CARSON STREET MIXED-USE DISTRICT MASTER PLAN

City of Carson

June 27, 2006

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1. INTRODUCTION

The Master Plan focuses on a 1.75-mile section of Carson Street in the city of Carson. The proposed Mixed-Use District is strategically located between the San Diego (I-405) Freeway and the Harbor (I-110) Freeway. The proposed district is adjacent to several key development sites and proposed future projects.

The proposed recommendations, design guidelines and implementation strategies herein are not intended to be a compilation of "final plans." Instead, it is intended to be a flexible tool that permits incremental development and accommodates potential changes in key conditions. Although the guide establishes development standards and provides design guidelines, their intention is to encourage economically feasible development that is generally consistent with existing municipal codes.

The Master Plan is intended for use by those participating in development efforts within the boundary of the Mixed-Use Overlay District as defined by the Carson General Plan. These include public improvements such as streetscape and environmental graphics, as well as private development and related improvements.

In order to develop effective recommendations and implementation strategies, the preparation of the Master Plan involved an interactive strategic planning approach. This consisted of a series of successive modifications and refinements through a process of community meetings, city staff reviews, consultant coordination and consensus building.

In order to follow the recommendations of the Master Plan it is not necessary to review the material in order. The Master Plan comprises the following:

A survey of the Master Plan area evaluating existing built conditions, policy, and market conditions; identifying assets and challenges.

Development Concept and Strategy that builds on the vision for the Carson Street corridor established in prior planning studies, community meetings, and input from key stakeholders.

Design standards and guidelines for private development and public improvements intended to establish parameters within which the aesthetic character of the Carson Street corridor can be defined.

An assessment of revitalization tools for funding proposed public improvements and recommended development strategies for implementation.

2. EXISTING CONDITIONS

Prior to developing design guidelines and implementation strategies, a clear understanding of the existing conditions is fundamental. This section outlines the existing conditions of the Master Plan area detailing assets and challenges, land use patterns, existing zoning regulation, streetscape, circulation, and market conditions. Below is a brief synopsis of those findings:

Assets and Challenges
Assets include:
- some significant buildings
- existing retail activity and community uses
- access to public transportation
- cultural diversity

Challenges include:
- an inhospitable pedestrian environment
- underutilized land
- increasing traffic
- challenging economics

Land Use Patterns
The existing land use pattern in the Mixed-Use Residential Overlay District is disparate and contains underutilized sites. Current land uses include: civic, community, religious assembly, neighborhood serving retail, strip malls, multi-family and single family residential arranged along the corridor in few distinguishable nodes.

Zoning
In response to the existing land use conditions, Carson developed the Mixed-Use Residential Overlay District (MUR) intended "to encourage a diversity of compatible land uses ... and create a balance of land uses". Projects within the MUR would be allowed to mix commercial, office, and residential uses in the same building, parcel or within the same area. The Master Plan proposes strategies and guidelines generally consistent with the MUR regulations.

Streetscape
- The Carson Street public right-of-way generally averages 100 feet.
- The character of the landscaping along the corridor is pleasant, but generally inconsistent.
- There are few site pedestrian amenities on the sidewalks.

Circulation
- Carson Street is categorized as a Major Modified Highway; a four-lane arterial with raised medians connecting two State Highways.
- Carson Street is served by 3 transit lines with 24 transit stops.
- Current roadway Levels of Service (LOS) ranges from A to C (a.m. peak) and B to D (p.m. peak).

Market Conditions
- The Carson Street corridor can be characterized as a community serving strip center.
- The Master Plan area contains approximately 421 active business licenses and a number of non-profit organizations and municipal entities.
- Private businesses along the corridor are primarily community retail, personal and business services and medical and auto services.
- Parcel depths average approximately 300 feet.
- Most properties along the corridor were developed prior to 1980.
- Current rental rates for commercial space are low.
- Vacancies of commercial properties are low

3. GUIDING PRINCIPLES

This section outlines the vision, goals, and objectives for the Carson Street Mixed-Use Master Plan. Principles and concepts are proposed in order to achieve the goals and objectives, and key strategies for implementation are detailed.

Vision
The vision of the Carson Street Mixed-Use Master Plan is "the creation of a distinct district along the Carson Street corridor with a "main street" character, featuring a unique pedestrian-friendly mixed use environment".

Goals and Objectives
- Create a beautiful, vibrant, "main street" that reflects the community's vision and embodies the identity of the city of Carson.
- Create a distinctive mixed-use character throughout Carson Street.
- Create a livable, pedestrian friendly downtown district near the civic core.
- Create distinctive gateways on either end of Carson Street at the freeway intersections.
- Capitalize on the cultural diversity of Carson as a vehicle for restaurants and other retail uses.
- Direct revitalization efforts to support desirable and viable commercial development.
- Promote a high standard of amenity in public places.

Principles and Concepts
- Organization of districts.
- Implement public improvements.
- Promote a diversity of uses.

Key Strategies
- Coordinate with citywide development.
- Institute a "Residential First" policy.
- Promote compactness and intensity of retail uses.
- Create vibrant places for people.
- Implement early development victories.
- Public improvements should be flexible.

4. DEVELOPMENT STANDARDS / DESIGN GUIDELINES

All projects within the Carson Street Mixed-Use Master Plan area must comply with the development standards and are encouraged to follow the design guidelines contained in this section. Projects will be reviewed for compliance prior to being issued a building permit.

The development standards/design guidelines are divided into three sections:

The first section summarizes regulatory development standards for the Carson Street Master Plan area, presented in a spreadsheet format. These are complemented by recommended design guidelines for Site Design, Building Design, Storefront Design and Sustainable Design. Keynotes are referenced in drawings presented in following sections to illustrate specific guideline points.

The second section focuses on proposed catalytic projects and illustrates the application of the design guidelines using specific proposals along the Carson Street corridor as examples.

The third section focuses on general issues regarding the rehabilitation of existing buildings, facades, walls and amenities throughout the Carson Street Master Plan area.

5. PUBLIC IMPROVEMENTS

This section outlines the objectives, concepts, and design proposals for public improvements in the Carson Street right-of-way, reflecting community and staff input. Issues include landscape design, environmental graphics and signage, and circulation and parking.

Selected objectives of public improvements:

- Stimulate economic development along Carson Street.
- Enhance social well-being.
- Contribute to improved public health.
- Improve environmental quality.
- Sustain the local urban forest.

Streetscape Design
Fundamental to the overall concept, streetscape enhancements improve street function and appearance. In addition, they support commercial, retail and residential development and improve the safety and the quality of the pedestrian environment.

Streetscape and planting design concepts include:
- Distinguish Carson from its neighbors and create a sense of place unique to Carson Street.
- Use of streetscape elements along the entire boulevard can unify and reinforce the overall identity of Carson Street.
- Vary other improvements by district to reinforce a unique district identity.

Streetscape design proposals illustrate recommendations on the following issues:
- Sidewalk Widths and Use
- Curb Extensions at Crosswalks
- Enhanced Crosswalk Paving
- Street Trees and Parkways
- Selecting Sustainable Street Trees
- Street Lights
- Landscaped Medians
- Gateway Landscaping
- Street Furniture

Environmental Graphics
Creating a "sense of place" or imbuing an environment with unique, memorable, and cohesive imagery is, in essence, giving an environment a brand. Identity and wayfinding elements reinforce the image of Carson and help to make the city understandable and navigable. This section details a citywide concept for an environmental graphics program, as well as proposals directly applicable to Carson Street.

Environmental graphic concept:
The wayfinding and identity signage program has been designed to bring an exciting new public image to Carson. The system is composed of many related pieces, and can be thought of as a palette from which to choose. The system is intended to be flexible, and applicable to the many site conditions that are present throughout the corridor and citywide.

Environmental graphics opportunities addressed include:
- Wayfinding Graphics
- Civic Identity
- Gateway Signage
- Typography / Logo
- Color / Forms

Circulation and Parking
This section addresses issues of circulation and parking in the Master Plan area. Goals and principles, circulation analysis, and infrastructure improvement recommendations are described.

Goals, Principles, and Recommended Approaches include:
- Accommodate existing and future traffic flow on Carson Street.
- Do not add excess arterial street capacity.
- Maintain good operations at key intersections.
- Maintain four lanes for through travel along Carson Street.
- Provide adequate transit services.
- Design for pedestrian circulation and provide new pedestrian crossings.
- Reduce trips via mixed land use plans.
- Consolidate driveways/curb cuts.
- Protect surrounding residential streets from traffic impacts.
- Require adequate parking for all new developments without overbuilding parking.

6. IMPLEMENTATION STRATEGIES

This section outlines a series of implementation strategies to revitalize and improve the Carson Street Master Plan area. The action plan outlined recommends an approach to phased implementation, identifies funding sources, proposes ongoing maintenance plans and provides probable costs for public improvements.

Funding Sources
In this chapter, funding sources are classified as near term and long term.
Near term resources includes City and Redevelopment funds for:
- Public Improvements
- Land Acquisition Funds
- Commercial Rehabilitation Program

Long term resources include local, federal and private funding. Examples of such sources include:
- Redevelopment Property Tax Increment Funds
- Federal Community Development Block Grant Funds
- Local Public Works Grants
- Tax Increment Financing Bonds
- U.S. HUD Section 108 Grant

Maintenance of Public Improvements
An ongoing Maintenance strategy is fundamental to the success and longevity of the Carson Street Mixed-Use District. In this chapter, a framework is outlined for the successful creation of Property based Business Improvement Districts (PBIDs) that will facilitate maintenance without straining city services. Such organizations are based upon the "benefit assessment district" concept, which provides for an assessment on commercial property to be raised within a geographic district with proceeds directed back to the district, in order to provide services for maintenance and improvement.

Estimate of Probable Costs
The summary estimate of probable costs noted in this section addresses those public improvements identified in the Carson Street Corridor Mixed-Use District Master Plan. This summary is based on October 2004 as the benchmark for costs. The estimates must therefore be adjusted for inflation and other factors to provide a more accurate reflection of costs at the time the improvements are to be implemented.

The estimate of probable costs is broken down by the proposed Districts identified in the Master Plan.

Phasing and Implementation

The size and scope of the Carson Street Mixed-Use Master Plan requires phased implementation. This section describes a plan for phasing public improvements in the Master Plan with near-term, intermediate-term and long-term strategies.

Proposed development phases are as follows:

Near-Term Strategies - Years 1- 2

Phase 1: includes implementation of the Commercial rehabilitation Program throughout the Carson Street corridor.

Intermediate-Term Strategies- Years 2-4

Phase 2: involves public improvements in the two gateway districts.

Phase 3: is focused on improvements in the Boulevard Residential District.

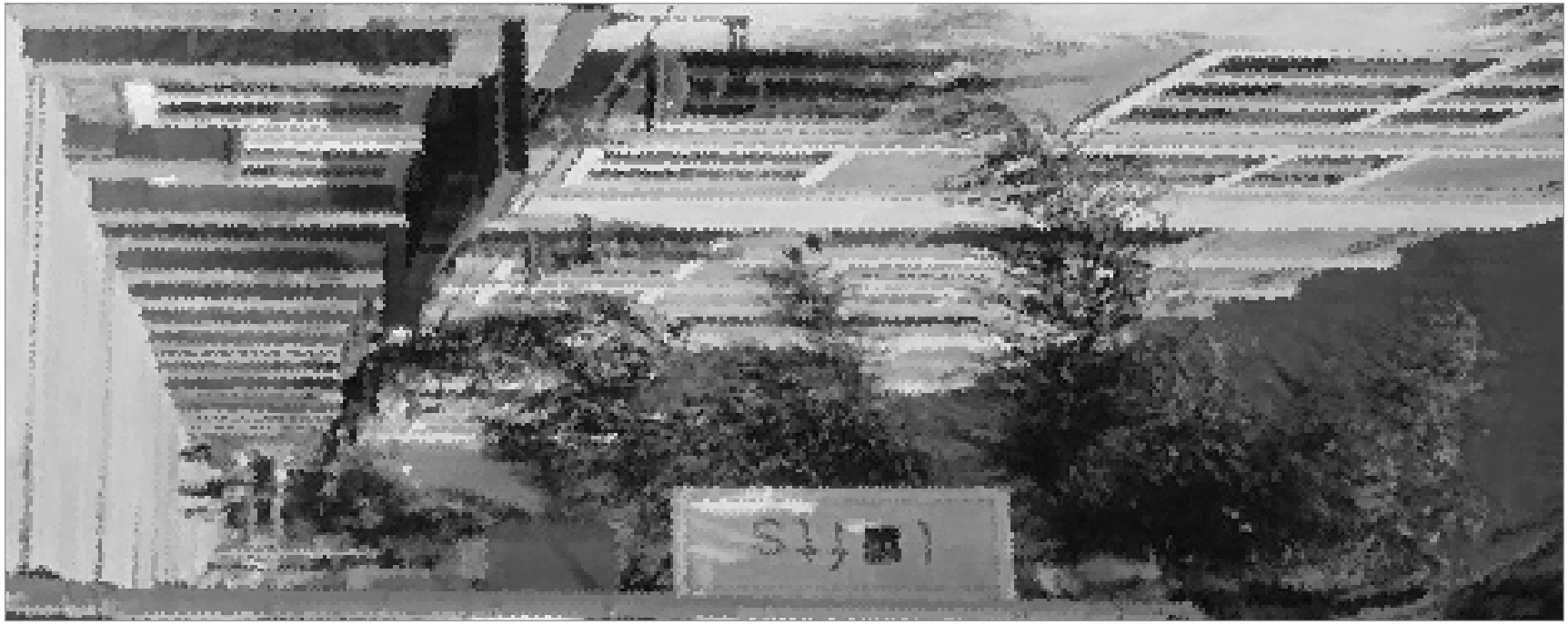
Phase 4: is also focused on improvements in the Boulevard Residential District and encouraging private investment.

Long-Term Strategies - Years 5-10

Phase 5: is comprised of the completion of all remaining public improvements along the Carson Street corridor.

Phase 6: includes the implementation of private development on key opportunity sites.

Phase 7: focuses on a public/private partnership that will result in the development of the largest single opportunity site on the Carson Street corridor.



one: introduction

the master plan

Background

The Carson Street Mixed-Use District Master Plan (Master Plan) provides a framework for future public improvements, private development and community action for projects located along the Carson Street corridor. The Plan builds on two key guiding principles of the Land Use component of Carson Vision (1997):

- *"The City is committed to providing quality development which incorporates features such as integrated, walkable, and mixed-use neighborhoods."*

- *"The City of Carson is committed to creating an attractive environment for its citizens by developing, implementing and enforcing community design guidelines which will assure quality development and the maintenance and beautification of properties."*

The Master Plan focuses on a 1.75-mile section of Carson Street in the city of Carson. The proposed Mixed-Use District is strategically located between the San Diego (I-405) Freeway and the Harbor (I-110) Freeway generally in the southern third of the total city area. The proposed district is adjacent to several key development and proposed projects.

The Master Plan process builds on several revitalization efforts that have focused on the district. Specifically, it builds on the *Carson Street Corridor Development Strategies (*2003)**,** which states "By virtue of its urban location within the South Bay area and the high degree of local and regional accessibility, the Carson Street corridor is well positioned to offer a unique set of key, market-responsive opportunities for several strategic new projects and related improvements to support creation of a vital new focus of community identity and sense of place."

The Master Plan is expected to be a flexible strategic tool for redevelopment efforts. It is expected that the comprehensive approach will result in an integrated assembly of built form, streetscape and urban spaces based on a clear economic foundation.

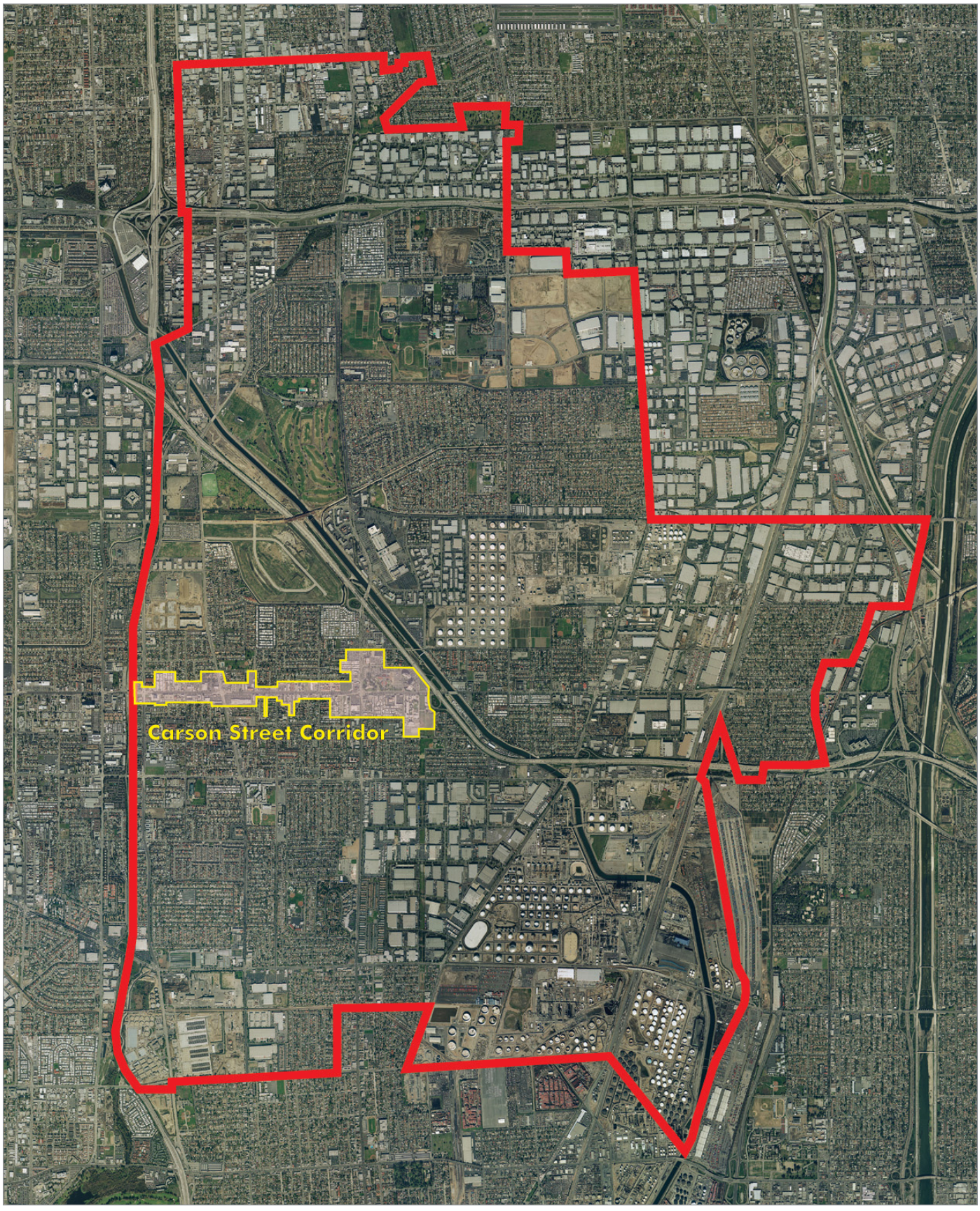
Purpose

The purpose of the Master Plan is to establish guidelines to meet the following goals for the Carson Street corridor.

- Create a vibrant main street that reflects the community's vision and embodies the identity of the city of Carson.
- Create a livable, pedestrian friendly downtown district near the civic core.
- Create a distinctive mixed-use character throughout Carson Street by establishing guidelines and standards for mixed-use development.
- Create a high standard of public improvements that include guidelines for pedestrian amenities, streetscape and landscape.
- Guide revitalization efforts to support desirable and viable commercial development.
- Create distinctive gateways to the mixed-use district at either end of Carson Street at the freeway intersections.

The Master Plan builds on the existing assets of the downtown area and identifies and addresses the challenges - economic, physical and intangible. The document acknowledges that a mixed-use district along Carson Street must be established in the context of proposed development citywide.

The proposed recommendations, design guidelines and implementation strategies are not intended to be a compilation of "final plans." Instead, it is intended to be a flexible tool that permits development in increments and accommodates potential changes in key conditions. Although the guide establishes development standards and provides design guidelines, their intention is to encourage economically feasible development that is generally consistent with existing municipal codes.

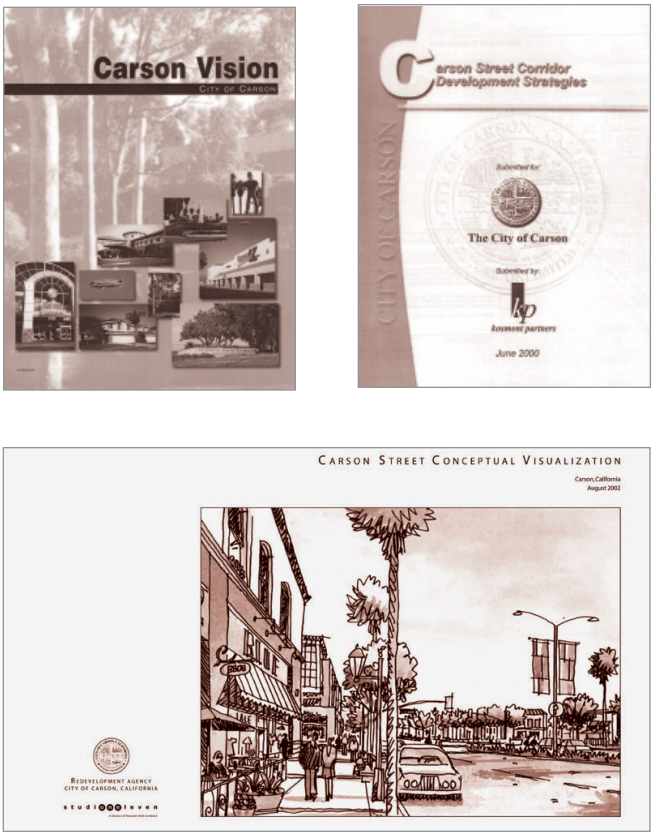


City aerial with project boundary

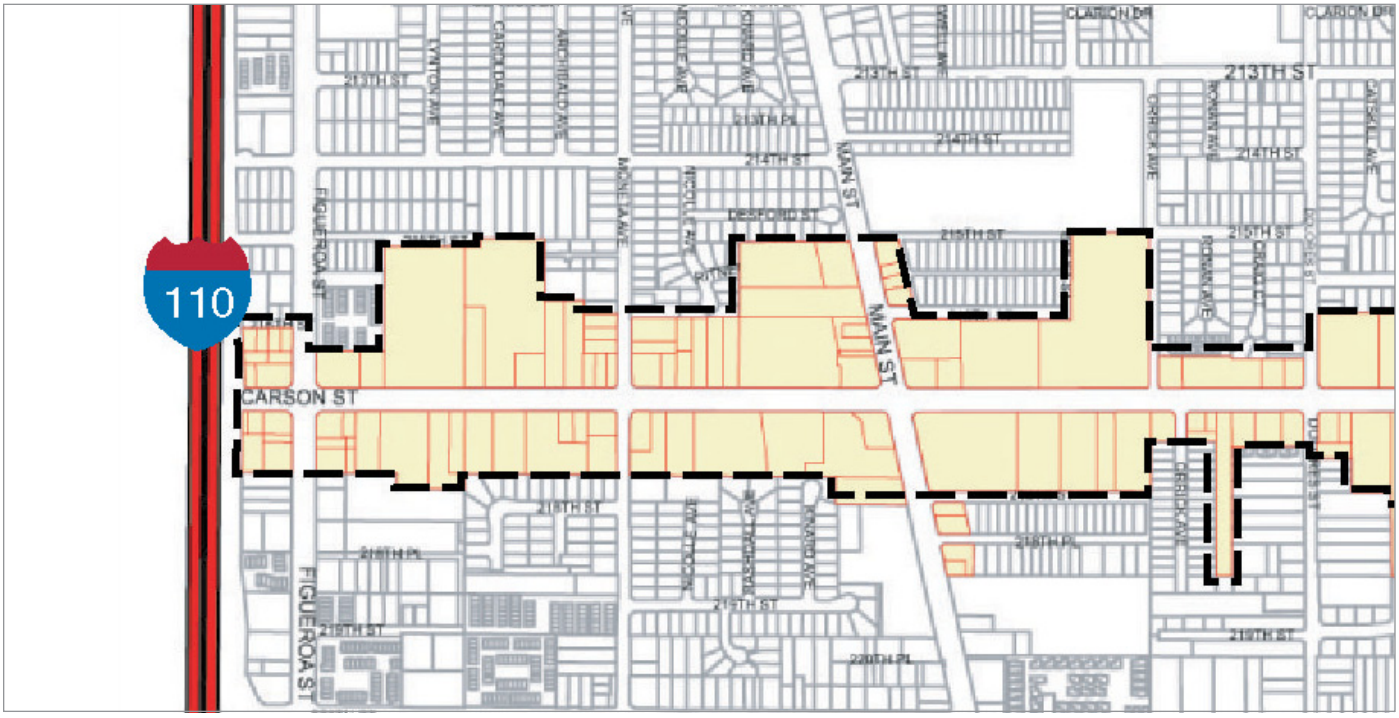
site and master plan area

The Carson Street Mixed-Use District Master Plan study area is bounded by the Harbor Freeway on the west, and Dominguez Channel to the east. This area extends approximately 600 feet north and south of the existing centerline of Carson Street. This area was studied to assist in determining contextual policies, programs and refinements presented in the Master Plan.

The Master Plan area has irregular boundaries, determined by land use zoning designations, developable parcels and related capital improvement programs. Recommendations found in this document, and standards and guidelines are intended to be implemented within this project area. Various opportunity sites within the area have been identified to illustrate possible development options.



Carson Street corridor planning studies



Map of project area

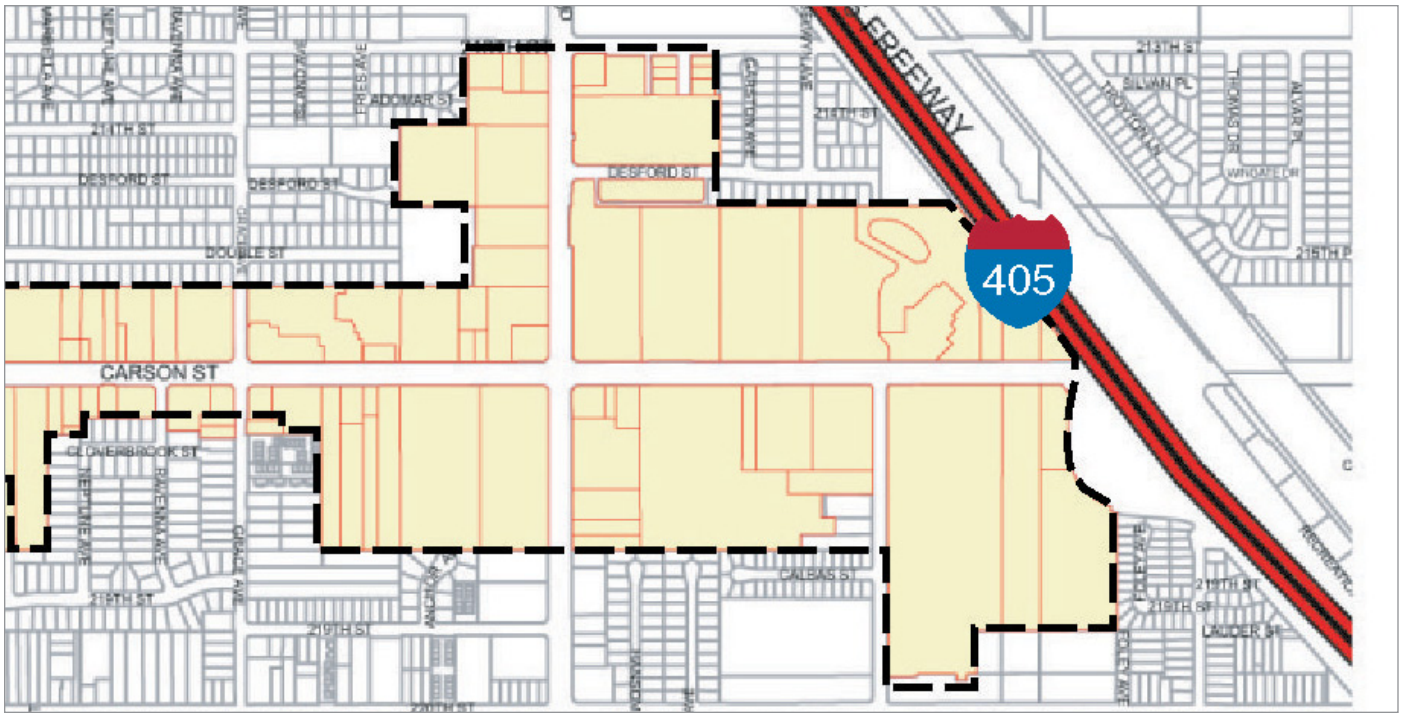
The Carson Street Mixed-Use District Master Plan provides an interrelated series of land use, urban design, streetscape and transportation recommendations for the Carson Street corridor. However, this document does not stand alone. Instead, it builds on and complements previous studies and plans that have focused on the corridor. These include the following:

- The *Carson Street Conceptual Visualization* (2002) is intended to "create a shared vision to guide the development of the City of Carson's downtown community into a desirable place for living, working, shopping and visiting."

- The *Carson Street Corridor Development Strategies* (2000) was prepared to identify potential development opportunities and revitalization strategies in response to changes in the real estate market and the dynamics of the community.

- The *Carson Vision* (1997) was to project the community's desires with regard to long-range growth and provide the framework for the City's General Plan that was recently updated.

The Master Plan recommends a specific set of improvements and strategies that support many of the goals and objectives found in the City of Carson General Plan. In particular, it builds on the stated intentions of the Mixed-Use Residential (MUR) Overlay District.



Map of project area

strategic planning process

Public involvement has been recognized as a key element and critical to the success of the goals and objectives of the Master Plan. The city conducted three workshops to gain community input, to share preliminary concepts and to present a conceptual plan for the revitalization of the Carson Street corridor.

In order to develop effective recommendations and implementation strategies, the preparation of the Master Plan involved an interative strategic planning approach, which consisted of a series of successive modifications and refinements. Through this process of consensus building, the Master Plan evolved accordingly. The process is summarized below:

Conceptual Vision
The consultant team commenced with a preliminary vision based on the *Carson Street Conceptual Visualization* that was adopted by the City in 2002. The document served as a guide throughout the planning process.

Master Plan Briefing Book
The *Carson Street Master Plan Briefing Book* (2003) provided comprehensive background information that summarized existing conditions and key issues along the corridor. This included an analysis of the existing General Plan as they pertained to redevelopment areas as well as economic development, housing and traffic issues.

Community Workshop 1
A brief overview of the project was presented to the community that focused on general concepts and ideas for revitalizingCarson Street. Participants provided input on the concepts. In addition; they listed the existing opportunities and challenges, defined a Vision Statement and Implementation Strategy and commented on specific proposals presented by the consultant team.

Reassessment of Strategy
Based on the feedback from workshop participants, the Master Plan concepts were refined. The consultant team tested various opportunity sites throughout the Master Plan project area and prepared development and public improvement alternatives.


Community participation


Input from residents


Community design charrette


Community preferences

Workshop participants voting for preferences

Presentation of implementation strategies

Consultant team presentation

Community questions and answers

Community Workshop 2

The second workshop commenced with feedback and a summary from the first community workshop. The presentation focused on discussion of general development strategies, current market economics and specific architectural proposals for Redevelopment Agency owned demon-stration sites. Specific proposals for public improvements including landscaping, environmental graphics and signage programs. Circulation implications and impacts to existing utilities were also presented. Participants indicated their preferences in response to specific choices for new development and public improvements.

Meetings with Key Staff

Consultants conferred with key staff and reviewed input from workshop participants. Criteria were established for further refinement of private development and public improvements that are consistent with City policies and regulations. The scope of implementation strategies were also discussed for consistency with available resources and schedules.

Community Workshop 3

Subsequent to a summary of results from the second workshop, the presentation focused on general criteria for implementation of public improvements as well as private strategic plan for development options. Participants had the opportunity to indicate preferences on the implementation strategy and vote on developments they would like to see in the near and long term.

Planning Commission Review

The document will be presented for Planning Commission review once relevant staff comments have been implemented in the document.

Adoption by City Council

The final Master Plan report will be submitted for approval by the City Council. It is possible that a Specific Plan may be prepared based on the recommendations and guidelines of the Master Plan.

two: existing conditions

Assets
Challenges
Land Use
Streetscape
Circulation
Market Conditions

assets

Significant buildings
There are a few buildings of architectural significance in the Master Plan area. Most outstanding is the Carson Street Elementary School near the Main Street intersection, which opened in 1920. More recently, the Villagio development at the intersection of Grace Street and Carson Street begins to establish a pedestrian-friendly, mixed-use environment.

Retail Activity
Significant neighborhood serving retail is located at major intersections such as the intersections of Carson Street and Main Street and Carson Street and Avalon Boulevard. These areas are natural locations for commercial, and retail nodes. In addition, many people live along Carson Street, primarily in mobile home parks and apartment buildings and contribute to the making of a customer base.

Community Uses
There are existing concentrations of use that could be key to establishing organized districts linked by the street. For example, the Civic Center complex at the eastern edge of the Carson Street corridor is a strong existing civic node at the intersection of two arterial streets. In addition, the city of Carson Regional Library and Carson Park are close to the instersection of Carson Street and Main Street.

Access to Transportation
The Master Plan area is served by the I-405 San Diego Freeway and the I-110 Harbor Freeway at it western and eastern edges respectively. In addition to convenient vehicular access to Los Angeles and other cities in the region, Carson Street is also served by public transportation including the Los Angeles Metropolitan Transit Authority (MTA) , Carson Circuit and Torrance Transit.

Cultural Diversity / Sense of Community
The Carson Street Master Plan study area has a very diverse population. Asian and Pacific Islanders, particularly of Filipino or Samoan origin, comprise nearly a third (29.6%) of the population, followed by Caucasian (23.3%), Hispanic (21.7%) and African-American (7.9%) individuals*. This cultural diversity is reflected in retail, restaurant and residential preferences and contributes to a rich variety of options.

* Source: 2000 U.S. Census

Carson Street Elementary School

Transportation / Freeway access

Carson regional library

Cultural diversity

Inadequate sidewalks

Minimal landscape at medians

Minimal pedestrian amenities

Underutilized land

Not Pedestrian Friendly
The condition of the corridor reflects an auto-oriented arterial street where inadequate sidewalk widths, high front yard walls, lack of pedestrian amenities, and deep building setbacks create a poor pedestrian environment.

Lacks Strong Identity
Currently there is little civic identity and public spaces along Carson Street. Examples of blight, incompatible land uses, and neglected buildings exist along the entire length of Carson Street.

Underutilized land
Vacant and underutilized sites of various sizes are present on both sides of the corridor including the former mobile home park near the Avalon Boulevard intersection. In some places, a number of adjoining blighted sites combine to produce highly unattractive segments.

Corridor lacks a focal point
Generally, the buildings and streetscape along the corridor lack consistent design characteristics and represent a variety of differing land uses and architectural styles, contributing to an overall image of a disorganized arterial street dominated by strip malls, fast food restaurants and auto-related retail.

Challenging economics
Low population densities and moderate annual incomes characterize the Master Plan area. Incomes average less than half of other well-developed commercial areas such as Santa Monica and Sherman Oaks that have significant pedestrian oriented retail districts.

Increasing Traffic
The average daily traffic volumes along the Master Plan area are expected to increase between 50 to 100% for the General Plan horizon year of 2015. This will result in significant Level of Service (LOS) impacts that may result in conditions where the amount of traffic exceeds the level designed to pass through, resulting in traffic gridlock and delays.

Inconsistent Landscaping
There is an adequate amount of landscaping throughout the Carson Corridor; however, the landscaping is inconsistent in size and species selection, contributing to visual disorganization along the corridor.

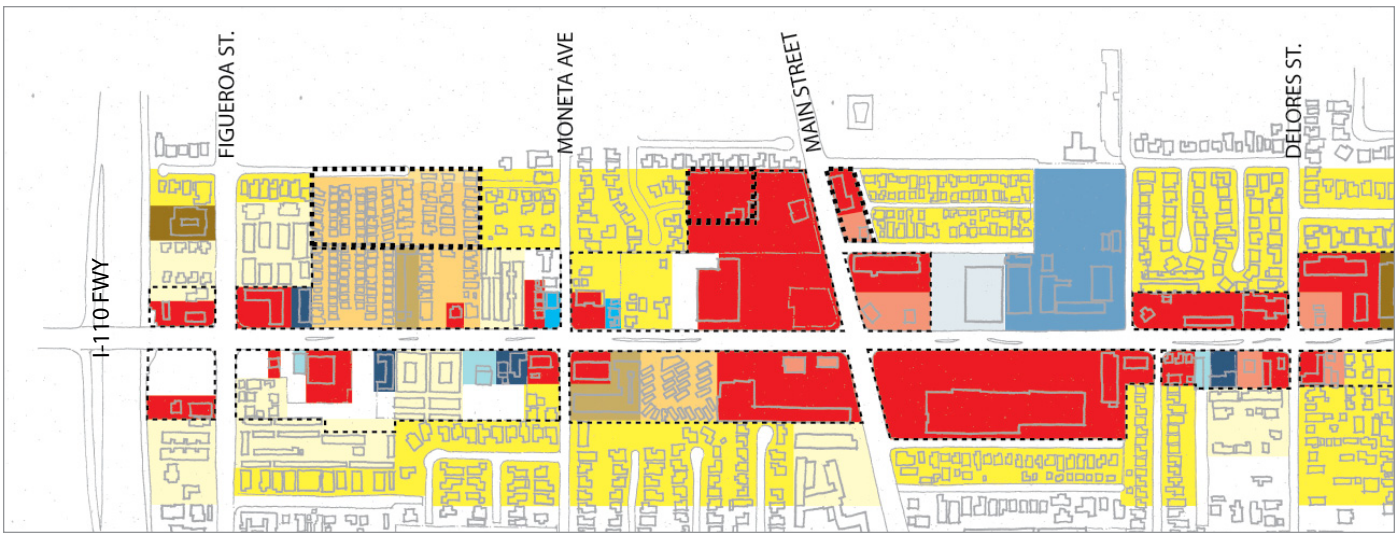
land use

There are many land uses found along the Carson Street corridor. The primary land uses include the following:

- Civic Uses: Located at the north-eastern section of Avalon and Carson Street.
- Community Uses: Located near the Main Street intersection and consists of Carson Street School and the Public Library and nearby Carson Park.
- Churches: Scattered throughout the corridor belonging to various denominations.
- Neighborhood Serving Retail: Located at the two major traffic intersections of Carson Street at Avalon Boulevard and at Main Street.
- Strip Malls: Located sporadically throughout the corridor.

Neighborhood serving retail

Mobile home park



Porposed land use map - western portion of Carson Street

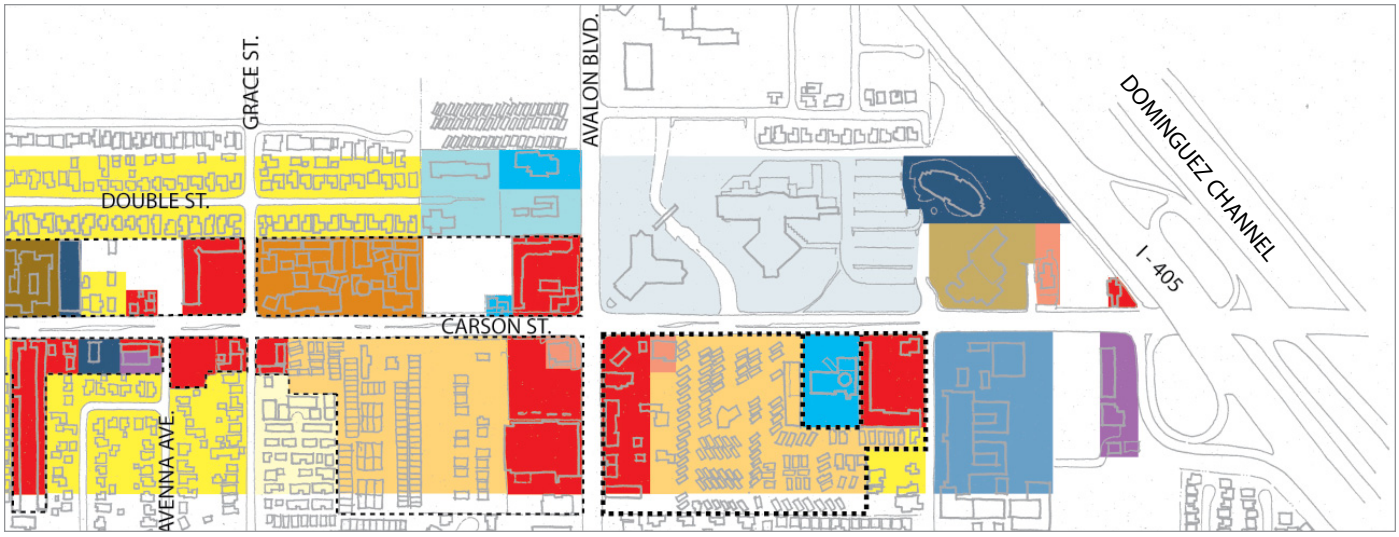
Mixed -use project

Iconic car wash

- Residential Uses: Located throughout the Project Area with multi-family housing directly along the Carson Street corridor and single-family dwellings in the next 300 feet.

- Mobile Home Parks: Located close to Carson Street with direct access from the street.

The intention of the Mixed-Use District Master Plan is to organize these disparate uses in a coherent manner so as to increase the critical mass of people and available income that is critical to sustain a mixed-use "main street" environment.



Proposed land use map - eastern portion of Carson Street

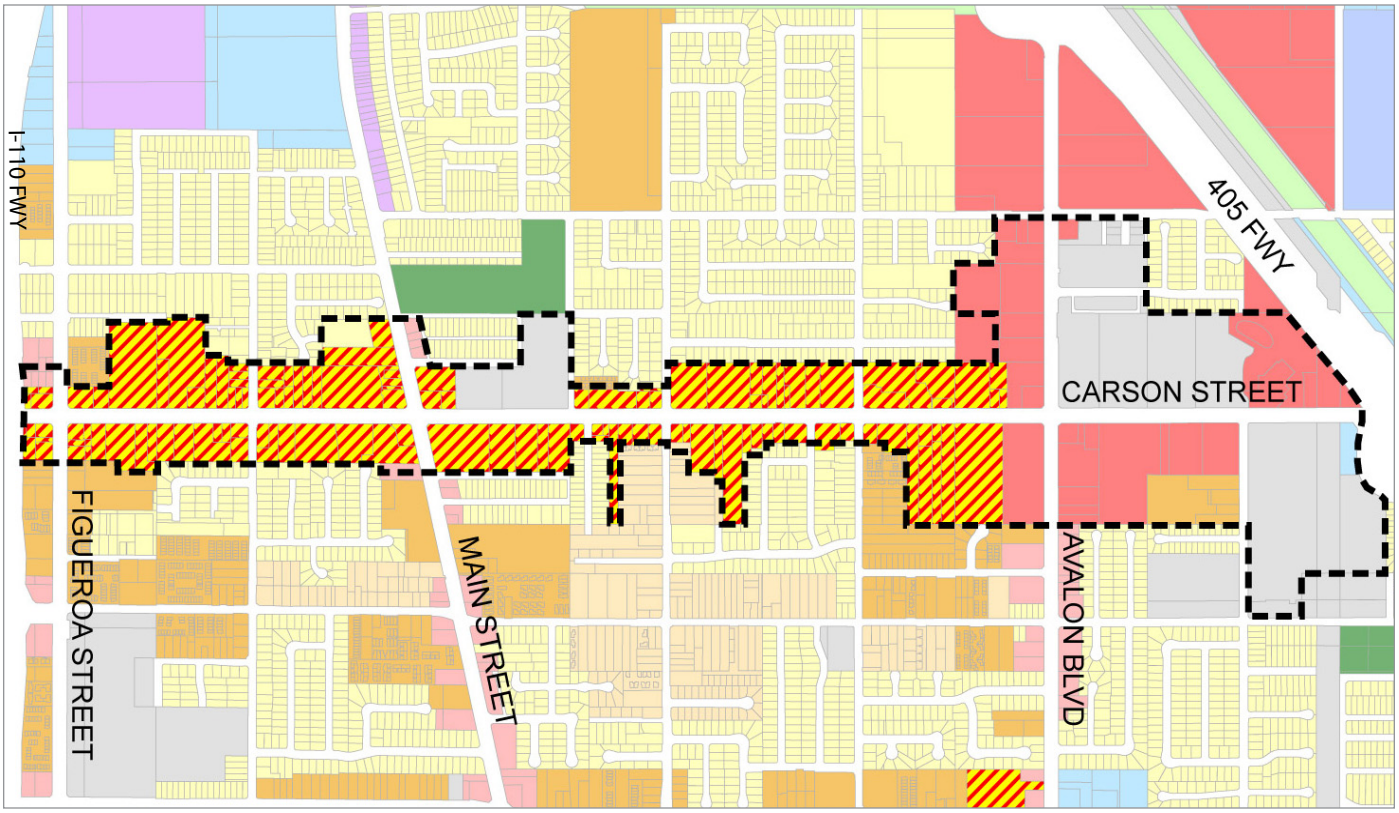
The General Plan "Mixed-Use" overlay district designation provides opportunities for mixtures of commercial, office, business park/limited industrial and/or residential uses in the same building, on the same parcel, or within the same area. There are two mixed-use (MU) categories in the city of Carson: Mixed-Use-Residential (MU-R) would allow for commercial, business and residential uses but not business park/limited industrial uses. Mxed-Use Business Park (MU-BP) would allow for commercial and business park but not residential uses. The Carson Street corridor is designated MU-R. The maximum Floor Area Ratio (F.A.R.) is 0.7 for commercial uses and 1.5 for residential-only development. Allowable residential density is 35 dwelling units per acre, except in cases such as senior housing where density can be increased.

Permitted land uses

- BUSINESS PARK
- GENERAL COMMERCIAL
- GENERAL OPEN SPACE
- LIGHT INDUSTRIAL
- HEAVY INDUSTRIAL
- LOW DENSITY RESIDENTIAL
- MED. DENSITY RESIDENTIAL
- HIGH DENSITY RESIDENTIAL
- MIXED USE-BUSINESS PARK
- MIXED USE-RESIDENTIAL
- PUBLIC FACILITIES
- REGIONAL COMMERCIAL
- RECREATIONAL OPEN SPACE

According to the General Plan the purpose of the Mixed-Use Residential Overlay District (MUR) is intended:

- To encourage a diversity of compatible land uses.
- To promote a diverse economic base that serves local residents by providing jobs and City revenues.
- To assist in improving the quality and quantity of available housing for all income groups to meet the need of all social and economic groups within the community.
- Encourage building entries that face and engage the street to promote pedestrian-oriented development.
- To achieve harmony through flexibility in architectural design and site planning.
- To create a balance of land uses which are conducive to a higher quality of life for residents, businesses and employees.



MU-R district as appears in the General Plan

streetscape

The Carson Street public right-of-way generally averages 100 feet wide along almost the entire length of the corridor between the Harbor and San Diego Freeways. The character of the landscaping is pleasant, but generally inconsistent and there is a lack of identity and visual coherence along the corridor. Proper landscaping can both unify the entire Carson Street Master Plan project area as well as provide specific identity to each of the subdistricts outlined in the next chapter. The corridor is characterized by the following:

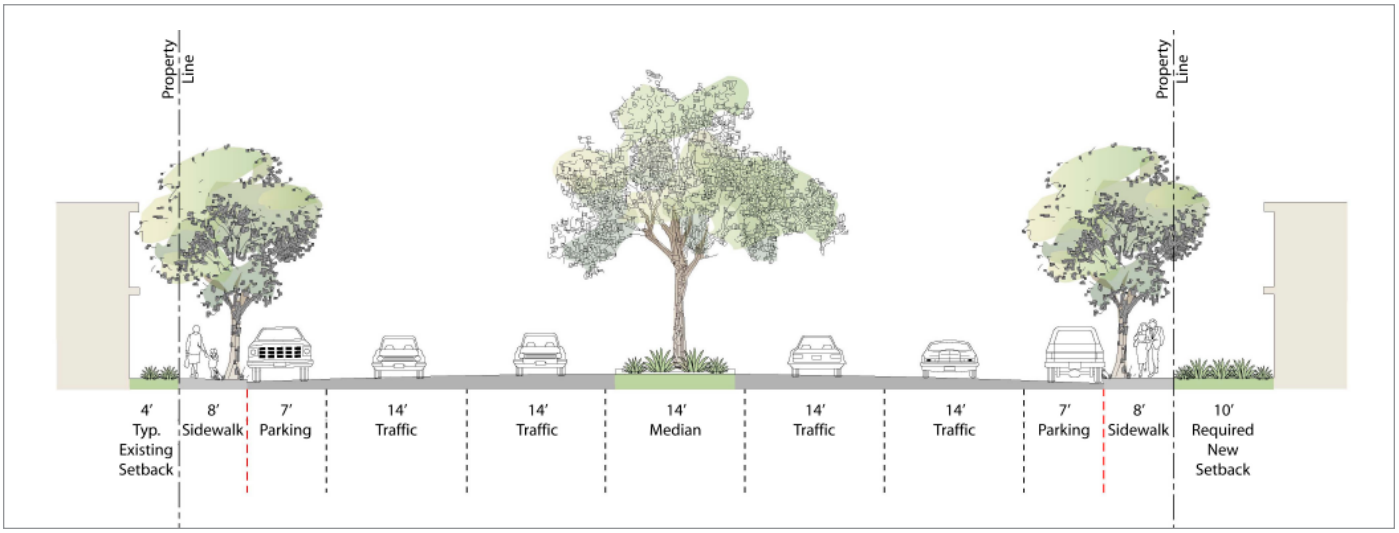
Existing street trees: Include Carrotwood (Cupaniopsis anacardiodes) and Indian Laurel Fig (Ficus nitida) along the sidewalks.

Existing median trees: There is a fairly wide median zone (about 14' wide), but the planting is inconsistent. Median trees include Bottlebrush (Callistemon citrinus), Canary Island Pine (Pinus cananiensis) and Lemon Gum (Eucalyptus citriodora).

Other: Median shrubs and flowering plants etc. include Indian Hawthorne (Raphiolepsisindica), Day Lily (Hemerocallis species), Lily of the Nile (Agapanthus africanus) and Lawn grass.

High wall and existing streetscape along Carson Street

Landscape at specific developments



Typical existing street cross-section

Narrow sidewalks

Pedestrian friendly sidewalk

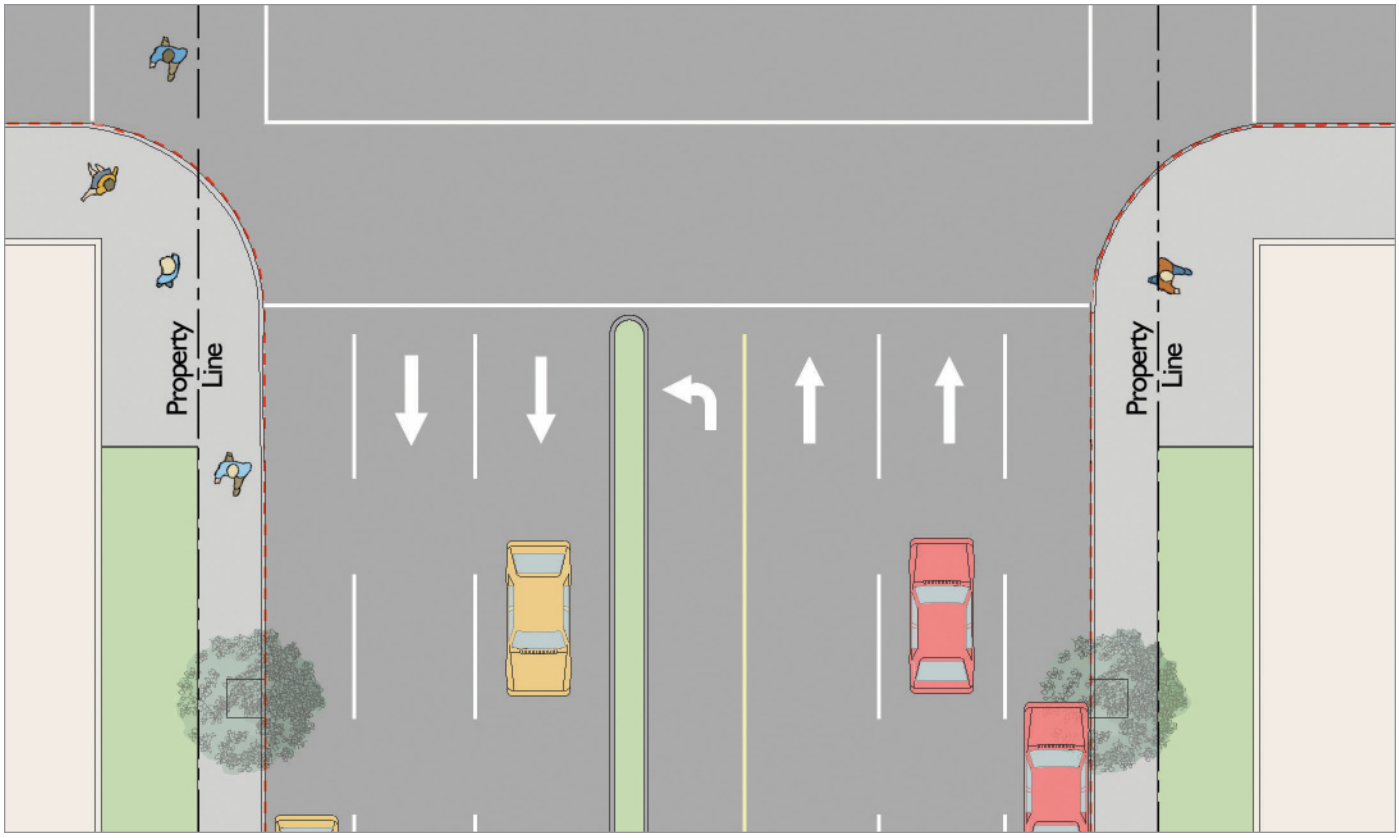
Sidewalk Design: In many cases the sidewalks are too narrow to be comfortable for pedestrians and buffering from adjacent traffic is inadequate. It may be necessary to establish minimum width requirements for sidewalks especially at key activity nodes and retail areas.

Crosswalks: Crosswalks are only provided at major intersections. There are no mid-block crossing areas and some blocks exceed 1200' in length. Curb extensions at key intersections and changes in paving material at key locations are also recommended to create a more pedestrian-friendly environment.

Site Amenities

There are few pedestrian amenities such as street furniture, lighting, signage and other features either on the sidewalks or streets. This is especially noticeable at transit stops.

Lighting: Lighting of the roadways is entirely performed by "Cobra" head lights on high poles placed in the traffic medians. Currently, there is no pedestrian level lighting at the sidewalks. Lighting should be provided in a manner that clearly distinguishes pedestrian and vehicular space.



Typical street condition at intersection

circulation

The Carson Street corridor extends from the Harbor Freeway on the west to the Dominguez Channel at the San Diego Freeway on the east. Carson Street is catagorized in the General Plan as a modified Major Highway a four-lane major arterial with raised medians throughout the study area. The posted speed limit along the Carson Street corridor varies from 25 miles per hour to 40 miles per hour. Currently there are 24 existing bus stops in the vicinity of the Carson Street corridor. The Carson Circuit Transit System, and the Torrance Transit Line 3 provide transit service to Carson Street. Also, the MTA has two transit lines in the vicinity of the Carson Street corridor.

Under existing conditions, Carson Street carries an average of 15,200 to 17,400 daily vehicles in the eastbound direction and 13,700 to 14,700 daily vehicles in the westbound direction. The a.m. peak hour traffic volume ranges from 770 to 1,160 a.m. peak hour trips in the eastbound direction and between 870 and 1,050 trips in the westbound direction. Similarly, the p.m. peak hour volume varies from 1,230 and 1,350 vehicle trips in the eastbound direction and from 940 to 1,030 vehicles in the westbound direction.

MAJOR MODIFIED HIGHWAY

Function: mobility
Access density: low
Traffic demands: high
Trip length: long
Expected speeds: high

Carries local and Intercity bus routes

MODIFIED MAJOR HIGHWAY

Function: mobility
Access density: medium
Traffic demands: high
Trip length: long
Expected speeds: high

Carries local & regional traffic

COLLECTOR STREET

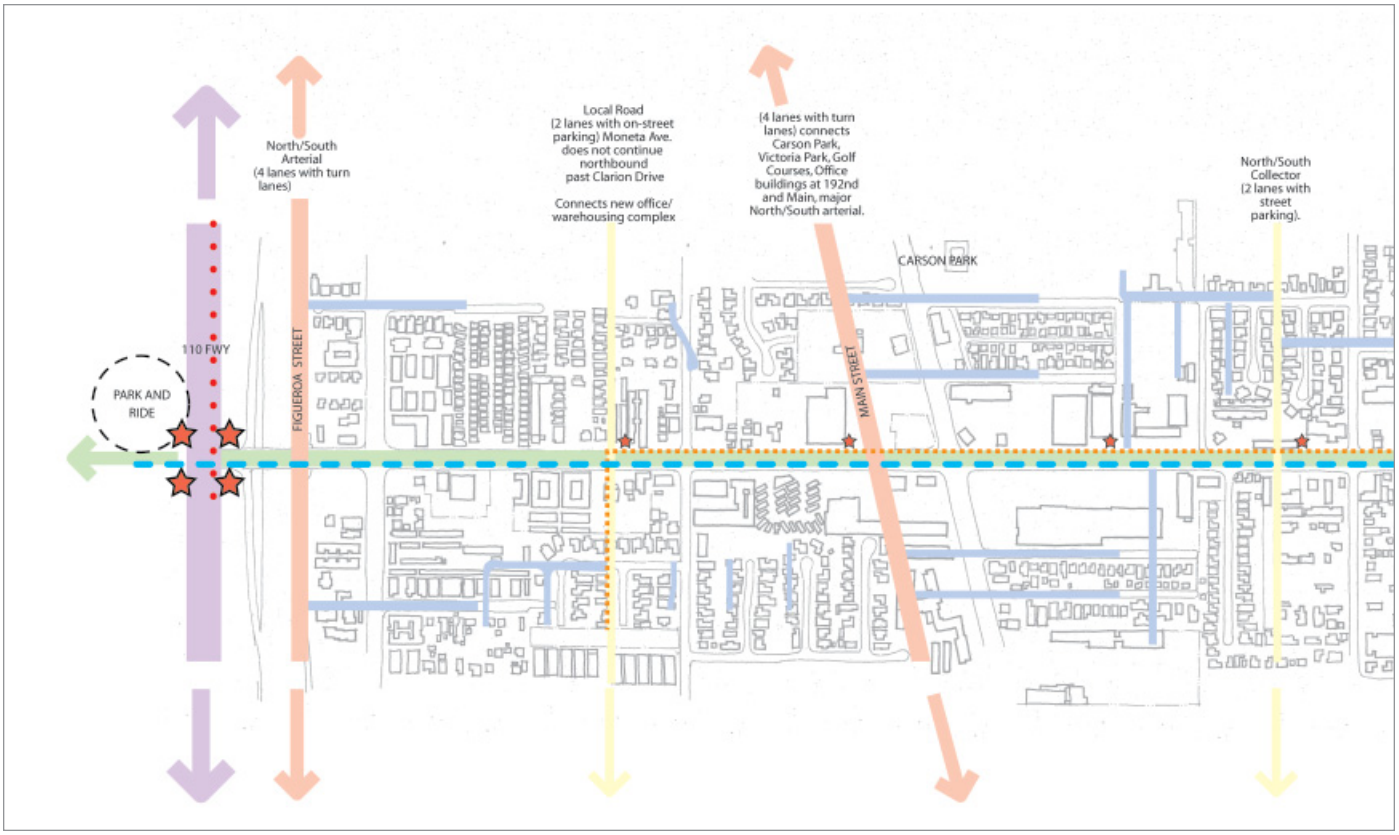
Function: mobility/access
Access density: moderate/high
Traffic demands: low/moderate
Trip length: short/moderate
Expected speeds: low/moderate

Carries local bus routes

LOCAL STREET

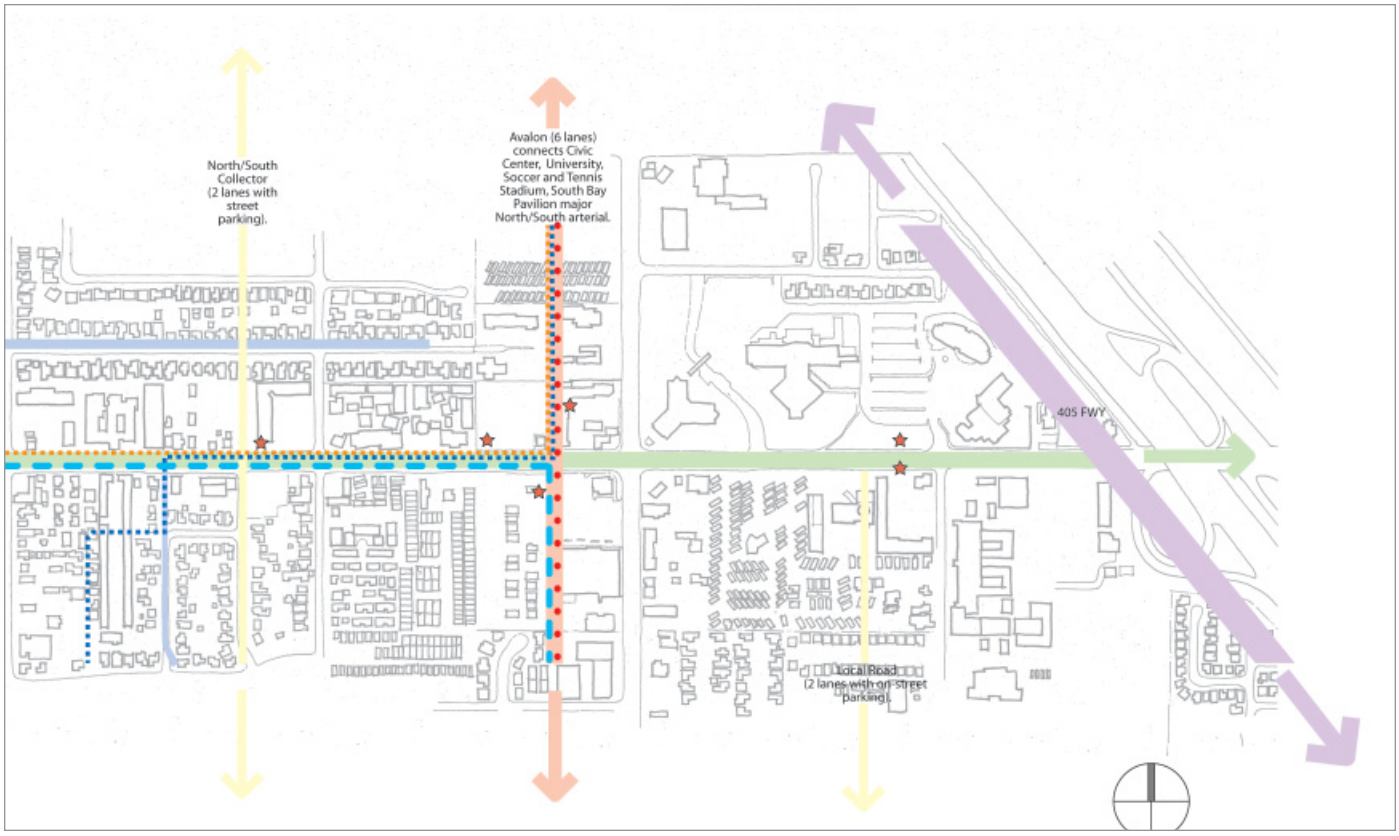
Function: access
Access density: high
Traffic demands: low
Trip length: short
Expected speeds: low

STATE HIGHWAY



For the General Plan build-out horizon year of 2015 Carson Street is projected to carry an average daily traffic (ADT) quantity of 24,100 to 29,100 cars in the eastbound direction and 20,600 to 25,800 car trips in the westbound direction. During the a.m. peak hour, the volume is projected to be 1,250 to 1,600 in the eastbound direction and 1,360 to 1,520 in the westbound direction. The p.m. peak will experience a similar growth in trips compared to the existing volumes as the projected numbers show 2,020 to 2,270 vehicles traveling east and 1,610 to 2,180 vehicles going west. The projected a.m. and p.m. peak hour volumes result in Level of Service (LOS) conditions ranging from B to F in the a.m. peak hour and C to F in the p.m. peak hour.

The current mid-block LOS along Carson Street ranges from A to C during the a.m. peak hour and B to D during the p.m. peak hour. The only street segment with a projected level of service F in the future is Carson Street from Figueroa Street to Avalon Boulevard. (See page 7-15 of the Appendix for Level of Service descriptions).



Roadway definitions based on the Circulation Element of the General Plan

market conditions

Economic development is linked primarily to the Land Use and Housing elements of the General Plan. Land use policy, in which the City takes an active role in defining development intensity and the balance of land uses, is fundamental to economic growth and economic well being. Land use policy enables the City to plan in advance for secondary effects of development, including employment growth and infrastructure requirements. Housing is linked to economic development through economic relationships that exist between housing types and employment opportunities, as well as how housing densities affect the costs of maintaining city service levels.

Along the Carson Street corridor is a mix of retail, institutional and residential land uses. Currently, no industrial development is allowed on the corridor. Given the nature of these land uses and the current character of the corridor, development opportunities for these land uses will likely be limited in the future. Therefore, Keysor Marston Associates (KMA) conducted a brief market overview of the potential for retail and residential development. To gain an understanding of the current market conditions for these land uses, KMA compiled data from published data sources, reviewed our previous market research conducted for the City and contacted brokers active in the area.

- The Carson Street corridor can be characterized as a community serving strip center.
- The 1.75 mile long corridor is home to approximately 421 active business licenses and a number of non-profit organizations and municipal entities.
- The private businesses along the corridor are primarily community retail (35%), personal and business services (42%) and medical and auto services (10% each).
- Regional serving retail activity is focused at the Carson Mall.
- The existing land ownership in the area is consistent with the local serving character of the street. Parcel depths average approximately 300 feet, which is conducive to the development of local and community uses but does not provide sufficient depth for regional serving projects.
- Most properties along the corridor were developed prior to 1980.
- Current rental rates for ground floor commercial space in the area range between $1.10 per square foot per month and $1.50 per square foot per month.
- Second floor space rents range from $0.80 per square foot per month to $1.25 per square foot per month.

Intersection	Population	Per capita Income	Total Income
Carson & Grace	26,408	$15,538	$410,330,000
LB Ocean & Pine	41,322	$14,299	$590,860,000
LB 7th & Orange	90,400	$16,768	$1,515,800,000
Santa Monica	24,381	$40,778	$994,210,000
Monrovia	25,472	$20,250	$515,940,000
Sherman Oaks	26,100	$42,260	$1,103,000,000

Comparative analysis of population density and income

Source: Keyser Marston Associates

LEGEND

1. Carson Street Mixed Use Corridor (+/- 86.6 acres)
2. South Bay Pavilion (+/- 71 acres)
3. Carson Market Place (+/- 157 acres)
4. 110/405 Mixed Use Site (+/- 93 acres)
5. Home Depot Center : Completed 2003 (+/-125 acres)
6. Carson Town Center / Super K Mart (+/- 25 acres)

N

City development sites

Retail

Currently, the retail uses along the Carson Street corridor are predominately local serving establishments and a mix of locally owned stores and national chains. There are a number of regional serving, large shopping centers in the Carson market area particularly along the I-405 and I-110 Corridors. Given the presence of these centers, the difficulty in assembling large parcels and the lack of significant freeway frontage, the retail uses likely attracted to the corridor will be local serving.

The local area around the corridor is also characterized by low population densities and moderate incomes. The population within one mile of the intersection of Carson Street and Grace Street is 26,400, and the per capita income is approximately $15,500. The total income in the area is $410 million. This is significantly less than other well-developed commercial areas that have substantially greater spending potential because of higher population densities, higher income or a combination thereof. The lower spendable income for the area will likely limit the type and the amount of retail activity that can occur.

As local serving retail is generally consistent with the existing retail along the corridor, Keyser Marston Associates (KMA) contacted brokers active in the area to gain their understanding of the current market dynamics. According to the brokers and KMA's windshield survey, the vacancy levels along the corridor are very low.

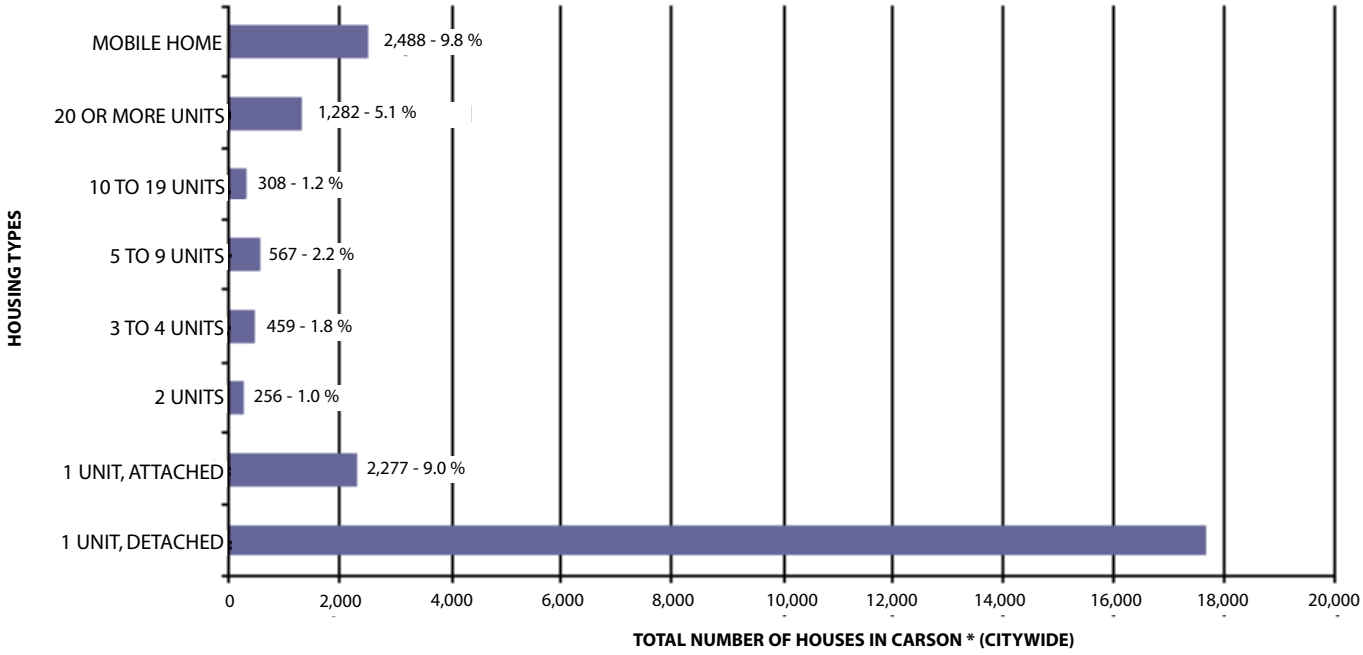
However, while the vacancy levels are low, so are the rents. As KMA understands the situation, triple net (NNN) retail rents range around $1.50 per square foot, per month. The low rents are symptomatic of the lower level of spendable income that characterizes the area. These rent levels are likely insufficient to support the development of higher quality retail space.

Residential

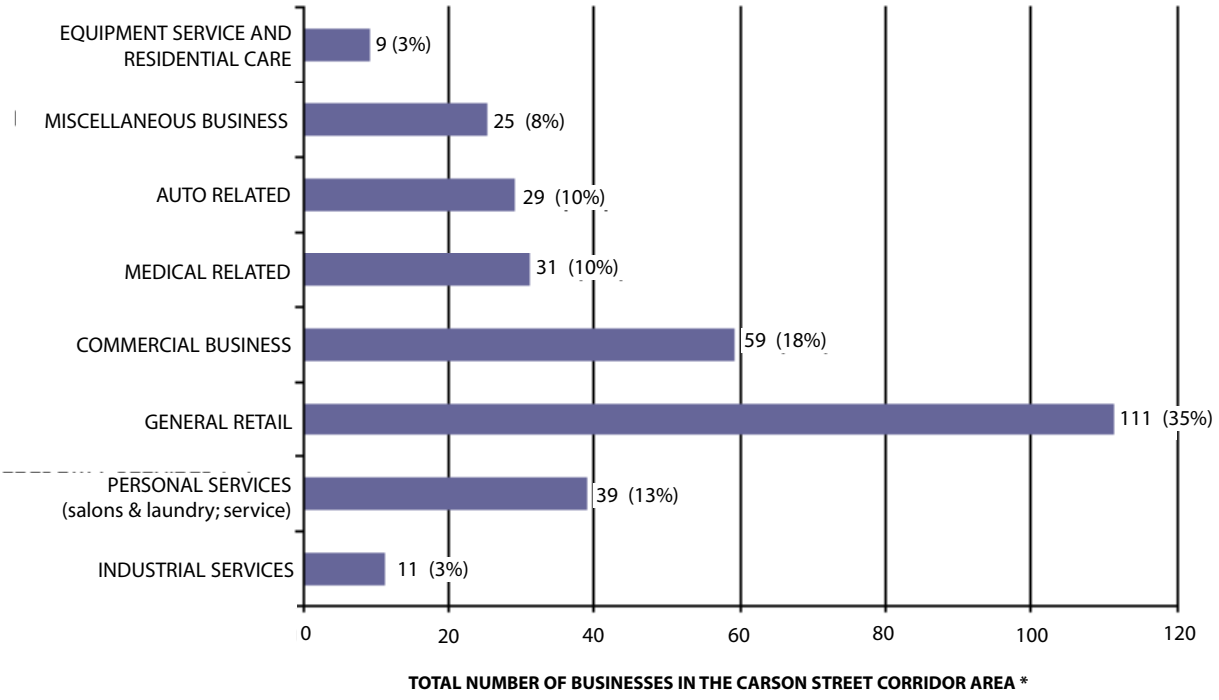
KMA evaluated the current market conditions for both rental and for-sale residential development along the corridor. Given the existing development patterns and density along the corridor, KMA only evaluated the market opportunities for attached product. The for-sale residential market is currently very strong. For new projects, the units have sold at a very rapid pace and healthy prices.

According to the Meyers Group, the Arbors at Avalon, which is a new for-sale, attached residential project in the city, sold for between $426,000 and $471,000 per unit. These prices equate to $257 to $322 per square foot, as the units range from 1,300 to 1,800 square feet. In addition to relatively high prices for these units, the absorption rate was a rapid 8.33 units per month.

The existing for-sale, attached residential stock in the city is relatively old, with an average price of $219,000 for the typical two-bedroom unit. There are relatively few large-scale, for-rent residential projects in the city. A limited search by KMA identified rents in the city are approximately $1.50 per square foot for both one and two-bedroom units.



Source: 2000 U.S. Census



Source: City of Carson Redevelopment Agency 2003

three: guiding principles

Vision /Goals

- Vision
- Goals and Objectives

Principles / Concepts

- Organization as Districts
- Implement Streetscape Improvements
- Promote Diversity of Use

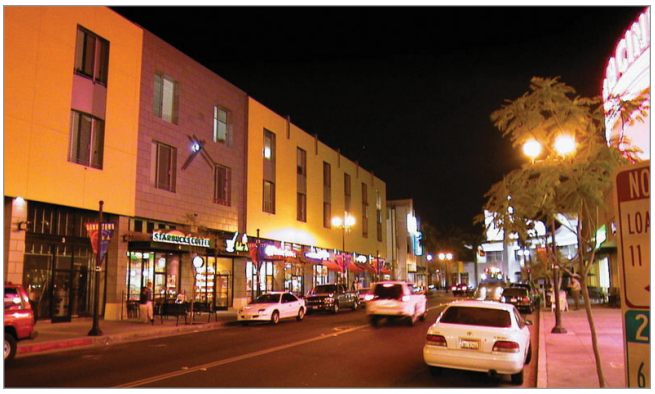
Key Strategies

- Coordinate with City Wide Development
- Residential First
- Compactness and Intensity
- Create a Place
- Early Victories
- Flexibility with Public Improvements

vision / goals

Vision

The vision of the Master Plan is the creation of a unique district along the Carson Street corridor with a "main street" character, featuring a pedestrian-friendly, mixed-use environment. By combining input from the community, city staff, and key stakeholders, the plan draws upon the uniqueness and cultural diversity of Carson to create effective land use planning policies and design standards that will guide public improvements and private development in the project area.



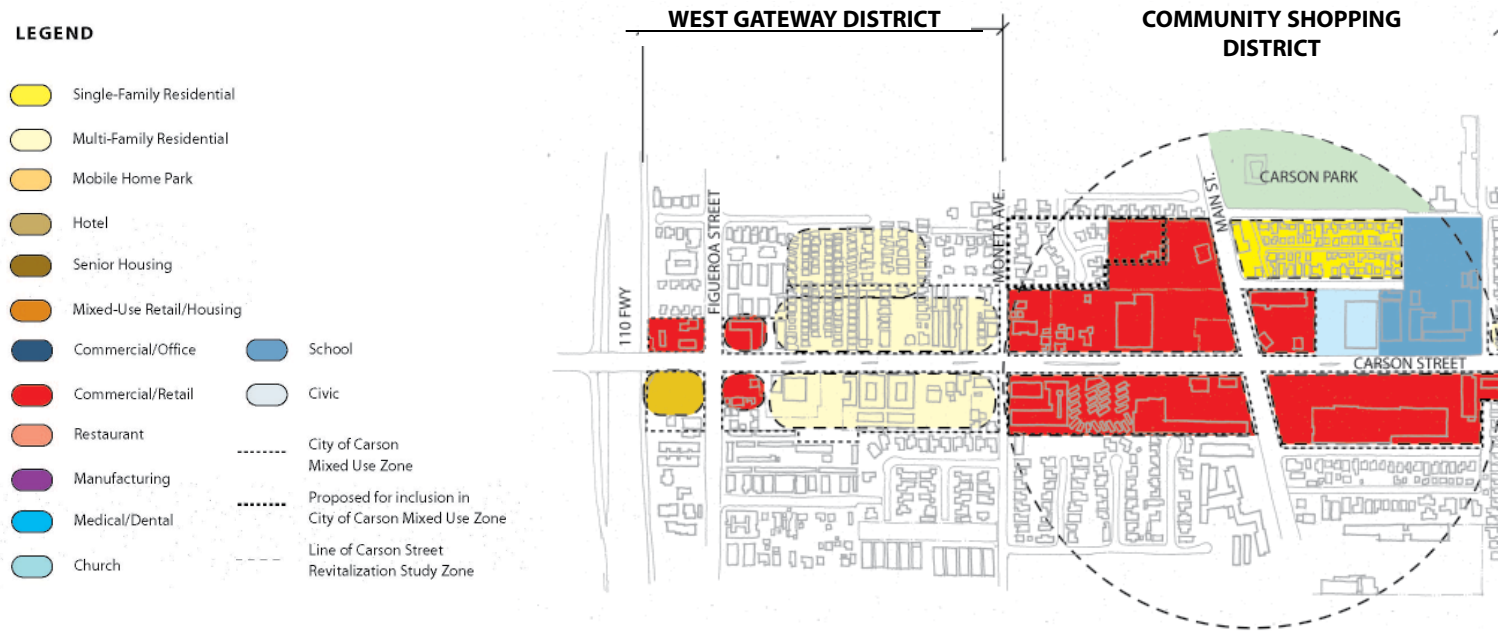
Vibrant main street

Goals and Objectives

The specific goals and objectives inform the Master Plan Vision include the following:

- Create a beautiful, vibrant, "main street" that reflects the community's vision and embodies the identity of the city of Carson.
- Create a distinctive mixed-use character throughout Carson Street.
- Create a livable, pedestrian friendly downtown district near the civic core.
- Create distinctive gateways on either end of Carson Street at the freeway intersections.
- Capitalize on the cultural diversity of Carson as a vehicle for restaurants and other retail uses.
- Direct revitalization efforts to support desirable and viable commercial development.
- Promote a high standard of amenity in public places.

Public open space with mix of uses



Pedestrian friendly sidewalks

Public gathering places

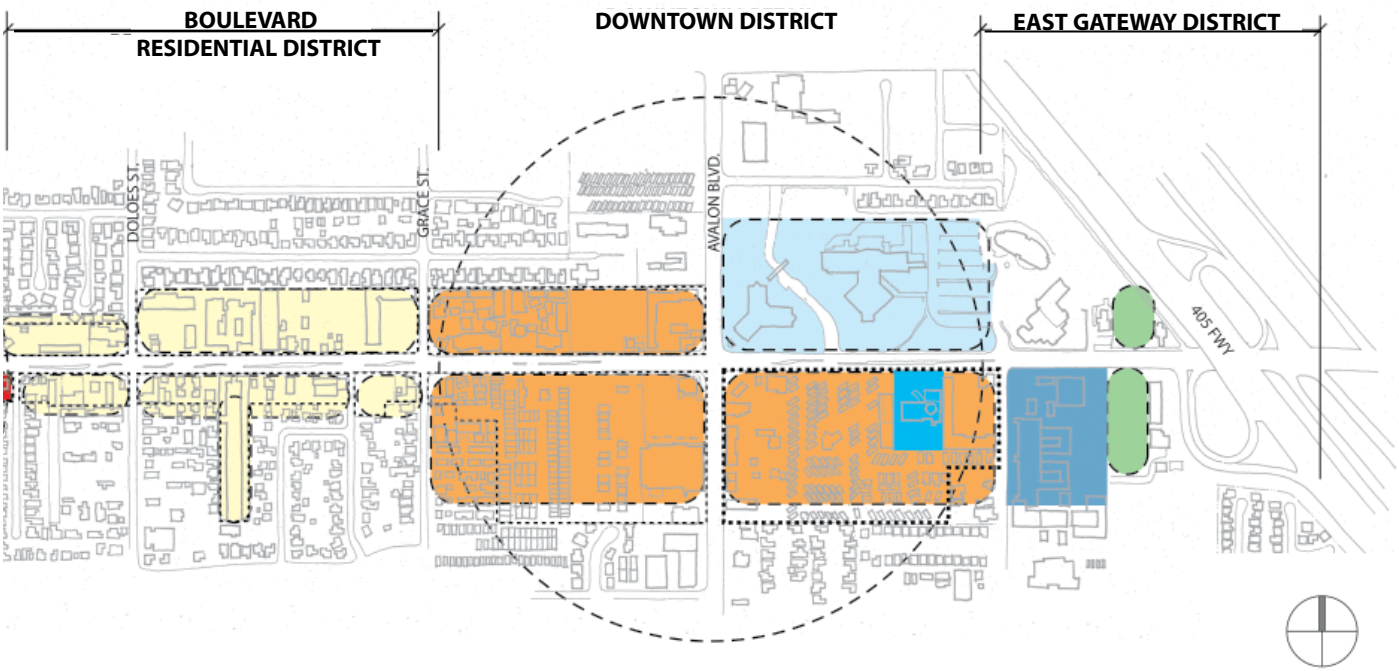
The key concepts of the Master Plan represent fundamental ideas toward achieving the goals outlined previously. These key concepts include the following:

1. Organization of Districts
2. Implement streetscape improvements
3. Promote a diversity of uses

1. Organization of Districts

The Master Plan envisions clearly organizing the land uses along the corridor, based on the creation of five distinct 'districts' that focus on critical nodes of activity and are linked by consistent street landscaping. These districts are to serve distinctly different purposes for residents and visitors, and to be linked by both pedestrian and vehicular access. These proposed districts build on the existing assets of the area and are located as follows:

- The "East Gateway District" adjacent to the San Diego (I-405) Freeway.
- "West Gateway District" at the Harbor (I-110) Freeway.
- "Boulevard Residential District" midway between the two freeways near the Grace Street intersection.
- "Downtown District" near the civic core centered on the Avalon Boulevard intersection.
- "Community Serving Shopping District" centered on the Main Street intersection.



Map of proposed districts along Carson Street

2. Implement Public Improvements

Public improvements are comprised of enhancements in the public right-of-way. They have the potential to serve three distinct intentions:

1. To support economic development strategies.
2. To create a sense of place.
3. To make the street more attractive and livable.

- **Street Trees**

Create a consistent pattern of street tree types that are corridor wide and sothers that enhance the identity of the distinct districts. This would entail establishing a tree palette for each district. There may also be one or two tree / shrub species that are continuous throughout the corridor to identify the corridor as a consistent element that incorporates the different districts.

- **Wider Sidewalks**

Wider sidewalks encourage greater pedestrian activity. In addition, adding curb extensions increase safe pedestrian street crossing opportunities by reducing crossing times. Curb extensions or "bulb- outs" pinch down roadways and calm traffic. This and other traffic calming effects will improve pedestrian safety and driving experience while maintaining and improving overall traffic capacity.

- **Environmental Graphics**

The intention of the environmental graphics program is primarily to create a sense of identity and to provide way-finding throughout the corridor. Identity elements may include gateways, banners, signs and other components that are based on a defined color palette. Wayfinding elements may include monument, directional and informational signs at varying scales for motorists and pedestrians.

- **Pedestrian Amenities**

Provide pedestrian amenities and rest areas in clearly designated zones. These will include street furniture, fountains, lighting, trash receptacles and way-finding signage. Create small public rest area spaces such as bus stop plazas at key pedestrian crossing areas.

Curb extensions

Consistent street trees

Wayfinding signage

Pedestrian amenities

Pedestrian-friendly retail / mixed-use

Urban scale residential uses

Retain and enhance civic / institutional

Introduce cultural and entertainment venues

3. Promote Diversity of Uses

The essence of a "main street" is diversity that encompasses a wide range of activity. With a choice of things to do and see, diversity of uses draws people throughout the day and the evening contributing to the creating of a vibrant place. The basic intention of revitalizing the Carson corridor and creating a "main street" environment is to attract people frequently by creating a variety of reasons to come and to stay within the area.

To be economically healthy and self-sustaining, the Carson Street Mixed Use District must include residential, office and entertainment functions in addition to retail shops and restaurants. It is also crucial that these uses are effectively linked together.

Each of these uses helps create markets and provide support services for other components. The goal is to maximize the advantage of market synergy by encouraging an appropriate balance of uses linked by active patterns of pedestrian movement. This will comprise of:

- **Residential Uses**

Housing provides a critical mass of patrons for retail uses. The residents also contribute to a potential employment base for restaurants, main street shops, and office locations. In addition, residents provide a group vested in the security and long-term viability of a place.

- **Retail Uses**

Retail use create street level vitality and provides convenience goods and services for daytime employees, residents and visitors. In the case of the Carson Street Mixed Use District, restaurants are anticipated to be a major component that makes up the retail uses.

- **Culture and Recreation Uses**

These uses act as activity generators and visitor attractions and are supported by residents, visitors and daytime employees. Family oriented activities are supported by the community.

key strategies

In order to facilitate implementation of the key concepts, the Master Plan recommends several strategies:

- Coordinate with city-wide development
- Residential first
- Compactness and intensity
- Create a place
- Early victories
- Flexibility with public improvements

1. Coordinate with City Wide Development

The successful implementation of the strategies that are identified here and summarized in Section 6 are subject to the City's priorities. Thus, it is important to recognize the "Big Picture" and respond accordingly.

There is significant change in the city of Carson. Several major projects are currently being considered for implementation within the area of influence of the Carson Street Master Plan area. This includes projects as diverse as the Home Depot Center, the mixed-use sites adjacent to the I-405/I-110 intersection and south of the South Bay Pavilion.

It is important to recognize that the Carson Street corridor is currently perceived as a community-serving street. Thus, the project will be competing for city resources with other sites that are currently being considered for existing and future retail / entertainment development.

It is also important to recognize that the new economy is changing how people live, work and shop. As telecommuting and online shopping become more popular, people will look to their immediate surroundings for the sense of community they would otherwise get in an office or store. The mix of homes, offices, stores and other uses create the "around the clock" vibrancy that people are attracted to. The Carson Street Mixed-Use District has the potential to clearly distinguish itself from the others by creating such an environment.

Change Comes to Carson

The City of Carson positions itself for success.

Interview by Randall Shearin. Article by Lara Rauba.

The city of Carson is on the brink of change. The community of 90,000 residents has long been plagued by transient retailers and lack of economic development funds. But all that is about to change.

"Carson is really at the tipping point," says Joseph Fahey, director of real estate for Shamrock Capital Advisors, manager of the Genesis LA Real Estate Fund. "There is so much momentum in the city right now."

The NFL is looking at the city as a potential location for a new franchise, Anschutz Entertainment Group and Cal State Dominguez Hills just completed the $130 million Home Depot Training Center and renovations are in the works on the 1 million-square-foot SouthBay Pavilion shopping center.

Shopping Center Business recently met with Ronald Winkler, general manager of economic development for the City of Carson; Fahey; Mark McGaughey, first vice president of CB Richard Ellis; and Sharron King, general manager of the SouthBay Pavilion at Carson to discuss the city's progress and plans for the future.

A rendering of the new SouthBay Pavilion.

The City of Carson is a prime real estate area. The community is located 16 miles south of Los Angeles, in the South Bay region. Carson is bordered by Long Beach to the east, Torrance to the west, and the Los Angeles harbor to the south. Every day thousands of cars travel on the San Diego (405), Long Beach (710), Harbor (110) and Artesia (91) freeways, which run through and around Carson. The city is also supported by the Union Pacific Railroad and the ports of Los Angeles and Long Beach.

"We are well served in terms of access by all these systems," says Winkler. "When you look at the NFL opportunity, you might wonder why they are thinking about this location. But where else can you penetrate both the North Beach and Orange County marketplace?"

Carson's location and easy access by several modes of transportation makes the city not only accessible, but convenient to many in the South Bay area.

While the location is desirable, it is not the only thing that has caught the attention of developers looking at Carson. The city has very interesting demographics. The city is composed of a range of ethnic groups: 12 percent White, 25 percent African-American, 35 percent Hispanic, and 25 percent Asian/Pacific Islander. Since there are a variety of ethnicities, all have different wants and needs when it comes to retail. This offers developers endless opportunities, but at the same time presents quite a problem.

"The demographics make it complicated," says Fahey. "It is not a one-ethnic market. There is a whole diverse community we are trying to serve and that is challenging."

With no clear majority to market to, developers must attempt to broaden the range of products and services offered in their projects. This is not always easy and has resulted in several failed developments, one reason Carson has suf-

SouthBay Pavilion's new center court.

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Article describing future city developments

Potential future development sites

Residential uses along pedestrian environments

Open space and amenities for residens

Residential uses to support retail

Urban housing density

2. Residential First

Residential development is an important component of a strong "main street" economy. A residential population creates an extended cycle of activity, provides a ready market for retail uses, and establishes a lobby for quality public service and infrastructure. The Master Plan recommends that residential development should receive first priority.

- Public improvements such as attractive streets and public places can play a key role in creating a desirable environment that will spur investment in the revitalization of an existing community.

- Concentrate resources on one area at a time. There should be a focus on areas that have marketable assets such as available land, proximity to civic and other uses and the potential for a distinctive character. The City should therefore consider projects within the Boulevard Residential District of the Master Plan project areaas a priority.

- Capitalize on proximity to key amenities and resources such as the civic core or schools and libraries. This should be balanced with the potential for creating a residential atmosphere.

- Quality Development that encourages elegant design solutions provide a positive urban residential face on the street. This should be complemented by the provision of secure common areas within the interior of housing developments.

- Support sufficient housing to create a renewed Carson Street identity. There should be adequate housing to support a population base that has the critical disposable income that will support retail in the area. This is particularly relevant to the corridor where median incomes are significantly lower than areas that can support desirable retail.

- Create sufficient density to support vitality in key locations. By placing housing of appropriate density in the most desirable locations new housing can help create neighborhoods where all residents are within walking distance to a grocery store or the corner coffee shop. The density can help build a stronger community with better access to community resources.

- Encourage a variety of housing types and price ranges. Strive for a balance between market rate and workforce units as well as between housing types and sizes. Target the product to the largest potential market segment in the area.

Carson Street has the potential to support housing of the following types:

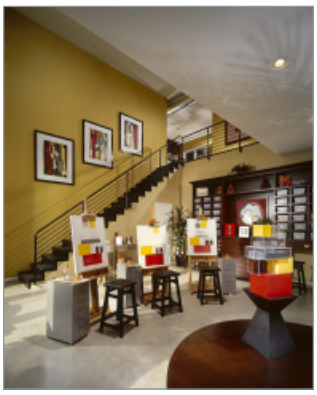
- Townhomes
  Density: 15-25 units/acre.
  Floors: 2-3
  Parking: Surface/ Garage
  Costs: Moderate
  These are typically for-sale units

- Live/work lofts and stacked townhomes
  Density: 25-35 units/acre.
  Floors: 3-4
  Parking: Surface/ Garage
  Costs: Mid range.
  These are typically for-sale units.

- Mid-rise multifamily units
  Density: 30-60 units/acre.
  Floors: 3-5
  Parking: Parking Structure
  Costs: Higher
  These are typically for rent in current market.

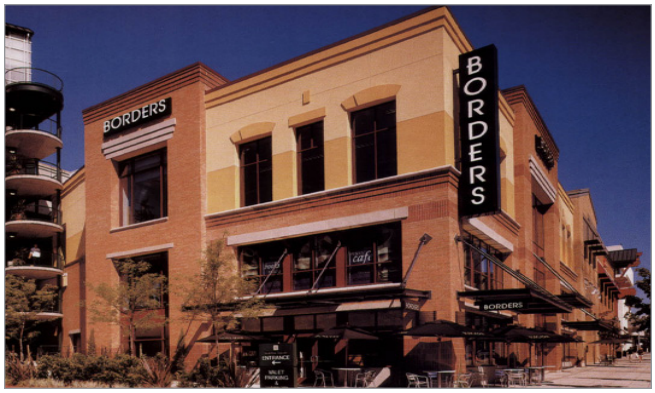
Townhomes with raised stoops

Stacked townhomes



Live / Work lofts

Retail intensity at nodes



Lifestyle oriented retail

Neighborhood oriented retail

"Family-style" sit-down restaurants

3. Compactness and Intensity of Retail Uses

To promote pedestrian activity and vitality on the Carson Street corridor, the Downtown District should be compact and walkable. The compactness will concentrate uses to create a critical mass of activity rather than spreading retail and related activity over a broad area.

- Limit future commercial opportunities on Carson Street to specific locations to attract desired tenants. This can be done by increasing the minimum density as a general rule along the street. Desired retail and restaurants should be encouraged at nodes of activity.

- Promote lifestyle-oriented retail uses that contributes to a vibrancy that will support the creation of a "main street environment". These may include coffee shops, bookstores and specialty grocery stores.

- Sit-down restaurants that fit the specific demands of the Carson community should be promoted in the corridor. A variety of ethnic cuisines that reflect the cultural diversity of this unique city. New "family-style" restaurants should be encouraged.

- Assist and promote existing businesses on the street to be more successful. The City should actively engage businesses to participate in the City's façade improvement program. This will create a more attractive image along the street and complement any newer retail development. A second order of priority should be to fill the existing gaps in the urban fabric by promoting infill development wherever possible.

- Sensitive placement and provision of adequate amount of parking is key to encouraging dense development and promoting pedestrian activity. Clearly establish zones of on-street parking in the Downtown District and the Boulevard Residential District. This will increase safety of the neighborhood, promote access to the pedestrian-oriented retail and provide limited visitor parking options.

4. Create a Vibrant Place for People

In order to create a successful downtown and "main street", the form, appearance and organization of different elements are key to creating a sense of vitality and a setting for human activity. These elements include streetscape, the character of retail uses, the density of housing and so forth. If the physical environment welcomes people and promotes enjoyment, the place will serve as a catalyst for creating a multiple-use market and sustain growth and vitality.

- Foster a distinctive identity by creating a vivid, recognizable image that can distinguish the Carson Street corridor from its neighbors. A distinctive development pattern such as a continuous street wall and complementary streetscape can be one of multiple layers that can be incorporated to foster a unique identity.

- Orient buildings to the street to encourage active street frontages that promotes pedestrian activity. Create an appropriate relationship between building height and sidewalk width so that "outdoor rooms" may be created. Placing buildings side by side with minimal and uniform setbacks from the street helps create a more interesting place to walk.

- Provide transitions from public to private spaces and large scale to small scale by encouraging the appropriate development of open spaces and plazas. These provide gathering spaces and focal points for people.

- Encourage variety and interest by providing a balance and variety in uses and activities. These may include a variety of architectural styles, a range of housing types and retail development, as well as distinctive storefront design. It is important to promote variety in details at the pedestrian scale (details and banners) while creating and providing a consistent organizing framework (similar street trees).

- Encourage family oriented recreation uses that engage the majority of residents in the area. These may include the improvement of the existing library as well as the possibility of a theater or music venues in the future.

Vibrant public spaces

Active street frontages

Variety of uses

Pedestrian scale improvements

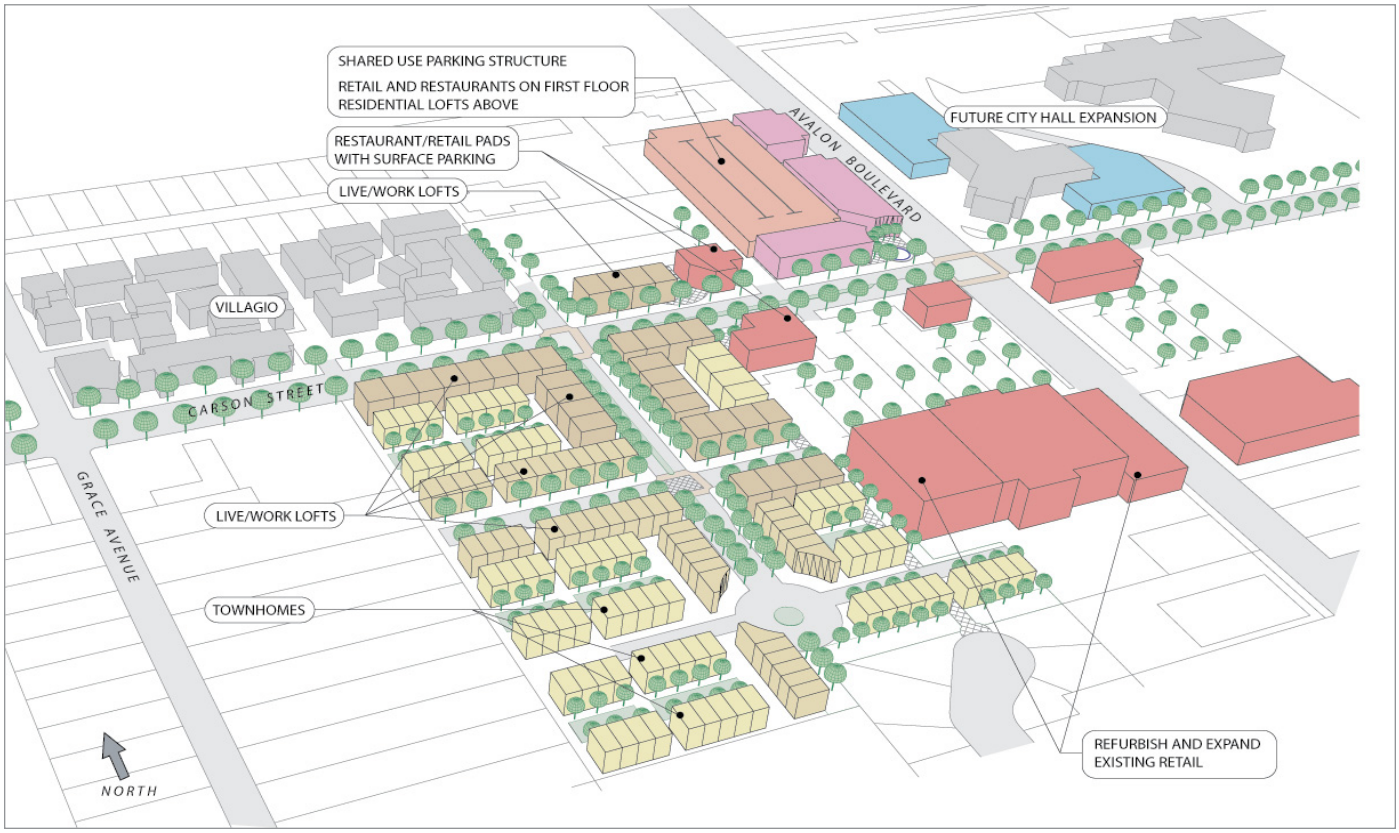
Figueroa Street opportunity site

Grace Street opportunity site

5. Early Victories

A key strategy to implement the various components of the Mixed-Use District Master Plan is to establish early development victories. These will provide the opportunity to build momentum during a multiple year period over which public improvements can be shaped and implemented. The initial focus is on certain opportunity sites that have been identified throughout the district. These sites are either owned by the City or may become available due to market conditions. Guidelines for proposed development are illustrated in Chapter 4. Illustrative opportunity sites along the Carson Street corridor are as follows.

- West Gateway at Figueroa intersection
- Boulevard Residential at Grace intersection
- Downtown at the Avalon intersection



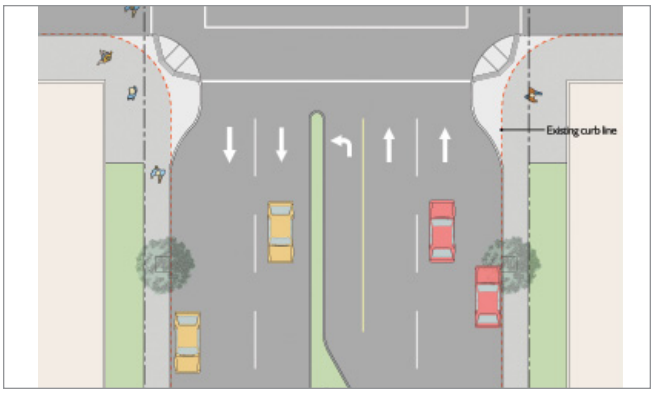
Avalon Boulevard opportunity site

6. Public Improvements Flexibility

Public improvements are an integral component in the creation of a successful "main street" environment. Although improvements can be implemented in the public right-of-way, the nature of the improvements cannot always be established at the current setback within private property. In order to provide some flexibility with respect to specific conditions along the street, three alternative strategies were recommended for the streetscape component.

- **Option 1**

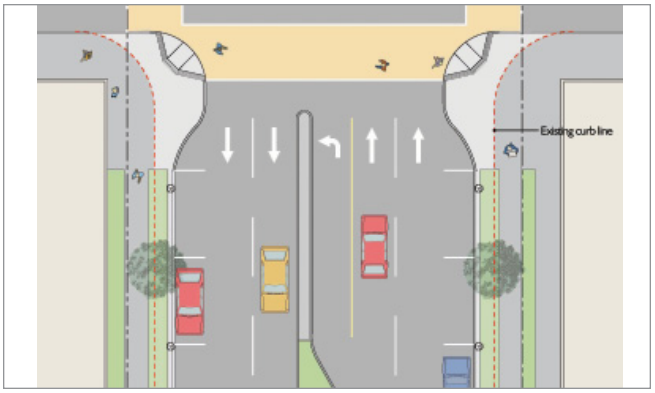
Keep existing sidewalks and provide curb extensions at appropriate locations. This option does not address the narrow sidewalks, the limited room for amenities or the limited size of street trees that can be accommodated within the narrow sidewalk.



Option 1

- **Option 2 (Recommended Option)**

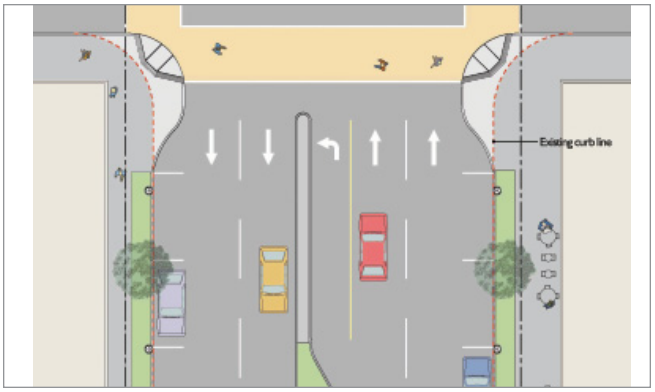
Widen sidewalk 4 feet into the roadway and provide curb extensions at appropriate locations. This option can be constructed all at once or can be phased. The option provides wider walkways and larger healthier trees in parkways. In addition, all the private setback can be retained for private use and there is more room for amenities.



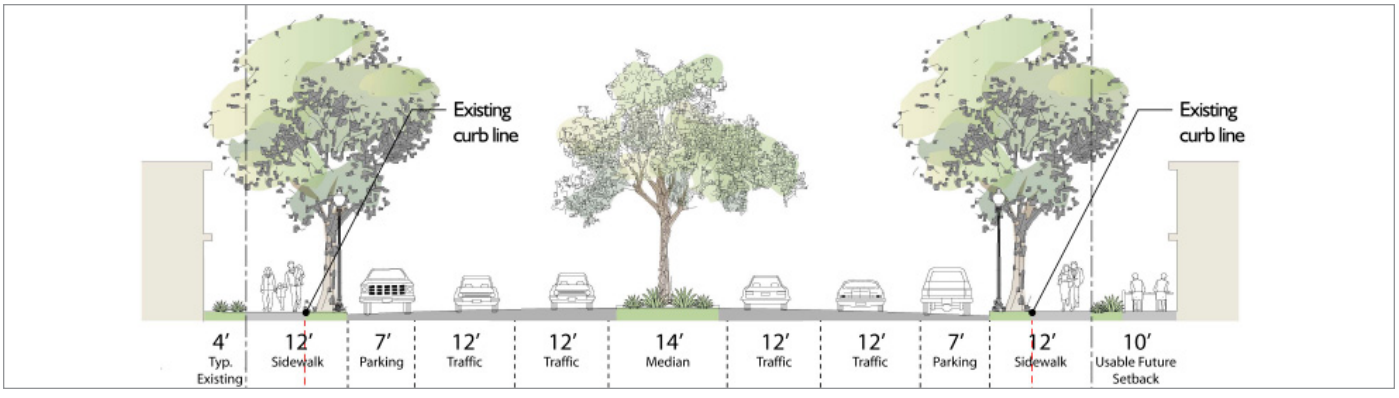
Option 2

- **Option 3**

Widen sidewalk 4 feet into private setbacks and provide Curb extensions at appropriate locations. This option can only be implemented over a long period of time in scattered locations as sites become available for development. This option does provide for wider sidewalks as well as larger healthier trees in parkways.



Option 3



Option 2 - Proposed street section

four: standards and guidelines

Design Guidelines

Use of the Guidelines

Development Standards

Design Guidelines for Development
- West Gateway District
- Community Shopping District
- Boulevard Residential District
- Downtown District
- East Gateway District

Design Guidelines for Existing
- Façade Improvement Guidelines
- Wall / Fence Program Guidelines

development standards / design guidelines

The purpose of the this section is to propose development standards and recommend design guidelines. The goal of these standards and guidelines is to establish parameters within which the formal and aesthetic character of the Carson Street corridor can be defined.

Development standards institute specific enforceable requirements that are incorporated into the zoning code. These are complemented by design guidelines that serve as recommendations for proposed development and renovation of existing buildings. The standards and guidelines are intended to assist in the creation of a built environment that evokes a consistent and distinct visual character for the Carson Street corridor.

All projects within the Carson Street corridor must comply with the development standards and are encouraged to follow the design guidelines. Projects will be reviewed for compliance prior to being issued a building permit.

The development standards/design guidelines are divided into three sections.

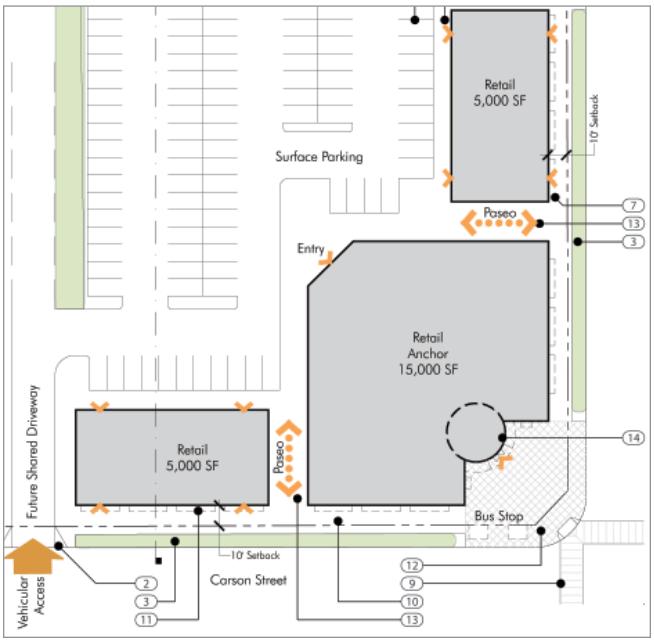
The first summarizes development standards for the entire Carson Street corridor. These are complemented by design guidelines for Site Design, Building Design, Storefront Design and Sustainable Design. Keynotes are referenced in drawings to illustrate specific guideline points.

The second section focuses on proposed catalytic projects and illustrates the application of the design guidelines to specific proposals along the Carson Street corridor.

The third section focuses on general issues regarding the rehabilitation of existing buildings, facades, walls and amenities throughout the Carson Street corridor.

Site Plan

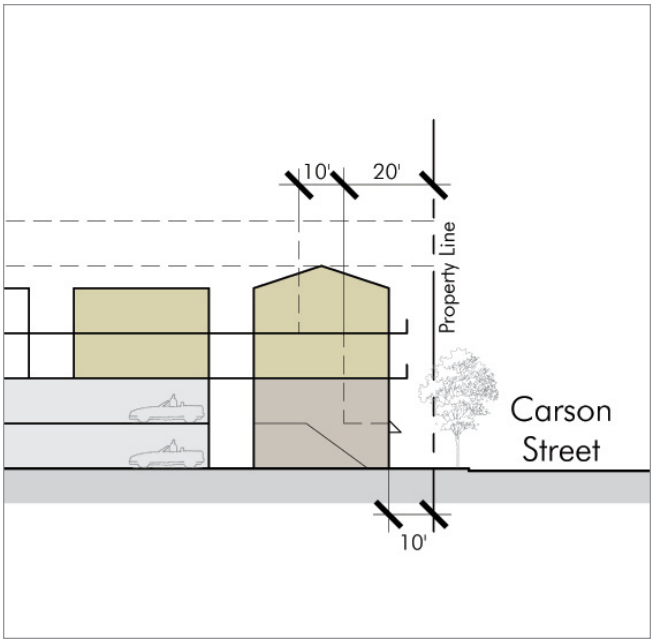
The site plan depicts the overall organization of a building proposal and its placement on the site. The urban design intent and the off-site relationships are also shown. The intent of the site plan is to provide an illustrative example of the setbacks, street frontage, and site development requirements set forth in the Site Design section of the Design Guidelines.



Example site plan diagram

Site Section

The site section depicts the overall massing profile of a proposed building and its placement in compliance with the design guidelines. The section reflects the recommended allowable building envelope. In some cases, the section may also indicate the outline per current code.



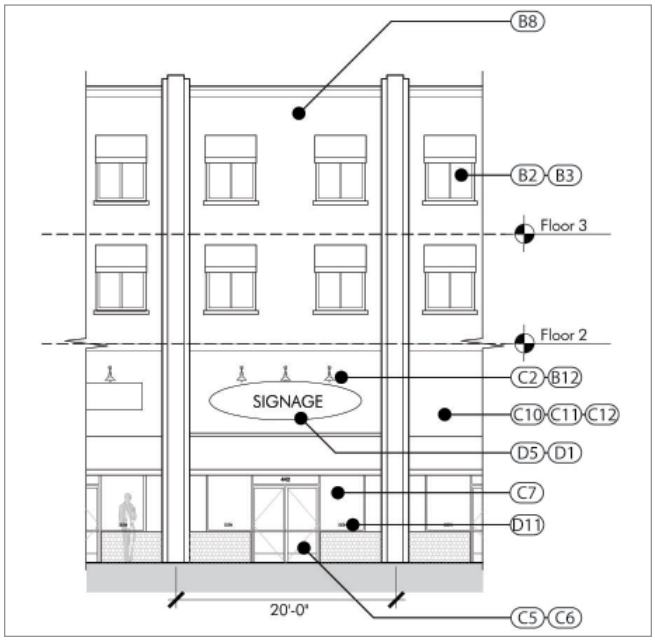
Example site section diagram

use of the design guidelines

Design guidelines that follow the summary standards and guidelines focus on possible development scenarios that illustrate the application of the guidelines. These are generally comprised of the following:

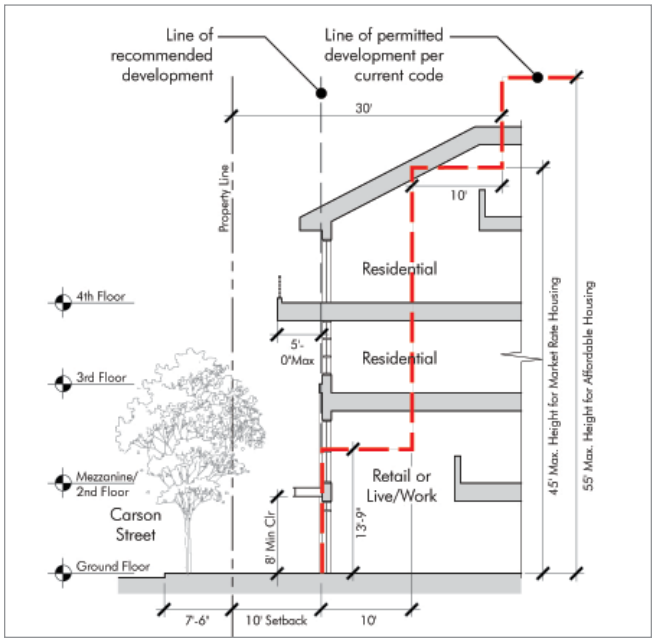
1. Site Plan
2. Site Section
3. Elevation
4. Building Section

Elevation
The elevation depicts a portion of a proposed building elevation intended to illustrate a building design approach that is compliant with the requirements set forth in Building Composition, Storefront Design, and Signage categories of the Design Guidelines.



Example elevation diagram

Building Section
The building section depicts a conceptual design that is compliant with the requirements set forth in Building Composition, Storefront Design, and Signage categories of the Design Guidelines. Also shown is height and setback requirements mandated by the current zoning code.



Example building section diagram

development standards

TOPIC		EXISTING	PROPOSED	COMMENTS
USES				
Permitted		Multi-family residential with CUP, Residential Condominiums with CUP, Mixed-Use (commercial/residential) with CUP, All uses in Section 9131.1 except as regulated or prohibited by 9131.13	Retail sales, Services, studios, office, food sales, vehicle sales and repair, vehicle rental and leasing, communication and utilities, education, recreation, religious and public assembly, public use, health services, day care, residential, and live/work uses.	Conditional Use permit required for all drive-thru establishments and assembly uses.
Prohibited		In Mixed-use Structures: Animal Services, Arcade, Bowling alley, as a primary use, Drive-in establishment, Driving skills course, Indoor mini-mart or auction house, Public Assembly Uses, Sexually oriented business establishments, Vehicle Sales and Services	Animal services, arcade, bowling alley as primary use, drive-in establishments, driving skill course, indoor mini-mart or auction house, sexually oriented businesses, vehicle sales and service, public assembly for recreational facilities, drive-thru & fast food restaurants. In live/work structures ground floor spaces shall not be used for sleeping.	See CMC Section 9131.13 for additional information
SITE REQUIREMENTS				
FAR	Max	1.5 residential or mixed-use	1.5 Residential or mixed-use	
		Max. 0.7 Min 0.15 Commercial in mixed-use building; Subterranean parking not included, partially subterranean calculated at 50%	Between .15 and .70 shall be for ground floor commercial use.	
Lot Area	Min	Min Mixed-use 20,000 sf	20,000 sf for mixed-use development	
	Min		20,000 sf for commercial development	
	Min	Min Residential 30,000 sf	30,0000 sf for residential development	
Lot Width	Min	Min 100 Feet. Mixed-use or residential	100 feet for mixed-use residential	
Lot Depth	Min.	None	200 feet	
Street Frontage	Min	Min. 100 Feet. Mixed-use or residential	Minimum building frontage to be 70% of lot width	
	Max		Building frontage not to exceed 150 feet per segment	
Site open space	Min	Private open space 130 sf. for 0 and	15% of gross floor area, 60% open to the sky.	
Density	Max	Recreational facilities - 15% of gross floor area for private recreational space, 60% of the total space shall be open to sky.	35 du/acre (market-rate residential)	
			Affordable, transit oriented development or senior housing may have higher density, but is subject to review.	
BUILDING REQUIREMENTS				
Height	Min	Min. None	1 Story: 18 feet minimum	
	Max	Max 3 stories 45 feet; affordable and senior housing 4 stories and 55 feet.	4 Stories or 55 feet. for mixed-use and residential development	
			4 stories or 55 feet. for affordable or senior housing.	
			30 feet Max height for commercial	
Allowable Vertical Projections		Transmitter, receiver repeater station tower with CUP.	15 feet projections for mechanical equipment, etc	
Space between buildings on same lot	Min	Min 6 feet. When both buildings are more than 30 feet. separation increased by 1 feet. for each 2 feet. of height above 30 feet.	Minimum of 6 feet or 1 foot horizontal distance for each 2 feet of building height on the lowest building	

TOPIC		EXISTING	PROPOSED	COMMENTS
District-wide Setbacks:				
Front Yard	Min	First floor-Commercial 10 feet.	10 feet. for first floor commercial / live/work	Modified from CMC 9136.23
		Second floor-Commercial 10 feet.	10 feet. for second floor commercial / live/work	Modified from CMC 9136.23
		First floor-Residential 20 feet.	10 feet. for first floor residential	Modified from CMC 9136.23
		Residential – 20 feet.	10 feet. for second floor residential	Modified from CMC 9136.23
		Third floor – 20 feet.	10 feet. for third floor residential	Modified from CMC 9136.23
		Fourth floor – 30 feet.	10 feet. for fourth floor residential	Modified from CMC 9136.23
		On grade parking or partial subterranean garage 10 feet.	10 feet for on-grade or partial subterranean garage	
		Min. Subterranean garage 1 inch	1 inch for subterranean garage	
Rear Yard	Min	First floor – Commercial 10 feet.	10 feet. for first floor commercial / live/work	*See CMC section 9136.25
		Second floor – Commercial 10 feet.	10 feet. for second floor commercial / live/work	depends on adjacency
		First floor – Residential 15 feet.	15 feet. for first floor residential	depends on adjacency
		Second floor – Residential 15 feet.	15 feet. for second floor residential	depends on adjacency
		Third floor – 30 feet.	30 feet. for third floor residential	
		Fourth floor – 30 feet.	30 feet. for fourth floor residential	
		Subterranean Garage – 1 inch	1 foot for subterranean garage	
		On grade parking or partial subterranean garage – 1 inch or 3 feet.	1 inch or 3 feet for on-grade parking or partial subterranean garage	
Side Yard	Min	First floor – Residential 10 feet.	10 feet. for first floor residential	*See CMC section 9136.24 for additional info
		First or second floor – commercial interior 1 in. or 3 feet. street side 10 feet.	1 inch, 3 feet, or 10 feet for first floor commercial / live/work	depends on existing or planned adjacency
		On grade parking or partial subterranean garage Interior 1 in, or 3 feet. street side 10 feet.	1 inch or 3 feet for on-grade parking or partial subterranean garage	
		Subterranean Garage 1 inch	1 inch for subterranean garage	
Allowable Projections	Max	Allowed in front yard subject to approval by the Planning Commission; Affordable housing – 5 feet. front yard encroachment allowed	10 feet into front yard setback for ground floor arcades subject to review. 5 feet. for ground floor awnings and canopies. 5 feet. for upper level balconies.	Affordable housing developments subject to review.
Sub-area Setback Exceptions:				
East Gateway subarea	Min		15 feet. front yard setback for 1st and 2nd floor (all new development)	*See District wide regulations for side yard and rear yard setbacks.
West Gateway subarea	Min		15 feet. front yard setback for 1st and 2nd floor (all new development)	*See District wide regulations for side yard and rear yard setbacks.

TOPIC		EXISTING	PROPOSED	COMMENTS
PARKING REQUIREMENTS				
Off-Street Parking requirements		Residential: 1 covered space for every studio, 2 covered spaces for each unit with I or more bedrooms; 1 guest space foer 4 units. Affordable Housing: subject to approval by the Planning Commission. Mixed-use: sum of the requirements for each use	Reference CMC 9162.21	
Percentage of compact stalls	Max		not more than 1/3 of total parking stalls	
Parking stall sizes			Reference CMC 9162.41	
Other		Mixed-use: parking for residential must be secured from general public access and separate from commercial parking	Parking for residential use shall be secured and separated from public use.	Shared on-site parking permitted with approval of conditional use permit.
		For residential only, both spaces must be assigned to same unit; no more 25% of required parking; dimension of 9 feet. by 36 feet.; subject to approval of Director of Development and Environmental Services	Tandem parking for residential may be used if for the same unit, and not in excess of 25% of the total project parking count.	
			Live/Work uses shall require 1-1/2 parking spaces per unit, for units under 2500 SF. Larger units require 1 space for residential plus the number of spaces required for commercial activities.	
		Remote parking for commercial uses are permitted within 400 feet. of use with a CUP and a covenant recorded on the property	Remote parking is permitted within 400 feet of use under a Conditional Use Permit, if property owners involved in the joint use agree by covenant.	
		All commercial parking lots/structures shall provide a minimum of 5% of total stalls for preferred parking for carpool or van pool use.	All parking lots/structures shall provide a minimum of 5% of total stalls for preferred parking for carpool or vanpool use.	
		Bicycle parking for at least 5% of the total number of stalls shall be provided in all parking areas.	Bicycle parking for at least 5% of the total number of stalls shall be provided in all parking areas.	
OTHER REQUIREMENTS				
Site Landscaping		All portion of setbacks not covered walkways, driveways or permitted encroachments must be landscaped. One 30 in. box tree per 4 units. Reduction in requirements with approval of Planning Commission.	Reference CMC 9138.7 and CMC 9162.52	see district design guidelines
Signage Standards		Per Section 9136.7	Reference CMC 9136.7	see district design guidelines
Existing Non-Conforming Uses		Per Section 9182.22	Reference CMC 9182.22.	
MECHANICAL EQUIPMENT			Mechanical equipment should be screened from view along Carson Street. Wood lattice and plywood screens are strongly discouraged.	
MECHANICAL EQUIPMENT - DISCOURAGED			Mechanical equipment (e.g. air conditioners) are strongly discouraged in window or door openings.	
LIGHTING			Lighting should be shielded to prevent glare on adjacent properties. Uplighting should be minimized to reduce light pollution.	

KEY	TOPIC	RECOMMENDED DESIGN GUIDELINE	COMMENTS
A1	*FRONT YARD SETBACK (COMMERCIAL /MIXED-USE DISTRICTS) See Development Standards page 4-5 for setback requirements.*		
A2	*SIDE YARD SETBACK*	In order to strengthen street wall, side yard setbacks are to be minimized in accordance with code, and pending review.	CMC setback requirements are revised.
A3	*MID BLOCK PASSAGE*	Provide pedestrian access connecting rear parking lots to street when possible.	
A4	*PARKING*	Parking lots should be placed at the rear and sides of new retail development to establish a consistent building frontage line along Carson Street.	
A5	*AUTOMOBILE SITE ACCESS*	New points of ingress or egress to public or private parking lots should be from side streets whenever possible. Driveways onto Carson Street should be combined to serve two or more properties wherever possible.	
A6	*ENHANCED PAVING*	Provide continuous enhanced paving at pedestrian areas adjoining one or more developments & all driveway areas.	
A7	*LANDSCAPING*	Parking lots adjacent to the public right of way should be separated from the sidewalk by a continuous 10 foot wide landscape buffer. A minimum of 3 foot high planting is recommended. 24" box shade trees recommended.	Site landscaping should comply with CMC 9138.7 and CMC 9162.52
A8	*FOCAL ELEMENTS*	Provide fountains and/or civic art, centrally located, in designated open space areas for visual attraction, screening of traffic noise, and cooling effects.	
A9	*SITE ELEMENTS*	Provide site amenities (benches, kiosks, trash receptacles, etc) for a minimum of 5% of building occupants in adjacent open space areas. Calculations based on occupant loads for development as determined by UBC/CBC Table 10-A.	
A10	*PUBLIC ART COMPONENT*	All new developments over 20,000 SF should incorporate a public arts component equal to at least 1% of the total project costs. Arts component can be either integrated into the building design or as a free standing element.	Review recommended for all art elements.
A11	*TRANSIT SHELTERS*	Transit shelters should be incorporated into the design of commercial and mixed-use projects. Designs can be physically integrated into the development or coordinated aesthetically with the proposed development.	Coordinate with transit district for design approval.
A12	*LIGHTING*	Provide pedestrian scaled pole lighting with a minimum of 1 foot candle in all public areas. Historical themed fixtures should be avoided.	
A13	*BUILDING ORIENTATION*	Primary ground floor building entrances should front the public right of way.	
A14	*SECONDARY ENTRY*	Secondary entrances are permitted when parking is located to the side or rear of the building.	

B. building design guidelines

KEY	TOPIC	RECOMMENDED DESIGN GUIDELINE	COMMENTS
B1	*BUILDING ENTRY*	Primary: The main entry for a project should be clearly identified and directly accessible from the public right of way.	
B2	*SCALE & FORM*	Buildings should be designed with a variety of scales, creating a scale and level of detail that addresses the pedestrians at street level and the formal conditions of the upper floors.	
B3	*WINDOW AND DOOR OPENINGS*	Wall openings (windows and doors) should occupy at least 70% of the ground floor street façade.	
B4	*UPPER FLOOR WINDOWS*	Each floor above the ground floor should provide a minimum of 2 windows.	
B5	*UPPER FLOOR WINDOWS - HEIGHT TO WIDTH RATIO*	Upper floor windows should have a greater height to width ratio.	
B6	*ROOF LINES*	New developments should consider the roof lines of adjacent buildings to avoid clashes in scale, proportion, style and materials.	
B7	*ROOF LINES - DISCOURAGED*	Roof pitches that create prominent or out of scale building elements, such as A-frame roofs, geodesic domes, or chalet-styled buildings are strongly discouraged.	
B8	*COLOR*	Use of exterior paint should be limited to four different colors per building. Additional colors may be permitted with city approval.	
B9	*COLOR - DISCOURAGED*	Use of fluorescent colors are strongly discouraged.	
B10	*EXTERIOR SURFACE MATERIALS - DISCOURAGED*	Use of wood, metal, vinyl, and heavily textured stucco as primary exterior building materials should be prohibited. Themed finish materials that convey a specific motif (e.g. Western, Tudor) are strongly discouraged.	
B11	*EXTERIOR SURFACE MATERIALS - RECOMMENDED*	Wood and metal may be used for door frames, window frames and other accent uses.	
B12	*DAYLIGHTING*	Skylights, clerestories, and transom windows should be incorporated into the building where possible to allow for maximum amount of daylighting.	

KEY	TOPIC	RECOMMENDED DESIGN GUIDELINE	COMMENTS
C1	*ENTRY EMPHASIS*	Recess storefront bays on new buildings at least 3 inches from the front plane of the building. Encourage retention of recessed storefront in storefront remodel.	
C2	*ENTRY LIGHTING*	Storefront entries should be illuminated.	
C3	*ENTRY TREATMENT*	Entries should be enhanced through architectural treatment such as tiling, individual awnings, or placement of signs above the entryway.	
C4	*STOREFRONT BAY ARTICULATION*	All ground floor storefronts greater than 30 feet in length should provide for structural bays at a minimum of 20 foot intervals.	
C5	*FAÇADE RHYTHM & PROPORTION*	Facades should be varied via elements such as windows, fenestrations, cornices, etc. to create visual interest, variety and emphasis. Long repetitive expanses of wall surfaces should be avoided. Vertical and horizontal design elements should be incorporated to balance the facade composition.	
C6	*ENTRY ORIENTATION*	The primary building entrance should front the public right of way.	
C7	*DOORS*	Doors for retail shops should contain 70% clear glass (90% light transmission). Solid doors, or doors with opaque or dark tinted glass is prohibited.	
C8	*STOREFRONT WINDOWS*	Storefront windows for retail shops should contain 70% clear glass (90% light transmission). Opaque or dark tinted glass is prohibited.	
C9	*BULKHEADS*	Storefront windows should be a minimum of 18" and a maximum of 36" from the sidewalk grade to accommodate a low wall to protect storefront / display areas	
C10	*BULKHEAD TREATMENT*	Permitted exterior materials for storefront bulkheads should be tile, brick, or stucco.	
C11	*AWNING LENGTH*	Each structural bay should have an individual awning when awnings are provided. One unified awning spanning several structural bays should be prohibited.	
C12	*AWNING SHAPE*	Awning shape should relate to the shape of window and door openings.	
C13	*AWNING MATERIALS*	Awnings should be constructed of canvas with metal or wood frames.	
C14	*SECURITY GRILLS - DISCOURAGED*	Exterior security grills or permanently affixed security bars are strongly discouraged.	
C15	*SECURITY GRILLS - DISCOURAGED*	Roll-down security grills that conceal storefront windows are strongly discouraged.	
C16	*SECURITY GRILL ENCASEMENT*	Interior security grills must recess completely into pockets that conceal the grill when it is retracted.	
C17	*SECURITY GRILL CONCEALMENT*	Roll-down security grills and housings must be completely concealed from the street by awnings or canopies.	
C18	*SECURITY GRILL CONCEALMENT*	Security grills should not be visible during hours of operation.	

D. signage design guidelines

KEY	TOPIC	RECOMMENDED DESIGN GUIDELINE	COMMENTS
D1	*SIGN COLOR*	Signs may use any of the building colors plus three additional colors. Signs must use at least one building color. Additional colors or logos may be permitted with city approval.	
D2	*SIGN AREA*	Combined sign area of all signs on a single story building which abuts a public street should not exceed 2 square feet for each of the first 20 feet of business storefront, and 1 square foot for each linear foot which exceeds the first 20 feet.	revise existing sign code for sign area
D3	*NUMBER OF SIGNS*	Businesses that take their primary access from the public right of way should have no more than 2 signs -- one wall and one awning, window, or pedestrian sign. Businesses located on a corner may have one wall sign, and window, or pedestrian sign on each exterior wall or window of the business which abuts a street.	
D4	*NUMBER OF SIGNS*	Ground floor businesses which have an entrance on an a rear parking lot, may have one additional sign on the exterior wall which abuts the parking lot. Size and style of sign to be consistent with building design.	
D5	*WALL SIGN PLACEMENT*	Wall mounted signage should be centered above storefront. Signage width not to exceed 75% of lease hold frontage.	
D6	*SIGN LETTER SIZE*	Capital letters should not exceed a height of 18". Lower case letters should not exceed a height of 18". When using logos, logo size should not exceed 24". Two rows of letters should not exceed 36" in height.	
D7	*RECOMMENDED SIGN ALTERNATIVES*	Internally illuminated letters on a raceway (Channel letters), neon letters, and externally illuminated letters mounted to façade or canopy, internally and externally illuminated projecting signs, sign cabinets with distinctive curvilinear form.	
D8	*DISCOURAGED SIGN ALTERNATIVES*	Internally illuminated sign cabinets with a rectangular form, signs promoting products sold at other locations, use of human beings, live animals, animated figures, pennants, streamers, flashing/blinking lights, or moveable signs (electric or manual) should not be permitted in connection with any sign. No exposed neon tubing is permitted.	Reference CMC 9146.7, CMC 9167.1 - 9167.6 and CMC 9136.7 (Commercial Zones)
D9	*TEMPORARY SIGNS*	Banners, pennants, and other similar temporary signage placed on the exterior of a building are generally prohibited, although they may be permitted at the opening of a new business, or for special events with prior approval.	
D10	*MAJOR PROJECTING SIGNS / BLADE SIGNS*	Major projecting signs should be non-rectangular in shape. If internally lit, only the letters and logos should emit light. Projecting signs should be a minimum of 8' above adjacent grade and should not project above the building parapet. Maximum sign projection beyond the building line should be 30" at 8' above grade and a maximum of 48" at 14' above grade. Projecting signs should not exceed 25 square feet and be no closer than 15 feet to another projecting sign, monument sign, or pole sign.	
D11	*MINOR PROJECTING BLADE SIGNS*	Minor projecting blade signs should not exceed 4 square feet in size, and should not project more than 30" from the wall on which they are attached. Internal illumination of minor projecting blade signs is prohibited.	

KEY	TOPIC	RECOMMENDED DESIGN GUIDELINE	COMMENTS
D12	*WINDOW SIGNS*	Window signs should be limited to permanent signs and should not exceed 15% of window area. Signage letters should be per standards for height. Sign content limited to business name and address.	
D13	*AWNING SIGNS*	Awning signs should be kept to minimum size, and be limited to the valance of the awning. Area should be calculated with total sign area.	
D14	*MONUMENT SIGNS*	The sign area of monument signs should not exceed 1.5 square feet per each foot of street frontage. Sign placement should not exceed a maximum of 1 per every 150 linear feet of street frontage. Signs should be located at least 7.5 feet from interior lot lines and be no closer than 15 feet to another monument sign, projecting sign, or pole sign. Sign should be a maximum of 8' high, with an minimum of 18" base, and should not present a hazard to pedestrian or vehicular traffic. Sign content to display on project title and name of tenant (no more than 2 rows of letters).	
D15	*PYLON SIGNS*	Pylon signs are discouraged. Limited to one pylon sign per center, subject to review. Pylon signs are reserved for major tenants. Per standards, pylon signs are a recommended alternative for parcels 2 acres or more. Minimum of 200 foot distance between signs. 30 foot maximum height. Area should not exceed 1 SF for each SF of building frontage.	

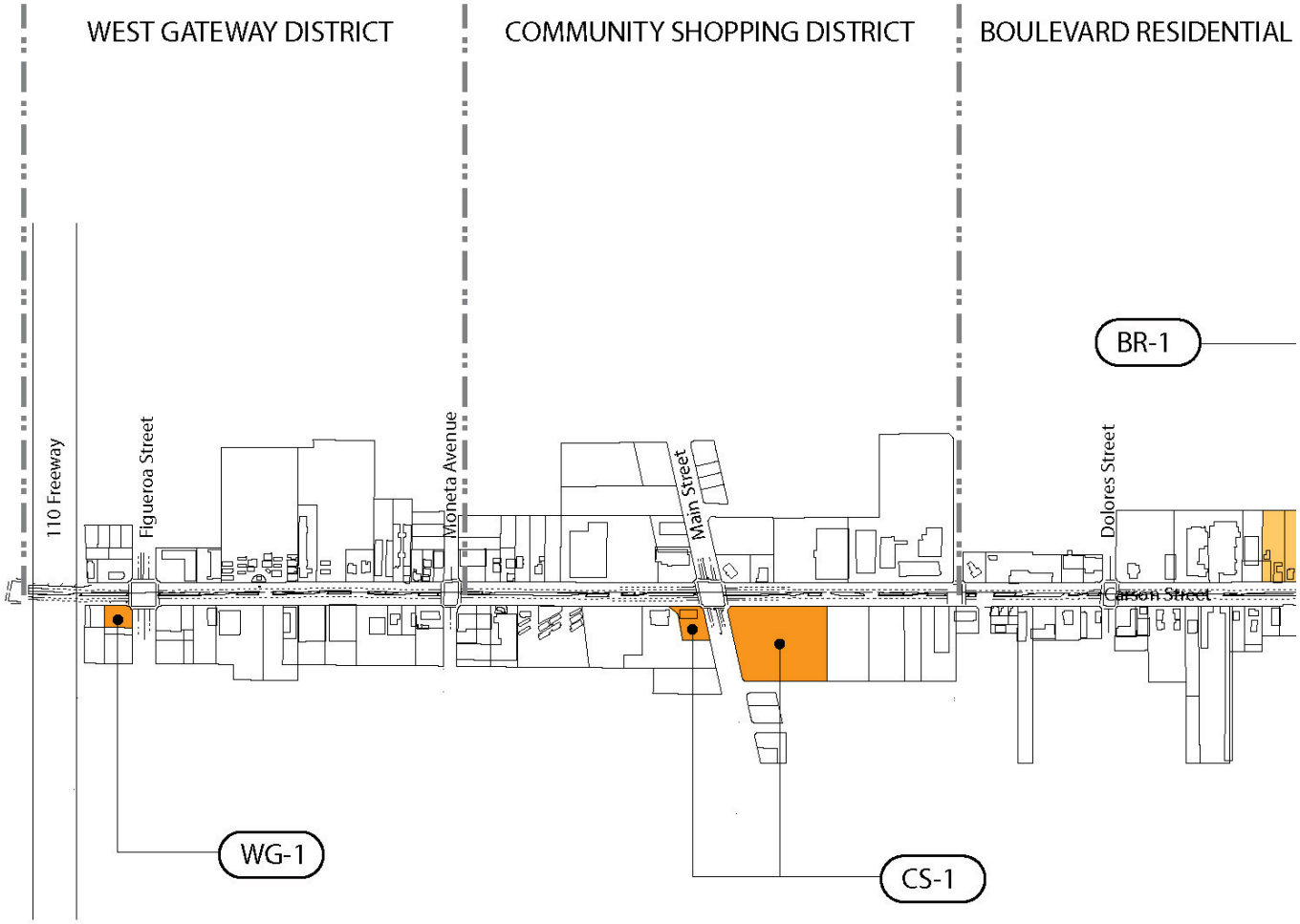
E. sustainable design guidelines

TOPIC		PROPOSED GUIDELINES	COMMENTS
SITE DESIGN / DEVELOPMENT			
Site Buildings to Create Outdoor Space		Create outdoor spaces to promote community, a sense of place, pedestrian friendly environments, reduced automobile usage, and encourage connections to nature.	
Brownfield Development		Encourage rehabilitation of damaged site due to environmental contamination.	As required by EPA sustainable redevelopment of brownfields program
Cluster development		Cluster buildings to promote higher density communities and greater opportunities for energy efficient designs.	
Provide solar access		Site buildings to take advantage of solar orientation, minimize energy use and to increase potential for alternative energy sources.	
Minimize concrete paving and promote porous paving materials		Increase porous paving to minimized storm water/runoff impact on the surrounding environment.	
Use of Xeriscaping or water-efficient landscaping		Specify plants that can efficiently collect and distribute rainwater and are of local origin to help conserve water across the site.	
Reduced Light Pollution		Minimize uplighting and reduce site lighting requirements to 1 foot-candle to lower the amount light that spills across the site.	Light levels not to exceed IESNA requirements.
BUILDING COMPOSITION / ARCHITECTURE			
Solar orientation		Orient longer side of buildings on east-west axis to maximize solar heat gain.	
Building shaped to be conscious of wind		Shape buildings to maximize effects of local wind conditions and circulate breezes.	
Color		Specify light colored or reflective colors and materials to minimize heat gain	
Windows		Specify windows and glazing systems with high R-vales and low-e coatings to minimize heat gain and loss.	
Shading Devices		Provide roof overhangs, awnings, canopies, porches, or blinds to prevent unwanted solar heat gain.	
Heat Islands		Provide roofing materials with high reflectance and high emmissivity or install green roof to minimize thermal gradient difference between developed and undeveloped areas.	ENERGY STAR roof systems
Daylighting strategies		Provide natural lighting opportunities through the use of skylights, light shelves, light wells, clerestories, and windows.	
Recycled Materials		Specify materials that either are made from recycled content or are re-used from previous construction.	
Use of natural materials		Specify natural materials such as stone, lumber, earth, etc. to reduce pollution levels in environment.	
Non-Toxic Materials		Specify materials that do not contain formaldehyde, organic solvents, VOC's and chlorofluorocarbons (CFCs).	
CONSERVATION			
Alternative energy sources		Consider offsetting energy cost through alternative energy sources such as photovoltaics, wind power, water power, geothermal, bio-gas, or cogeneration plants.	
Energy efficiency		Specify lighting fixtures, plumbing fixtures, and appliances that minimize energy and water consumption (i.e. fluorescent lights, day light sensors; low-flow toilet fixtures, automatic faucets; natural gas appliances).	
Recycling		Institute recycling programs for facilities and provide recycling locations within developments to collect materials.	

TOPIC		PROPOSED GUIDELINES	COMMENTS
PUBLIC IMPROVEMENTS			
Reduce the area of impervious surfaces		Minimize amounts of impervious surfaces to reduce storm water run-off and reduce heat island effects through use of landscaping, permeable paving and high-albedo concrete.	
Promote the use of transportation alternatives		Provide attractive waiting areas for mass transit use, preferred carpool/vanpool parking locations, bicycle storage areas, and shower/changing facilities for building users.	Perform a transportation survey of future building occupants and uses.
Pedestrian amenities		Provide site amenities (i.e. drinking fountains, benches, bike racks, etc.) for a minimum of 5% of the adjacent building's occupants.	
LANDSCAPE			
Protect and Nurture Topsoil		Good quality soil is the foundation of a sustainable landscape. Typically, a building site is cleared of vegetation and graded, so that much or all of the topsoil is removed. After building, sod and plants are installed on/in the subsoil which has little or no organic matter or nutrients. The lack of nutrients and organic matter means that the plants must be fertilized and watered more heavily than if they were planted in topsoil. A more sustainable approach is to protect the native topsoil during construction, so it can support the future landscape, reduce storm water runoff, reduce fertilizer and pesticide use, and conserve irrigation water.	
Minimize Disruption of Existing Plants, Especially Trees		It takes years for trees and shrubs to mature and provide the benefits of shading, reduced storm water runoff, reduce erosion, and improved visual quality. Existing, mature trees and shrubs provide those benefits immediately and should be incorporated into new developments whenever possible.	
Conserve Water		Outdoor water use accounts for approximately one-third of the water used in the Greater Los Angeles area, of which half is used for irrigation. Water-wise landscaping and maintenance can reduce the water used for irrigation by more than half.	
Conserve Energy		Landscaping can reduce energy use by shading buildings and parking lots during hot summer months and allowing for heat gain in the winter, as well as enhancing natural ventilation by directing breezes and blocking wind.	
Protect Water Quality		Designing landscapes to allow irrigation and storm water to soak into the soil recharges groundwater systems and filters out pollutants. Reducing runoff, erosion and pesticide use can protect water quality during construction and operation.	
Minimize Waste (and Increase Landfill Life)		Reduce the need to prune by selecting appropriate plants and using plant trimmings as mulch and compost.	
Use Salvaged and Recycled Content Materials in the Landscape		The use of materials that have been salvaged on the project site or other construction sites or have recycled content reduces waste and conserves energy and resources.	

project area diagram

The project area diagram indicates the location of potential opportunity sites in the context of the proposed districts. Design guidelines for each of the sites exemplify the expectations for development in the context of the district and the type of mixed-use development that is desired and may be economically feasible. The following page identifies the key characteristics of each of these sites (WG-1, BR-1 and so forth). The total site area in acres and the project type, such as Commercial or Residential Mixed-Use is noted. Several sites are identified for the Downtown District (CD-1 through CD-4).



Project area diagram

Opportunity Sites

West Gateway - 1 (WG-1)
Site Area: 1.14 acres
Project Type: Commercial / MUR

Community Shopping - (CS-1)
Site Area: 9.63 acres
Project Type: Commercial

Boulevard Residential - 1 (BR-1)
Site Area: 2.81 acres
Project Type: Mixed Use/Residential

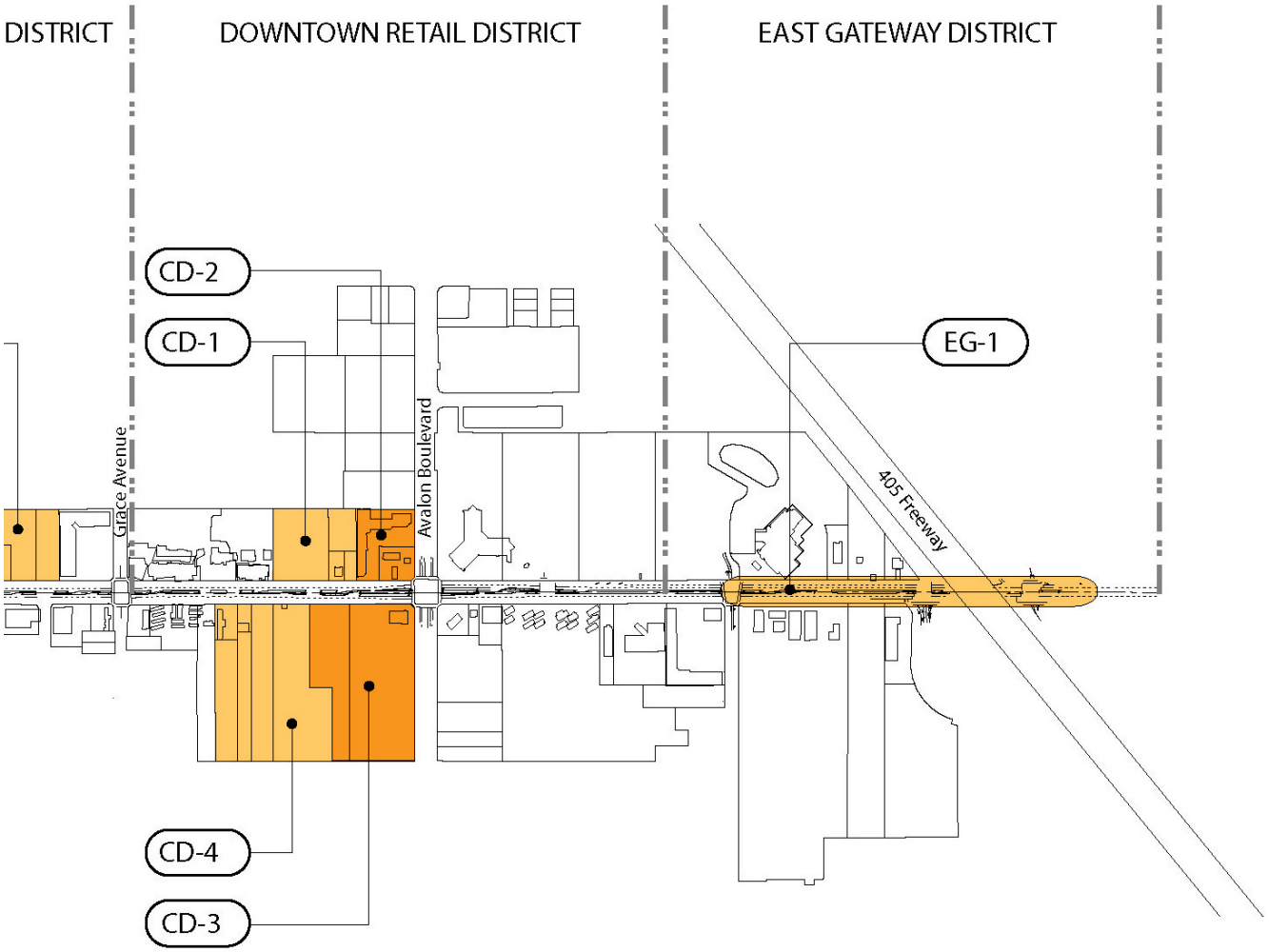
Downtown Retail District - 1 (CD-1)
Site area: 2.55 acres
Project Type: Mixed Use/Residential

Downtown Retail District - 2 (CD-2)
Site area: 2.16 acres
Project Type: Commercial

Downtown Retail District - 3 (CD-3)
Site area: 6.53 acres
Project Type: Commercial

Downtown District - 4 (CD-4)
Site area: 7.34 acres
Project Type: Residential / Mixed Use

East Gateway (EG-1)
Site area: n/a
Project Type: Streetscape



Project area diagram

west gateway

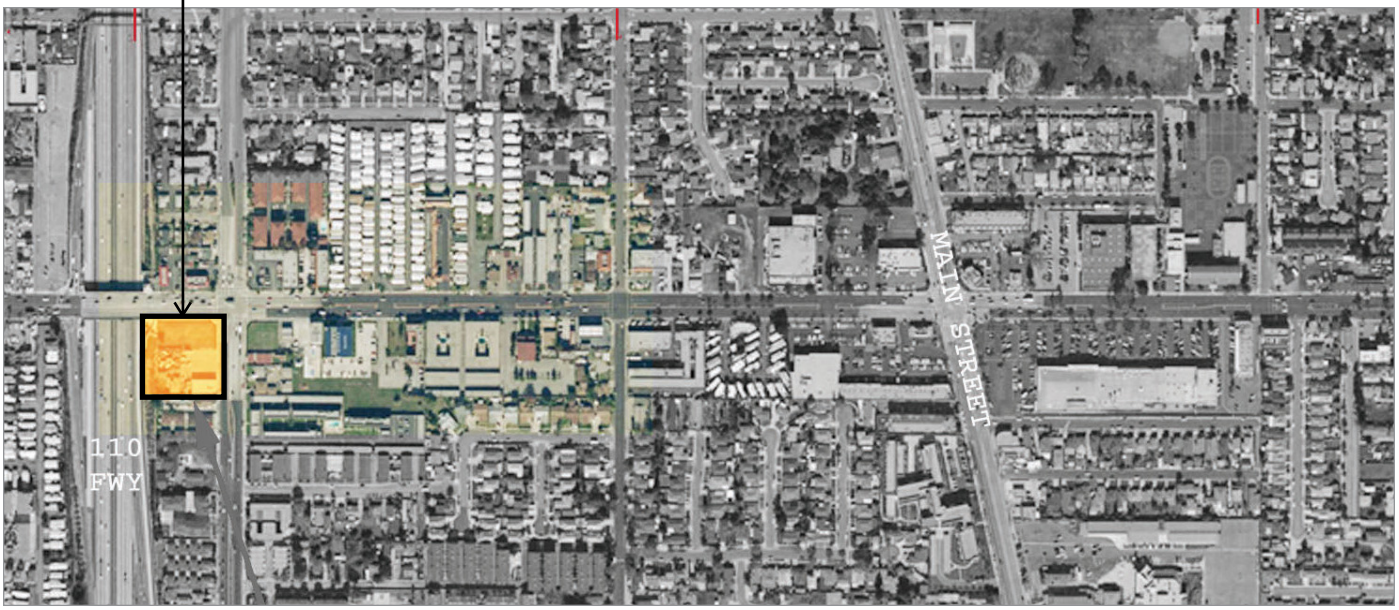
Goals / Principles

- Create an appealing sense of entry into the city for people approaching from the freeway off-ramp. This includes a new gateway element at the entry to the district.
- Eliminate on-street parking to create a landscaped parkway as an attractive, formal city entry. Eliminating on-street parking also reduces traffic bottlenecks between Figueroa Street and the freeway. Planting trees along Carson Street will provide a visual screen to auto related uses located near freeway off-ramps and helps to mitigate traffic noise.
- New pedestrian scaled lighting with the widened parkway creates a more people-friendly environment. Existing traffic street light poles are to remain and to be fitted with new identity banners as part of an environmental graphics program.
- Buffer pedestrians from the roadway with landscaping where speeds tend to be high and traffic busiest.
- Provide residential development within walking distance of the MTA Transitway at the Harbor (I-110) Freeway.

Active gateway streets

Pedestrian friendly environment

DEVELOPMENT SCENARIO SITE:
WG-1



Location of development scenario site within the Carson Street corridor

Gateway development

Conceptual development rendering

Commercial Mixed-Use Development

The recommended use for this opportunity site (WG-1) is focused on a potential restaurant use as a gateway development at the western edge of the Mixed-Use District. The proposed development indicated here is the option preferred by workshop participants. The characteristics of the development include the following:

- Restaurant and retail uses on the ground level.
- Live / work lofts in lieu of retail uses.
- Residential densities between 10-12 units/acre.
- Height varying from 35-45 feet.
- Gated/secure resident parking at grade or in garage.
- Customer parking for restaurant at grade.
- Enhanced landscaping illustrated in Chapter 5.
- Gateways comprised of environmental graphics elements such as monument signs and banners.

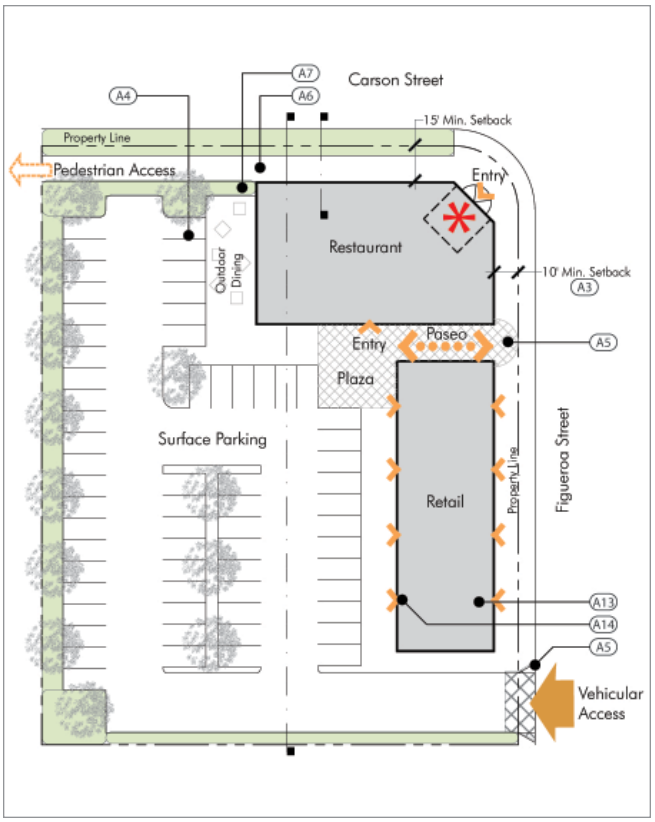
Overall Site Plan at the Figueroa Street Intersection

WG -1

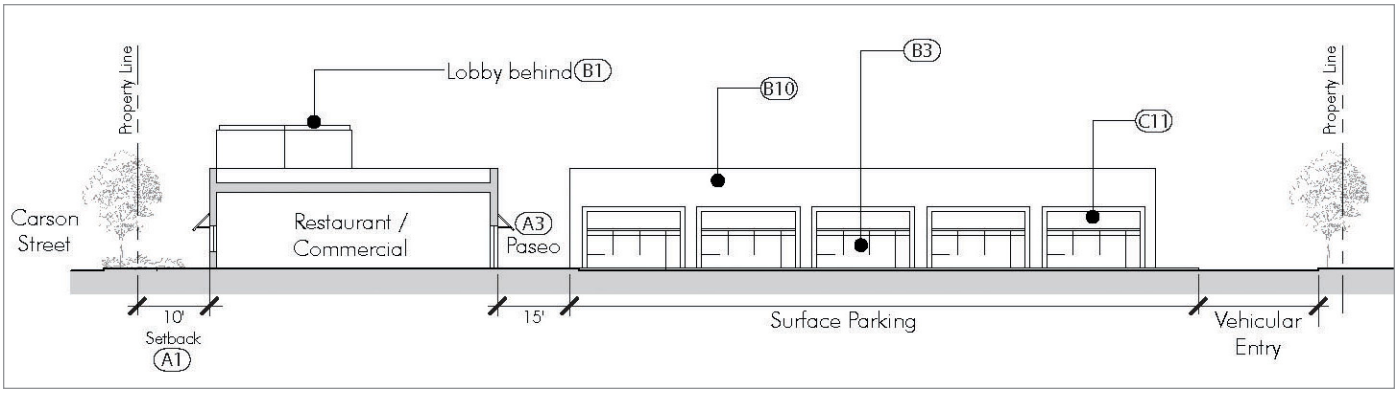
SITE DESIGN

A1. Ground floor setback of 10' is required.
A3. Provide pedestrian access through buildings of at least one opening at half the street frontage along the adjacent public right-of-way to reduce expansive facades and "blank" walls.
A4. Parking lots shall be placed at the rear and sides of new retail development to establish a consistent building frontage line along Carson Street.
A5. New points on ingress or egress to public or private parking lots shall be from side streets whenever possible. Driveways onto Carson Street shall be combined to serve two or more properties whenever possible.
A6. Provide continuous enhanced paving at pedestrian areas adjoining one or more development and all driveway areas.
A7. Parking lots adjacent to the public right-of-way shall be separated from the sidewalk by a continuous 10 foot wide landscape buffer.
A13. Primary ground floor building entrances shall front the public right-of-way.
A14. Secondary entrances are permitted when parking is located to the side or rear of the building.

SUMMARY: WG-1	
SITE AREA	1.14 acres
PREFERRED USE	commercial
MINIMUM STREET FRONTAGE	70%
BUILDING HEIGHT RANGE	18'-55'
ALLOWABLE F.A.R.	1.5 Max.
PARKING REQUIRED	CMC 9162.21



Site plan diagram



Site section diagram

BUILDING COMPOSITION

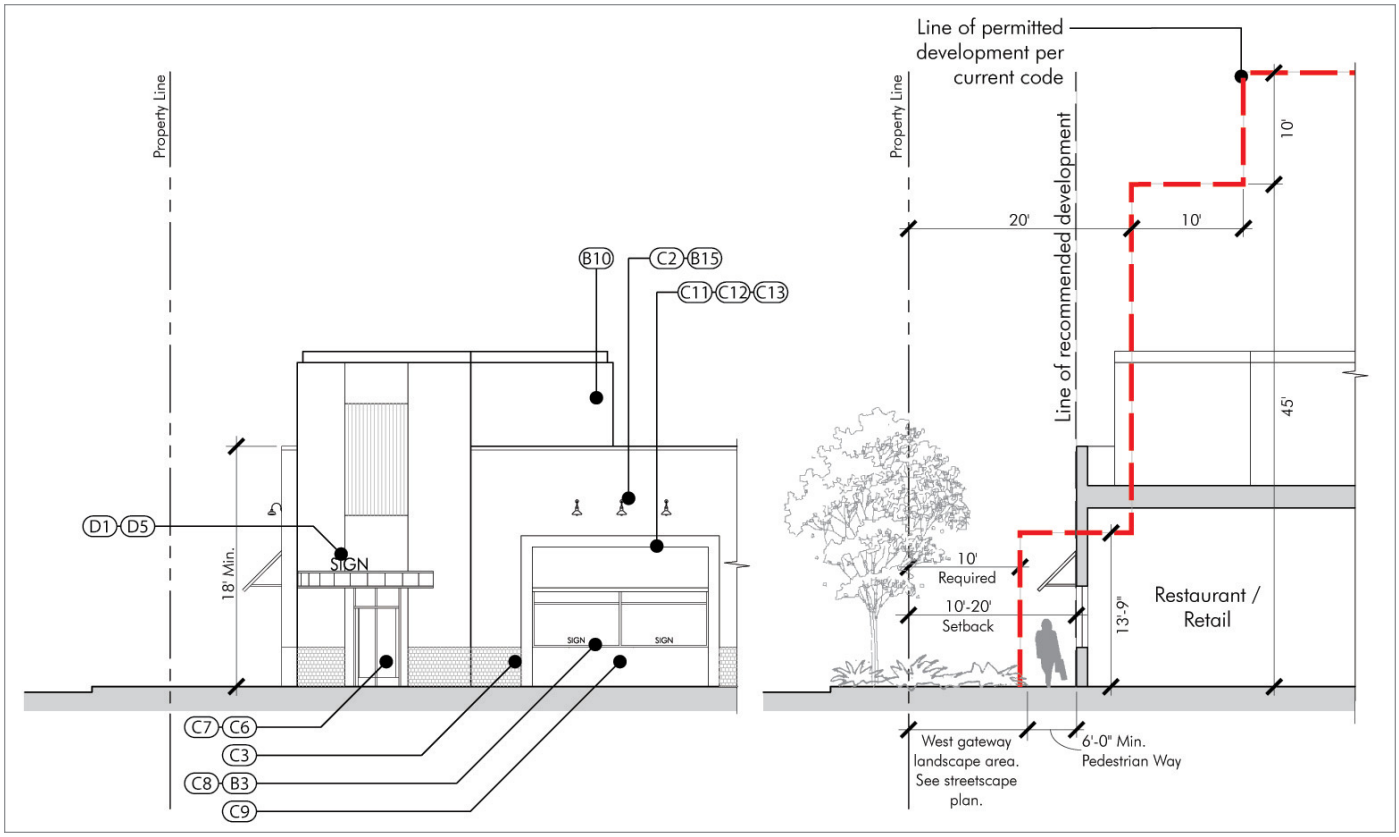
B1. The primary entry for a project should be clearly identified and directly accessible from the public right-of-way.
B3. Wall openings (windows and doors) shall occupy at least 70% of the ground floor street façade.
B10. Use of exterior paint shall be limited to four different colors.
B15. Lighting shall be shielded to prevent glare on adjacent properties.

STOREFRONT DESIGN

C2. Storefront entries shall be illuminated.
C3. Entries shall be enhanced through architectural treatment such as tiling, individual awnings, or placement of signs above the entryway.
C6. The primary building entrance shall front the public right-of-way.
C7. Doors for retail shops shall contain 70% clear glass (90% light transmission). Solid doors, or doors with opaque or dark tinted glass is prohibited.
C8. Storefront windows for retail shops shall contain 70% clear glass (90% light transmission). Opaque or dark tinted glass is prohibited.
C9. Storefront windows shall be a minimum of 18" and a maximum of 36" from the sidewalk grade to accomodate a traditional bulkhead.
C11. Each structural bay shall have an individual awning when awnings are provided. One unified awning spanning several structural bays shall be prohibited.
C12. Awning shape shall relate to the shape of the window and door openings.
C13. Awnings shall be constructed of canvas with metal or wood frames.

SIGNAGE

D1. Signs may use any of the building colors plus three additional colors. Signs must use at least one building color.
D5. Wall mounted signage shall be centered above storefront.



Building elevation diagram

Building section diagram

WG -1 ALT

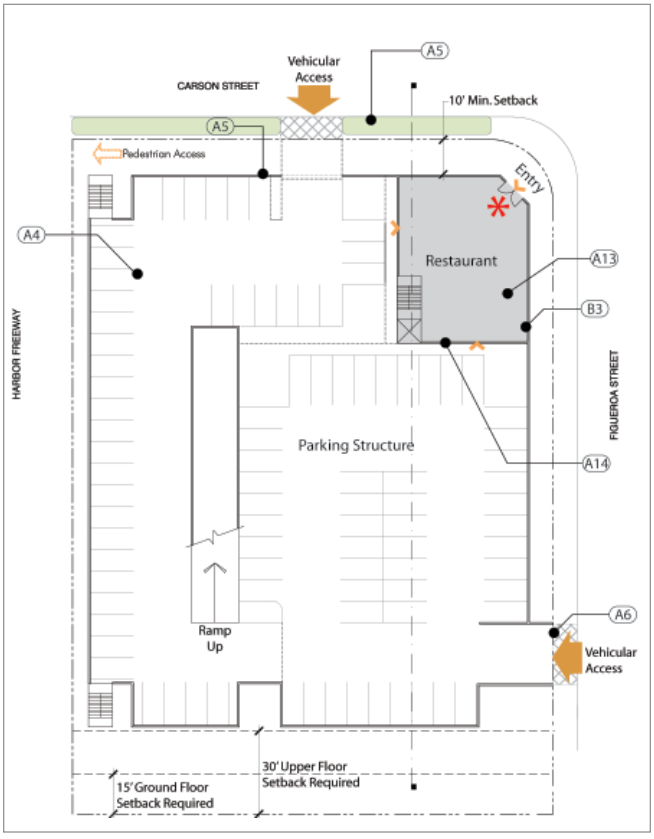
SITE DESIGN

A1. Ground floor 10 foot setback required.
A4. Parking lots shall be placed at the rear and sides of new retail development to establish a consistent building frontage line along Carson Street.
A5. New points of ingress or egress to public or private parking lots shall be from side streets whenever possible. Driveways onto Carson Street shall be combined to serve two or more properties whenever possible.
A6. Provide continuous enhanced paving at pedestrian areas adjoining one or more developments and at all driveways.
A13. Primary ground floor building entrances shall front the public right-of-way.
A14. Secondary entrances are permitted when parking is located to the side or rear of the building.

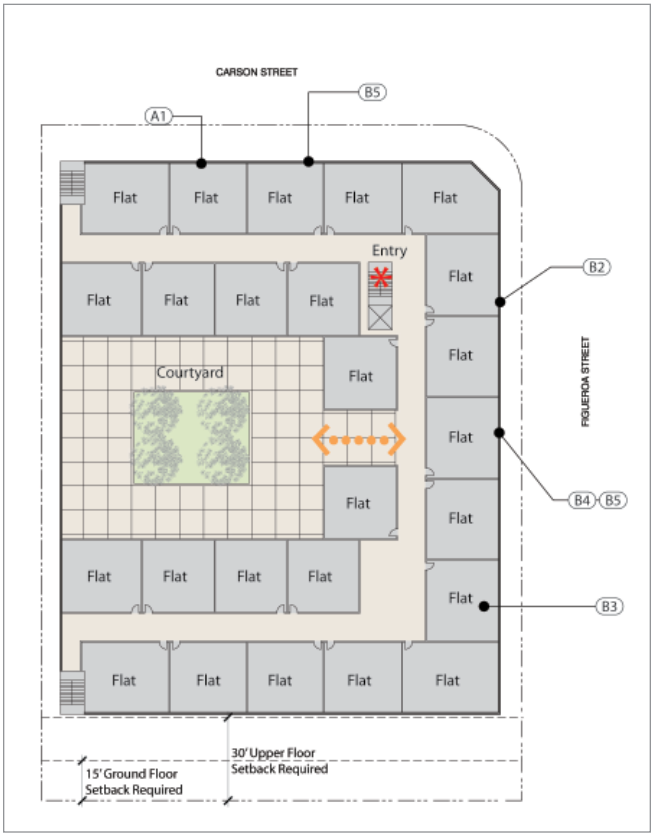
BUILDING COMPOSITION

B2. Buildings should be designed with a variety of scales, creating a scale and level of detail that addresses the pedestrians at street level and the formal conditions of the upper floors.
B3. Wall openings (windows and doors) shall occupy at least 70% of the ground floor street façade.

SUMMARY: WG-1 ALT	
SITE AREA	1.14 acres
PREFERRED USE	commercial / MUR
MINIMUM STREET FRONTAGE	70%
BUILDING HEIGHT RANGE	18'-55'
ALLOWABLE F.A.R.	1.5 Max.
PARKING REQUIRED	CMC 9162.21



Ground Level Plan

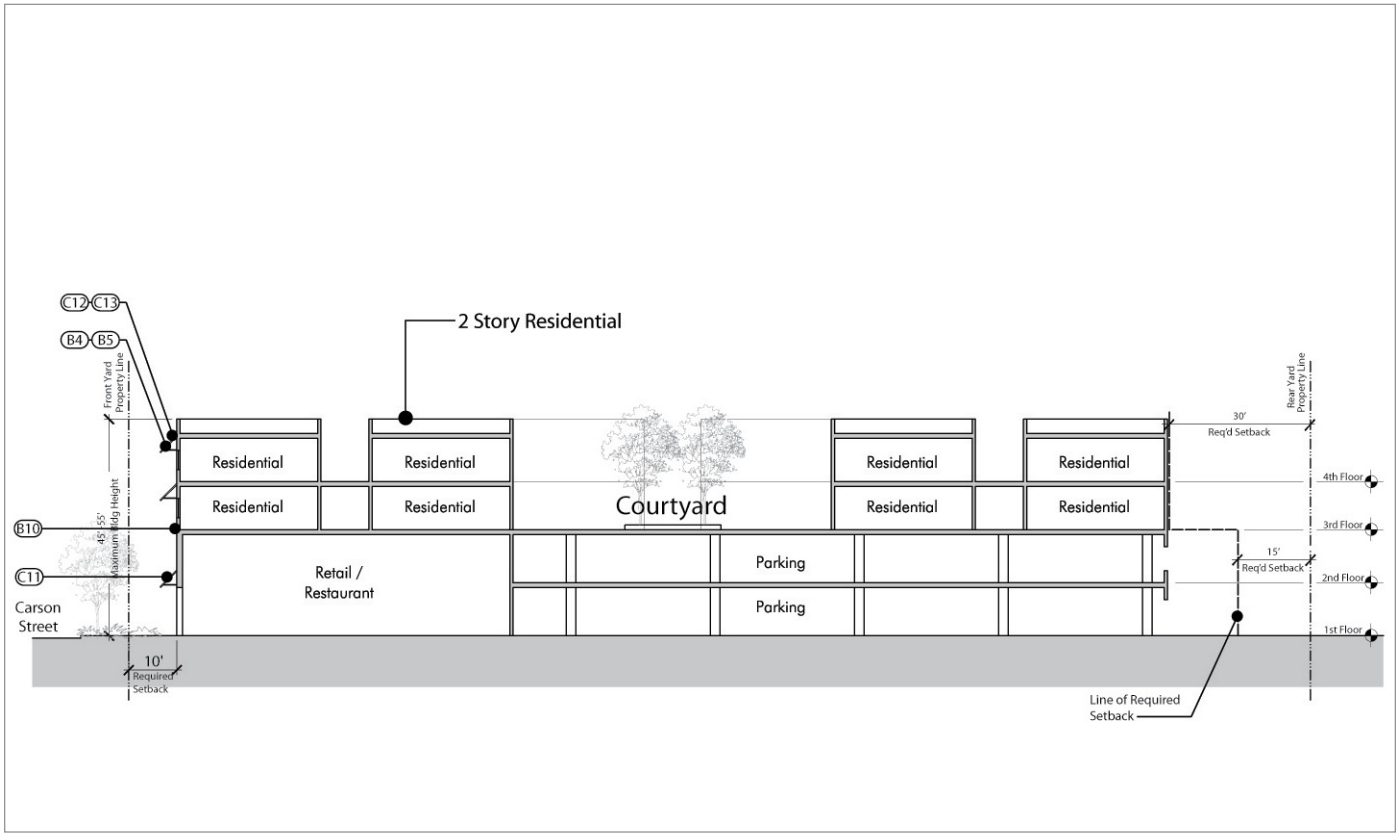


Second, Third and Fourth Level Plans

B4. Each floor above the ground floor shall provide a minimum of 2 windows.
B5. Upper floor windows shall have a greater height to width ratio.
B10. Use of exterior paint shall be limited to four different colors.

STOREFRONT DESIGN

C11. Each structural bay shall have an individual awning when awnings are provided. One unified awning spanning several structural bays shall be prohibited.
C12. Awning shape shall relate to the shape of the window and door openings.
C13. Awnings shall be constructed of canvas with metal or wood frames.



Site section diagram

community shopping district

Goals / Principles

- New vertical palm trees provide visibility for new development while creating a strong colonnade marking the district. Shade trees provide a pedestrian scale canopy and a consistent tree type along the length of the street.
- Site amenities such as benches, trash receptacles and potted plants introduce small-scale interest and rest stops along pedestrian routes.
- New vehicular access routes lead to rear parking lots and reduce the number of sidewalk breaks for safer separation of vehicular and pedestrian traffic. Shade trees are installed in the parking lots as part of the site landscaping requirements.

Development visibility from the street

Landscaped / screened parking lots with amenities

Location of development sites within the Carson Street corridor

Pedestrian-friendly retail

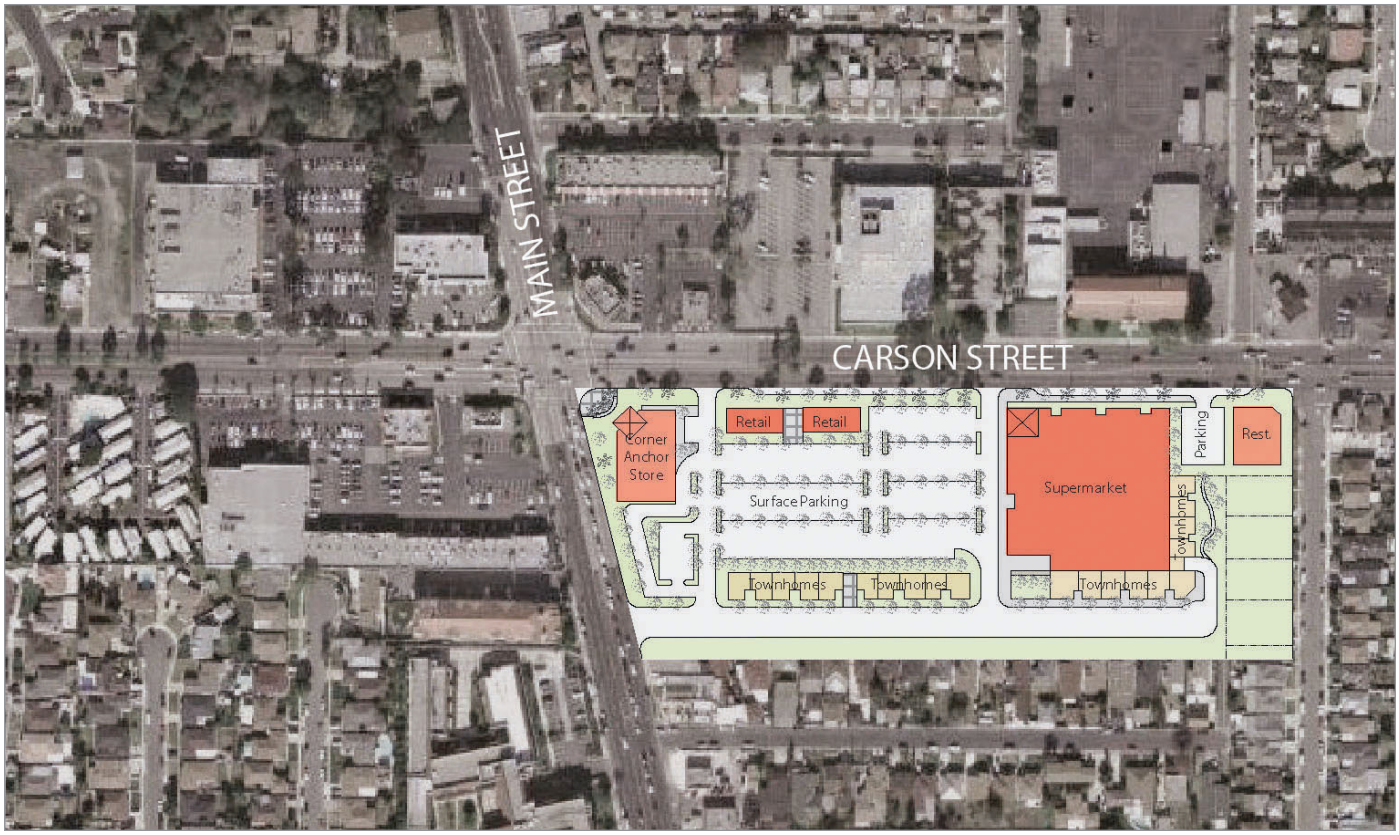
Conceptual view aerial of development

Community Serving Retail

The recommended use for this opportunity site involves reconfiguration of a similar commercial serving retail use at a future date. This is intended to be more consistent with the pedestrian friendly mixed-use character envisioned for the corridor:

The proposed layout of the site include the following:

- Shop windows along the wall of the supermarket facing the arterial street mitigate the large scale of the structure and provide pedestrian interest. In addition, a buffer is incorporated through a landscape zone in the required setback featuring low screening walls or hedges that conceal surface parking and produce an attractive street edge.
- Townhouses provide a buffer between retail centers and existing residential neighborhoods, screening views of shared surface lots and contributing to pleasant residential streets. Townhouses are screened from retail parking by a landscape buffer. Private auto entry into the subterranean parking lot below townhouses provide a safe separation of vehicular and pedestrian traffic and allow for uninterrupted landscaping along the street.

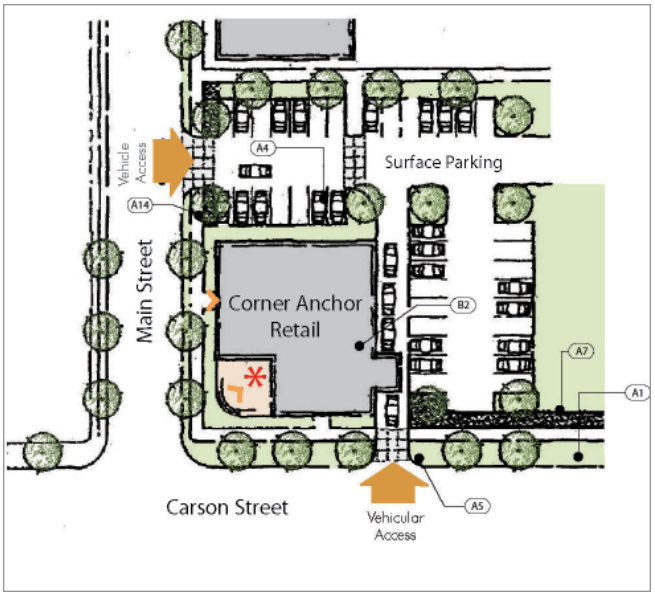


Overall site plan at the Main Street intersection

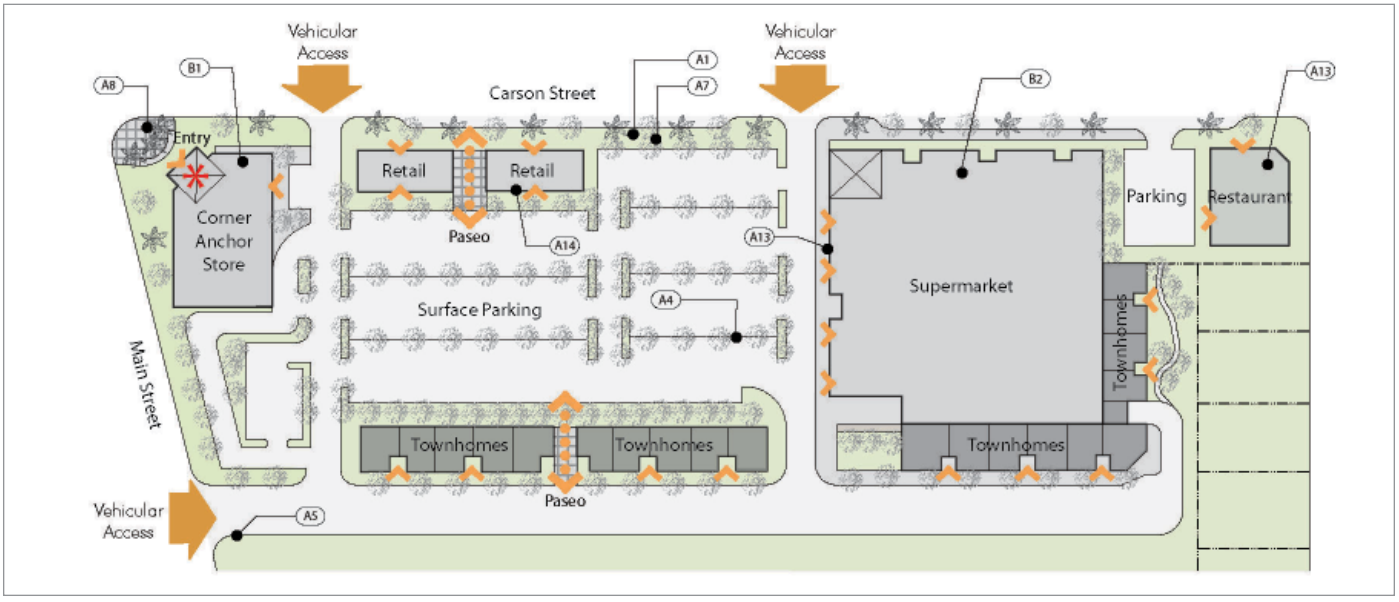
SITE DESIGN

A1. Ground floor 10 foot setback required.
A4. Parking lots shall be placed at the rear and sides of new retail development to establish a consistent building frontage along Carson Street.
A5. New points of ingress or egress to public or private parking lots shall be from side streets whenever possible. Driveways onto Carson Street shall be combined to serve two or more properties whenever possible.
A7. Parking lots adjacent to the public right-of-way shall be separated from the sidewalk by a continuous 10 foot wide landscape buffer.
A8. Provide fountains and/or civic art, centrally located in designated areas for visual attractio, screening of traffic noise, and cooling effects.
A13. Primary ground floor building entrances shall front the public right-of-way.
A14. Secondary entrances are permitted when parking is located to the side or rear of building.

SUMMARY: CS-1	
SITE AREA	9.63 acres
PREFERRED USE	commercial
MINIMUM STREET FRONTAGE	70%
BUILDING HEIGHT RANGE	18'-55'
ALLOWABLE F.A.R.	1.5 Max.
PARKING REQUIRED	CMC 9162.21



Site plan diagram



Site plan diagram

BUILDING COMPOSITION

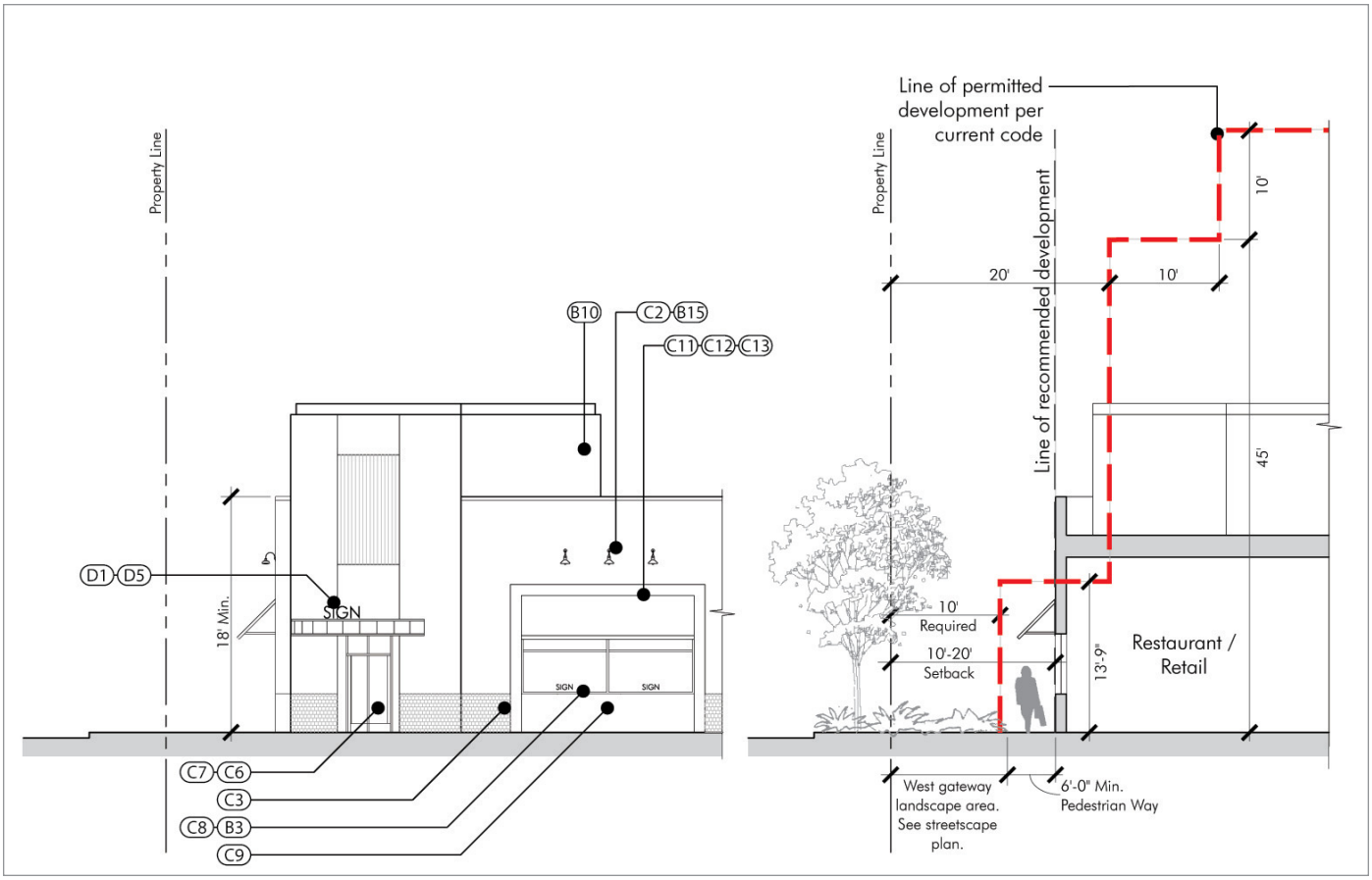
B3. Wall openings (windows and doors) shall occupy at least 70% of the ground floor street façade.
B10. Use of exterior paint shall be limited to four different colors.
B15. Lighting shall be shielded to prevent glare on adjacent properties.

STOREFRONT DESIGN

C2. Storefront entries shall be illuminated.
C3. Entries shall be enhanced through architectural treatment such as tiling, individual awnings, or placement of signs above the entryway.
C6. The primary building entrance shall front the public right-of-way.
C7. Doors for retail shops shall contain 70% clear glass (90% light transmission). Solid doors, or doors with opaque or dark tinted glass are prohibited.
C8. Storefront windows for retail shops shall contain 70% clear glass (90% light transmission). Opaque or dark tinted glass is prohibited.
C9. Storefront windows shall be a minimum of 18" and a maximum of 36" from the sidewalk grade to accomodate a traditional bulkhead.
C11. Each structural bay shall have an individual awning when awnings are provided. One unified awning spanning several structural bays shall be prohibited.
C12. Awning shape shall relate to the shape of the window and door openings.
C13. Awnings shall be constructed of canvas with metal or wood frames.

SIGNAGE

D1. Signs may use any of the building colors plus three additional colors. Signs must use at least one building color.
D5. Wall mounted signage shall be centered above storefront.



Building elevation diagram

Building section diagram

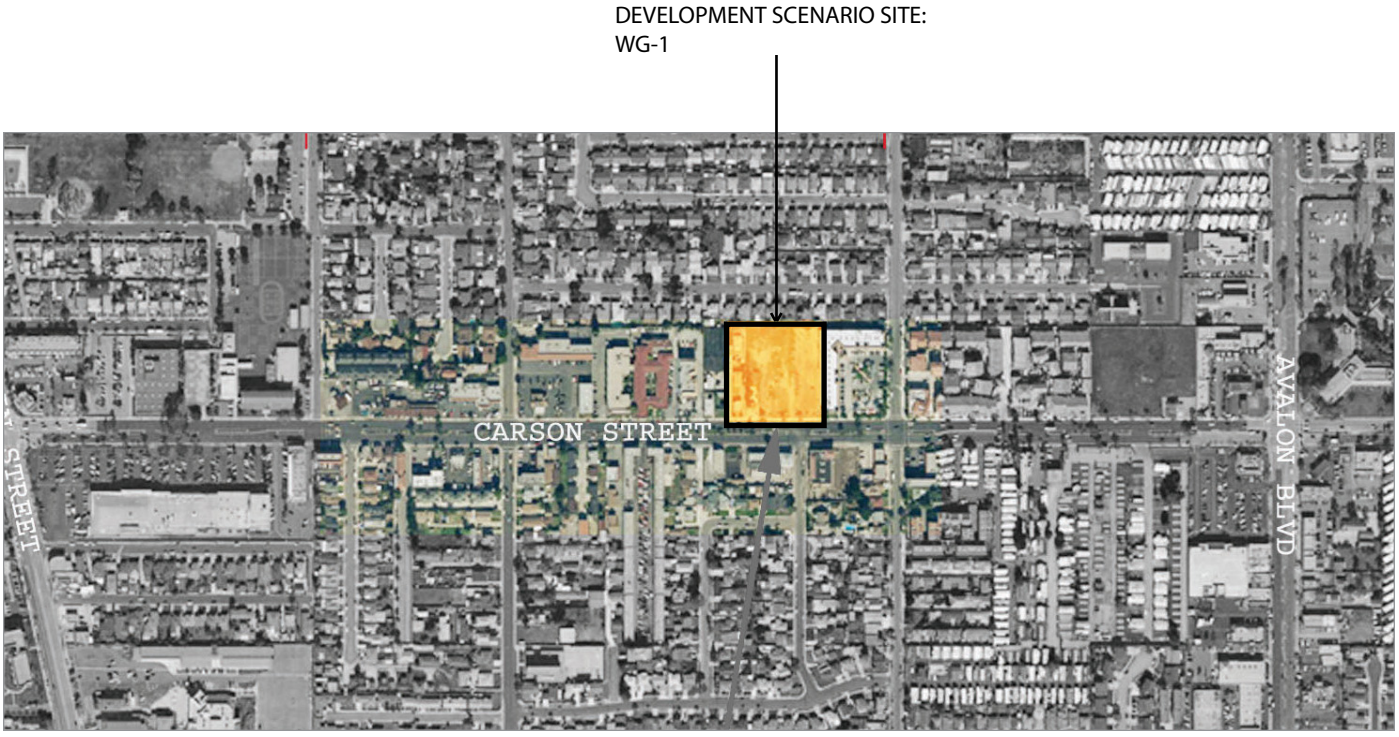
boulevard residential district

Goals / Principles

- The development of a residential district with urban densities varying from 16 to 35 dwelling units per acre and a minimum FAR of 1.5 with developer incentives for affordable units. A range of unit types are recommended that maintain a consistent scale and create a strong street edge, while diversity of forms and details create abundant visual interest.
- Residential uses are to be raised above the street to create buffer and privacy for residents. Windows and balconies create "eyes on the street", and contribute to a safer pedestrian environment.
- Landscaping will include closely spaced shade trees to create a landscape buffer between the street and residential uses.
- New signage banners on roadway lights are a part of an environmental graphic program. In addition, site amenities such as benches, trash receptacles, potted plants and pedestrian-scaled lighting will introduce small scale interest and rest stops along pedestrian routes.
- The scale of the existing "super blocks" is reduced by dividing them into smaller scale blocks. This will create new vehicular access routes leading to rear parking lots and reduce the number of sidewalk breaks for a safer separation of vehicular and pedestrian traffic.

Residential uses over retail along street edge

Variety of architectural styles



Location of development site within the Carson Street corridor

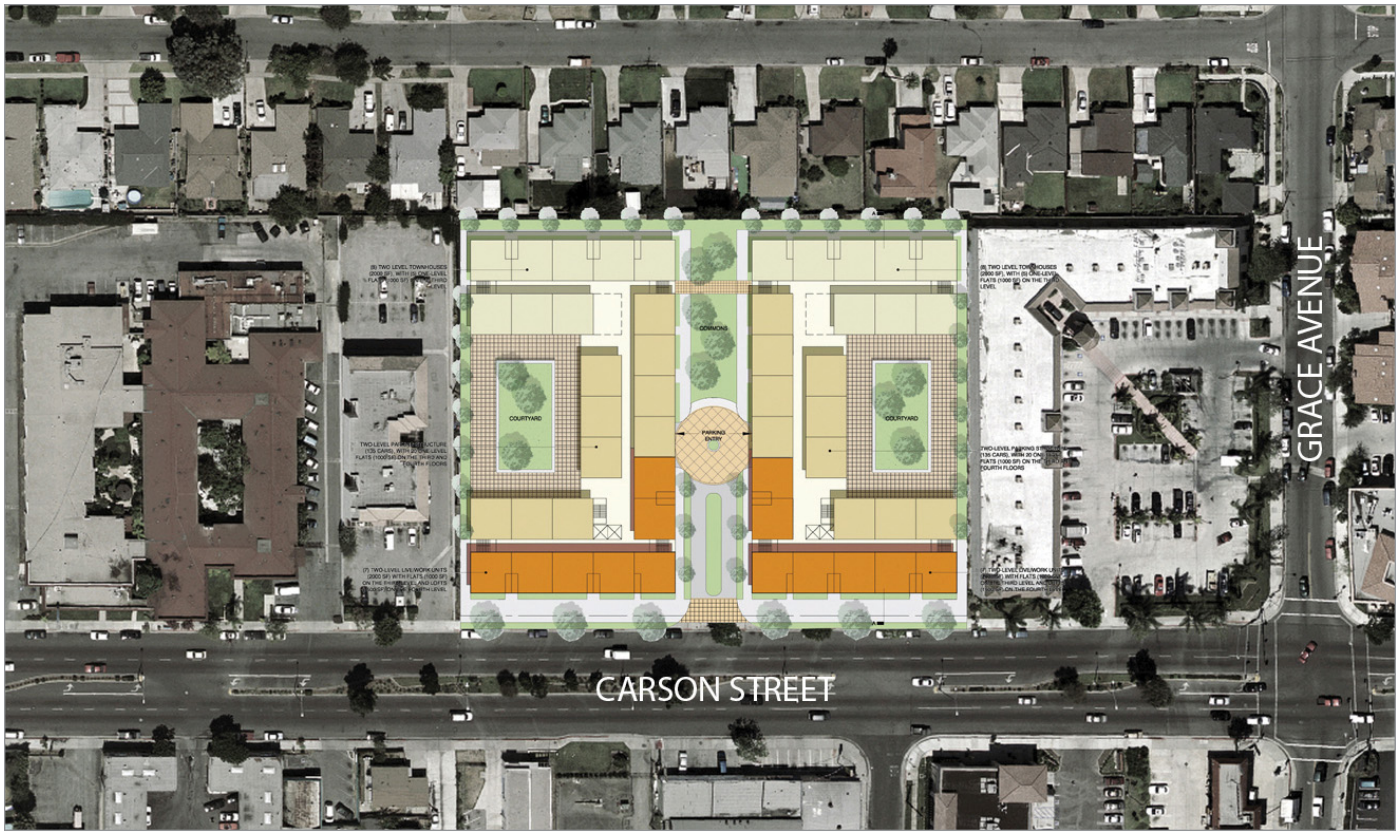
Conceptual site plan

Conceptual view from Carson Street

Residential Development

The recommended use for this opportunity site is residential development. The proposed development indicated here was preferred by workshop participants. The characteristics of the development include the following:

- Live/work loft units along Carson Street.
- Possible retail uses as an alternative to the live/work lofts at ground level.
- Stacked townhouses / flats above live/work lofts on Carson Street.
- Possible densities of 35-40 units/acre.
- Height ranging between 35-45 feet.
- Resident and guest within parking structure.
- Courtyard at podium level that serves residents.
- Interior driveway that provides access to parking.



Conceptual development plan

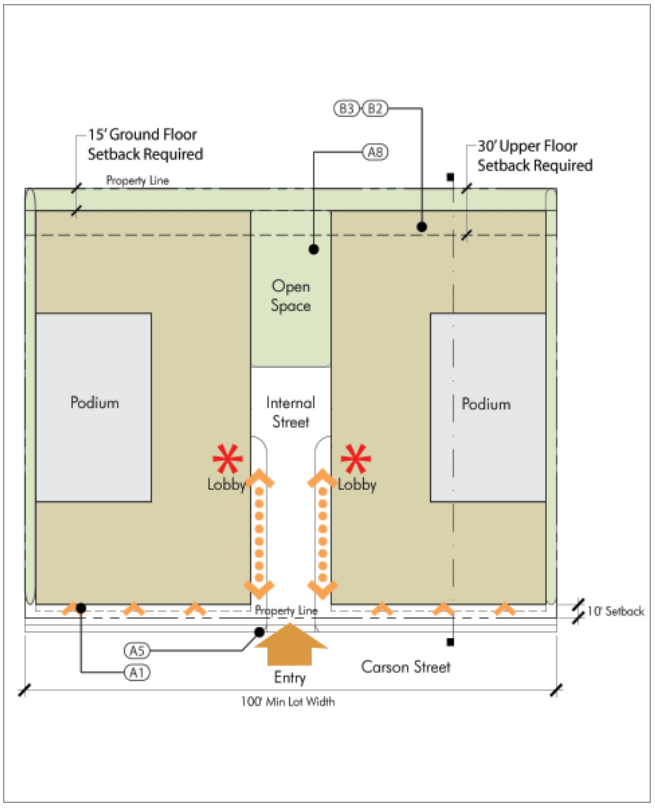
SITE DESIGN

A1. Ground floor 10 foot setback required.
A5. New points of ingress or egress to public or private parking lots shall be from side streets whenever possible. Driveways onto Carson Street shall be combined to serve two or more properties whenever possible.
A8. Provide fountains and/or civic art, centrally located in designated open space areas for visual attraction, screening of traffic noise, and cooling effects.

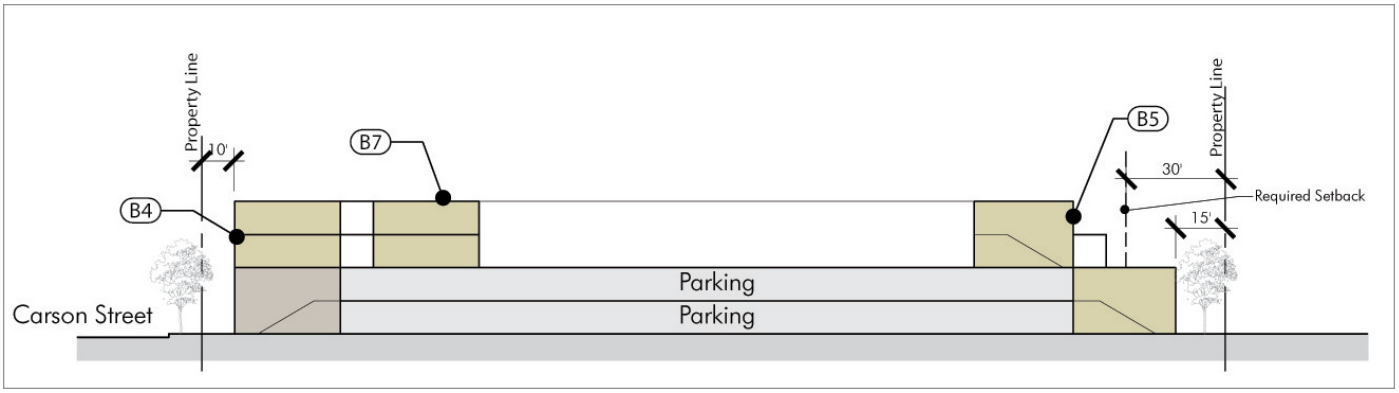
BUILDING COMPOSITION

B2. Buildings should be designed with a variety of scales, creating a scale and level of detail that addresses the pedestrians at street level and the formal conditions of the upper floors.
B3. Wall openings (windows and doors) shall occupy at least 70% of the ground floor street façade.
B4. Each floor above the ground floor shall provide a minimum of 2 windows.
B5. Upper floor windows shall have a greater height to width ratio.
B6. New developments shall consider the roof lines of adjacent buildings to avoid clashes in scale, proportion, style and materials.

SUMMARY: BR-1	
SITE AREA	2.81 acres
PREFERRED USE	residential
MINIMUM STREET FRONTAGE	70%
BUILDING HEIGHT RANGE	18'-55'
ALLOWABLE F.A.R.	1.5 Max.
PARKING REQUIRED	CMC 9162.21



Site plan diagram



Site section diagram

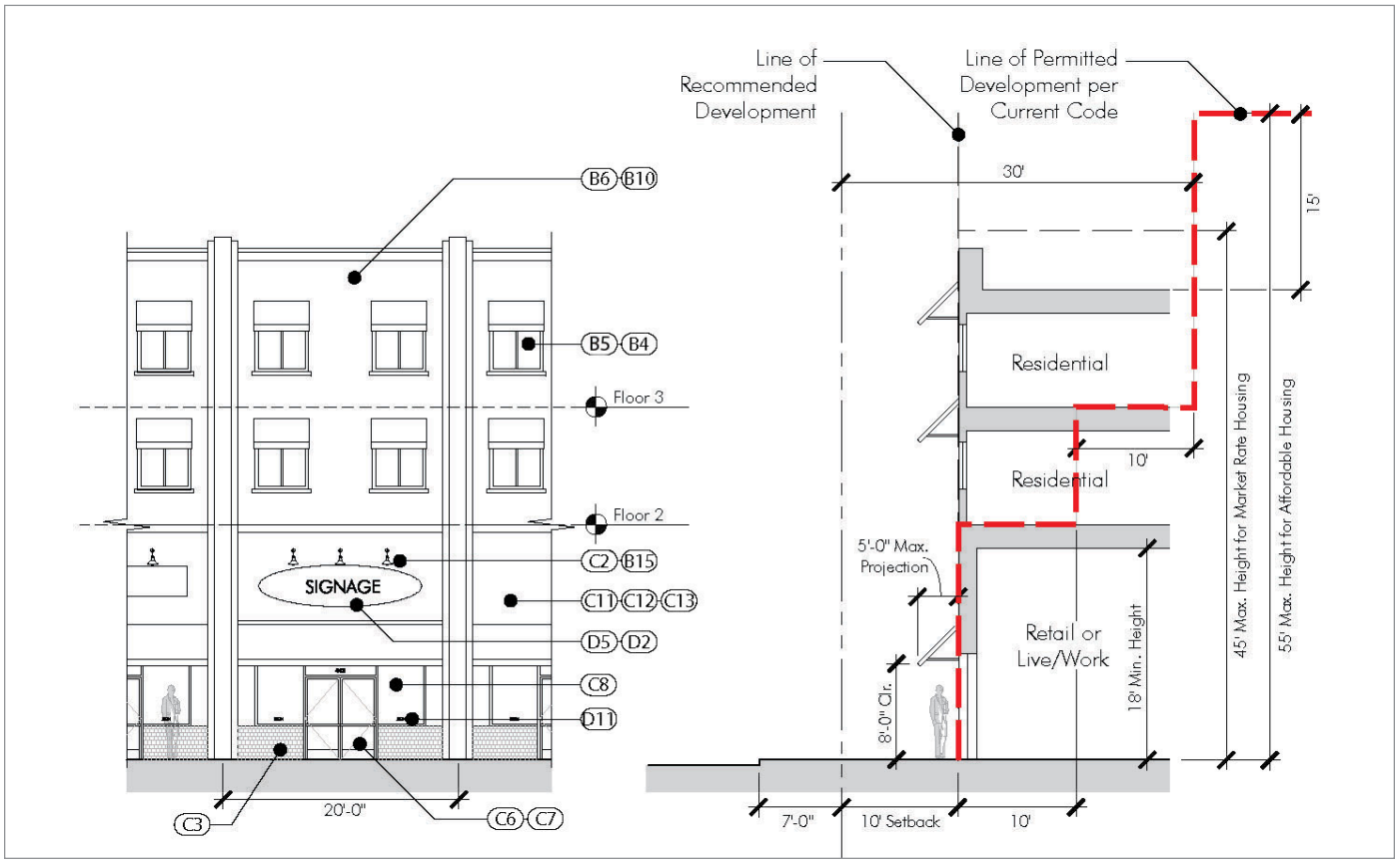
B7. Roof pitches that create prominent or out of scale building elements, such as A-frame roofs, geodesic domes, or chalet styled buildings shall be strongly discouraged.
B10. Use of exterior paint shall be limited to four different colors.
B15. Lighting shall be shielded to prevent glare on adjacent properties.

STOREFRONT DESIGN

C2. Storefront entries shall be illuminated.
C3. Entries shall be enhanced through architectural treatment such as tiling, individual awnings, or placement of signs above the entryway.
C6. The primary building entrance shall front the public right-of-way.
C7. Doors for retail shops shall contain 70% clear glass (90% light transmission). Solid doors, or doors with opaque or dark tinted glass are prohibited.
C8. Storefront windows for retail shops shall contain 70% clear glass (90% light transmission). Opaque or dark tinted glass are prohibited.
C11. Each structural bay shall have an individual awning when awnings are provided. One unified awning spanning several structural bays shall be prohibited.
C12. Awning shape shall relate to the shape of window and door openings.
C13. Awnings shall be constructed of canvas with metal or wood frames.

SIGNAGE

D2. Combined sign area of all signs on a single story building which abuts a public street shall not exceed 2 square feet for each of the first 20 feet of business storefront, and 1 square foot for each linear foot which exceeds the first 20 feet. For buildings more than one story in height, the combined sign area of all signs may exceed that permitted for a single story building by no more than 10%.
D5. Wall mounted signage shall be centered above storefront. Area not to exceed 70% of store frontage length.
D11. Window signs will be limited to permanent signs and shall not exceed 15% of window area. Signage letters shall not exceed 3" in height.



Building elevation diagram

Building section diagram

downtown retail district

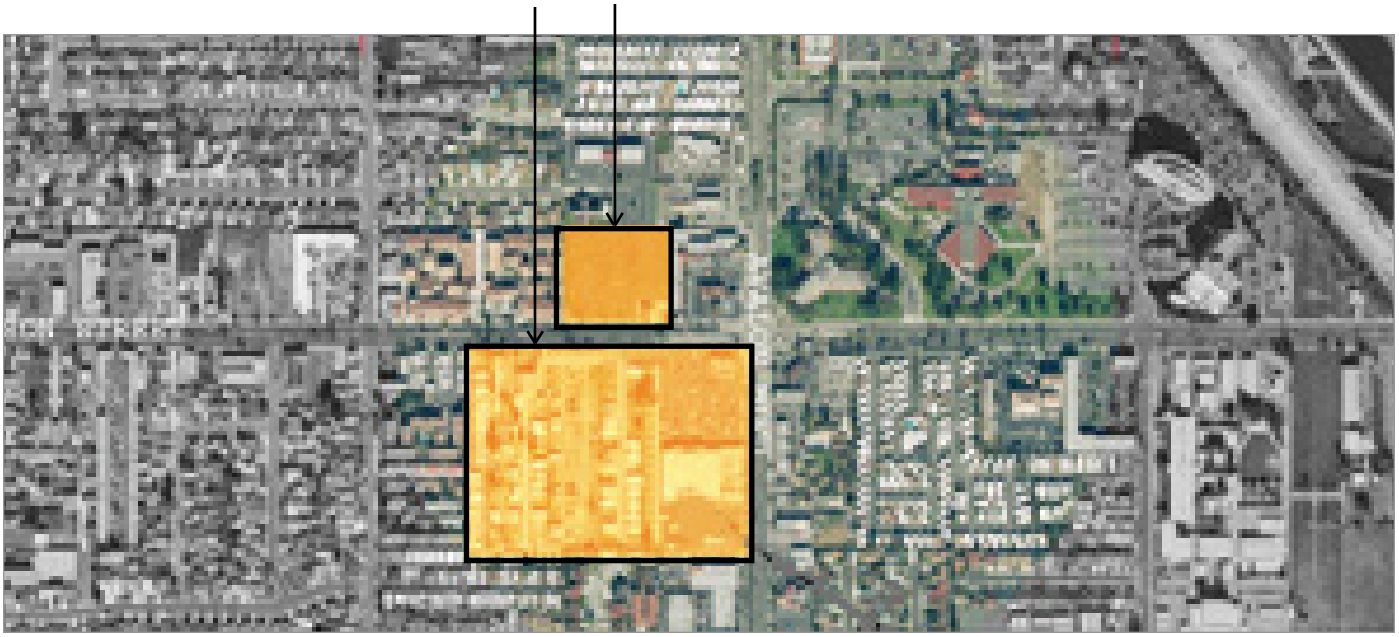
Goals / Principles

- Combine retail furniture, apparel, book or entertainment anchors with restaurants to create a lively and sustainable mix of uses that will take advantage of multiple patronage. Small shops along the street with office or lofts promote continuous activity and pedestrian interest.
- Strategic location of various uses are key to the success of the Downtown Retail District. It is recommeded that sit down family style restaurants (8,000 - 12,000 sf) are located around public plazas to activate public open spaces and create an inviting atmosphere from the street.
- New vertical palm trees provide visibility for new development while creating a strong colonnade marking the district. Shade trees provide a pedestrian scale canopy and a consistent tree type along the length of the street. Renovated median plantings add a strong attractive element to the district and reduce the apparent width of the street.
- Special design of paving and planting at this Avalon Boulevard intersection is the heart of the district and provides a sense of arrival.
- Site amenities such as benches, trash receptacles and potted plants introduce small-scale interest and rest stops along pedestrian routes.

Activity along sidewalks

Family style restaurants

DEVELOPMENT SCENARIO SITE:
CD-1



Location of development site within the Carson Street corridor

Live/work units

Development adjacent to Ralph's

Commercial/Residential Development

Three potential variations are shown for the Downtown District. These include the following:

CD1

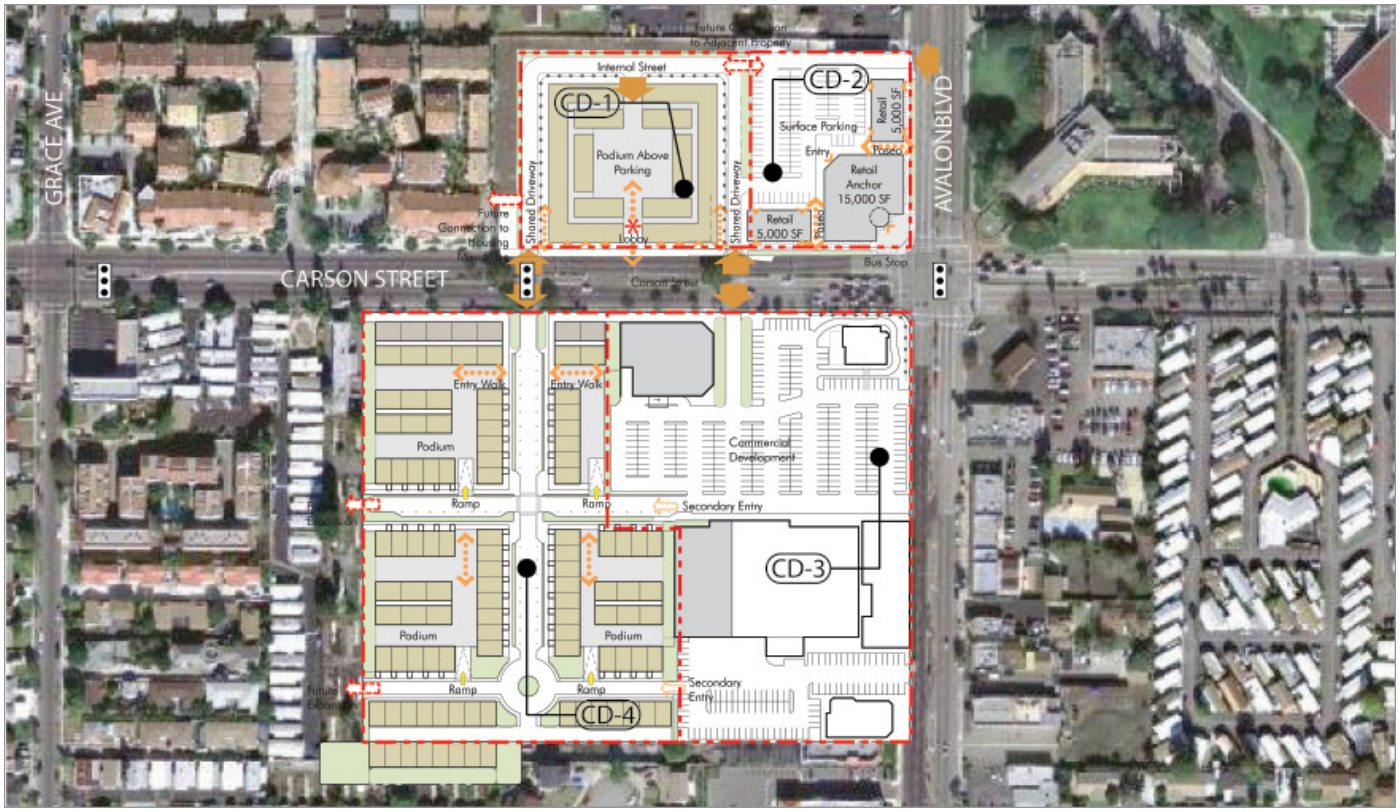
- Live/work Loft units along Carson Street.
- Stacked townhouses / flats above.
- Possible densities of 35-40 units/acre.
- Height ranging between 35-45 Feet.
- Resident and guest within parking structure.
- Courtyard at podium level.

CD2

- Restaurant and retail uses on the ground level adjacent to Carson Street and Avalon Boulevard.
- Customer parking for restaurant and retail uses at grade.
- Paseos from the street to surface parking lots

CD3

The site is located adjacent to an existing Ralph's supermarket that is currently being considered for expansion. The multi use option that is illustrated provides for retail and/or live/work lofts along Carson Street and a new north-south street that lines up with the existing entrance to the Villagio. Town houses are located within the interior of the lot. Densities may range from 18-25 units per acre. Parking is intended to be at grade within the unit. The recommended use for this opportunity site is mixed-use development with a significant housing component.



Conceptual site plan

CD -1

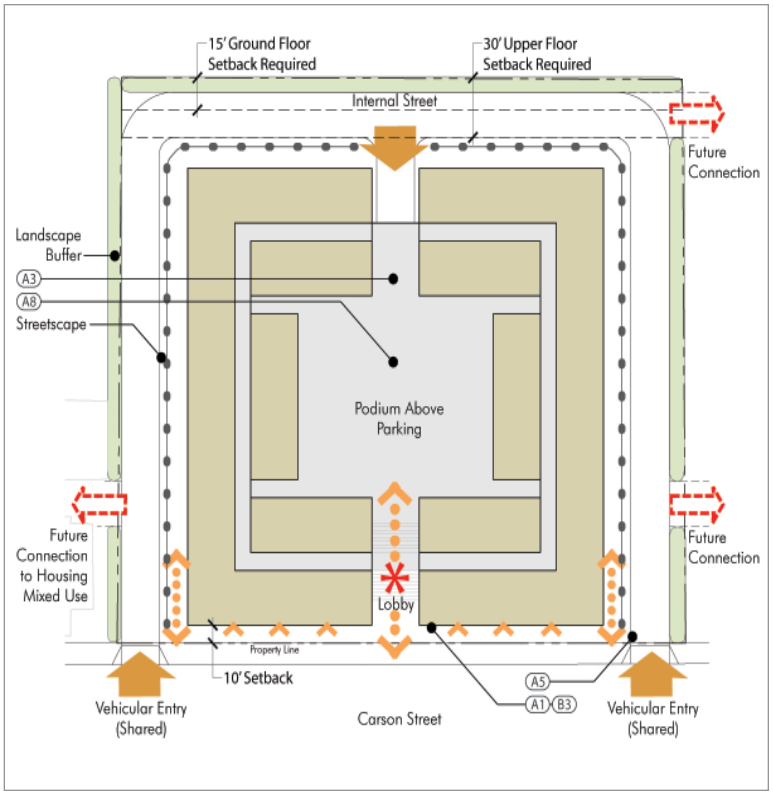
SITE DESIGN

A1. Ground floor 10 foot setback required.
A3. Provide pedestrian access through buildings of at least one opening at half the street frontage along the adjacent public right-of-way to reduce "blank" walls.
A5. New ingress or egress to public or private parking lots shall be from side streets whenever possible. Driveways onto Carson Street shall be combined to serve two or more properties wherever possible.
A8. Provide fountains and/or civic art centrally located in designated open space areas for visual attraction, screening of traffic noise, and cooling effects.

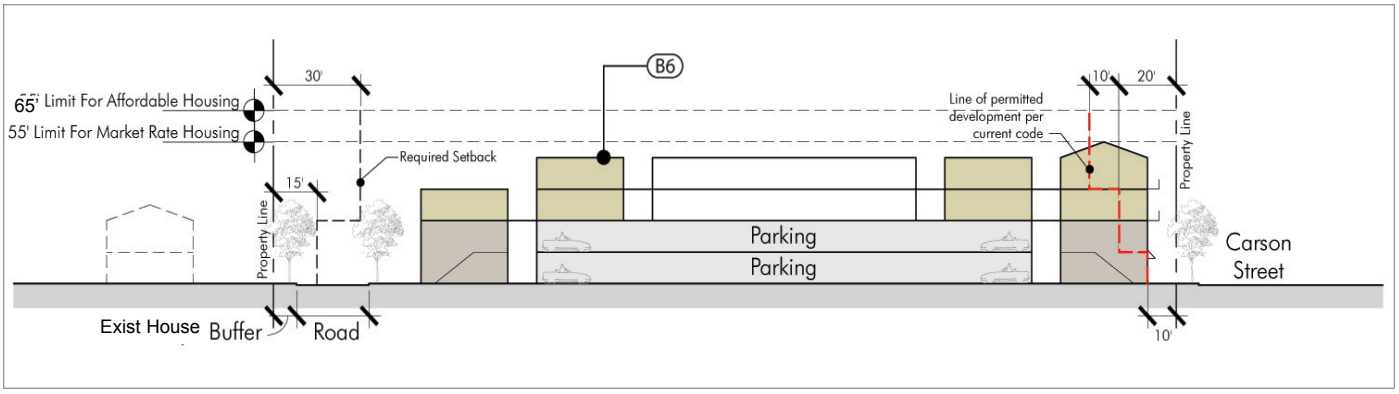
BUILDING COMPOSITION

B3. Wall openings (windows and doors) shall occupy at least 70% of the ground floor street façade.
B4. Each floor above the ground floor shall provide a minimum of 2 windows.
B5. Upper floor windows shall have a greater height to width ratio.
B6. New developments shall consider the roof lines of adjacent buildings to avoid clashes in scale, proportion, style, and materials.
B10. Use of exterior paint shall be limited to four different colors.

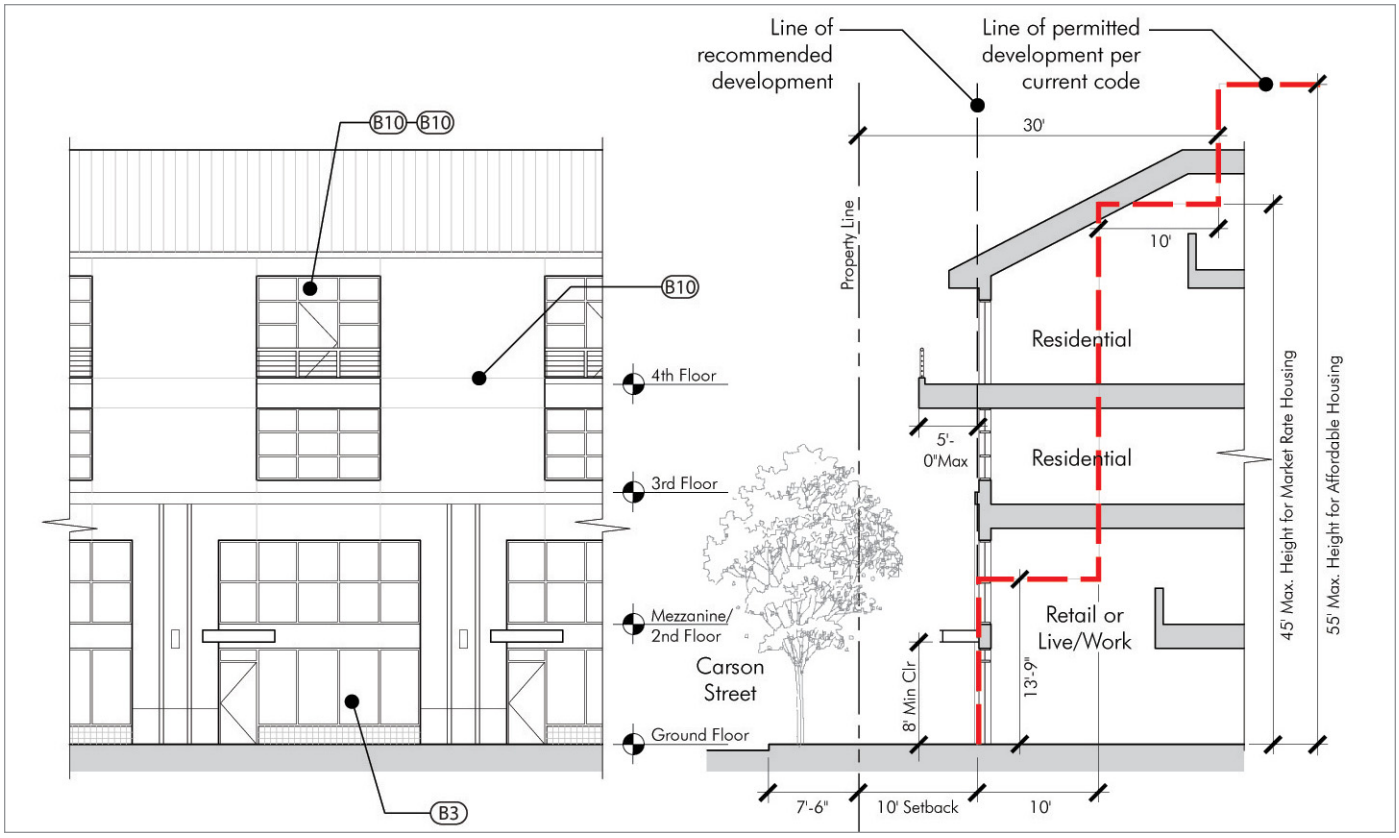
SUMMARY: CD-1	
SITE AREA	2.55 acres
PREFERRED USE	mixed-use/residential
MINIMUM STREET FRONTAGE	70%
BUILDING HEIGHT RANGE	18'-55'
ALLOWABLE F.A.R.	1.5 Max.
PARKING REQUIRED	CMC 9162.21



Site plan diagram



Site section diagram



Building elevation diagram

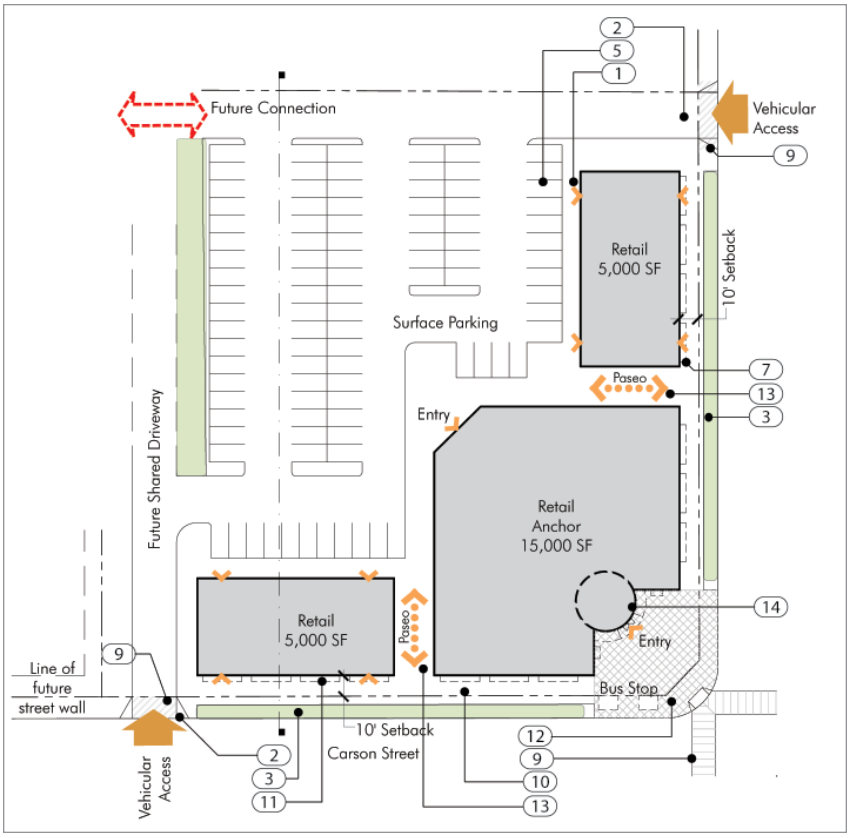
Building section diagram

CD -2

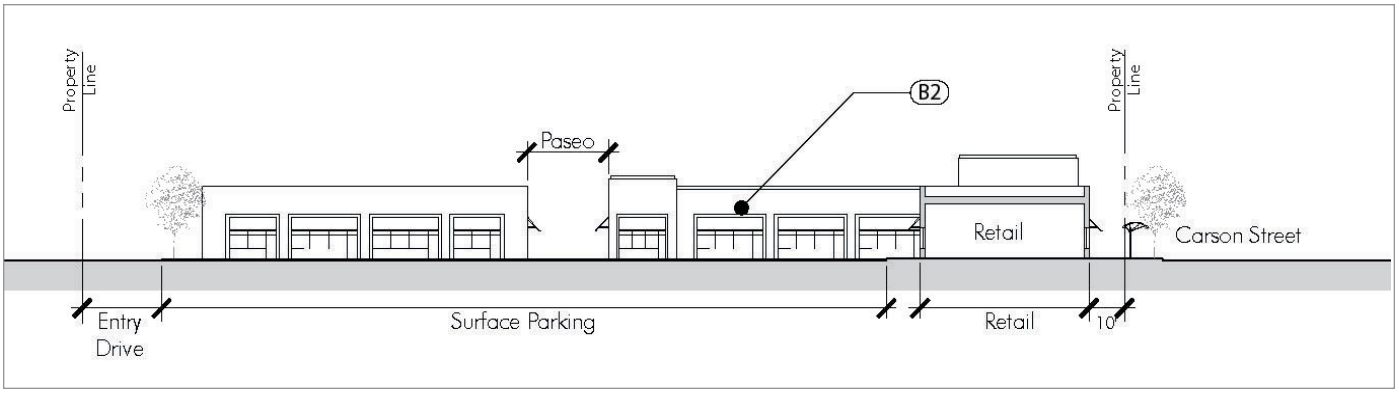
SITE DESIGN

A1. Ground floor 10 foot setback required.
A3. Provide pedestrian access through buildings of at least one opening at half the street frontage along the adjacent public right-of-ways to reduce expansive facades and "blank" walls.
A5. New points of ingress or egress to public or private parking lots shall be from side streets whenever possible. Driveways onto Carson street shall be combined to serve two or more properties wherever possible.
A6. Provide continuous enhanced paving at pedestrian areas adjoining one or more developments and at all driveways.
A7. Parking lots adjacent to the public right-of-way shall be separated from the sidewalk by a continuous 10 foot wide landscape buffer.
A11. Transit shelters should be incorporated into the design of commercial and mixed-use projects. Designs can phyiscally be integrated into the development or coordinated aesthetically with the proposed development.
A13. Primary ground floor building entrances shall front the public right-of-way.
A14. Secondary entrances are permitted when parking is located to the side or rear of the building.

SUMMARY: CD-2	
SITE AREA	2.16 acres
PREFERRED USE	commercial
MINIMUM STREET FRONTAGE	70%
BUILDING HEIGHT RANGE	18'-55'
ALLOWABLE F.A.R.	1.5 Max.
PARKING REQUIRED	CMC 9162.21



Site plan diagram



Building section diagram

BUILDING COMPOSITION

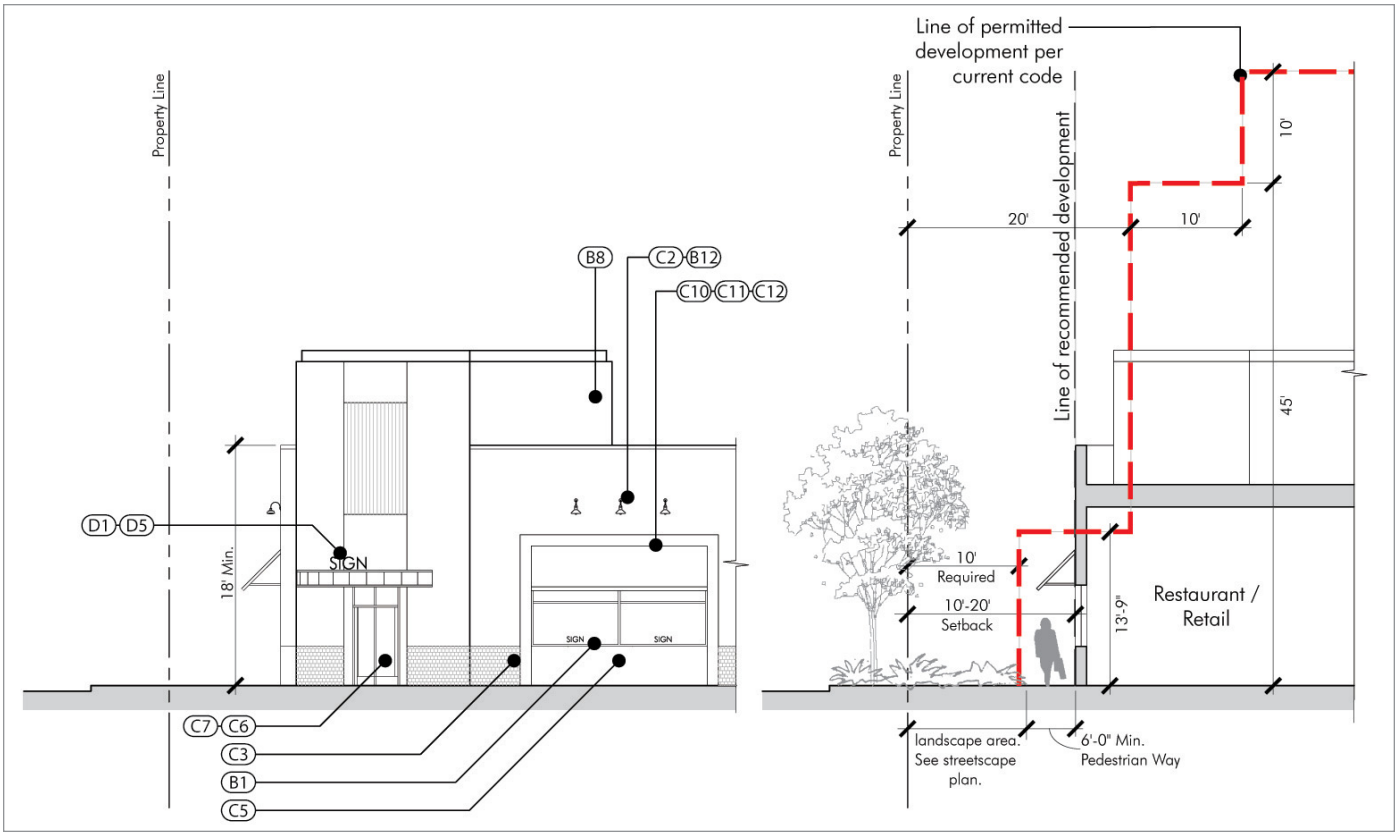
B1. Wall openings (windows and doors) shall occupy at least 70% of the ground floor street façade.
B2. Buildings should be designed with a variety of scales, creating a scale and level of detail that addresses the pedestrians at street level and the formal conditions of the upper floors.
B8. Exterior mechanical equipment should be screened from view along Carson Street.
B10. Use of exterior paint should be limited to four different colors.
B12. Lighting shall be shielded to prevent glare on adjacent properties.

STOREFRONT DESIGN

C2. Storefront entries shall be illuminated.
C3. Entries shall be enhanced through architectural treatment such as tiling, individual awnings, or placement of signs above the entryway.
C5. The primary building entrance shall front the public right-of-way.
C6. Doors for retail shops shall contain 70% clear glass (90% light transmission). Solid doors, or doors with opaque or dark tinted glass is prohibited.
C7. Storefront windows for retail shops shall contain 70% clear glass (90% light transmission). Opaque or dark tinted glass are prohibited.
C10. Each structural bay shall have an individual awning when awnings are provided. One unified awning spanning several structural bays shall be prohibited.
C11. Awning shape shall relate to the shape of window and door openings.
C12. Awnings shall be constructed of canvas with metal or wood frames.

SIGNAGE

D1. Signs may use any of the building colors plus three additional colors. Signs must use at least one building color.



Building elevation diagram

Building section diagram

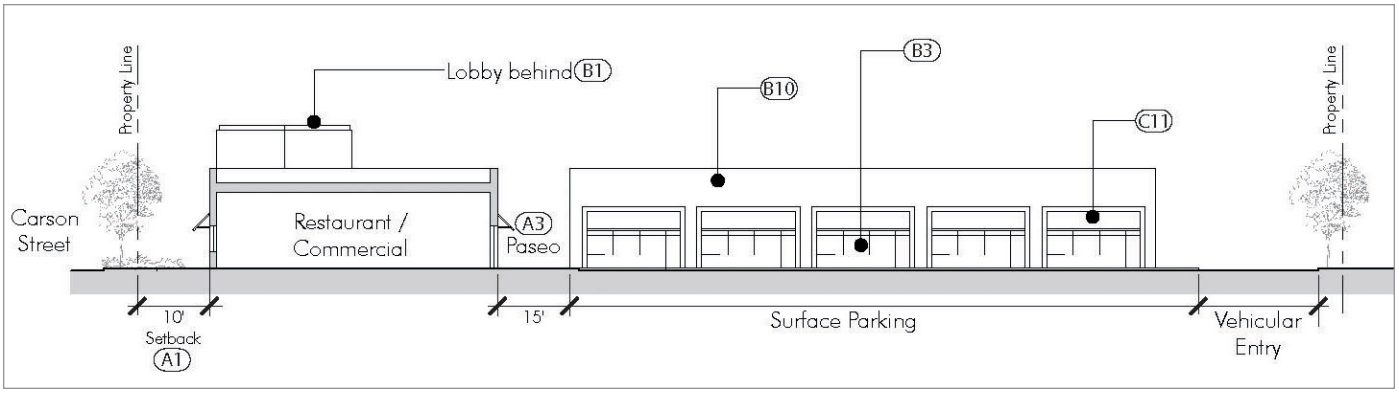
CD -3

SITE DESIGN

A1. Ground floor 10 foot setback required.
A2. In order to strengthen streetwall, side yard setbacks are to be minimized in accordance with code, and ending review.
A3. Provide pedestrian access through buildings of at least one opening at half the street frontage along the adjacent public right-of-way to reduce expansive facades and "blank" walls.
A4. Parking lots shall be placed at the rear and sides of new retail development to establish a consistent building frontage line along Carson Street.
A5. New points of ingress or egress to public or private parking lots shall be from side streets whenever possible. Driveways onto Carson Street shall be combined to serve two or more properties wherever possible.
A6. Provide continuous enhanced paving at pedestrian areas adjoining one or more developments and at all driveways.

SUMMARY: CD-3	
SITE AREA	6.53 acres
PREFERRED USE	commercial
MINIMUM STREET FRONTAGE	70%
BUILDING HEIGHT RANGE	18'-55'
ALLOWABLE F.A.R.	1.5 Max.
PARKING REQUIRED	CMC 9162.21

Site plan diagram



Site section diagram

BUILDING COMPOSITION

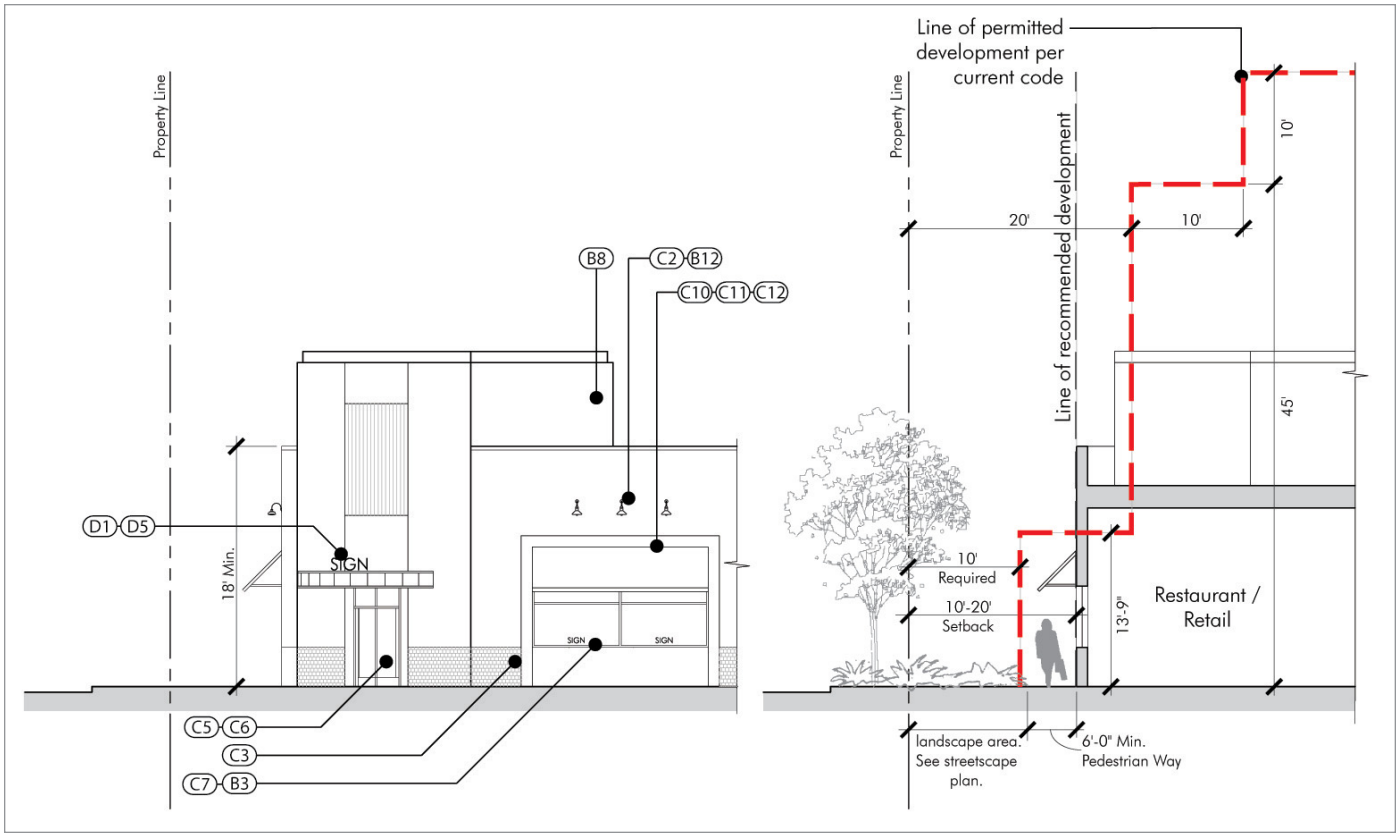
B1. The main entry for a project should be clearly identified and directly accessible from the public right-of-way.
B2. Buildings should be designed with a variety of scales creating a scale and level of detail that addresses the pedestrians at street level and the formal conditions of the upper floors.
B3. Wall openings (windows and doors) shall occupy at least 70% of the ground floor street facade.
B8. Use of exterior paint shall be limited to four different colors.
B10. Use of exterior paint shall be limited to four different colors per building. Additional colors may be permitted with city approval.
B12. Lighting shall be shielded to prevent glare on adjacent properties.

STOREFRONT DESIGN

C2. Storefront entries shall be illuminated.
C3. Entries shall be enhanced through architectural treatment such as tiling, individual awnings, or placement of signs above the entryway.
C5. The primary building entrance shall front the public right-of-way.
C6. Doors for retail shops shall contain 70% clear glass (90% light transmission). Solid doors, or doors with opaque or dark tinted glass are prohibited.
C7. Storefront windows for retail shops shall contain 70% clear glass (90% light transmission). Opaque or dark tinted glass is prohibited.
C10. Each structural bay shall have an individual awning when awnings are provided. One unified awning spanning several structural bays shall be prohibited.
C11. Awning shape shall relate to the shape of window and door openings.
C12. Awnings shall be constructed of canvas with metal or wood frames.

SIGNAGE

D1. Signs may use any of the building colors plus three additional colors. Signs must use at least one building color.



Building elevation diagram

Building section diagram

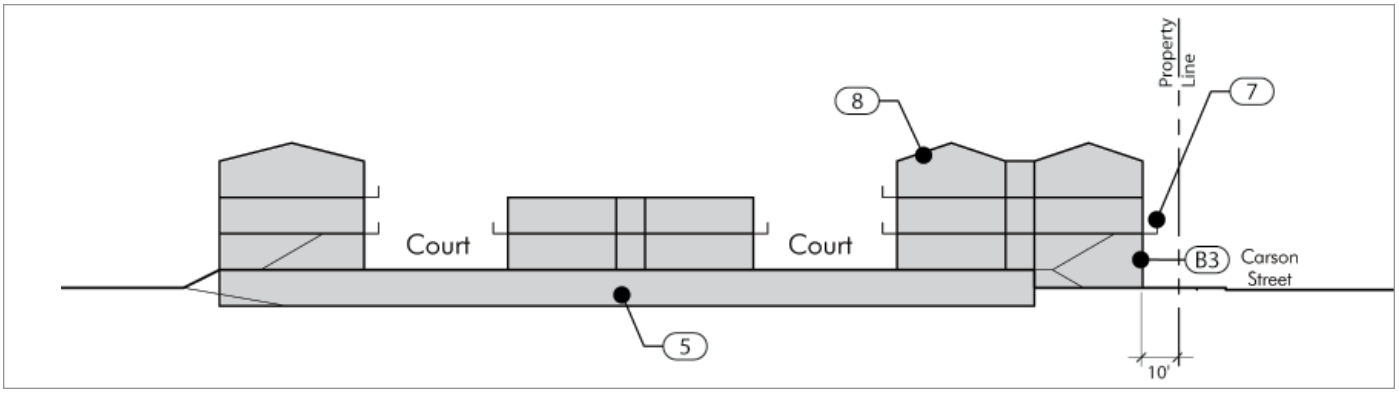
CD - 4

SITE DESIGN

A1. Ground floor 10 foot setback required.
A4. Parking lots shall be placed at the rear, side, semi-subterranean, or subterranean of new retail / residential developments to establish a consistent building frontage line along Carson Street.
A5. New points of ingress or egress to public or private parking lots shall be from side streets whenever possible. Driveways onto Carson Street shall be combined to serve two or more properties wherever possible.
A6. Provide continuous enhanced paving at pedestrian areas adjoining one or more developments and at all driveways.
A13. Primary ground floor building entrances shall front the public right-of-way.

SUMMARY: CD-4	
SITE AREA	7.34 acres
PREFERRED USE	mixed-use/residential
MINIMUM STREET FRONTAGE	70%
BUILDING HEIGHT RANGE	18'-55'
ALLOWABLE F.A.R.	1.5 Max.
PARKING REQUIRED	CMC 9162.21

Site plan diagram



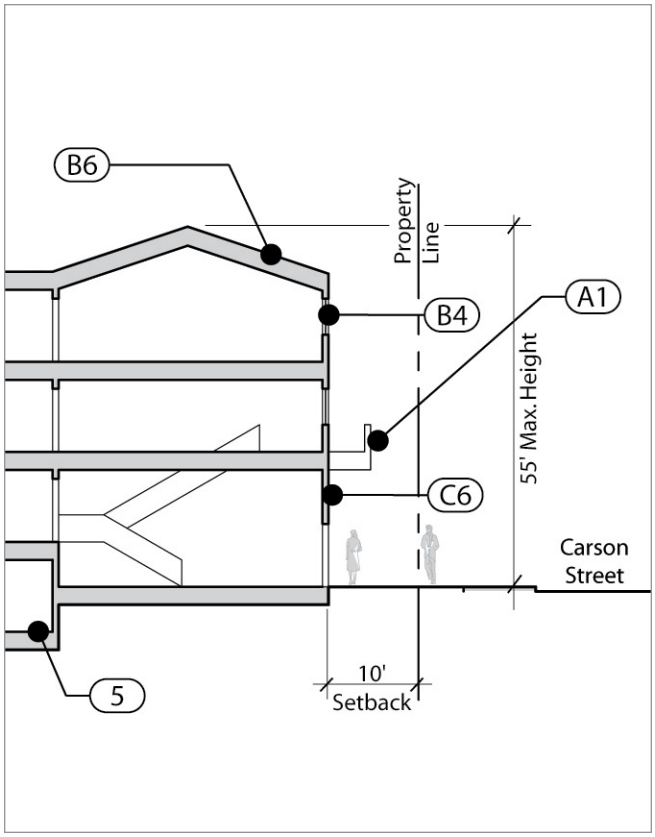
Site section diagram

BUILDING COMPOSITION

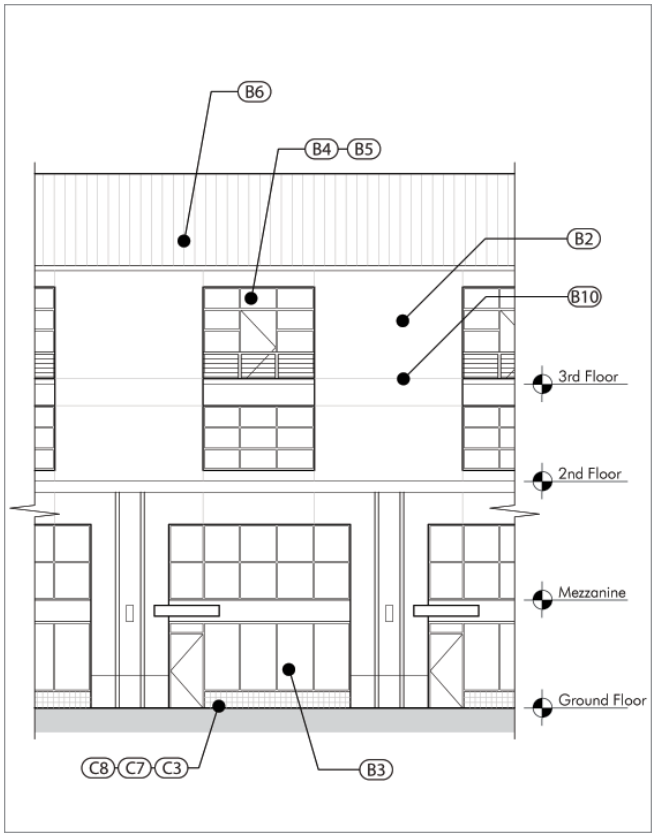
B2. Buildings should be designed at a variety of scales, creating scale and level of detail that addresses the pedestrians at street level and the formal conditions of the upper floors.
B3. Wall openings (windows and doors) shall occupy at least 70% of the ground floor street façade.
B4. Each floor above the ground floor shall provide a minimum of 2 windows.
B5. Upper floor windows shall have a greater height to width ratio.
B6. New development should consider the roof lines of adjacent buildings to avoid clashes in scale, proportion, style and materials.
B10. Use of exterior paint shall be limited to four different colors.

STOREFRONT DESIGN

C2. Storefront entries shall be illuminated.
C3. Entries shall be enhanced through architectural treatment such as tiling, individual awnings, or placement of signs above the entryway.
C6. The primary building entrance shall front the public right-of-way.
C7. Doors for retail shops shall contain 70% clear glass (90% light transmission). Solid doors, or doors with opaque or dark tinted glass are prohibited.
C8. Storefront windows for retail shops shall contain 70% clear glass (90% light transmission). Opaque or dark tinted glass is prohibited.



Building section diagram



Building elevation diagram

east gateway

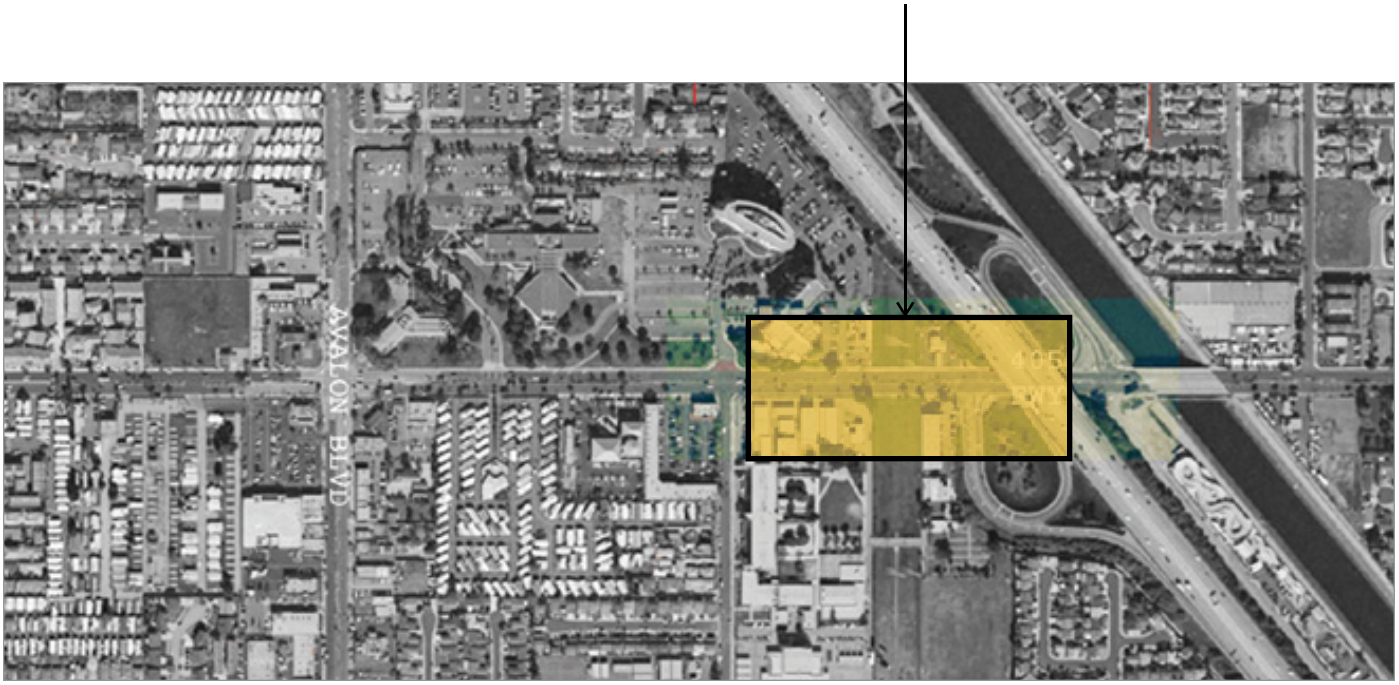
Goals / Principles

- Create an appealing sense of entry into the city for people approaching from the freeway off-ramp. This includes a new gateway element at the eastern entry to the district.
- Create a 16 foot wide landscaped parkway with a double row of trees and renovate the median planting creating a lush greenway.
- Delete all parking lanes to create a lushly lansdscaped entry onto Carson Street as described above.
- Buffer pedestrians from the roadway with landscaping where speeds tend to be high and traffic busiest.
- Incorporation of scaled pedestrian amenities such as lighting adjacent to sidewalks.

Entry gateway landscaping

Gateway graphics

DEVELOPMENT SCENARIO SITE:
EG-1



Location of development site within the Carson Street corridor

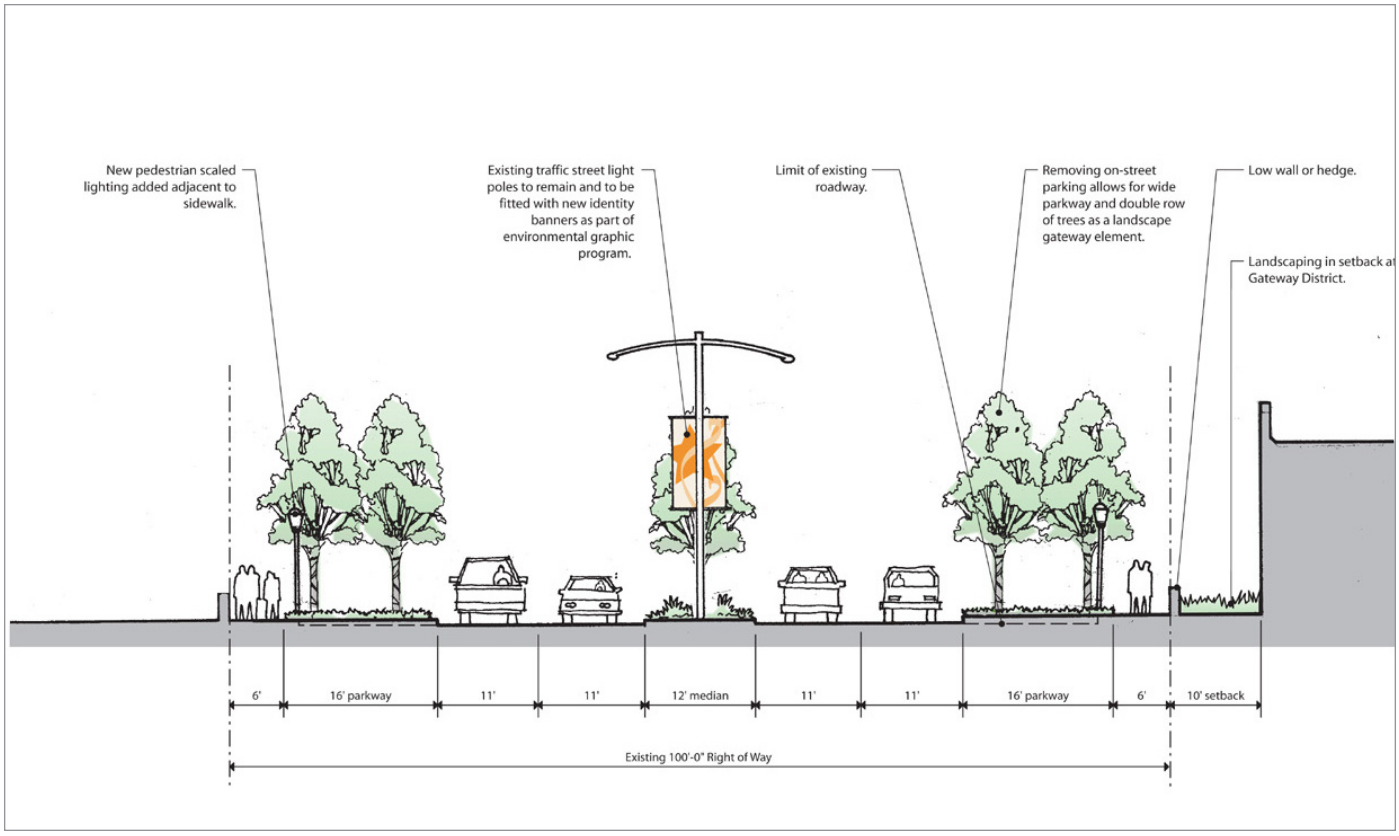
Entry monument

Conceptual rendering of entry gateway

East Gateway

In addition to the goals and principles identified for this district, other elements of the East Gateway are defined in Chapter 5 - Public Improvements. These include the provision for the following:

- For enhanced landscaping refer to the streetscape section*pages 5-3 through 5-26).
- For gateway elements refer to the environmental graphics section (pages 5-27 through 5-36).



Conceptual street section at East Gateway

facade improvement program

FAÇADE IMPROVEMENT DESIGN GUIDELINES

The purpose of the guidelines is to establish the design principles for façade improvement or rehabilitation. of existing business facades. The intent is to establish a consistent character of architectural treatment for individual buildings as well as to coordinate with other buildings located within the Carson Street corridor.

All commercial projects in the Carson Street corridor will be reviewed for compliance with the design guidelines prior to being issued a building permit. Compliance shall be encouraged via marketing/outreach programs and incentives such as grants, loans, and tax rebates for the property owners. Below are a description of compliance requirements and a definition of eligible improvements that are required to adhere to the design guidelines.

All projects within the Carson Street corridor shall comply with the following guidelines in addition to adhering with the City of Carson Commercial Rehabilitation Program Guidelines and are subject to City design review and approval.

GOALS / PRINCIPLES

- Enhance the level of pedestrian activity by placing entrances on the sidewalk between the storefront and the street.
- Maintain characteristic proportion (relationship of height to width) of existing facades.
- Identify common horizontal elements (e.g. roofline, storefront height, bulkheads) and vertical elements (piers, doors, windows) found between neighboring structures and developing building designs using a similar pattern.
- Encourage creative use of colors, materials, signage and exterior lighting that is sensitive to the surrounding context and adds to the visual interest and highlights key elements of the façade.
- Maintain the proportion and spacing of openings established by adjacent buildings, where appropriate.
- Maintain the predominant difference between upper story openings (where they exist) and ground level openings.
- Provide for continuity in the existing street wall by siting new buildings on the front lot line.

Existing facade

Facade after improvements

Existing facade


Facade after improvements

Existing conditions

Proposed facade concept

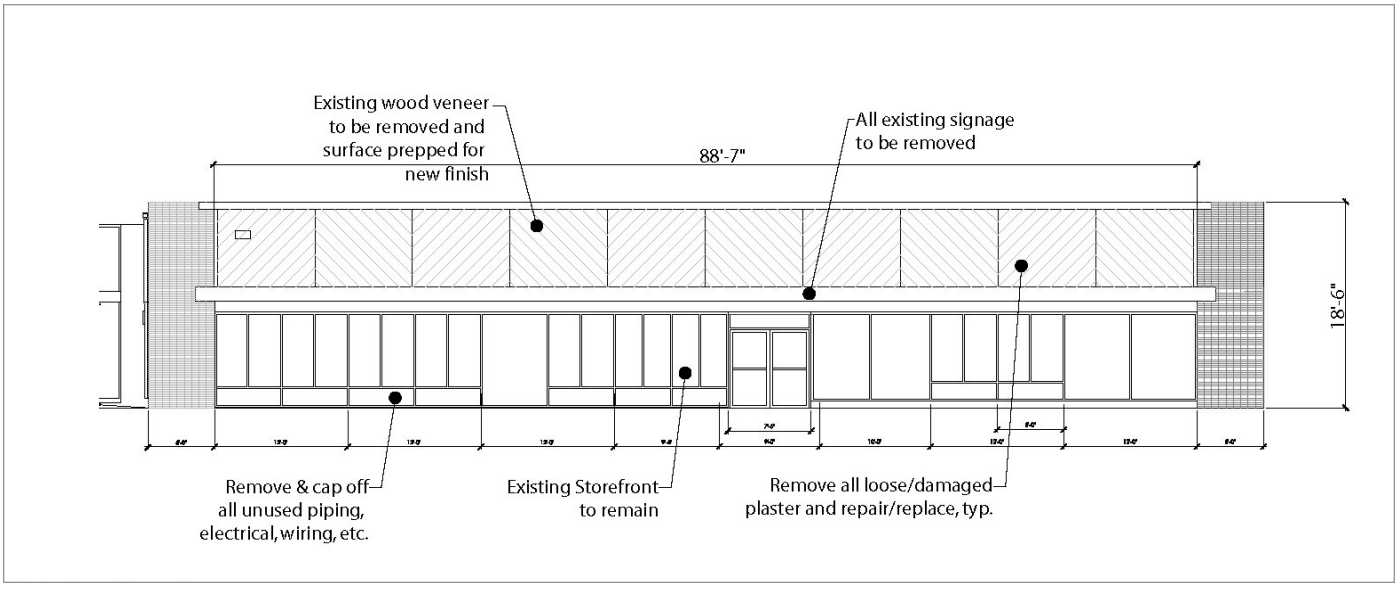
Completed facade improvement

COMPLIANCE REQUIREMENTS

- Target Area: The property to be rehabilitated must be located within the Carson Street Mixed-Use District, as defined by the city.
- Codes: All work must comply with the City of Carson's adopted zoning ordinances, the Uniform Building Code, and other applicable codes as specified by the city.
- Funding: All projects receiving city funding (grants, loans, etc.) must comply with the design guidelines.
- ADA: The property must provide handicap accessibility as required by state law. Hardship variances to be approved by the city.
- Seismic: Any required seismic upgrades to unreinforced masonry buildings must be completed prior to participation.

ELIGIBLE IMPROVEMENTS

- Façade renovation and enhancement (e.g. painting, brickwork, plaster work, or exterior cladding).
- Replacement or repair of windows and doors on the building façade adjacent to the public right-of-way.
- Awnings, marquees, or shading devices.
- Signage and exterior lighting.
- Landscaping where appropriate (window boxes and planters).
- Fencing and walls.
- Removal of handicapped barriers.
- Security grills and doors.



Existing facade

BUILDING COMPOSITION

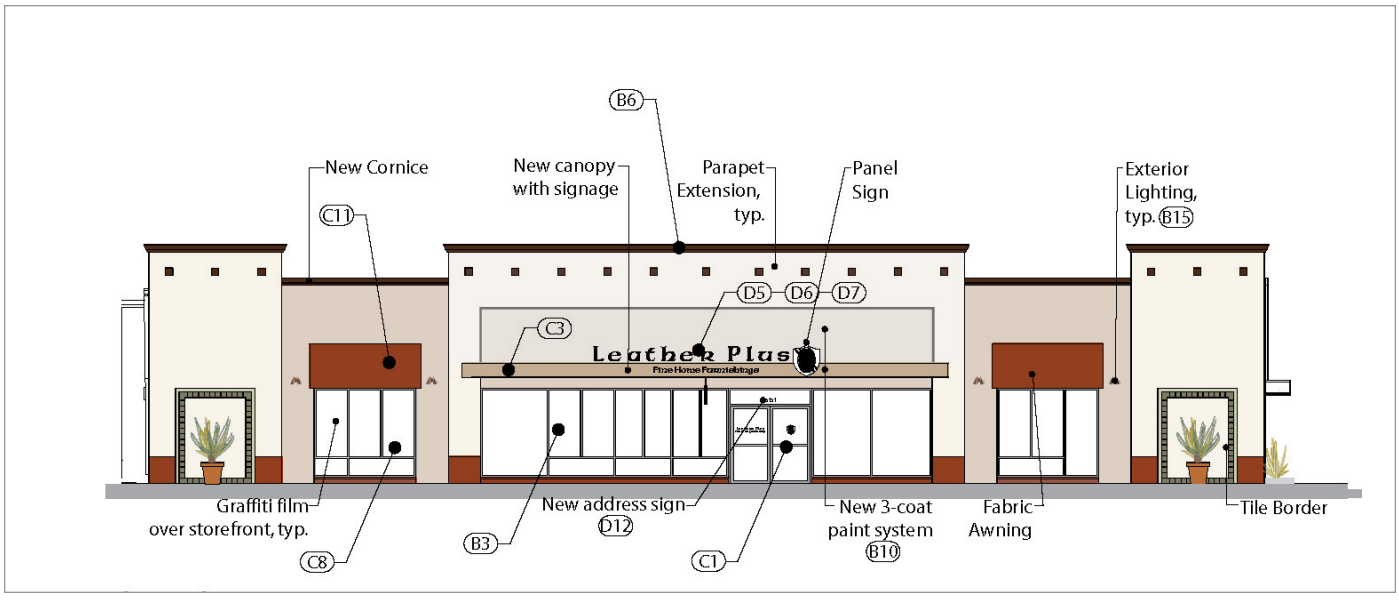
B3. Wall openings (windows and doors) shall occupy at least 70% of the ground floor street facade.
B6. New developments shall consider the roof lines of adjacent buildings to avoid clashes in scale, proportion, style, and materials.
B10. Use of exterior paint shall be limited to four different colors.
B15. Lighting shall be sheilded to prevent glare on adjacent properties. Uplighting shall be minimized to reduce light pollution.

STOREFRONT DESIGN

C1. Recess new storefront bays on new buildings at least 3 inches from the front plane of the building or encourage retention of recessed storefront in storefront remodel.
C3. Entries shall be enhanced through architecural treatment such as tiling, individual awnings, or placement of signs above the entryway.
C8. Storefront windows for retail shops shall contain 70% clear glass (90% light transmission). Opaque or dark tinted glass is prohibited.
C11. Each structural bay shall have an individual awning when awnings are provided. One unified spanning several structural bays shall be prohibited.

SIGNAGE

D5. Wall mounted signage shall be centered above storefront.
D6. Capital letters should not exceed a height of 16". Lower case letters shall not exceed a height of 12". When using all capital letters, maximum letter height shall not exceed 14".
D7. Internally illuminated letters on a raceway (channel letters), exposed neon letters, and externally illuminated letters mounted to facade or canopy, internally and externally illuminated projecting signs, sign cabinets with distinctive curvilinear form.
D12. Window signs will be limited to permanent signs and shall not exceed 15% of window area. Signage letters shall not exceed 3" in height.



Proposed facade improvements

wall / fence program

WALL / FENCE PROGRAM DESIGN GUIDELINES

The purpose of these guidelines is to establish the design principles for the rehabilitation and improvement of the street frontage portion of the existing mobile home parks and existing surface parking lots along Carson Street. The intent is to establish a consistent character of architectural treatment along the public right-of-way that will integrate with the proposed streetscape design as well as other citywide improvement programs.

All mobile home parks and surface parking lots along Carson Street are recommended to comply with the Design Guidelines. Compliance shall be encouraged via marketing/outreach programs and incentives such as grants, loans, and tax rebates for the property owners. Below is a description of the design intent/goals for improvements, a summary of the existing conditions, and proposed guidelines to be implemented.

GOALS / PRINCIPLES

- Coordinate with existing citywide design strategies.
- Establish a consistent character of unifying elements along the public right-of-way.
- Create pedestrian scale elements along the public right-of-way to integrate with the proposed streetscape design.

EXISTING CONDITIONS

- Inconsistent site wall heights and materials: Currently site walls vary in height from one mobile home park to another. Some surface parking lots have perimeter walls and others do not. Various types of block and masonry are used for perimeter walls. Solid walls are used in some locations and fences used in others.
- Poorly defined property boundaries and entry locations along public right-of-way: Perimeter walls do not correspond with property line extents. Entry and driveway locations are not clearly marked. No consistent street face along the public right-of-way is established.
- Lack of screening and privacy along public right-of-way: At many mobile home parks, existing walls vary in height and have minimal landscaping to screen residents from public right-of-way.
- Inadequate light at entry and driveway areas - Many entry drives and walkways have minimal lighting and fail to provide safe pedestrian and vehicular circulation.

Existing block wall at mibile home park

Existing block wall at vacant property

Screen wall with integrated landsape and vertical accents

Parkway between wall and sidewalk

DESIGN GUIDELINES

1. Wall Placement - Along the public right-of-way, all perimeter walls shall be located directly on the property line.

2. Wall Height - (A) Walls along the public right-of-way in residential and mobile home parks to be a minimum of 6 feet tall. (B) Walls along public right-of-way at surface parking lots shall be 36" tall.

3. Wall Materials/Finishes - All perimeter walls are to be constructed out of masonry (stone, block, brick) with stucco finish. No dash trowel stucco finishes permitted. All stucco shall be painted to comply with design standards and guidelines.

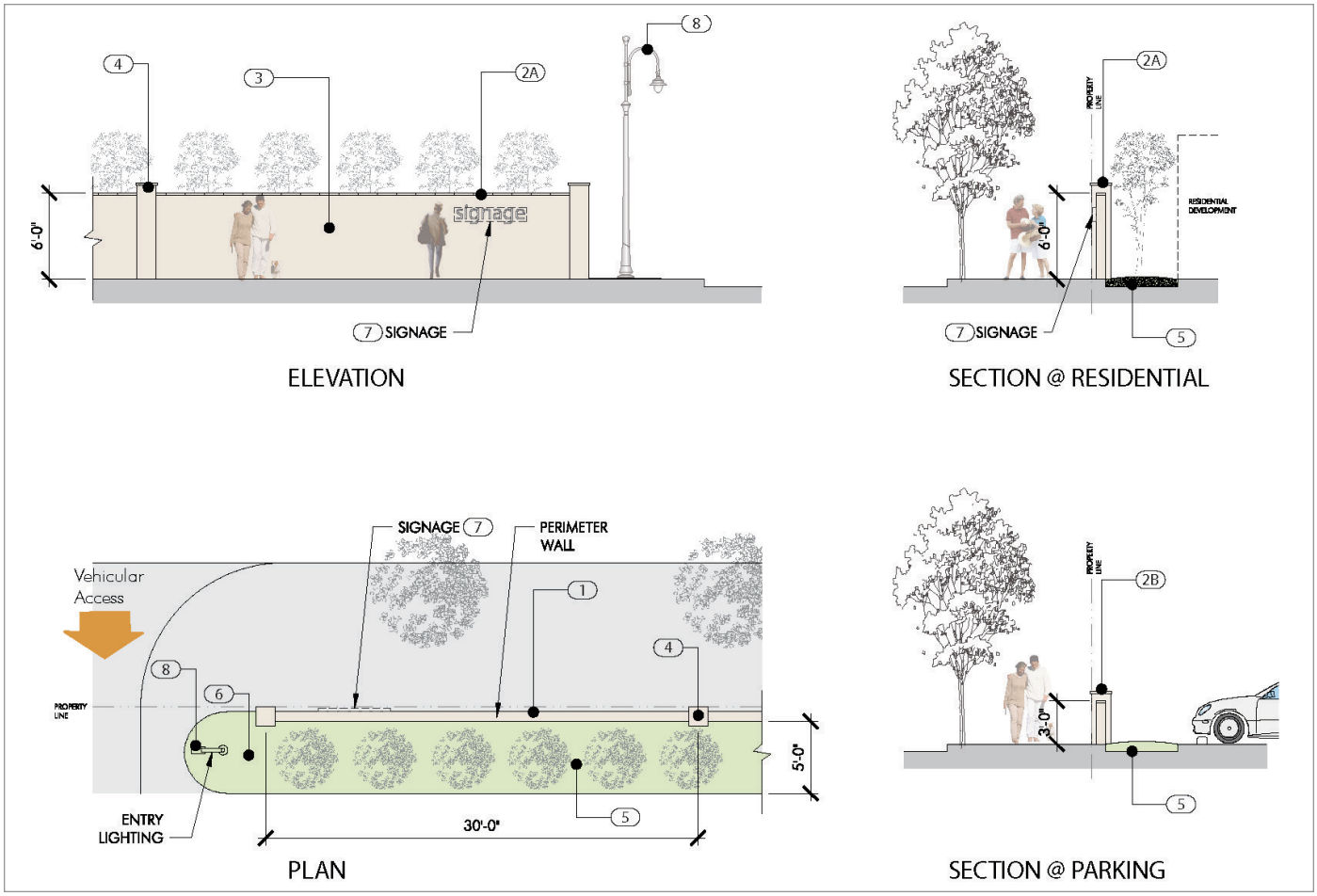
4. Wall Articulation - Perimeter walls are to be articulated via pilasters, reveals, or other elements at a maximum of 30 foot intervals to provide a more human scaled aspect to the perimeter walls facing the street.

5. Landscape Buffer - A 5 foot planting zone should be established behind the perimeter wall at mobile home parks to allow for screening of the residential developments. Planting in the buffer zone should be a minimum of 10 feet tall.

6. Accent Planting - Accent planting should be used at all driveways and pedestrian entries to the property marking appropriate entry areas. Accent planting should consist of low groundcover and flowering plants., and not obscure visibility.

7. Signage - Pole and monument signs are not permitted. All signage shall be wall mounted and follow City ordinances for size, materials, and content.

8. Lighting - All entry driveways and walkways shall be lit with either wall mounted lights or pole lights. Minimum of 1 footcandle for all entry areas.



Screen wall concept diagrams

WP-2

DESIGN GUIDELINES

1. Wall Placement - Along the public right-of-way, all perimeter walls shall be setback 5 feet from the property line.

2. Wall Height - (A) Walls along the public right-of-way in residential and mobile home parks to be a minimum of 6 feet tall. (B) Walls along public right-of-way at surface parking lots shall be 36" tall.

3. Wall Materials/Finishes - All perimeter walls are to be constructed out of masonry (stone, block, brick) with stucco finish. No dash trowel stucco finishes permitted. All stucco shall be painted to comply with design standards and guidelines.

4. Wall Articulation - Perimeter walls are to be articulated via pilasters, reveals, or other elements at a maximum of 30 foot intervals to provide a more human scaled aspect to the perimeter walls facing the street.

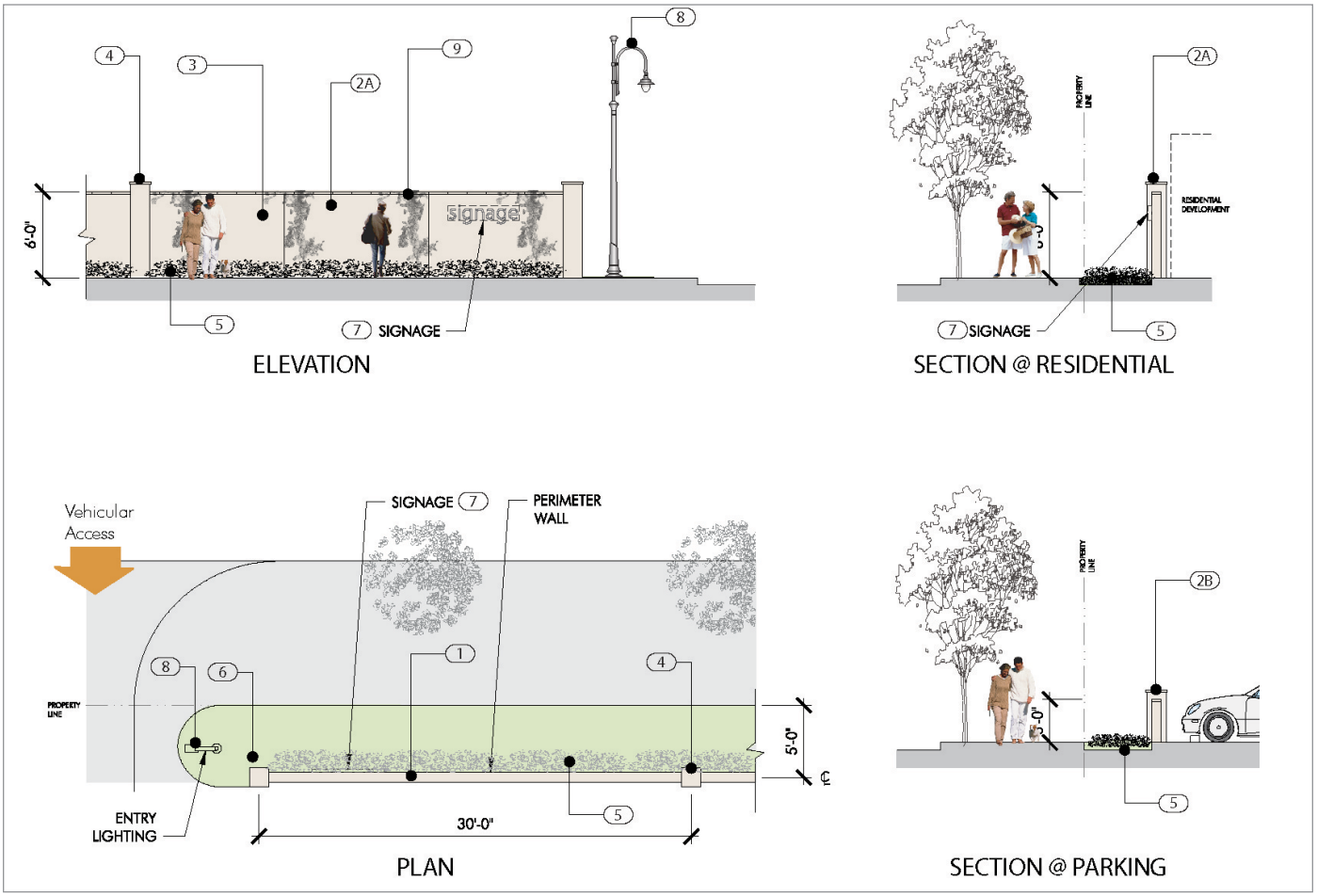
5. Landscape Buffer - A 5 foot planting zone should be established in front of the perimeter wall at mobile home parks and surface lots to allow for screening of the adjacent developments. Planting should be low groundcover, shrubs, and hedges with a maximum height of 36 inches.

6. Accent Planting - Accent planting should be used at all driveways and pedestrian entries to the property marking appropriate entry areas. Accent planting should consist of low groundcover and flowering plants, and not obscure visibility.

7. Signage - Pole and monument signs are not permitted. All signage shall be wall mounted and follow City ordinances for size, materials, and content.

8. Lighting - All entry driveways and walkways shall be lit with either wall mounted lights or pole lights. Minimum of 1 footcandle for all entry areas.

9. Vertical planting should be provided at regular intervals within structural bay of wall. Recommended plants include fast-growing, non-woody species.



Screen wall concept diagrams

trash / utility enclosures

Trash enclosure screen wall

Trash enclosure wall and trellis

Site utility enclosure

Screened utility location

TRASH ENCLOSURES

- All trash recycling, service and loading areas shall be screened by an 6-8 foot high masonry wall or enclosure designed to be an integral and complimentary extension of the building architecture.
- Trash recycling, service and loading areas should not be located along street frontage or adjacent to existing residential uses and will be screened from view from public streets, open areas, and pedestrian corridors.
- Enclosures shall incorporate continuous landscaping at the base and edges of the wall to integrate the wall and site landscaping.
- Self closing gates shall be provided on all trash and recycling enclosures.
- Concrete filled bollards or other means of corner protection are encouraged to protect enclosures from vehicular traffic and loading damage.
- Whenever possible, businesses and adjacent buildings should develop joint facilities for trash enclosures and recycling.

SITE UTILITIES

- Site equipment such as transformers, gas and electrical meters, irrigation controls, fire department connections, sprinkler risers, etc. should be screened from view at both the front and rear of buildings by landscaping and/or approved enclosures.
- Backflow preventers should be screened so as not to be visible from the adjacent street or walkways through the use of plant materials, decorative screens, or incorporation into project designs. Screens should reflect the style and character of the architecture. Plant materials and screens shall not block views for motorists or pedestrians.
- Surface mounted exposed conduit or electrical lines are not allowed. Electrical switchgear, meters, etc. must be screened or housed in an enclosure to the extent allowed by the utilities.
- Water spigots (hose bibs) with removable handles should be provided at all street front facades to facilitate cleaning and maintenance of storefronts and entry areas.

five: public improvements

Streetscape Guidelines
- Sidewalks
- Curb Extensions
- Street Trees / Parkways
- Street Lighting
- Medians
- Crosswalks
- Gateway Landscaping
- Bus Stop Locations/Gardens
- Street Furnishings

Environmental Graphics Guidelines
- Wayfinding Graphics
- Identity Graphics
- Gateway Signage
- Color Palette / Forms
- Typography / Logo

Circulation and Parking Strategy
- Circulation Analysis
- Future Traffic Projections
- Circulation System

Recommendations

Infrastructure Improvements

streetscape guidelines

Objectives

- Stimulate economic development along Carson Street by creating a strong visual sense of place that reinforces the character of the residential neighborhoods and commercial districts along Carson Street.

- Enhance social well-being by making Carson Street a place where social interaction can occur on a regular basis.

- Contribute to improved public health by facilitating and encouraging walking and other recreational activities to and along Carson Street.

- Improve environmental quality locally by reducing air emissions and noise through the development of walkable shopping district and residential neighborhoods that reduce the need to use the automobile.

- Sustain limited natural resources regionally by reducing
  1. energy use through the planting of shade trees along streets and in parking lots;
  2. water use through the planting of drought tolerant species where appropriate; and
  3. stormwater runoff by increasing permeable surface area and landscaping.

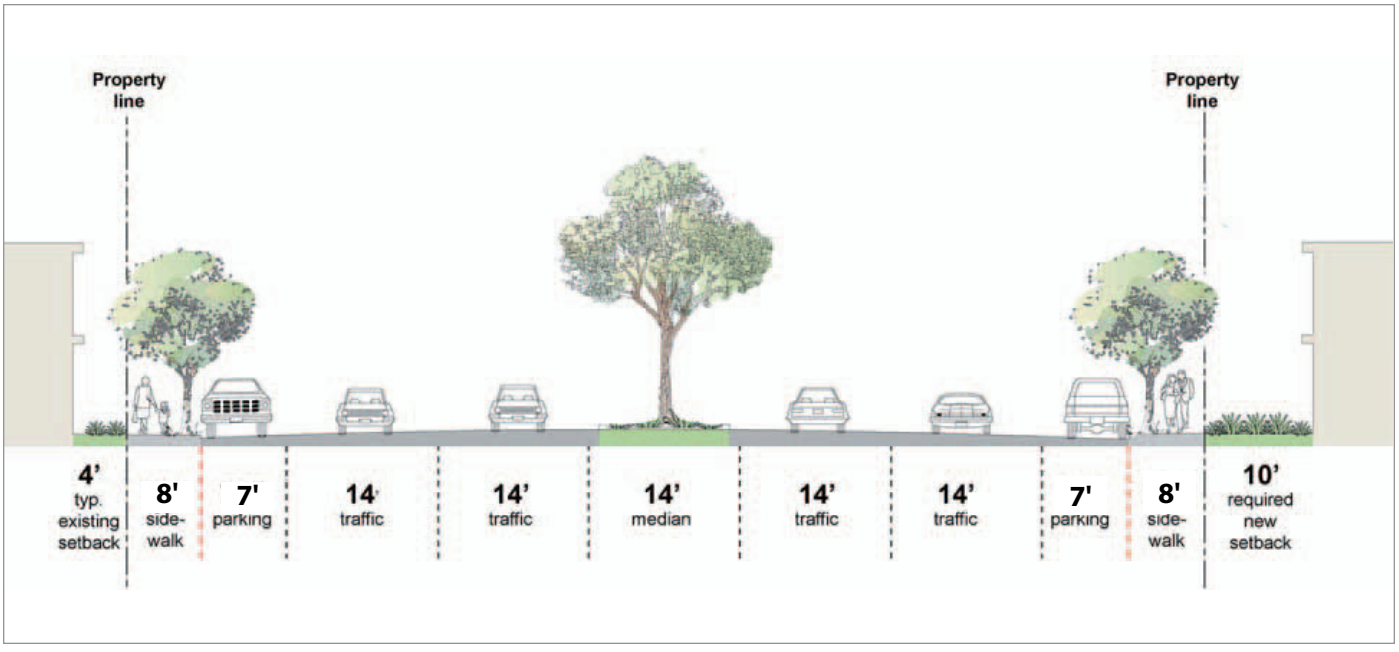
- Sustain the local urban forest by planting and maintaining street trees in a manner that will allow them to mature and thrive.

Overall Streetscape Concept

- Distinguish Carson from its neighbors, create a sense of place unique to Carson Street and reinforce the role of the various commercial districts and nodes along the boulevard.

- Use some streetscape elements along the entire boulevard to unify and reinforce the overall identity of Carson Street, as well as that of Carson (See appendix for concept plans).

- Vary other improvements by district to reinforce district identity and to support economic development efforts within each district.



Existing street cross section

Community Priorities

At a series of community workshops, community members expressed their preferences for streetscape and open space improvements on Carson Street. The following list reflects those preferences and identifies a recommended order of implementation.

1. Install gateway landscaping in parkways and medians between the I-405 Freeway and Avalon Boulevard and between the I-110 Freeway and Figueroa Street.

2. Provide pedestrian-friendly environments in the downtown, mixed-use and residential districts along Carson Street by moving the curb 4 feet into the street and narrowing lanes slightly and by installing curb extensions at most intersections: First,from Avalon Boulevard to Main Street; Second, from Main Street to Figueroa Street.

3. Plant street trees in large tree wells with irrigation.

4. Install Duratherm (or approved equivalent) crosswalks with a unique pattern developed for Carson Street at all intersections.

5. Install pedestrian-scale street lights.

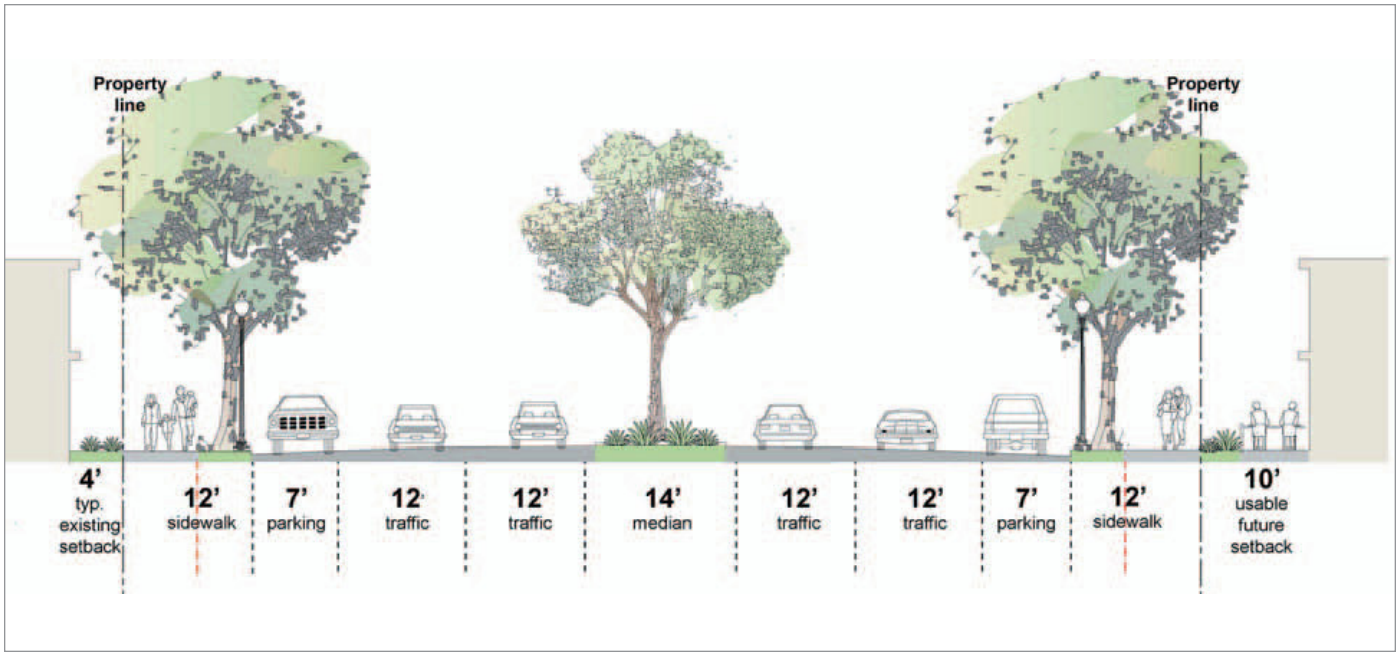
6. Refurbish and replant landscaped medians.

7. Install landscaped tree wells or parkways - by property owners or Business Improvement District.

8. Develop plazas and pocket parks.

9. Incorporate public art into the above improvements.

These priorities should be a guideline only. If funding is available for a lower-priority improvement, it may be installed before a higher priority improvement.



Illustrative future street cross section

Sidewalk Widths and Use

Sidewalks are the interface between the roadway and businesses located along the street. They are the means by which residents and bus riders access businesses. At the same time, motorists must cross the sidewalk to access parking. The sidewalk needs to be organized to accommodate all uses and minimize conflicts between pedestrians and motorists.

Master Plan Provisions

Avalon Boulevard to Figueroa Street

- As part of the Carson Street improvement project, provide 12-foot wide sidewalk in the downtown, mixed use and residential districts between Avalon Boulevard and Figueroa Street.

- In conjunction with new development projects, require that 40-60% of the required 10-foot setback be treated as sidewalk. The combined sidewalk paving and landscaping will create a commercial zone in which outdoor dining and other commercial activities may occur. The mix of paving and landscaping may be in any configuration as illustrated below.

- Allow curbside parking at all times, that is, do not use the parking lane as a traffic lane. The parking lane provides a buffer between moving traffic and pedestrians on the sidewalk, as well as convenient parking for the businesses along the street.

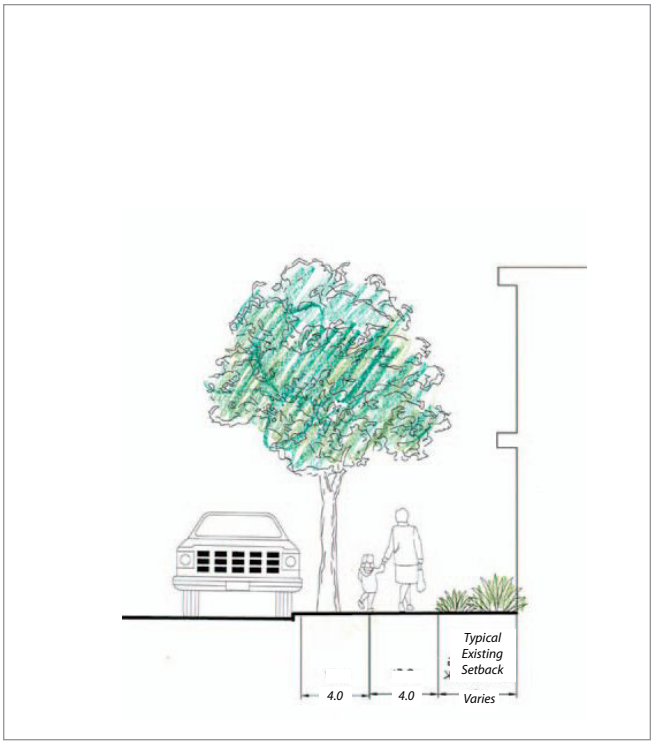
- Organize activities on the sidewalk as follows:

  1. Parking access zone - the first 2 feet from the face of curb - provides a landing along the curbside parking, making it easier for people to get in and out of their vehicles.

  2. The parkway zone – the next 5 feet from the parking access zone – includes street trees, street lights, trash receptacles and benches. Outdoor dining may also be located in this zone, subject to City approval on a case by case basis.

  3. The walking zone, next to the parkway zone, provides a 5-foot wide continuous path of travel through the remainder of the sidewalk.

  4. The commercial zone – the 10-foot setback between the front property line and building façade can be used for commercial activity such as outdoor dining.



Existing sidewalk cross section - Avalon Blvd. to Figueroa Street

Proposed sidewalk cross section - Avalon Blvd. to Figueroa Street

Another example of the setback configuration - Avalon Blvd. to Figueroa Street

I-405 Freeway to Avalon Bouelvard

- On the south side of the street, provide a 4-foot wide walkway with the remainder as a continuous landscaped parkway.
- On the north side of the street, match the south side at a minimum. Where more room is available, such as adjacent to the Civic Center, provide 6-foot wide parkways and walkways. Bonita Street to Avalon Blvd. is 8 inches wide and should remain.

All Segments of Carson Street

- Curb cuts and driveways providing access to development projects along Carson Street should be located on side streets wherever possible. Where they are located on Carson Street, the minimum number of curb cuts needed to serve the development should be provided and they should be no wider than necessary to accommodate anticipated traffic movements. The driveway slope must occur entirely with the parkway zone of the sidewalk, so that the walkway zone of the sidewalk is flat.
- Continue to prohibit utility lines along Carson Street. There are no above ground utility lines on Carson Street, which gives the Carson Street corridor an aesthetic advantage over many other commercial corridors in Southern California, where power poles and lines both clutter the visual landscape and restrict street tree planting and other amenities along the sidewalks.

The north side between the I-405 freeway and Avalon Blvd.

The south side between I-405 freeway and Avalon Blvd.

Curb Extensions at Crosswalks

Curb extensions at crosswalks make it easier for pedestrians to cross the street by reducing the roadway width at the crosswalk. They can also make pedestrians more visible to motorists and signal to motorists that they are in a pedestrian oriented district. On side streets or at midblock locations where visibility is not as critical as at the corner, the curb extension may be extended beyond the crosswalk and landscaping can be added, provided no on-street parking spaces are lost. These landscaped curb extensions serve as "gateways" to the adjacent neighborhoods, alerting motorists that they are entering a residential area.

Master Plan Provisions

- Install corner curb extensions at crosswalks on both Carson Street and cross streets except at major cross streets (Figueroa Street, Main Street and Avalon Boulevard) where high traffic volumes necessitate right-turn lanes.

- Install separate access ramps in each direction that are aligned with the sidewalk.

- Plant medium-sized flowering trees with irrigation in curb extensions as illustrated in Street Tree Planting Detail on Page 5-17. The Pink Trumpet Tree (Tabebuia impetiginosa) is recommended.

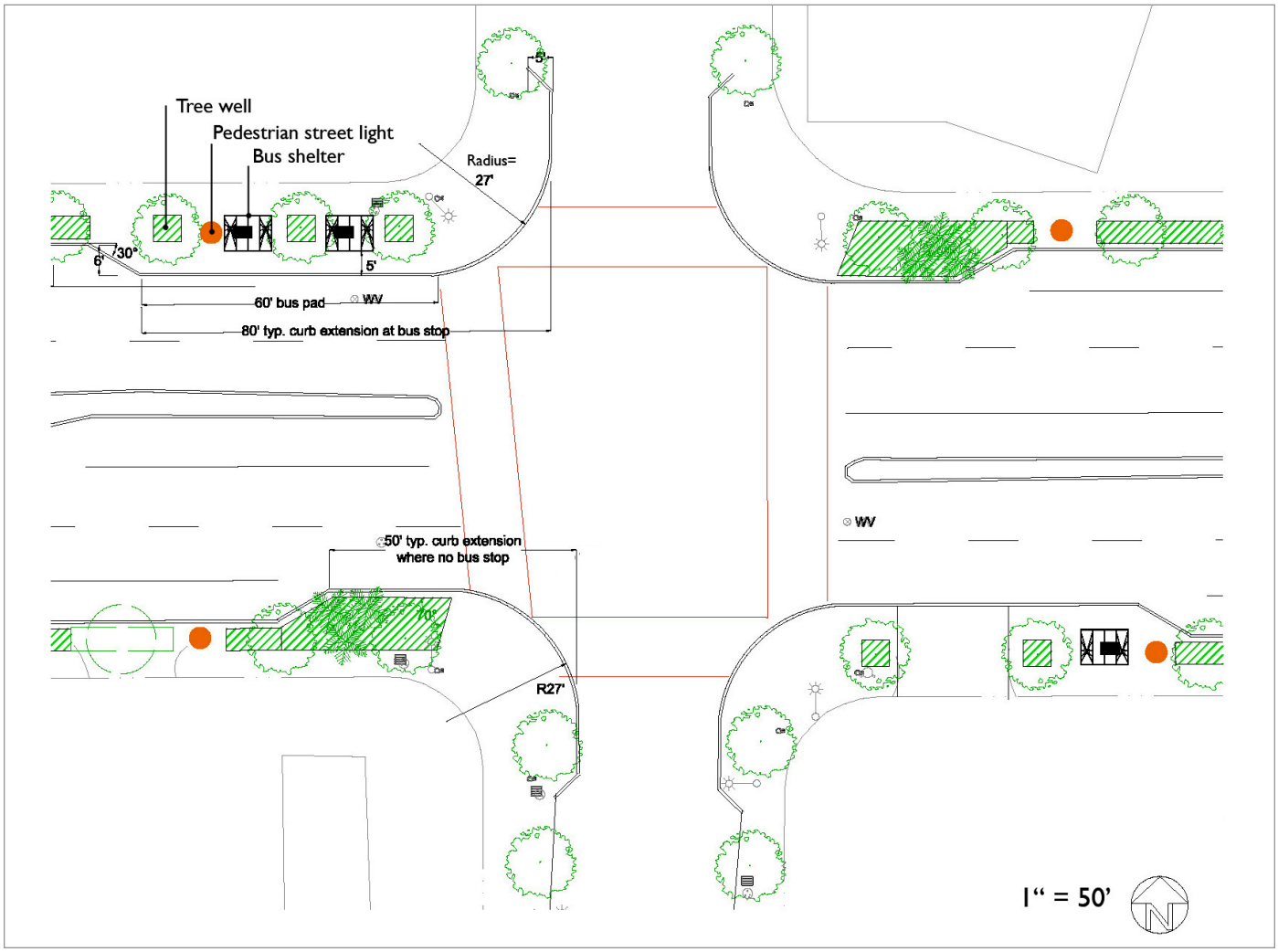
- In conjunction with the possible establishment of a Business Improvement District to maintain it, install ground cover in the curb extensions as illustrated on Page 5-22.

Sidewalk extensions at crosswalks make it easier for pedestrians to cross the streets.

Landscaping at a midblock curb extension

Landscaping on a side street curb extension

Landscaping in a side street curb extension creates a neighborhood gateway.



Typical Carson Street curb extension plan

Enhanced Crosswalk Paving

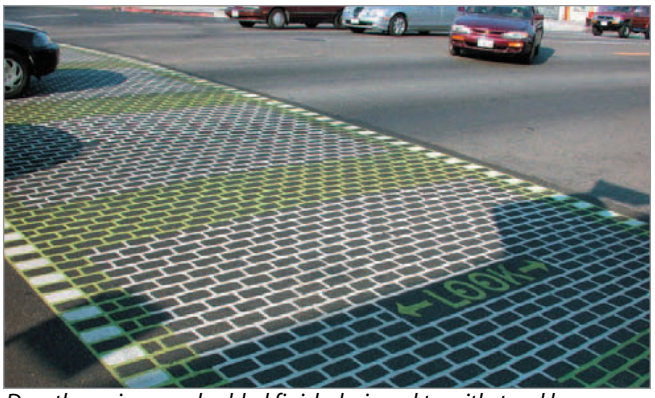
Like curb extensions, enhanced crosswalk paving can make motorists more aware of pedestrian activity.

Master Plan Provisions

- Install enhanced paving at crosswalks to make them more visible to motorists and to indicate that the street has a pedestrian orientation.

  Duratherm (or approved equivalent), an embedded finish that holds up even with heavy traffic, is recommended.

  A pattern unique to Carson Street should be developed, possibly by an artist.



Duratherm is an embedded finish designed to withstand heavy traffic

Crosswalk patterns

Duratherm crosswalk patterns developed with an artist

Street trees can provide shade, visual continuity and identity without blocking business signs

Chinese Flame tree soon after planting 36" box trees

Chinese Flame tree after 6-8 years

Groundcover can also be planted if parking space striping is coordinated with tree well location.

Street Trees and Parkways

Street trees contribute to economic development and quality of life in a variety of way including the provision of visual continuity, identity, shade, improved air quality and reduced heat buildup. The two keys to successful tree planting are selecting appropriate tree species, planting and maintaining the trees so that they will reach maturity and provide the benefits for which they were planted.

Groundcover can be planted in large tree wells where there is no curbside parking.

Selecting Sustainable Street Trees

Street trees on a commercial street lined with storefront buildings should be:

- Be big enough to provide:
  1. shade for pedestrians and parked cars and
  2. a sense of scale to the street.

- Have a single central leader that will grow up quickly and provide clearance for pedestrians, trucks and business signs. A moderate to fast growing tree with a strong central leader can be pruned up above first-story business signs (10') within a few years of planting.

- Have an open branching structure that allows light and some visibility through the canopy and requires little pruning.

- Have roots that can thrive in the size of tree well or parkway that can be accommodated, that is, a 5 to 6 foot wide by 8 to 12 foot long tree well or a 5 to 6 foot wide parkway.

- Be hardy enough to withstand pollution, heat, glare and other urban conditions.

- Require limited pruning to maintain a form that is appropriate to conditions along the street. In pedestrian-oriented districts where buildings are located along the front property line/back of sidewalk, trees with a relatively narrow canopy will require less pruning.

  When trees are appropriate to the conditions of the street and have the right conditions to thrive, they will provide shade, scale and visible business signs.

London Plane Tree just planted

London Plane Tree after 3 years planted from a 24" box

Mature London Plane tree

Street trees have grown tall enough that they can be pruned up above 2-story buildings.

Street trees provide a canopy with filtered light on the sidewalk and complete visibility of signs.

Wide parkways with irrigation are best.

The trees on the left were planted from 24" boxes 1.5 years ago. The trees on the right are mature trees in a parkway.

Because the soil under a concrete sidewalk is extremely compacted, the roots remain in the tree well and the tree becomes rootbound.

Providing the Right Conditions to Sustain Street Trees.

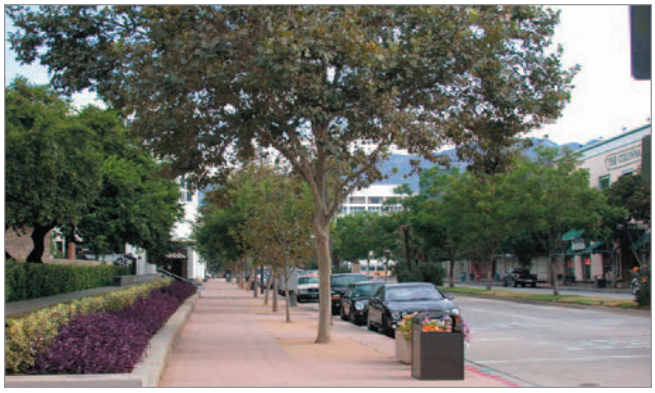
In order for street trees to be healthy and grow quickly above business signs, two issues are critical:

1. Street trees require adequate soil volume for root growth. Palms and very small trees like Crape Myrtle can survive with small (4 foot square) tree wells. Bigger trees need more space.

2. Street trees require regular and adequate water. The average tree needs 20 gallons per week. Because there is concrete and asphalt all around, there is little opportunity for trees along Carson Street to get water from other sources.

The regularity of watering is most important during the years in which the tree is getting established. This may vary from 3 to 5 times a week or more. After that, they still need water, but it can be less regular.

Normally, most of a tree's roots are within 2' of the surface and spread well beyond the canopy of the tree



If parkways are not feasibile or permitted, tree wells should be as large as possible. In addition, trees should be watered regularly - either by an in-ground irrigation system or by a watering truck or hose.

Master Plan Provisions

- Select and plant a street tree species/cultivar appropriate to the Carson Street corridor identity, in particular, a tree that is identified with both Southern California and thriving shopping districts in other cultures, that can be easily pruned up above business sign and can withstand harsh urban conditions.

Street tree choices, illustrated on Page 5-14, include:

1. *Koelreuteria bipinnata* (Chinese Flame), a flowering tree with a spreading canopy, is deciduous from about March through May, was the first choice of community members.

2. *Platanus acerifolia* 'Columbia' (Plane Tree), which is a relative of the native California Sycamore, was the second choice of community members. The 'Columbia' cultivar is recommended because it is more vigorous and resistant to disease than the species. Platanus mexicana (Mexican Sycamore) may be substituted where a narrower canopy or shorter deciduous period is desirable, subject to City approval.

3. *Arcocarpus fraxinifoliius* (Pink Cedar), a relatively fast growing evergreen tree from Southeast Asia, was the third choice of community members. It is not readily available from Southern California growers at this time.

Phoenix dactilyfera (Date Palm) should be intermixed with the selected canopy tree in the first few blocks of each freeway as the gateway tree and in a double row with canopy trees at bus stops or other long curb extensions.

The trees in the parkways will be complemented by alternating groupings of deciduous and evergreen trees in raised medians.

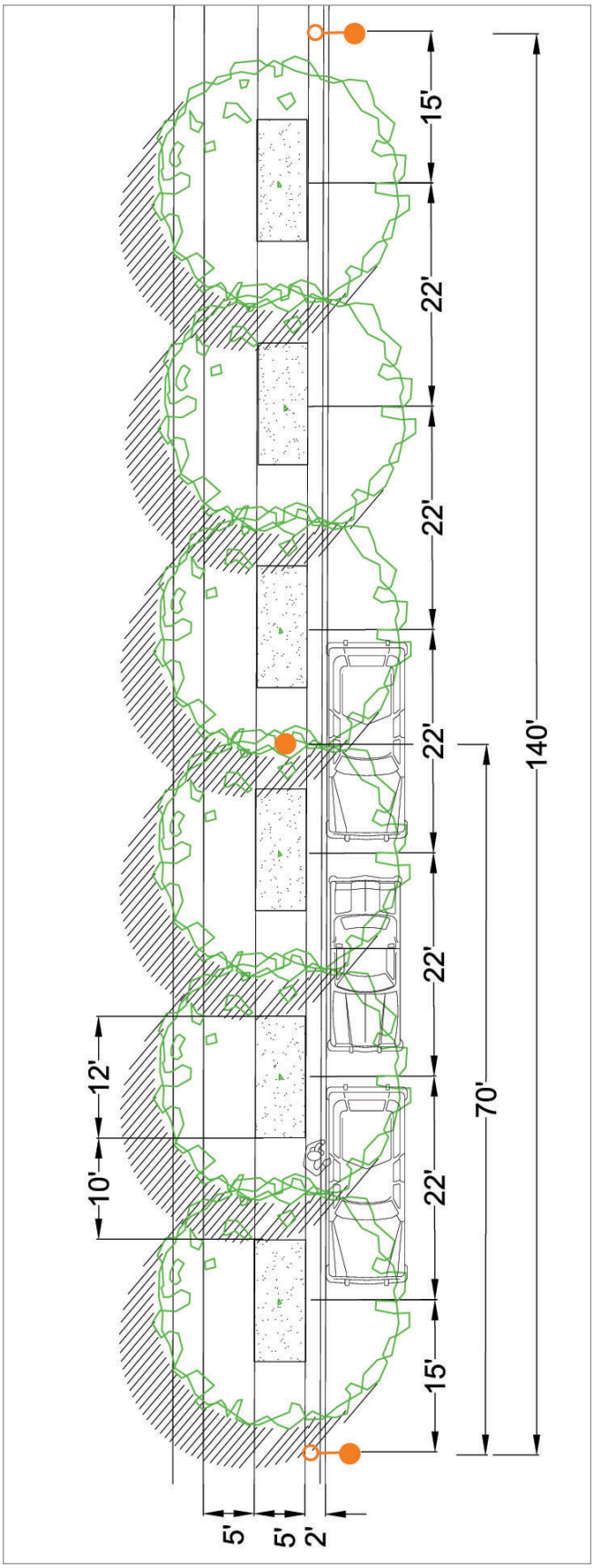


Figure 3 - Typical layout of street trees and street lights

Typical existing conditions

Chinese Flame Trees

London Plane Trees

Figure 4

Pink Cedar Trees

Adhere to the Tree Selection Specification (Page 5-16) when selecting individual street trees. These specifications should be included in all construction documents.

Plant the street trees so they will be healthy, long-lived and provide a continuous canopy that both shades the sidewalk and provides visual continuity. The specific requirements for Carson Street are as follows and as illustrated in the adjacent typical plan diagram and in the planting and irrigation details that follow (Page 5-17 and 5-18). These details can be obtained in AutoCad or PDF format from the City for inclusion in construction documents.

1. Plant the trees in continuous parkways 5 feet wide or in tree wells 5 feet wide by 8 to12 feet long, which are set back 1'-2" from the back of curb to provide a "landing zone" for motorists exiting their cars. Parkways should be used adjacent to all no-parking zones, except bus stops.

2. Plant the trees an average of and as close to 22 feet on center as possible to provide a continuous canopy. In specific locations where driveways and other obstructions interfere with consistent spacing, the trees may be planted as close as 16 feet on center and should not be planted more than 30 feet on center.

3. Plant the trees 15 feet from cobra lights to avoid interference with illumination of the roadway. Pedestrian-scale lights are ornamental and do not contribute to roadway illumination. Thus, they can be located in the space between street trees.

4. Do not install root barriers, except linear root barriers along the back of the curb. Root barriers often produce root-bound trees that are unstable and unhealthy.

5. Street trees may be planted from 24" or 36" boxes per the detail on Page 5-17.

6. Irrigate the trees. In the case of new development, provide in-ground irrigation using Netafim tubing 12" on center over the entire tree well (Figure 5), which is tied into the water supply and irrigation system of the adjacent development and includes a controller. In the case of tree planting by the City, install an in-ground Netafim irrigation system with a controller or, until such irrigation system can be installed, water the trees by hand or using a watering truck once a week with a minimum of 20 gallons of water.

7. Install groundcover, stabilized decomposed granite or shredded bark mulch in the tree wells or parkways. Where in-ground irrigation is installed, groundcover or stabilized decomposed granite may be installed, using a consistent medium texture decomposed granite premixed with Stabilizer Solutions stabilizer (Gail Materials California Gold) according to manufacturer's specifications.

   Where trees will be hand-watered or truck-watered, the tree well surface should be mulched so that water can penetrate into the tree well.

   Where possible parkways adjacent to no parking zones should be planted with groundcover or perennials that achieve a mature height of less than 30 inches. The landscaping provides a buffer between pedestrians and vehicles, as well as an attractive edge condition.

   Use plant materials that are drought-tolerant and require low maintenance.

8. Use other complementary tree species/cultivars, for example, Queen Palms, on development project sites to accentuate entries and other project elements.

TREE SELECTION SPECIFICATIONS

All trees shall have the following characteristics when obtained from the grower:

1. Standard form.

2. A single unbroken central leader (a dominant leader) more or less straight to the top of the tree with the largest branches spaced at least 6" apart.

3. Root flare and topmost root visible above soil line.

4. Roots that are not girdled: there shall be no roots greater than 1/10 diameter of the trunk circling more than one-third of the way around in the top half of the root ball. To test for girdled roots in all containers, insert a claw in soil a few inches from the root flare and pull away from tree toward edge of container; if the roots are not girdled, the claw should move freely through the soil. In addition, contractor shall purchase from each grower one extra tree of each species/cultivar specified and, if more than 20 trees of a species/cultivar are specified and purchased from a single grower, one additional extra tree for each 20 trees over the first 20. To test for girdled roots in the extra trees, open the containers, expose the roots and assess the condition of the roots.

5. A canopy that is symmetrical, free of large voids and typical of the species or cultivar.

6. Main branches (top half of the tree) with a diameter less than 2/3 the trunk diameter, no bark inclusions and be more-or-less radially distributed around the trunk.

7. Smaller, shorter temporary branches below the lowest main branch (bottom half of the tree.)

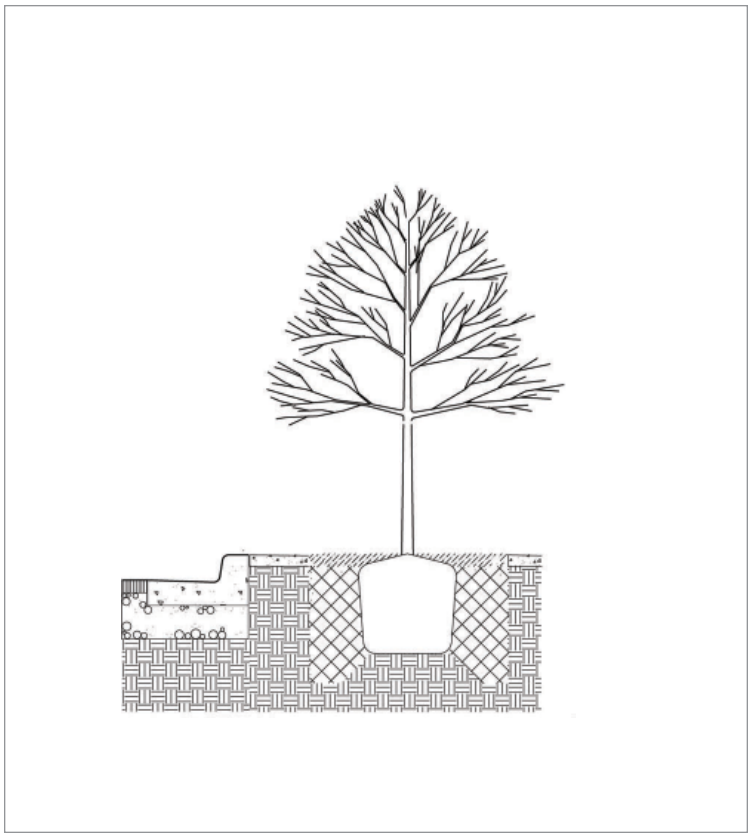
8. Trees with a trunk diameter greater than 1.5" at 6" above the topmost root must be able to stand erect without a supporting stake.

9. No wounds in the trunk (except for properly-made pruning wounds), damaged areas, conks, bleeding, or signs of insect or disease.

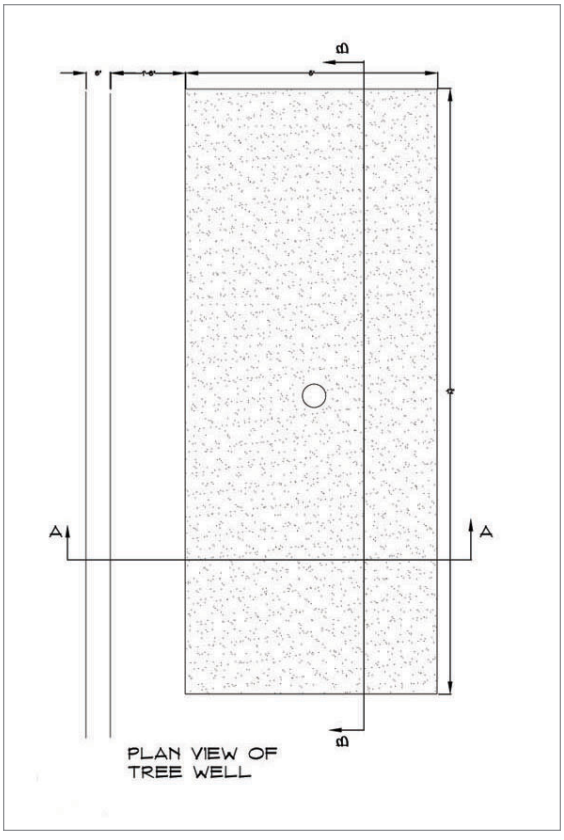
10. Trunk diameter at 6" above the topmost root in the following ranges:
    a. 15 gallon container 0.75" to 1.5"
    b. 24" box 1.5" to 2.5"
    c. 36" box 2.5" 50 3.5"

11. Soil in containers in which trees are grown must not contain sand, sawdust or other wood-based material. A representative sample of the container soil and a tissue sample of the selected trees shall be sent to an approved laboratory with the direction that complete test results be faxed directly to the Landscape Architect by the laboratory. Both soil and tissue sample results must be approved by the Landscape Architect.

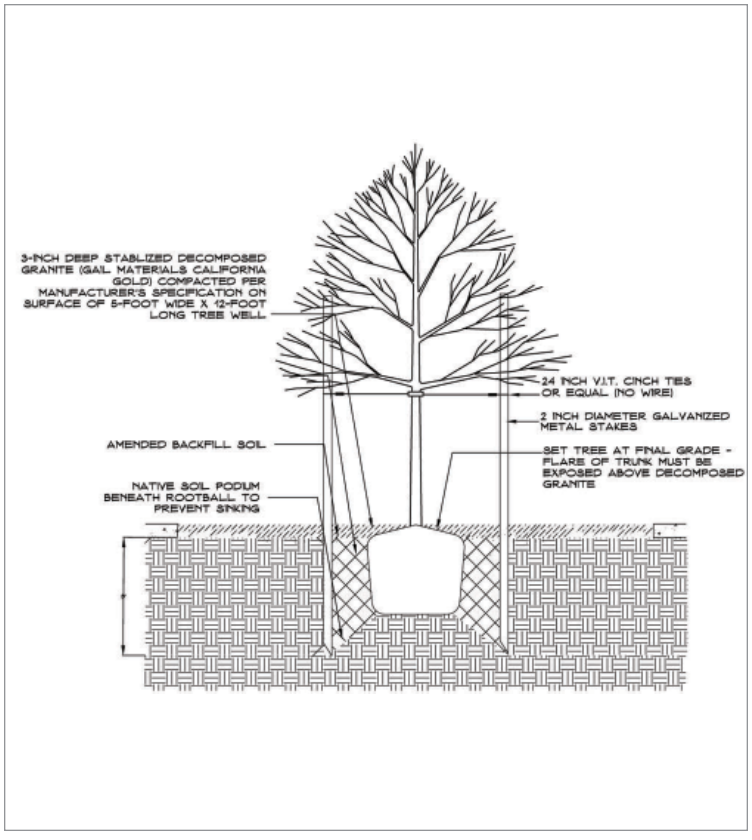
Any tree that does not meet the above specification shall be rejected.



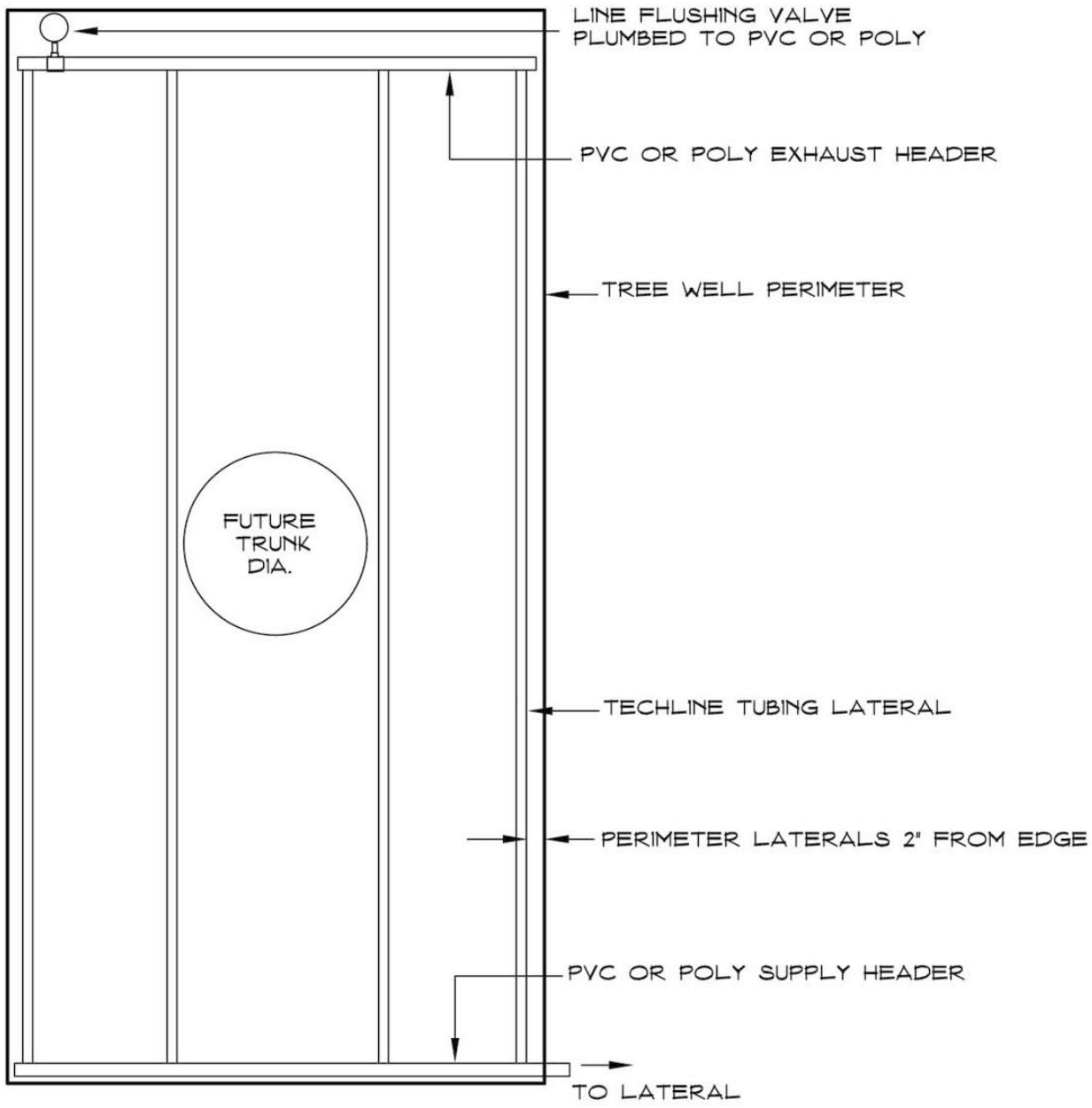
Section A-A: Tree planting / well surface detail



Typical street tree well detail



Section B- B: Tree planting / well surface detail



TREE WELL IRRIGATION - NETAFIM

CONSTRUCTION NOTES:
INSTALL NETAFIM TECHLINE WITH 0.6 GPH 12" DRIPPER SPACING PER MANUFACTURER'S SPECIFICATIONS. INSTALL FLUSHING VALVE IN 6" DIA. BOX AT CURBSIDE CORNER OF TREE WELL (SAME LOCATION FOR ALL WELLS).

NOT TO SCALE

Typical street tree irrigation detail

Street Lights

In addition to illuminating the roadway and sidewalks, street lights can contribute to the identity of the community. For pedestrian-oriented streets, a light source with a warm (yellow) tone is preferable to a cold (blue) tone. A temperature near 3,000 Kelvin (KV) provides a warm tone, while 4,000 KV provides a cold tone. On streets where a particular street light was used historically, it may be desirable to replicate that light. On streets where there were no pedestrian lights in the past and new development is designed in a contemporary style, it is more appropriate to use contemporary street lights.

Master Plan Provisions

- Maintain roadway lighting in the medians.
- Install distinctive contemporary pendant pedestrian street lights that reinforce the identity of Carson Street in Carson. Page 5-20 shows the pedestrian lights that were preferred by community members. The recommended light is the King Luminaire K209.
- The pedestrian lights should be centered between the cobra lights as illustrated on Page 5-13.
- The pedestrian lights should have a relatively low wattage light source in the warm (yellow) color range (close to 3000 Kelvin)
- All luminaires should be cut-off type to minimize spill-over light and glare.

Examples of street lights in other commuities:

Contemporary roadway lights.

Historic replica pedestrian lights to match those installed in the 1930s

Contemporary pedestrian lights designed with input from an artist

Contemporary roadway lights

Pedestrian street light style. Community members preferred a pendant style light

Landscaped Medians

Landscaped medians can dramatically alter the visual character of the street for both motorists and pedestrians. For motorists, they are highly visible elements that contribute to the sense of place along the street. For pedestrians, they also reduce the perceived width of the street, reducing the visual expanse of asphalt that divides a wide street like Carson Street. They also reduce glare and provide shade. At crosswalks they can provide a place for a pedestrian to stop in an emergency. Carson Street has raised medians in most locations.

Master Plan Provisions

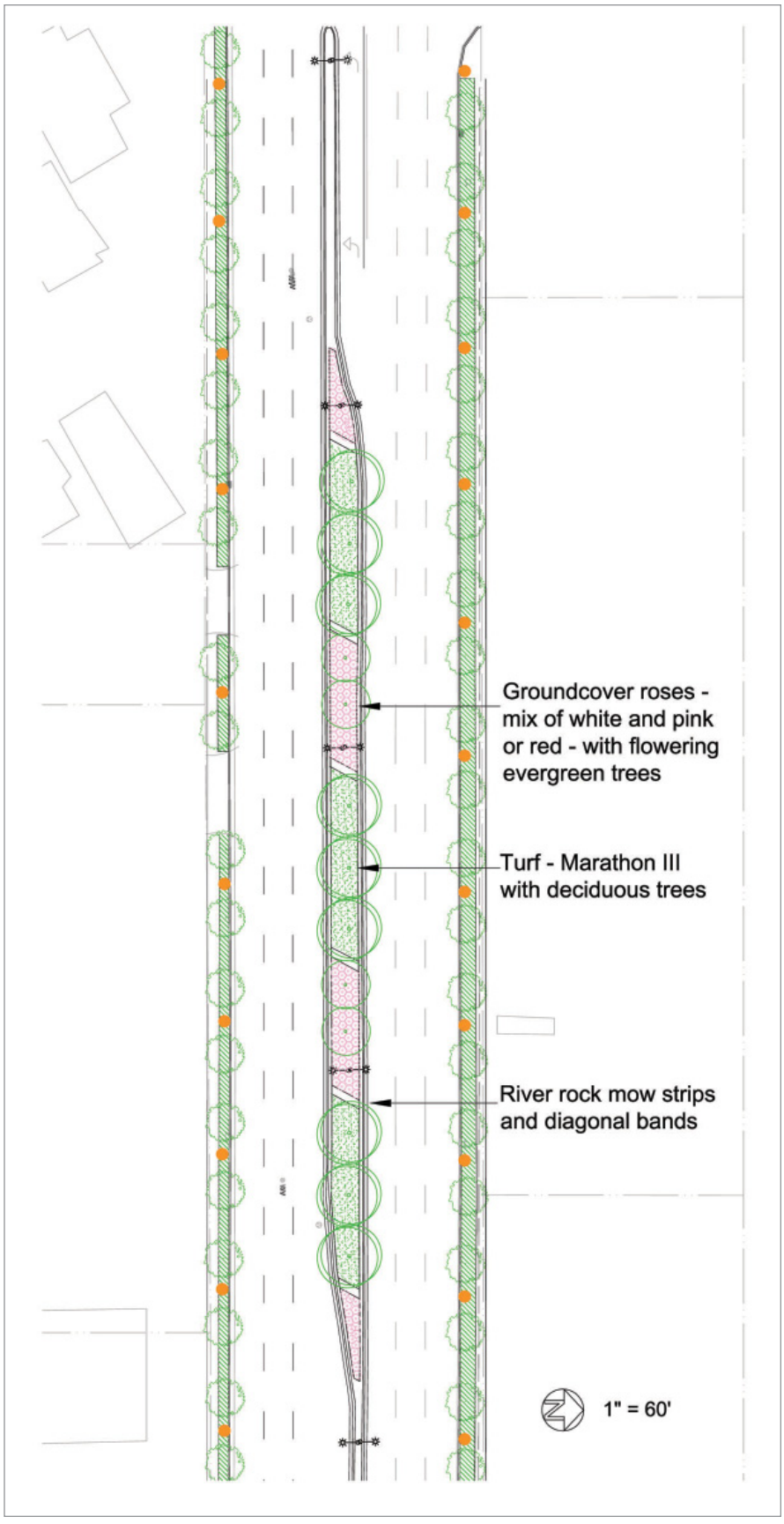
- Add raised landscaped medians where they do not obstruct left-turn access.
- Repave and replant the medians consistent with the Citywide median design concept, that is, alternating turf and groundcover roses with alternating groups of evergreen and deciduous trees.
- The median paving/planting concept is illustrated by the plan on Page 5-22.
- Evaluate opportunities to close medium cuts for new development.

Existing landscaped medians on Carson Street

Existing landscaped medians on Carson Street

City standard with rock paving median

City standard landscaped median



Typical median paving / planting plan

Gateway Landscaping

Gateway improvements help establish the identity of a community and define its boundaries. The Environmental Graphics section addresses gateway signs and other environmental graphics. The gateway signs can be enhanced with landscaping and lighting.

Master Plan Provisions

- At the East (I-405 San Diego Freeway) Gateway, plant bands of low-growing groundcover that complements the median groundcover along freeway ramps and the SCE right-of-way to create a consistent gateway landscape treatment.

- At the West Gateway, provide a more modest planting similar to that at the east gateway, as illustrated below.

- Incorporate the required private landscaped setback, as described in the Design Guidelines, into the gateway design, as illustrated on page 5-24.

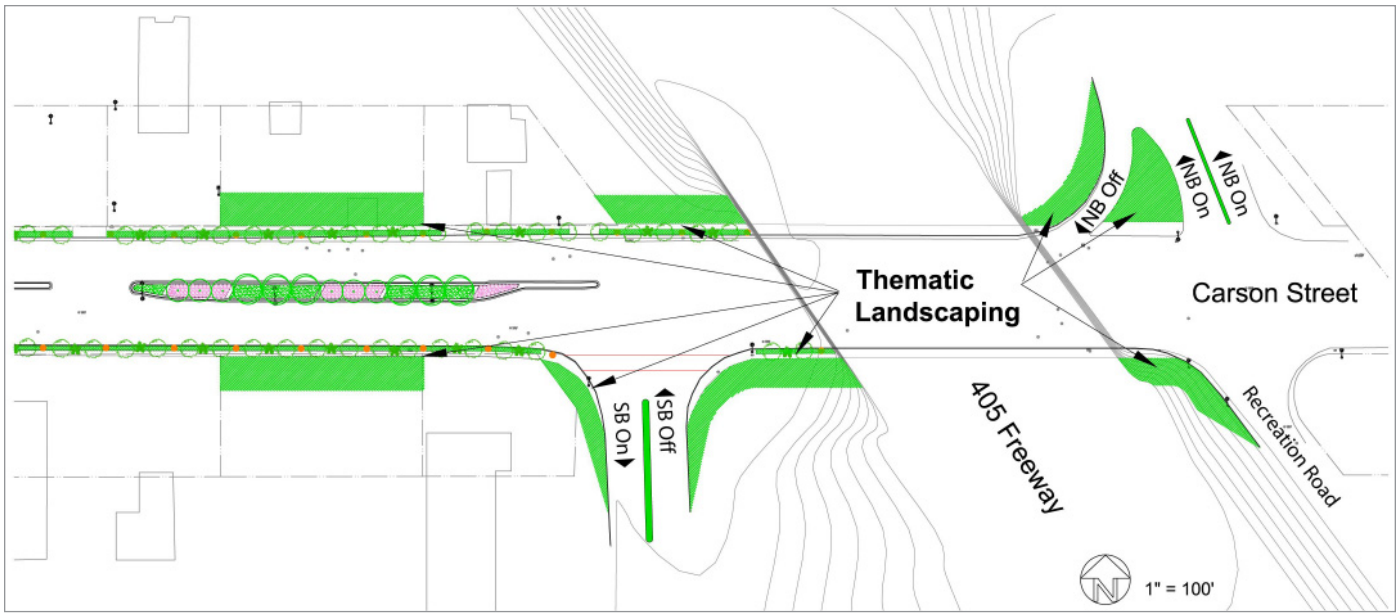
- A mix of Date Palms and the selected street trees along with groundcover roses is suggested as the thematic groundcover.

Existing I-405 ramp

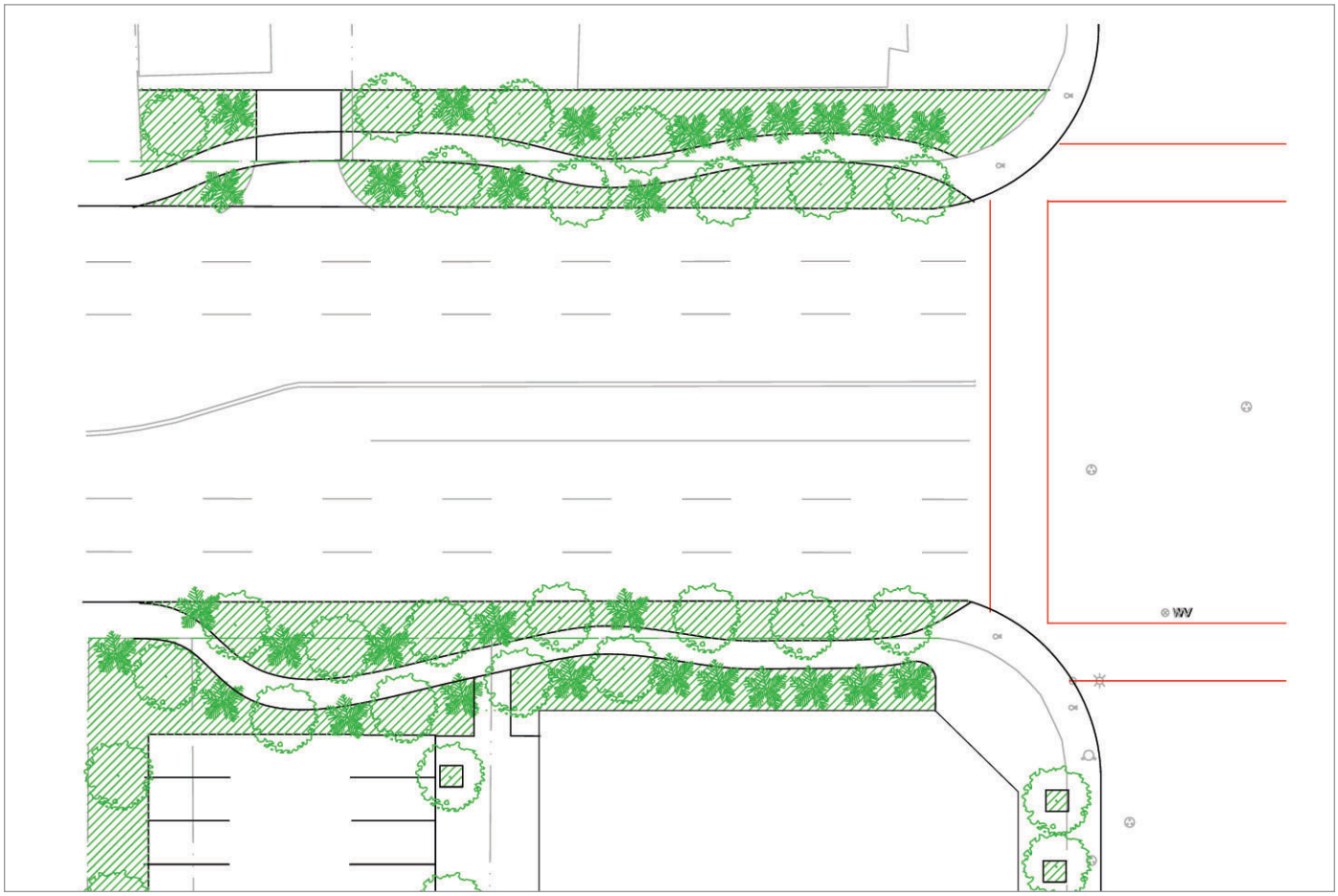
I-405 ramp with proposed landscaping

Existing Southern California Edison right-of-way

SCE right-of-way with proposed landscaping



East Gateway plan view of Carson Street at the I-405 freeway showing gateway landscaping



West Gateway Plan view of Carson Street at Figueroa Street showing Gateway Landscaping

Street Furniture

Street furniture includes:

- Bus stop seating
- Other seating
- Trash receptacles
- Bicycle racks

Distinctive bus stop furnishings can provide yet another unifying element along Carson Street, as well as meeting the needs of pedestrians.

Master Plan Provisions

- The recommended bus shelter is the Landscape Forms Kaleidoscope shelter (or approved equivalent,) together with Presidio seats with backs and arms, and Presidio trash receptacles, all in the same color as the pedestrian street lights. The Kaleidoscope shelter can be configured in a variety of ways using straight and curving canopies. Seating must be installed to accommodate wheelchair access. For example, under a single canopy, two seats would be provided with an adjacent space for a wheelchair.

- In conjunction with new development, property owners are encouraged to integrate the bus stop seating into the new project and to vary the configuration of the Kaleidoscope or equivalent shelter.

- Bus shelters should be installed and maintained by property owners as a requirement for development or through a business improvement district.

- Additional Presidio seating and trash receptacles may be required as a condition of development for projects that are not located adjacent to bus stops or may be provided by a business improvement district. An average spacing of 2 benches and 1 trash receptacle (pictures on page 5-26) per 300 linear feet is recommended.

- Ribbon Rack A A A Ribbon Rack Co., Inc. (Division of Brandir International, Inc.) or equivalent bicycle racks should be installed at an average spacing of 1 per 300 linear feet.

Seating can be placed directly on the sidewalk...

...or setback in the adjacent landscaped area.

Ribbon Rack bicycle rack

Seating can be placed directly on the sidewalk

Use of curving canopy, shading trees and landscaping at a bus stop

Close up of Presidio bench with back and arms

Close up of Presidio trash receptacle

- Subject to City approval, a property owner may have a custom bus shelter, seating and bicycle racks designed by a professional designer and constructed by an experienced fabricator. The involvement of an artist in the design of the shelter is encouraged.

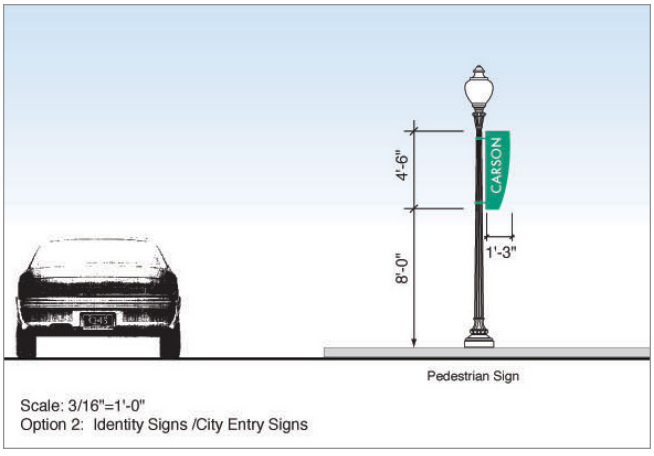
- The location of all street furniture must be approved by the City. A continuous clear path of travel 4 feet wide must be provided on the sidewalk. Seating can be placed directly on the sidewalk or set back in the adjacent landscaped area.

Concept

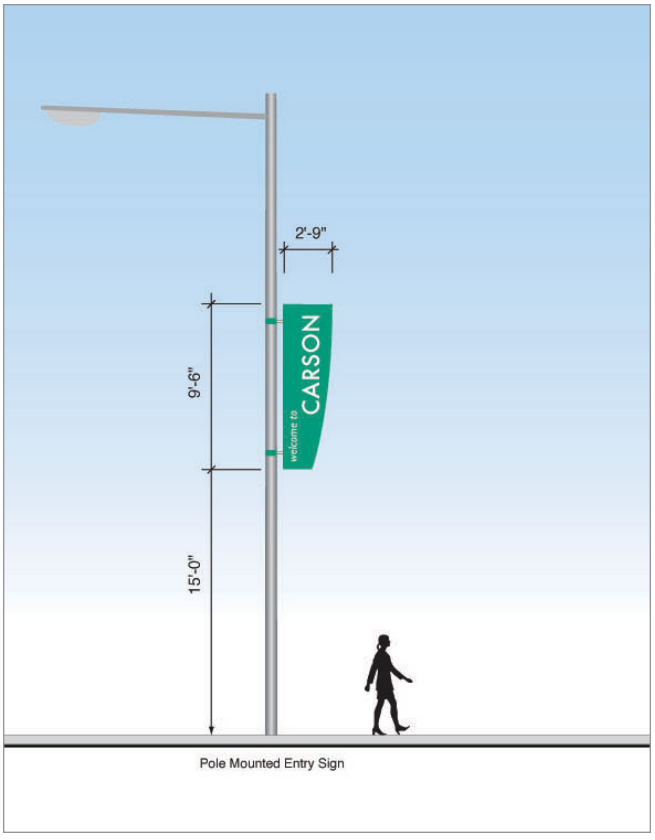
Currently, Carson Street contains a wide range of signage for traffic, parking as well as civic and commercial destinations. A comprehensive identity and wayfinding signage program will allow this visual information to be coordinated. In addition this would provide visual clarity and a comprehensive identity for the Carson Street corridor. The various recommendations are ilustrated here.

The wayfinding and identity signage has been designed to bring an exciting new presence to Carson Street. The system is composed of many related pieces, and can be thought of as a palette from which to choose. The system is intended to be flexible, and applicable to the many site conditions that are present throughout the corridor.

City identity signs



Identity signs / City entry signs



Wayfinding and Street signs

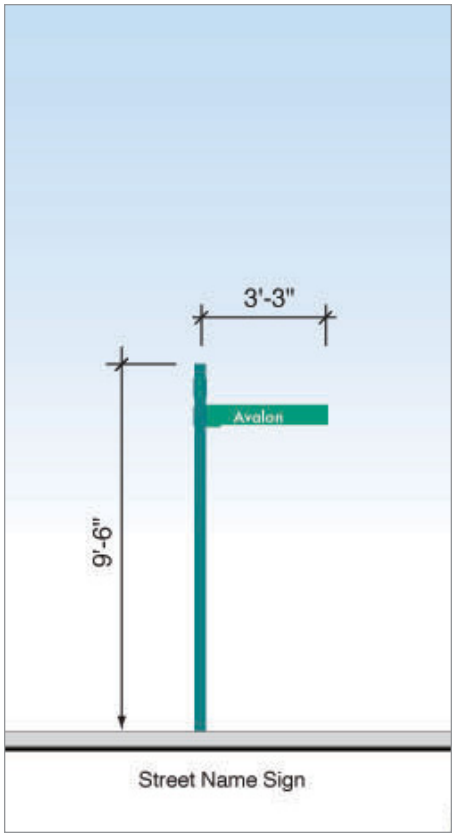
Identity sign

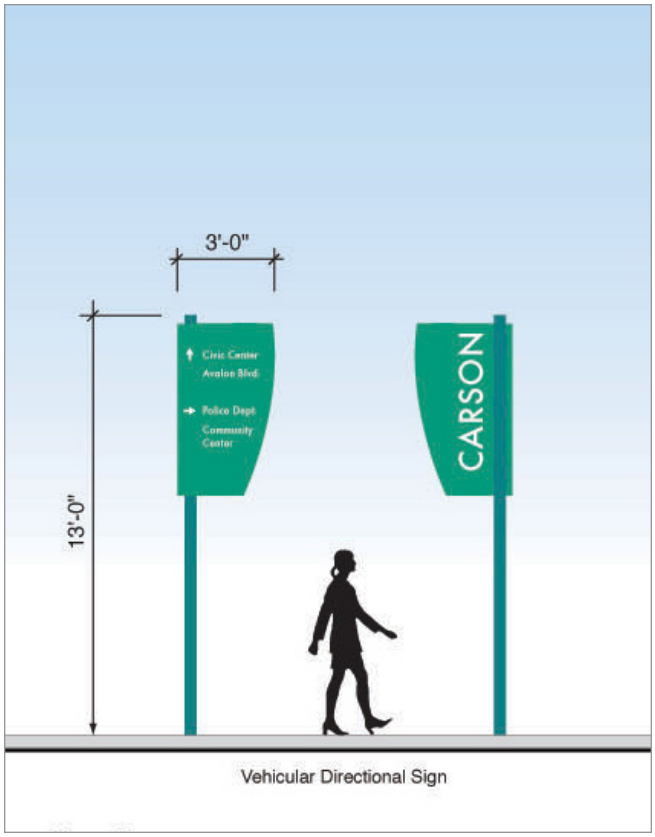
Wayfinding Graphics

Wayfinding signage is a critical element of a vital and active district. They support two critical components on Carson Street. Firstly, they provide easy access to information about locations, key destinations and the type of activity that is available in various locations. This increases the ease and attraction of a main street environment.

Secondly, wayfinding signage can also smooth vehicular traffic flow by directing traffic to specific locations, such as parking structures, streets and major activity nodes. Being able to locate parking structures is particularly important to first time visitors.

Vehicular and pedestrian signs direct people to destinations. Vehicular signs are meant to be read from the car. Pedestrian signs are meant to be read while walking.



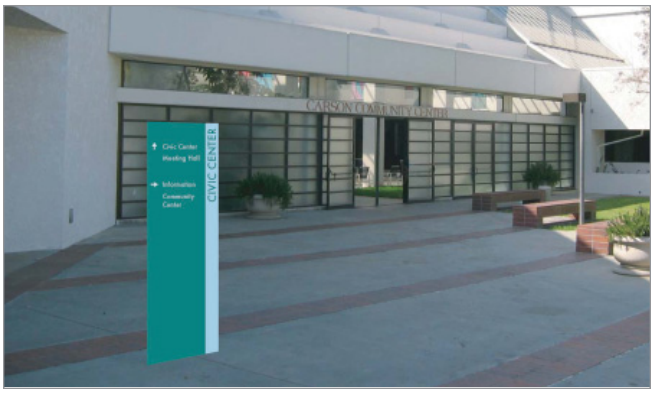


Primary and secondary directional signs

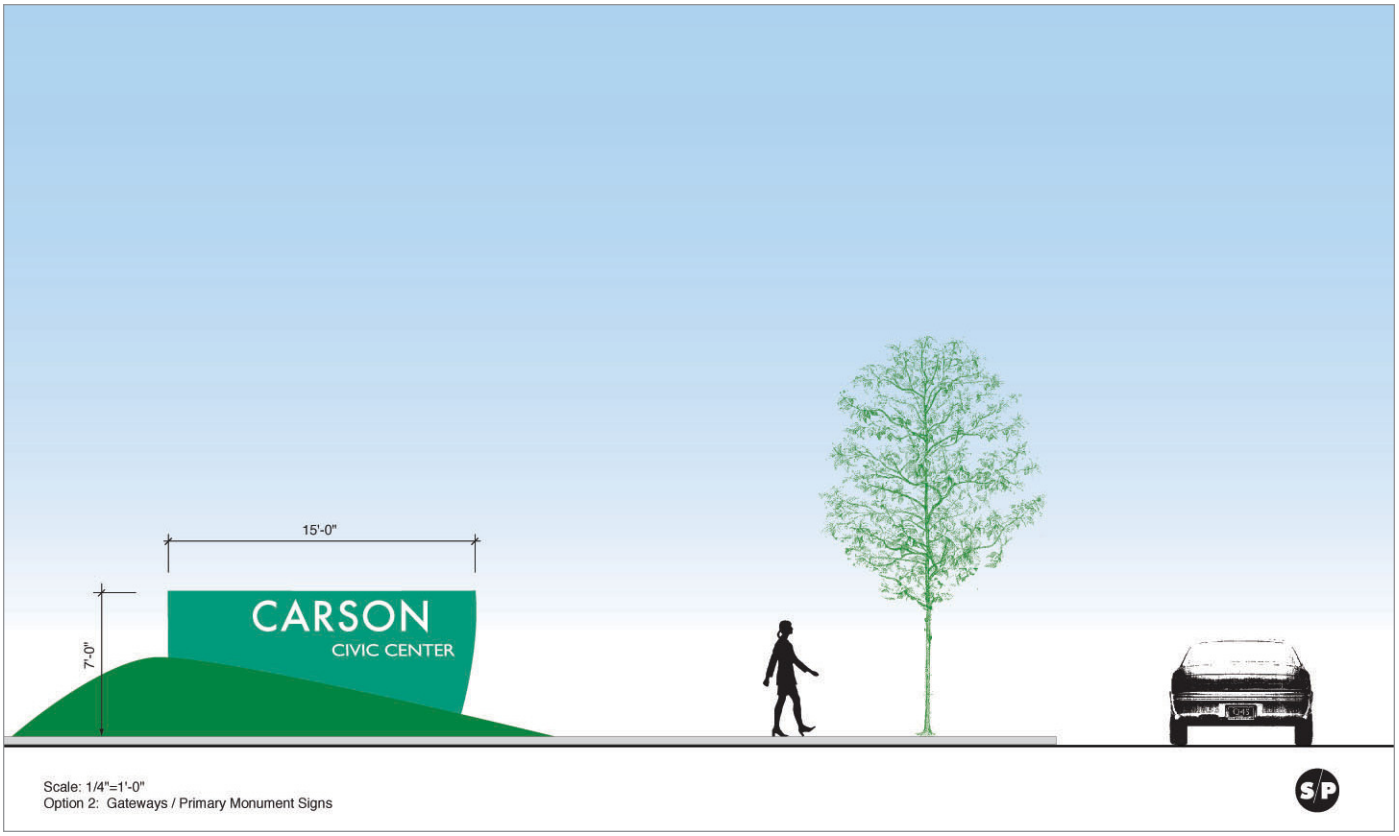
Identity

A clear and consistent identity for the City of Carson in general and the Carson Street Corridor in particular is communicated throughout the proposed city identity, signage and wayfinding system and special decorative amenities.

By incorporating a consistent shape, form, color palette, typeface and pattern system, the environmental graphics system creates a clear and recognizable "brand identity" for the city. In addition they can identify specific places such as City and district gateways, parking access and so forth. Identity elements let people know that they have arrived at a destination.



Civic Center sign



Primary monument sign

Proposed Civic Center monument sign

Significant structures and places along Carson Street are identified in the proposed signage system. City Hall is highlighted, as is the Community Center. In the future buildings such as the library could be added to this list. In this way the signage system acts to make visible and cohesive major city attractions. Residents can easily identify and access public spaces.

Proposed Civic Center monument sign

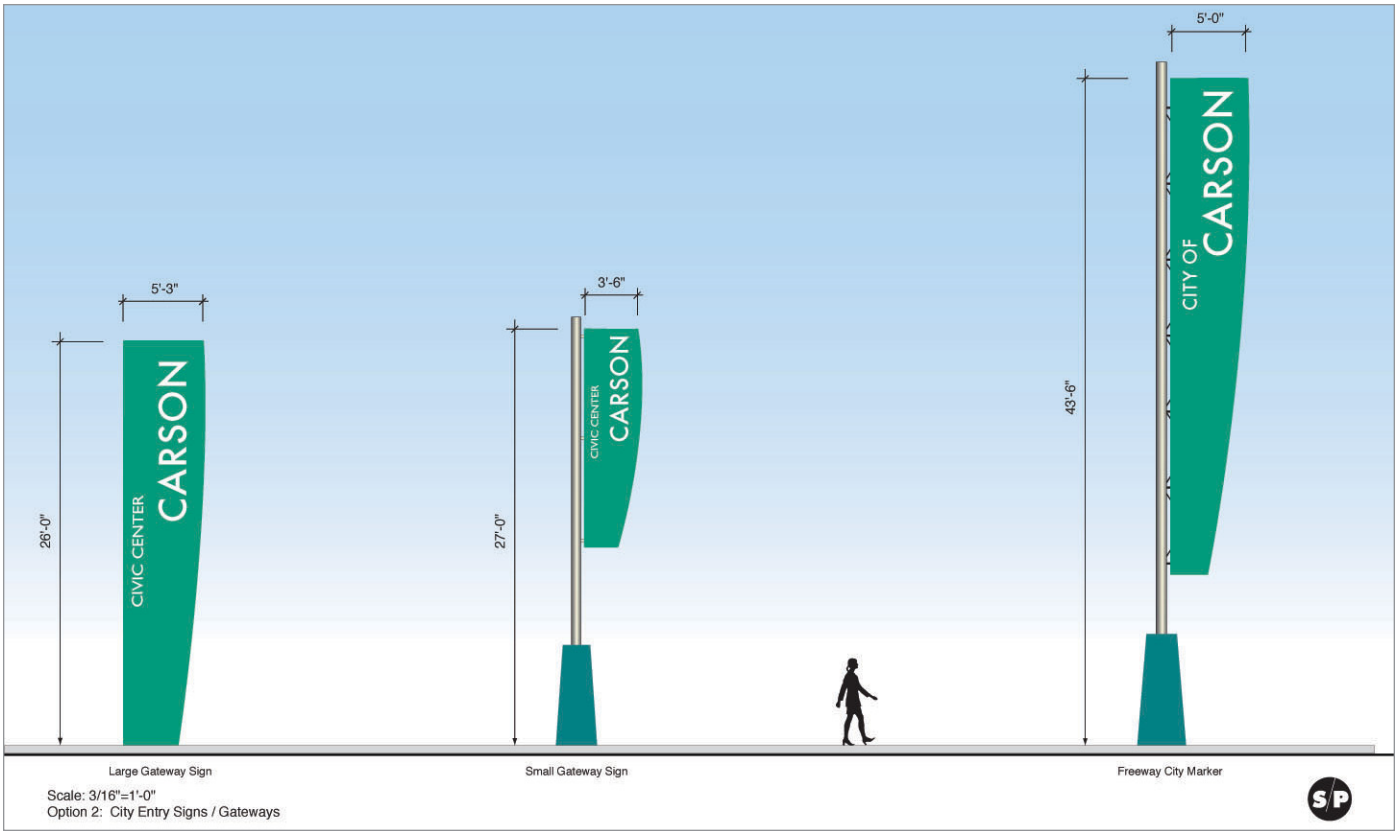
Gateway Signage

Gateway signs at the two gateways provide a visual marker to the Carson Street corridor and create recognizable landmarks within the city. The gateway signage can vary in both type and size. However, they have a consistent theme which connects them as a "family of signs."

A primary effort in this project has been to reinforce the edge of the city, and differentiate it from neighboring communities. Welcome signs and monuments signal your entrance to Carson. Freeway overpasses that frequently form these entrances are proposed as large painted entrance graphics.

Gateway signage is proposed in various sizes and types. For example, there may be monument type Large Gateway Signs as well as banner type Small Gateway or Freeway City Markers as illustrated here. Gateway signage complements other streetscape elements such as district banners, street trees, wayfinding signage and distinctive streetlights.

The illustrations demonstrate possible applications of Gateway Signage at the West Gateway with varying locations for monument signs, and small gateway signage at the freeway overpass or near the Figueroa Street intersection.



Entry signs / Gateways

Gateway sign option

Gateway sign option

Gateway signs

Gateway signage can also take other forms by extending the sign family to other elements. As the Carson Street corridor is bounded by the two freeways, these elements may be leveraged by using elements of the freeway as signage elements themselves. Illustrated here are possible uses of freeway underpasses such as at the San Diego Freeway. Other potential uses might be to use the base of existing towers and monuments for additional signage elements.

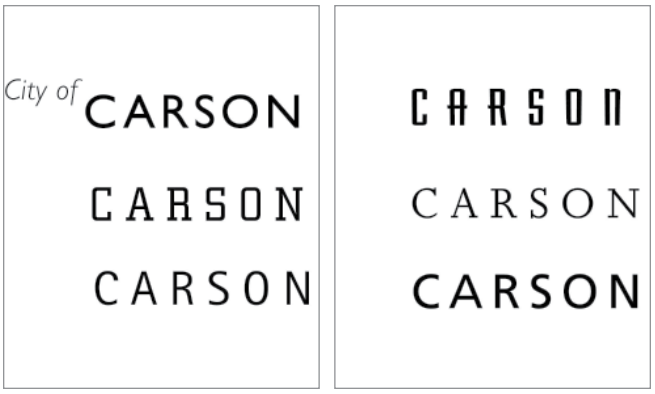
Example of monument sign option

Freeway overpass graphic option

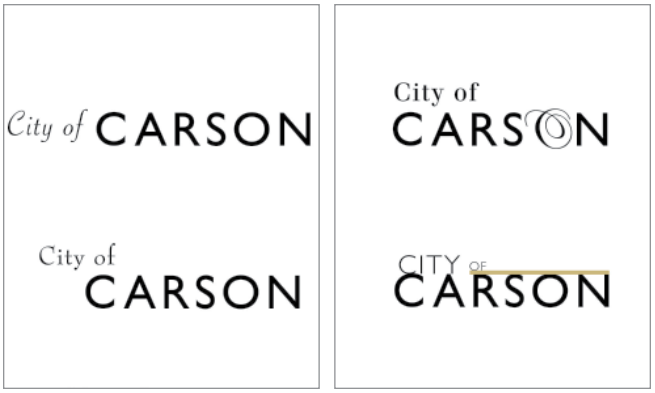
Freeway overpass graphic option

Typography / Logo

This Logo can be extended citywide by repeating itself in various locations. For example, the logo may be carried around the city on buses thereby reinforcing the identity. Other aspects of this signage include typography and logo studies. This is a significant aspect of the city identity. A new city logotype would appear on all signage elements, along with a color palette. Each piece within a citywide signage system contributes to the overall Carson image. This image will simultaneously be enjoyed by city residents and recognized by visitors.



Typography study A



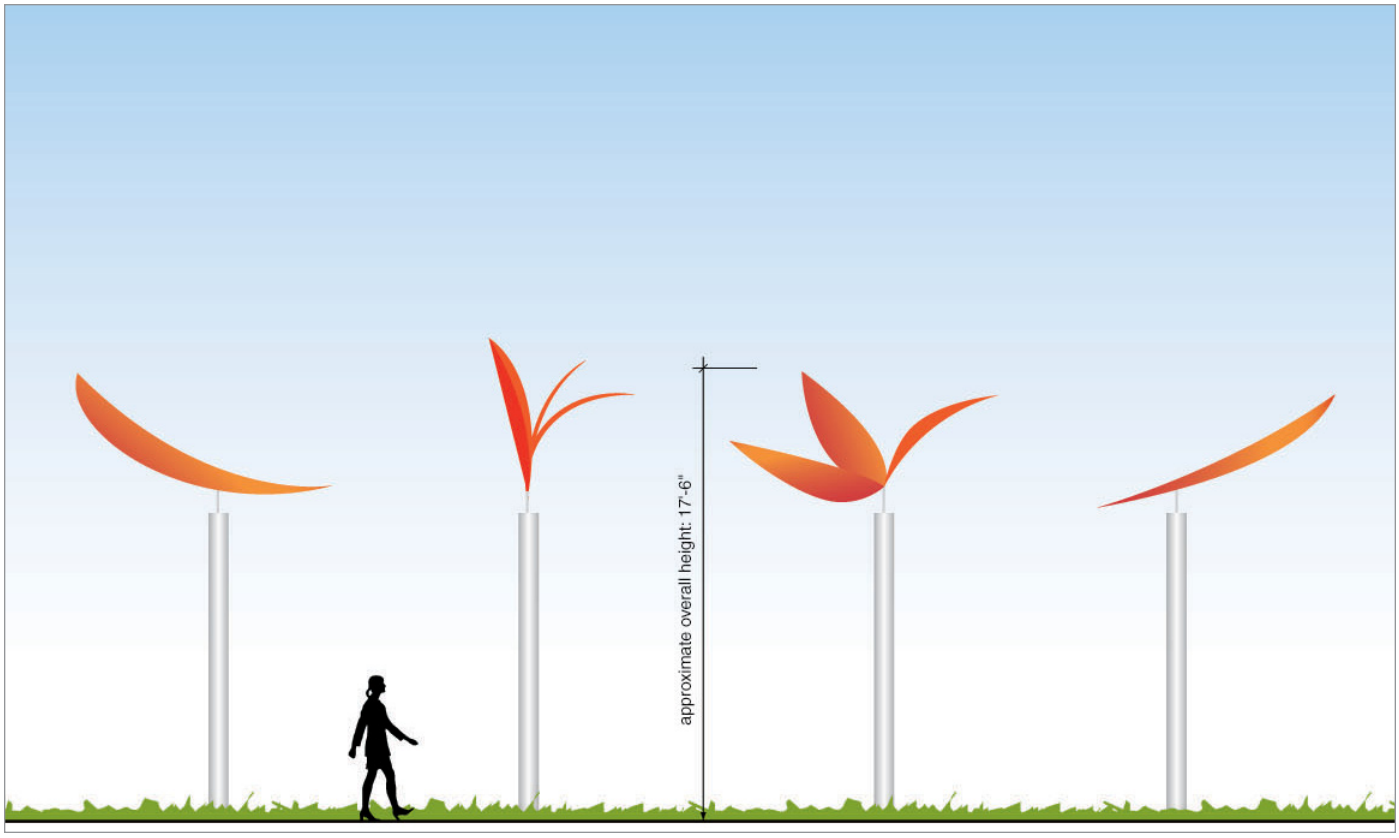
Typography study B

Color / Forms

Beyond the signage structures sculptural installations along the Carson Street Corridor are also recommended. These "Flower Form" sculptures bring color, excitement and a bit of whimsy to the streetscape. Along with the adjacent planting these structures can help enliven the corridor. These forms would be illuminated in the evening, and may become part of future city graphics.

Proposed bus logo / graphic

Median sculptural elements



Median sculptural elements

circulation & parking strategy

Goals/Principals

- Accommodate existing and future traffic flow on Carson Street with the growth and change that will occur as part of the Master Plan. Maintain acceptable levels of mobility along the Carson Street corridor. As much as possible, avoid congestion due to growth.

- Do not add excess arterial street capacity beyond what is required to support the land use growth proposed in the General Plan. Do not implement freeway access improvements that will facilitate further non-local traffic intrusion into the corridor, but instead provide for access to Carson Street .

- Maintain good operations at key intersections, including at Figueroa Street, Main Street, Dolores Street and Avalon Boulevard. Improve signal coordination along Carson Street via improvements in traffic signal equipment and improved coordination plans that respond to changes in traffic flow patterns as the corridor develops and changes.

- Maintain four lanes for through travel along Carson Street. This will provide for adequate service levels on the street, while maintaining the appropriate street width and cross section consistent with other urban design goals.

- Provide adequate transit services for the existing and new businesses and residents. As land use growth and change occurs, review transit demand, and adjust transit routes, headways and destinations to respond to the changing character of the corridor.

- Design for pedestrian circulation and provide new pedestrian crossings where appropriate and safe. Based on the location and type of new land uses, determine the appropriate locations for new pedestrian crossings of Carson Street and the type of traffic control at those crossings. Review existing crossings to determine if they are adequate for new and changing land uses, and modify them as needed, including new roadway striping, new crosswalk pavement, review crosswalk signal indications and revised signal timing to accommodate increased pedestrian activity.

- Reduce trips via mixed land use plans. Mixed land uses tend to allow for sharing of trips and reduction in overall trips into and out of the Specific Plan area. Along with the mixed land uses, promote walking/bicycling in Corridor through urban design and land use planning. Provide improved amenities for pedestrian and cyclists including improved crosswalk markings, improved lighting, and safe and secure bicycle parking.

- Consolidate driveways/curb cuts, limit driveway and local street access on Carson Street to maintain a desired quality of traffic flow. Wherever possible, consolidate driveways and implement access controls during redevelopment of adjacent parcels.

- Protect surrounding residential streets from traffic impacts. Monitor traffic flow on surrounding and adjacent streets, including connecting streets and also parallel streets including 213th Street, 220th Street and 223rd Street. As development of the Carson Street Corridor Master Plan area occurs, continue to periodically monitor traffic flow on key adjacent residential streets to determine if any growth in traffic is occurring. Take steps to mitigate impacts on adjacent streets as needed through a coordinated neighborhood traffic control plan.

- Require adequate parking for all new developments without overbuilding parking. As needed, assess individual developments for shared parking opportunities whereby parking may be reduced via the use of shared parking with adjacent land uses.

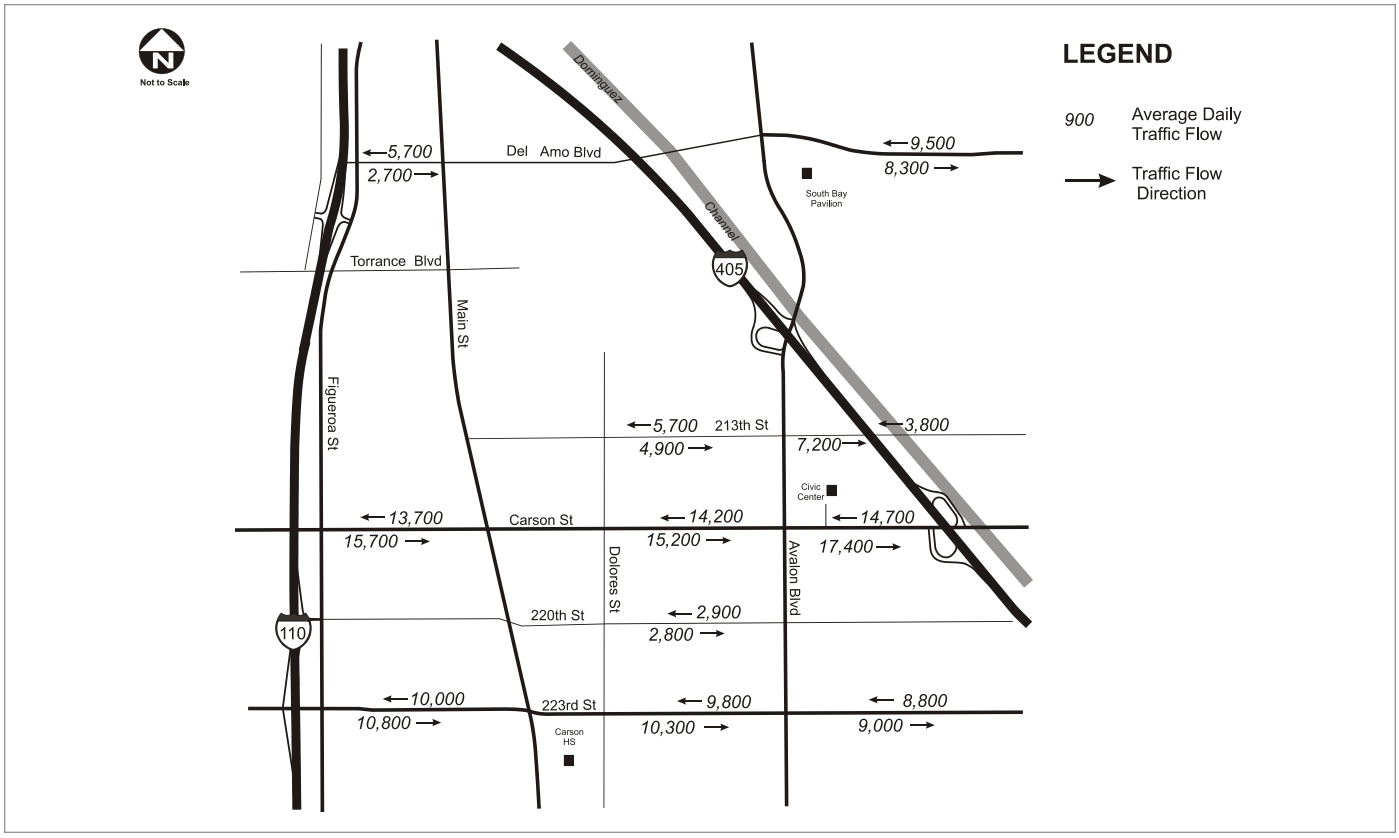
Circulation Analysis

Carson Street is designated as a Major Highway from Avalon Boulevard to the east, and as a Secondary Highway from Avalon Boulevard to the west. The Major highway section of Carson Street near the I-405 Freeway carries the highest traffic volumes in the Specific Plan area, approximately 32,000 vehicles per day, while to the west Carson Street carries approximately 29,000 vehicles per day. The levels of traffic on Carson Street today are typical of an urban secondary arterial roadway with four lanes of moving traffic.

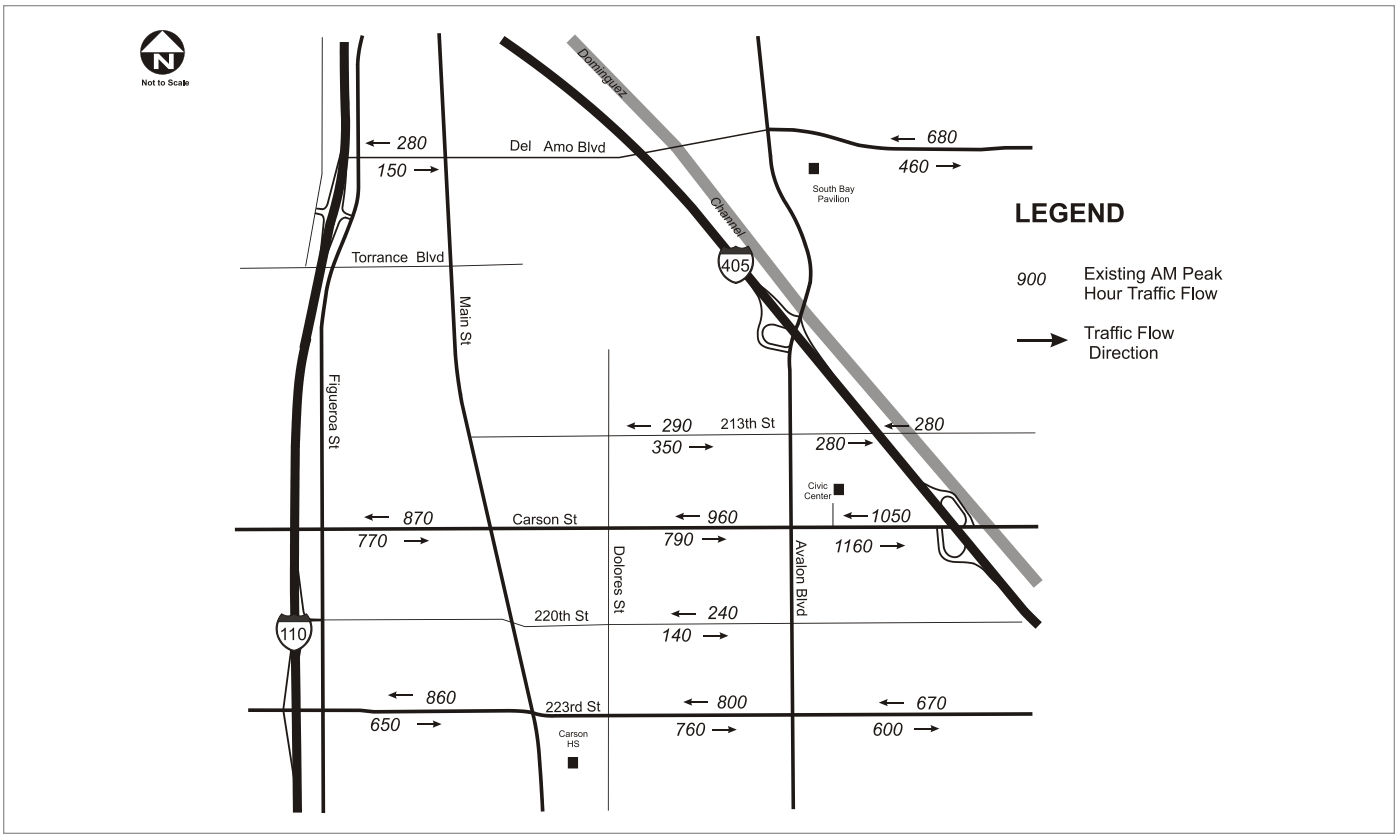
Weekday morning and afternoon/evening peak hour intersection capacity analyses were conducted at the four key major intersections along Carson Street, including Figueroa Street, Main Street, Dolores Street and Avalon Boulevard. Traffic counts for peak hours and throughout the day were also collected to understand traffic flow conditions in the Plan area. The level of service was measured for each key intersection. Level of service is a qualitative description of the condition of traffic flow, as described below (note that typically in an urban area, LOS D is considered to be the lowest acceptable LOS, with LOS E and F requiring improvement)

LOS A = Excellent operations
LOS B = Very Good Operations
LOS C = Good Operations
LOS D = Fair Operations
LOS E = Poor Operations
LOS F = Forced Flow

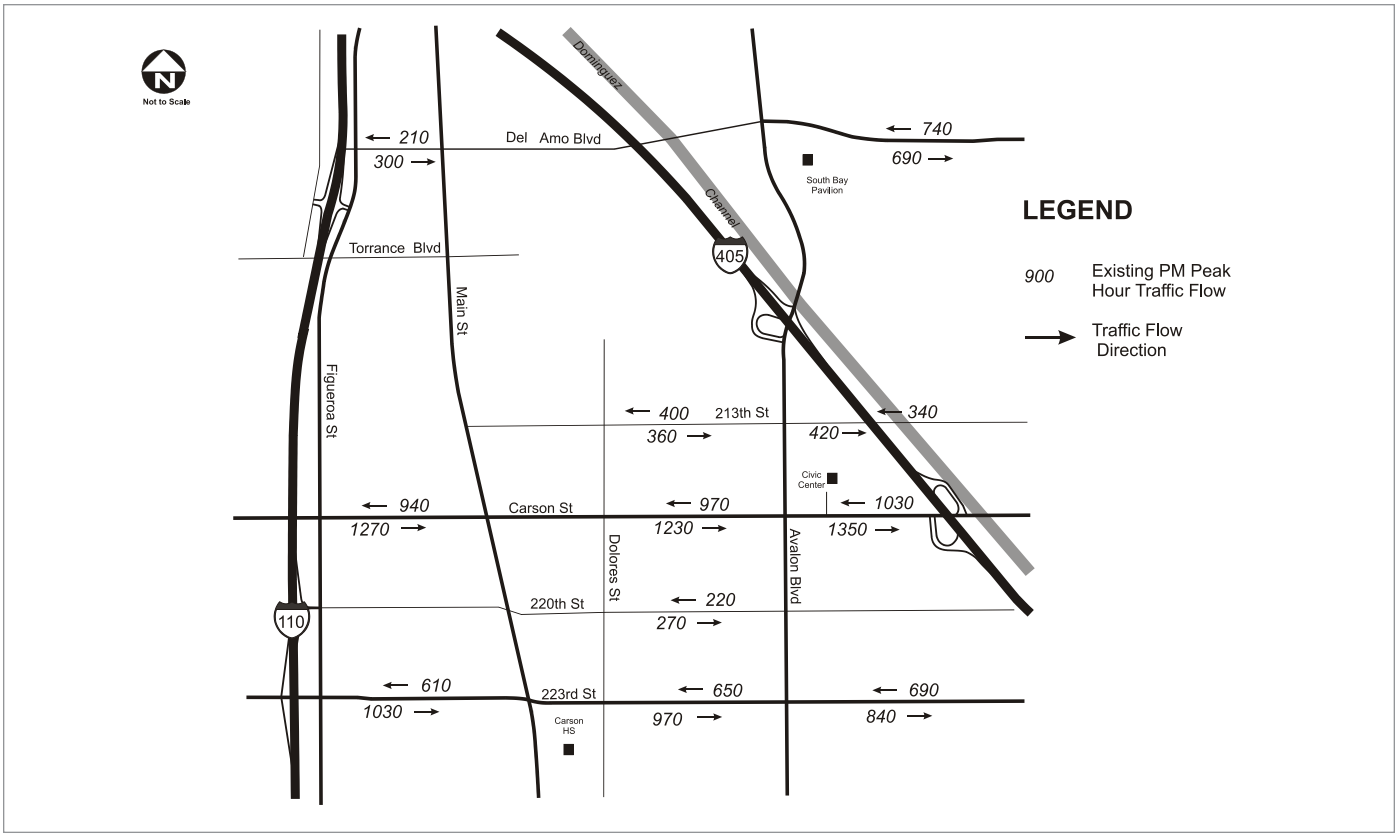
Based on current prevailing traffic conditions, the level of service at the four key intersections is currently LOS D or better, indicating acceptable operating conditions. The worst LOS (LOS D) is experienced at Main Street during the afternoon/evening peak hour, and Dolores Street. Other locations operate at LOS C or better. These results indicate there is some room for growth in traffic without reaching highly congested conditions. Also, it should be noted that the signal operations and equipment are relatively old and that signal timing coordination and signal system upgrades could further improve operations along the Carson Street Plan corridor.



Average Daily Traffic Flow Diagram



AM peak hour traffic flow diagram



PM peak hour traffic flow diagram

Future Traffic Projections

Under existing conditions, Carson Street carries an average of 15,200 to 17,400 daily vehicles in the eastbound direction and 13,700 to 14,700 daily vehicles in the westbound direction (varies by location). The AM peak hour traffic volume ranges from 770 to 1,160 am peak hour trips in the eastbound direction and between 870 and 1,050 trips in the westbound direction. Similarly, the pm peak hour volume varies from 1,230 and 1,350 vehicle trips in the eastbound direction and from 940 to 1,030 vehicles in the westbound direction. The current mid-block level of service (LOS) along Carson Street ranges from A to C during the am peak hour and B to D during the pm peak hour. Traffic volumes are projected to increase as a result of not only growth in the corridor, but also regional growth and growth in other parts of the City. Within the Carson Street corridor area, traffic growth will be moderate, as new land uses will replace existing land uses in many locations. Therefore, there will be a net increase in trips, but some trips will also be removed as the existing land uses diminish. Therefore, the Carson Street corridor area is not expected to experience any sudden increase in density or increase in trip generation due to the plan. Similarly, the increased mixed-use character of the street, along with better walking opportunities and shared parking, will help to reduce trips. Even with these conditions, traffic is expected to increase, and it was assessed as described below.

For the 2015 horizon year, Carson Street is projected to carry an average daily traffic (ADT) of 19,700 to 23,300 in the eastbound direction and 17,150 to 20,300 trips in the westbound direction. During the am peak hour, the volume is projected to be 1,000 to 1,380 in the eastbound direction and 1,100 to 1,285 in the westbound direction. The PM peak will experience a similar growth in trips compared to the existing volumes as the projected numbers show 1,620 to 1,810 vehicles traveling east and 1,300 to 1,600 vehicles going west. The projected am and pm peak hours volumes result in LOS conditions ranging from C to E in the am peak hour and C to E in the pm peak hour. Level of service E conditions can be mitigated through several measures including improved signal timing and coordination, reduced friction due to consolidation of driveways and reduction in mid-block left turns, and increases in transit usage within the Carson Street Corridor area. In addition, opportunities to improve intersection operations through minor widening and restriping should be investigated as development progresses.

Circulation System Recommendations

The Carson Street roadway cross section is to be maintained at four through travel lanes, except at the freeway interchanges where additional lanes will be provided to accommodate freeway on and off traffic movements. A component of the urban design plan is to provide curb extensions at selected intersections and mid-block locations that will accommodate better pedestrian crossing opportunities by effectively narrowing the roadway. It is important to note, however, that the four key intersections (Figueroa, Main, Dolores and Avalon) will not have curb extensions. No curb extensions will be constructed at those locations to maximize the available roadway capacity and to provide acceptable traffic levels of service at the intersections.

Key circulation improvements in the Carson Street corridor corridor and along Carson Street include improved traffic signal equipment (traffic controllers, signal heads, mast arms) and improved traffic signal coordination via either time based coordination or physical interconnect of the signals with improved real-time communication between intersections. Video monitoring and detection may also be considered to enable the City to monitor traffic flow at key locations. In addition, transit usage should be periodically monitored and transit services adjusted as land use conditions change in the Carson Street corridor area. For example, as more residential units are built along the street, bus stop locations should be reviewed and bus routes and frequency of service should be modified as needed to serve the population. Finally, to ensure that adjacent residential streets are not impacted by growth in the Carson Street corridor area, key local streets should be periodically monitored to determine if traffic volumes are increasing. If local residential street volumes increase more than anticipated, then neighborhood traffic control measures should be implemented, as agreed upon by affected residents, to prevent cut-through traffic in front of residences.

infrastructure improvements

Existing Infrastructure - Carson Street (I-110 Fwy to I-405 Fwy)

The current status of the existing utility infrastructures are as follows, with more specifics as to the type and size of the systems to be discussed at a later brief. Drainage facilities are currently owned and maintained by Los Angeles County. Apparently, no flooding problems exist for Carson Street. Sanitary sewer facilities exist in Carson Street and appear to have adequate capacity for the existing land uses, thus no surcharge or deficiencies exist for the sewer facilities. The water system for the area is owned and maintained by Southern California Water Company and at the current time all facilities are adequate for the current land use with no major operational or maintenance issues for the system. Other pipeline facilities owned by oil companies may be existent within the Carson Street right-of-way and the locations and size will be determined for any possible future conflicts.

All dry utilities, such as power, telephone, gas, and cable television/communication lines will also be addressed for future consideration.

Future Surface Improvements

Currently, various alternatives are being planned for hardscape changes, curb and gutter re-alignments, median island modifications and additions, as well as curb intersection modifications and improvements. Aside from traffic planning concerns major engineering concerns are with future surface drainage. Any modification to the street cross section will impact the street capacity to convey and or carry surface drainage flows. Consideration for flow capacity, direction of flows, and the planning of designs to eliminate any potential for ponding of nuisance flows as well as storm water must be the priority.

ITEM No.	DESCRIPTION	EST. QTY.	UNIT	UNIT COST	TOTAL COST
1	MOBILIZATION				
2	TRAFFIC CONTROL				
3	CLEARING AND GRUBBING				
4	REMOVE EXISTING PCC CURB AND GUTTER	14,400	LF	$ 5.00	$72,000.00
5	REMOVE EXISTING A.C. PAVEMENT - 12 feet	6,400	CY	$ 40.00	$256,000.00
6	CONSTRUCT 8" PCC CURB & GUTTER	14,600	LF	$ 12.00	$175,200.00
7	CONSTRUCT 6" AC - 6 feet	2,592	TON	$ 55.00	$142,560.00
8	CONSTRUCT 6" AB - 6 feet	2,160	TON	$ 32.00	$69,120.00
	HARDSCAPE SUBTOTAL				$714,880
	SUB-TOTAL				**$714,880**
	CONTINGENCY (15%)				$ 142,976.00
	TOTAL =				**$ 857,856**

six: implementation strategies

Funding Sources
Maintenance
Estimate of Probable Costs
Action Plan
Phasing and Implementation

funding sources / revitalization tools

Several funding sources are avilable for public improvements on the Carson Street Corridor. Priority should be given to those geographic areas that have established a mechanism for maintaining the improvements, that is, a Business Improvement District (BID) - preferably a Property-Based PBID - or other assessment district. PBIDs are preferable to other assessment mechanisms as they put control of the funds in the hands of the property owners or businesses and allow flexibility in how the funds are used.

Near Term Sources
Initially, the City and the Redevelopment Agency had identified the availibility of the funding for public improvements through redevelopment agency funds as well as funding from the commercial rehabilitation or facade improvement program.

Public Improvements
Funding for public improvements will include streetscape improvements, environmental graphics, public works and related work.
Year 1 - About $5,000,000
Year 2 - About $1,000,000

Land Acqusition Funds
Additional sources of funding are available for the acquisition of land along the Carson Street Corridor.
Year 1 - About $2,000,000

Commercial Rehabilitation Program
The City's existing commercial rehabilitation program can complement new development opportunities by creating a consistent image that meets design guidelines for existing buildings along the Carson Street Corridor.
Year 1 - $200,000 - About 8-10 storefronts
Year 2 - $200,000 - About 8-10 storefronts
Year 3 - $100,000 - About 4-5 storefronts

Long Term Sources
There are several revitalization tools that are available to the City of Carson for implementing the proposed public improvements and recommended development scenarios outlined in this document. These include various funding sources and revitalization tools.

There are several sources and types of public funds. Most funds, have certain limitations that should be recognized at the outset. These might include:
- Loss of value due to inflation as development projects takes time to collect and grow a fund bank.
- Funds siphoned from cities.
- Legislatively mandated program responsibility shifts to cities now from Federal Government and the State Governments.

The public source funds that appear to be the most most likely to remain available despite current budget crises include the following:

Redevelopment Property Tax Increment Funds
This locally authorized fund source has explicit California Redevelopment Law limitations. The City through its CRA may choose the opportunity to bond to necessary levels after careful consideration of real cost.

Federal Community Development Block Grant Funds
The City of Carson can explore the amount of funding it may set aside for public and related improvements along the Carson Street Corridor.

Local Public Works Grants
These funds are available through the U.S. Economic Development Administration on a national competitive basis. The City may be eligible and may pursue funds for public infrastructure that must accommodate projected demand.

Workforce Investment Act Grants
There are grant funds that can be used for economic development purposes along the Carson Street Corridor. The U.S. Department of Labor Workforce Investment Act grant program, which will provide on-the-job training, leading to job generation along the corridor.

Other Revitalization Tools
A variety of revitalization tools and financing techniques may be utilized in a targeted manner for improvements along the Carson Street Corridor. The following may provides opportunities for multi-year support for aggressive redevelopment:

Tax Increment Financing Bonds
This will require a deliberate determination by the City Council to direct explicit funds to projects that will capture private reinvestment along the Carson Street Corridor.

U.S. HUD Section 108 Grant Technique
This is a CDBG based cumulative loan from the Federal Government credited against future CDBG grant funds arriving on an annual basis. Many cities take the risk to fund/stimulate a large redevelopment project by such borrowing.

Urban Development Action Grant
A further technique, not as strongly funded as in the past, is the highly competitive Urban Development Action Grant (UDAG) funded by the Federal Government from annual appropriations.

Revenue Reimbursement Agreements
Many cities have utilized revenue reimbursement agreements where a portion of redevelopment property tax increments may be returned to a developer/ owner team for some years after the development project has been completed.

Private Property Redevelopment
City and Redevelopment Agency owned properties along the Carson Street Corridor may be used as an asset base to stimulate private development. These may be traded, further assembled, sold below market value, or leased in order to induce private reinvestment development.

Potential Funding for Maintenance Costs

Property based Business Improvement Districts (PBIDs) are based upon the "benefit assessment district" concept, which provides for an assessment on commercial property to be raised within a geographic district with proceeds directed back to the district to provide services that benefit it.

Modeled after laws in more than 40 states the "Property and Business Improvement District Law of 1994" ushered in a generation of management districts in California by allowing a greater range of services and independence from government. Today there are over 1,200 PBIDs in operation throughout the U.S. and Canada

Key provisions include:
- A wide range of service options (see Services and Improvements on the following page).
- Governed by those who pay, encouraging private sector management (see Benefits of a PBID).
- Requires petition support from private property owners paying more than 50% of proposed private property assessments.
- Requires caps on assessments and a 5-year life for a district, requiring a new petition process to renew.

Services / Improvements Permitted Under California's PBID Law
- Security
- Maintenance-street, alley, and sidewalk
- Graffiti removal
- Promotions/special events/expanding tourism
- Marketing
- Economic development
- Retail retention and recruitment
- Development of parking facilities, pedestrian shelters, public amenities, fountains, parks, kiosks, lighting, benches, and trash receptacles.
- Other activities that benefit businesses and real property in the PBID.

Benefits of a PBID
- Gives communities an opportunity to use a proven self-help economic revitalization tool, if they so choose.
- Allows property owners to be assessed for specific benefits including security, maintenance, streetscape improvements, marketing and promotion, business retention and recruitment.
- Provides for local control and customized district boundaries and assessment formulas to match services.
- All funds are raised locally from self-assessment.
- The PBID is designed, created, and managed by those who pay the assessment.
- The PBID is a self-help tool for business districts interested in providing their areas with higher levels of services, which in turn stimulates reinvestment and community pride.

How is a PBID funded?
The State of California enabling legislation allows property owners to assess themselves a fee for enhanced services. During the course of the study process the most efficient and equitable way to raise resources is determined.

Stakeholders should agree on an assessment formula for the District that will be fair, balanced and commensurate with benefits received.

The revenues are raised directly by the PBID and are used entirely within the designated area. To ensure existing services remain at current levels, a baseline policy with the City, guaranteeing the continuance of existing services, should be endorsed by the City's Redevelopment Agency.

Who controls how the funds are spent?
The legislation requires that a business plan be developed and approved by the property owners specifying a governance structure which will be made up primarily of property and business owners in the PBID. The group or "Advisory Committee" will decide how the funds are spent and make the final decisions on proposed guidelines, including program area and budget. While the Advisory Committee must report to the City Council annually, the municipal government has no control over the expenditures of these resources.

PBID Examples
There are currently over 1,200 PBIDs operating in the United States and Canada. Many of these BIDs have had a significant and positive impact. An impressive collection of data is beginning to appear on these success stories:
- The Los Angeles Fashion District-53% drop in crime.
- Downtown Sacramento Partnership-20% increase in consumer traffic.
- Times Square-43.7% drop in crime.
- Central Houston-80% decrease in litter.
- Philadelphia CCD-82% reduction in graffiti.
- Downtown Denver-decrease in office vacancy from 31% to 13% between 1987 and 1995.
- Downtown Phoenix Partnership-82% increase in retail sales tax revenue over a4-year period

Steps to Create a PBID in California
- Create Owner Database
- Organize Owners
- Define the Proposed District
- Develop and Build Support for District Plan
- Petition and Ballot Campaign
- Council Hearings and Adoptions

Organizing BIDs on Sepulveda Boulevard
The City may consider hiring a consultant that specializes in the organization of BIDs to work with property owners and businesses to establish BIDs along the Carson Street Corridor.

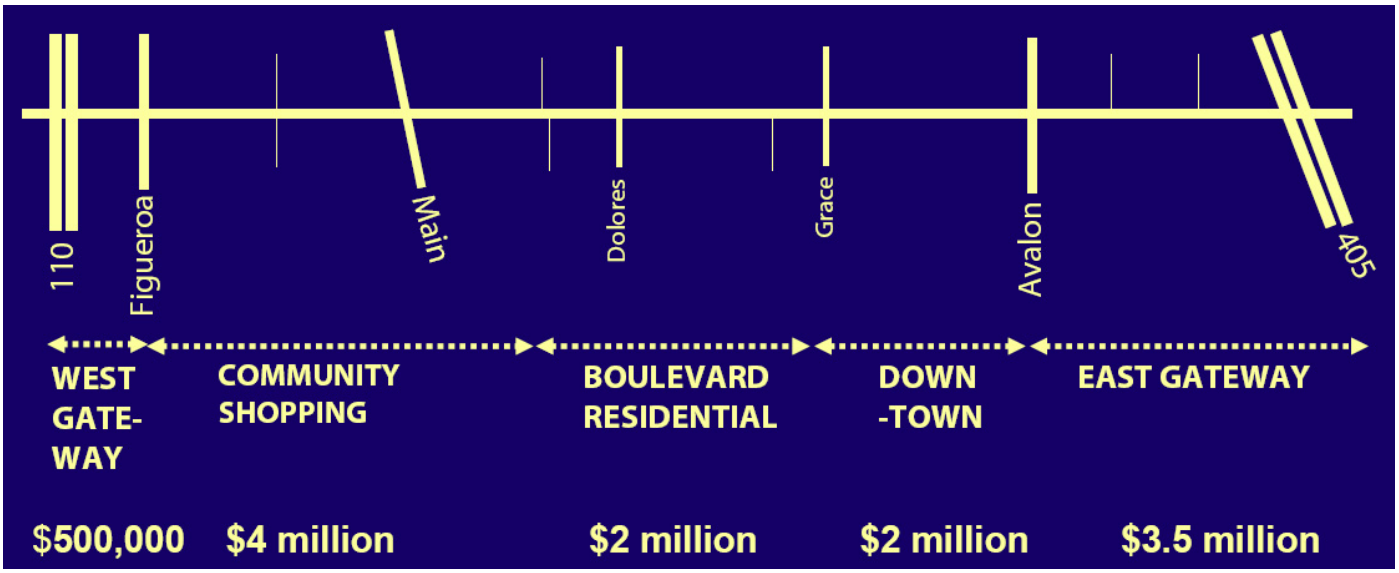
estimate of probable costs

The summary estimate of probable costs noted in this section addresses those public improvements identified in the Carson Street Corridor Mixed-Use District Master Plan. This summary is based on October 2004 as the benchmark for costs. The estimates must therefore be adjusted for inflation and other factors to provide a more accurate reflection of costs at the time the improvements are to be implemented.

The estimate of probale costs are broken down by the proposed Districts identified in the Master Plan. Annual Maintenance costs will depend on the final configuration of improvements. It is expected that improvements will primarily be maintained through Property-Based Business Improvement Districts (PBID) These PBID's may receive priority funding for capital improvements.

The diagram below summarizes the estimate of probable costs of public improvements as follows:

West Gateway District:	About $ 565,000
Community Shopping District:	About $4,000,000
Boulevard Residential District:	About $2,060,000
Downtown District:	About $2,000,000
East Gateway District:	About $3,650,000



Streetscape costs by district

action plan

The action plan recommends a phased implementation that may generally be divided into the following:

Near-Term Strategies - Years 1- 2
These are strategies for immediate implementation. Many of the proposed recommendations for this phase may be implemented imediately. This includes Phase 1 of the action plan.

Intermediate-Term Strategies- Years 2-4
These are strategies that are expected to be implemented over the subsequent three years since the commencement of the implementation components.These include Phases 2, 3 and 4

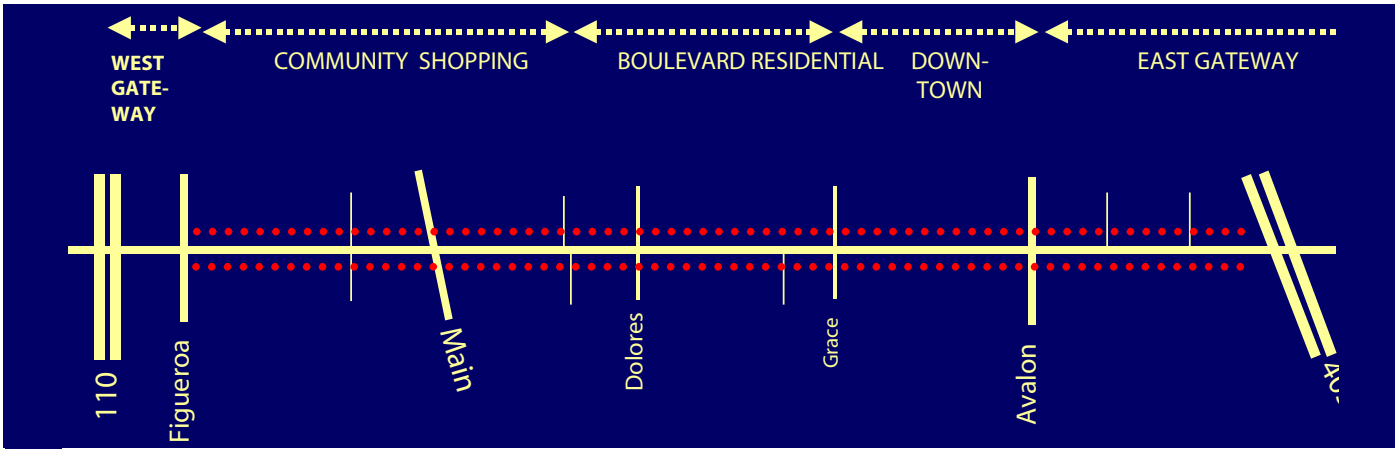
Long-Term Strategies - Years 5-10
Long Term strategies are those that will be implemented once much of the near term improvements have been implemented and the key infrastructure is in place. These improvements will require significant public investment in facilities and land. These include phases 5,6, and 7.

phasing and implementation

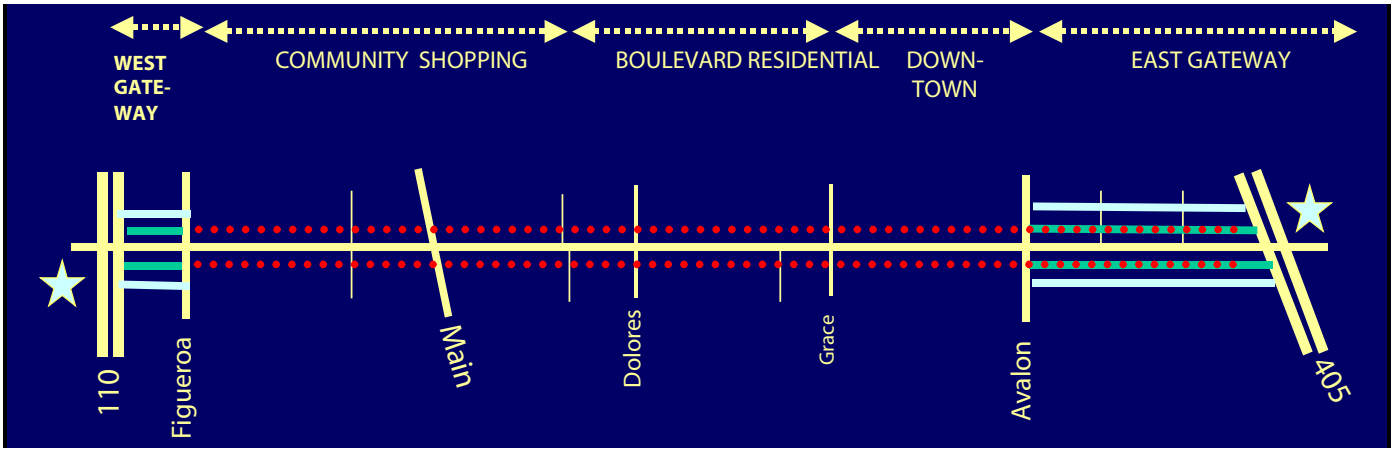
PHASE 1
Phase 1 includes implementation of the Commercial Rehabilitation Program throughout the Carson Street Corridor. Some components of the implementation are already in place. The wall and fence program that is outlined in the Master Plan may be considered an extenstion of this program.

PHASE 2
Phase 2 involves public improvements in the two gateway districts. These are comprised of streetscape improvements, public works as well as environmental graphics. The latter comprise gateway identity elements and way-finding signage.

Environmental Graphics
Streetscape Elements
Commercial Rehabilitation Program
Near-Term Demonstration Project Site
Long-Term Development Site



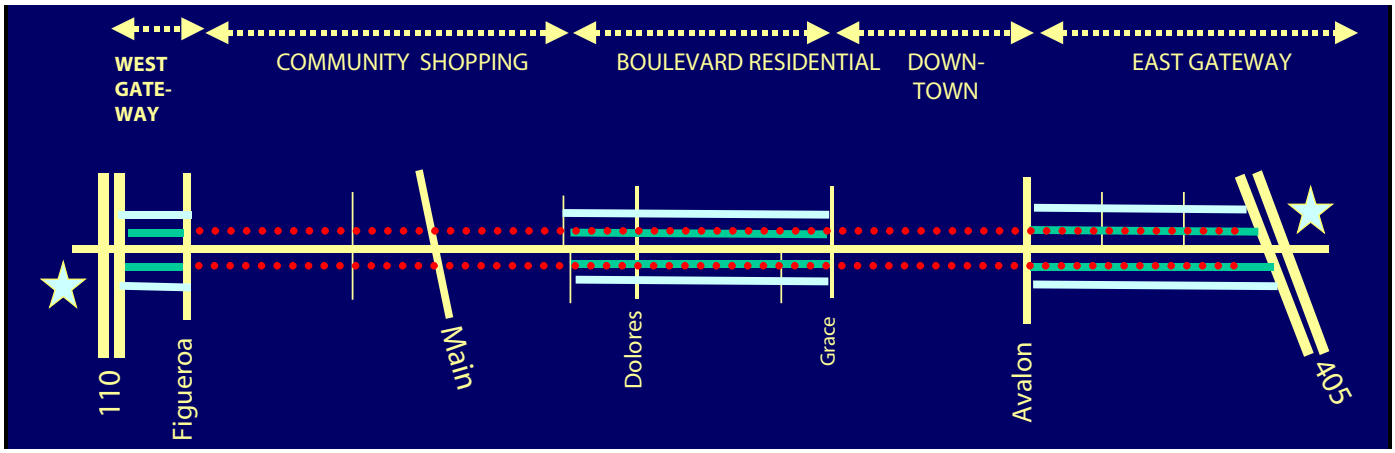
Phase 1



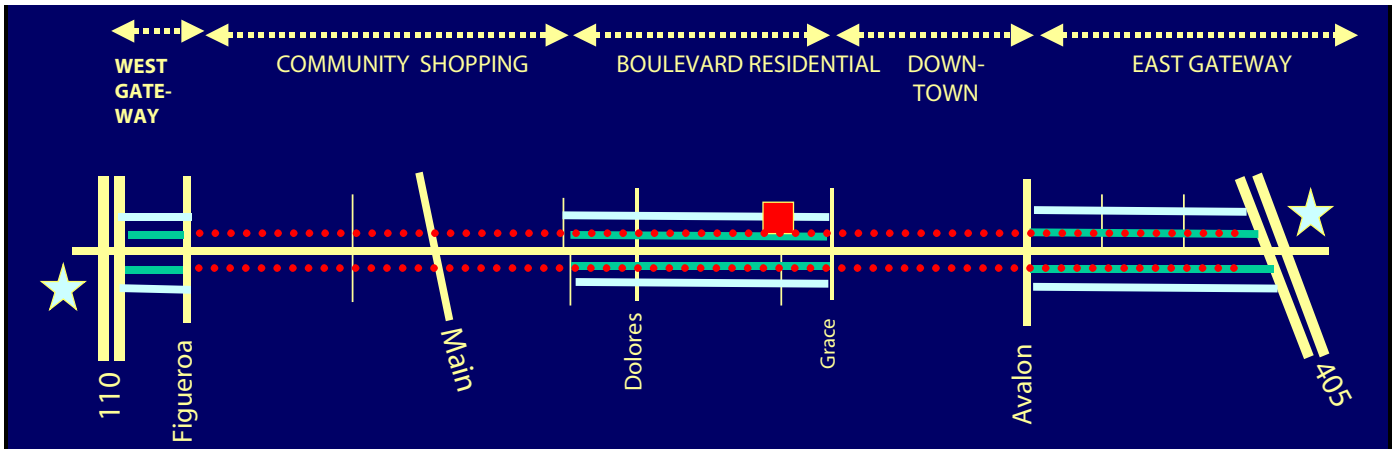
Phase 2

PHASE 3
Phase 3 is focused on improvements in the Boulevard Residential District. This includes public improvements comprised of streetscape elements, public works as well as environmental graphics that will create an attractive environment appealing to prospective residential developers.

PHASE 4
Phase 4 is also focused on improvements in the Boulevard Residential District and incentivizes private investment. Private development that will be encouraged includes the implementation of an urban density housing project at a key opportunity site.



Phase 3

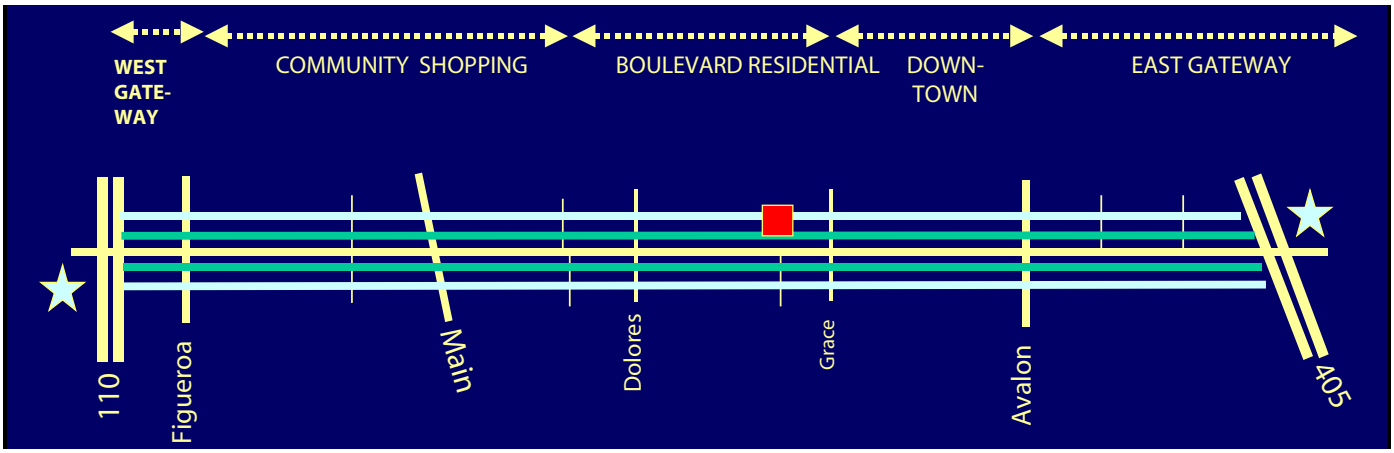


Phase 4

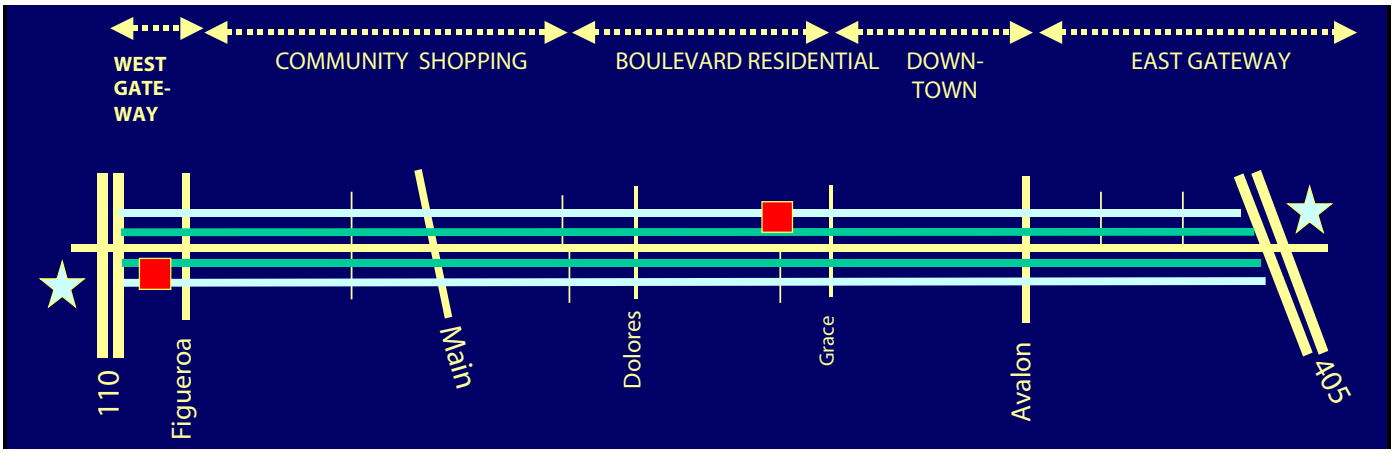
PHASE 5
Phase 5 is comprised of the completion of all remaining public improvements along the Carson Street Corridor. These would include streetscape improvements, public works as well as environmental graphics components.

PHASE 6
Phase 6 includes the implementation of private development on key opportunity sites. The West Gateway is the location of a potential transit oriented development at urban densities.

Environmental Graphics
Streetscape Elements
Commercial Rehabilitation Program
Near-Term Demonstration Project Site
Long-Term Development Site



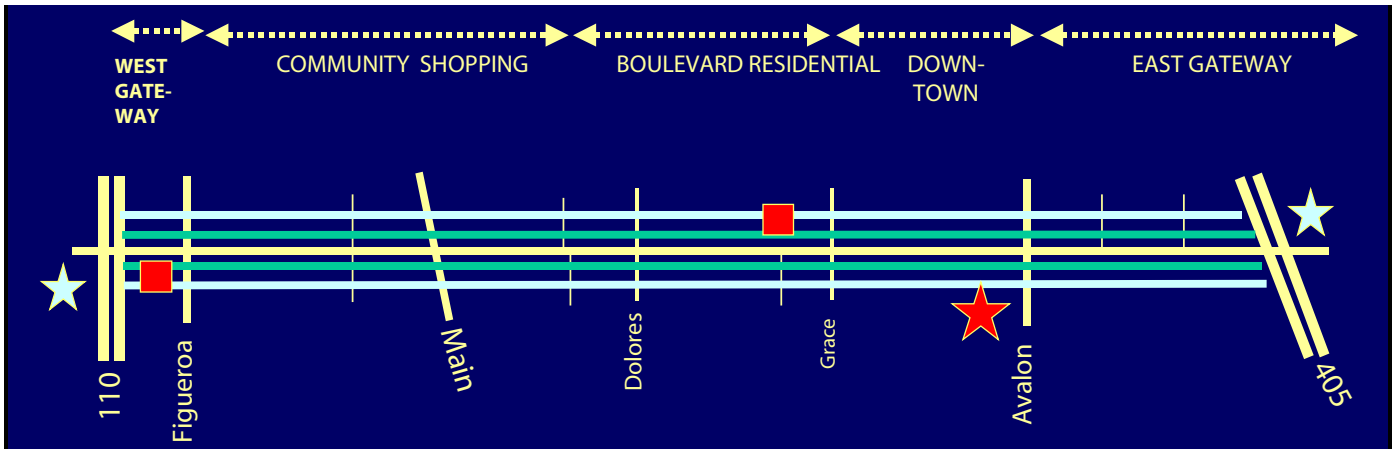
Phase 5



Phase 6

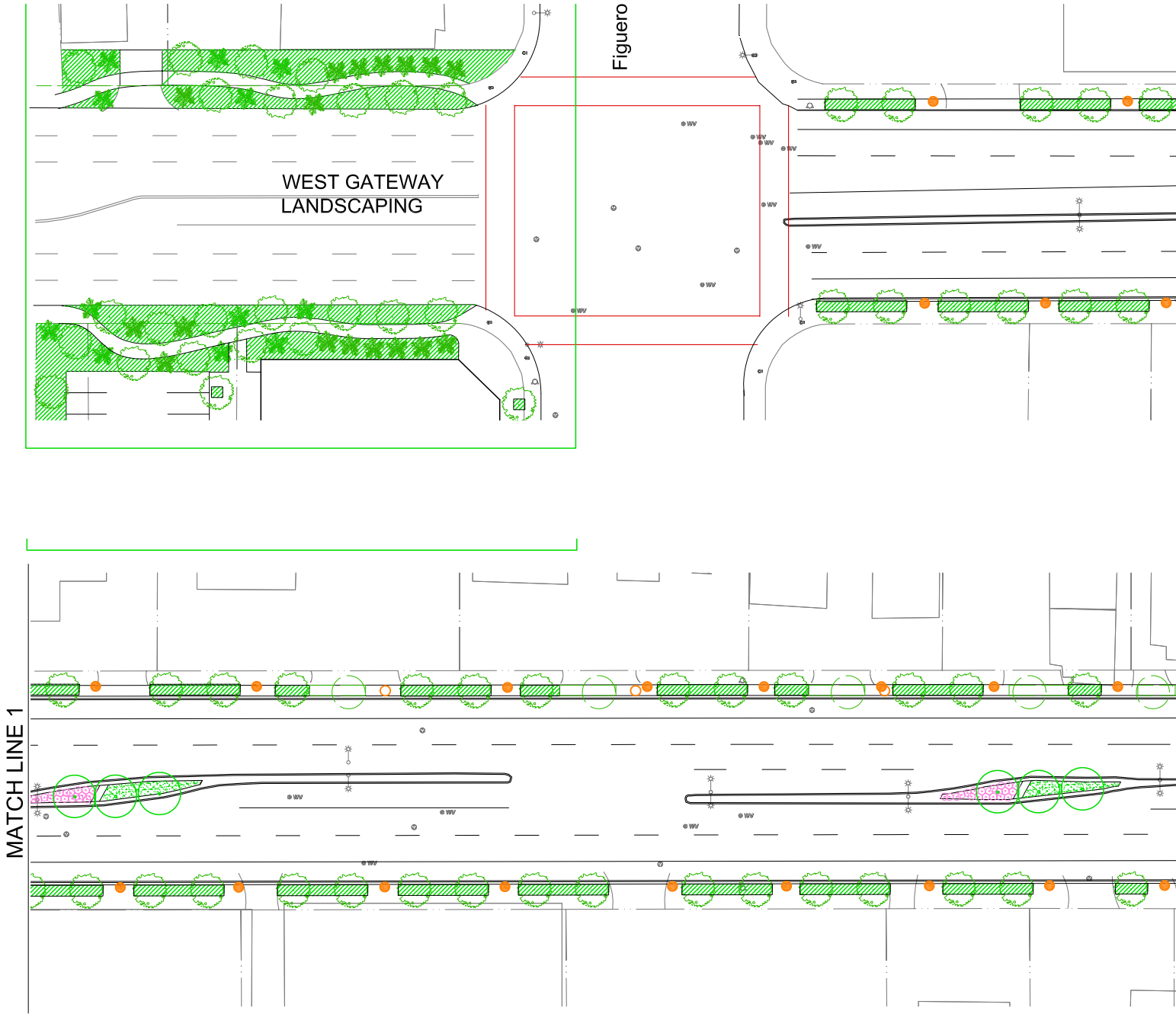
PHASE 7

Phase 7 is key to the activation of a downtown district. It focuses on a public private partnership that will result in the development of the largest single opportunity site on the Carson Street Corridor. It is envisioned that this will require support from the City and the Redevelopment Agency. The final configuration of the development should be carefully planned and meet the highest standards possible.



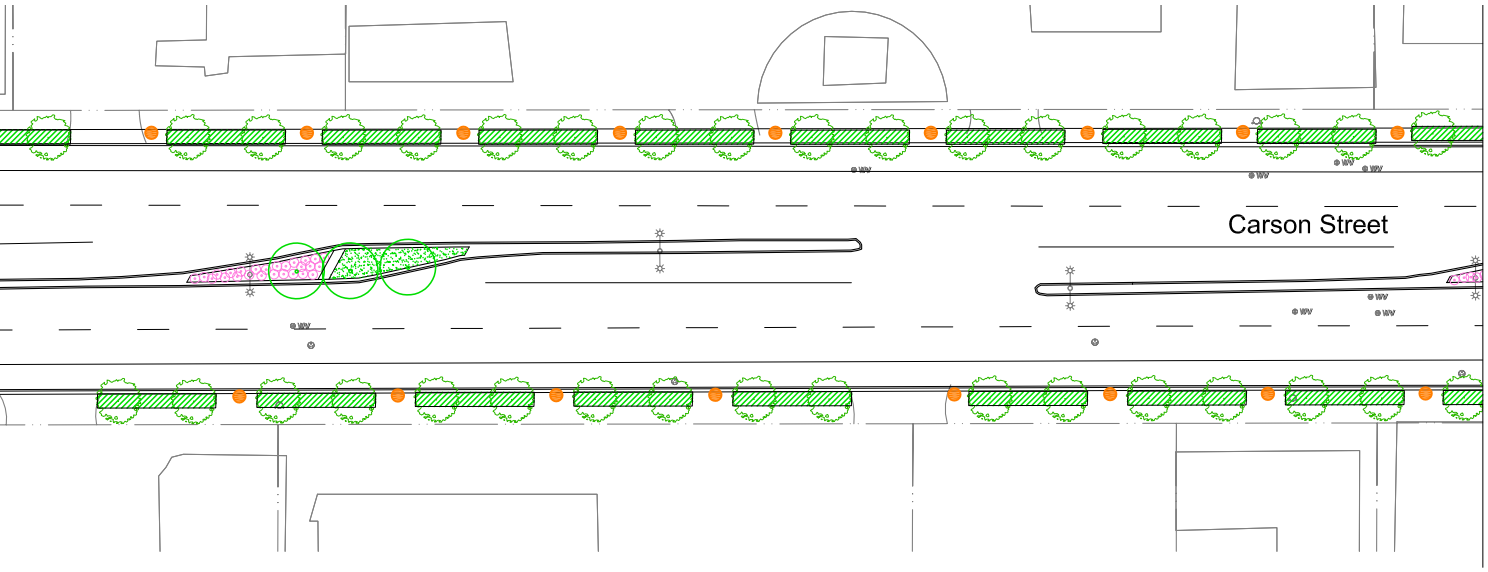
Phase 7

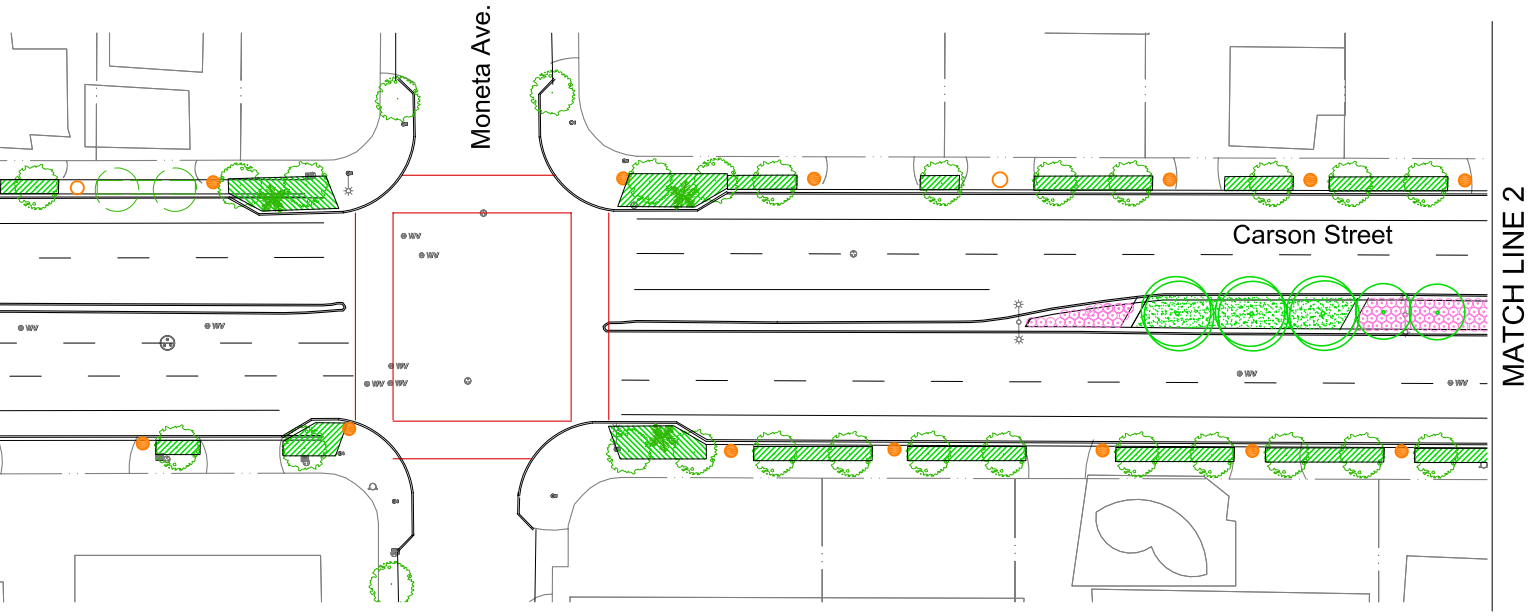
seven: concept streetscape plans



Streetscape Concept Layout - 1 of 5
1″ = 60′

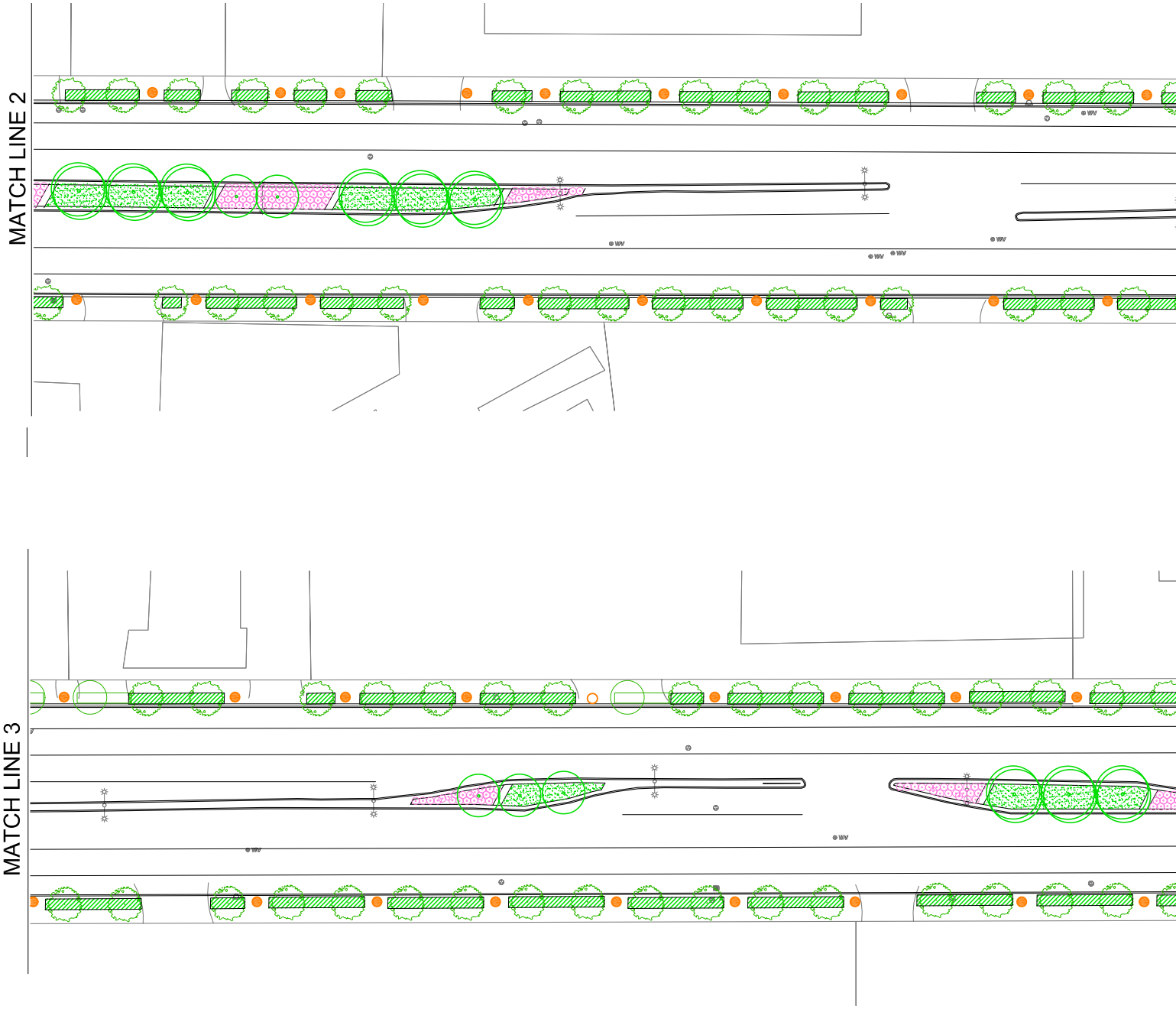
Illustrative Streetscape Improvement Concept Plan





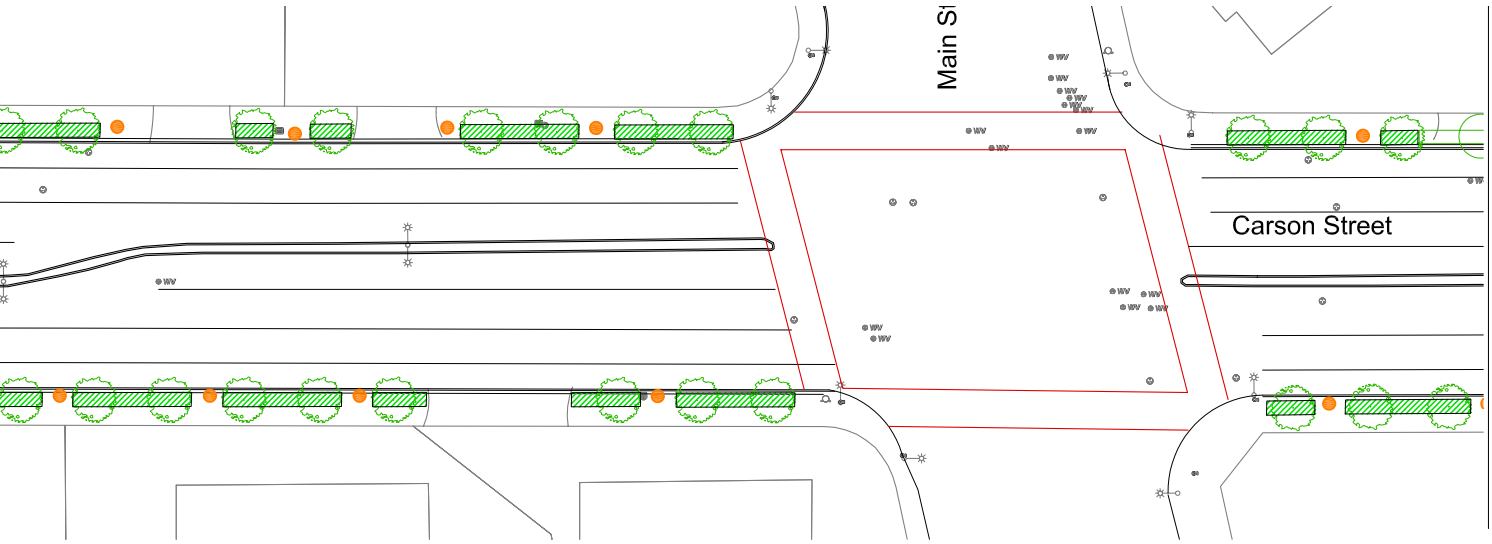
LEGEND

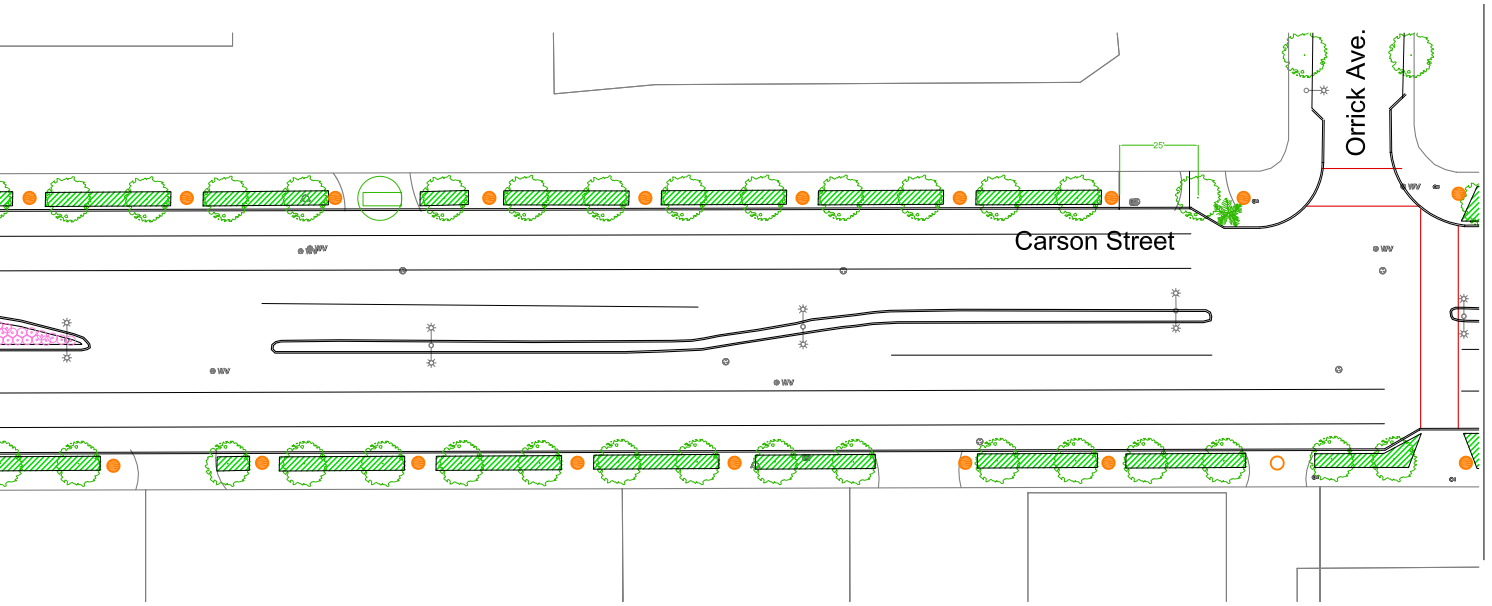
- Parkway or tree well
- New street tree
- Future street tree when curb cut is removed
- New corner palm
- New pedestrian light
- New bus shelter and seating
- New enhanced crosswalk paving
- New median landscape



Streetscape Concept Layout - 2 of 5
1″ = 60′

Illustrative Streetscape Improvement Concept Plan





LEGEND

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- New corner palm
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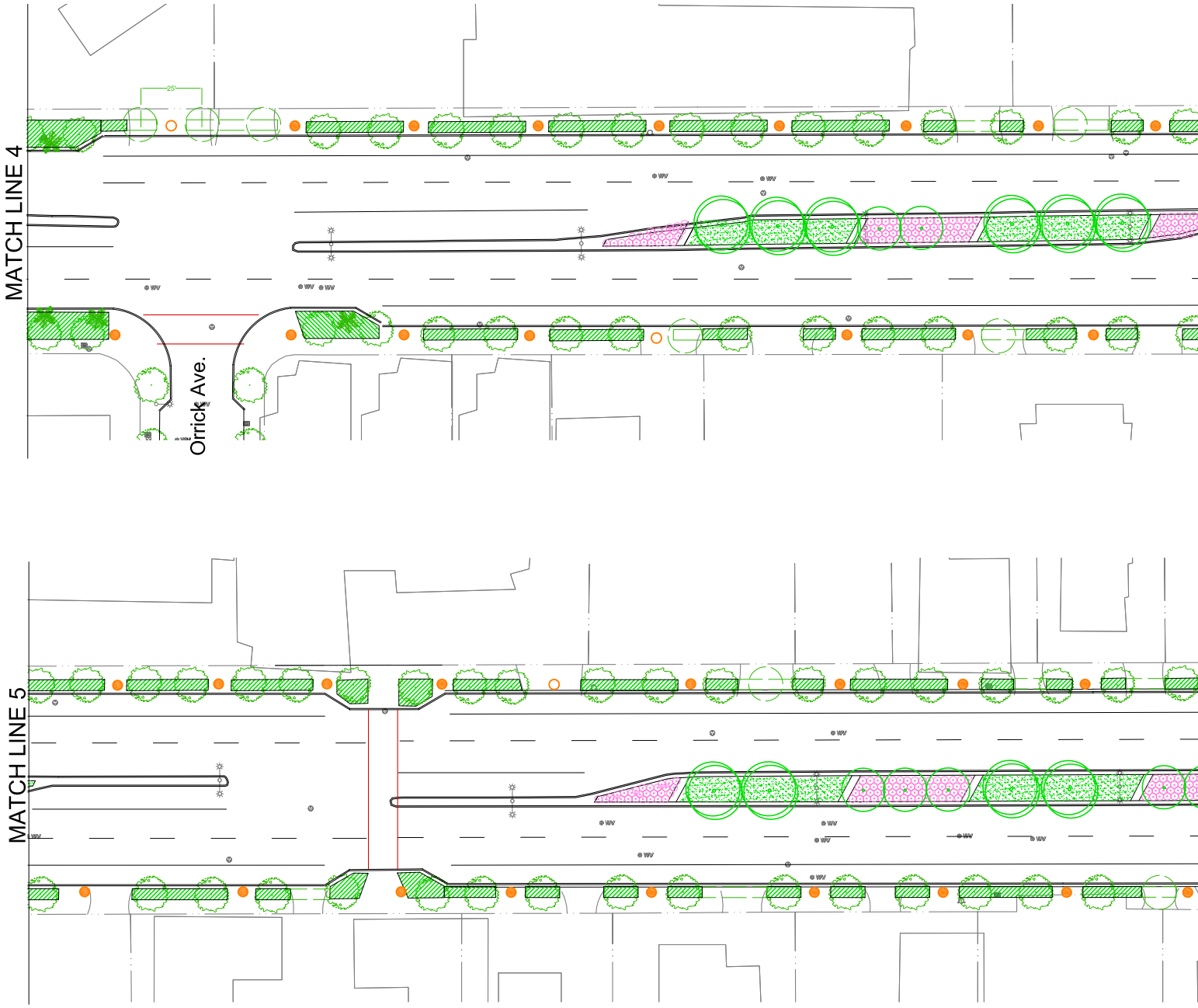
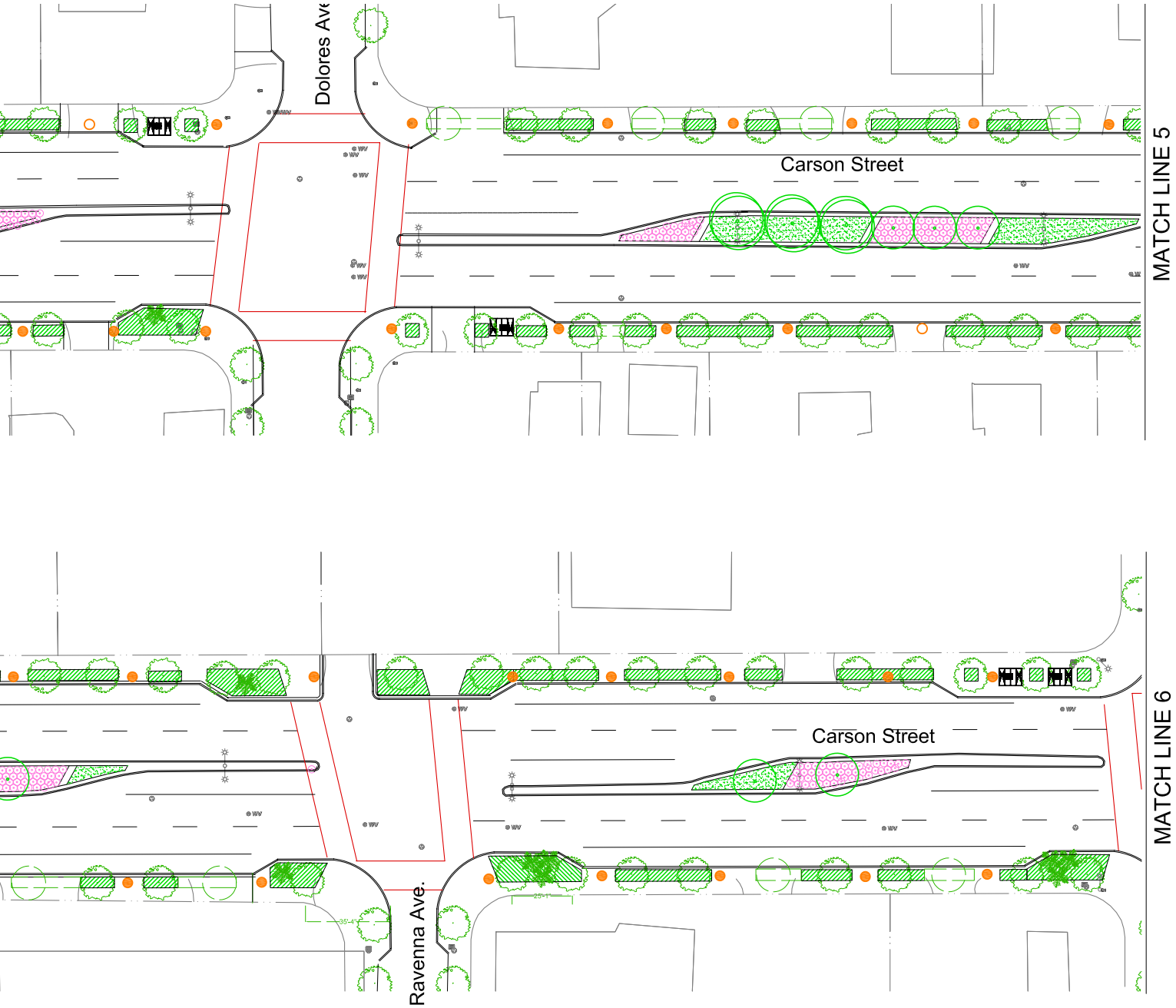
- New median landscape



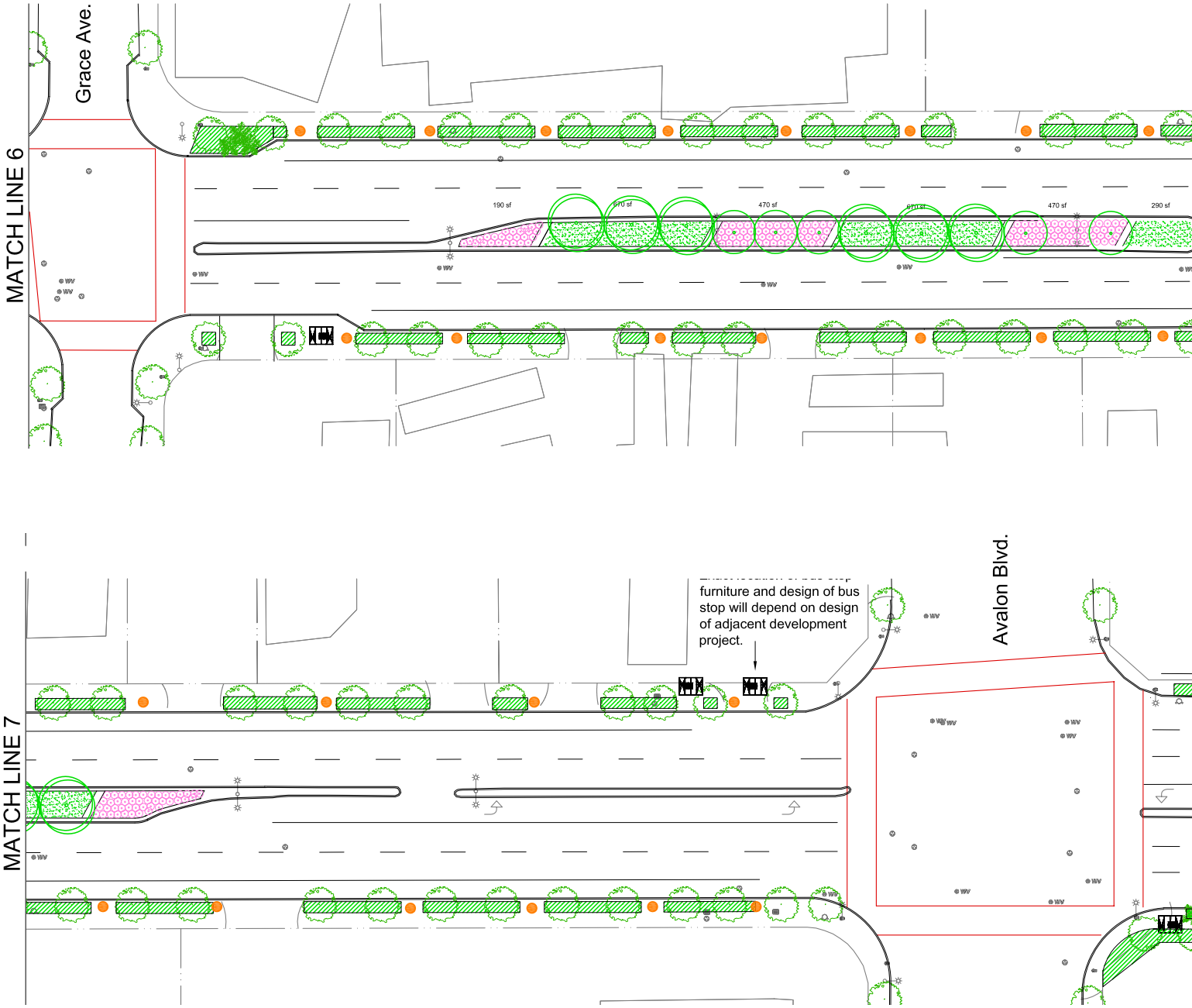
Streetscape Concept Layout - 3 of 5
1″ = 60′

Illustrative Streetscape Improvement Concept Plan



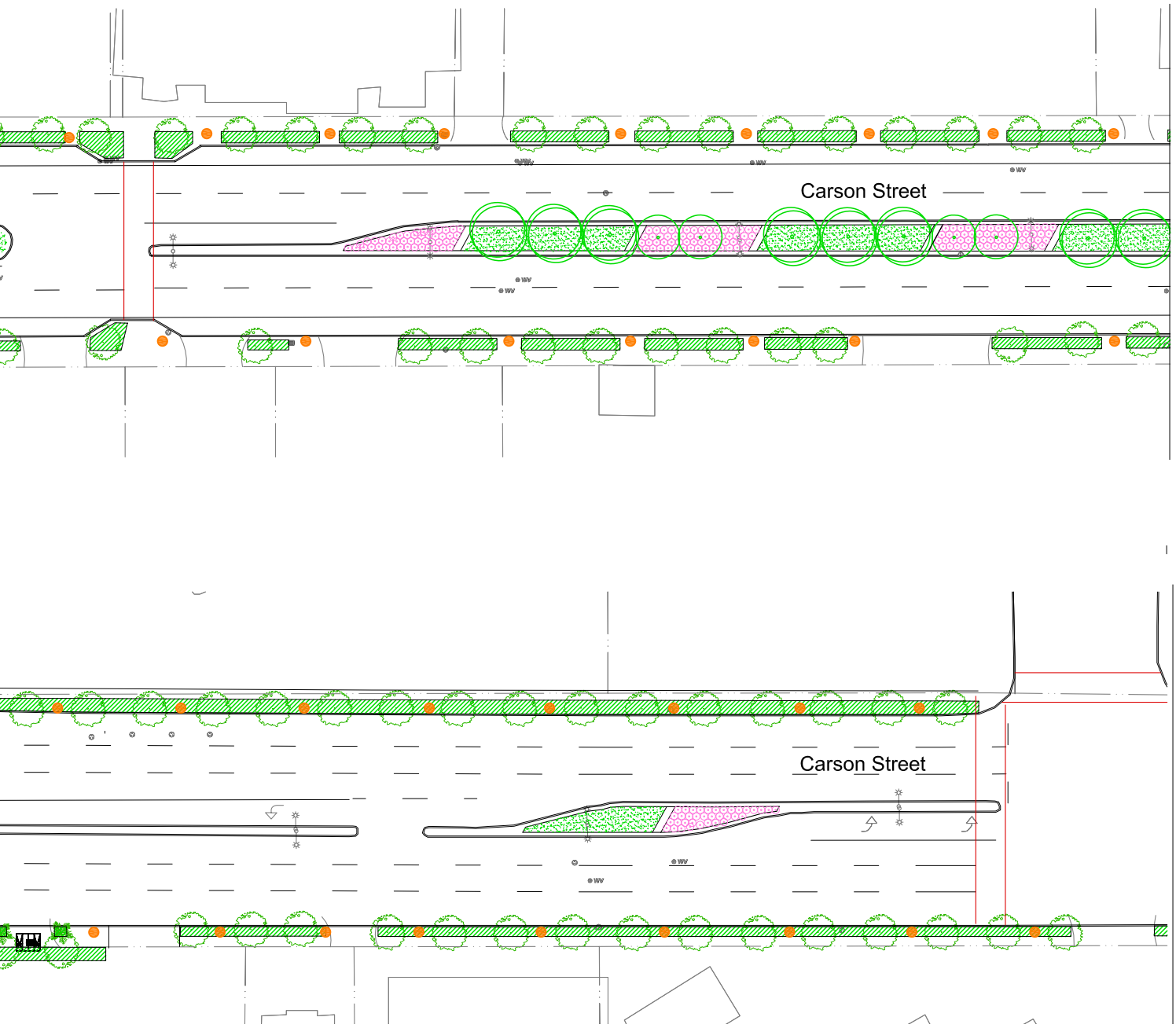
LEGEND

- Parkway or tree well
- New street tree
- Future street tree when curb cut is removed
- New corner palm
- New pedestrian light
- New bus shelter and seating
- New enhanced crosswalk paving
- New median landscape



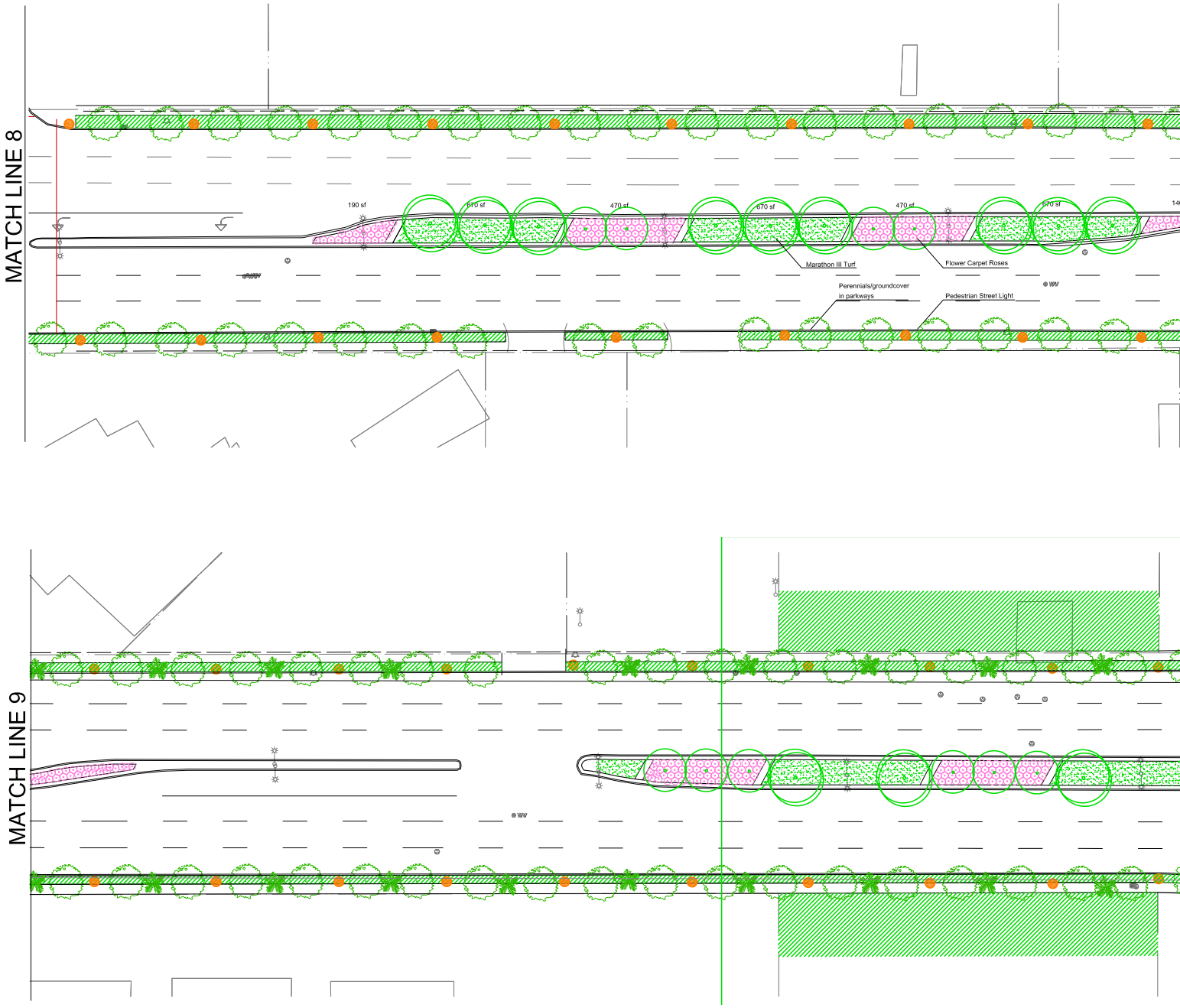
Streetscape Concept Layout - 4 of 5
1″ = 60′

Illustrative Streetscape Improvement Concept Plan



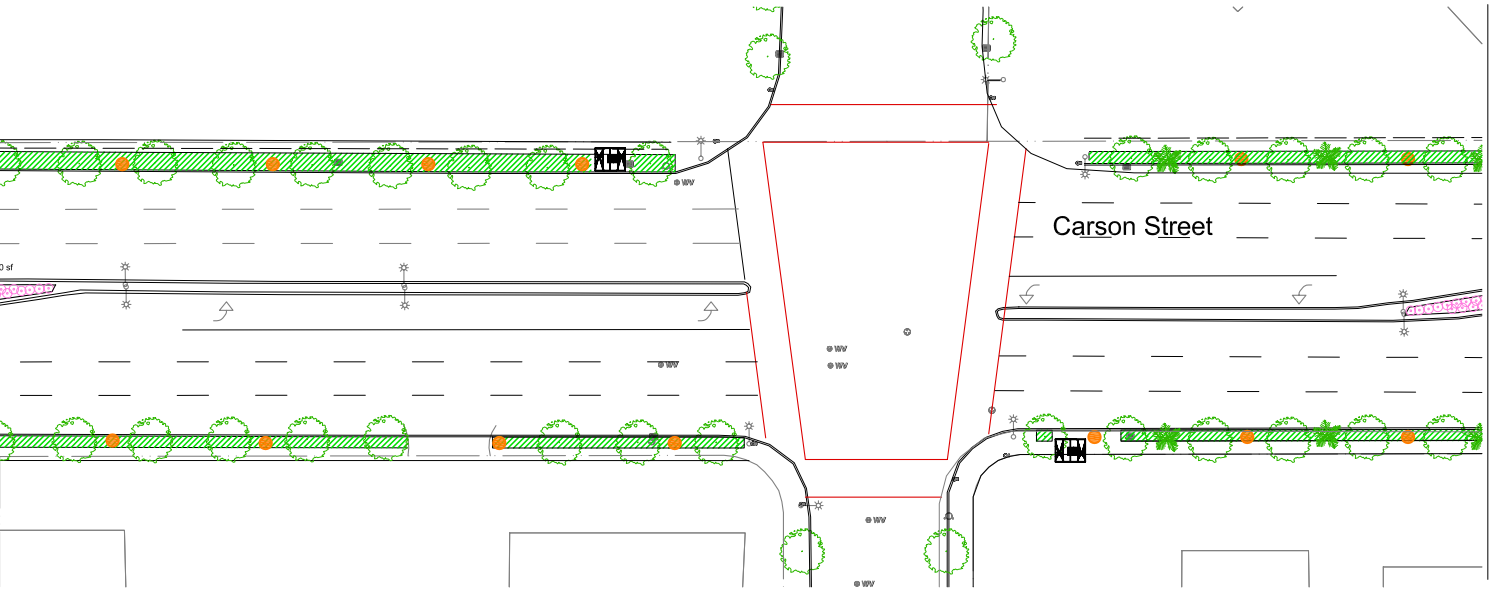
LEGEND

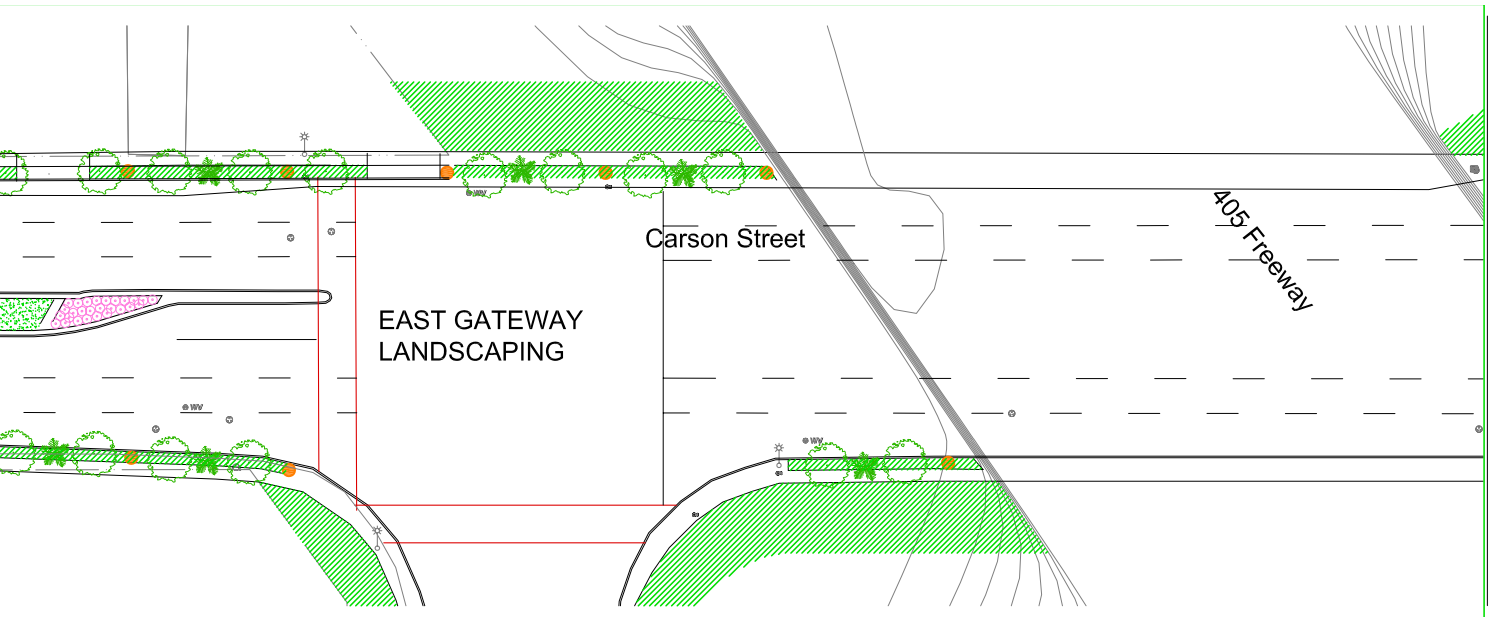
- Parkway or tree well
- New street tree
- Future street tree when curb cut is removed
- New corner palm
- New pedestrian light
- New bus shelter and seating
- New enhanced crosswalk paving
- New median landscape



Streetscape Concept Layout - 5 of 5
1″ = 60′

Illustrative Streetscape Improvement Concept Plan





LEGEND

- Parkway or tree well
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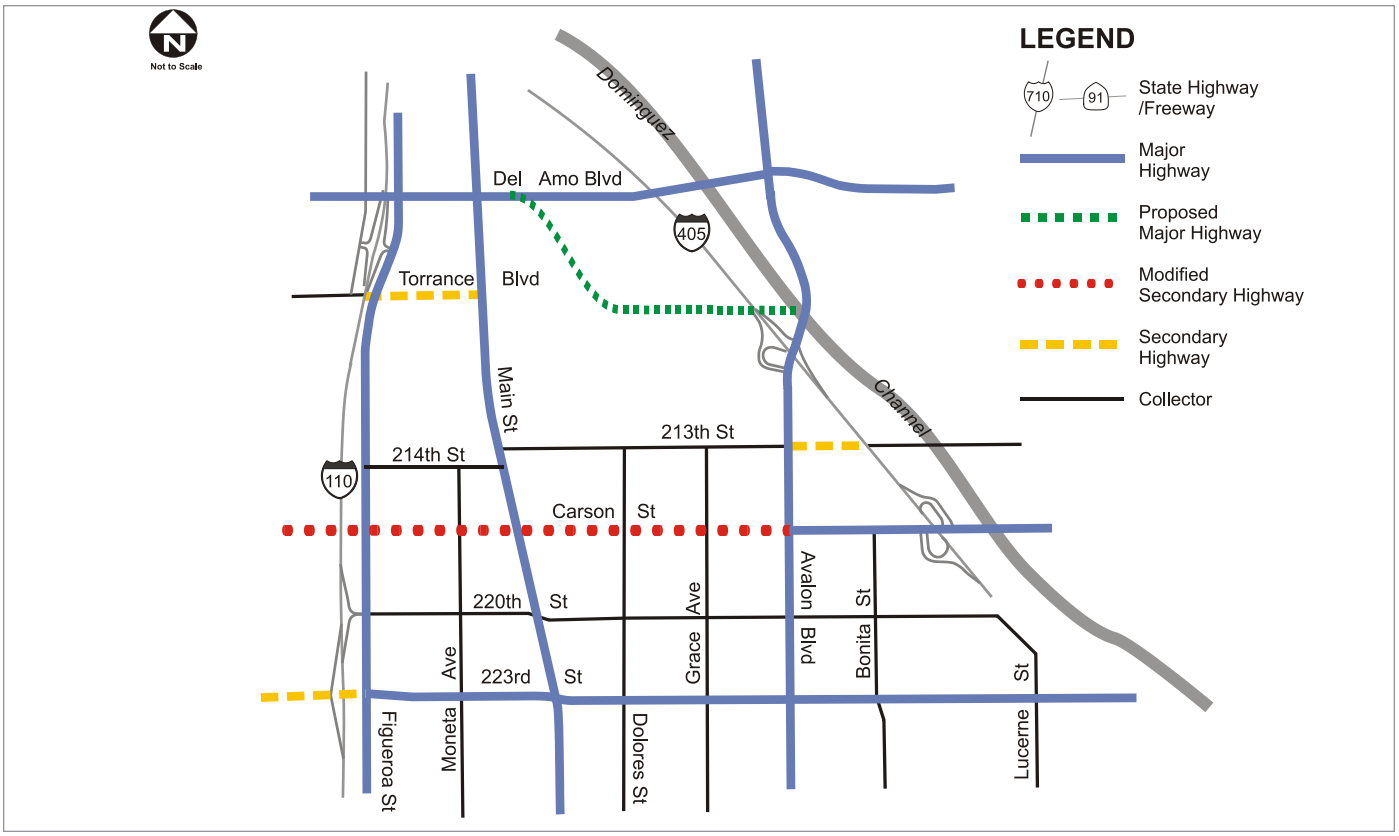
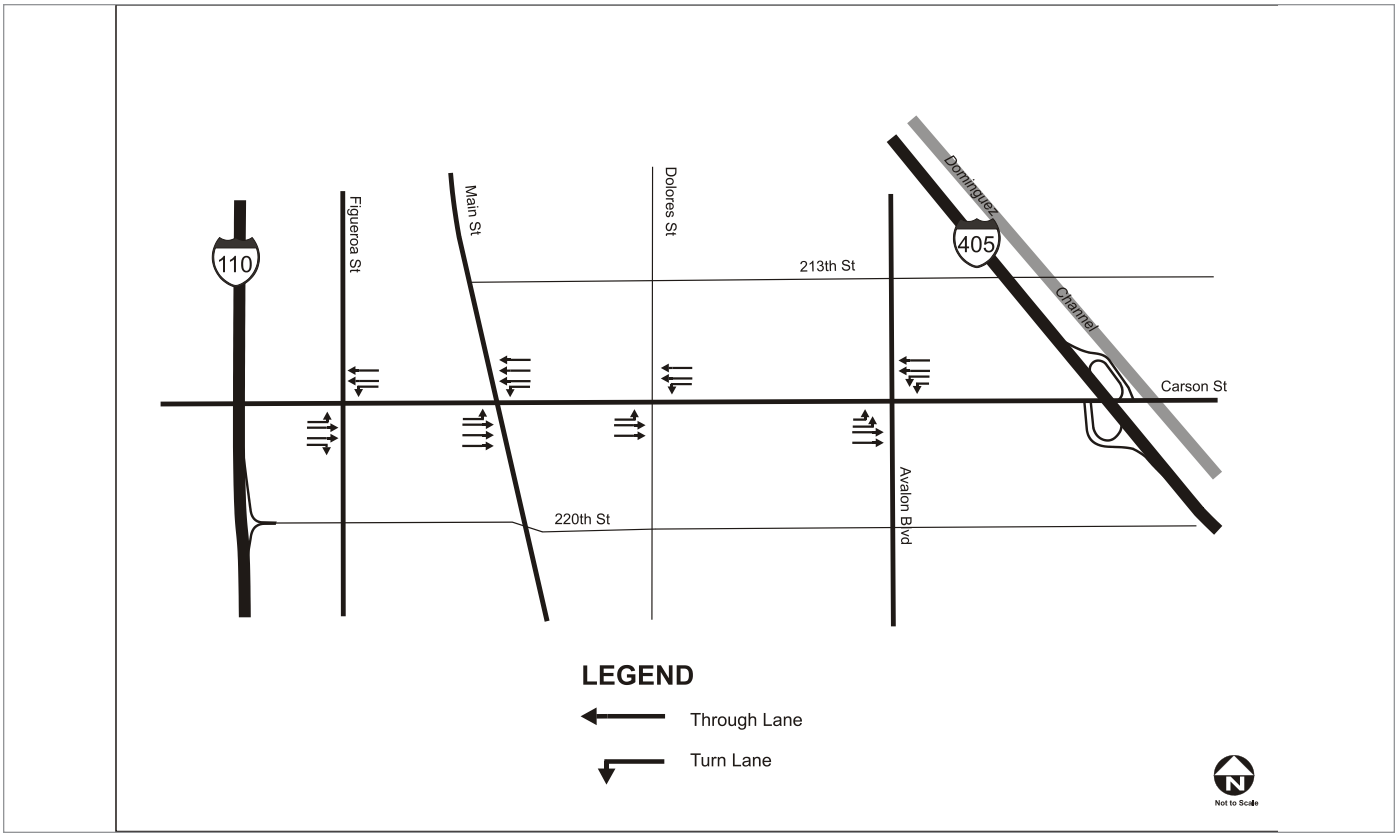
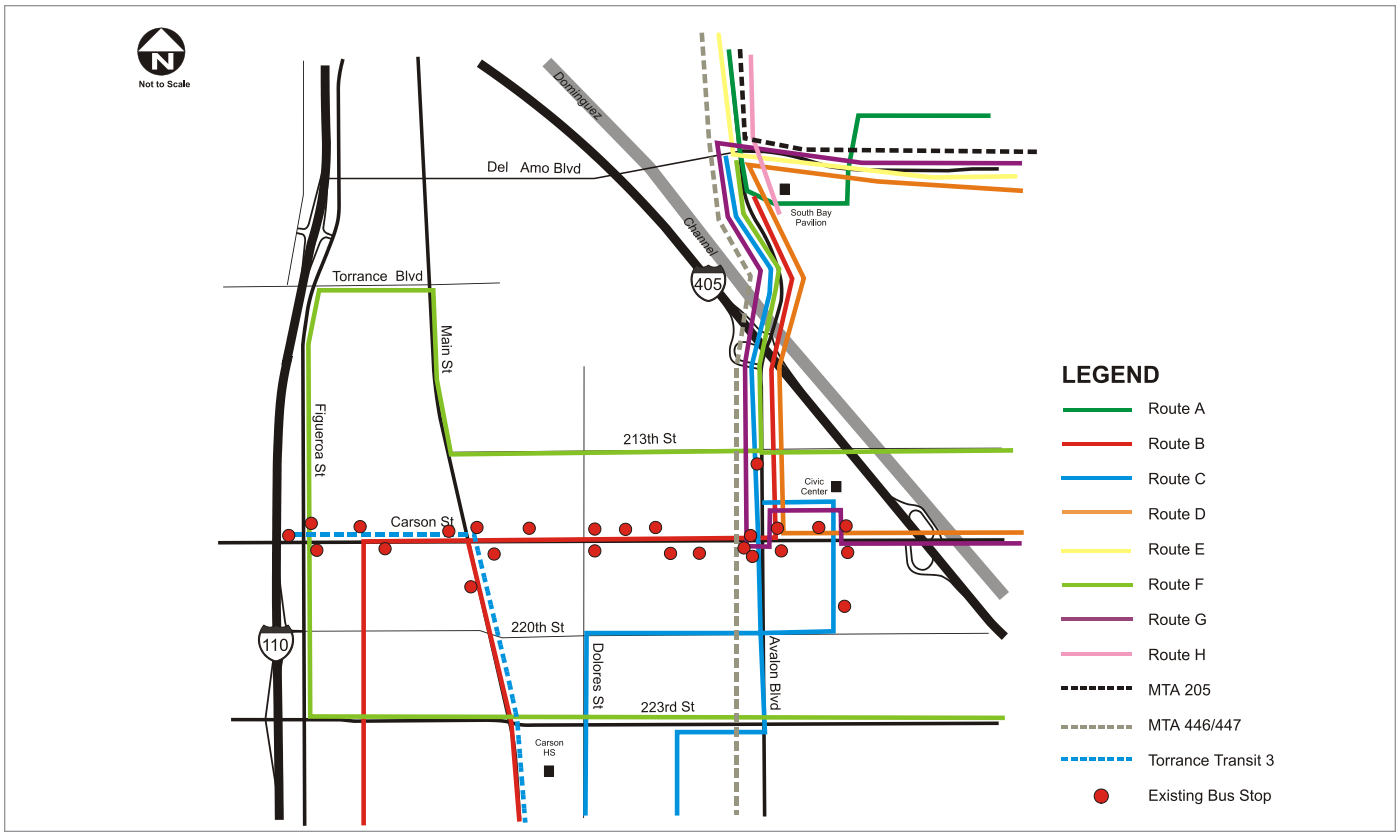
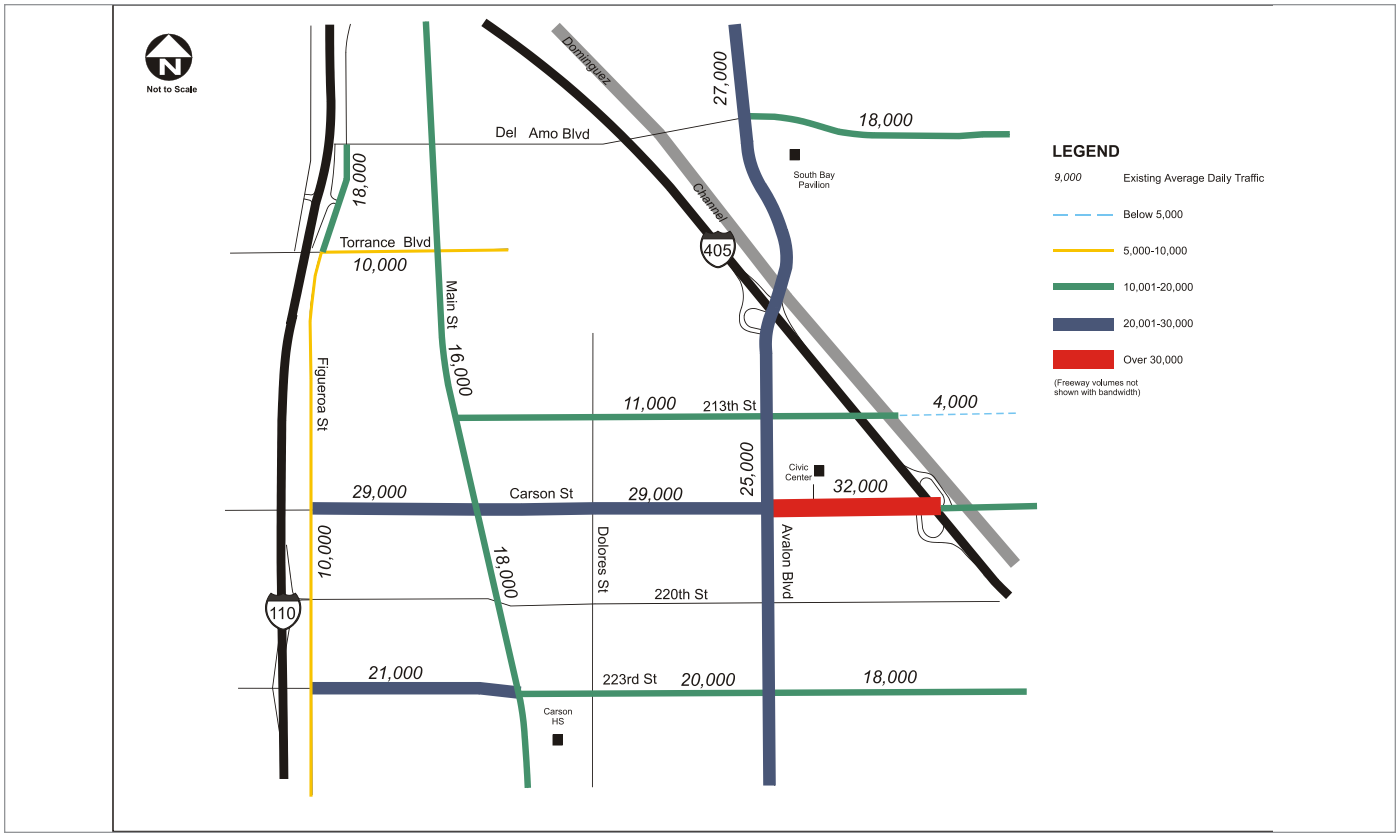
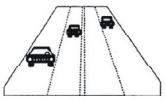
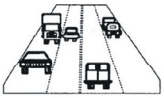
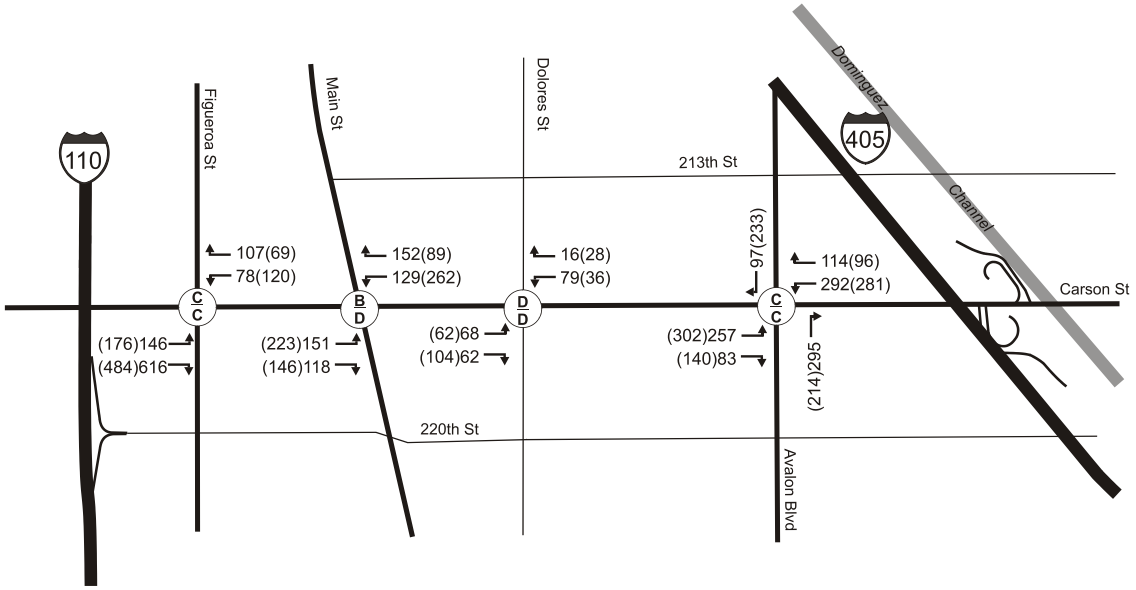

Not to Scale
LEGEND
710
91
State Highway /Freeway
Major Highway
Proposed Major Highway
Modified Secondary Highway
Secondary Highway
Collector
Dominguez
Del Amo Blvd
405
Torrance Blvd
Main St
Channel
213th St
214th St
110
Carson St
220th St
Ave
Grace Ave
Avalon Blvd
Bonita St
223rd St
Lucerne St
Figueroa St
Moneta
Dolores St


110
Figueroa St
Main St
Dolores St
213th St
405
Dominguez
Channel
Carson St
220th St
Avalon Blvd
LEGEND
Through Lane
Turn Lane
Not to Scale


Not to Scale
Dominguez Channel
Del Amo Blvd
South Bay Pavilion
Torrance Blvd
405
Main St
Figueroa St
213th St
Civic Center
Carson St
110
220th St
Dolores St
Avalon Blvd
223rd St
Carson HS
LEGEND
Route A
Route B
Route C
Route D
Route E
Route F
Route G
Route H
MTA 205
MTA 446/447
Torrance Transit 3
Existing Bus Stop


Not to Scale
Dominguez Channel
27,000
18,000
Del Amo Blvd
South Bay Pavilion
18,000
Torrance Blvd
10,000
405
Main St
16,000
Figueroa St
11,000
213th St
4,000
Civic Center
25,000
29,000
Carson St
29,000
32,000
10,000
18,000
Dolores St
Avalon Blvd
220th St
110
21,000
223rd St
20,000
18,000
Carson HS
LEGEND
9,000 Existing Average Daily Traffic
Below 5,000
5,000-10,000
10,001-20,000
20,001-30,000
Over 30,000
(Freeway volumes not shown with bandwidth)

LOS		Operating Conditions
A		No cycles that are fully loaded, and few are even close to loaded. No approach phase is fully utilized by traffic and no vehicle waits longer than one red indication. Approach appears quite open.
B		Stable operation. An occasional approach phase is fully utilized and a substantial number are approaching full use. Many drivers begin to feel somewhat restricted with platoons of vehicles.
C		Stable operation continues. Full signal cycle loading is still intermittent, but more frequent. Occasionally drivers may have to wait through more than one red signal indication, and back-ups may develop behind turning vehicles.
D		Zone of increasing restriction, approaching instability. Delays to approaching vehicles may be substantial during short peaks within the peak period, but enough cycles with lower demand occur to permit periodic clearance of developing queues.
E		The most vehicles that any particular intersection approach can accommodate. At capacity (V/C=1.00) there may be long queues of vehicles waiting upstream of the intersection and delays may be great (up to several signal cycles).
F		Jammed conditions. Back-ups from location downstream or on the cross street may restrict or prevent movement of vehicles out of the approach under consideration.



LEGEND

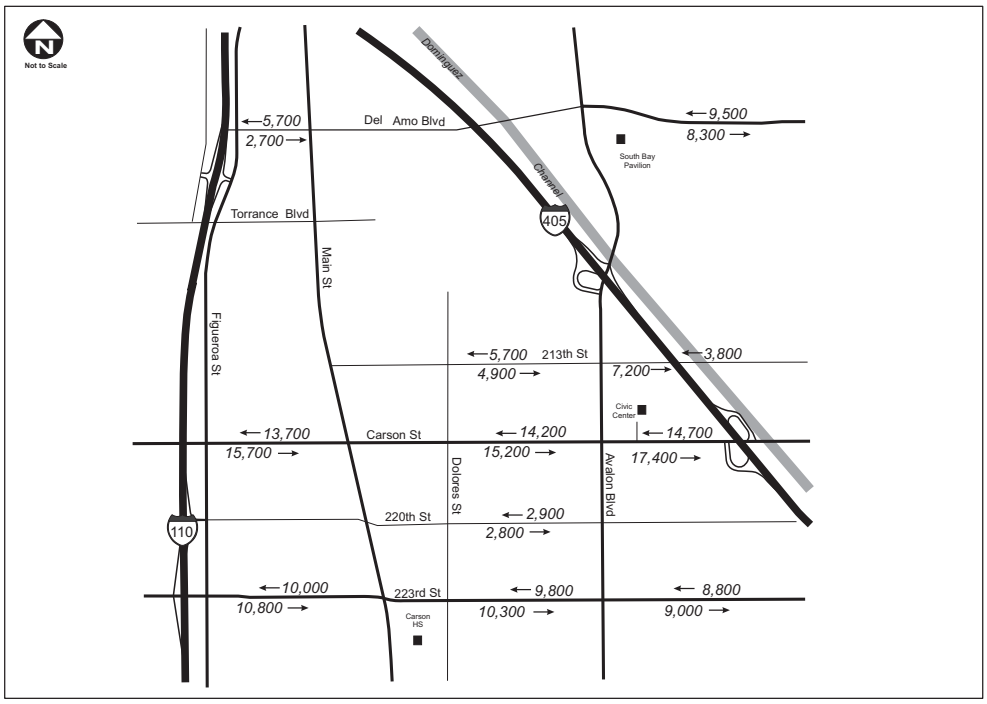
XX(XX) - AM(PM) Turn Volumes

C _ AM Peak LOS
C PM Peak LOS

Not to Scale

eight: appendices

Traffic Diagram
Level of Service Description
Community Workshop Input
Economics Analysis
Bibliography

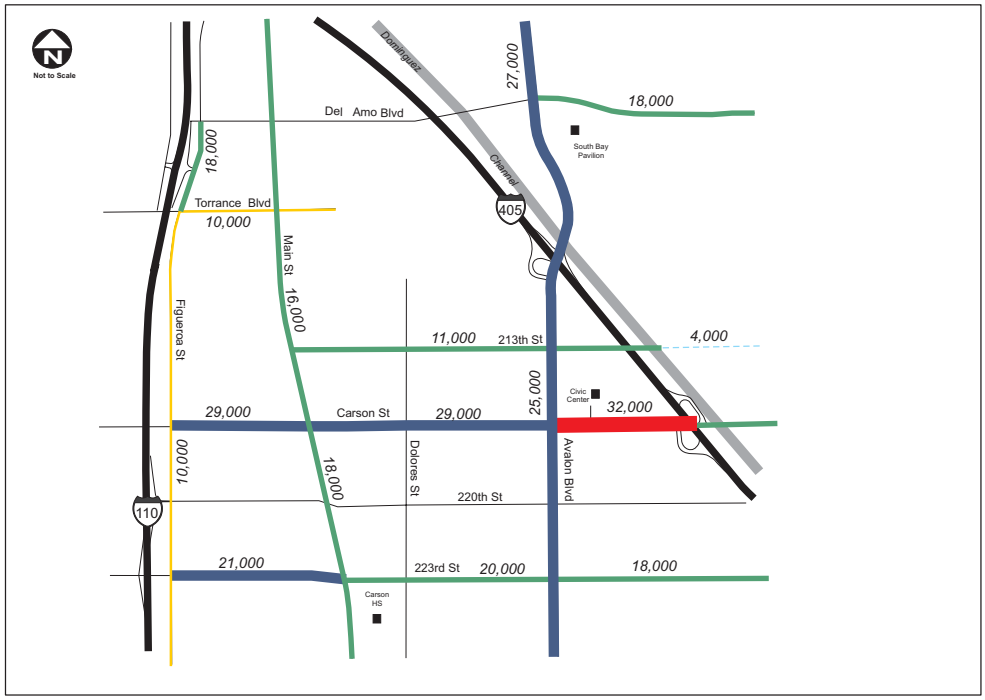


AVERAGE DAILY TRAFFIC FLOW

LEGEND

900 Average Daily Traffic Flow

→ Traffic Flow Direction



AVERAGE DAILY TRAFFIC

LEGEND

9,000 Existing Average Daily Traffic

Below 5,000

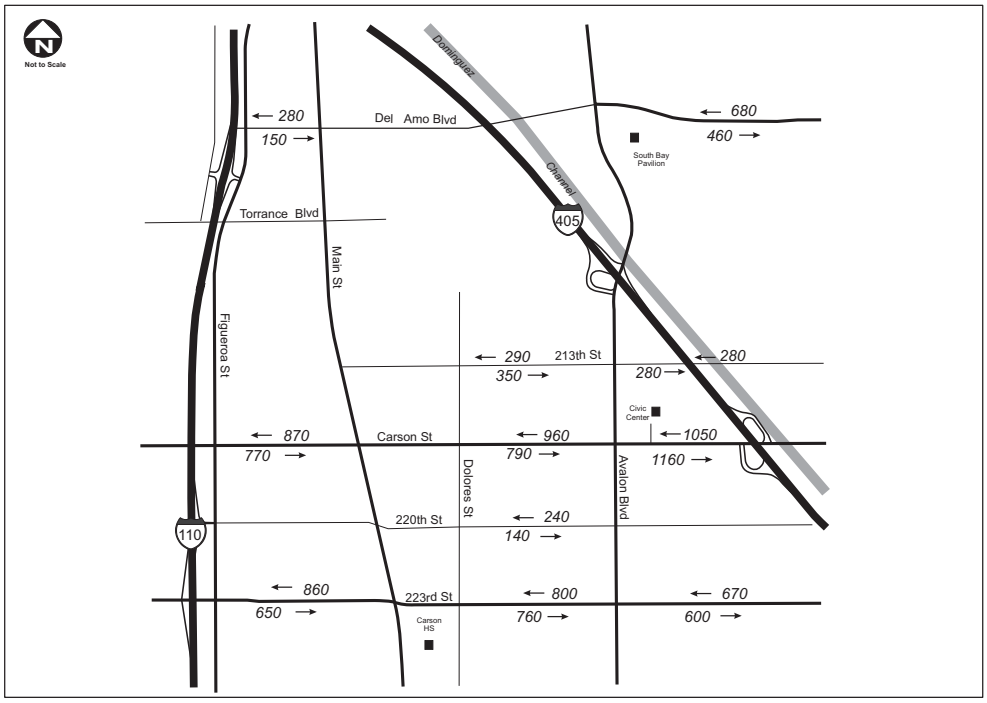
5,000-10,000

10,001-20,000

20,001-30,000

Over 30,000

(Freeway volumes not shown with bandwidth)

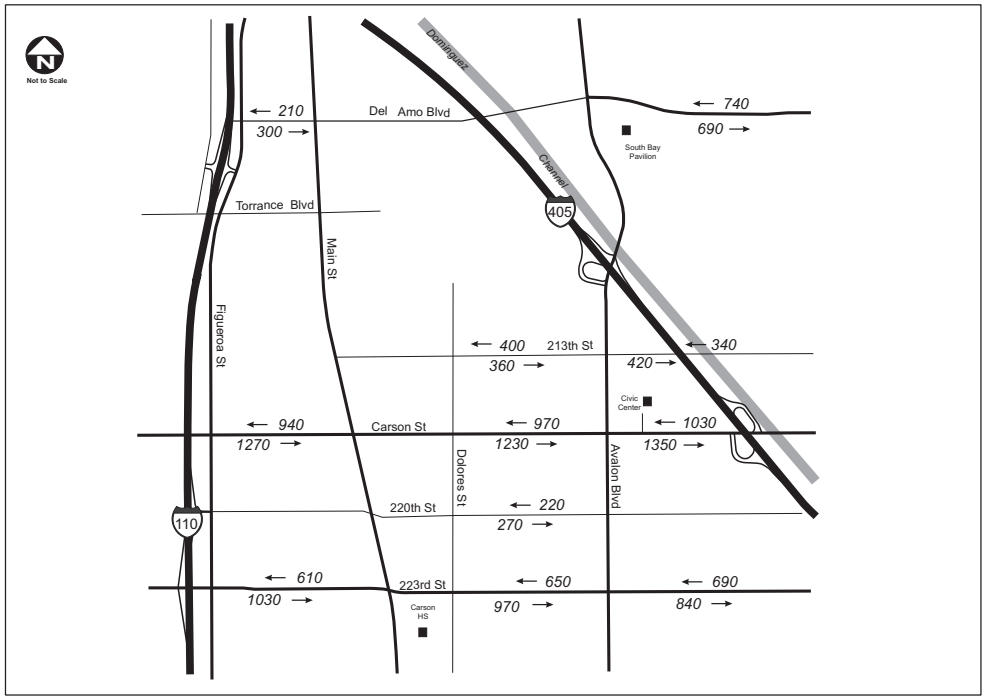


AM PEAK HOUR TRAFFIC FLOW

LEGEND

900 Existing AM Peak Hour Traffic Flow

→ Traffic Flow Direction

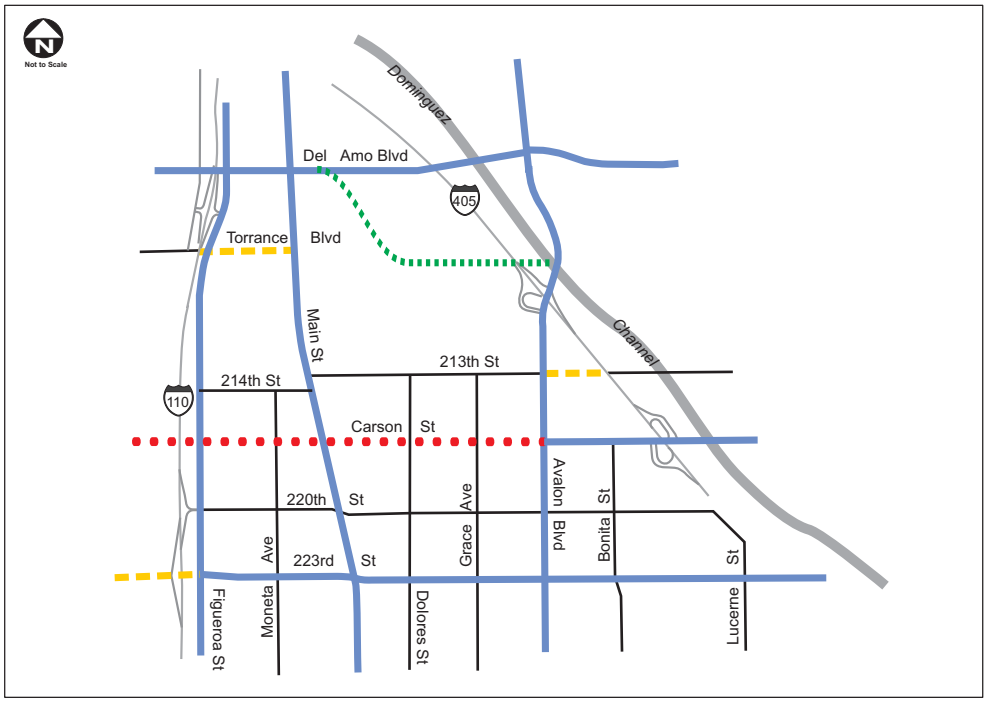


PM PEAK HOUR TRAFFIC FLOW

LEGEND

900 Existing PM Peak Hour Traffic Flow

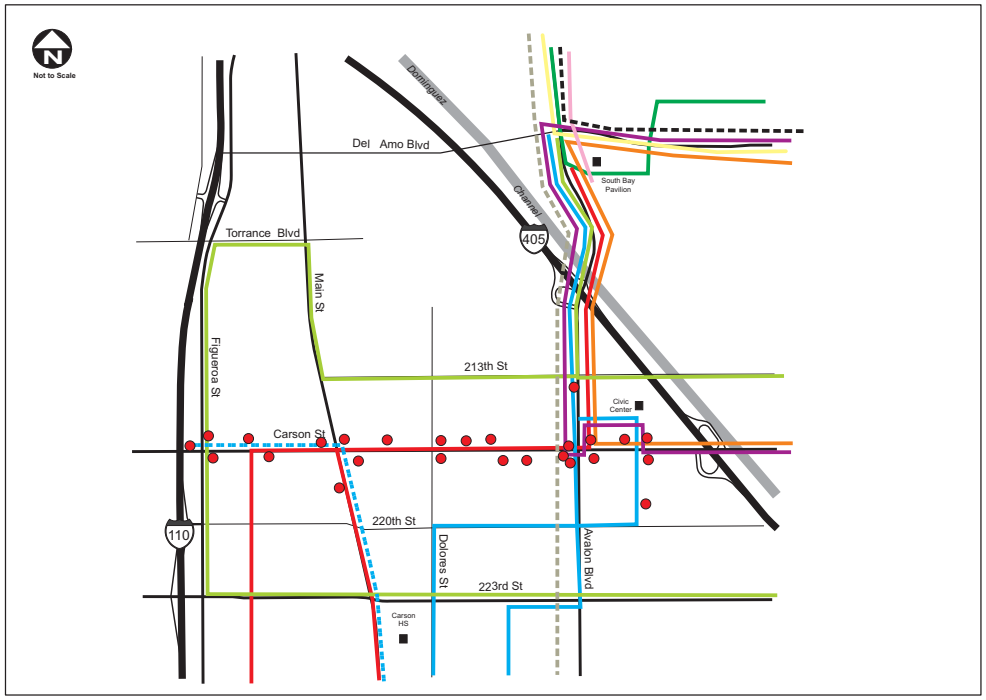
→ Traffic Flow Direction



PLAN OF STREETS AND HIGHWAYS

LEGEND

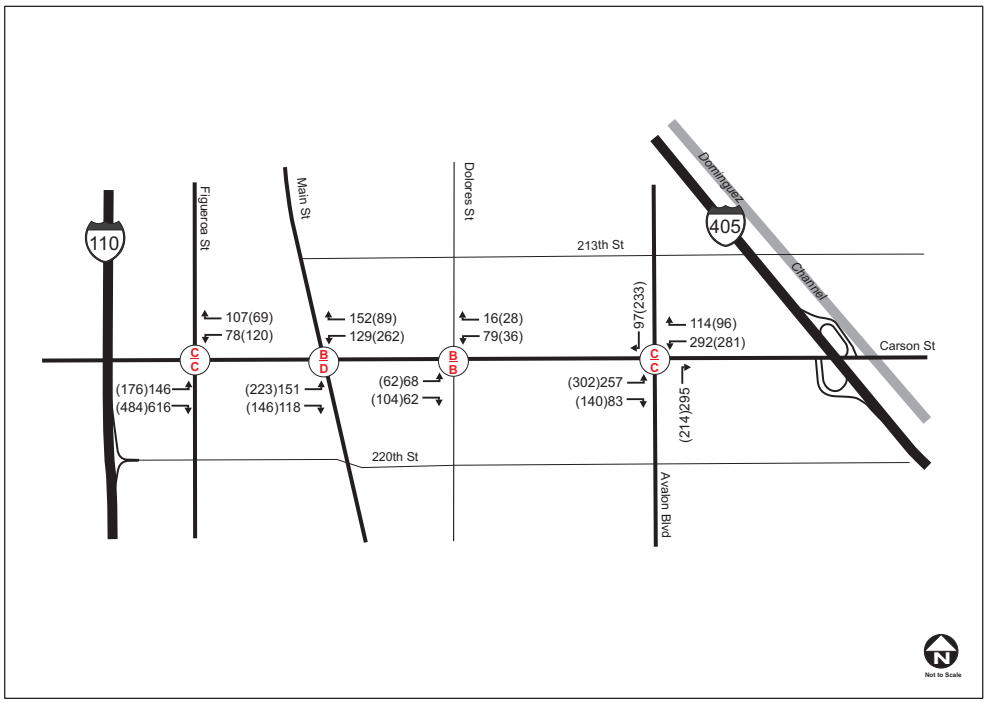
- State Highway /Freeway (710, 91)
- Major Highway
- Proposed Major Highway
- Modified Secondary Highway
- Secondary Highway
- Collector



CARSON CIRCUIT, MTA, AND TORRANCE TRANSIT ROUTES

LEGEND

- Route A
- Route B
- Route C
- Route D
- Route E
- Route F
- Route G
- Route H
- MTA 205
- MTA 446/447
- Torrance Transit 3
- Existing Bus Stop

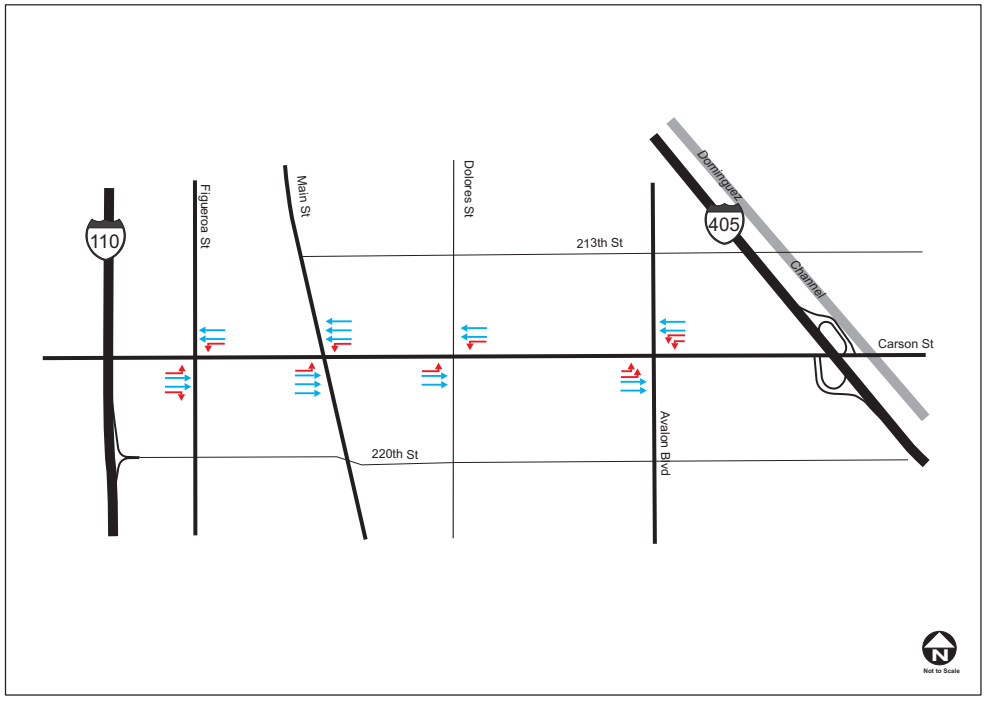


CARSON STREET EXISTING AM/PM TURN VOLUMES AND LEVELS OF SERVICE

LEGEND

XX(XX) - AM(PM) Turn Volumes

C _ AM Peak LOS
C PM Peak LOS



CARSON STREET EXISTING GEOMETRIES

LEGEND

Through Lane

Turn Lane

patricia smith, ASLA, AICP
meyer, mohaddes associates
norris, repke, engineering
kaysar marston associates
sussman/prejza&co., inc
studio one eleven
at Perkowitz+Ruth Architects

EXECUTIVE SUMMARY

COMMUNITY WORKSHOP 1: CARSON STREET MIXED-USE DISTRICT MASTER PLAN
DATE: OCTOBER 15, 2003
TIME: 6:00 PM

The workshop was attended by over 200 members of the community. There were two components of the workshop: an informational presentation of the project to date, and a forum for participants to discuss the Carson Street Master Plan, exchange ideas, and provide input to City representatives and the design team.

The consultant team presented a brief overview of the project, focusing on the concepts and ideas for the Carson Street Corridor published in Carson Street Conceptual Visualization (CSCV), adopted by the City Council in 2003. Participants then broke up into groups of about 10 individuals. The groups were asked to respond to the concepts outlined in the CSCV and share any additional ideas about the proposed Master Plan. Each of the 13 groups or "teams" provided input on the following categories: Existing opportunities and challenges along Carson Street; the Conceptual Vision Statement and Implementation Strategy of the Master Plan; and comment on specific proposals outlined in the Carson Street Conceptual Vision. The following is an executive summary of the participant input:

- **DISTRICT CONCEPT**
  - Workshop participants generally approved of the District Concept, which proposes the creation of five distinct segments or "districts" along the Carson Street corridor.
  - Some participants expressed concern about the status of existing land uses that are incompatible with those identified in the proposed master plan mixed-use district. Specifically, a few participants were resistant to relocating their businesses.
  - The design team clarified that the intent of the District Concept is primarily for use as an organizational tool and is not meant to revise current zoning and land use ordinances within the general plan.

- **HOUSING**
  - The need to provide for more market rate housing was identified by workshop participants.
  - There was general agreement on the desire to develop of a variety of housing types, including for-rent senior and workforce housing units, as well as for-sale and upscale housing at urban densities.
  - Some residents expressed resistance to the relocation of mobile home parks.

- **RETAIL**
  - Participants preferred lifestyle oriented retail such as bookstores and coffee shops.
  - Desirable stores specifically identified included Trader Joe's, Pier One and Bristol Farms.

- **RESTAURANTS**
  - Participants expressed overwhelming preference for family style, sit-down restaurants, and discouraged further development of drive through and other fast food restaurants.
  - Claim Jumper, Red Lobster, Marie-Calendar and Chilis were specifically identified as the preferred restaurants of choice.
  - Participants also generally agreed on the preference for including a variety of ethnic food restaurants.

- **RECREATION**
  - Participants expressed a desire for the creation of recreational opportunities for children and youth.
  - Stated preferences included the expansion of the existing library, developing bowling alleys, skating rinks, bookshops, jazz bars, teen centers, and movie theaters (if feasible).

- **TRAFFIC AND PARKING**
  - Participants were concerned about the lack of parking in certain areas.
  - Participants generally requested additional traffic analysis to mitigate future traffic growth, its impact on the Carson Street corridor, and nearby streets.

- **STREETSCAPE IMPROVEMENTS.**
  - Participants preferred lush landscaping; and identified the creation of city gateways as a first priority.
  - Participants recommended extending landscape improvements to the intersecting streets that connect to the Carson Street corridor.
  - Desirable streetscape elements were identified. These included wider sidewalks, ornamental streetlights, safer crosswalks, medians, signage, more pedestrian safety lighting and the incorporation of public art.

Prepared:

By **Farooq Ameen**, AIA, RIBA
Title Special Projects Director

COMMUNITY WORKSHOP 2
DATE: MARCH 25, 2004 / TIME: 6:00 PM

The Second Community workshop was attended by about 100 participants from the Carson community. The mayor-elect of Carson, the Honorable Jim Dear introduced the project, city staff and the consultant team to workshop attendees. The design team began their presentation with a summary of results from the first community workshop held on October 16, 2003. The team then made a power-point presentation describing issues and proposals on which workshop participants would indicate preferences. Discussion topics included development strategies and market economics, architectural proposals for Redevelopment Agency owned demonstration sites, landscaping in the public right of way, environmental graphics and signage programs, circulation implications and impacts to existing utilities.

Immediately following the presentation, the design team held a question and answer session, where audience members raised questions to clarify issues raised in the presentation. After a short break, workshop participants took about 45 minutes to visit five information stations. At these stations, participants viewed presentation boards focusing on various aspects of the Master Plan and indicated their preferences in response to specific choices for new development or public improvements. Members of the design team and City Staff were available to answer questions from participants. Subsequently, the design team reviewed and recapped the results of the preference survey and briefly summarized the general direction of the response to key questions. Participant preferences are as follows:

- **STRATEGIES FOR DEVELOPMENT / STREETSCAPE**
  - Nearly three-quarters of the participants agreed that residential development that economically benefits the community should be focused at key locations. Participants unanimously favored a strategy that encourages incremental development as public funds become available.
  - Widening the sidewalk into the traffic lanes with parallel street parking and adjusting the traffic lane widths was preferred by over 80% of participants in contrast to alternatives that would extend into the required landscape setback on adjacent private property or no sidewalk extensions.
  - "Residential First" principle was recognized as necessary to increase the economic base necessary to attract the lifestyle retail identified by participants at the first workshop.
  - The implementation of a façade improvement program for existing businesses received unanimous support from all participants.

- **DEVELOPMENT OPTIONS**
  - Gateway District (Carson and Figueroa): Participants preferred a lower density townhouse option with a restaurant and surface parking.
  - Boulevard Housing District (Carson and Grace): Participants preferred a higher density option with stacked townhomes and flats on a courtyard podium above a parking structure.
  - Downtown District (Carson and Avalon): A multi-use option with a new mid-block intersection, live-work townhomes, and retail along Carson Street, with expansion of the existing grocery store was preferred by almost all participants over a housing intensive alternative without the grocery store.

- **STREETSCAPE IMPROVEMENTS**
  - New street trees were preferred by over 95% of participants in lieu of increasing the number of existing trees or adding new trees in between existing ones.
  - Large landscaped tree wells were preferred by two-thirds of participants over continuous parkways or large tree wells.
  - Medians built out to the current city standards were preferred by more than 70% of participants to existing medians with fresh planting.
  - New pedestrian scale lights along sidewalks were preferred by all participants in lieu of existing conditions with no such lights.

- Replacement of the existing roadway lights with new roadway lights was preferred by almost all participants.
- Curb extensions and bus stop seating were preferred by more than half the participants; however, less than a fifth wanted to provide longer curb extensions if that would eliminate parking spaces.
- Decorative concrete or other durable paving at crosswalks was preferred by nearly 90% of participants over the existing or ladder striped painted markings.
- Provision of pedestrian amenities included bus stop seating, benches and trash receptacles. Bicycle racks were favored by less than a tenth of the participants.
- Large town square type public space was preferred by more than half the participants and a third preferred pocket parks that support commercial development. Less than 15% preferred pocket parks for families and children along Carson Street.

❑ **ENVIRONMENTAL GRAPHICS**

- Public Art incorporated as streetscape elements were preferred by more than 70 % than those that were temporary exhibits.
- For potential identity and way-finding elements, consultants recommended a new and consistent city wide graphic identity encompassing logos, street signage, logo applications and pedestrian and vehicular signage.
- Other recommended elements included gateways, banner programs and related enhancements.

❑ **CIRCULATION / PARKING** (For Information Only)

- The traffic consultant identified circulation enhancements that would maintain capacity at key intersections, enhance transit opportunities and consolidate driveways and curb cuts.
- Current enhancements being implemented included the coordination of signal timing.
- Other policy enhancements include trip reduction through mixed land-use plans and the promotion of walking and bicycling.
- The protection of surrounding residential streets from Traffic Impacts was also identified as a key goal for the Master Plan by the consultant.

DEVELOPMENT STRATEGIES	Yes	No
Encourage development at key locations, that focuses on residential development, that will economically benefit Carson Street	20	8
Encourage incremental development that can be implemented with public funds as they become available?	31	0
Implement the façade improvement program for existing businesses?	27	0

STREET CROSS SECTION OPTIONS

Which sidewalk option do you prefer?	Yes
Option 1 *– Existing with curb extensions only.*	1
Option 2 *– Extend sidewalk into traffic lane, plus curb extensions.*	30
Option 3 *– Extend sidewalk into landscape setback, plus curb extensions.*	5

GATEWAY DEVELOPMENT	Yes	No
Option 1 · *Flats above restaurant* · *18-22 dwelling units/acre* · *45-55 feet high* · *Gated secure resident parking in structure* · *Customer parking for restaurant at Ground level in structure.*	13	23
Option 2 · *Flats above live-work lofts* · *10-12 dwelling units/acre* · *35-45 feet high* · *Gated/secure resident parking at grade or in unit* · *Customer parking for restaurant at grade*	35	12

BOULEVARD HOUSING	Yes	No
Option 1 · *Townhouses around a Central Commons* · *Live-work lofts units along Carson Street* · *18-20 dwelling units/acre* · *35-45 feet high* · *Resident parking in unit* · *Visitor parking along the commons.*	11	23
Option 2 · *Stacked townhouses and flats* · *Live-work lofts units along Carson Street* · *35-40 dwelling units/acre* · *35-45 feet high* · *Resident and guest parking in parking structure* · *Courtyard at podium level.*	31	6

DOWNTOWN DISTRICT	Yes	No
Housing intensive Option · *For Sale town home development* · *Live-Work town homes facing Carson Street* · *New mid-block intersection* · *Strong street grid promotes connectivity and neighborhood character* · *Limited first phase retail-restaurant/retail to follow in future phases as buying power is increased* · *May include relocation of Ralph's store and redevelopment of that site to a more intensive use* · *May catalyze redevelopment of other Carson/Avalon sites to create a strong and vibrant district*	24	8
Multi-Use Option · *For Sale town home development with some restaurant and retail expansion opportunity in early phases* · *Live-work town homes and retail facing Carson Street* · *New mid-block intersection* · *First phase retail encouraged, with additional restaurant and retail to follow* · *Ralph's store to remain and expand* · *May catalyze redevelopment of the Carson/Avalon sites to create a strong and vibrant district.*	34	2

SIDEWALK CONFIGURATION

Which sidewalk configuration would you prefer?	Yes
Option 1 *Existing with limited new parkway improvements*	1
Option 2 *Widen sidewalks by narrowing traffic lanes*	30
Option 3 *Widen sidewalks by using some of the private setback as parcels are developed*	5

STREET TREE PATTERN

Which street tree pattern do you prefer for Carson Street?	Yes
Option 1 *New Carrotwood trees between existing Carrotwood trees*	2
Option 2 *New open branching shade trees between the Carrotwood trees*	0
Option 3 *All new open branching shade trees*	35
Option 4 *All new street trees – Alternating shade and Palm trees*	5

PARKWAYS AND MEDIANS

Which Parkway do you prefer for commercial/mixed-use districts on Carson Street?	Yes
Option 1 *Large tree wells with stabilized decomposed granite (walkable)*	5
Option 2 *Large landscaped tree wells*	18
Option 3 *Continuous parkway with grass (walkable)*	4

Which Median do you prefer on Carson Street?	Yes
Option 1 *Existing – freshened up with more consistent plantings*	11
Option 2 *City standard*	27

STREET LIGHTS

Would you like to have pedestrian-scale lights along the sidewalk on Carson Street?	Yes
Option 1 *No pedestrian-scale lights*	0
Option 2 *Add pedestrian-scale lights*	34

Would you like to change the roadway lights in the medians on Carson Street?	Yes
Option 1 *Keep existing roadway lights*	1
Option 2 *Replace them with new roadway lights*	27

CURB EXTENSIONS AND CROSSWALK PAVING

How would you like to use the future curb extensions on Carson Street?	Yes
Option 1 *Just provide more room for pedestrians and bus stop seating and make it easier to cross the street.*	15
Option 2 *Make the curb extensions longer and add landscaping (this may eliminate curbside parking spaces)?*	6

What kind of paving would you like at crosswalks?	Yes
Option 1 *Existing*	0
Option 2 *Zebra stripes – most visible to motorists; inexpensive*	5
Option 3 *Decorative concrete or other durable paving – more visible to motorists than 1; most expensive*	35

STREET FURNITURE

What street furniture would you like to have on Carson Street?	Yes
Bus stop seating	26
Benches or other seating in other locations	15
Trash receptacles	29
Bicycle racks	5

Would you like to see parks or public art on Carson Street?	Yes
Pocket parks or plazas to support commercial development along Carson Street	16
Pocket parks for families and children along Carson Street	7
A central town square on Carson Street	25
Public art integrated into streetscape improvements along Carson Street	20
Public Art – temporary exhibits	8

FOCUS DEVELOPMENT IN KEY LOCATIONS

Encourage development at key locations, that focuses on residential development, that will ecomically benefit Carson Street?

YES	NO
20	8

TYPICAL EXISTING CONDITION ALONG THE STREET

ONE: FOCUSED DEVELOPMENT

TWO:PHASED DEVELOPMENT

THREE: STREETSCAPE IMPROVEMENTS

INCREMENTAL DEVELOPMENT

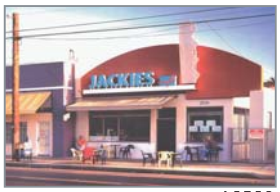
Encourage incremental developmpent that can be implemented with public funds as they become available?

YES	NO
31	0

BEFORE

BEFORE

BEFORE



AFTER

AFTER

AFTER

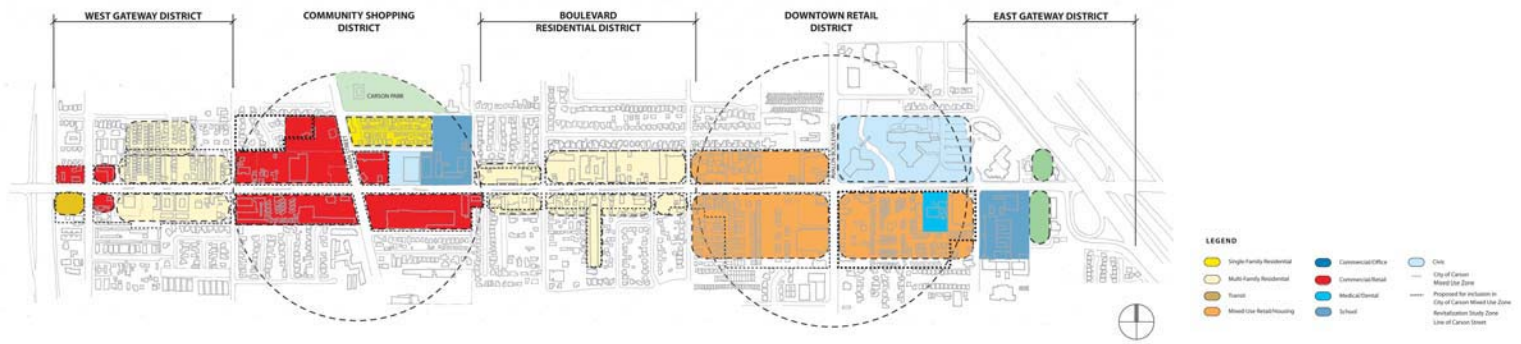
FACADE IMPROVEMENT / ENHANCEMENTS

Implement the facade improvement program for existing businesses?

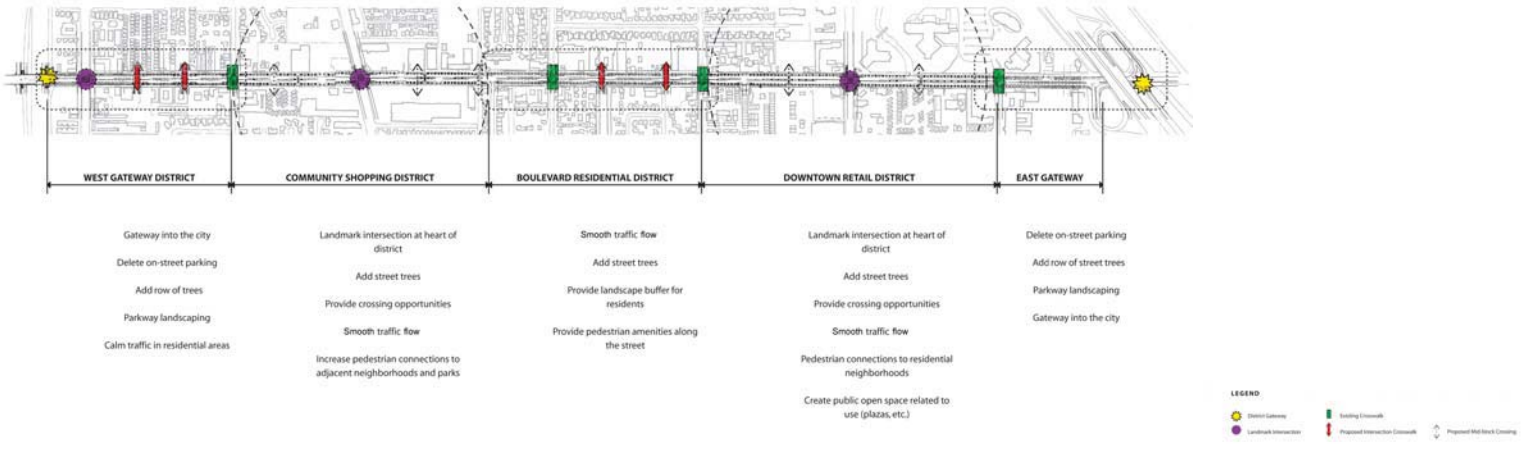
YES	NO
27	0

DEVELOPMENT STRATEGIES

LAND USE PLAN

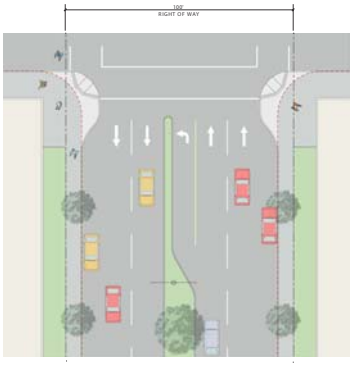


DISTRICT PLAN



STREETSCAPE PLAN

CONCEPT & VISION



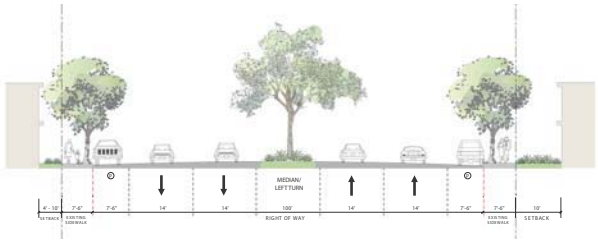
STREET CROSS SECTION
OPTION 1

EXISTING - ADD CURB EXTENSIONS AND IMPROVE PARKWAYS

OPTION 1 : KEY FEATURES

- NO CHANGE IN LANE WIDTHS.
- NO CHANGE IN WIDTH OF NARROW SIDEWALKS (3'-6").
- NO CHANGE IN WIDTH OF NARROW PARKWAYS (3'-6").
- EXISTING 4' - 10' WIDE PRIVATE SETBACKS WITH THE 4' NEXT TO THE SIDEWALK, REMAIN TYPICALLY LANDSCAPED.

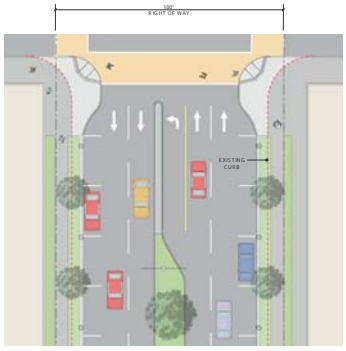
FUTURE 10' REQUIRED SETBACK ZONE CAN BE USED FOR LANDSCAPING, DINING OR OTHER USES.



Which sidewalk option do you prefer?

OPTION 1 -
Existing with curb extensions only.

1

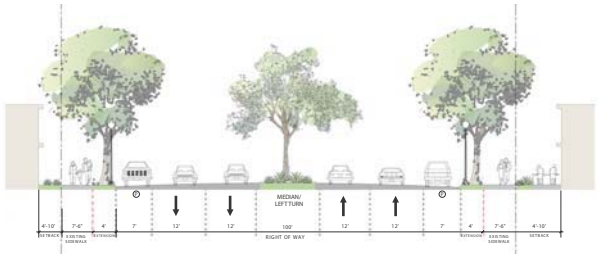


STREET CROSS SECTION
OPTION 2

WIDEN SIDEWALKS 4' INTO ROADWAY AND NEW CURB EXTENSIONS

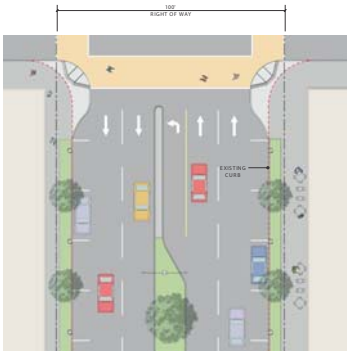
OPTION 2 : KEY FEATURES

- 12' INSTEAD OF 14' TRAFFIC LANES.
- WIDER SIDEWALKS (6').
- WIDER PARKWAYS (5'-6").
- EXISTING 4'-10' PRIVATE SETBACKS WITH 4' ZONE NEXT TO THE SIDEWALK (TYPICALLY LANDSCAPED), REMAINS OR IS CONVERTED TO SIDEWALK.
- FUTURE 10' REQUIRED SETBACK ZONES ON NEW DEVELOPMENTS CAN BE USED ENTIRELY FOR LANDSCAPING, DINING OR OTHER USES.
- CAN BE IMPLEMENTED ALL AT ONCE OR IN PHASES.



OPTION 2 -
Extend sidewalk into traffic lane, plus curb extensions.

30

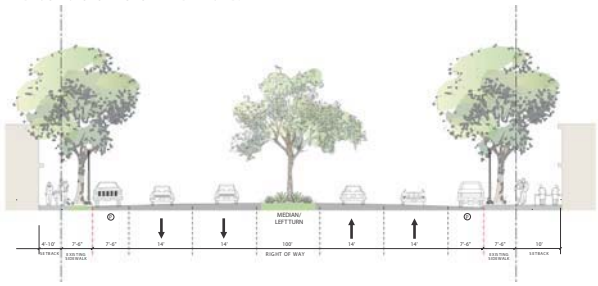


STREET CROSS SECTION
OPTION 3

WIDEN SIDEWALKS 4' INTO PRIVATE SETBACK AND NEW CURB EXTENSIONS

OPTION 3 : KEY FEATURES

- NO CHANGE IN LANE WIDTHS.
- WIDER SIDEWALKS (6').
- WIDER PARKWAYS (5'-6").
- EXISTING 4' - 10' WIDE PRIVATE SETBACK (TYPICALLY LANDSCAPED) WOULD BE CONVERTED TO SIDEWALK.
- 6' OF FUTURE 10' REQUIRED SETBACK ZONE CAN BE USED FOR LANDSCAPING, DINING OR OTHER USES.
- WOULD BE IMPLEMENTED OVER A LONG PERIOD OF TIME, IN SCATTERED LOCATIONS AS PARCELS ARE REDEVELOPED.



OPTION 3 -
Extend sidewalk into landscape setback, plus curb extensions.

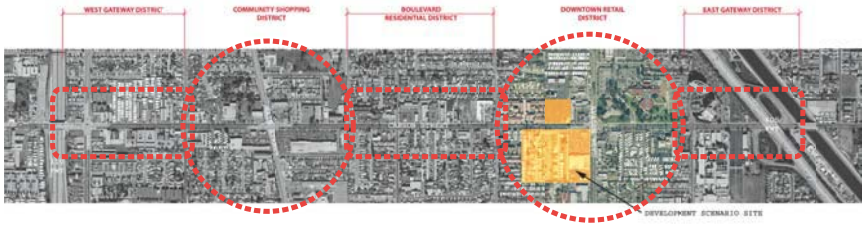
5

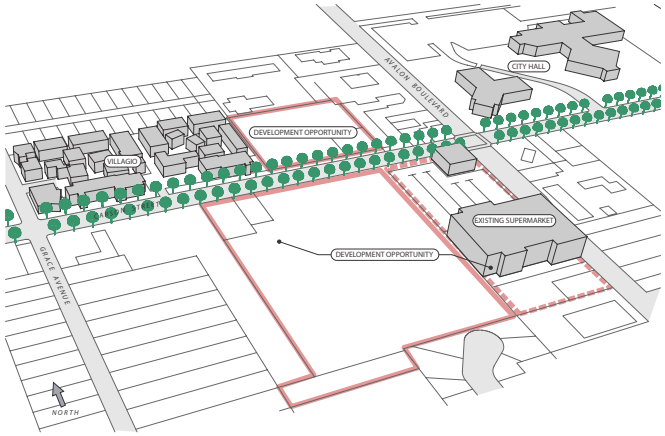
KEY FEATURES OF ALL OPTIONS

- NO CHANGE IN 100' WIDE RIGHT OF WAY.
- NO CHANGE IN NUMBER OF TRAFFIC LANES: 2 TRAFFIC LANES WITH A DEDICATED PARKING LANE IN EACH DIRECTION BETWEEN AVALON BOULEVARD AND FIGUEROA STREET.
- NO CHANGE IN RAISED MEDIAN LOCATIONS, BUT MEDIANS MAY BE RE-LANDSCAPED.
- CURB EXTENSIONS AT CORNER AND MID-BLOCK CROSSWALKS.
- OPPORTUNITY FOR NEW PEDESTRIAN-SCALE STREET LIGHTS.

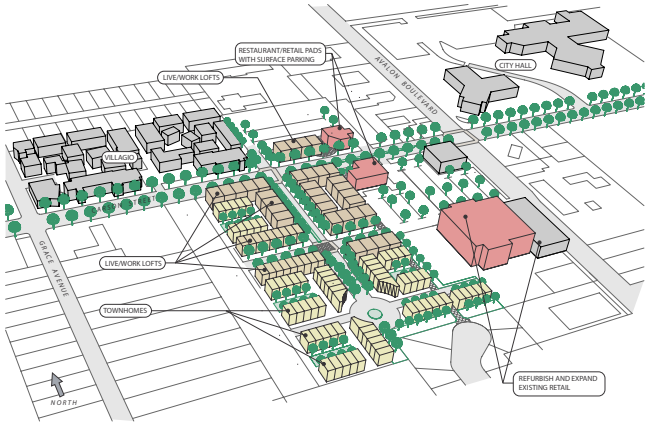
STREET CROSS SECTION OPTIONS

patricia smith, ASLA, AICP
meyer, mohaddes associates
norris, repke, engineering
keyser marston associates
sussman/prejza&co., inc
studio one eleven
at Perkowitz+Ruth Architects

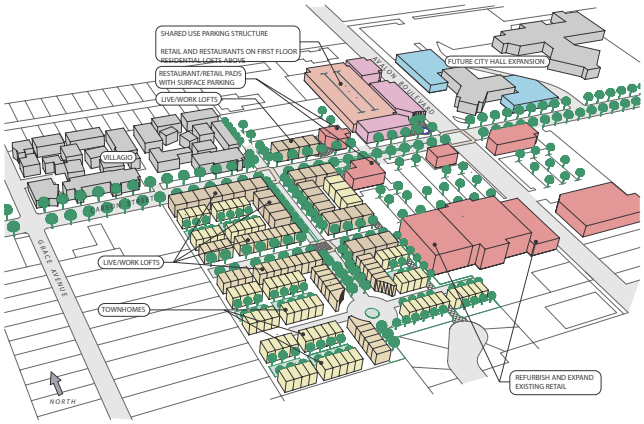




EXISTING CONDITIONS



DEVELOPMENT SCENARIO 1A



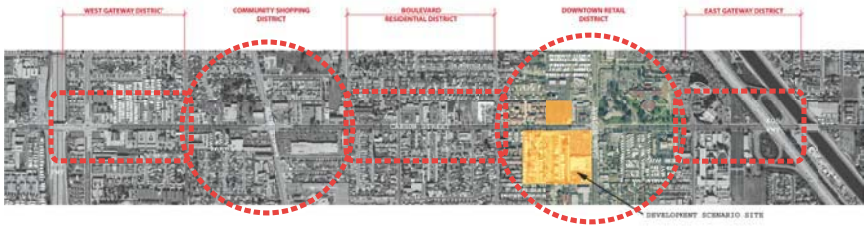
DEVELOPMENT SCENARIO 1B

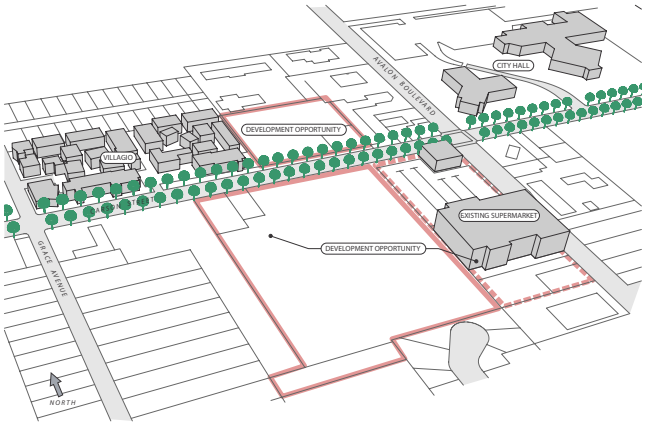
DOWNTOWN DISTRICT - MULTI-USE OPTION

- *For Sale townhome development with some restaurant and retail expansion opportunity in early phases*
- *Live-Work townhomes and retail facing Carson Street*
- *New mid-block intersection*
- *First phase retail encouraged, with additional restaurant and retail to follow*
- *Ralphs store to remain and expand*
- *May catalyze redevelopment of the Carson/Avalon sites to create a strong and vibrant district*

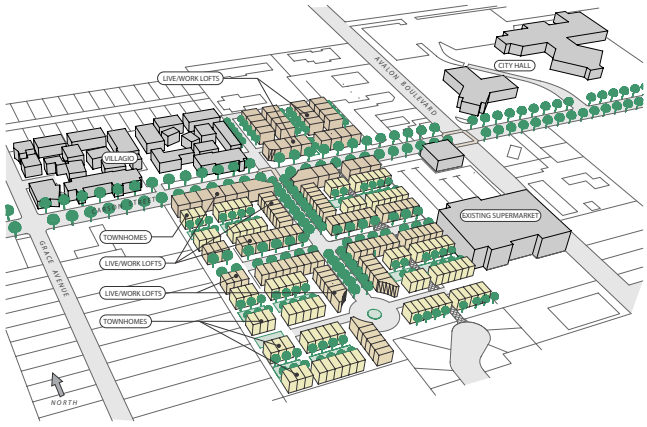
Is this a development scenario that you can support?

YES	NO
34	2

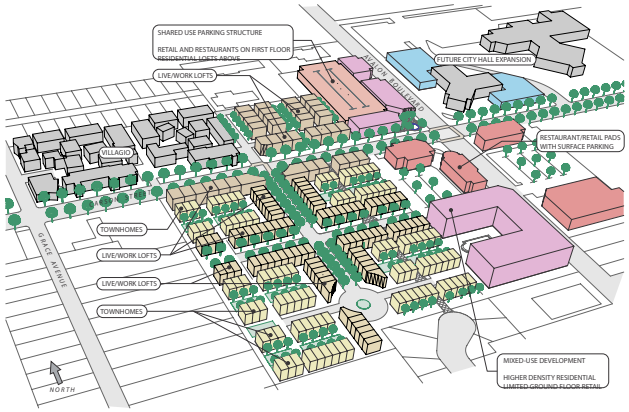




EXISTING CONDITIONS



DEVELOPMENT SCENARIO 2A



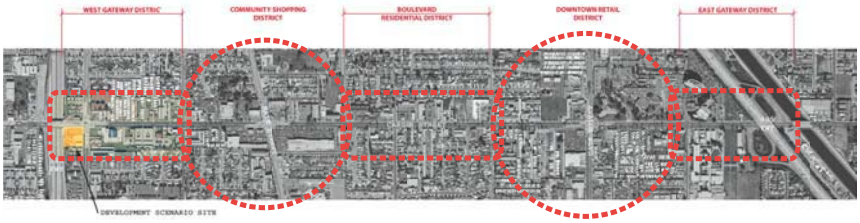
DEVELOPMENT SCENARIO 2B

DOWNTOWN DISTRICT - HOUSING INTENSIVE OPTION

- *For -Sale Townhome development*
- *Live-Work Townhomes facing Carson Street*
- *New mid-block intersection*
- *Strong street grid promotes connectivity & neighborhood character*
- *Limited first phase retail - restaurant /retail to follow in future phases as buying power is increased*
- *May include relocation of Ralphs store and redevelopment of that site to a more intensive use*
- *May catalyze redevelopment of other Carson/Avalon sites to create a strong and vibrant district*

Is this a development scenario that you can support?

YES	NO
24	8

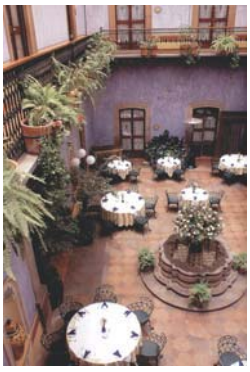


- *Flats above Restaurant*
- *18-22 Dwelling Units per acre*
- *Height: 45-55 Feet*
- *Gated / Secure resident parking in Structure*
- *Customer Parking for Restaurant at Ground Level in Structure*

PROPOSED SITE PLAN - GROUNDFLOOR

PROPOSED SITE PLAN - THIRD FLOOR

EXISTING SITE CONDITIONS

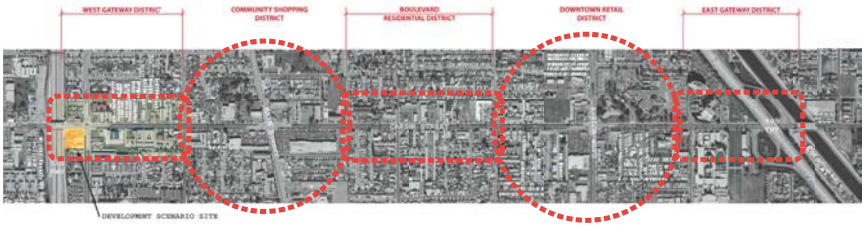


PROPOSED RENDERING

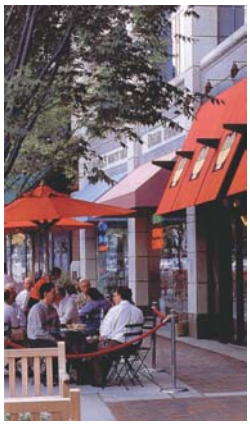
Is this a development scenario that you can support?

YES	NO
13	23

GATEWAY DEVELOPMENT - OPTION 1



- *Flats above Live-Work Lofts*
- *10-12 Dwelling Units per acre*
- *Height: 35-45 Feet*
- *Gated / Secure resident parking at Grade or in Unit*
- *Customer Parking for Restaurant at Grade*



PROPOSED SITE PLAN

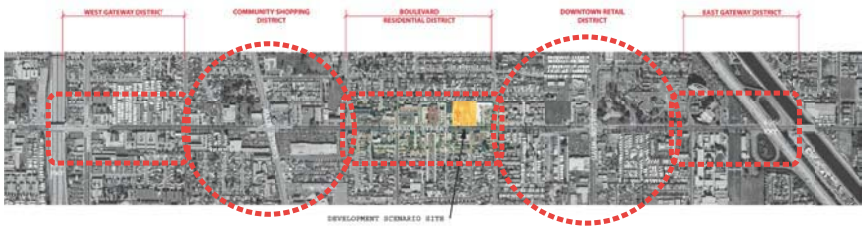
EXISTING SITE CONDITIONS

PROPOSED RENDERING

Is this a development scenario that you can support?

YES	NO
35	12

GATEWAY DEVELOPMENT - OPTION 2



PROPOSED SITE PLAN

EXISTING CONDITIONS

PROPOSED HOUSING

- *Townhouses around a Central Commons*
- *Live-Work Loft units along Carson Street*
- *18-20 Dwelling Units per acre*
- *Height: 35-45 Feet*
- *Resident Parking in unit*
- *Visitor Parking along the Commons*

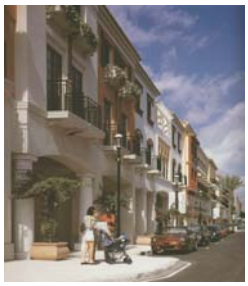
Is this a development scenario that you can support?

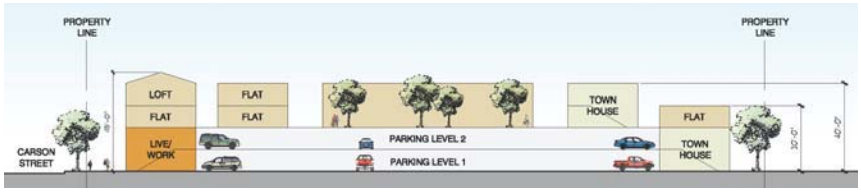
YES	NO
11	23

BOULEVARD HOUSING - OPTION 1

- *Stacked Townhouses and Flats*
- *Live-Work Loft units along Carson Street*
- *35-40 Dwelling Units per acre*
- *Height: 35-45 Feet*
- *Resident and Guest parking in Parking Structure*
- *Courtyard at Podium Level*

PROPOSED SITE PLAN





PROPOSED BUILDING SECTION

Is this a development scenario that you can support?

YES	NO
31	6

EXISTING CONDITIONS

PROPOSED HOUSING

BOULEVARD HOUSING - OPTION 2

Close-Up View of Typical Sidewalk Cross Sections

Short Term-
Existing 4′ Setback

Long Term -
Future 10′ Setback

Property line

Existing curb

Existing curb

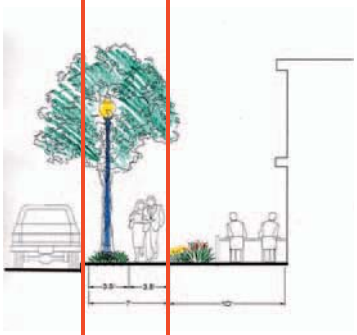
Property line

Street Cross Section Option 1
Existing with limited new parkway improvements

- Narrow walkway
- Sloping driveways in walkway
- Small trees

Can add:
- Pedestrian lights
- Infill trees
- Longer tree wells
- Plants in tree wells

Cost: Base

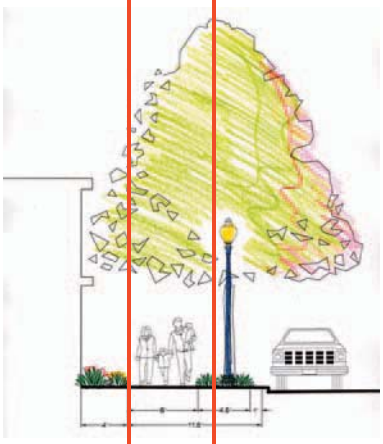


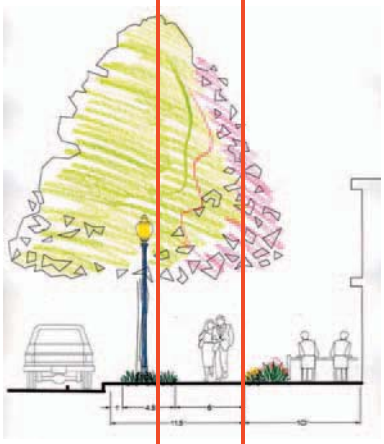
Street Cross Section Option 2
Widen sidewalks 4′ into roadway

- Can be constructed all at once or phased by street segment
- Wider walkways than Option 1
- Flat driveways in walkway
- Larger, healthier trees
- All of setback available for private use

Can add:
- Pedestrian lights
- Wider, longer tree wells AND room to access parked cars
- Plants in tree wells.

Cost: Base + $1 million



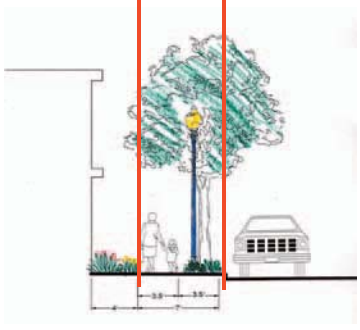


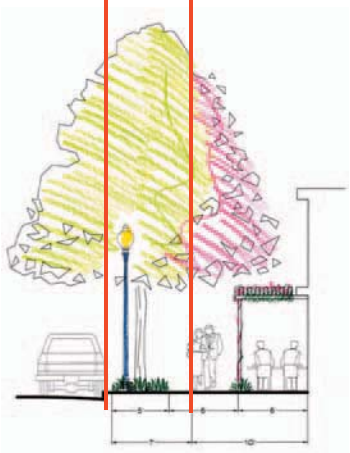
Street Cross Section Option 3
Widen sidewalks 4′ into private setback as parcels are redeveloped

- Will be constructed over a long period of time in scattered locations.
- Eventually there will be:
- Wider walkways than Option 1
- Flat driveways in walkways
- Larger, healthier trees

Can add:
- Pedestrian lights
- Slightly wider, longer tree wells
- Plants in tree wells.

Cost: Base + $1 million + coordination





SIDEWALK CROSS SECTIONS

patricia smith, ASLA, AICP
meyer, mohaddes associates
norris, repke, engineering
keyser marston associates
seesman/prejza&co., inc
studioneleven
at Perkowitz+Ruth Architects

Characteristics of a Sustainable Tree

A sustainable tree for Carson Street should:

1. Be big enough to provide a) shade for pedestrians and parked cars and b) a sense of scale to the street.
2. Have a single central leader that will grow up quickly and provide clearance for pedestrians, trucks and business signs. A moderate to fast growing tree with a strong central leader can be pruned up above first-story business signs (10') within a few years of planting.
3. Be hardy enough to withstand pollution, heat, glare and other urban conditions.
4. Have roots that can thrive in the size of tree well that can be accommodated on the 12' wide sidewalks, that is, a 5' or 6' wide by 10' or 12' long tree well.
5. Have an open branching structure that allows light and some visibility through the canopy and requires little pruning.

Mexican Fan Palms, when they grow taller, will be visible from a distance, contributing to the identity of the Business District, but provide little shade or scale to the street.

Small trees (20' tall or so, like Crape Myrtles) provide shade, but not a sense of scale and tend to block business signs which are typically at a height of between 8' and 16'.

Medium to large trees (40' or so, like Mexican Sycamore and Chinese Flame trees, provide shade and a sense of scale and will grow up above business signs.

A combination of Mexican Fan Palms and medium-to-large canopy trees reinforce the identity of Carson Street as well as providing shade, scale and visible business signs.

When trees are appropriate to the conditions of the street and have the right conditions to thrive, they will provide shade, scale and visible business signs.

In this example, these sycamores, which are in both the sidewalks and medians, have grown tall enough that they could be pruned up above 2-story buildings, providing a canopy with filtered light on the sidewalk and complete visibility of signs..

A Sycamore just planted from a 24" box. It is about 10-12' tall. This is the smallest size a new street tree would be.

A Sycamore planted from a 24" box 3 year ago. It is in a 5' square tree well with a grate. The tree well can store 20 gallons of water and has been watered by a watering truck on a weekly basis.

A 10+ year old Sycamore in a parkway with an automatic irrigation system. The open branching structure allows filtered light onto the sidewalk and into the building, as well as views to and from the building.

The Right Conditions to Sustain Trees

In order for street trees to be healthy and grow quickly above business signs they need :

1. **Adequate soil volume for root growth**.

   Palms and very small trees like Crape Myrtles can survive with small (4' square) tree wells. Bigger trees need more space.

2. **Regular and adequate water** The average tree needs 20 gallons per week. Because there is concrete and asphalt all around, there is little opportunity for trees on Valley Boulevard to get water from other sources. In contrast, the trees in the parkways in front of your house, get water from lawn and other irrigation.

   The regularity of watering in most important during the years in which the tree is getting established, which may vary from 3 to 5 or more. After that, they still need water, but it can be less regular.

1. Normally, most of a tree's roots are with 2' of the surface and spread well beyond the canopy of the tree.

2. Because the soil under a concrete sidewalk is extremely compacted, the roots remain in the tree well and the tree becomes rootbound. The only place the roots can escape the tree well is between the soil and concrete, resulting in uplifted sidewalks. The uplifting is more pronounced for Ficus trees because they naturally have roots that grow on the surface.

Wide parkways with irrigation are best. The trees on the left were planted from 24" boxes a year and a half ago. On the right are mature trees in a parkway.

If parkways are not feasible or permitted, tree wells should be as large as possible and the trees should be watered regularly - either by an in-ground irrigation system or by a watering truck or hose.

A SUSTAINABLE TREE FOR CARSON STREET

Which street tree pattern do you prefer for Carson Street?

Select one of the following.

Option 1 - New Carrotwood Trees Between Existing Carrotwood Trees



+ Keeps existing trees; lower cost to install than Option 3 or 4.
- Trees are small - block business signs; old - limited life expectancy; space d far apart - not a lot of shade.

Put a dot here if you prefer Option 1:

2

Option 2 - New Bigger, Open-Branching Shade Trees Between the Carrotwood Trees



+ Keeps existing trees; lower cost to install than Option 3 or 4. Will provide more shade.
- Existing trees still small, old, far apart.

Put a dot here if you prefer Option 2:

0

Option 3 - All New Bigger, Open-Branching Shade Trees




+ Continous canopy will provide more shade and more consistent visual identity. If big tree wells and irrigation are provide, trees will grow quickly above business signs.
- Higher maintenance cost for pruning (offset by reduce cost for truck watering if in-ground irrigation is provided).

Put a dot here if you prefer Option 3:

35

Option 4 - All New Street Trees - Alternating Shade and Palm Trees



+ Consistent visual identity. If big tree wells and irrigation are provide, trees will grow quickly above business signs.
- Less shade than Option3; higher maintenance cost for pruning palms trees than Option 3.

Put a dot here if you prefer Option 4:

5

STREET TREE PATTERN

Which Parkway Do You Prefer for Commercial/Mixed Use Districts on Carson Street?

Option 1 - Large tree wells with stabilized decomposed granite (walkable)



+ Trees will grow more quickly above business signs and will be healthier.

Put a dot here if you prefer Option 1:

5

Option 2 - Large landscaped tree wells



+ Good visual identity when viewed from street; buffer between pedestrians and traffic; trees will grow more quickly and will be healthier.
- Higher maintenance cost..

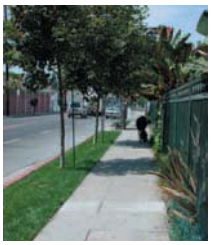
Note: Works best with Sidewalk Cross Section Option 2 which provides an 18" wide walkway next to the curb.

Put a dot here if you prefer Option 2:

18

Option 3 - Continuous parkway with grass (walkable)





+ Good visual identity when viewed from street; trees will grow more quickly and will be healthier.
- High maintenance cost..

Put a dot here if you prefer Option 3:

4

Which Median Do You Prefer on Carson Street?

Option 1 - Existing - freshened up with more consistent plantings




Put a dot here if you prefer Option 1:

11

Option 3 - City standard




Put a dot here if you prefer Option 2:

27

PARKWAYS AND MEDIANS

Would you like to have pedestrian-scale lights along the sidewalk on Carson Street?

Option 1 No pedestrian-scale lights

Put a dot here if you prefer Option 1:

0

Option 2 Add pedestrian-scale lights





Put a dot here if you prefer Option 2:

34

Would you like to change the roadway lights in the medians on Carson Street?

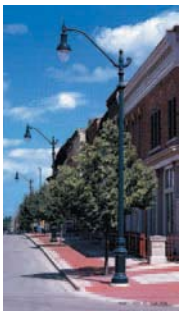
Option 1 Keep existing roadway lights


Put a dot here if you prefer Option 1:

1

Option 2 Replace them with new roadway lights






Put a dot here if you prefer Option 2:

27

STREET LIGHTS

How would you like to use the future curb extensions on Carson Street?

Option 1 Just provide more room for pedestrians and bus stop seating and make it easier to cross the street.



Put a dot here if you prefer Option 1:

15

Option 2 Make the curb extensions longer and add landscaping (this may eliminate curbside parking spaces).



Put a dot here if you prefer Option 2, but only if no parking spaces are eliminated::

6

Put a dot here if you prefer Option 2, and it's OK to eliminate a few parking spaces:

5

What kind of paving would you like at crosswalks?

Option 1 Existing

Put a dot here if you prefer Option 1:

0

Option 2 Ladder stripes - most visible to motorists; inexpensive



Put a dot here if you prefer Option 2:

5

Option 3 Decorative concrete or other durable paving - more visible to motorists than 1; most expensive



Put a dot here if you prefer Option 3:

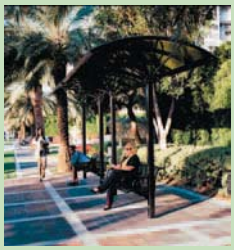
35

CURB EXTENSIONS AND CROSSWALK PAVING

What street furniture would you like to have on Carson Street?

Put a dot in the box next to the type of furniture you would like to see more of on Carson Street.

Bus stop seating

26

Benches or other seating in other locations



15

Trash receptacles





29

Bicycle racks



5

Other - list:

STREET FURNITURE

patricia smith, ASLA, AICP
meyer, mohaddes associates
norris.repke, engineering
keyser marston associates
sussman/prejza&co., inc
studio one eleven
at Perkowitz+Ruth Architects

Would you like to see parks or public art on Carson St.?

Put a dot in the box next to each type of improvement you would like see.
The photos are examples from other cities, not exactly what you might select for Carson Street.

1. Pocket parks or plazas to support commercial development along Carson Street



16

2. Pocket parks for families and children along Carson Street



7

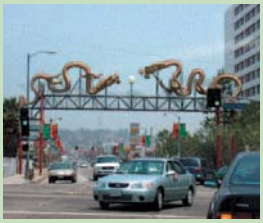
3. A central town square on Carson Street




25

If yes, where:

4. Public art integrated into streetscape improvements along Carson Street





20

5. Public Art - temporary exhibits




8

OPEN SPACE AND PUBLIC ART

Currently a freeway underpass forms a major entrance to the City of Carson. These areas are unused and without any graphics or lighting. Freeway underpasses could be enhanced to become part of a gateway experience. Color, graphics and lighting would all contribute to developing these spaces.

Do you support the creation of city entrance gateways using graphics and color?

YES
NO

CITY GATEWAY ENTRANCES

Banners and pole mounted graphic panels can be used decoratively and to publicize local events. They can highlight new additions to the city, and be part of holiday celebrations. Banners would be attached to existing light poles in the median.

Do you support the placement of banners and pageantry on Carson blvd.?

YES
NO

BANNERS/STREETSCAPE PAGEANTRY

A tower structure with graphic and lighting elements can make Carson visible to vehicles passing by the city. The tower would become a distinctive landmark in the city, while also helping to develop the city identity.

Do you support the placement of a city identity tower structure adjacent to major freeway offramps?

YES
NO

FREEWAY TOWER I.D. SIGN

COMMUNITY WORKSHOP 3
DATE: NOVEMBER 10, 2004 / TIME: 6:00 PM

The Third Community workshop was attended by about 80 participants from the Carson community. The Honorable Jim Dear, Mayor of Carson welcomed the participants. Sheri Repp-Loadsman, Carson Planning Manager outlined the project status, and introduced the city staff and consultant team to workshop attendees. The design team began their presentation with a summary of results from the second community workshop held on March 25, 2004. The presentation also focused on the general criteria for implementation of public improvements as well as private development options. This included a discussion of Circulation Strategy as well as Public Art.

Participants had the opportunity to indicate preferences in both Public Improvements and Private Development. Immediately following the first half of the presentation, the design team held a question and answer session, where audience members raised questions to clarify streetscape issues outlined in the presentation. A similar opportunity was also available at the end of the presentation regarding private development options. Workshop participants completed a four-page questionnaire indicating their preferences on the implementation strategy of the Master Plan. They also had opportunities to complete comment cards to provide their opinion of the workshop process itself.

Participant preferences are summarized below

- **STREETSCAPE / LANDSCAPE**
  - Streetscape Improvements: Streetlights, Street Trees and Enhanced Crosswalks were identified as the top three preferred improvements once sidewalks had been widened in appropriate locations.
  - Street Trees: The Chinese Flame was identified as the most preferred street tree by more than a third of the participants. The Pink Cedar and the London Plane Tree were also preferred as alternatives by at least a quarter of other participants. More than a third preferred the same shade tree along the entire street.
  - Gateways Trees: Palm trees were preferred at the East and West Gateway Districts with more than 27% preferring the Date Palm to other alternatives.
  - Street Lights: Historical street lights (fourth option in questionnaire) were preferred over the others.
  - Cross-Walks: The Duratherm crosswalk option was preferred by almost 40% of participants. Enhanced crosswalks were preferred at all intersections rather than at major intersections only.

- **ENVIRONMENTAL GRAPHICS**
  - Sign Family: Sign Family 1 (with gentle curve) was the preferred choice.
  - Environmental Graphics: More than 80% of the participants supported the implementation of Environmental Graphics on Carson Street and Citywide.
  - Public Art: More than 80% of the participants supported the implementation of Public Art on Carson Street and more than 60% preferred the implementation Citywide.

- **DEVELOPMENT STRATEGY**
  - Residential First: More than four-fifths of participants supported the prioritization strategy of implementing residential development first.
  - Main Street: More than 80 % of participants supported the creation of a "Main Street" environment as well as the use of public funds to support this effort.
  - Commercial Rehabilitation Program: Participants agreed that the Commercial Rehabilitation Program can create a positive image along the Carson Street corridor and that they would recommend that business owners participate in the program.
  - Design Guidelines: Participants agreed that the enforcement of Design Guidelines would support the creation of a "Main Street" environment.

- **PHASING / IMPLEMENTATION**
  - Proposed Phasing: More than four-fifths indicated that they agreed with the proposed phasing as presented at the workshop.
  - Boulevard Residential District: Almost a quarter of the participants indicated that the Boulevard Residential District should be implemented in the first phase.
  - Downtown / East Gateway: The Downtown District and the East Gateway were equally considered as the next districts to be implemented by about a fifth of the participants.
  - Community Shopping District / West Gateway: The Community Shopping District and West Gateway were equally considered as the final two districts to be implemented.
  - Short-Term: In order of priority, commercial rehabilitation and streetscape improvements were identified as those that should be implemented immediately in the short-term
  - Intermediate-Term: Residential development and environmental graphics were considered as those that should be phased in over the intermediate term.
  - Long Term: The development of downtown is one that was considered as a long-term investment.

Which shade trees do you prefer? (Please list (1-4) in order of preference)

London Plane Trees — 25% — 3

Chinese Flame Trees — 35% — 1

Ginkgo Trees — 15% — 4

Pink Cedar Trees — 26% — 2

	Yes	No
Do you prefer one kind of shade tree along the entire street ?	34	19
Do you prefer different trees by district ?	24	23
Should there be palm trees at the gateways?	36	09

If you support palm trees at the gateways, which palm tree would you prefer? (Please select one)

Date Palm — 27

King Palm — 06

Queen Palm — 13

CROSSWALKS

Which type of paving do you prefer? (Please list (1-3) in order of preference)

28%

3

Ladder stripes

38%

1

Duratherm

34%

2

Concrete or pavers

	Yes	No
Would you prefer enhanced paving at all intersections ?	25	23
Would you prefer enhanced paving at major intersections only ?	21	24

LIGHTING

Which type of pedestrian lights do you prefer? (Please list (1-4) in order of preference)

16%

4

23%

3

29%

2

32%

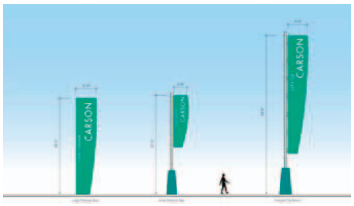
1

Once sidewalks are widened, which improvements are most important?
(Please list (1-8) in order of importance)

23% 2 Street trees	31% 1 Street lights	16% 4 Median landscaping	20% 3 Enhanced crosswalks
6 Bus stop furniture 10%	5 Environmental graphics 14%	7 Other street furniture 5%	8 Other 1%

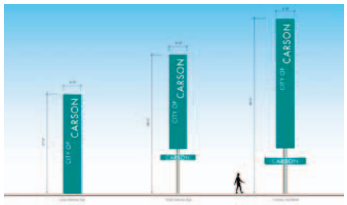
ENVIRONMENTAL GRAPHICS

Which sign family do you prefer? (Please select one)



32

Sign family 1



13

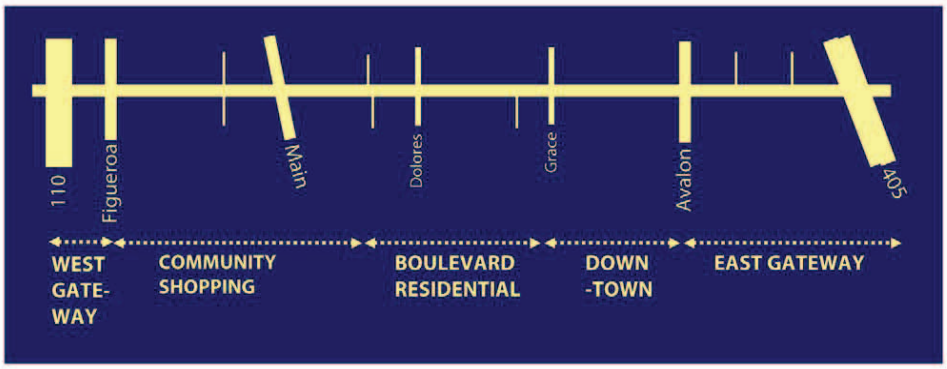
Sign family 2

	Yes	No
Would you support implementation of environmental graphics on Carson St. ?	46	06
Would you support implementation of environmental graphics citywide ?	45	09
Would you support implementation of public art on Carson Street ?	44	07
Would you support implementation of public art citywide ?	32	15

	Yes	No
■ **Do you support prioritization of residential development ("Residential First") to support commercial development along Carson Street?**	43	09
■ **Do you agree that the Commercial Rehabilitation (facade improvement) Program can create a positive impact along the Carson Street corridor?**	46	06
■ **Would you recommend that property and business owners along Carson Street participate in the Commercial Rehabilitation Program ?**	46	09
■ **Do you support the creation of a "Main Street" environment along Carson Street?**	44	06
■ **Do you agree that the enforcement of Design Guidelines will support the creation of a desired appearance of the buildings along Carson Street and contribute to the development of a "Main Street" environment?**	41	10
■ **Do you support the use of public funds to contribute to the development of a neighborhood serving "Main Street" along Carson Street?**	42	08

	Yes	No
Do you agree with the proposed phasing as presented to you?	41	8

If not, please list below in order (1-5) the phasing sequence that you would prefer for development of the districts along Carson Street.



1	BOULEVARD RESIDENTIAL	24.3%
2	DOWNTOWN	20.2%
3	EAST GATEWAY	19.7%
4	COMMUNITY SHOPPING	18.8%
5	WEST GATEWAY	17.0%

In your opinion, what are the top five priorities for the development of Carson Street? In which years should this development occur, short term (S/T), intermediate (I), or long term (L/T)?

	DEVELOPMENT PRIORITIES	YEAR
1	COMMERCIAL REHABILITATION	ST
2	LANDSCAPING (CROSSWALK, WALKWAYS, TREES)	ST
3	RESIDENTIAL DEVELOPMENT	INT
4	ENVIRONMENTAL GRAPHICS	INT
5	DOWNTOWN	LT

KEYSER MARSTON ASSOCIATES INC.

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LOS ANGELES, CALIFORNIA 90071
PHONE: 213/622-8095
FAX: 213/622-5204
WWW.KEYSERMARSTON.COM

MEMORANDUM

To: Allan Pullman, Principal
Studio One Eleven

From: James Rabe
Kevin Engstrom

cc: Farooq Ameen, Associate Planner

Date: April 23, 2004

Subject: Carson Street Pro Forma Review

Pursuant to your request, Keyser Marston Associates, Inc. (KMA) evaluated the development feasibility of prototypical projects along the Carson Street Corridor (Corridor). As part of this analysis, KMA conducted a brief review of the current market conditions in the area. Based on this review and KMA's experience with similar development proposals in the region, pro forma analyses were prepared for four alternative projects. The alternatives evaluated are:

Option A: Carson and Grace - Assumes the development of 56 for-sale units on a 2.81-acre site.

Option B: Carson and Grace - Utilizing the same 2.81-acre site, this option assumes 135 for-sale residential units.

Option C: Carson and Figueroa - Assumes the development of 50 for-rent residential units and 4,000 square feet of retail on a 1.15-acre site.

Option D: Carson and Figueroa - Assuming the same site utilized in Option C, this scenario assumes 22 for-sale residential units and 4,000 square feet of retail.

LIMITING CONDITIONS

In evaluating these alternatives, KMA separately analyzed the feasibility of development of the commercial and residential components of the alternative (if appropriate). The development and investment community examine for-sale residential projects differently than commercial projects, and KMA has adopted these conventions. Feasibility of commercial projects is measured on a return on cost basis; feasibility for for-sale residential projects is measured on a profit margin basis.

In preparing this analysis, KMA collected information from a number of sources, including Studio One Eleven, which provided the scope and layout of the projects. We have also reviewed market data reports and have contacted brokers and leasing agents in the market area. In addition, KMA reviewed our files with respect to developing cost factors for new construction and operating expense factors.

It should also be noted, that this evaluation is based upon only conceptual development programming. No detailed architect plans have been developed. Further, KMA has standardized the construction and development costs to provide for a consistent analysis. While these costs serve as a baseline for comparison purposes, actual cost may vary widely based on unforeseen conditions, final decision elements, and construction materials and finishes.

MARKET CONDITIONS

Along the Corridor is a mix of retail, institutional and residential land uses. Currently, it is limited to no industrial and office development on the Corridor. Given the nature of these land uses and the current character of the Corridor, development opportunities for these land uses will likely be limited in the future. Therefore, KMA conducted a brief market overview of the potential for retail and residential development. To gain an understanding of the current market conditions for these land uses, KMA compiled data from published data sources, reviewed our previous market research conducted for the City and contacted brokers active in the area. The results of this research are summarized below.

Retail

Currently, the retail uses along the Corridor are predominately local serving establishments and are a mix of locally owned stores and national chains. As shown in the attached Figure 1, there are a number of regional serving, large shopping centers in the Carson market area particularly along the 405 and 110 Corridors. Given the presence of these centers, the difficulty in

assembling large parcels and the lack of significant freeway frontage, the retail uses likely attracted to the Corridor will be local serving.

The local area around the Corridor is also characterized by low population densities and moderate incomes. The population within one mile of the intersection of Carson and Grace is 26,400, and the per capita income is approximately $15,500. The total income in the area is $410 million. This is significantly less than other well-developed commercial areas, as shown in Table 1. The other areas have substantially greater spending potential because of higher population densities, higher income or a combination thereof. The lower spendable income for the area will likely limit the type and the amount of retail activity that can occur in the Corridor.

As local serving retail is generally consistent with the existing retail along the Corridor, KMA contacted brokers active in the area to gain their understanding of the current market dynamics. According to the brokers and KMA's windshield survey, the vacancy levels along the Corridor are very low. However, while the vacancy levels are low, so are the rents. As KMA understands the situation, triple net (NNN) retail rents range around $1.50 per square foot, per month. The low rents are symptomatic of the lower level of spendable income that characterizes the area. These rent levels are likely insufficient to support the development of higher quality retail space.

Residential

KMA evaluated the current market conditions for both rental and for-sale residential development along the Corridor. Given the existing development patterns and density along the Corridor, KMA only evaluated the market opportunities for attached product. The for-sale residential market is currently very strong. For new projects, the units have sold at a very rapid pace and healthy prices. According to the Meyers Group, the Arbors at Avalon, which is a new for-sale, attached residential project in the City, sold for between $426,000 and $471,000 per unit. These prices equate to $257 to $322 per square foot, as the units range from 1,300 to 1,800 square feet. In addition to relatively high prices for these units, the absorption rate was a rapid 8.33 units per month. The existing for-sale, attached residential stock in the City is relatively old, with an average price of $219,000 for the typical two-bedroom unit. There are relatively few large-scale, for-rent residential projects in the City. A limited search by KMA identified rents in the City are approximately $1.50 per square foot for both one- and two-bedroom units.

SUMMARY

The land residual values for the options are summarized in the table below:

	Carson and Grace		Carson and Figueroa	
	Option A	**Option B**	**Option C**	**Option D**
Total Value	$4,749,000	$2,003,000	($689,000)	$628,000
Value Per Sq. Ft. of Land	$38.80	$16.40	($13.75)	$12.50

The results indicate the following:

1. The lower density residential project on a larger site (Option A) generates the greatest land value.

2. The land value for the larger sites is higher due in part to the economies of scale achieved for the construction costs.

3. The land value for higher density projects will likely be diminished by the shell costs, the cost of parking and the possibility that the unit pricing will be slightly lower than a lower density project. However, the higher density project could become more viable if housing prices continue to rise faster than inflation.

4. Currently, the retail component of the mixed-use projects is unlikely to support a significant land value.

5. The current apartment rents achievable in the City are likely inadequate to support new development.

At the present time, for-sale residential projects at a moderate density appear to be the most viable option.

TABLE 1

COMPARISON OF POPULATION AND INCOME
WITHIN ONE MILE OF SELECTED INTERSECTIONS
CARSON STREET CORRIDOR SPECIFIC PLAN
CARSON, CALIFORNIA

Intersection	Population	Per Capita Income	Total Income
Carson and Grace	26,408	$15,538	$410,300,000
Long Beach Ocean and Pine	41,322	$14,299	$590,900,000
Long Beach 7th and Orange	90,400	$16,778	$1,516,700,000
Santa Monica Ocean and Santa Monica	24,381	$40,778	$994,200,000
Monrovia Myrtle and Huntington	25,472	$20,255	$515,900,000
Sherman Oaks Ventura and Van Nuys	26,100	$42,260	$1,103,000,000

Prepared by: Keyser Marston Associates, Inc.
Filename: demo table: 4/23/2004; JAR

ATTACHMENT ONE

OPTION A

ATTACHMENT 1- TABLE 1

CONSTRUCTION COST ESTIMATE
CARSON/GRACE- OPTION A
56 MARKET RATE UNITS
CARSON STREET SPECIFIC PLAN
CARSON, CALIFORNIA

I. Direct Costs[1]					
On-Sites Costs	56	Units	$25,000 /Unit	$1,400,000	
Parking	0	SF	$0.00 /Sf	0	
Building Shell	100,800	Sf GBA	$80.00 /Sf	8,064,000	
Total Direct Costs					$9,464,000
II. Indirect Costs					
Architecture, Eng. & Consulting	6.0%	Direct Costs		$568,000	
Permits & Fees/Impact Fees [2]	100,800	SF	$15.00 /SF	1,512,000	
Taxes, Ins, Legal & Accig	3.0%	Direct Costs		284,000	
Marketing/Sales Office	56	Units	$9,000 /Unit	504,000	
Development Management	3.0%	Sales		891,000	
Contingency Allowance	5.0%	Direct Costs		473,000	
Total Indirect Costs					$4,032,000
III. Financing/Closing Costs					
Interest During Construction/Abs.[2]	56	Units	$19,100 /Unit	$1,068,000	
Loan Origination Fees	56	Units	$2,900 /Unit	162,000	
Closing Costs/Warranties[3]	56	Units	$22,500 /Unit	1,261,000	
Total Financing/Closing Costs					$2,491,000
IV. Total Construction Cost					$15,987,000
Construction Cost Per Unit					$285,500
Construction Cost Per Square Foot					$158.60

[1] Based on KMA's experience with similar projects in the region.
[2] Assumes 8.0% interest rate.
[3] Assumes commissions of 3.0% of sales, closing costst of 1.5% of sales and warranties of $4,000.

Prepared by: Keyser Marston Associates, Inc.
File name: Carson-Grace PF- Low Density; ResCost; 4/13/2004

ATTACHMENT 1- TABLE 2

PROJECTED SALES REVENUES
CARSON/GRACE- OPTION A
56 MARKET RATE UNITS
CARSON STREET SPECIFIC PLAN
CARSON, CALIFORNIA

	Number of Units	Unit Size	Price/Unit Base	Price/Unit Premium	Total
I. Market Rate Units					
Live Work Units	16 Units	1,800 /Unit	$390,000	$0 /Unit	$6,240,000
Townhomes	40 Units	1,800 /Unit	$420,000	$0 /Unit	16,800,000
Total/Average	56	1,800 /Unit	$411,429 /Unit		$23,040,000
II. Affordable Units					
Live Work Units	0 Units	1,800 /Unit	$0	/Unit	$0
Townhomes	0 Units	1,800 /Unit	$0	/Unit	0
Total/Average	0	0 /Unit	$0	/Unit	$0
III. Total Sales Revenues					$23,040,000

Prepared by: Keyser Marston Associates, Inc.
File name: Carson-Grace PF- Low Density; ResRevenues; 4/13/2004

ATTACHMENT 1- TABLE 3

LAND VALUE CALCULATION
CARSON/GRACE- OPTION A
56 MARKET RATE UNITS
CARSON STREET SPECIFIC PLAN
CARSON, CALIFORNIA

I. **Sales Revenues** [1]			
Market Rate Units		$23,040,000	
Affordable Units		0	
Total Sales Revenues			$23,040,000
II. **Construction Costs**			
Construction Costs [2]		$15,987,000	
Developer Profit [3]	10.0% Revenues	2,304,000	
Total Construction Cost			$18,291,000
III. **Supportable Land Value**			
Per Unit			$4,749,000
Per Square Foot			$84,800
			$38.80

[1] See ATTACHMENT 1- TABLE 2
[2] See ATTACHMENT 1- TABLE 1
[3] Reflects threshold Developer return identified in the Developer's pro forma.

Prepared by: Keyser Marston Associates, Inc.
File name: Carson-Grace PF- Low Density; ResLndVl; 4/13/2004

ATTACHMENT TWO

OPTION B

ATTACHMENT 2- TABLE 1

CONSTRUCTION COST ESTIMATE
CARSON/GRACE- OPTION B
108 MARKET RATE UNITS
CARSON STREET SPECIFIC PLAN
CARSON, CALIFORNIA

I. Direct Costs[1]					
On-Sites Costs	108	Units	$20,000	/Unit	$2,160,000
Parking	135	Spaces	$12,000	/Sf	1,620,000
Building Shell	136,800	Sf GBA	$95.00	/Sf	12,996,000
Total Direct Costs					$16,776,000
II. Indirect Costs					
Architecture, Eng. & Consulting	6.0%	Direct Costs			$1,007,000
Permits & Fees/Impact Fees [2]	136,800	SF	$15.00	/SF	2,052,000
Taxes, Ins, Legal & Acctg	3.0%	Direct Costs			503,000
Marketing/Sales Office	108	Units	$8,000	/Unit	864,000
Development Management	3.0%	Sales			953,000
Contingency Allowance	5.0%	Direct Costs			839,000
Total Indirect Costs					$6,218,000
III. Financing/Closing Costs					
Interest During Construction/Abs.[2]	108	Units	$13,400	/Unit	$1,444,000
Loan Origination Fees	108	Units	$2,600	/Unit	276,000
Closing Costs/Warranties[3]	108	Units	$17,200	/Unit	1,861,000
Total Financing/Closing Costs					$3,581,000
IV. Total Construction Cost					$26,575,000
Construction Cost Per Unit					$246,100
Construction Cost Per Square Foot					$194.26

[1] Based on KMA's experience with similar projects in the region.
[2] Assumes 8.0% interest rate.
[3] Assumes commissions of 3.0% of sales, closing costst of 1.5% of sales and warranties of $4,000.

Prepared by: Keyser Marston Associates, Inc.
File name: Carson-Grace PF- High Density; ResCost; 4/13/2004

ATTACHMENT 2- TABLE 2

PROJECTED SALES REVENUES
CARSON/GRACE- OPTION B
108 MARKET RATE UNITS
CARSON STREET SPECIFIC PLAN
CARSON, CALIFORNIA

	Number of Units	Unit Size	Price/Unit Base	Price/Unit Premium	Total
I. Market Rate Units					
Live Work Units	14 Units	1,800 /Unit	$360,000	$0 /Unit	$5,040,000
Townhomes	22 Units	1,800 /Unit	$396,000	$0 /Unit	8,712,000
Flats	72 Units	1,000 /Unit	$250,000	$0 /Unit	18,000,000
Total/Average	108	1,267 /Unit	$294,000 /Unit		$31,752,000
II. Affordable Units					
Live Work Units	0 Units	1,800 /Unit	$0	/Unit	$0
Townhomes	0 Units	1,800 /Unit	$0	/Unit	0
Flats	0 Units	1,000 /Unit	$0	/Unit	0
Total/Average	0	0 /Unit	$0	/Unit	$0
III. Total Sales Revenues					$31,752,000

Prepared by: Keyser Marston Associates, Inc.
File name: Carson-Grace PF- High Density; ResRevenues; 4/13/2004

ATTACHMENT 2- TABLE 3

LAND VALUE CALCULATION
CARSON/GRACE- OPTION B
108 MARKET RATE UNITS
CARSON STREET SPECIFIC PLAN
CARSON, CALIFORNIA

I. Sales Revenues [1]			
Market Rate Units		$31,752,000	
Affordable Units		0	
Total Sales Revenues			$31,752,000
II. Construction Costs			
Construction Costs [2]		$26,575,000	
Developer Profit [3]	10.0% Revenues	3,174,000	
Total Construction Cost			$29,749,000
III. Supportable Land Value			$2,003,000
Per Unit			$18,500
Per Square Foot			$16.40

[1] See ATTACHMENT 2- TABLE 2
[2] See ATTACHMENT 2- TABLE 1
[3] Reflects threshold Developer return identified in the Developer's pro forma.

Prepared by: Keyser Marston Associates, Inc.
File name: Carson-Grace PF- High Density; ResLndVl; 4/13/2004

ATTACHMENT THREE

OPTION C

ATTACHMENT 3- TABLE 1

ESTIMATED CONSTRUCTION COST
FIGUEROA & CARSON STREET- OPTION C
CARSON, CALIFORNIA

I.	Land Acquisition	50,094	Square Feet	$0.00 /Sf			$0
II.	Direct Costs						
	Site Costs						
	Off-Site Work	$0	Allowance			$0	
	On-Site Work	50,094	Square Feet	$8.00 /Sf		401,000	
	Total Site Costs					$401,000	
	Building Costs			Shell	TI		
	Parking Structure	135	Spaces	$12,000 /Space	$0.00 /Sf	$1,620,000	
	Apartment Building	25,000	Square Feet	$75.00 /Sf	$0.00 /Sf	1,875,000	
	Retail- Build to Suit	4,000	Square Feet	$75.00 /Sf	$10.00 /Sf	340,000	
	Total Shell & TI Costs					3,835,000	
	Total Direct Costs						$4,236,000
III.	Indirect Costs						
	Architecture & Engineering	6.00%	Direct Costs			$254,000	
	Permits & Fees[1]	$13.75	/Sq. Foot	29,000 Sf		399,000	
	Txs./Ins./Lgl./Accing.	3.00%	Direct Costs			127,000	
	Leasing Commission	$4.00	/Sq. Foot	4,000 Sf		16,000	
	Development Management	3.00%	Direct Costs			127,000	
	Contingency	5.00%	Direct Costs			212,000	
	Total Indirect Costs						$1,135,000
IV.	Financing Costs						
	Building Only[2]	$5,651,000	Financed	7.50% Interest		$212,000	
	Financing Fees[3]	53,414,000	Financed	2.00 Points		68,000	
	Total Financing Costs						$280,000
V.	Total Construction Costs						$5,651,000

[1] Estimate needs to be reviewed by the City.
[2] Assumes 12 month construction period and average outstanding loan balance of 50%.
[3] Assumes 9.0% cap rate and a 70% loan to value ratio.

FINANCIAL ANALYSIS

KMA conducted a financial feasibility analysis of each option, with the results of these analyses summarized below.

Option A: Carson and Grace

Option A contemplates developing 56 units on a 2.81-acre site. At a density of 19.9 units per acre, the units would be a mix of sixteen 1,800 square foot live work units and forty 1,800 square foot townhome units. The key assumptions utilized in this analysis are summarized below.

Cost Assumptions

As shown in Attachment 1 - Table 1, the construction costs for Option A are estimated at $15.99 million, which equates to $285,500 per unit or $159 per square foot. The key cost assumptions include:

1. Site costs of $25,000 per unit, which is in-line with projects of a similar density in the region.

2. No additional parking costs are assumed, as a structure is not proposed for the project.

3. Building shell costs of $80 per square foot. These costs do not assume prevailing wage. KMA estimated the shell costs based on the net saleable square footage.

4. The indirect and financing costs are based on typical industry standards.

Revenue Assumptions

As shown in Attachment 1 - Table 2, the total sales revenue for Option A is estimated at $23.04 million, which assumes the following:

Unit	Sales Price	Price/Square Foot	Total
Live/Work - 16 Units	$390,000	$217	$6,240,000
Townhomes - 40 Units	$420,000	$233	$16,800,000

Revenue Assumptions

As shown in Attachment 2 - Table 2, the total sales revenue for Option A is estimated at $23.04 million, which assumes the following:

Unit	Sales Price	Price/Square Foot	Total
Live/Work - 14 Units	$360,000	$200	$5,040,000
Townhomes - 22 Units	$396,000	$220	$8,712,000
Flats - 72 Units	$250,000	$250	$18,000,000

The sales prices for these units are slightly lower than Option A, due to the building configuration (three stories) and parking options.

Land Residual Value

To estimate the land residual value, KMA assumed a reasonable and prudent developer would require a profit equal to 10% of revenues. As shown in Attachment 2 - Table 3, the supportable land value for Option B is $2.0 million, which equates to $18,500 per unit or $16 per square foot of land.

Option C: Carson and Figueroa

Option C contemplates developing 25 units on a 1.15-acre site. At a density of 21.7 units per acre, the units would be all for-rent flats. In addition, the development would include 4,000 square feet of retail space. The key assumptions utilized in this analysis are summarized below:

Cost Assumptions

As shown in Attachment 3 - Table 1, the construction costs for Option C are estimated at $5.65 million, which equates to $195 per square foot. The key cost assumptions include:

1. Site costs of $8.00 per unit, which is in-line with other mixed-use projects of a similar density in the region.

2. Parking costs of $12,000 per space are assumed, as a structure is proposed for the project.

Cost Assumptions

As shown in Attachment 4 - Table 1A, the construction costs for the Option D residential are estimated at $2.40 million, which equates to $199,800 per unit or $200 per square foot. The retail cost estimates are shown in Attachment 4 - Table 1B. The construction costs are estimated at $471,000, $118 per square foot. The key cost assumptions include:

1. All of the site costs have been allocated to the residential pro forma at $25,000 per unit. These costs do not reflect the added costs of the parking lot for the project, which is estimated at $3,500 per space. Therefore, the total site and parking costs for the project are $531,000, which equates to $10.60 per square foot, which is in-line with other mixed-use projects developed in the region.

2. Building shell costs of $80 per square foot for the residential and $75 per square foot for the retail. These costs do not assume prevailing wage. KMA estimated the shell costs based on the net saleable square footage.

3. The indirect and financing costs are based on typical industry standards.

Revenue Assumptions

As shown in Attachment 4 - Table 2, the total residential sales revenue for Option D is estimated at $23.04 million, which assumes the following:

Unit	Sales Price	Price/Square Foot	Total
Flats - 14 Units	$220,000	$275	$1,320,000
Townhomes - 22 Units	$300,000	$250	$1,800,000

In addition to the residential sales revenue, KMA estimated the NOI for the retail at $75,800 annually. This NOI estimate is based on rents of $1.75 per square foot.

Land Residual Value

To estimate the land residual value generated by the residential, KMA assumed a reasonable and prudent developer would require a profit equal to 10% of revenues. In addition, KMA assumed the Developer would require a return on investment of 11% for the retail component. As shown in Attachment 4 - Table 3, the supportable land value generated by the project is $628,000, which equates to $13 per square foot of land.

SUMMARY

The land residual values for the options are summarized in the table below:

	Carson and Grace		Carson and Figueroa	
	Option A	**Option B**	**Option C**	**Option D**
Total Value	$4,749,000	$2,003,000	($689,000)	$628,000
Value Per Sq. Ft. of Land	$38.80	$16.40	($13.75)	$12.50

The results indicate the following:

1. The lower density residential project on a larger site (Option A) generates the greatest land value.

2. The land value for the larger sites is higher due in part to the economies of scale achieved for the construction costs.

3. The land value for higher density projects will likely be diminished by the shell costs, the cost of parking and the possibility that the unit pricing will be slightly lower than a lower density project. However, the higher density project could become more viable if housing prices continue to rise faster than inflation.

4. Currently, the retail component of the mixed-use projects is unlikely to support a significant land value.

5. The current apartment rents achievable in the City are likely inadequate to support new development.

At the present time, for-sale residential projects at a moderate density appear to be the most viable option.

ATTACHMENT 3- TABLE 2

ESTIMATED NET OPERATING INCOME
FIGUEROA & CARSON STREET- OPTION C
CARSON, CALIFORNIA

Retail					
I.	**Rental Income**				
	Retail- Build to Suit	4,000 Sf	$21.00 /Sf	84,000	
	Gross Retail Income				$84,000
	CAM Recapture & Admin.	4,000 Sf	$0.00 /Sf	$0	
	(Less): Vacancy & Collection	5.00%	Retail Space Income & CAM	($4,000)	
	Effective Gross Income				$80,000
II.	**Operating Expenses**				
	Management Fee	3.00%	Effective Gross Income	($2,000)	
	Reserves	2.00%	Effective Gross Income	(2,000)	
	Total Expenses				($4,000)
III.	**Retail Net Operating Income**				$76,000

Apartment					
I.	**Rental Income**				
	Apartment Units	25 Units	$1,750 /Unit/mo.	$525,000	
	Laundry & Miscellaneous	25 Units	$10 /Unit	3,000	
	Gross Apartment Income				$528,000
	(Less): Vacancy and Collection	5.0%	Gross Apartment Income	($26,000)	
	Gross Effective Income				$502,000
II.	**Operating Expenses**				
	General Operating Expenses	$2,500 /Unit		($63,000)	
	Management	4.00%	of Gross Effective Income	(20,000)	
	Operating & Capital Reserves	1.50%	of Gross Income	(8,000)	
	Property Taxes	1.0%	of Apartment Value	(48,000)	
	Total Operating Expenses				($139,000)
III.	**Apartment Net Operating Income**				$363,000

Project Net Operating Income	$439,000

ATTACHMENT 3- TABLE 3

ESTIMATED PROJECT SURPLUS/(FEASIBILITY GAP)
FIGUEROA & CARSON STREET- OPTION C
CARSON, CALIFORNIA

I.	**Net Operating Income**		
	Retail Net Operating Income		
	Retail Threshold Return on Investment	$76,000	
	Retail Supportable Debt/Equity Investment	11.00%	
			$691,000
	Apartment Net Operating Income		
	Apartment Threshold Return on Investment	$363,000	
	Retail Supportable Debt/Equity Investment	8.50%	
			$4,271,000
	Total Supportable Debt/Equity Investment		$4,962,000
II.	**Total Development Costs**		($5,651,000)
III.	**Estimated Project Surplus/(Feasibility Gap)**		($689,000)
	Value Per Square Foot		($13.75)

ATTACHMENT FOUR

OPTION D

ATTACHMENT 4- TABLE 1A

CONSTRUCTION COST ESTIMATE
CARSON/FIGUEROA - OPTION D
12 MARKET RATE UNITS
CARSON STREET SPECIFIC PLAN
CARSON, CALIFORNIA

I. Direct Costs				
On-Sites Costs	12 Units	$25,000 /Unit	$300,000	
Parking	66 Spaces	$3,500 /Sf	231,000	
Building Shell	12,000 Sf GBA	$80.00 /Sf	960,000	
Total Direct Costs				$1,491,000
II. Indirect Costs				
Architecture, Eng. & Consulting	6.0% Direct Costs		$89,000	
Permits & Fees/Impact Fees [1]	12,000 SF	$15.00 /SF	180,000	
Taxes, Ins, Legal & Acctg	3.0% Direct Costs		45,000	
Marketing/Sales Office	12 Units	$9,000 /Unit	108,000	
Development Management	3.0% Sales		94,000	
Contingency Allowance	5.0% Direct Costs		75,000	
Total Indirect Costs				$591,000
III. Financing/Closing Costs				
Interest During Construction/Abs. [2]	12 Units	$8,600 /Unit	$103,000	
Loan Origination Fees	12 Units	$2,100 /Unit	25,000	
Closing Costs/Warranties [3]	12 Units	$15,700 /Unit	188,000	
Total Financing/Closing Costs				$316,000
IV. Total Construction Cost				$2,398,000
Construction Cost Per Unit				$199,800
Construction Cost Per Square Foot				$199.83

[1] City needs to review.

[2] Assumes 8.0% blended interest rate.

[3] Assumes commissions of 3.0% of sales, closing costst of 1.5% of sales and warranties of $4,000.

Prepared by: Keyser Marston Associates, Inc.
File name: Carson-Figueroa PF- Option D; ResCost; 4/13/2004

ATTACHMENT 4- TABLE 2A

PROJECTED SALES REVENUES
CARSON/FIGUEROA - OPTION D
12 MARKET RATE UNITS
CARSON STREET SPECIFIC PLAN
CARSON, CALIFORNIA

	Number of Units	Unit Size	Price/Unit Base	Price/Unit Premium	Total
I. **Market Rate Units**					
Flats	6 Units	800 /Unit	$220,000	$0 /Unit	$1,320,000
Townhomes	6 Units	1,200 /Unit	$300,000	$0 /Unit	1,800,000
Total/Average	12	1,000 /Unit	$260,000 /Unit		$3,120,000
II. **Affordable Units**					
Flats	0 Units	800 /Unit	$0	/Unit	$0
Townhomes	0 Units	1,200 /Unit	$0	/Unit	0
Total/Average	0	0 /Unit	$0	/Unit	$0
III. **Total Sales Revenues**					$3,120,000

Prepared by: Keyser Marston Associates, Inc.
File name: Carson-Figueroa PF- Option D; ResRevenues; 4/13/2004

ATTACHMENT 4- TABLE 3A

LAND VALUE CALCULATION
CARSON/FIGUEROA - OPTION D
12 MARKET RATE UNITS
CARSON STREET SPECIFIC PLAN
CARSON, CALIFORNIA

I. Sales Revenues [1]			
Market Rate Units		$3,120,000	
Affordable Units		0	
Total Sales Revenues			$3,120,000
II. Construction Costs			
Construction Costs [2]		$2,398,000	
Developer Profit	10.0% Revenues	312,000	
Total Construction Cost			$2,710,000
III. Supportable Retail Land Value			$218,000
IV. Supportable Land Value			$828,000
Per Unit			$52,300
Per Square Foot			$12.50

[1] See ATTACHMENT 4- TABLE 2A
[2] See ATTACHMENT 4- TABLE 1A

ATTACHMENT 4- TABLE 1B

ESTIMATED CONSTRUCTION COST
CARSON STREET SPECIFIC PLAN
CARSON, CALIFORNIA

I.	**Land Acquisition**					
	Land Acquisition	$0 Allowance			$0	
						$0
II.	**Direct Costs**					
	Site Costs					
	Off-Site Work	$0 Allowance			$0	
	On-Site Work	0 Square Feet	$0.00 /Sf		0	
	Total Site Costs				$0	
	Building Costs		Shell	TI		
	Retail	4,000 Square Feet	$75.00 /Sf	$10.00 /Sf	340,000	
	Total Shell & TI Costs				340,000	
	Total Direct Costs					$340,000
III.	**Indirect Costs**					
	Architecture & Engineering	6.00% Direct Costs			20,000	
	Permits & Fees[1]	$6.00 /Sq. Foot	4,000 Sf		24,000	
	Txs./Ins./Lgl./Acctng.	1.50% Direct Costs			5,000	
	Leasing Commission	$4.00 /Sq. Foot	4,000 Sf		16,000	
	Development Management	5.00% Direct Costs			17,000	
	Contingency	5.00% Direct Costs			17,000	
	Total Indirect Costs					$99,000
IV.	**Financing Costs**					
	Building Interest[2]	$471,000 Financed	8.00% Interest		$23,000	
	Financing Fees[3]	$461,000 Financed	2.00 Points		9,000	
	Total Financing Costs					$32,000
V.	**Total Construction Costs (Excluding Land)**					$471,000

1 City needs to verify estimate.
2 Assumes 1.0 year building period and 60% average outstanding loan balance.
3 Assumes 70% loan to value ratio.

ATTACHMENT 4- TABLE 2B

ESTIMATED NET OPERATING INCOME
CARSON STREET SPECIFIC PLAN
CARSON, CALIFORNIA

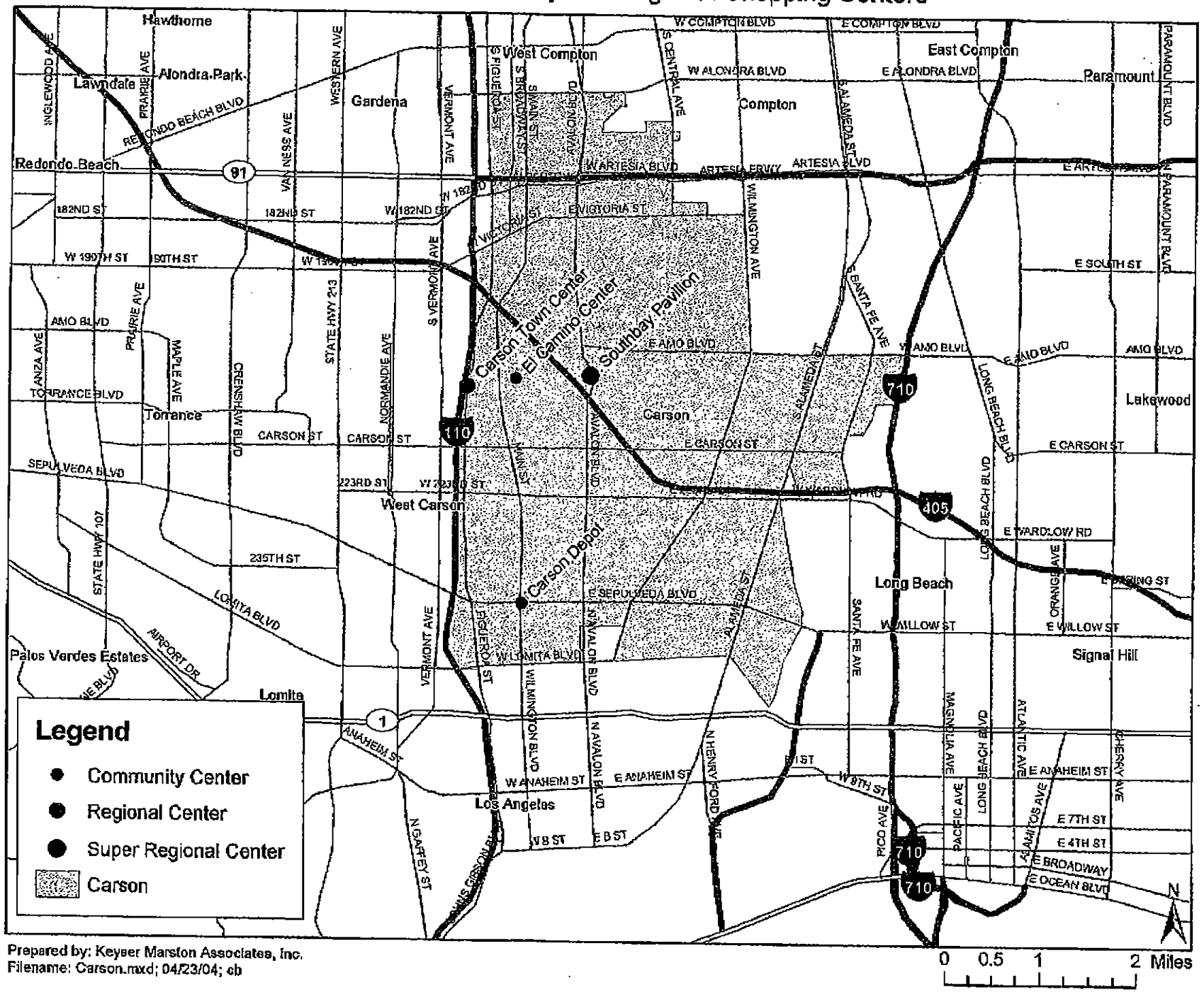
I.	Rental Income				
	Retail	4,000 Sf	$21.00 /Sf	$84,000	
	Gross Retail Income				$84,000
	(Less): Vacancy & Collection	5.00% Retail Space Income		(4,200)	
	Effective Gross Income				$79,800
II.	Operating Expenses				
	Management Fee	3.00% Effective Gross Income		($2,000)	
	Reserves	2.00% Effective Gross Income		(2,000)	
	Total Expenses				($4,000)
III.	Net Operating Income				$75,800

ATTACHMENT 4- TABLE 3B

ESTIMATED LAND RESIDUAL VALUE
CARSON STREET SPECIFIC PLAN
CARSON, CALIFORNIA

I.	**Net Operating Income**	
	Retail Net Operating Income	$75,800
	Retail Threshold Return on Investment	11.00%
	Retail Supportable Debt/Equity Investment	$689,000
II.	**Total Development Costs**	($471,000)
III.	**Residual Land Value**	**$218,000**

Carson Community and Regional Shopping Centers



Prepared by: Keyser Marston Associates, Inc.
Filename: Carson.mxd; 04/23/04; cb

The sales prices for the live/work units assume a slight price reduction due to their fronting on Carson Street. Overall, the pricing is relatively healthy, reflecting the strength of the Carson for-sale market.

Land Residual Value

To estimate the land residual value, KMA assumed a reasonable and prudent developer would require a profit equal to 10% of revenues. As shown in Attachment 1 - Table 3, the supportable land value for Option A is $4.75 million, which equates to $84,800 per unit or $39 per square foot of land.

Option B: Carson and Grace

Option B contemplates developing 108 units on the same 2.81-acre site utilized for Option A. At a density of 38.4 units per acre, the units would be a mix of sixteen 1,800 square foot live/work units, twenty-two 1,800 square foot townhome units, and seventy-two 1,000 square foot loft units. The key assumptions utilized in this analysis are summarized below:

Cost Assumptions

As shown in Attachment 2 - Table 1, the construction costs for Option B are estimated at $26.58 million, which equates to $246,100 per unit or $194 per square foot. The key cost assumptions include:

1. Site costs of $20,000 per unit, which is in-line with projects of a similar density in the region. These costs are lower than Option A due to the presence of a parking structure, which will incorporate a share of the site costs.

2. Parking costs of $12,000 per space are assumed, as a structure is proposed for the project.

3. Building shell costs of $95 per square foot reflects the relatively high density of the project. These costs do not assume prevailing wage. KMA estimated the shell costs based on the net saleable square footage.

4. The indirect and financing costs are based on typical industry standards.

3. Building shell costs of $75 per square foot. These costs do not assume prevailing wage. KMA estimated the shell costs based on the net rentable square footage.

4. The indirect and financing costs are based on typical industry standards.

Revenue Assumptions

As shown in Attachment 3 - Table 2, the total net operating income for the project is estimated at $439,000, which assumes the following:

1. Retail rents are estimated at $21.00 per square foot NNN ($1.75 per month).

2. Apartment rents are estimated at $1,750 per month ($1.75 per square foot). These rents reflect a premium for new product in the City.

3. A 5% vacancy factor is assumed for both the retail and the apartment.

4. The operating expenses are based on typical industry standards ($5,500 per apartment and 5% of revenues for retail).

Land Residual Value

To estimate the land residual value, KMA assumed a reasonable and prudent developer would require a return on costs for 11% for the retail component of the project and 8.5% on the apartments. Assuming these return requirements, the project income could support a total investment of $4.96 million. Consequently, as shown in Attachment 3 - Table 3, the supportable land value for Option C is a negative $689,000.

Option D: Carson and Grace

Option D contemplates developing 12 for-sale residential units and 4,000 square feet of retail on the same 1.15-acre site utilized for Option C. At a density of 10.4 units per acre, the units would be a mix of six 800 square foot flats and six 1,200 square foot townhomes. The key assumptions utilized in this analysis are summarized below:

KEYSER MARSTON ASSOCIATES INC.

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WWW.KEYSERMARSTON.COM

MEMORANDUM

To: Allan Pullman, Principal
Studio One Eleven

From: James Rabe
Kevin Engstrom
Ava H. Lee

cc: Farooq Ameen, Associate Planner
Margarita Cruz, City of Carson

Date: October 4, 2004

Subject: Carson Street Corridor – Land Value Calculation

Pursuant to your request, Keyser Marston Associates, Inc. (KMA) evaluated the residual land value of several potential development opportunities along the Carson Street Corridor. Studio One Eleven has provided the following development scopes and layout for four opportunity sites.

Site 1: West of Carson and Avalon On North Side of Carson	72 for-sale units on 2.3 acres
Site 2: Northwest Corner of Carson and Avalon	25,000 sf of retail on 2.1 acres
Site 3: Southwest Corner of Carson and Avalon	32,200 sf of new retail and 59,400 sf of existing retail on 6.6 acres
Site 4: West of Carson and Avalon On North Side of Carson	123 for-sale units or 223 for-sale units on 7.3 acres

LIMITING CONDITIONS

For the purposes of this analysis, feasibility of the commercial projects is measured on a return on cost basis; feasibility for for-sale residential projects is measured on a profit margin basis. This evaluation format is consistent with the development and investment community, thus the adoption of these standards by KMA.

In preparing this analysis, KMA collected information from a number of sources, including Studio One Eleven, which provided the scope and layout of the projects. We have also reviewed the KMA memorandum completed in April of 2004, to identify the market conditions in the area. Finally, we have reviewed our files with respect to developing cost factors for new construction and operating expense factors.

It should also be noted, that this evaluation is based upon only conceptual development programming. No detailed architect plans have been developed. Further, KMA has standardized the construction and development costs to provide for a consistent analysis. While these costs serve as a baseline for comparison purposes, actual cost may vary widely based on unforeseen conditions, final decision elements, and construction materials and finishes.

RESIDUAL LAND VALUE ANALYSES

KMA conducted a residual land value analysis of each site and option, with the results of these analyses summarized below.

Site 1

Site 1 contemplates developing 72 for-sale units on a 2.3-acre site. At a density of 31.4 units per acre, the units would be a mix of six 1,800 square foot live work units, sixteen 2,000 square foot townhome units, forty-four 1,200 square foot flats, and six 1,600 square foot loft units. The key assumptions utilized in this analysis are summarized below.

Cost Assumptions

As shown in Attachment 2 - Table 1, the construction costs for Site 1 are estimated at $19.0 million, which equates to $264,400 per unit or $181 per square foot. The key cost assumptions include:

1. Site costs of $20,000 per unit, which is in-line with projects of a similar density in the region.

2. Parking is assumed to be semi-subterranean at $12,000 per stall.

3. Building shell costs are assumed to be $95 per square foot of building. These costs do not assume prevailing wage. KMA estimated the shell costs based on the net saleable square footage. The building costs are slightly higher than typical to reflect the high-density levels.

4. The indirect and financing costs are based on typical industry standards. Of particular importance are the insurance costs required for this type of residential product. KMA has found that the cost of insuring attached housing has increased significantly in the past few months. This is particularly true for attached housing that has units above one another. KMA estimated the insurance cost at $15,000 per unit for all of the residential development units.

Revenue Assumptions

As shown in Attachment 2 - Table 2, the total sales revenue for Site 1 is estimated at $22.6 million, which assumes the following:

Unit	Sales Price	Price/Square Foot	Total
Live/Work - 6 Units	$360,000	$200	$2,160,000
Townhomes - 16 Units	$400,000	$200	$6,400,000
Flats – 44 Units	$270,000	$225	$11,880,000
Lofts – 6 Units	$364,000	$228	$2,184,000

The sales prices for the above units reflect the market conditions study performed by KMA dated April 23, 2004. Overall, the pricing is relatively healthy, reflecting the strength of the Carson for-sale market.

Land Residual Value

To estimate the land residual value, KMA assumed a reasonable and prudent developer would require a profit equal to 10.0% of revenues. As shown in Attachment 2 - Table 3, the supportable land value for Site 1 is $596,000, which equates to $8,300 per unit or $6.00 per square foot of land.

Site 2

Site 2 considers developing 25,000 square feet of retail on a 2.1-acre site located at the northwestern corner of Carson Street and Avalon Boulevard. The key assumptions utilized in this analysis are summarized below:

Cost Assumptions

As shown in Attachment 3 - Table 1, the construction costs for Site 2 are estimated at $3.2 million, which equates to $127 per square foot of building. The key cost assumptions include:

1. Site costs of $4.00 per square foot of land.

2. Building shell and tenant improvement costs of $80 per square foot. These costs do not assume prevailing wage.

3. Contingency costs of 5.0% of other direct costs.

4. The indirect and financing costs are based on typical industry standards.

Revenue Assumptions

As shown in Attachment 3 - Table 2, the net operating income (NOI) for Site 2 is estimated at $494,000, which assumes the following:

1. Retail rents of $21.48 per square foot of building;

2. Reimbursed common area maintenance (CAM) charges of $3.00 per square foot of building;

3. 5.0% vacancy on shops; and

4. 5.0% of effective gross income (EGI) for operating expenses.

Land Residual Value

KMA computed the residual land value utilizing the return on investment methodology. This method assumes standard industry returns of NOI on project construction costs. Assuming a 11.0% return threshold and deducting the estimated construction costs of $3.2 million, the

residual land value is estimated to be $1.3 million, which equates to $14.67 per square foot of land.

Site 3

Site 3 contemplates developing 32,200 square feet of new retail and refurbishing 59,400 square feet of existing retail on a 6.6-acre site located at the southwestern corner of Carson Street and Avalon Boulevard. The key assumptions utilized in this analysis are summarized below:

Cost Assumptions

As shown in Attachment 4 - Table 1, the construction and rehabilitation costs for Site 3 are estimated at $6.2 million. The key cost assumptions include:

1. Site costs of $4.00 per square foot of land.

2. Building shell costs for new retail space to be $70 per square foot. These costs do not assume prevailing wage.

3. Refurbishment costs of $15.00 per square foot of building for existing space. These costs do not assume prevailing wage.

4. Contingency costs of 5.0% of other direct costs.

5. The indirect and financing costs are based on typical industry standards.

Revenue Assumptions

As shown in Attachment 4 - Table 2, the NOI for Site 3 is estimated at $1.3 million, which assumes the following:

1. Retail rents of $18.00 per square foot of building for the drug store, $22.20 for the Ralph's expansion, and $13.80 for the existing retail space;

2. Reimbursed CAM charges of $3.00 per square foot of building;

3. 5.0% vacancy; and

4. 5.0% of EGI for operating expenses.

Land Residual Value

Utilizing an 11.0% return on investment methodology, the residual land value is estimated to be $5.6 million, which equates to $19.57 per square foot of land.

Site 4 Option A

Site 4 Option A suggests developing 123 for-sale units on a 7.3-acre site. At a density of 16.8 units per acre, the units would be a mix of twenty-three 1,800 square foot live work units, seventy-seven 2,000 square foot townhome units, and twenty-three 1,500 square foot flats. The key assumptions utilized in this analysis are summarized below.

Cost Assumptions

As shown in Attachment 5 - Table 1, the construction costs for Site 4 Option A are estimated at $37.7 million, which equates to $306,200 per unit or $164 per square foot. The key cost assumptions include:

1. Site costs of $20,000 per unit, which is in-line with projects of a similar density in the region.

2. Building shell costs of $85 per square foot. These costs include the cost of on-grade private garages and do not assume prevailing wage. These costs reflect the lower density of this Project.

3. The indirect and financing costs are based on typical industry standards.

Revenue Assumptions

As shown in Attachment 5 - Table 2, the total sales revenue for Site 1 is estimated at $51.6 million, which assumes the following:

Unit	Sales Price	Price/Square Foot	Total
Live/Work - 23 Units	$396,000	$220	$9,108,000
Townhomes - 77 Units	$440,000	$220	$33,880,000
Flats – 23 Units	$375,000	$250	$8,625,000

The sales prices for the above units reflect the market conditions study performed by KMA dated April 23, 2004.

Land Residual Value

To estimate the land residual value, KMA assumed a profit equal to 11.0% of revenues. As shown in Attachment 5 - Table 3, the supportable land value for Site 4 Option A is $8.9 million, which equates to $72,700 per unit or $28.10 per square foot of land.

Site 4 Option B

Site 4 Option B contemplates developing 223 for-sale residential units on the same 7.3-acre site utilized for Option A. At a density of 30.5 units per acre, the units would include a mix of seventy-two 1,600 square foot lofts, seven 1,600 square foot live/work units, sixty-eight 1,500 square foot flats, and seventy-six 2,000 square foot townhomes. The key assumptions utilized in this analysis are summarized below:

Cost Assumptions

As shown in Attachment 6 - Table 1, the construction costs for Site 4 Option B are estimated at $70.4 million, which equates to $315,700 per unit or $185 per square foot. The key cost assumptions include:

1. Site costs of $20,000 per unit, which is in-line with projects of a similar density in the region.

2. Parking is assumed to be semi-subterranean for lofts, live/work, and flat units at $12,000 per stall.

3. Building shell costs of $95 per square foot. These costs include the cost of on-grade private garages for townhomes and do not assume prevailing wages.

4. The indirect and financing costs are based on typical industry standards.

Revenue Assumptions

As shown in Attachment 6 - Table 2, the total sales revenue for Site 4 Option B is estimated at $82.0 million, which assumes the following:

Unit	Sales Price	Price/Square Foot	Total
Lofts – 72 Units	$364,000	$228	$26,208,000
Live/Work - 7 Units	$320,000	$200	$2,240,000
Flats – 68 Units	$341,000	$228	$23,188,000
Townhomes - 76 Units	$400,000	$200	$30,400,000

The sales prices for the above units reflect the high density of this alternative and are approximately 10.0% lower than the prices estimates in Option A.

Land Residual Value

To estimate the land residual value, KMA assumed a profit equal to 10.0% of revenues. As shown in Attachment 6 - Table 3, the supportable land value for Site 4 Option B is $3.7 million, which equates to $16,500 per unit or $11.50 per square foot of land.

SUMMARY

The land residual values for the Sites are detailed in Attachment 1 and summarized in the table below:

	Site1	Site 2	Site 3	Site 4A	Site 4B
Residual Land Value	$596,000	$1,310,000	$5,593,000	$8,948,000	$3,674,000
Retail FAR	NA	.28	.32	NA	NA
Residential Density (Per Acre)	31.3	NA	NA	16.8	30.5
Land Value Per Unit	$8,300	NA	NA	$72,700	$16,500
Per SF of Land	$6.00	$14.67	$19.57	$28.10	$11.50

As shown in the table above, the higher density residential projects do not support a land value that is likely to be sufficient enough to cover the acquisition of improved properties. If residential values continue to increase faster than inflation, then higher density projects will become viable in the future. As in the previous analysis conducted by KMA, a project with a density ranging from 15 to 20 units to the acre appears to be the most financially viable in Carson today. Overall, both retail projects are unlikely to support improved property acquisition costs given the existing rents along the corridor.

ATTACHMENT 1

SUMMARY
CARSON STREET CORRIDOR
CARSON, CALIFORNIA

		Site1	Site 2	Site 3	Site 4A	Site 4B
I.	Attachment	2	3	4	5	6
II.	Project Description	6/1,800sf Live/Work (Ground Floor) 14/2,000sf Townhomes (Ground Floor) 34/1,200sf Flats (Level 2) 2/2,000sf Townhomes (Level 2) 10/1,200sf Flats (Level 3) 8/1,600sf Lofts (Level 3)	15,000sf Anchor Retail 10,000sf Shops	New Retail 15,000sf Drug Store 17,200sf Ralph's Expansion 59,400sf Existing Retail Refurbishment	23/1,800sf Live/Work 77/2,000sf Townhomes 23/1,500sf Flats	72/1,800sf Lofts 7/1,600sf Live/Work 68/1,500sf Flats 53/2,000sf Podium Townhomes 23/2,000sf At-Grade Townhomes
	Total Building SF	105,200	25,000	91,600	229,900	380,400
	Total Land SF	99,752	89,298	285,754	318,859	318,859
III.	Construction Cost	$19,776,000	$3,181,000	$6,243,000	$37,529,000	$70,198,000
IV.	Net Operating Income/Sale Revenues	$22,624,000	$494,000	$1,302,000	$51,613,000	$82,036,000
V.	Required Return on Investment		11.0%	11.0%		
	Developer Profit	10.0%			10.0%	10.0%
VI.	Residual Land Value	$596,000	$1,310,000	$5,593,000	$8,948,000	$3,674,000
	Per Unit	$8,300			$72,700	$16,500
	Per SF of Land	$6.00	$14.67	$19.57	$28.10	$11.50

Prepared by: Keyser Marston Associates, Inc.
Filename: studio1eleven 3; SUMMARY; 10/4/2004; ahl

ATTACHMENT 2 - TABLE 1

CONSTRUCTION COST ESTIMATE
CARSON STREET CORRIDOR - SITE 1
72 MARKET RATE UNITS
CARSON STREET SPECIFIC PLAN
CARSON, CALIFORNIA

I. Direct Costs[1]						
On-Sites Costs	72	Units	$20,000	/Unit	$1,440,000	
Parking	90	Spaces	$12,000	/Sf	1,080,000	
Building Shell	105,200	Sf GBA	$95.00	/Sf	9,994,000	
Total Direct Costs						$12,514,000
II. Indirect Costs						
Architecture, Eng. & Consulting	6.0%	Direct Costs			$751,000	
Permits & Fees/Impact Fees	105,200	SF	$15.00	/SF	1,578,000	
Taxes, Legal & Acctg	2.0%	Direct Costs			250,000	
Insurance	72	Units	$15,000	/Unit	1,080,000	
Marketing/Sales Office	72	Units	$2,000	/Unit	144,000	
Development Management	3.0%	Sales			679,000	
Contingency Allowance	5.0%	Indirect & Financing Costs			626,000	
Total Indirect Costs						$5,108,000
III. Financing/Closing Costs						
Interest During Construction/Abs.[2]	72	Units	$8,800	/Unit	$637,000	
Loan Origination Fees	72	Units	$2,900	/Unit	211,000	
Closing Costs/Warranties[3]	72	Units	$18,100	/Unit	1,306,000	
Total Financing/Closing Costs						$2,154,000
IV. Total Construction Cost						$19,776,000
Construction Cost Per Unit						$274,700
Construction Cost Per Square Foot						$187.98

[1] Based on KMA's experience with similar projects in the region.
[2] Assumes 7.0% interest rate.
[3] Assumes commissions of 3.0% of sales, closing costst of 1.5% of sales and warranties of $4,000.

Prepared by: Keyser Marston Associates, Inc.
File name: studioteleven 3; 1ResCost; 10/1/2004

ATTACHMENT 2 - TABLE 2

PROJECTED SALES REVENUES
CARSON STREET CORRIDOR - SITE 1
72 MARKET RATE UNITS
CARSON STREET SPECIFIC PLAN
CARSON, CALIFORNIA

	Number of Units	Unit Size	Price/Unit Base	Price/Unit Premium	Total
I. **Market Rate Units**					
Live/Work (Ground Floor)	6 Units	1,800 /Unit	$360,000	$0 /Unit	$2,160,000
Townhomes (Ground Floor)	14 Units	2,000 /Unit	$400,000	$0 /Unit	5,600,000
Flats (Level 2)	34 Units	1,200 /Unit	$270,000	$0 /Unit	9,180,000
Townhomes (Level 2)	2 Units	2,000 /Unit	$400,000	$0 /Unit	800,000
Flats (Level 3)	10 Units	1,200 /Unit	$270,000	$0 /Unit	2,700,000
Lofts (Level 3)	6 Units	1,600 /Unit	$364,000	$0 /Unit	2,184,000
Total/Average	72	1,461 /Unit	$314,222 /Unit		$22,624,000
II. **Affordable Units**					
Live/Work (Ground Floor)	0 Units	1,800 /Unit	$0	/Unit	$0
Townhomes (Ground Floor)	0 Units	2,000 /Unit	$0	/Unit	0
Flats (Level 2)	0 Units	1,200 /Unit	$0	/Unit	0
Townhomes (Level 2)	0 Units	2,000 /Unit	$0	/Unit	0
Flats (Level 3)	0 Units	1,200 /Unit	$0	/Unit	0
Lofts (Level 3)	0 Units	1,600 /Unit	$0	/Unit	0
Total/Average	0	0 /Unit	$0	/Unit	$0
III. **Total Sales Revenues**					$22,624,000

Prepared by: Keyser Marston Associates, Inc.
File name: studio1eleven 3; 1ResRevenues; 10/1/2004

ATTACHMENT 2 - TABLE 3

LAND VALUE CALCULATION
CARSON STREET CORRIDOR - SITE 1
72 MARKET RATE UNITS
CARSON STREET SPECIFIC PLAN
CARSON, CALIFORNIA

I. Sales Revenues [1]			
Market Rate Units		$22,624,000	
Affordable Units		0	
Total Sales Revenues			$22,624,000
II. Construction Costs			
Construction Costs [2]		$19,776,000	
Developer Profit	10.0% Revenues	2,252,000	
Total Construction Cost			$22,028,000
III. Supportable Land Value			$596,000
Per Unit			$8,300
Per Square Foot			$6.00

[1] See ATTACHMENT 2 - TABLE 2
[2] See ATTACHMENT 2 - TABLE 1

Prepared by: Keyser Marston Associates, Inc.
File name: studio1eleven 3; 1ResLndVl; 10/1/2004

ATTACHMENT 3 - TABLE 1

ESTIMATED RETAIL CONSTRUCTION COSTS
CARSON STREET CORRIDOR - SITE 2
CARSON, CALIFORNIA

I.	Direct Costs [1]						
	Demolition		allowance			$0	
	Off-Site Improvements		allowance			0	
	On-Site Improvements	89,298	sf of land	$4.00	/ sf of land	357,000	
	Building Shell						
	Anchor Retail	15,000	sf of building	$70.00	/ sf of building	$1,050,000	
	Shops	10,000	sf of building	$70.00	/ sf of building	700,000	
	Total Building Shell					1,750,000	
	Tenant Improvements						
	Anchor Retail	15,000	sf of building	$10.00	/ sf of building	$150,000	
	Shops	10,000	sf of building	$10.00	/ sf of building	100,000	
	Total Tenant Improvements					250,000	
	Contingency	5.0%	of other direct costs			118,000	
	Total Direct Costs						$2,475,000
II.	Indirect Costs						
	Architecture, Engineering, & Prof.	6.0%	of direct costs			$149,000	
	Permits & Fees	25,000	sf of building	$4.00	/ sf of building	100,000	
	Taxes, Insurance, Legal, & Accounting	2.0%	of direct costs			50,000	
	Leasing Commissions / Marketing	25,000	sf of building	$4.00	/ sf of building	100,000	
	Development Management / Predev.	3.0%	of direct costs			74,000	
	Contingency	5.0%	of other indirect costs			24,000	
	Total Indirect Costs						$497,000
III.	Financing Costs						
	Construction Loan Interest [2]	$3,180,000	financed @	7.0%	interest	$145,000	
	Loan Points [3]	$3,214,000	supportable loan	2.0	points	64,000	
	Total Financing Costs						$209,000
IV.	**Total Construction Cost**						$3,181,000
	Per SF of Building Area	25,000	sf of building				$127

1 Based on KMA's experience with similar projects in the region.
2 Assumes 12-month construction period, and 65% average outstanding balance.
3 Assumes 10% capitalization rate and 65% loan to value.

Prepared by: Keyser Marston Associates, Inc.
Filename: studio1eleven 3; ZKMA; 10/1/2004; ahl

ATTACHMENT 3 -TABLE 2

ESTIMATED RETAIL STABILIZED NET OPERATING INCOME
CARSON STREET CORRIDOR - SITE 2
CARSON, CALIFORNIA

I.	Income						
	Anchor Retail	15,000	sf of building	$21.00	/ sf of building	$315,000	
	Shops	10,000	sf of building	$22.20	/ sf of building	222,000	
	Gross Income	25,000	sf of building	$21.48	/ sf of building		$537,000
	NNN Reimburseables	25,000	sf of building	$3.00	/ sf of building		75,000
	Vacancy	5.0%	shops only				(13,000)
	Effective Gross Income						$599,000
II.	Operating Expenses						
	Management	4.0%	of effective gross income				($24,000)
	Reserves	1.0%	of effective gross income				(6,000)
	CAM	25,000	sf of building	$3.00	/ sf of building		(75,000)
	Total Operating Expenses						($105,000)
III.	Net Operating Income						$494,000

Prepared by: Keyser Marston Associates, Inc.
Filename: studio1eleven 3; 2KMA; 10/1/2004; ahl

ATTACHMENT 3 -TABLE 3

ESTIMATED RETAIL RESIDUAL LAND VALUE
CARSON STREET CORRIDOR - SITE 2
CARSON, CALIFORNIA

I.	Supportable Investment				
	Net Operating Income		ATTACHMENT 3 -TABLE 2	$494,000	
	Required Return on Investment			11.0%	
	Total Private Investment				$4,491,000
II.	(Less) Construction Costs		ATTACHMENT 3 - TABLE 1		(3,181,000)
III.	Residual Land Value				$1,310,000
	Per SF of Land Area	89,298	/ sf of land		$14.67

Prepared by: Keyser Marston Associates, Inc.
Filename: studio1eleven 3; 2KMA; 10/1/2004; ahl

ATTACHMENT 4 - TABLE 1

ESTIMATED RETAIL CONSTRUCTION COSTS
CARSON STREET CORRIDOR - SITE 3
CARSON, CALIFORNIA

I.	**Direct Costs** [1]						
	Demolition		allowance			$0	
	Off-Site Improvements		allowance			0	
	On-Site Improvements	285,754	sf of land	$4.00	/ sf of land	1,143,000	
	Building Shell						
	New Retail						
	Drug Store	15,000	sf of building	$70.00	/ sf of building	$1,050,000	
	Ralph's Expansion	17,200	sf of building	$70.00	/ sf of building	1,204,000	
	Existing Retail Refurbishment Refurbis	59,400	sf of building	$15.00	/ sf of building	891,000	
	Total Building Shell						3,145,000
	Contingency	5.0%	of other direct costs				214,000
	Total Direct Costs						$4,502,000
II.	**Indirect Costs**						
	Architecture, Engineering, & Prof.	5.0%	of direct costs				$270,000
	Permits & Fees	91,600	sf of building	$4.00	/ sf of building		366,000
	Taxes, Insurance, Legal, & Accounting	2.0%	of direct costs				90,000
	Leasing Commissions / Marketing	91,600	sf of building	$4.00	/ sf of building		366,000
	Development Management / Predev.	3.0%	of direct costs				135,000
	Contingency	5.0%	of other indirect costs				61,000
	Total Indirect Costs						$1,288,000
III.	**Financing Costs**						
	Construction Loan Interest [2]	$8,245,000	financed @	7.0%	interest		$284,000
	Loan Points [3]	$8,458,000	supportable loan	2.0	points		169,000
	Total Financing Costs						$453,000
IV.	**Total Construction Cost**						$6,243,000
	Per SF of Building Area	91,600	sf of building				$68

1 Based on KMA's experience with similar projects in the region.
2 Assumes 12-month construction period, and 85% average outstanding balance
3 Assumes 10% capitalization rate and 65% loan to value.

Prepared by: Keyser Marston Associates, Inc.
Filename: studio1eleven 3; 3KMA; 10/1/2004; ahl

ATTACHMENT 4 -TABLE 2

ESTIMATED RETAIL STABILIZED NET OPERATING INCOME
CARSON STREET CORRIDOR - SITE 3
CARSON, CALIFORNIA

I.	**Income**					
	New Retail					
	Drug Store	15,000 sf of building	$18.00 / sf of building	$270,000		
	Ralph's Expansion	17,200 sf of building	$22.20 / sf of building	382,000		
	Existing Retail Refurbishment	59,400 sf of building	$13.80 / sf of building	820,000		
	Gross Income	91,600 sf of building	$16.07 / sf of building		$1,472,000	
	NNN Reimbursables	91,600 sf of building	$3.00 / sf of building		275,000	
	Vacancy	5.0%			(87,000)	
	Effective Gross Income					$1,660,000
II.	**Operating Expenses**					
	Management	4.0% of effective gross income			($66,000)	
	Reserves	1.0% of effective gross income			(17,000)	
	CAM	91,600 sf of building	$3.00 / sf of building		(275,000)	
	Total Operating Expenses					($358,000)
III.	**Net Operating Income**					$1,302,000

Prepared by: Keyser Marston Associates, Inc.
Filename: studio1eleven 3; 3KMA; 10/1/2004; ahl

ATTACHMENT 4 -TABLE 3

ESTIMATED RETAIL RESIDUAL LAND VALUE
CARSON STREET CORRIDOR - SITE 3
CARSON, CALIFORNIA

I.	Supportable Investment			
	Net Operating Income	ATTACHMENT 4 -TABLE 2	$1,302,000	
	Required Return on Investment		11.0%	
	Total Private Investment			$11,836,000
II.	(Less) Construction Costs	ATTACHMENT 4 - TABLE 1		(6,243,000)
III.	Residual Land Value			$5,593,000
	Per SF of Land Area	285,754 / sf of land		$19.57

Prepared by: Keyser Marston Associates, Inc.
Filename: studio1cloven 5; SKMA; 10/1/2004; sht

ATTACHMENT 5 - TABLE 1

CONSTRUCTION COST ESTIMATE
CARSON STREET CORRIDOR - SITE 4A
123 MARKET RATE UNITS
CARSON STREET SPECIFIC PLAN
CARSON, CALIFORNIA

I. Direct Costs[1]						
On-Sites Costs	123	Units	$20,000	/Unit	$2,460,000	
Building Shell [2]	229,900	Sf GBA	$85.00	/Sf	19,542,000	
Total Direct Costs						$22,002,000
II. Indirect Costs						
Architecture, Eng. & Consulting	6.0%	Direct Costs			$1,320,000	
Permits & Fees/Impact Fees	229,900	SF	$15.00	/SF	3,449,000	
Taxes, Legal & Acctg	2.0%	Direct Costs			440,000	
Insurance	123	Units	$15,000	/Unit	1,845,000	
Marketing/Sales Office	123	Units	$2,000	/Unit	246,000	
Development Management	3.0%	Sales			1,548,000	
Contingency Allowance	5.0%	Indirect & Financing Costs			1,100,000	
Total Indirect Costs						$9,948,000
III. Financing/Closing Costs						
Interest During Construction/Abs.[3]	123	Units	$19,400	/Unit	$2,381,000	
Loan Origination Fees	123	Units	$3,100	/Unit	383,000	
Closing Costs/Warranties [4]	123	Units	$22,900	/Unit	2,815,000	
Total Financing/Closing Costs						$5,579,000
IV. Total Construction Cost						$37,529,000
Construction Cost Per Unit						$305,100
Construction Cost Per Square Foot						$163.24

[1] Based on KMA's experience with similar projects in the region.
[2] Includes on-grade private garages for all dwelling units.
[3] Assumes 7.0% interest rate.
[4] Assumes commissions of 3.0% of sales, closing costst of 1.5% of sales and warranties of $4,000.

Prepared by: Keyser Marston Associates, Inc.
File name: studio1eleven 3; 4AResCost; 10/1/2004

ATTACHMENT 5 - TABLE 2

PROJECTED SALES REVENUES
CARSON STREET CORRIDOR - SITE 4A
123 MARKET RATE UNITS
CARSON STREET SPECIFIC PLAN
CARSON, CALIFORNIA

	Number of Units	Unit Size	Price/Unit Base	Price/Unit Premium	Total
I. Market Rate Units					
Live/Work	23 Units	1,800 /Unit	$396,000	$0 /Unit	$9,108,000
Townhomes	77 Units	2,000 /Unit	$440,000	$0 /Unit	33,880,000
Flats	23 Units	1,500 /Unit	$375,000	$0 /Unit	8,625,000
Total/Average	123	1,869 /Unit	$419,618 /Unit		$51,613,000
II. Affordable Units					
Live/Work	0 Units	1,800 /Unit	$0	/Unit	$0
Townhomes	0 Units	2,000 /Unit	$0	/Unit	0
Flats	0 Units	1,500 /Unit	$0	/Unit	0
Total/Average	0	0 /Unit	$0	/Unit	$0
III. Total Sales Revenues					$51,613,000

Prepared by: Keyser Marston Associates, Inc.
File name: studio1eleven 3; 4AResRevenues; 10/1/2004

ATTACHMENT 5 - TABLE 3

LAND VALUE CALCULATION
CARSON STREET CORRIDOR - SITE 4A
123 MARKET RATE UNITS
CARSON STREET SPECIFIC PLAN
CARSON, CALIFORNIA

I. Sales Revenues [1]			
Market Rate Units		$51,613,000	
Affordable Units		0	
Total Sales Revenues			$51,613,000
II. Construction Costs			
Construction Costs [2]		$37,529,000	
Developer Profit	10.0% Revenues	5,136,000	
Total Construction Cost			$42,665,000
III. Supportable Land Value			$8,948,000
Per Unit			$72,700
Per Square Foot			$28.10

[1] See ATTACHMENT 5 - TABLE 2
[2] See ATTACHMENT 5 - TABLE 1

ATTACHMENT 6 - TABLE 1

CONSTRUCTION COST ESTIMATE
CARSON STREET CORRIDOR - SITE 4B
223 MARKET RATE UNITS
CARSON STREET SPECIFIC PLAN
CARSON, CALIFORNIA

I. Direct Costs[1]					
On-Sites Costs	223	Units	$20,000	/Unit	$4,460,000
Parking [2]	250	Spaces	$12,000	/Sf	3,000,000
Building Shell	380,400	Sf GBA	$95.00	/Sf	36,138,000
Total Direct Costs					$43,598,000
II. Indirect Costs					
Architecture, Eng. & Consulting	6.0%	Direct Costs			$2,616,000
Permits & Fees/Impact Fees	380,400	SF	$15.00	/SF	5,706,000
Taxes, Legal & Acctg	3.5%	Direct Costs			1,526,000
Insurance	223	Units	$15,000	/Unit	3,345,000
Marketing/Sales Office	223	Units	$2,000	/Unit	446,000
Development Management	3.0%	Sales			2,461,000
Contingency Allowance	5.0%	Indirect & Financing Costs			2,180,000
Total Indirect Costs					$18,280,000
III. Financing/Closing Costs					
Interest During Construction/Abs.[3]	223	Units	$13,400	/Unit	$2,993,000
Loan Origination Fees	223	Units	$3,300	/Unit	743,000
Closing Costs/Warranties [4]	223	Units	$20,600	/Unit	4,584,000
Total Financing/Closing Costs					$8,320,000
IV. Total Construction Cost					$70,198,000
Construction Cost Per Unit					$314,800
Construction Cost Per Square Foot					$184.54

[1] Based on KMA's experience with similar projects in the region.
[2] Excludes private parking for at-grade townhomes.
[3] Assumes 7.0% interest rate.
[4] Assumes commissions of 3.0% of sales, closing costst of 1.5% of sales and warranties of $4,000.

Prepared by: Keyser Marston Associates, Inc.
File name: studio1eleven 3; 4BResCost; 10/1/2004

ATTACHMENT 8 - TABLE 2

PROJECTED SALES REVENUES
CARSON STREET CORRIDOR - SITE 4B
223 MARKET RATE UNITS
CARSON STREET SPECIFIC PLAN
CARSON, CALIFORNIA

	Number of Units	Unit Size	Price/Unit Base	Price/Unit Premium	Total
I. **Market Rate Units**					
Lofts	72 Units	1,600 /Unit	$364,000	$0 /Unit	$26,208,000
Live/Work	7 Units	1,600 /Unit	$320,000	$0 /Unit	2,240,000
Flats	68 Units	1,600 /Unit	$341,000	$0 /Unit	23,188,000
Podium Townhomes	53 Units	2,000 /Unit	$400,000	$0 /Unit	21,200,000
At-Grade Townhomes	23 Units	2,000 /Unit	$400,000	$0 /Unit	9,200,000
Total/Average	223	1,706 /Unit	$367,874 /Unit		$82,036,000
II. **Affordable Units**					
Lofts	0 Units	1,600 /Unit	$0	/Unit	$0
Live/Work	0 Units	1,600 /Unit	$0	/Unit	0
Flats	0 Units	1,600 /Unit	$0	/Unit	0
Podium Townhomes	0 Units	2,000 /Unit	$0	/Unit	0
At-Grade Townhomes	0 Units	2,000 /Unit	$0	/Unit	0
Total/Average	0	0 /Unit	$0	/Unit	$0
III. **Total Sales Revenues**					$82,036,000

Prepared by: Keyser Marston Associates, Inc.
File name: studio1eleven 3; 4BResRevenues; 10/1/2004

ATTACHMENT 6 - TABLE 3

LAND VALUE CALCULATION
CARSON STREET CORRIDOR - SITE 4B
223 MARKET RATE UNITS
CARSON STREET SPECIFIC PLAN
CARSON, CALIFORNIA

I. **Sales Revenues** [1]			
Market Rate Units		$82,036,000	
Affordable Units		0	
Total Sales Revenues			$82,036,000
II. **Construction Costs**			
Construction Costs [2]		$70,198,000	
Developer Profit	10.0% Revenues	8,164,000	
Total Construction Cost			$78,362,000
III. **Supportable Land Value**			$3,674,000
Per Unit			$16,500
Per Square Foot			$11.50

[1] See ATTACHMENT 6 - TABLE 2
[2] See ATTACHMENT 6 - TABLE 1

Prepared by: Keyser Marston Associates, Inc.
File name: studio1eleven 3; 4BResLndVl; 10/1/2004

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