



CITY OF SOUTH GATE

# Gateway District

## **SPECIFIC PLAN**

**Community Open House #1**  
South Gate Park  
January 27, 2016



# *Today's Agenda*

- 1) Gateway District Specific Plan
- 2) Efforts To Date
- 3) Specific Plan Process
- 4) TOD Best Practices
- 5) Community Feedback



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# *Gateway District Specific Plan*

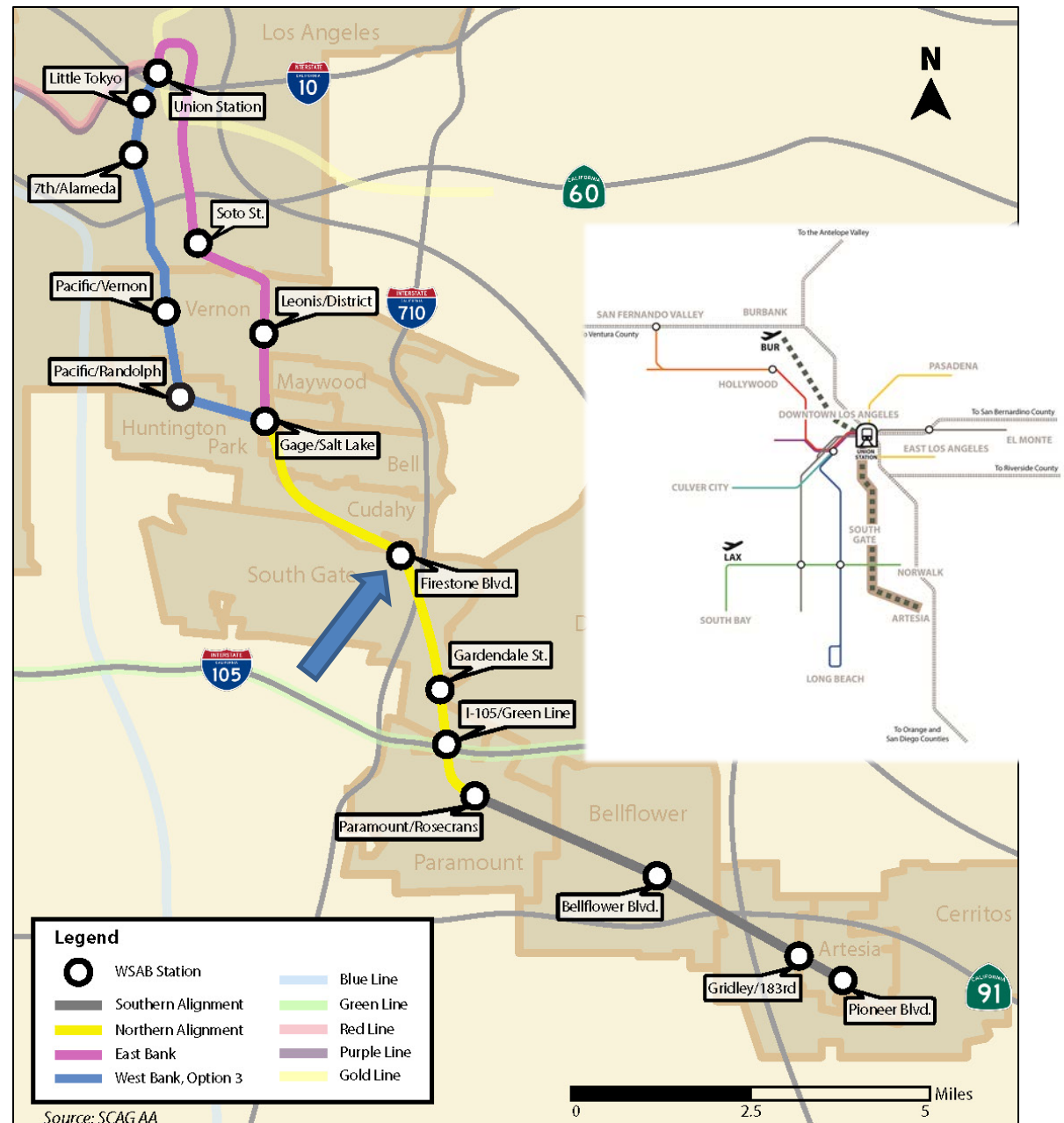


# What is the West Santa Ana Branch?

The **West Santa Ana Branch (WSAB)** is a transit corridor connecting southeast Los Angeles County (including South Gate) to Downtown Los Angeles via the abandoned Pacific Electric Right-of-Way (ROW).

## Goals for the Corridor:

- 1. PLACE-MAKING:** Make the station the center of a new destination that is special and unique to each community.
- 2. CONNECTIONS:** Connect residential neighborhoods, employment centers, and destinations to the station.
- 3. ECONOMIC DEVELOPMENT TOOL:** Concentrate jobs and homes in the station area to reap the benefits that transit brings to communities.





# What is light rail transit?

The South Gate Transit Station will be served by light rail and bus services.

**Light Rail Transit (LRT)** is a form of urban rail public transportation that operates at a higher capacity and higher speed compared to buses or street-running tram systems (i.e. trolleys or streetcars). LRT Benefits:

- LRT is a quiet, electric system that is **environmentally-friendly**.
- Using LRT helps **reduce automobile dependence**, traffic congestion, and pollution.
- LRT is **affordable** and a less costly option than the automobile (where costs include parking, insurance, gasoline, maintenance, tickets, etc..).
- LRT is an **efficient and convenient** way to get to and from destinations.
- LRT **connects major destinations** throughout the county, like housing, businesses, schools, and entertainment.



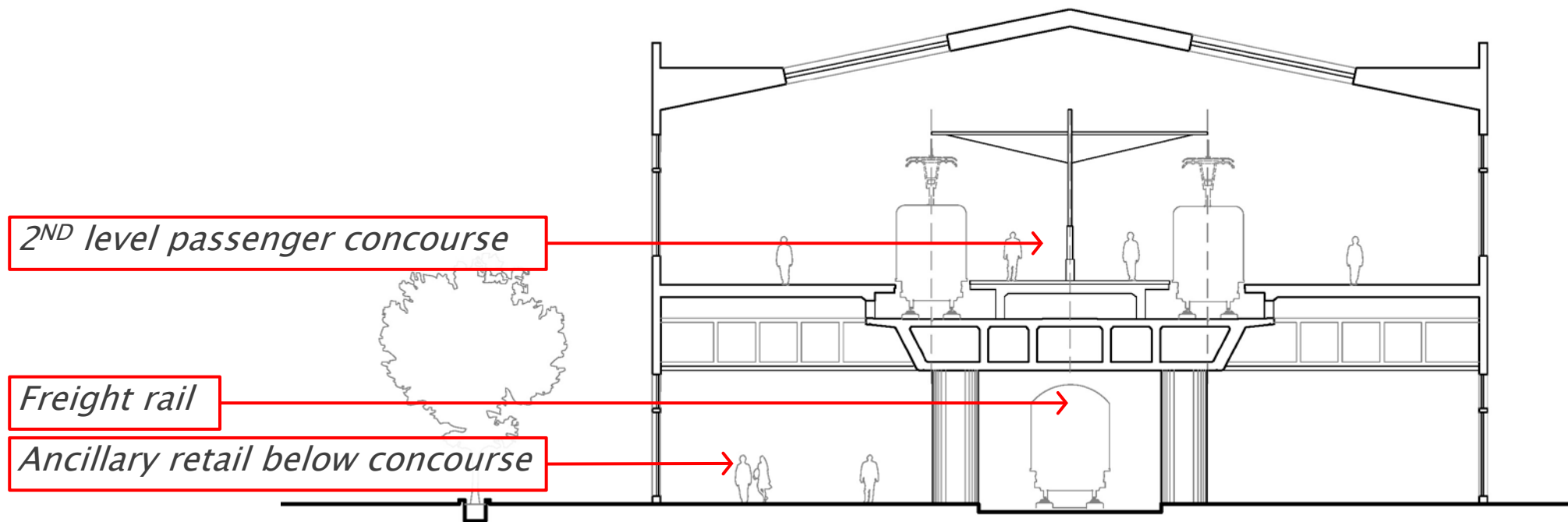
*Example of an at-grade alignment LRT, Gold Line in Pasadena, CA.*



*Example of an elevated alignment LRT, Expo Line in Culver City, CA.*

# *What type of transit is proposed?*

- Station would be located at Firestone Blvd. and Atlantic Ave.
- Station will be likely elevated
- Pedestrian and vehicular access to station would be incorporated
- West Santa Ana Branch Transit corridor will connect to Los Angeles Metro rail system
- Station opening estimated for 2027 or later

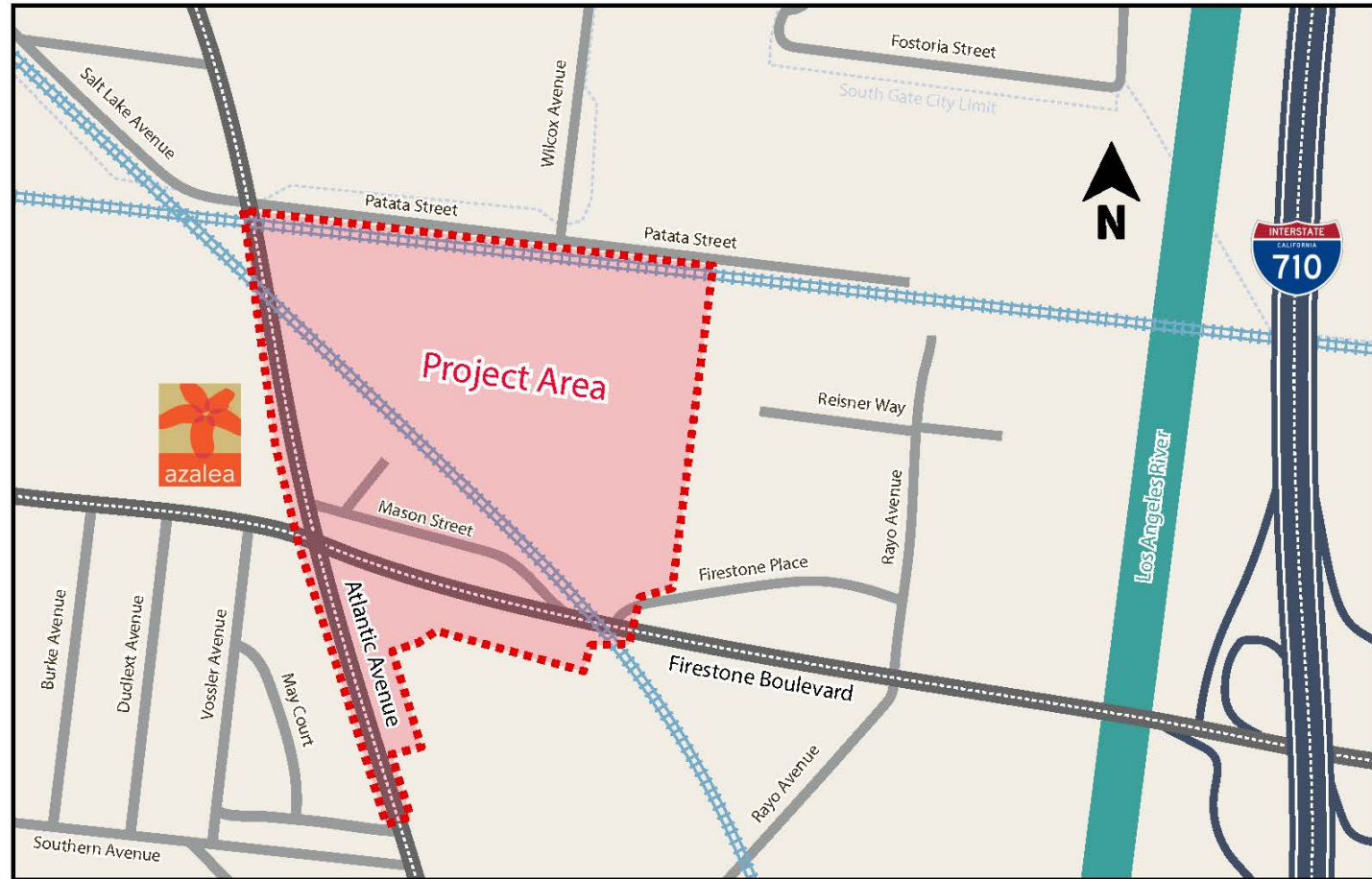


*Note: Conceptual platform design is shown integrated within a building, for discussion only; actual design/configuration/location not yet determined.*

# What is the Gateway District?

The South Gate Gateway District encompasses approximately 59 acres located at the northeast corner of Firestone Blvd & Atlantic Ave. It is:

- The future site of the planned **South Gate Transit Station** along the West Santa Ana Branch Corridor Transit Line.
- Identified by the General Plan as Gateway Sub District 2, the area, “should become a dense **“transit village”** designed to support a high-level of pedestrian activity.
- Envisioned as a visual and **transit gateway** feature for the City
- The optimal location for **transit-oriented development** (TOD) to support the transit station





# What is Transit- Oriented Development?

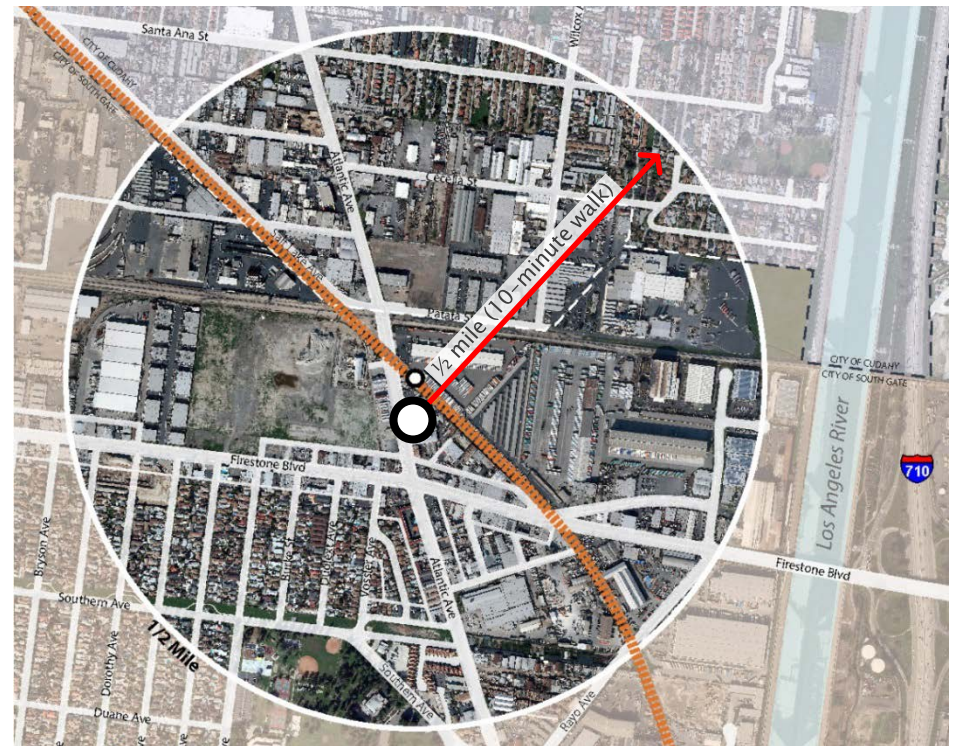
**Transit-oriented development (TOD)** is compact, urban development typically located within ½-mile radius (10-minute walk) from a transit station that includes a mix of uses like housing, offices, retail, restaurants, entertainment, and civic. TOD leverages the investment of light rail transit infrastructure.

## What are the benefits of TOD?

- If people live and work near a transit station, they are more likely to use it, which **reduces dependency on automobiles, traffic congestion and air pollution.**
- It clusters community uses within a comfortable walkable or bikeable distance, which **encourages healthy and active lifestyles.**
- It provides a **vibrant mix of uses**, thereby giving communities more options for living, working, shopping, playing, and learning.
- Because TODs provide a mix of uses, they become **local destinations and centers of community life and activity.**



TOD at Gold Line Del Mar Station in Pasadena, CA.



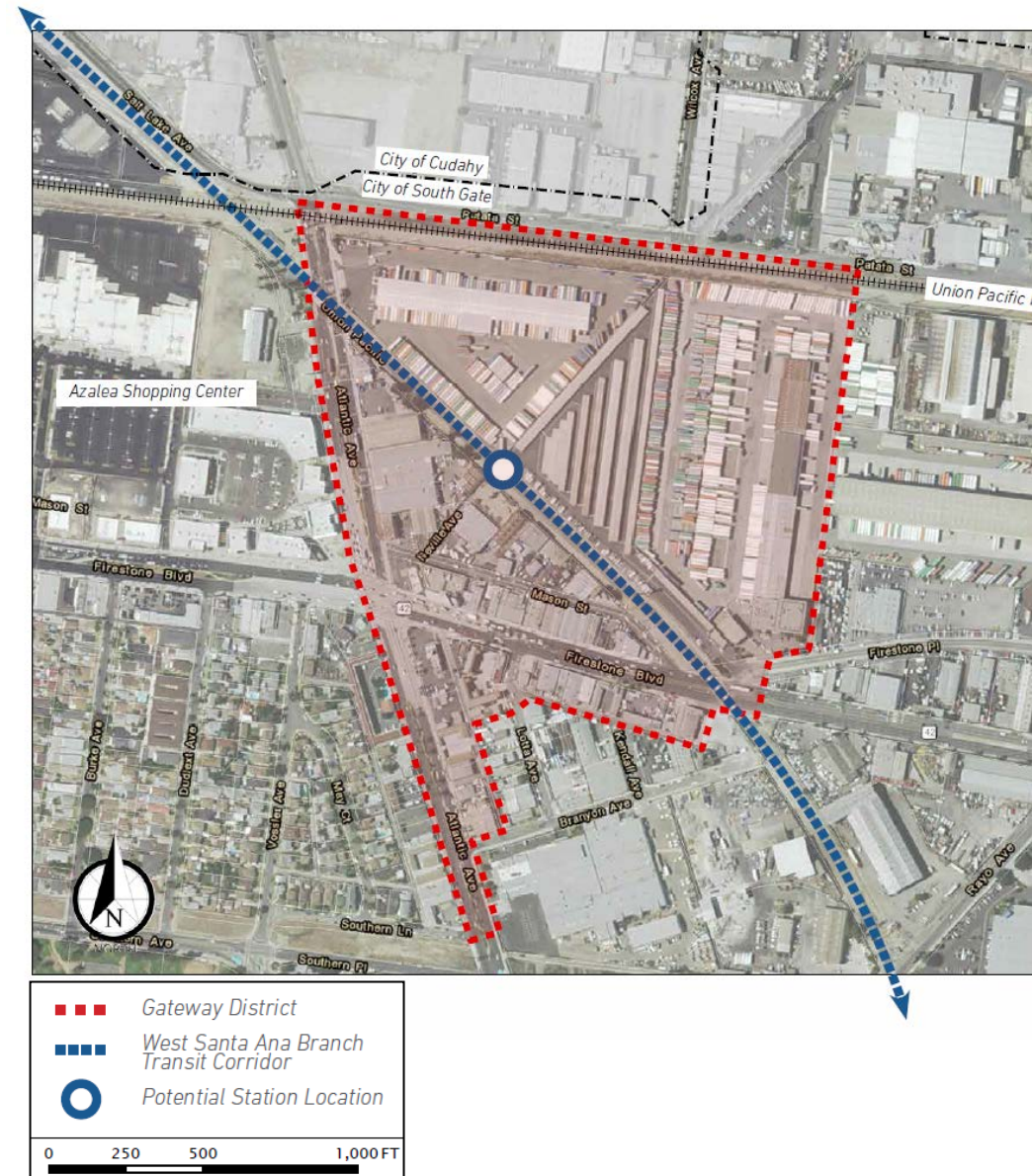
½ mile radius at Firestone & Atlantic in South Gate, CA.



# What is the Gateway District Specific Plan?

The Gateway District Specific Plan allows us the opportunity to reinvent, revitalize, and reenergize the Gateway District and the surrounding area, by setting the standard for:

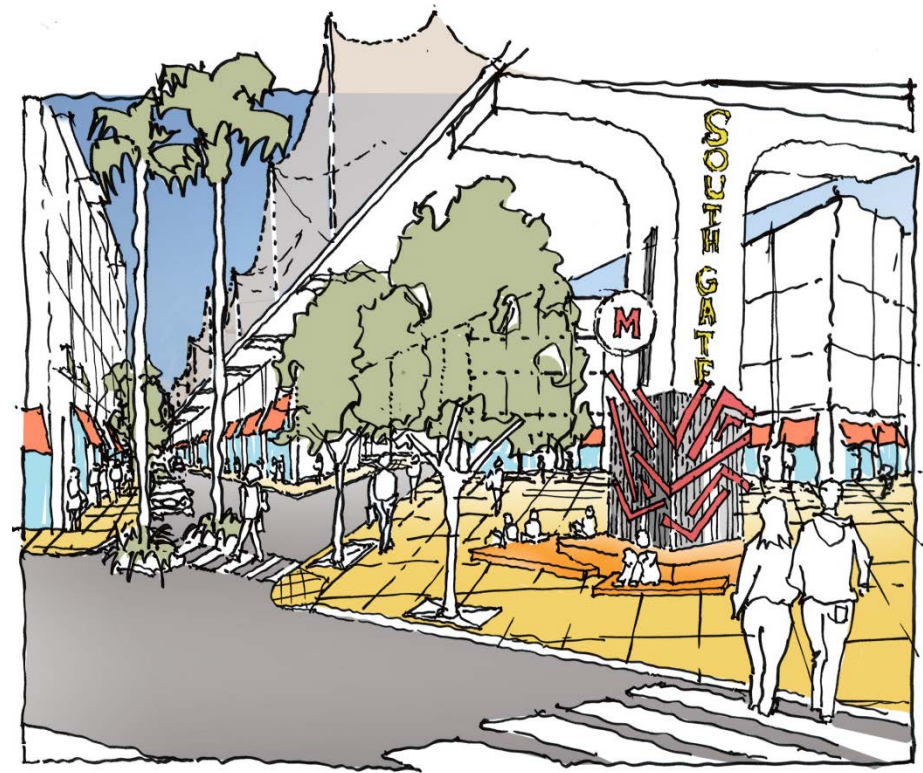
- A **mixed-use and transit-oriented** center that contributes to a sustainable environment.
- Development guidelines for a **sustainable community lifestyle**.
- A **pedestrian and bicycle friendly** environment.
- Incorporation of cultural, public and **green spaces** for outdoor activities.
- Land uses that are neighborhood serving and **family oriented**.
- A plan that **respects the character** and needs of the City.



# Why a Specific Plan Now?

- **Set the rules:** A Specific Plan is the document that determines what can be built. This is an effort to plan for the future, preparing the City for the arrival of the train station/rail service.
- **Plan in anticipation of transit:** Cities that plan for transit early are in a better position to attract developers and projects. Developing plans 1) sets forth the city's vision and goals, 2) minimizes uncertainty for developers, letting them know beforehand what to expect from the city, and 3) streamlines the development process to reduce costs.
- **Engage the public early:** Outreach allows the city, community, and developers to learn about and respond to community needs. It is an opportunity to educate the public about the benefits of TOD. Starting this process early helps build and strengthen consensus on a common vision.

*Cities that plan for transit today are in a better position to attract developers and projects tomorrow.*



Conceptual sketch for the South Gate TOD. Source: OLDA ERTA Station Area Design Concepts.



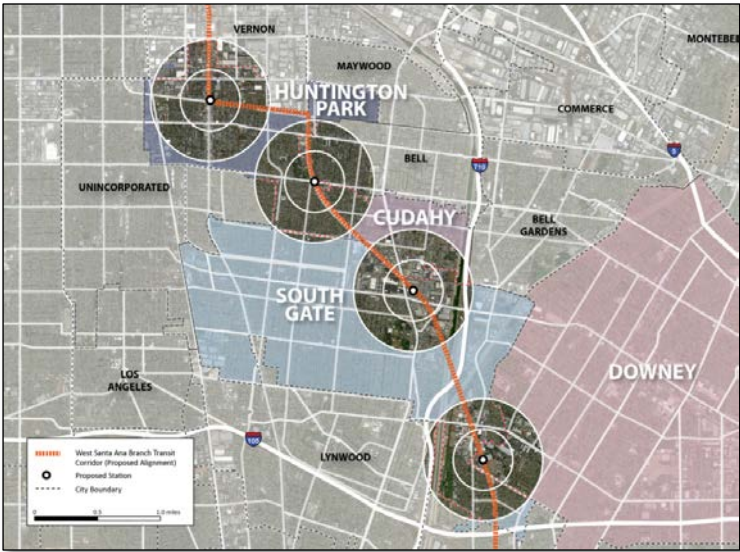
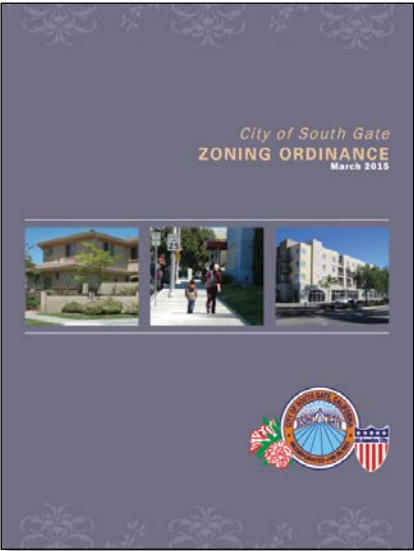
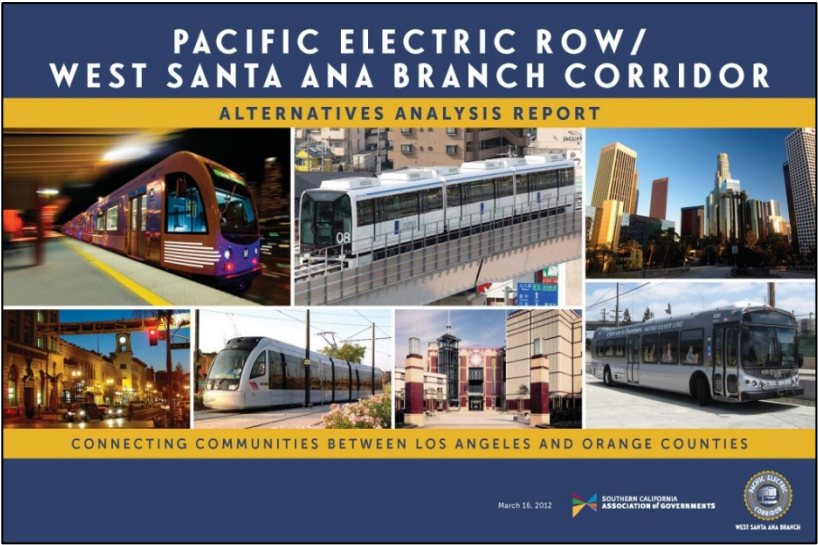
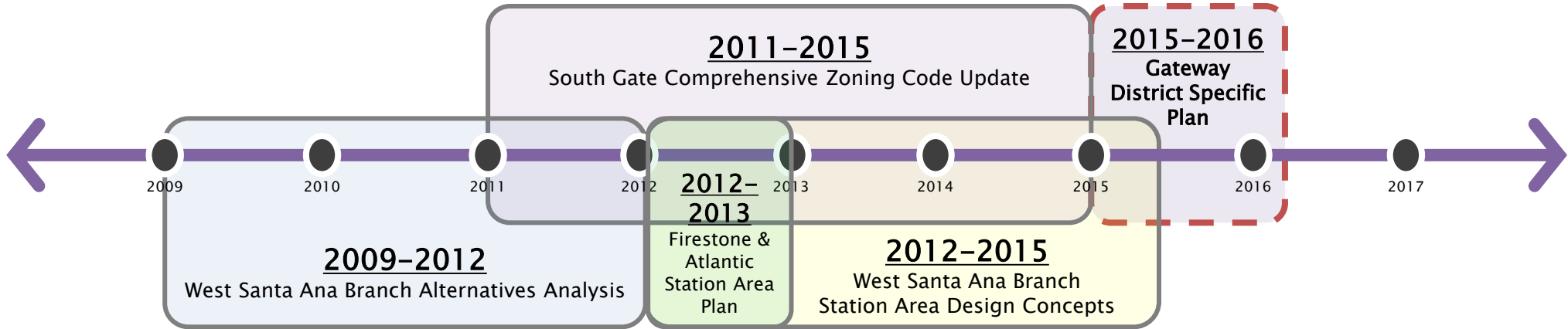
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## *Gateway District Efforts to Date*





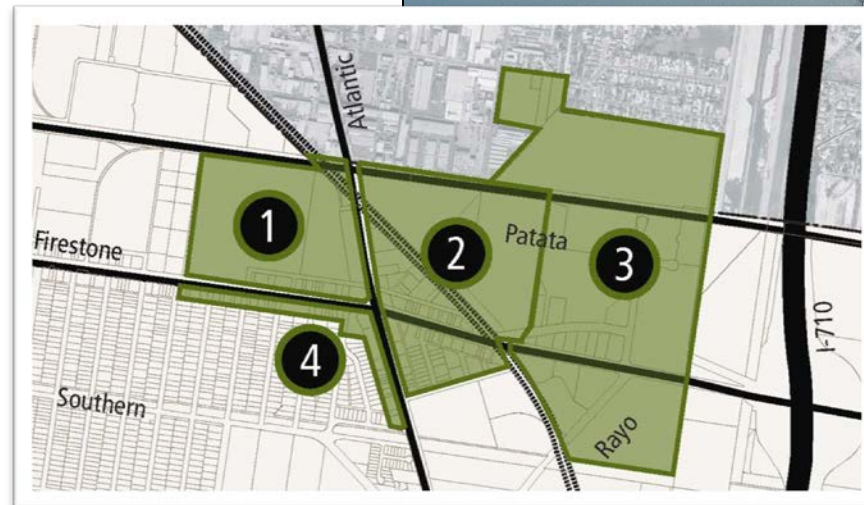
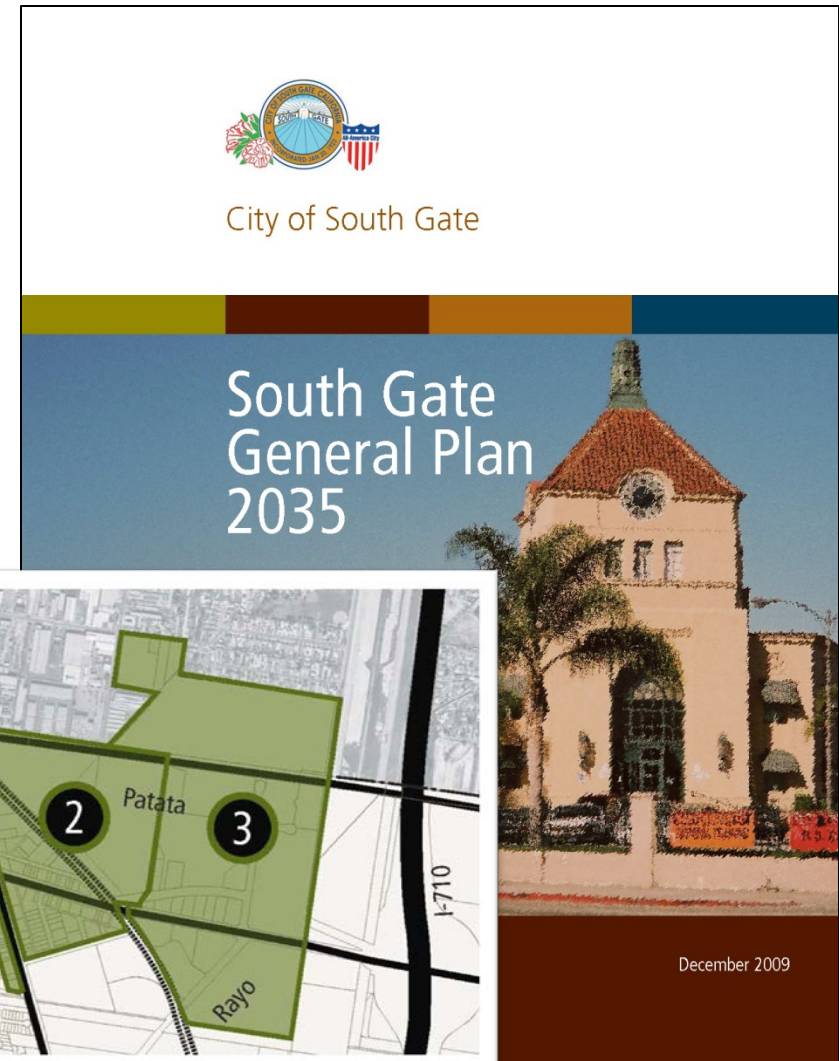
# Gateway District Efforts To Date



# South Gate General Plan Update

**South Gate General Plan 2035** envisioned the Gateway District to, “be transformed from an industrial area into a retail, entertainment and transit-oriented mixed use District that serves as a visual gateway to South Gate.”

- **Sub District 2** was designated as ‘Transit Village’ to include new residential and/or office uses, and to become a major destination of the city and be designed to support a high-level of pedestrian activity.
- **Property owners and the public** were invited to participate in the General Plan update and notified of all land use modifications.



*Images from the 2035 South Gate General Plan Update*



# West Santa Ana Branch Alternatives Analysis, Urban Design Study

- Was an Eco-Rapid Transit effort.
- Identified roles for each of the cities along the West Santa Ana Branch Corridor to plan for transit.
- Developed station area and connection concepts for each station in collaboration with city staff.

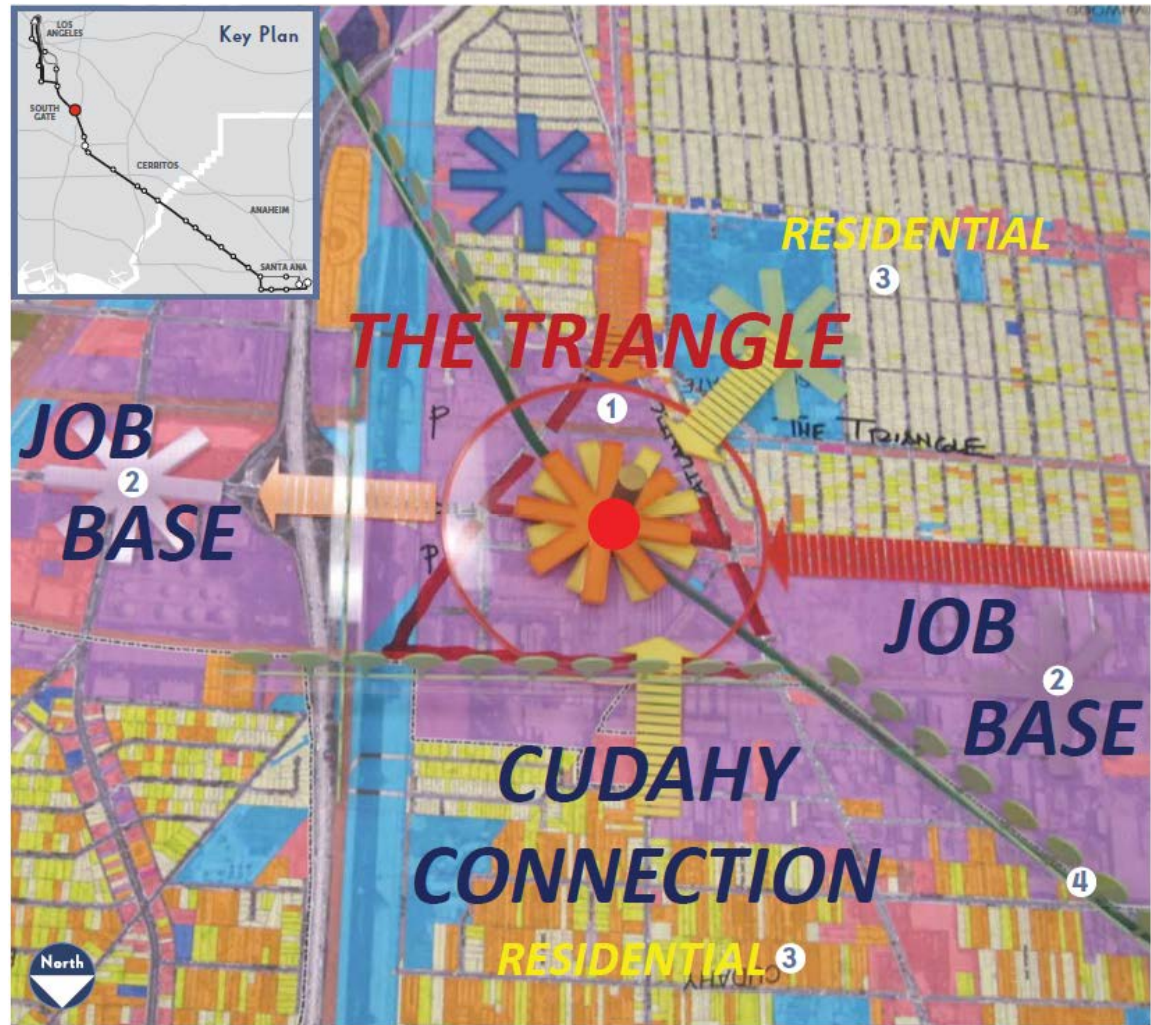
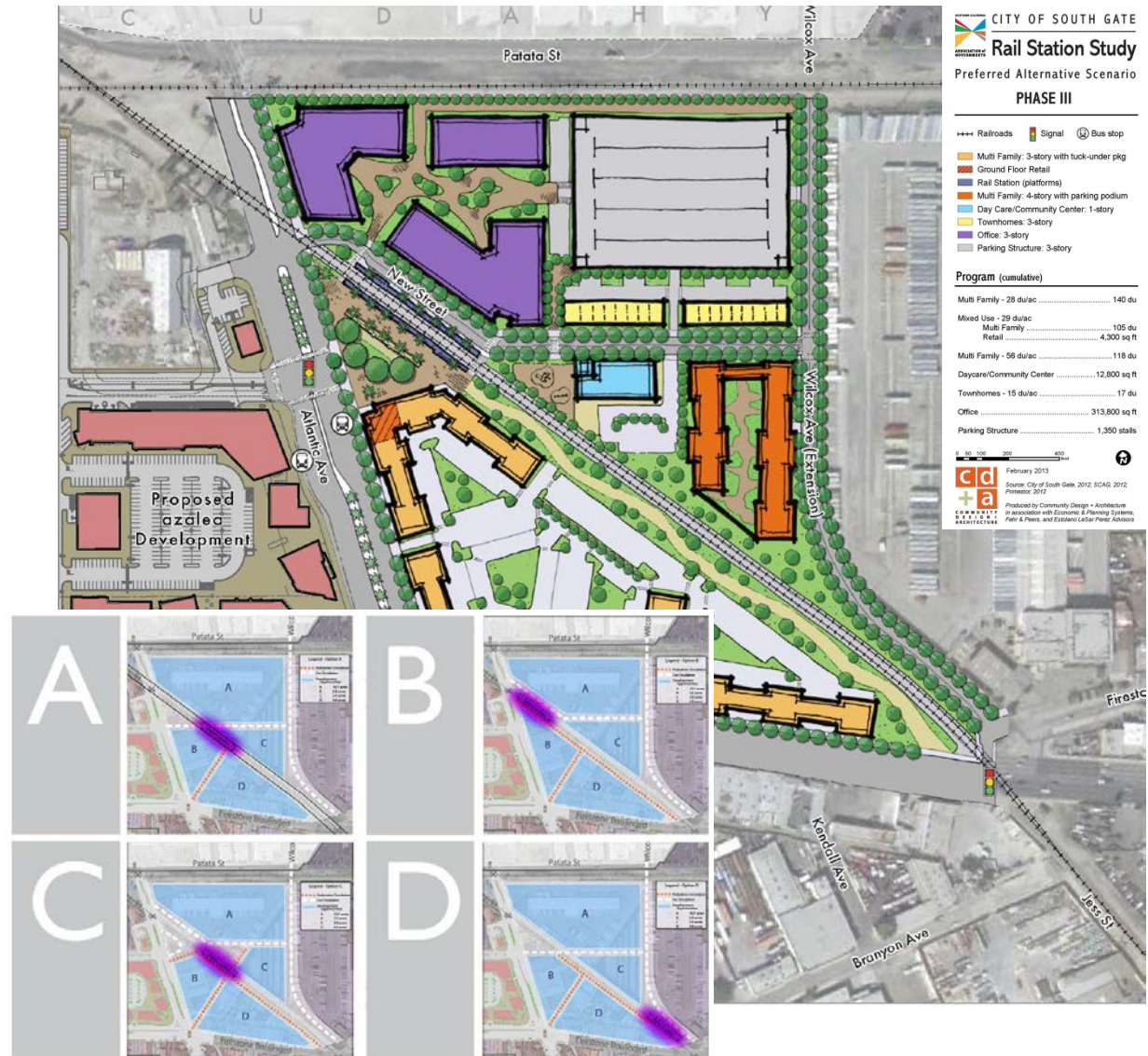


Image from West Santa Ana Branch Alternative Analysis: City Stakeholders Activity.



# Firestone & Atlantic Station Area Plan

- A SCAG/City of South Gate project
- Purpose: establish a course for phased transformation of site into a vibrant, economically and environmentally sustainable hub with transportation, housing, employment, and lifestyle choices.
- Evaluated development and land use alternatives.
- Community Workshop held on Saturday July 21st, 2012 at the South Gate Park Senior Building Main Hall



Images from Firestone & Atlantic Station Area Plan report.

# South Gate Zoning Code Update

The comprehensive update completed in 2015 establishes “Transit Village” land uses, densities, and design guidelines consistent with the General Plan. Gateway District also includes Industrial Flex (IF) and Urban Neighborhood (UN) zones.

## URBAN MIXED-USE ZONES

### 11.22.050 Transit Village Zone (TV)

Table 11.22-TV Development Standards

Density	
Minimum	30 du/acre
Maximum	75 du/acre
Maximum w/ Bonus	120 du/acre
Height	
Maximum	8 stories; 90 ft
Maximum w/ Bonus	10 stories; 110 ft

The Transit Village (TV) Zone is applied to areas in close proximity of an existing or planned transit station. The TV Zone is intended as a transit-oriented mixed-use district combining housing with retail, office, civic uses, entertainment, and employment. The TV Zone provides for vertical and horizontal mixed-use development, blended with high-density transit-proximate housing in a vibrant urban setting.

**A. Physical Character.** The physical environment should be characterized by ground floor commercial/service uses at the sidewalk, with provision for public, common, and private open space features. Nearer the transit station, housing should be located in upper floors or in portions of buildings not adjacent to the transit station. Farther from the station, housing may be on the

ggs should be mixed- or single-use, forming a streetwall with volumes of up to 8 stories, and bonus allowances for height. Table 11.22-TV (Development Standards) identifies the physical character for density, building height, FAR, and setbacks.

**B. Active Use Requirements.** Table 11.22-TV (Development Standards) identifies building frontage types that are required in the TV Zone. Additionally, the following active use

of all building frontage along primary streets or facing transit stations should incorporate ground-floor retail and permitted uses.

are encouraged along secondary side streets and on streets with primary streets. The Gateway Special Treatment Area, at the corner of Atlantic Avenue, should be emphasized as a transit-oriented development, see Section 11.23.070 (Ground-Floor Retail Uses).

**3. Streetscapes.** Streetscapes should be urban and pedestrian-oriented in support of pedestrian activity and transit. Planting should be focused in individual or groups of trees to enhance the high pedestrian nature of the streetscape. Transit station should be more landscape-oriented, between the curb and sidewalk and front yard.

al parking near a transit station should be provided on-street customer spaces (parallel and/or diagonal) or public parking. Residential parking near a transit station should be behind or within buildings and on the site of the associated

farther from a transit station should be provided by lots (parallel and/or diagonal). Residential parking should be behind or within buildings and on the site of the associated

**Special Requirements and Applicable Overlays.** The TV Zone is subject to the following special requirements and applicable overlays for details related to the TV Zone and adjacent Southern Pacific Railroad District. For Corridor Transition Overlay details.



Figure 11.22-2: Zoning Location Map for the Transit Village (TV) Zone



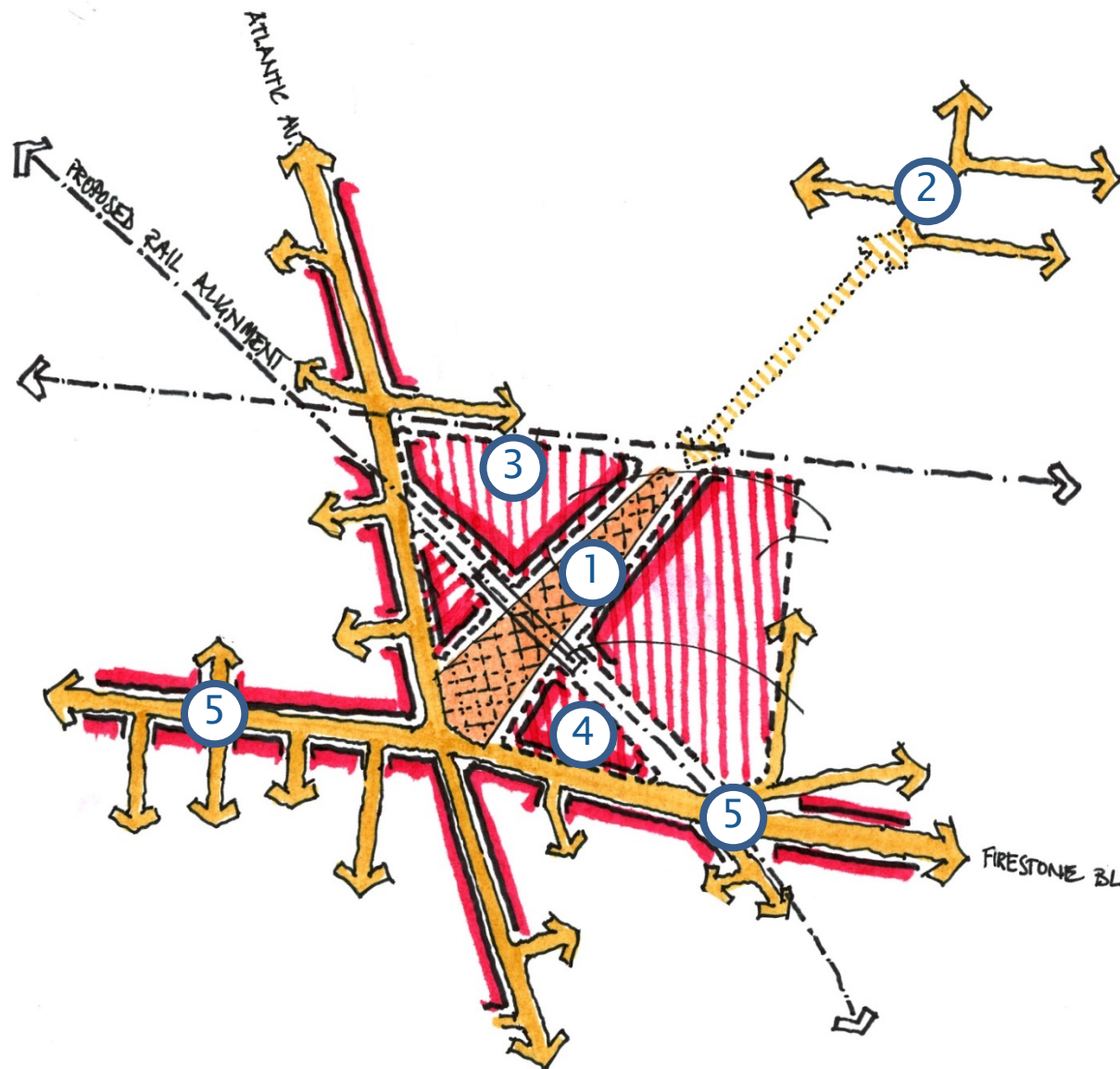
- Examples describing the range of intended physical character are shown at left and described below:
1. Residential and mixed-use buildings provide a variety of housing choices around transit.
  - 2 & 3. Mixed-use streets provide concentrated neighborhood services for residents and visitors, expanding the role of transit for the area.
  4. Housing choices include townhouses that provide density for transit efficiency and a change in scale.

Images from the South Gate Zoning Code



# Station Area Design Concepts

1. Create a **central organizing feature**.  
Transit plaza and open space amenity
2. Connect to Cudahy and the LA River. **New pedestrian and bike connections**
3. Place uses in the right location. **Protect residential from truck traffic**.
4. Complement retail at Azalea. **Program active, ground floor commercial uses** along Firestone and Atlantic
5. Improve pedestrian linkages. **Improve the public realm** between the Gateway District and adjacent neighborhoods



*Image and concepts shown were developed as part of the OLDA ERTA West Santa Ana Branch Station Area Conceptual Design process.*



# 3

## *Phasing for Success*



# Phasing the Gateway District

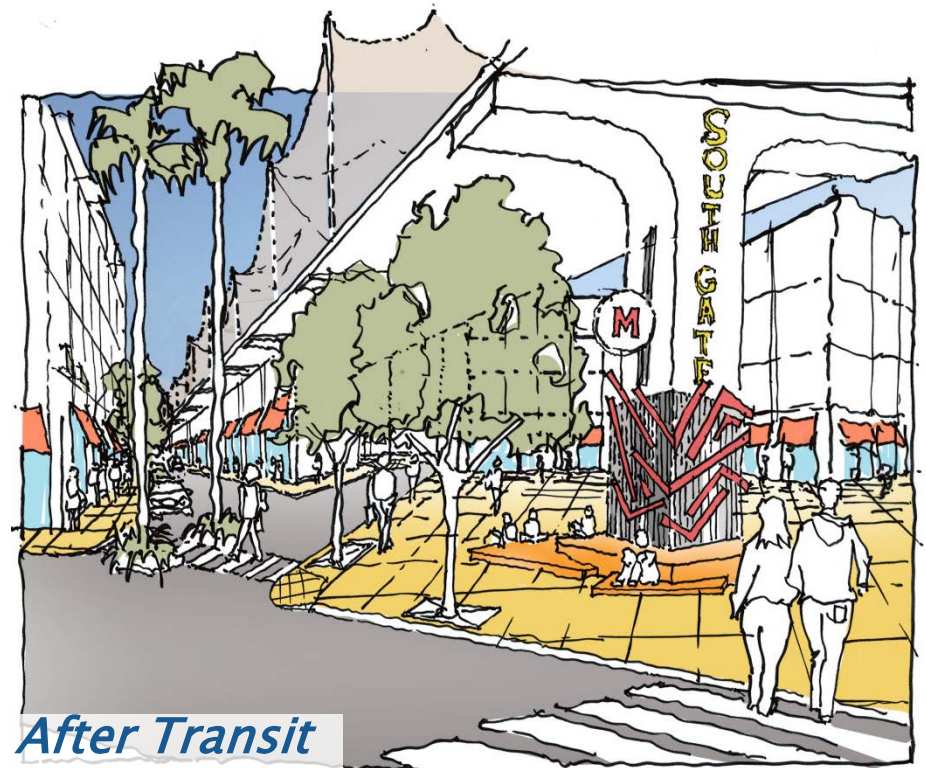
**THE STATION:** Construction of the transit station will not occur until funding is available. This may potentially happen within the next 5 –15 years. The station is planned to be built; it's just a matter of “when.”

**THE TOD:** Development can begin incrementally before the station is built.

- This will not happen overnight.
- The Specific Plan will be the framework for development over the next 20 to 50 years.
- Some development may occur earlier based on property owner interest and development market.
- Developing parcels to support street-fronting retail can be built before the station. Designs should not preclude the coming of transit.
- When the station is built, focus on public realm improvements and any remaining parcel developments.



*Before Transit*



*After Transit*

# 4

## *TOD Best Practices*





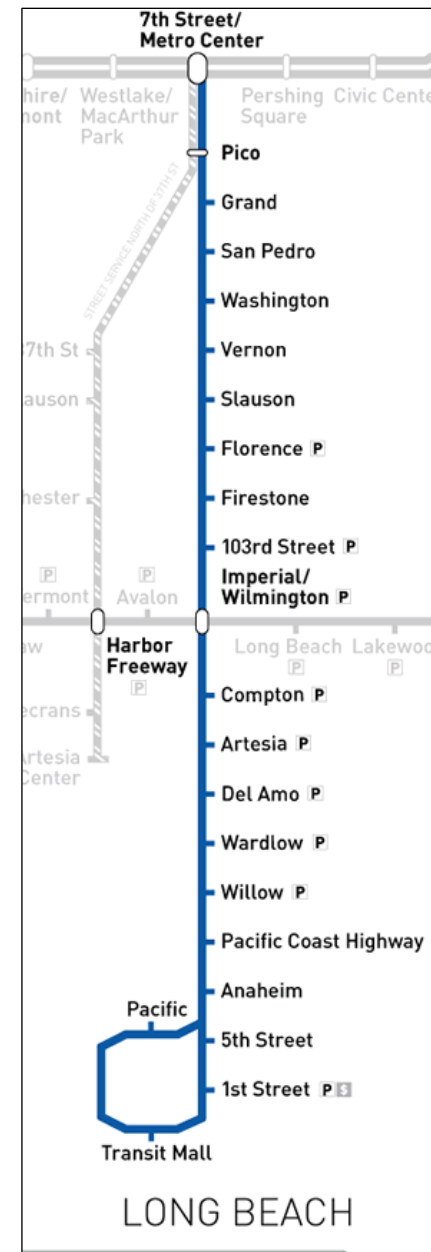
# Blue Line was Metro's 1st LRT

The **Blue Line** extends 22 miles from Downtown Los Angeles to Downtown Long Beach. It runs along the historic Pacific Electric right-of-way (which had not seen passenger service since 1963).

When the Blue Line was developed, no TOD or comprehensive station area planning was in place. It was the Los Angeles County Transportation Commission's (now known as Metro) top priority to plan, fund, construct, and operate multimodal transportation solutions to combat increasing traffic congestion and poor air quality that plagued the region. Shortly after the opening of the Blue Line, Metro developed the **Joint Development Program**, encouraging comprehensive TOD planning and development around stations.



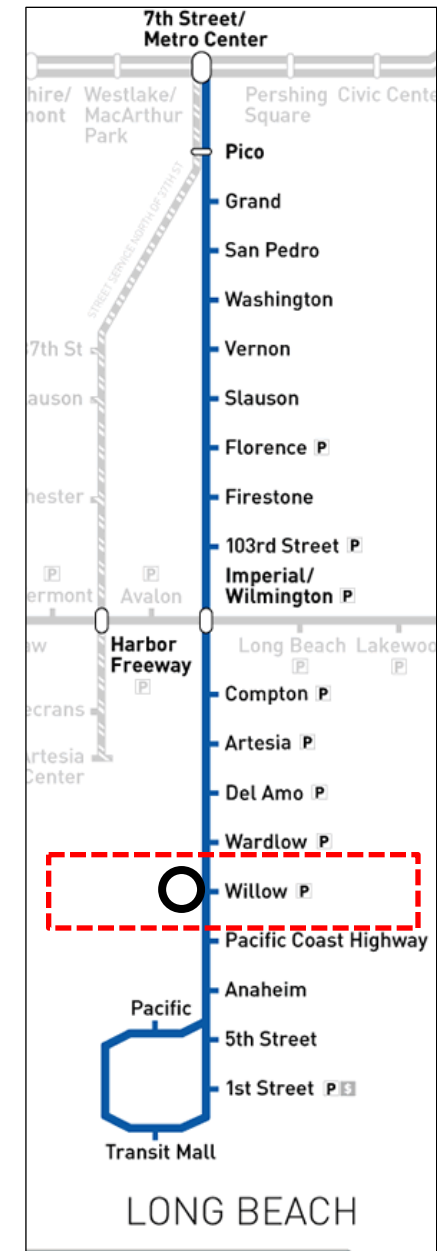
Grand opening of the Blue Line on July 14, 1990 in Downtown Los Angeles.



# Willow St Blue Line Station TOD

The **Willow Street Shopping Center** at the Willow St Blue Line Station is one example of Metro's Joint Development Program. Although it contains no residential, this TOD provides retail and parking within a 5-minute walk of the station. The project was developed after the opening of the station through a partnership between Metro and the Long Beach Redevelopment Agency. Together, the agencies leased land to the parent company of Lucky Stores (now Albertson's) who constructed the shopping center along with a 700-space parking structure for Blue Line passengers.

- TOD developed: 1999
- Station opening: July 1990
- Developed in accordance with the Central Long Beach Redevelopment Project Area, adopted Sept. 1993 in response to LA Riots.
- Parcel(s) size: 12 acres
- Total development size: 132,000 sf of retail comprising of a major grocery store, drug store, neighborhood retail, and food services.



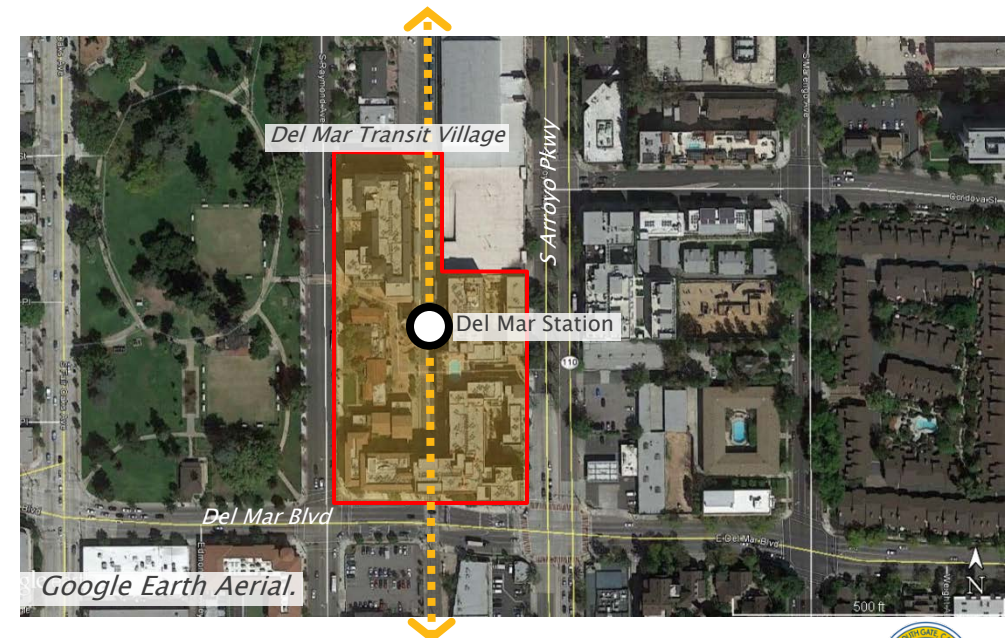


# Del Mar Gold Line Station TOD

The **Del Mar Transit Village**, located at the Del Mar Gold Line Station, is comprised of four separate buildings which vary typologically and stylistically. The Gold Line right of way bisects the site, where the station itself is situated in the center of the TOD.

In conjunction with the planning of the Gold Line, the City of Pasadena adopted the **Central District Specific Plan**, which encourages a concept of higher density and mixed-use environments that support transit- and pedestrian-oriented mobility strategies.

- TOD developed: 2007 (construction started in 2001, prior to station opening)
- Station opening: July 2003
- Developed in accordance with the Central District Specific Plan (Old Pasadena Sub-District, Zone A-4: Old Pasadena Transit Village Zone), adopted November 2004.
- Parcel(s) size: 3.4 acres
- Total development size: 344,375 sf
- Uses included:
  - Residential: 347 units
  - Retail: 11,000 sf
  - Parking: 1,190 stalls (610 stalls dedicated for transit)





# Del Mar Gold Line Station TOD



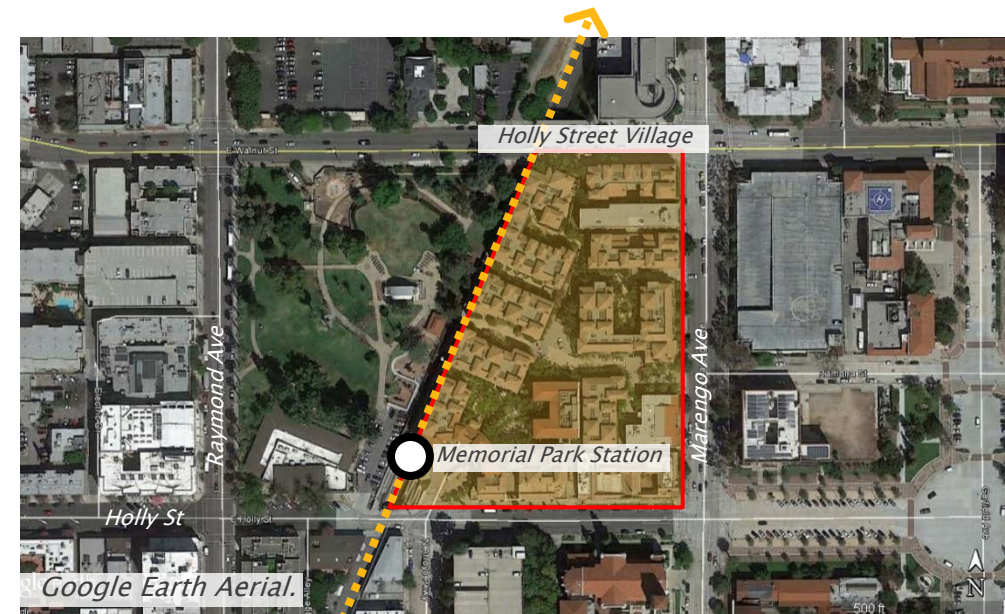


# Memorial Park Gold Line Station TOD

**Holly Street Village** is a mixed-use, mixed-income development in “Old Town” Pasadena. The Memorial Park Gold Line Station is integrated into the TOD via a subterranean portal that was constructed in anticipation of the Gold Line’s opening.

Although considered a TOD, Holly Street Village was developed prior to the opening of the Gold Line and the adoption of the Central District Specific Plan.

- TOD developed: 1994
- Station opening: July 2003
- At the time of development, there was no known Specific Plan in place. After the station opening, the City adopted the Central District Specific Plan (Civic Center/Midtown Sub-District, Zone B-1 Civic Center Core) in November 2004.
- Parcel(s) size: 3.9 acres
- Total development size: 407,027 sf
- Uses:
  - Residential: 374 units
  - Retail: 11,000 sf
  - Parking: 591 stalls in subterranean garage (none dedicated for transit)





# Memorial Park Gold Line Station TOD



*Holly Street Village at Memorial Park Gold Line Station. The TOD provides ground floor retail adjacent to the station.*



*Holly Street Village at Memorial Park Gold Line Station. The station is integrated into the design of the TOD.*



*Holly Street Village at Memorial Park Gold Line Station. The station is located one level below street grade.*



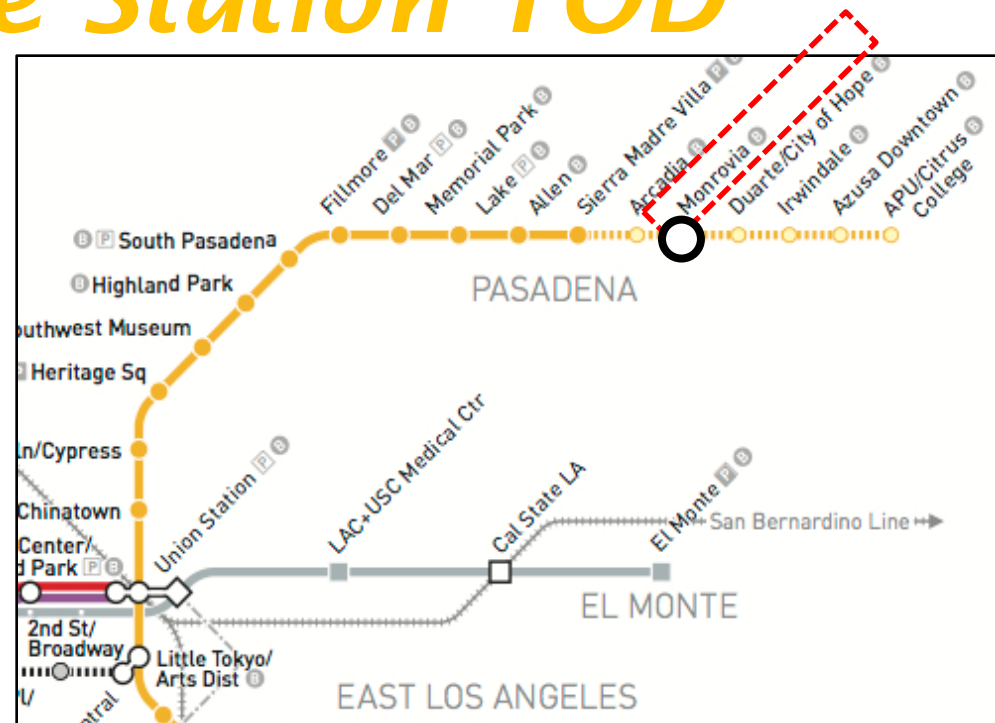
*Holly Street Village at Memorial Park Gold Line Station. The station is located one level below street grade.*



# Monrovia Gold Line Station TOD

In anticipation of the Gold Line in early 2016, the City of Monrovia updated its zoning in the station area to allow for TOD. It also adopted “The Parks at Station Square Specific Plan” (May 2014) for a 261-unit apartment complex adjacent to the station. This station specific development is being supplemented by a 350-stall parking facility to serve transit riders.

In addition, the City is constructing “The Station Square,” the largest public works effort in the city’s history. The City of Monrovia is using \$25 million in federal funds, state grants, Gold Line Foothill Extension Construction Authority money and Metro funds for the project and surrounding street and infrastructure improvements to benefit the community and complement the opening of the Gold Line station.



Proposed “Station Square” at the Monrovia Gold Line Station.



Proposed TOD illustrated in “The Parks at Station Square Specific Plan.”

# Summary of TOD Case Studies

Metro Blue Line							
TOD	Built	Station Opening	Parcel Size	Residential Density	Means of development?	Plan in place at time of development?	Relevance to South Gate?
Willow St Shopping Center	1999	July 1990	12 acres	N/A	Via Metro's Joint Development Program, with help from the Long Beach Redevelopment Agency. Land is owned by Metro leased to developer.	Central Long Beach Redevelopment Project Area, 1993.	Demonstrates how Metro land can be leased to a private developer for a community use (i.e. retail and commuter parking).

Metro Gold Line							
TOD	Built	Station Opening	Parcel Size	Residential Density	Means of development?	Plan in place?	Relevance to South Gate?
Del Mar Transit Village	2007	July 2003	3.4 acres	100 units per acre	Via Metro's Joint Development Program, between private developer, Metro, and City of Pasadena. Land is owned by Metro leased to developer.	Central District Specific Plan, 2004.	Good example of Metro's evolving Joint Development Program to integrate station design with transit-oriented development.
Holly Street Apartments	1994	July 2003	3.9 acres	95 units per acre	Led by private sector, with easement for Gold Line station portal.	None. Central District Specific Plan was later adopted in 2004.	Demonstrates how development can "leave room for transit" even before a station is built.





# Lessons Learned

- **Encourage good design:** Design places to be livable, vibrant, and pedestrian friendly. Well-designed places function better, are more accepted by the community, and become memorable places within the city.
- **Strategically locate and actively recruit pedestrian-oriented, transit-friendly uses:** A mix of uses is integral to the success of TOD. Cities should consider offering tax incentives or rent subsidies to help attract a critical mass of desirable pedestrian-oriented commercial tenants.
- **Be creative with parking.** To promote walkability and reduce traffic congestion, consider: 1) reducing parking standards, 2) exploring shared parking opportunities with other uses, 3) allowing developers to satisfy their parking requirements by leasing spaces in nearby structures where available.
- **Make it easy to take transit.** Look beyond the immediate station area to ensure that pedestrian, bicycle, and transit (bus, shuttle) linkages are safe, convenient, reliable, and accessible.

*Well-designed places function better, are more integrated into the community, and become memorable places within the city.*



Conceptual sketch for the South Gate TOD.

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# *Community Feedback*



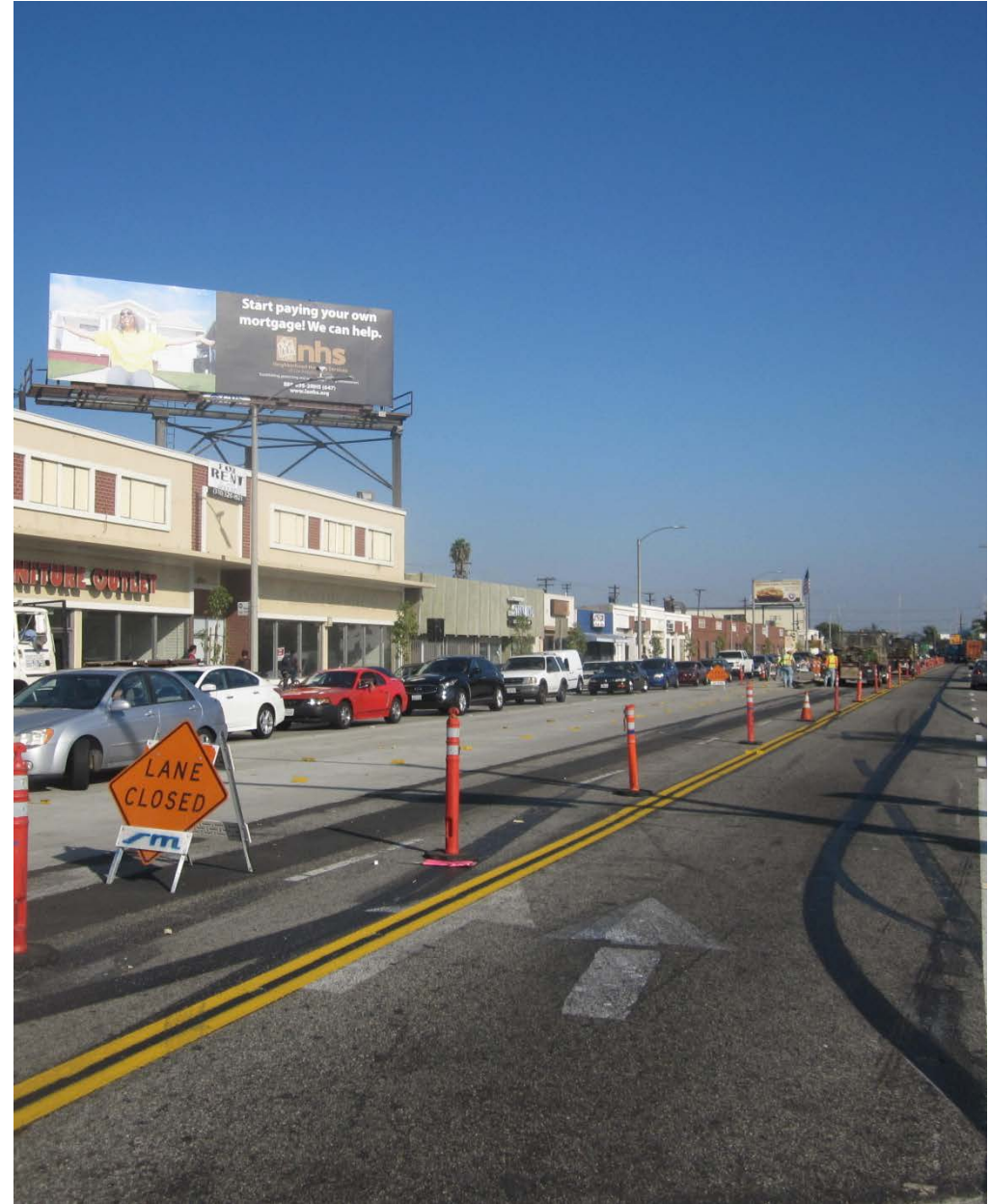


# Successfully Realizing the Gateway District

**South Gate** has the tools in place to create a **successful Gateway District**.

- ✓ The South Gate community is supportive of transit-oriented development.
- ✓ Zoning is in place (TV Zone).
- ✓ Azalea Regional Shopping Center is a success (with lessons learned).
- ✓ The Gateway District is a prime location with proximity to existing and future transit, the LA river, and freeways.

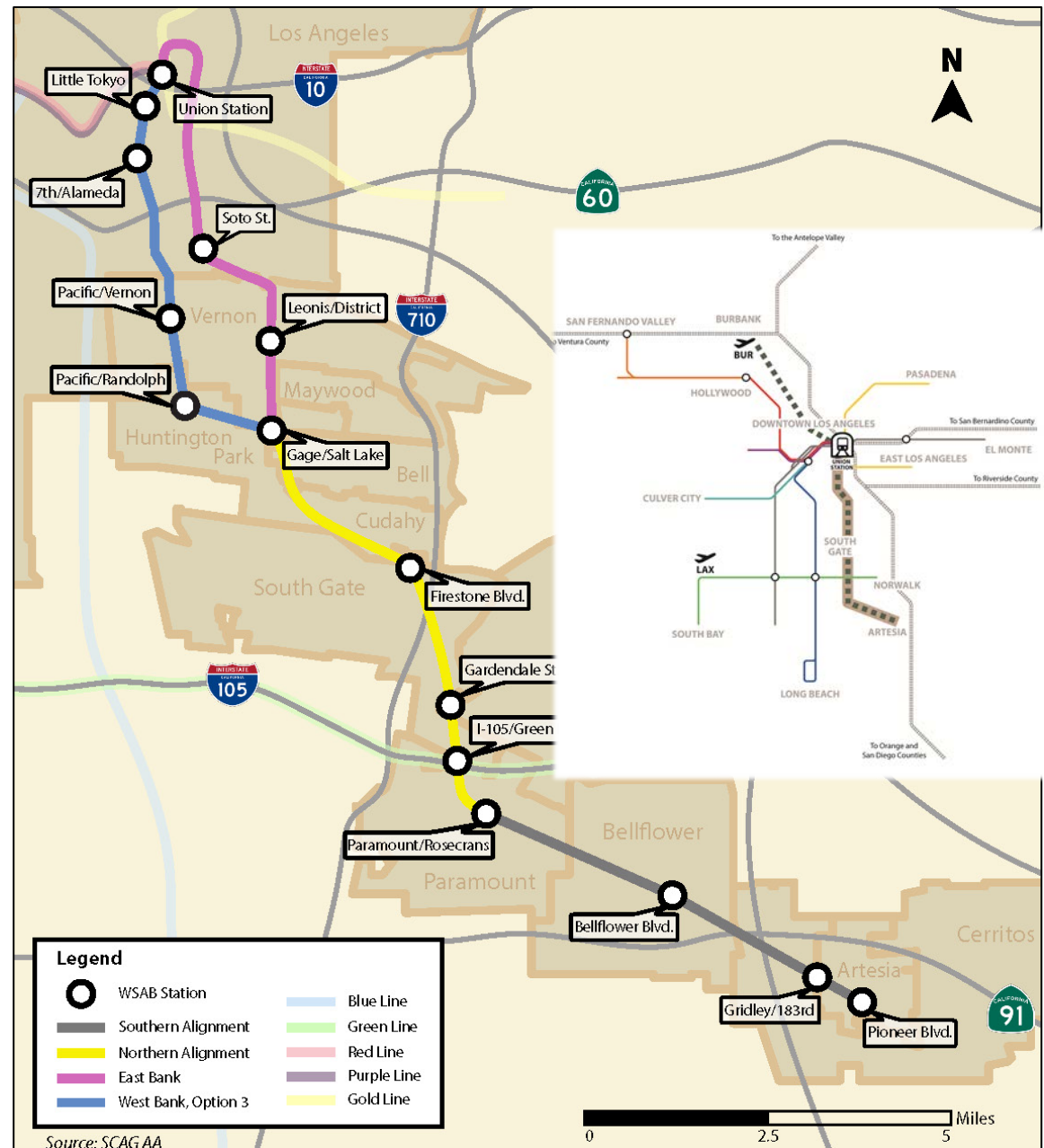
## We need your feedback!



# Where are you coming from or going to?

Place a dot on where you plan to take the train to and from:

- Union Station
- Little Tokyo
- 7<sup>th</sup> St / Alameda St
- Pacific Blvd / Vernon Ave
- Pacific Blvd / Randolph Ave
- Gage St / Salt Lake Ave
- Firestone Blvd / Atlantic Blvd
- Gardendale St
- I-105/Green Line
- Paramount Blvd / Rosencrans Ave
- Bellflower Blvd
- Gridley Rd / 183<sup>rd</sup> St
- Pioneer Blvd.





# Examples of Light Rail Transit



*Expo Line through Culver City, CA.*



*Hackescher Markt in Germany*



*Charlotte South Corridor Light Rail Transit System in Charlotte, SC.*



*RandstadRail in Rotterdam, Netherlands.*



# Examples of Transit Plazas



*Mariachi Plaza Gold Line Station in East Los Angeles, CA.*



*Mission Street Gold Line Station in South Pasadena, CA.*



*Wilshire/Vermont Red Line Station in Los Angeles, CA*



# Examples of Transit-Oriented Development



*Del Mar Gold Line Station in Pasadena, CA.*



*Wilshire/Vermont Red Line Station in Los Angeles, CA.*



*Del Mar Gold Line Station in Pasadena, CA.*



# Examples of Potential Other Land Uses



*Example of office or live/work space.*



*Example of residential use.*



*Example of active ground floor retail/restaurant*



*Example of office or flex space.*



# Community Questionnaire

CITY OF SOUTH GATE  
Gateway  
District  
SPECIFIC PLAN



## Comment Card

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone No. : \_\_\_\_\_  
E-mail: \_\_\_\_\_

As the City further evaluates the station area design, it would be helpful to have your input. Please check all that apply:

1. How will you arrive to the station? Are you most likely to:

- ☐ Ride the bus
- ☐ Drive your own vehicle
- ☐ Other

2. What a

- ☐
- ☐
- ☐

3. Why w

- ☐
- ☐ Employment
- ☐ Other

4. What types of businesses would you like to see along Firestone Boulevard?

- ☐ Restaurants
- ☐ Movie theatre
- ☐ Markets
- ☐ Boutiques
- ☐ Bar or Brewery
- ☐ Other

5. What kind of open space is needed in the area?

- ☐ Plaza
- ☐ Children's Play Area
- ☐ Gathering Space
- ☐ Amphitheatre
- ☐ Water feature
- ☐ Other



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6. What kind of activities or events would you like to see in the open space?

- ☐ Farmers market
- ☐ Kids activities
- ☐ Holiday gatherings
- ☐ Outdoor dining
- ☐ Live music
- ☐ Other

7. What improvements would encourage you to walk or bicycle to the station and TOD?

- ☐ Wider streets
- ☐ More lighting
- ☐ Increased security
- ☐ Other

Please use the following space to provide additional information.

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Please fill out the Questionnaire to help shape the Gateway Specific Plan!

Comment cards may be mailed to:

Jerry C. Guevara, Assistant Planner, City of South Gate, Community Development Department  
8650 California Avenue, South Gate, CA 90280, [jguevara@sogate.org](mailto:jguevara@sogate.org)



# Specific Plan Schedule

*We are  
here*

October-15	Project Kick-Off and Site Visit with City Staff
November 2015 - January 2016	Conduct Infrastructure Baseline Studies and Analyses
November 2015 - January 2016	Conduct TOD Best Practices Study
January-16	Steering Committee #1: Project Introduction, Goals, and Vision
January-16	Community Workshop #1: Project Introduction, Goals, and Vision
January - February 2016	Conduct Stakeholder Interviews
January - March 2016	Preliminary Land Use/ Framework Plan
February - March 2016	Conduct Economic Studies (in Conjunction with Preliminary Planning)
Spring/ Summer 2016	Steering Committee #2: Review Framework Plan (Design, Land Use, Access, Open Space)
Spring/ Summer 2016	Community Workshop #2: Review Framework Plan (Design, Land Use, Access, Open Space)
Summer 2016	Refine Framework Plan
Summer 2016	Prepare Administrative Draft Specific Plan
Summer 2016	City Review Administrative Draft Specific Plan
Fall 2016	Prepare Public Review Draft Specific Plan
Fall 2016	Steering Committee #2: Public Review Draft Specific Plan
Fall 2016	Community Workshop #2: Public Review Draft Specific Plan
Fall 2016	Planning Commission Workshop
Winter 2016	Prepare Public Hearing Draft Specific Plan
Winter 2016	Public Hearings
Winter 2016	Preparation of Final Specific Plan





# Contact Information



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