Leimert Park Village 20|20 Vision Initiative

Planning Charrette January 25, 2014

Presented by:

Sponsored by:

Facilitators:

A 1920s to 2020 Renaissance

Sponsored by:

us bank

COUNTY OF LOS ANGELES

CITY OF LOS ANGELES

Foundation 1781

Community Health Councils, Inc.
20|20 Vision Planning Charrette Agenda

- Registration and Refreshments 8:30 am - 9:00 am
- General Session 9:00 am - 10:00 am

Welcome: Clint Rosemond, Leimert Park Stakeholders Committee
Our Purpose: Darrell Brown, Senior Vice President, Consumer Banking, US Bank

Renaissance of Leimert Park Village

Insights: “What We Know”

- Brenda Shockley, Greater Leimert Park Village Crenshaw Corridor BID
- Johnnie Raines, Empowerment Congress West Area Neighborhood Development Council
- Roland Wiley, RAW International: Previous Planning Efforts
- James Burks, Department of Cultural Affairs: 20|20 Vision Survey
- Sherri Franklin, Urban Design Center: Initiative Objectives and Process

Videographer: Ben Caldwell  Webcasting: David Cousins

- The Studio Salon: 10:00 am to 2:00 pm
- Breakout Focus Groups Part 1: 10:10 am to 12:00 pm
  - Focus For Each Panel: Best Practices “What Works”
- Lunch On The Plaza: 12:00 pm to 12:45 pm
  - Camera Interviews and Sign-up for Partnerships, Alliances and Services
- Breakout Focus Groups Part 2: 12:55 pm to 2:15 pm
  - Focus For Each Panel: Strategies “How We Can Make it Happen”
- Summary Presentations: 2:15 pm to 2:50 pm
- Priority Action Items: 2:50 pm to 3:00 pm

Focus Group A

Focus Group B

Focus Group C
The Leimert Park Village (LPV) 20|20 Vision Initiative is being commissioned by the Greater Leimert Park Village Crenshaw Corridor Business Improvement District (GLPVCC) and the Empowerment Congress West Area Neighborhood Council (ECWANC) in partnership with the Leimert Park Stakeholders.

Over the next 6 years to 2020, the Initiative will implement business and economic development strategies to leverage revitalization opportunities catalyzed by the upcoming installation of the Leimert Park Village Metro station.

Urban Planner Roland A. Wiley of Raw International, Development Advisor Sherri Franklin of Urban Design Center and Videographer Ben Caldwell of Kaos Network will facilitate the Planning Charrette.

**LPV 20|20 VISION COMMITTEE**

Brenda Shockley  
Greater Leimert Park Village Crenshaw Corridor BID

Johnnie Raines  
Empowerment Congress West Area Neighborhood Council

Clint Rosemond  
Leimert Park Stakeholders

James Burks  
City of Los Angeles Department of Cultural Affairs

Romerol Malveaux  
City Planning Department re:code LA Committee

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**LEIMERT PARK VILLAGE**  
**20|20 VISION INITIATIVE**

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

**Objective 1:**  
Create Building Design and Cultural District Guidelines

**Objective 2:**  
Develop Pedestrian Oriented Infrastructure and Façade Enhancement Parameters

**Objective 3:**  
Propose Transit Oriented Development Concepts for the Public Parking Lots Adjacent to the Vision Theatre and Metro Station Site

**Objective 4:**  
Asset Map Leimert Park Village Development and New Business Opportunities

**Objective 5:**  
Develop a "Leimert Park Village" Brand Marketing and Business Development Strategy

**Objective 6:**  
Create an Integrated Fund and Resource Development Strategy

[www.leimertparkvillage.org](http://www.leimertparkvillage.org)
Leimert Park Village/Crenshaw Corridor Business Improvement District

www.villagecorridorbid.org

"The Greater Leimert Park Village/Crenshaw Corridor Property Business Improvement District is an enhanced services/property maintenance District which is formed under the City of Los Angeles' Landscaping, Security, Programming and Maintenance Property Business Improvement District Ordinance. The property owners established this district to provide ongoing street and sidewalk cleaning, security, combat vandalism and graffiti, address landscaping issues, promote beautification efforts, to market and promote the historic business District and commercial corridor and advocacy for the area. The District's assessments provide the revenue base for the non-profit management entity to administer the conferring of special benefits to real property within the District's boundaries."

Empowerment Congress West Area Neighborhood Council (ECWA)

http://www.ecwandc.org/

ECWA is one of 95 certified neighborhood councils in the City of Los Angeles. The goal when Los Angeles voters established the neighborhood council system was to bring the debate that occurs at City Hall down to the community level. ECWA is appropriated a small amount of your tax dollars ($37,000 annually) to fund small community projects/events and facilitate community discussions about public policy – one of the most important tenants of participatory democracy. ECWA represents the communities of Baldwin Hills Estates, Baldwin Village, Baldwin Vista, Cameo Plaza, Crenshaw Commercial District, Crenshaw Manor, Leimert Park, Village Green and Arlington Park.

City of Los Angeles Department of Cultural Affairs

http://www.culturela.org/

The goal of the Department of Cultural Affairs is to enhance the quality of life for Los Angeles' 4 million residents and 40 million annual visitors. We accomplish this goal by generating and supporting high quality arts and cultural experiences. We ensure access to those experiences through grant making, marketing, development, communication, and building relationships with our community partners. Our challenge is to be a catalyst for the delivery of art, culture, and heritage to every neighborhood in the City of Los Angeles.
Focus Group A


Thought Leader: Rowland Wiley, RAW International

Moderators: Van Scott, Urban Design Center
Renee Crawford, Urban Design Center

Industry Leaders:

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<tr>
<th>Breakout Focus Group Part 1</th>
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<td><strong>Reuben Caldwell, Planner</strong></td>
<td><strong>Lark Galloway Gilliam, Executive Director</strong></td>
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<td>City of Los Angeles Department of Planning</td>
<td>Community Health Councils</td>
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<td><strong>Tom Gibson, Landscape Architect</strong></td>
<td><strong>Clint Rosemond, Co-Chair</strong></td>
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<td>City of Los Angeles Department of Recreation &amp; Parks</td>
<td>Leimert Park Stakeholders</td>
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<td><strong>Silvia Lacy, District Director</strong></td>
<td><strong>Romerol Malveaux, Member</strong></td>
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<td>Office of Council President Herb J. Wesson, Jr.</td>
<td>City Planning Department re:code LA Committee</td>
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<td>City of Los Angeles Council District 10</td>
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# Focus Group B

## Discussion:

## Thought Leader:
Sherri Franklin, Urban Design Center

## Moderators:
Griffin Wright, Urban Design Center

## Industry Leaders:

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<tr>
<th>David Riccitiello, Senior Deputy for Economic Development, Sustainability and Mobility</th>
<th>Michael Banner, President &amp; CEO</th>
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<td>Office of Supervisor Mark Ridley-Thomas</td>
<td>Los Angeles LDC</td>
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<tr>
<th>Brenda Shockley, Executive Director</th>
<th>Dalila Sotelo, President</th>
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<tr>
<td>Community Build, Inc.</td>
<td>The Sotelo Group</td>
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<th>Dr. Anthony Samad, CEO</th>
<th>Brenda Curry, President</th>
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<tr>
<td>Samad &amp; Associates Strategic Planning &amp; Urban Affairs</td>
<td>Curtom Building &amp; Development</td>
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# Focus Group C

**Discussion:** Creative Industry Business Development, Tourism Markets, Branding, Marketing, Event Management, Business Alliances and Program Partnerships

**Thought Leader:** James Burks, City of Los Angeles Department of Cultural Affairs

**Moderators:**
- Misty Wilks, Law Offices of Misty Wilks
- Margo Thomas, Thomas & Associates

**Industry Leaders:**

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<th>Darrell Brown, Senior Vice President</th>
<th>Brad Johnson, Owner</th>
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<td>Consumer Banking, US Bank</td>
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<th>Jan Perry, General Manager</th>
<th>Ernest Dillihay, CEO</th>
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<td>City of Los Angeles Economic &amp; Workforce Development Department</td>
<td>Arts, Culture &amp; Entertainment</td>
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<td>Former Councilwoman, 9th District</td>
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<th>Armen Ross, President</th>
<th>Mark Robertson, President</th>
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<td>Crenshaw Chamber of Commerce</td>
<td>Pacific Coast Regional</td>
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Leimert Park Village primarily comprises the commercial retail area in Leimert Park from Leimert Boulevard to Crenshaw Boulevard Vernon Avenue to 43rd Street. In their book, *Leimert Park*, Cynthia E. Exum and Maty Guiza-Leimert describe Leimert Park as follows:

"Leimert Park, one of the first comprehensively planned communities in Southern California, was founded and developed in 1927 by Walter H. Leimert Sr. and designed by Olmsted Brothers, a firm headed by sons of Frederick Law Olmsted Sr., the master planner of New York City's Central Park. In its early years, Leimert Park was a pasture situated on portions of the Rancho Cienega O Paso de la Tijera, once owned by land baron E.J. "Lucky" Baldwin. The area is best known for its gracefully curved tree-lined streets, Spanish Colonial and Mediterranean-style homes, and Art Deco buildings designed by some of the nation's foremost architects. Famous residents Ella Fitzgerald, Ray Charles, and Los Angeles's first African American mayor, Tom Bradley, have called Leimert Park home. In 1967, artists Alonzo and Dale Davis founded Brockman Gallery, and with this beginning, a new era of Leimert Park as an arts and cultural center dawned. Today, with its art galleries, jazz and blues clubs, coffeehouses, performance spaces, restaurants, and Afrocentric fashion and merchandise shops, the area has evolved into one of Los Angeles's great idyllic communities."

How is the Leimert Park Village “brand” being defined today and what messaging needs to change?

Leimert Park Village
www.leimertparkvillage.org

Greater Leimert Park Village Crenshaw Corridor BID
www.villagecorridorbid.org

Empowerment Congress West Area Neighborhood Development Council
http://www.ecwandc.org/

Leimert Vision - LPV Network
www.leimertvision.com

Crenshaw Chamber of Commerce
http://crenshawchamber.com/home.htm

Leimert Park (2012)
Author Cynthia E. Exum and Coauthor Maty Guiza-Leimert
http://books.google.com/books/about/Leimert_Park.html?id=ZGquB2xOTVkJ

Leimert Park Beat
www.leimertparkbeat.com

Free Leimert Park Village African Art & Music Festival
http://www.leimertparkfestival.blogspot.com

Leimert Park Film Documentary
http://leimertparkmovie.com/

Wikipedia
http://en.m.wikipedia.org/wiki/Leimert_Park,_Los_Angeles,_California
**Focus Group A: Assessment Tools**

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### Leimert Park and Crenshaw Corridor Community Plans:
- West Adams-Baldwin Hills-Leimert Community Plan
  - Existing Plan
  - New Plan
- Crenshaw Corridor Specific Plan
  - Plan Text
  - Map
- Draft Crenshaw Boulevard Streetscape Plan Concept
- Department of Planning Transit Neighborhood Plans
  [http://www.latnp.org/about-the-project/](http://www.latnp.org/about-the-project/)

### Other Community Plans and Strategies:
- Watts Our Town
  [https://www.facebook.com/WattsOurTown](https://www.facebook.com/WattsOurTown)
- City of Los Angeles Grand Performances
  - Photos

### City of Los Angeles Department of City Planning
- Zimas Property Info Site
  [www.zimas.lacty.org](http://www.zimas.lacty.org)

### City of Los Angeles Department of Building and Safety

### Metro Station Plans and Festival Sites:
- Vernon Station
  [Status of Optional Vernon Station at Leimert Park](http://www.latnp.org/about-the-project/)
- Culver City Arts District
  - Map
  - Gallery Guide
- Grand Performances
- Montreal Jazz Festival
  - Site Map
Focus Group B: Assessment Tools

Market Creek Plaza in San Diego
http://www.shopmcp.com/

- Site Map
- Video Clip

Inner City Arts
http://www.inner-cityarts.org/

- Photos of Facility

Memorial Park - Old Town Pasadena
http://transitorienteddevelopment.dot.ca.gov/station/stateViewStationOverview.jsp?stationld=11

Live Work Development Projects

Highland Lofts
Los Angeles Brewery
Beverly-Union Lofts
Factory Place Arts Complex

7th Street / Metro Center
http://latod.reconnectingamerica.org/sites/default/files/7thstreet.pdf

Wilshire/Vermont
### Focus Group C: Assessment Tools

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<tr>
<th>How Can the LPV “Anchors” Better Drive Business Development?</th>
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<td><strong>Vision Theatre</strong></td>
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<td><a href="http://www.VisionTheatre.org">www.VisionTheatre.org</a></td>
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<td><strong>Barbara Morrison Performing Arts Center</strong></td>
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<td><strong>Regency West</strong></td>
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<td><strong>World Stage</strong></td>
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<td><strong>Leimert Park Plaza</strong></td>
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<td><a href="http://www.laparks.org/dos/parks/facility/leimertPlazaPk.htm">http://www.laparks.org/dos/parks/facility/leimertPlazaPk.htm</a></td>
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<td><strong>Community Build Garden</strong></td>
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<td><a href="http://www.communitybuild.org/">http://www.communitybuild.org/</a></td>
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<td><strong>Fernando Pullum Community Arts Center</strong></td>
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<td><a href="http://www.pullumcenter.org/Pullum_Art_Center/Welcome.htm">http://www.pullumcenter.org/Pullum_Art_Center/Welcome.htm</a></td>
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<tr>
<th>How Can LPV Own its Branding and Media Image Promoted to Visitors and Tourist?</th>
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<td><strong>Mapquest Interactive Map of Business Establishments</strong></td>
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<td><strong>Trip Advisor</strong></td>
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<td><a href="http://www.tripadvisor.com/Attraction_Review-g32655-d129306-Reviews-Leimert_Park_Village-Los_Angeles_California.html">http://www.tripadvisor.com/Attraction_Review-g32655-d129306-Reviews-Leimert_Park_Village-Los_Angeles_California.html</a></td>
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<td><strong>LA Times Articles</strong></td>
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<td><a href="http://articles.latimes.com/keyword/leimert-park">http://articles.latimes.com/keyword/leimert-park</a></td>
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<td><strong>LA Times Property Crime Report</strong></td>
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**Facebook Sites**

- **Leimert Park Village**
  https://www.facebook.com/leimertparkvillage2020
- **Leimert Park Art Walk**
  https://www.facebook.com/leimertparkartwalk
- **Leimert Park Village African Art & Music Festival**
  https://www.facebook.com/LeimertParkFestival
- **Leimert Park Beat**
  https://www.facebook.com/groups/LeimertParkBeat/