attract new investment in the area?
 - b. How can the corridor retain and sustain existing businesses and engage the surrounding community for future opportunities?
2. What are the parking capacity and demand issues/needs based on anticipated development, including potential reuse of existing public lots for housing or other uses?

Public Realm

3. What type of streetscape improvements can enhance and promote pedestrian activity along the North Broadway Corridor? How can Corridor Partners facilitate the execution of these improvements?
4. The Lincoln Heights community will benefit from the improvements at the Albion Riverside Park; meeting the needs of youth for recreational activities. The Park is slated for completion in the 1st Quarter of 2019. What are the options for integrating and/or connecting the corridor to Albion Riverside Park?

Finance

5. What financial tools and funding partners are available to fund streetscape, branding and public realm improvements for the short and long-term?

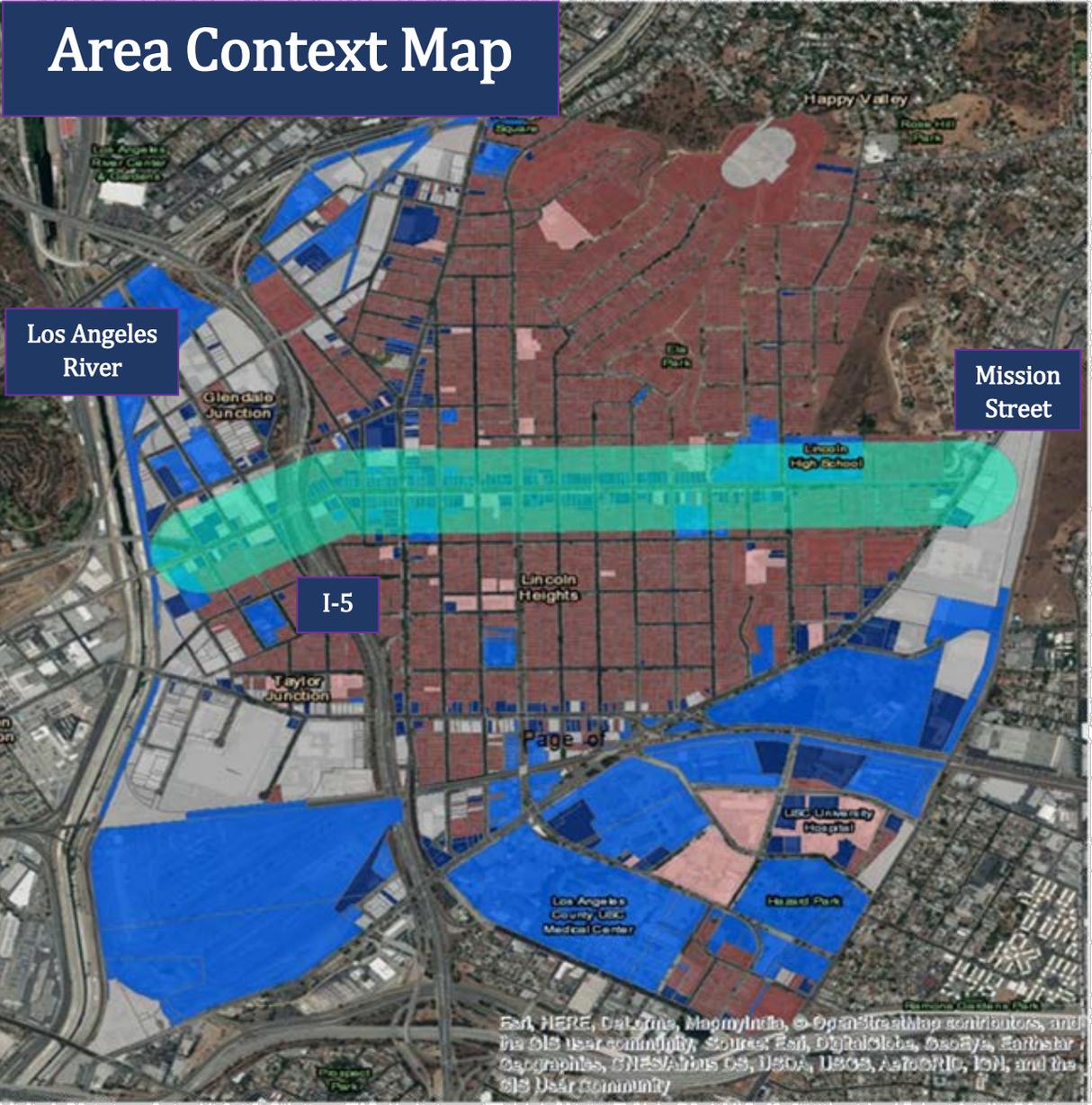
Proximity to Anchor Institutions

6. The University of Southern California's Health Sciences Campus is just to the southeast of the corridor. How can the North Broadway Corridor leverage its proximity to USC, including enhancing physical connectivity, to become an anchor for the institution that drives greater commercial activity in the Corridor?

Branding

7. What short-term steps could the Corridor Partners take to create a North Broadway Corridor brand for streetscape, signage, and store frontage to unite their respective constituents, property and business owners? What should be considered over the long term? Are there any organizations, other than a BID, that could oversee and ensure the execution of a North Broadway Corridor brand?

The North Broadway Corridor Study Area Overview



Lincoln Heights Land Use

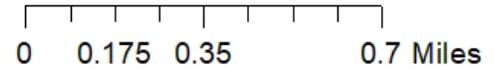
	North Broadway Corridor		Institutional
	Commercial		Public Grounds
	Industrial		Residential

Focus Area Map



Map Key

- North Broadway Focus Parcels
- Lincoln Heights Borders



The North Broadway Study Area Breakdown

Study Area Boundaries	West Boundary: Los Angeles River East Boundary: Mission Street South Boundary: Manitou Avenue North Boundary: Altura Street	
Length of Corridor	Number of Blocks: 22 Number of Miles: 1.7	
General Description	<p>An urban roadway with a small-town feel on the fringe of the county’s largest commercial center. Low foot traffic, high vehicular flow, and sidewalks moderately friendly to pedestrians.</p> <p>Small businesses owned and operated primarily by “mom and pop” locals. Property ownership is local and non-institutional.</p> <p>Two story retail and commercial spaces backed by single family housing to the north and south, with some big box retail and commercial along Daly. Dollar stores and fast food restaurants line the street to the east of Sichel.</p>	

North Broadway Corridor – *The Assignment*

The Assignment Summary

The main roadway of the oldest neighborhood in the City of Angels, North Broadway, has a small-town feel even though it is on the outskirts of DTLA. North Broadway is a four-lane boulevard carries 20,000 cars per day. A mix of ethnic small businesses and name-brand fast food restaurants, high schools, national drug chains populate the corridor, as do four major banks.

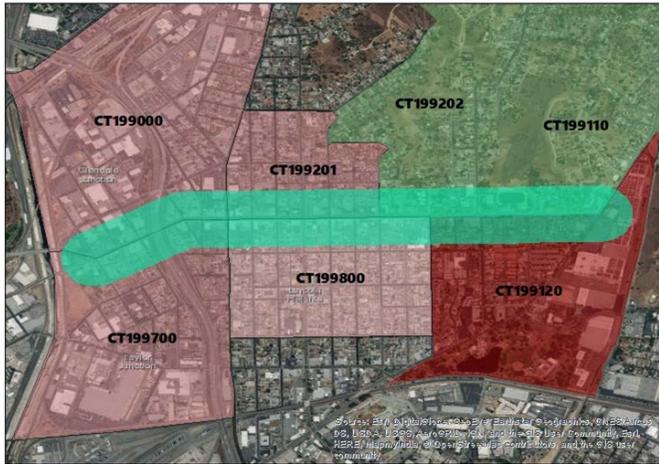
Though the average poverty rate of the neighborhood is above 30%, and it is a capital desert for its local residents, most businesses have survived on North Broadway and Main St., supported by the Lincoln Heights Chamber of Commerce (CoC), the Lincoln Heights Business Improvement District (BID), and the Lincoln Heights Neighborhood Council (LHNC). Together, the Los Angeles LDC, Inc. (LDC), the CoC, the BID, and the LHNC comprise a local economic development group known as the “North Broadway Corridor Partners” (“**Corridor Partners**”). The LDC is the “Lead Corridor Partner” and fiscal sponsor of the ULI TAP.

Lincoln Heights is a primarily Latino and Asian urban community that with targeted investment and economic development strategies could become a much healthier commercial corridor for daytime errands and lunch breaks to nighttime outings and entertainment. Local leaders and business owners, though, have expressed skepticism of recent changes and growing concerns regarding gentrification.

Recent trends have spurred stories of businesses being priced out of the corridor. Catalytic new projects like the late 2018 completion of the Spring Street Bridge, the Albion Riverside Park renovation, the LA River Master Plan Site, and the Lincoln Heights Jail Redevelopment are signs of hope to some; to others, they’re harbingers of rent-driven displacement. Moreover, the City of Los Angeles is moving forward on plans to build a range of **Affordable Housing** adjacent to the heart of the corridor. Many fear the loss of parking could depress business growth.

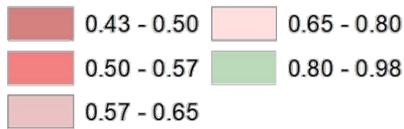
How can the North Broadway retail corridor grow intentionally without losing its culture and character and maintaining a mixed-income demography?

The Area Median Income

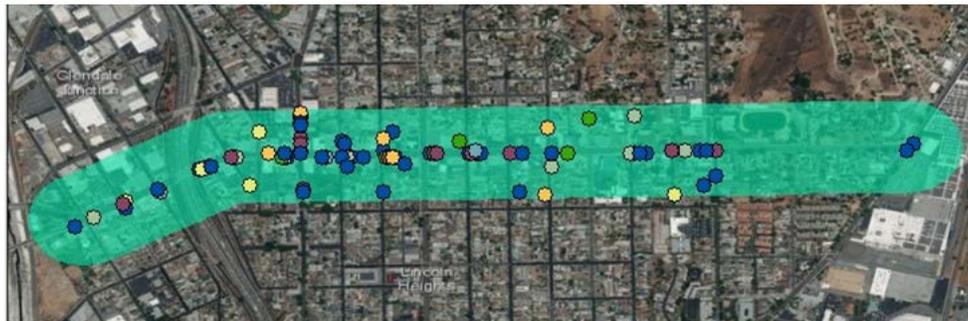


5 out of 6 census tracts have a median income under 80% of the LA Metro median.

Median Income by Census Tract



The Local Business Environment



North Broadway Business Mix

- Finance and Insurance - 6
- Food Services - 29
- Health Care Social Assistance - 6
- Professional, Legal, Other Services - 12
- Real Estate, Rental, Leasing - 13
- Retail Trade - 69
- Wholesale Trade - 12

The 147-companies-strong small business community is retail-dominated and vibrant, mostly operated by local owners.

Over 20,000 vehicles pass through on weekdays.

North Broadway Corridor Political, Population, and Demographic Background



Date: April 21, 2018

Proposed Area:

This area is located in Los Angeles County, in the state of California

It is located within or touches the following 2010 census tract(s): 06037199000, 06037206010, 06037199700, 06037199120, 06037199202, 06037199110, 06037199800, 06037199201.

Similarly, it is located within or touches the following zip code(s): 90032, 90031, 90012.

Data presented in this report summarize the geographies specified in the citation information in each section.

This Area is Served by (or touches):

School District(s): Los Angeles Unified School District

Congressional District(s): California's 34th District

Senators: Kamala D. Harris (D-CA), Dianne Feinstein (D-CA)

State Senate District(s): State Senate District 24

State House District(s): Assembly District 51

Population Trends:

As of the period 2012-2016, this area was home to an estimated 2,737 people.

Population	2000	2010	2012-2016	Change 2000 to 2012-2016 (%)
Area	3,355	3,318	2,737	-18.42%
Counties (Los Angeles)	9,519,338	9,818,605	10,057,155	5.65%
State (California)	33,871,648	37,253,956	38,654,206	14.12%

Source: [Census](#)
 Data aggregated by:
 2000 Data Contains: 2 Census Block Groups
 2010 - 2012-2016 Data Contains: 2 Census Block Groups

Racial Characteristics:

Of the people living in this area in between 2012-2016, 44.87% are White, 0.91% are African American, 76.58% are Hispanic, 20.72% are Asian, 0% are either Native Hawaiian or Pacific Islander, 0% are American Indian or Alaskan Native, 33.32% are of "some other race" and 0.18% are of two or more races. In the table below, the percentage of the population that each segment represents in the report area is compared to the percent it represents in the state.

Between 2000 and 2012-2016, the White population changed by 14.77%, the African American population by 13.64%, and Asian population by -30.68%. The number of Hispanics changed by -13.6%.

Race	2000	2010	2012-2016	Percent of Total Population in 2012-2016	Percent of State Population in 2012-2016 (California)
White	1,070	1,046	1,228	44.87%	61.26%
African American	22	28	25	0.91%	5.85%
Asian	818	851	567	20.72%	13.85%
Native Hawaiian or Pacific Islander	0	0	0	0%	0.39%
American Indian or Alaskan Native	0	25	0	0%	0.74%
Some Other Race	1,242	1,272	912	33.32%	13.28%
Two or More Races	203	96	5	0.18%	4.62%

Ethnicity	2000	2010	2012-2016	Percent of Total Population in 2012-2016	Percent of State Population in 2012-2016 (California)
Hispanic	2,426	2,381	2,096	76.58%	38.56%

Source: [Census](#)
 Data aggregated by:
 2000 Data Contains: 2 Census Block Groups
 2010 - 2012-2016 Data Contains: 2 Census Block Groups

Age Distribution:

In the report area in 2012-2016, 13.3% of the population is over the age of 65. 61.78% are of working age (18-64). 24.92% are under 18, and 6.94% are under 5 years old.

Age	Number of People in Age Group	Percent of People in Age Group	Percent of People in Age Group (California)
Under 5	190	6.94%	6.47%
Under 18	682	24.92%	23.65%
Working Age (18-64)	1,691	61.78%	63.48%
Aging (65+)	364	13.3%	12.88%

Source: [Census](#)
 Data aggregated by:
 2012-2016 Data Contains: 2 Census Block Groups

Incomes:

The median household income for the study area ranged from \$21,987 to \$26,173, compared to the state of California with a median of \$63,783, as estimated for 2012-2016 by the Census' American Community Survey.

The number of households divided by income categories is shown in the Annual Income Category table. In the period of 2012-2016, 82.97% of households in the study area had an annual income of less than \$50,000, compared to 40.16% of people in the state of California.

2012-2016 Annual Income Category	Number of Households	Percent of Households
Corridor Stuff for GIS Class		
Less than \$25,000	405	49.27%
\$25,000 - \$34,999	119	14.48%
\$35,000 - \$49,999	158	19.22%
\$50,000 - \$74,999	72	8.76%
\$75,000 - \$99,999	24	2.92%
\$100,000 - \$124,999	13	1.58%
\$125,000 - \$149,999	21	2.55%
\$150,000 or more	10	1.22%
County (Los Angeles)		
Less than \$25,000	732,634	22.32%
\$25,000 - \$34,999	305,605	9.31%
\$35,000 - \$49,999	406,591	12.39%
\$50,000 - \$74,999	540,185	16.46%
\$75,000 - \$99,999	382,147	11.64%
\$100,000 - \$124,999	277,765	8.46%
\$125,000 - \$149,999	180,683	5.51%
\$150,000 or more	456,235	13.9%
State (California)		
Less than \$25,000	2,523,291	19.7%
\$25,000 - \$34,999	1,111,844	8.68%
\$35,000 - \$49,999	1,507,937	11.77%
\$50,000 - \$74,999	2,115,762	16.52%
\$75,000 - \$99,999	1,552,490	12.12%
\$100,000 - \$124,999	1,171,087	9.14%
\$125,000 - \$149,999	779,571	6.09%
\$150,000 or more	2,045,405	15.97%

According to the Census' American Community Survey estimates, the median income for a family in the period of 2012-2016 was N/A, compared to the state of California with a median family income of \$72,952.

North Broadway Employment by Industries

In this area in 2012-2016, the Census estimates that people were employed in the following industries

Employment by Industry	People Employed	Percent Employed in this Industry
Accommodation and Food Services Industry Employment	114	9.65%
Administrative and Support and Waste Management Services Industries Employment	103	8.72%
Agriculture, Forestry, Fishing and Hunting Industry Employment	0	0%
Arts, Entertainment, and Recreation Industries Employment	28	2.37%
Educational Service Industry Employment	76	6.44%
Finance, Insurance, Real Estate and Rental and Leasing Industries Employment	24	2.03%
Health Care and Social Assistance Industry Employment	66	5.59%
Information Industry Employment	55	4.66%
Manufacturing Industry Employment	210	17.78%
Management of Companies and Enterprises Industry Employment	0	0%
Other Services Industry Employment	117	9.91%
Professional, Scientific, and Technical Services Industry Employment	9	0.76%
Public Administration Employment	45	3.81%
Retail Trade Industry Employment	116	9.82%
Construction Industry Employment	134	11.35%
Transportation and Warehousing, and Utilities Industries Employment	64	5.42%
Wholesale Trade Industry Employment	20	1.69%
All Other Industries Employment	0	0%

Source: [Census](#)

Data aggregated by:

2012-2016 Data Contains: 2 Census Block Groups

POLICYMAP



Map 19: Employment Rate with No College Education, 2008–2012

The map shows people ages 25 to 64 without any college education who are employed as a percentage of all people ages 25 to 64 without any college education by census tract. To create this map, Los Angeles County census tracts were grouped into even fifths based on reported employment rates. Census tracts with darker colors had higher percentages of people ages 25 to 64 without any college education who were employed. Source: U.S. Census Bureau American Community Survey 5-Year Estimates (2008-2012).

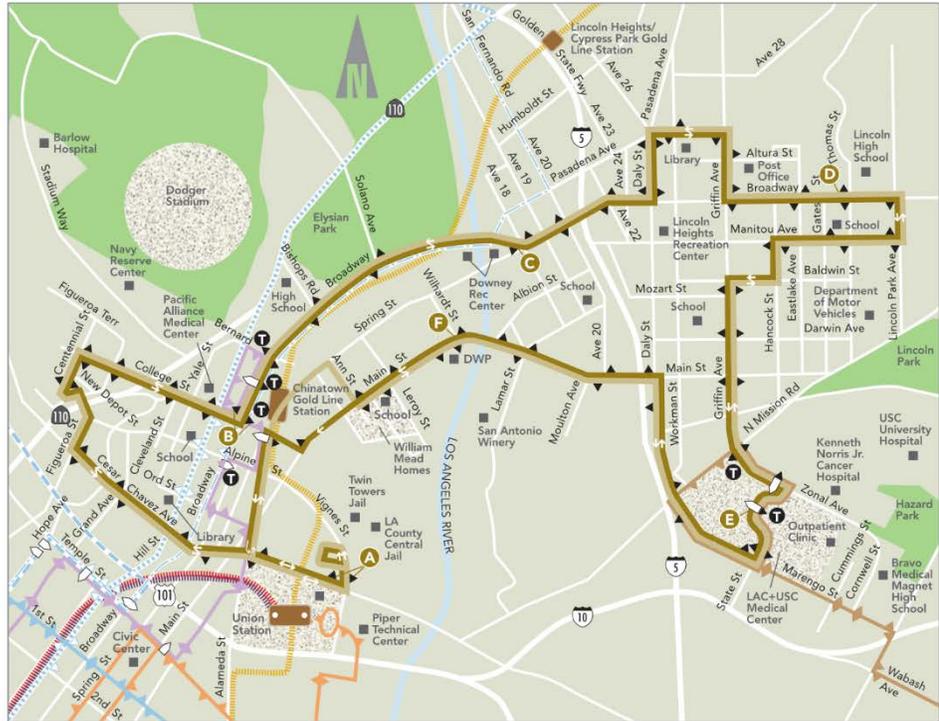
LA DASH Presence – Lincoln Heights/Chinatown Route



LINCOLN HEIGHTS/CHINATOWN

EFFECTIVE JANUARY 15, 2018
A PARTIR DEL 15 DE ENERO, 2018

- DASH Lincoln Heights/Chinatown Clockwise Route (Ruta en el Sentido de las Manecillas del Reloj)
- DASH Lincoln Heights/Chinatown Counter-clockwise Route (Ruta en el Sentido Opuesto de las Manecillas del Reloj)
- DASH Downtown Los Angeles Route B
- DASH Downtown Los Angeles Route D
- DASH Downtown Los Angeles Route A
- DASH Boyle Heights/East LA Route
- Commuter Express Route 409
- Commuter Express Route 419
- Commuter Express Routes 422 & 423
- Metro Rail Red Line
- Metro Rail Purple Line
- Metro Rail Gold Line
- Bus Stop (Parada de Autobús)
- Multiple Route Stop (Parada de Rutas Múltiples)
- Points of Interest (Puntos de Interés)
- Time Point (Punto Clave de Horario)
- Transfer Point (Punto de Transbordo)
- Metro Rail Station & Entrance (Estación y Entrada de Metro)



City of Los Angeles
Department of Transportation
(213, 310, 323 or/o 818) 808-2273
www.ladottransit.com

LA Bikeshed Analysis – Daly/Broadway



Metro Active Transportation Strategic Plan

Los Angeles

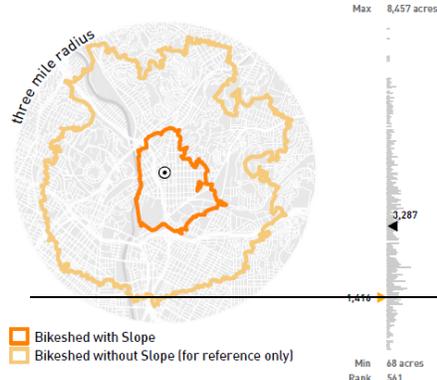
Daly / Broadway Bikeshed Analysis - Existing Conditions



▶ Station Score ▶ Average Score

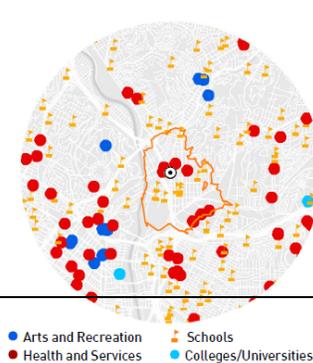
BIKESHED ANALYSIS AREA

Shows the area within a three mile bike along the street network.



POINTS OF INTEREST

Shows the location of key community destinations and the number of schools in the bikeshed.



POPULATION AND EMPLOYMENT

Population and employment within the bikeshed.

25,947 Population
543 Rank

11,197 Employment
535 Rank



AGE

Displays the number and % of people under 18 and over 64 in the bikeshed.

7,124 Under 18
27.5%

2,718 Over 64
10.5%

The Imagine North Broadway Initiative

In April and May of 2018, the Los Angeles LDC Team tabled at the Lincoln Heights Certified Market with a 3D Replica of the North Broadway Corridor and an aerial map. They asked three questions:

1. Where do you live and how often do you visit North Broadway?
2. What do you want to see on North Broadway?
3. How can we help you bring your vision to life?

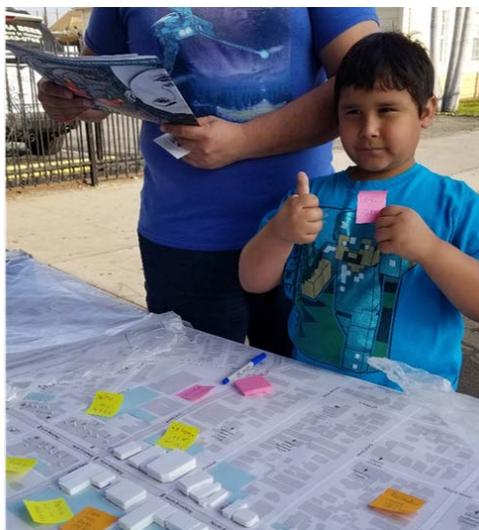
Over four sessions, **67 participants** shared their thoughts, 51 of whom were from Lincoln Heights.

Takeaways:

Most visit North Broadway more than three times a week. The minimum was twice a week and the maximum was 10 times per week.

They wanted to see:

1. An affordable, cultural food plaza. Cultural food was mentioned five times, primarily Mexican.
2. A third place for hangouts and meetings, preferably a name-brand coffee retailer. (noted three times)
3. Preserved parking and increased parking (noted three times)
4. Street-side mixed income housing. (noted twice)
5. A theater and new entertainment venues
6. A name-brand fitness gym
7. Sporting goods stores, affordable but not dollar-store markets, and business incubation centers were also mentioned.



North Broadway Corridor – Study Area

Background Information

Real Estate & Investment in North Broadway

Residential Real Estate Overview

Of the 8,501 households in the seven census tracts abutting North Broadway, 5,780 are renters (68%) and 2,721 are homeowners (22%).

From April to May of 2018, residential properties sold at 6.1% above list price and were on the market for a mere 35 days.

The **Average Sale Price is in the \$549,000 - \$630,000 range**. Lincoln Heights is between Echo Park (\$737,000) and Boyle Heights (\$379,500) by geographic location and by home sales prices.

The **Average PSF Price is \$307**, with year-over-year values increasing at 24% from 2017 to 2018.

In Lincoln Heights, **2-bedroom rents average \$2,467/month**, \$500 less than the City of Los Angeles. Nevertheless, this per-month rate is high compared to incomes of North Broadway corridor residents, 83% of whom make less than \$50,000 a year.

The neighborhood is very walkable (78 Walk Score) and has a decent transit (59 Transit Score) though a multitude of bus lines run along the North Broadway corridor. The entirety of the Corridor is rated a 1 for CleanStreets by the City of Los Angeles.

Sources: FFIEC Census Tract, Redfin, and Zillow Reports are attached in Briefing Materials.

Housing Type:

The type of housing available in this area is described in the table below. Single family homes include all one-unit structures, both attached and detached. Townhouses or duplexes include one-unit attached homes, as well as housing units with two units. Units in small apartment building are buildings with 3 to 49 units; large apartment buildings include buildings with 50 units or more. Other types of housing include vans, boats, recreational vehicles, or other units.

2012-2016 Housing Stock	Number of Units	Percent of Units
Corridor Stuff for GIS Class		
Single family detached homes	324	36.61%
Single family attached homes	146	16.5%
2-unit homes and duplexes	29	3.28%
Units in small apartment buildings	367	41.47%
Units in large apartment buildings	0	0%
Mobile homes or manufactured housing	19	2.15%
Other types	0	0%
County (Los Angeles)		
Single family detached homes	1,723,537	49.38%
Single family attached homes	224,477	6.43%
2-unit homes and duplexes	88,776	2.54%
Units in small apartment buildings	1,057,893	30.31%
Units in large apartment buildings	339,647	9.73%
Mobile homes or manufactured housing	53,701	1.54%
Other types	2,087	0.06%
State (California)		
Single family detached homes	8,076,586	58.06%
Single family attached homes	962,527	6.92%
2-unit homes and duplexes	345,952	2.49%
Units in small apartment buildings	3,051,896	21.94%
Units in large apartment buildings	942,759	6.78%
Mobile homes or manufactured housing	517,173	3.72%
Other types	14,844	0.11%

Source: [Census](#)
 Data aggregated by:
 2012-2016 Data Contains: 2 Census Block Groups

Tenure:

Across the area, an estimated 25.79% or 212 households owned their home between 2012-2016. The average size of a household in this area ranged from 3.32 to 3.34 between 2012-2016, as compared to the average household size for the county and the state, 3.01 (Los Angeles) and 2.95 (California) respectively.

Source: [Census](#)
 Data aggregated by:
 2012-2016 Data Contains: 2 Census Block Groups

Vacancy:

There were an estimated 885 housing units in the study area in 2012-2016, according to the Census' American Community Survey. For 2012-2016, the Census showed an estimated 7.12% of housing units to be vacant, compared to 7.94% in the state of California.

Commercial Real Estate Overview

There is...

... **234,249 sf** of pure retail space directly on the North Broadway corridor.

... **222,821 sf** of mixed-use commercial, office, and residential space.

... **70,056 sf** of pure multifamily residential.

Real estate rental rates for both retail and office peak at **\$3/sf/month at the center of the corridor**, as is the case of the for-rent 2426 N Broadway, 90031 (General Retail) at main intersection of Broadway and Daly.

They gradually decrease until settling at **\$2/sf/month on the fringes of the corridor**, as demonstrated by 2311 Pasadena Ave, 90031 (Office) rents at \$2.22/sf/mo.

According to an ESRI Retail Marketplace Profile for Lincoln Heights, which is attached in the Briefing Materials, the North Broadway retail corridor has a \$26.5 million shortage in overall retail trade and a \$2.7 million shortage in retail food and drink. The industry subsector breakdown is in the graph below.

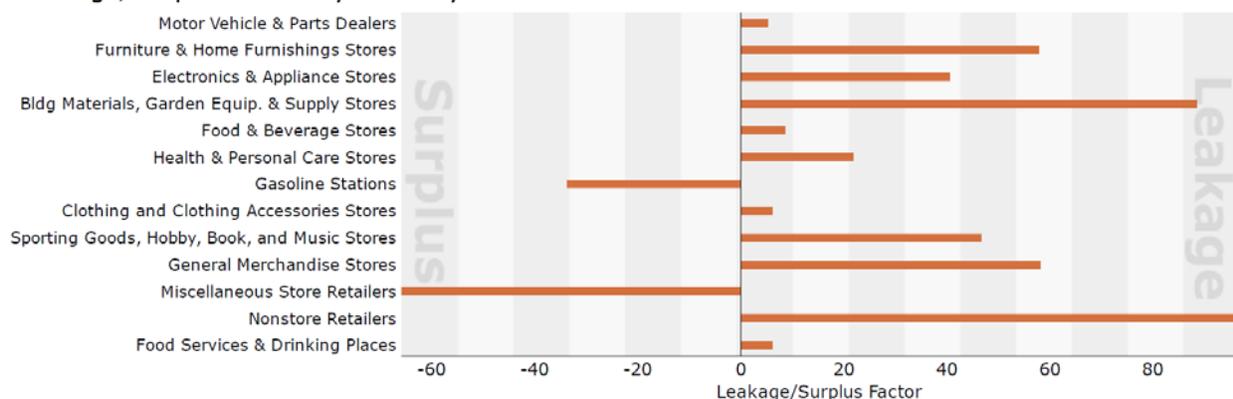


Retail MarketPlace Profile

Lincoln Heights, LA
Area: 2.71 square miles

Prepared by Esri

Leakage/Surplus Factor by Industry Subsector



Sources: ESRI, Trulia, and LoopNet Reports attached in Briefing Materials.

Focus Area Map



Real Estate Ownership

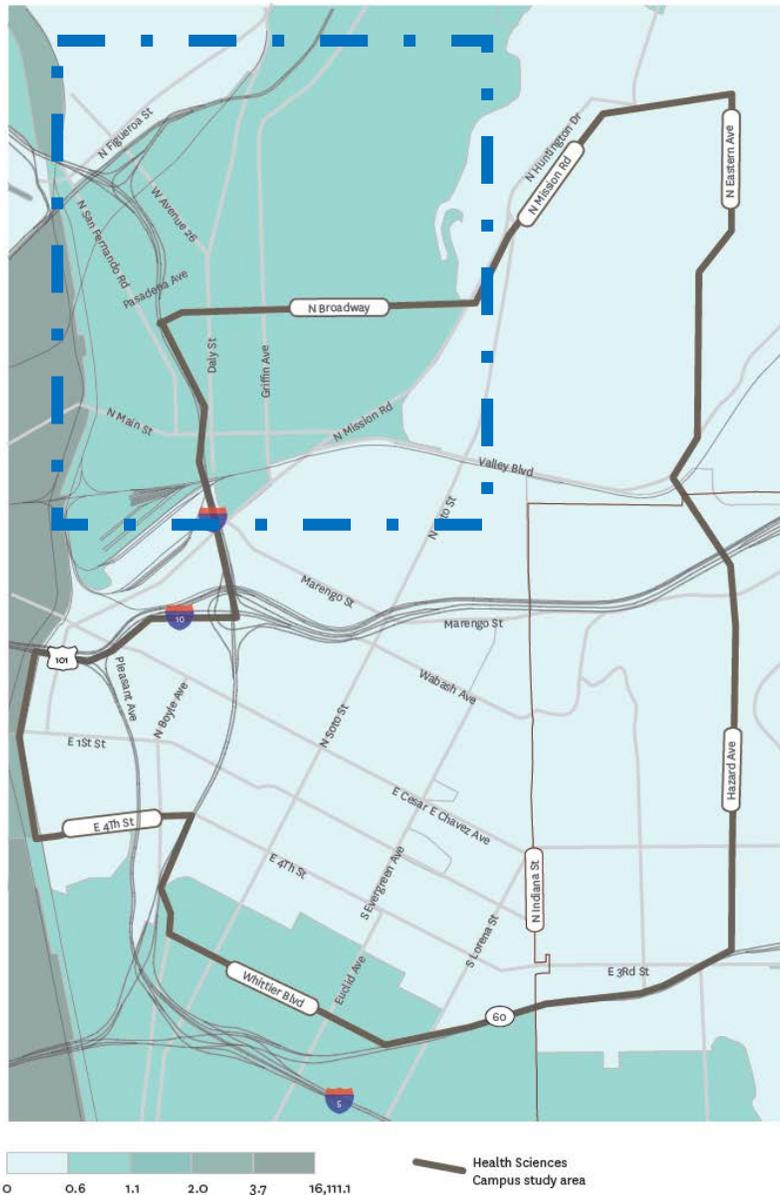
For 171 property owners, the total assessed value of the North Broadway Corridor’s real estate is \$128,688,418. Property owners with above \$3 million in holdings are below.

Property Owner(s)	Real Estate Count and Type	Total Building Sq. Ft.	Assessed Value	% of Total
BCBA Broadway LLC	1 retail store at 2625 N Broadway	15,316	\$6,628,382	5.3%
Oppidan LLC	6 lots of Commercial Land along 3000 N Broadway block	49,067	\$5,336,796	4.2%
Steve Kasten Co.	7 lots of mixed-use, office, and retail along 2000 N Broadway block and arteries	53,454	\$4,731,342	3.8%
Arroyo Vista Family Health Foundation	1 medical office at 2411 N Broadway	23,133	\$4,439,956	3.5%
Young Nak Presbyterian Church	3 lots of religious uses at intersection of North Broadway and Spring St.	34,651	\$3,949,158	3.1%
KJJ Properties LLC	2 retail stores along 3000 N Broadway block	30,585	\$3,490,000	2.8%
Hospitality Group LLC and Uka Solanki LLC	4 lots of parking, grocery, and retail along 3000 N Broadway block.	38,482	\$3,298,812	2.6%

Sources: Reonomy Dataset attached in Briefing Materials.

Banking in Lincoln Heights

The corridor is primarily banked by Bank of America (56.2% of market), Wells Fargo (22.6%), East West (21.1%), and Union Bank (0.01%), though the region is banking deficient. A FDIC deposit share report, for 90031 with \$219 million, is in the Briefing Materials.



Map 22: Banks per 10,000 Persons, 2014

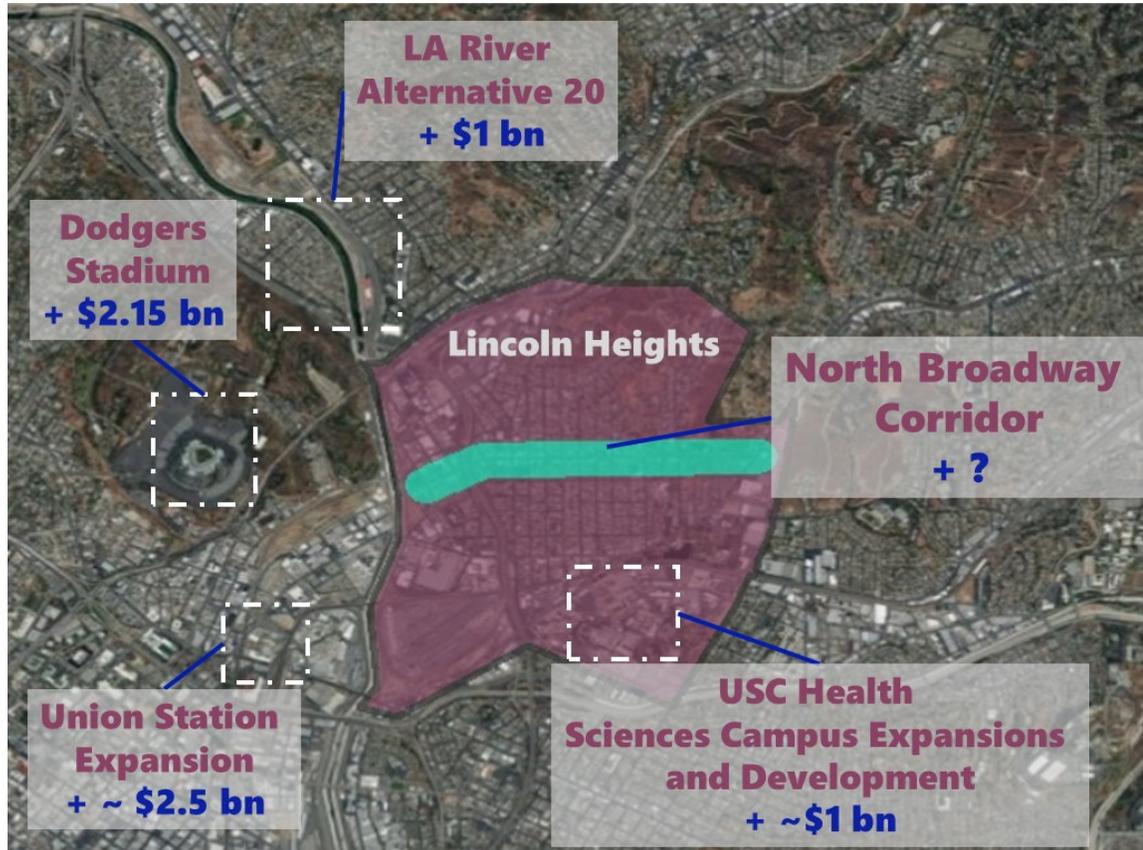
The map shows number of banks per 10,000 residents by zip code. Zip codes with darker colors had more banks per 10,000 residents. To create this map, Los Angeles County zip codes were grouped into even fifths based on banks per 10,000 people. Zip codes with darker colors had higher median gross rents. Source: Bank data from DeLorme Street Atlas (2014), population data from ESRI (2012).

Billion-Dollar Investment Surrounding North Broadway

The North Broadway Corridor is ringed by a bevy of multi-billion-dollar development projects, some from the recent past and others expected in the near future.

These include:

- The Dodgers Club and Stadium in nearby Elysian Valley, purchased and revamped for \$2.15 billion.
- The LA River Alternative 20 Master plan, valued at a little over \$1 billion. See Page 19 for further details.
- The Union Station Master Plan expansion ambitions, valued at \$2.5 billion. Visit <https://www.metro.net/projects/la-union-station/> for more information.
- The USC Health Sciences Campus is reported to be planning to direct over a billion dollars in investment on the HSC campus and in the burgeoning biotech corridor nearby. Visit <https://biotech.usc.edu/invest/> for more information.



Major Projects Coming Soon to Lincoln Heights

The North Spring Street Bridge and Albion Riverside Park Revitalizations

On the Western corner of the corridor, the \$50 million North Spring Street Bridge improvement is nearing completion as the Albion Riverside Park is undergoing a \$10 million revitalization project. The project includes baseball and soccer fields, walking trails, an aquatic zone, and a redone community center. Visit <http://albionriversidepark.com/> for more information.

The park revitalization is the only open space project directly along the North Broadway corridor.

The bridge and park together will become the literal front door of the North Broadway Corridor from Downtown Los Angeles.



LA County Department of Mental Health Mixed-Use Medical Center

The LA County DMH is consolidating two locations into a 40,000 sq. ft. medical center with 7,500 sq. ft. of ground-floor retail at the intersection of North Broadway and Gates St.

The project, which is currently leasing tenants for the commercial space, will be complete in fall of 2018.



The LA River Master Plan

On the Western edge of North Broadway could be one of the greatest greenspace redevelopments in Los Angeles history.

A plan called Alternative 20 could restore 11 miles of the Los Angeles River, a barren viaduct since the Army Corps of Engineers enclosed it in concrete in the 1940s, including the stretch of the river adjacent to the western edge of North Broadway.

Over a billion dollars would be pumped into the 11-mile stretch, most of it for land acquisitions. The City of LA recently hired Frank Gehry to complete the Master Plan of the river project prior to the redevelopment.

Once completed, the revamped river will fluidly link Downtown LA and Chinatown to the North Broadway Corridor. As the rendering below attests, a flood of river-adjacent investment should follow.

Visit <http://lariver.org/master-plan> for more information.



The Lincoln Heights Jail Redevelopment

In a recent City redevelopment bid, the abandoned Lincoln Heights jail two blocks north of the North Broadway Corridor was awarded to Lincoln Property and the Fifteen Group for their Lincoln Heights Makers District plan. The plan incorporates dozens of live/work units, two floors of maker spaces, an open-air theater, and a walkable retail corridor into two blocks of land connected by greenway to the Lincoln Cypress Metro Station.

This project will provide a comp for future developments, as it is the first major development foray into Lincoln Heights in decades.



The USC Health Sciences Campus Student Housing and Hotel

A mile from the North Broadway Corridor on the USC Health Sciences Campus, an additional 272 student beds in a 134,000 square foot building will commence construction in 4th Quarter 2018, with an \$80 million 200-key Hilton Hotel planned nearby.

See <https://urbanize.la/post/student-housing-revealed-la-county-usc-medical-center> for more information.



The Elysian Park Lofts

An Initial Study completed by Los Angeles-based S&R Partners in November of 2017 proposes a mammoth mixed-use project on two parcels north of the State Historic Park to the west of the North Broadway corridor. The Elysian Park Lofts, named after the Elysian Valley to the north, would comprise six buildings

packed with 920 residential units (of which 17 would be live-work), 17,941 square feet of retail, and 5,465 square feet of office. The multi-hundred-million-dollar project is one of the first to bridge the industrial zone divide between Chinatown and the North Broadway Corridor. With the potential for no-parking-required and dense residential development under the CASP (see page 30), it may provide the comparable spark necessary to unleash a flood of similar projects.

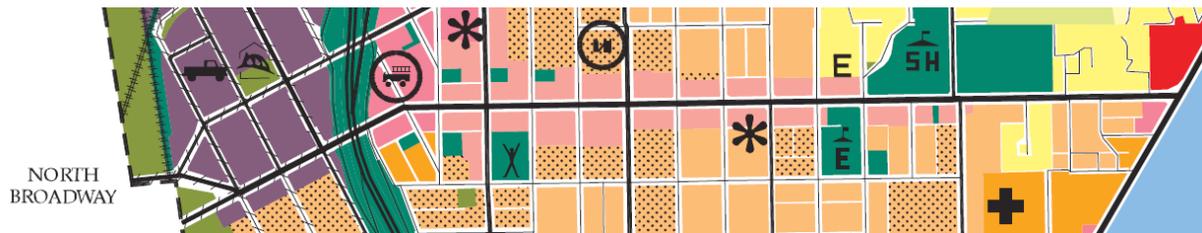


Governmental Affairs

City Plans of Study Area

East LA Specific Plan (LA Planning Department Community Plan)

In the North East Los Angeles Community Plan, the North Broadway Corridor is designated under the Cornfield Arroyo Seco Plan, which a small portion of the eastern edge and is addressed on the following page.



LAND USE				CIRCULATION		SERVICE SYSTEMS ¹⁹	
RESIDENTIAL						SCHOOL SITES	
LOW DENSITY						Elementary School - Public Junior High School - Public Senior High School - Public Private Elementary School Private Senior High School Special Facility	
MINIMUM	CORRESPONDING ZONES ¹⁴	LOW MEDIUM I	CORRESPONDING ZONES ¹⁴	Freeway ⁸	Divided Major Hwy II	RECREATIONAL SITES	
VERY LOW	OS, A1, A2, RE40	LOW MEDIUM II	R2, RD3, RD4, RZ3, RZ4, RU	Scenic Divided Major Hwy II	Major Highway II	Neighborhood Park Community Park Regional Park Golf Course - Private	
LOW	RE20, RA, RE15, RET1	MEDIUM	RD1.5, RD2, RW2, RZ2.5	Modified Major Highway II	Scenic Major I Highway II	OTHER FACILITIES	
	RE9, RS, R1, RU, RD6, RD5		R3	Secondary Highway	Modified Secondary	Community Library Regional Library Fire Station Supply & Maintenance Power Receiving Station Power Distribution Station Heliport Health Center Refuse Collection Maintenance Yard Cultural/Historical Site Municipal Office Site Police Station	
COMMERCIAL						ADMINISTRATIVE BOUNDARY	
GENERAL ⁶	C1, CR, C1.5, C2, C4, P ^{4,5} , RAS3	INDUSTRIAL		Collector Street	Modified Collector Street	City Boundary Community Boundary	
NEIGHBORHOOD ⁶	C1, C1.5, P ^{4,5} , C2, C4, RAS3	COMMERCIAL MANUFACTURING ⁶	CM, P	Local Street ⁸	Modified Local St		
COMMUNITY ⁶	CR, C2, C4, P, PB, ¹ RAS3	LIMITED ⁶	CM, M1, MR1, P	Railroad R/W	Modified Industrial Local St		
		LIGHT ⁶	M2, MR2, P	MTA Line ¹¹	Railroad R/W		
		HEAVY ⁶	M3, P	Equestrian Trail	Private Street		
		HYBRID INDUSTRIAL	HI, CM, P	Private Street			
		OPEN SPACE, PUBLIC FACILITIES					
		OPEN SPACE	OS, A1				
		PUBLIC FACILITIES ¹²	PF				
				NOTES:			
				Proposed ³			
				Proposed Expansion ⁹			

Northeast Los Angeles Community Plan

The Northeast Los Angeles Community plan designates the North Broadway corridor under the “Neighborhood-Oriented Commercial” and “General Commercial” Land-use categories. The portion between the Los Angeles River and the 5-Freeway are governed by the Cornfield-Arroyo Seco Specific Plan (CASP).

Outside of the CASP, the current zoning along the corridor is “[Q] C4-1XL-CDO”. The C4 Zone generally allows commercial uses with certain exceptions. The “Q Condition” or Qualifying Condition imposes further use restrictions, site planning, architectural, parking, and signage requirements while the Height District 1XL limits building height.

The suffix “CDO” refers to a Community Design Overlay District whose standards govern proposed projects, as defined. In 2005, the City Council adopted the Lincoln Heights Community Design Overlay District Ordinance, Design Guidelines and Standards.

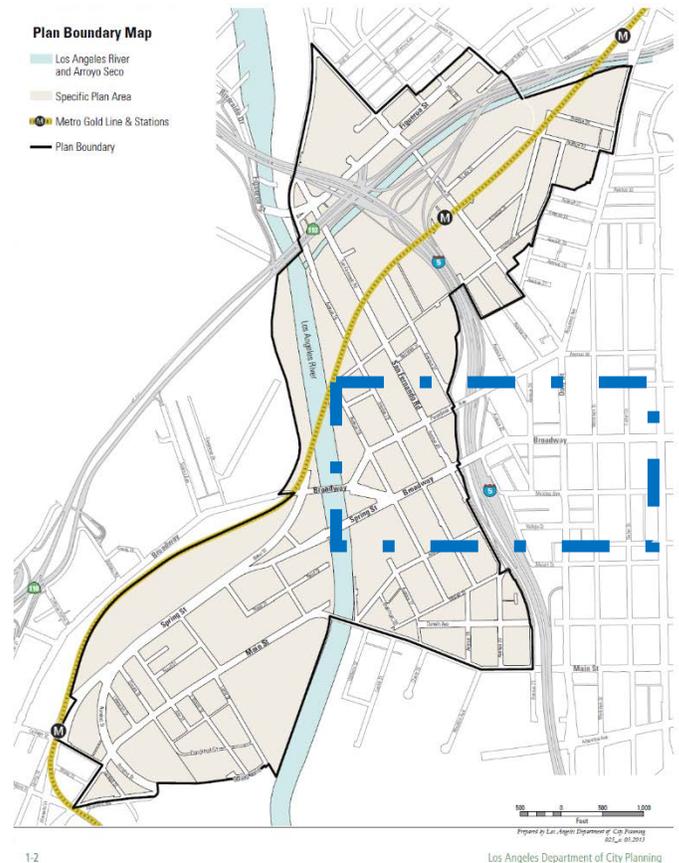
The corridor abuts a residential district which is subject to a Historic Preservation Overlay Zone (“HPOZ”); however, the commercial properties are not subject to the HPOZ.

Cornfield Arroyo Seco Plan (CASP)

The CASP covers only three blocks of the study area on the eastern edge, but is innovative enough to wield influence on development plans. It provides for a distinct new set of zoning areas, including Urban Innovation and Urban Village, which increase height allotments and allow the conversion of industrial into commercial, retail, and residential.

In a major move for Los Angeles, the plan also abolishes parking requirements. The most significant project currently under the CASP is the Lincoln Heights Jail Redevelopment, which we describe on Page 26.

The CASP is included in the Briefing Materials for reference.



Economic Development Reports

Beacon Council District Report

A **2017 Beacon Economics Report** explained the Council District area economic demographics, among others points, as follows:

“City Council District 1, extending west and northwest from Downtown Los Angeles, has a population of 251,600. The centrally located district, home to Chinatown and MacArthur Park, is crossed by I-5 and U.S. 101; the 110 Freeway spans the length of the district. Being the third-smallest district in terms of area, District 1 has 2,140 firms and 61,800 private sector jobs. The average annual wage is \$43,600, falling below the average wage for the City as a whole by \$18,600.”

The report is attached for reference in the Briefing Materials.

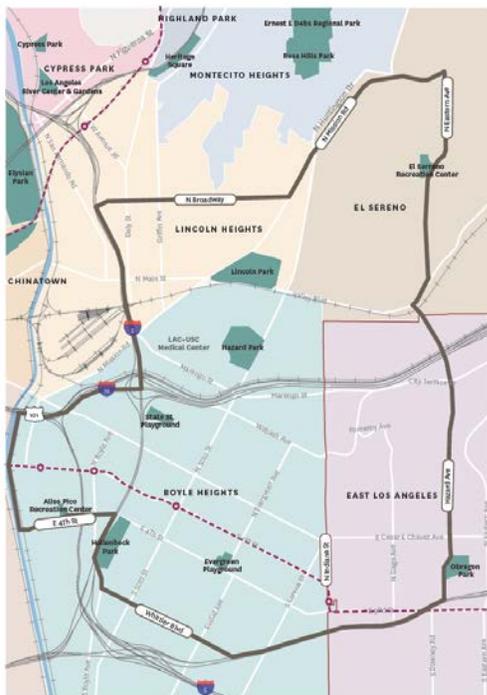
USC State of the Neighborhood Report (SNR)

Published in April of 2015, the USC SNR is a comprehensive analysis of the regions surrounding the University Park and Health Sciences Campuses of the University of Southern California. A map on “Employment Rate with No Education, 2008-2012” from the Report was included under Employment, and other titled “Banks per 10,000 Persons, 2014) follows on the next page.

The SNR addresses economic, demographic, and social indicators of well-being in the two study areas. Its exploration of education, health, social stressors, and opportunities for growth contextualize USC’s approach to local revitalization and have laid the groundwork for many community efforts, including this TAP.

Its historical and present-day summaries are prescient, a must-read for anyone studying the East LA region, including the North Broadway Corridor:

“The history of the HSC study area is rich, with some of the neighborhoods dating back to the 1800s, and thus has experienced a significant amount of change over time. Historically, many of the neighborhoods in the HSC study area have been havens for new immigrant communities. These neighborhoods have experienced several major demographic shifts, reflecting some of the broader regional trends in migration.



Map 17: Health Sciences Campus Study Area

Source: Neighborhood name data from the Los Angeles Times Neighborhood Project (2012), parks data from Greenfile (2012) and Google Maps (2014), public transit data from Los Angeles County Metropolitan Transportation Authority (2012).



Currently, there is another shift happening: As the rapid and intense investment in and development of the downtown Los Angeles area grows, many people are finding themselves priced out of the downtown area and are looking to the neighborhoods adjacent to downtown for reprieve from the high costs of housing and living. The influx of new prospective residents into the neighborhoods in the HSC study area is a point of tension for current and long-term residents, who fear being priced out themselves if the demand for housing continues to grow exponentially in comparison to the available housing stock.”

The report is attached for reference in the Briefing Materials.

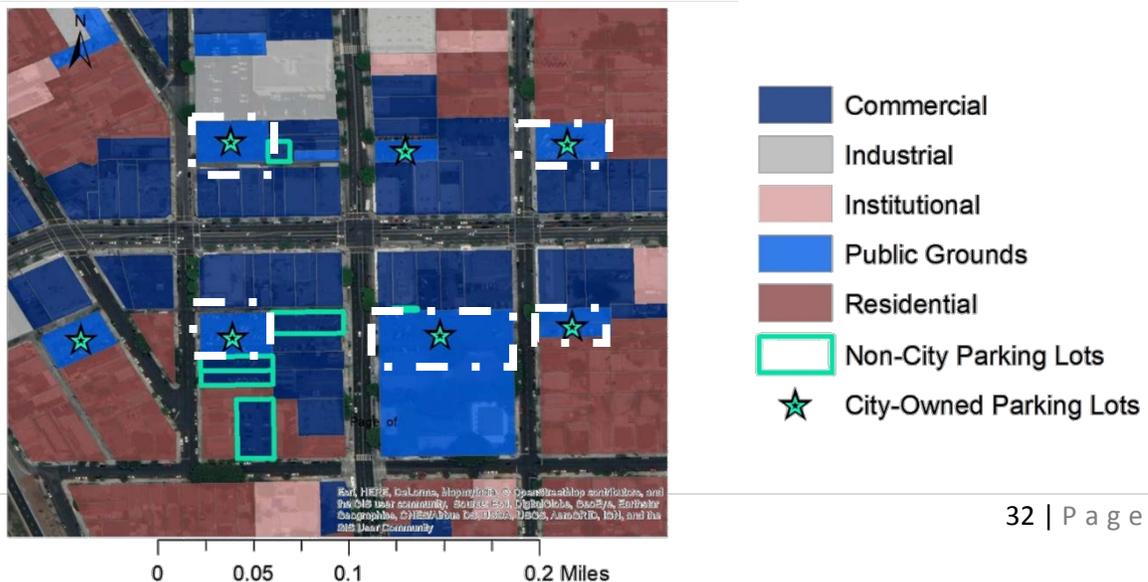
Potential Affordable Housing on City-Owned Parking Lots

In December of 2017, the Los Angeles City Council authorized negotiations for the development of mixed-income housing complexes on five (5) North Broadway parking lots owned by the City, as part of a City Wide “Affordable Housing Opportunity Sites” program. Initially, 12 parking lots were identified around the City with 5 lots in Lincoln Heights along the North Broadway corridor. The housing mix could include a range of types, from subsidized affordable housing backed by LIHTC to Permanent Supportive Housing funded by Measure HHH. A key requirement for the Lincoln Heights lots is that parking be replaced on a one-to-one basis. There are 268 parking spaces in total under consideration for housing.

In January and February, community concern have resulted into the creation of the Coalition to Protect Lincoln Heights, whose purpose appears to be to defeat the proposed projects.

In April, 2018, the City entered into an ENA with WORKS and GTM Holdings in to develop the projects. Both companies have hosted tours of their existing affordable housing developments in Westlake and Glassell Park, as well as listening sessions, to integrate greater community input into the shaping of the projects. The Lincoln Heights Neighborhood Council is on record with a vote against the projects.

The benefits and drawbacks of the proposed developments, which could bring additional units of housing on the parking lots adjacent to the North Broadway corridor, should be considered in the final Report.

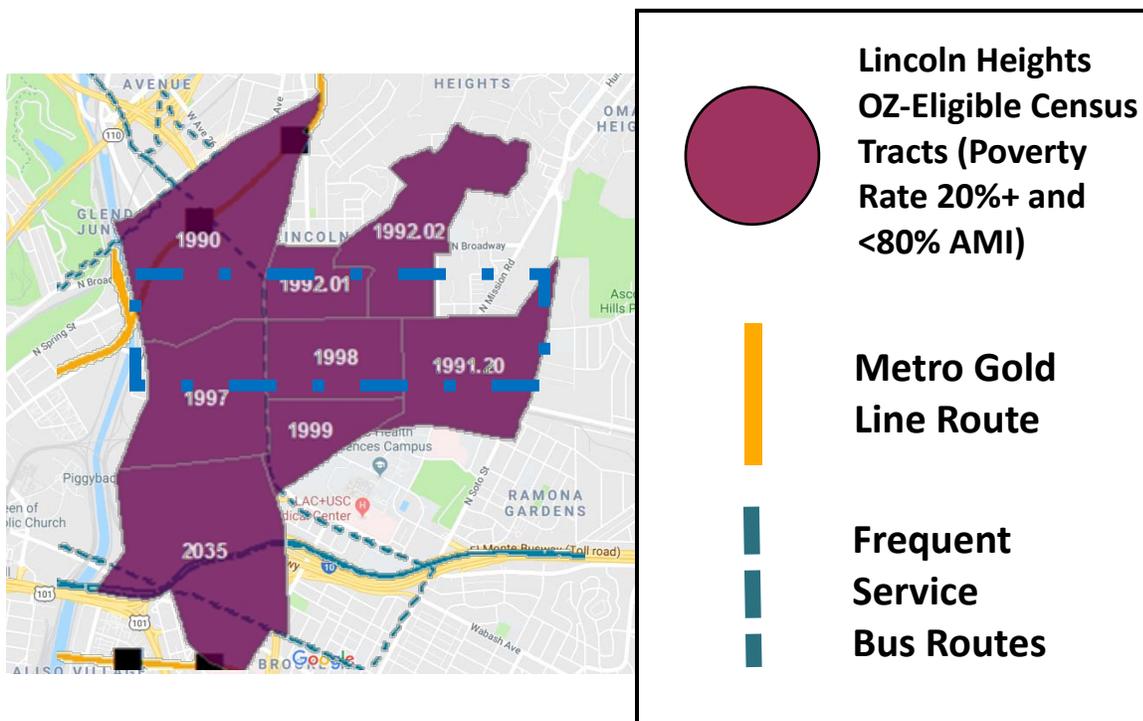


Federal Opportunity Zones

The 2017 Tax Cuts and Jobs act outlined the creation of federally-designated Opportunity Zones (OZs). Though New Market Tax Credit-eligible census tracts are the only eligible locales for OZs, OZs are fundamentally different than NMTCs. Instead of receiving tax credits for investment, investors can funnel capital gains from the sale of broadly-defined “property” into Qualifying Opportunity Funds (QOFs) and obtain capital gains tax relief on both the original gains invested and any gains incurred from the QOF investment.

In April of 2018, the IRS announced the designation of Opportunity Zones in 23 States, including California. The LDC successfully lobbied for all of the census tracts abutting the North Broadway corridor to become Opportunity Zones. The investment opportunities to be realized through OZs should be considered in the final TAP Report, especially as further OZ guidelines are released in May and early June.

See dof.ca.gov/Forecasting/Demographics/opportunity_zones/ for further information.

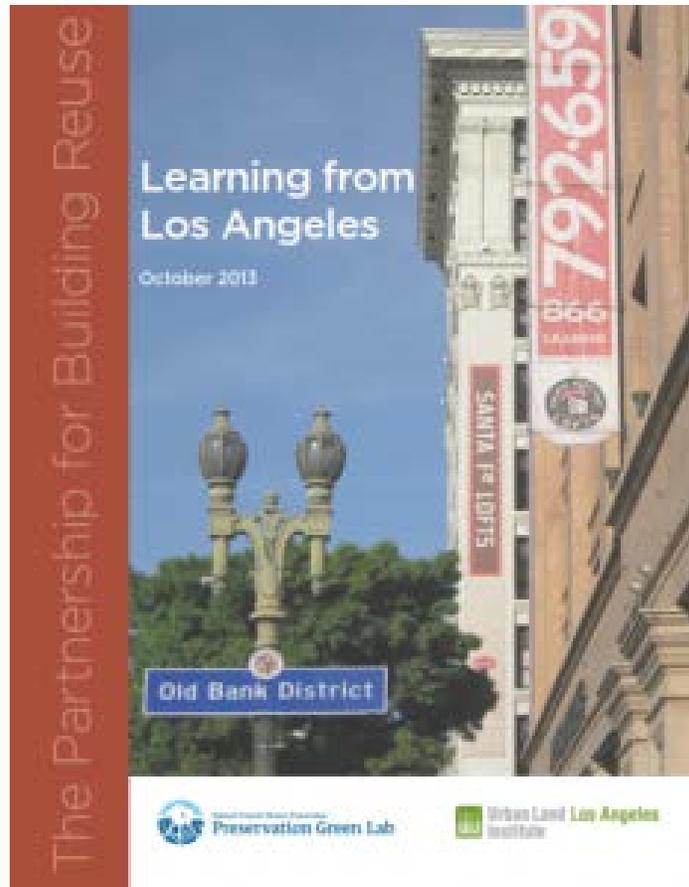


The widening of the historic Spring Steet bridge is scheduled to be completed by the end of 2018 and construction of the 10 Acre Albion Riverside Park is underway. Both of these projects are long awaited by the residents of Lincoln Heights. It is very likely that by mid 2019, both of these projects will be fully operational and will help to define a new gateway intersection (the merging of North Spring Street into North Broadway) into Lincoln Heights with a newly configured Downey Recreation Center and Albion RiverSide Park as a gathering space in the community. This location is adjacent to the LA River and is easily accessible by public transportation.



It is possible that the improvements to the bridge and new park will set the stage for increased interested in the rehabilitation of the many obsolete industrial buildings in the Lincoln Heights neighborhood. The Trust for Historic Preservation and Urban Institute collaborated in 2013 with the publication of

Reusing and retrofitting vacant and underused buildings, including more than 10 million square feet of vacant space in the urban core, can help Los Angeles grow more sustainably and meet changing market demands for new uses such as creative office space or housing.



**EXAMPLE
OPPORTUNITY ZONE FUND
PROJECT**



1786 N. Spring

LA RIVERWORKS

