

Hollydale Area Specific Plan – Community Workshop #1
December 3, 2014
Meeting Notes

The first Community Workshop for the Hollydale Area Specific Plan was held on December 3, 2014, in the Community Room at Hollydale Park, 12221 Industrial Avenue. Spanish translation was provided at the workshop. This public meeting was preceded by a meeting with the Hollydale Area Specific Plan Steering Committee. The main comments from both meetings are summarized in the attached document.

After introductions, the consultant team presented PowerPoint slides showing the Specific Plan area boundaries, background and purpose of the Specific Plan, existing conditions related to land use, streetscapes and the circulation network, as well as a summary of key demographic information. The presentation also included preliminary land use, circulation and urban design concepts, including streetscape improvements.

After the presentation, the participants discussed the major issues for the Hollydale area including the future of the Garfield Retail Area, multi-family and mixed use opportunities in the Specific Plan area, industrial uses, and the proposed Eco-Rapid Transit among others.

Eco-Rapid Transit

Community members asked about the timing and type of the proposed transit line.

The Eco-Rapid Transit is still a long-term potential; it may be 10-20 years before it is built. The technology for the transit line is still undecided but will likely be light rail, much like the Metro Gold or Blue Lines.

Concern was expressed regarding the potential of vandals coming to the area by transit, much like the Rosa Parks Station in Willowbrook.

Security measures are in place at all Metro stations including CCTV at the platforms and regular patrols by Metro security and LA County Sheriff's Department.

Garfield Retail Area

Currently a large percentage (20% +/-) of the Garfield retail space is vacant including the retail in Hollydale Plaza, former location of a grocery store. Past uses in the area included a pharmacy (Big 'A' Drugs), hardware store (Golden State Paints), and karate studios. The isolated geography (710 freeway to the west and 105 freeway to the south are barriers) and demographics (small population) of Hollydale currently provide limited support for retail, there is a lack of demand from credit tenants to lease space in the area.

Participants at both meetings spoke of the need for **neighborhood serving retail** including a pharmacy, restaurants, coffee shops, hardware stores, etc. Other ideas articulated by the community for the Garfield retail included:

- Capitalize on the soccer families at Hollydale Park. A soccer supply store could be successful in the area. Food establishments in the area could also be a draw for after-soccer meals/events.

- Garfield Avenue could be marketed as an authentic Historical District. There are several buildings built in the 1950's and these, with façade improvements, could be the anchors for the historical district.
- Another opportunity to attract customers to the area would be setting up events such as vintage car shows. These events in conjunction with food trucks, banners, storefront art, etc. could all contribute to creating a vibrant identity and customer base.

Attractive Retail Areas in Region

The participants noted Downey Landing and Azalea Shopping Center as examples of successful and attractive retail areas in the vicinity.

Mixed Uses/Multi-family Housing

The Preliminary Plan suggests multi-family housing, either stand-alone or as a part of a mixed-use project, along portions of Paramount Boulevard and Garfield Avenue.

During the discussion, some community members expressed reservations regarding multi-family residential along Paramount Boulevard. The origin of these concerns seemed to be related to a "problem" multi-family project south of the 105 freeway where the local police are regularly called out to deal with disturbances. On the other hand, in the neighboring city of Downey, there are successful and attractive apartment projects along Stewart and Gray Road. Projects such as these apartment buildings would be welcome in Hollydale. These multifamily options could be a starting point for future homebuyers in the area. Senior housing was also suitable.

The discussion also included the observation that additional residents in the area can help by increasing population and hence purchasing power of the area; thus being more attractive to potential retailers.

Single family Housing

Given that South Gate is only 25 minutes away from Downtown Los Angeles, the participants thought that affordability of single-family homes in the area was a positive factor. Hollydale could become a great place for current DTLA residents to move to and own a single-family home.

Industrial Uses

The issue of type of industrial uses along the Center/Industrial Corridor was a significant topic of discussion. One of the participants noted that new Research & Development (R&D) type uses have challenges along this corridor - R&D uses usually succeed when there is a nearby educational/technology/medical anchor (e.g., Caltech in Pasadena, Innovation Village Research Park at Cal Poly Pomona). Instead, the focus should be on helping existing businesses expand and attracting similar businesses from sub-region. A more viable example is the industrial sector in Downey; similar efforts to recruit people to come here should be made.

While the existing industrial and residential uses co-exist today, there are occasional minor issues identified by local residents. For example, an auto-repair business had been parking their customers' cars in front of homes and working on them. The resident spoke with the business owner and the problem was solved. Such issues should be handled by the City's code enforcement staff.

Imperial Highway Uses

Several participants noted that having access to medical services close by is important; Imperial Highway is an existing location for medical uses.

Local Crime and Safety issues

Participants noted that Hollydale was safer 20 years ago. Crimes such as residential burglaries are an issue.

Connections to Hollydale Park and Los Angeles River Bike Path

Hollydale Regional Park and the Los Angeles River Bike Path are a destination. Bike riders drive to Hollydale Park, park, and ride on the river bike path. The participants is an opportunity to use the park and the Los Angeles River as an attractor to the Garfield retail area.

Median along Paramount Boulevard

The Preliminary Plan suggests a landscaped median on Paramount Boulevard. The median would replace the existing center turn lane. A participant noted that such a median would be an attractive addition.

Marketing the area

Participants identified that a Public Relations campaign was needed to market the city and Hollydale. Social media could be a potential tool to create a new vibe for Hollydale. Facebook advertising for local businesses and the City should be considered. Other ideas included:

- Entrepreneurs from Los Angeles as well as the larger region should be targeted.
- Set up a “pre-BID” to get property owners working together to attract business.