

Goals and Policies

3.1 Introduction

The purpose of this chapter is to establish goals and policies for the Hollydale Village Specific Plan. The goals and policies set the framework for realizing the vision for Hollydale, serving as guidelines for decision-making and providing direction for the future. The goals and policies were derived from input received from the community, stakeholders, Steering Committee, and City staff during the community engagement process as described in Chapter 2.

The goals and policies are also consistent with those contained in the City's General Plan, as well as with "Smart Growth" principles. Smart growth can be defined as growth that is economically sound, environmentally friendly and supportive of community livability. Smart growth is also a key component of creating sustainable and resilient communities. Sustainable and resilient communities are healthier, safer, greener, more livable, and more prosperous.

The goals and policies are also intended to promote equity, strengthen the economy, protect the environment, and promote public health and safety in the Specific Plan area.

3.2 Goals and Policies

Ten major goals have been identified for the Hollydale Village Specific Plan area as follows:

1. Preserve and enhance existing single-family neighborhoods.
2. Create a range of housing opportunities and choices.
3. Improve economic vitality and employment opportunities in Hollydale.
4. Address issues and opportunities related to the future Eco-Rapid Transit Stations.
5. Encourage good design and high-quality development within the Specific Plan area.
6. Improve quality of life for current and future residents with improvements to the pedestrian experience in the public realm.
7. Promote sustainable practices and "green" streets.
8. Promote active transportation and reduce vehicle miles traveled.

9. Promote pedestrian and bicyclist safety.
10. Take advantage of the proximity of several regional open space resources.

Goal 1: Preserve and enhance existing single-family neighborhoods.

Policy 1.1: Preserve the character and density of existing residential neighborhoods.

Policy 1.2: Establish design standards and guidelines that promulgate well-designed buildings that are compatible with the surrounding architecture.

Policy 1.3: Enhance existing neighborhoods with additional street amenities such as pedestrian-scaled street lighting and canopy street trees.

Policy 1.4: Explore the possibility of undergrounding overhead electrical facilities.

Goal 2: Create a range of housing opportunities and choices.

Policy 2.1: Implement targeted areas of mixed use zoning along the major corridors to promote employment, retail, and residential uses.

Policy 2.2: Introduce higher density housing products for efficient use of land, to offer housing choices for current and future residents, and to support desired retail services in the area.

Policy 2.3: Preserve existing stock of affordable housing.

Policy 2.4: Promote housing affordability through diversification of housing choices (ownership, rental, single-family, multifamily) for varied income groups.

Policy 2.5: Take advantage of the proximity of the Gardendale Eco-Rapid Station to encourage transit oriented development.

Policy 2.6: Incentivize lot consolidation where appropriate to facilitate the development of cohesive projects along the corridors.

Goal 3: Improve economic vitality and employment opportunities in Hollydale.

Policy 3.1: Create economic opportunities for the Hollydale community by fostering a complementary variety of retail, residential, and employment uses.

Policy 3.2: Preserve existing industrial jobs in the industrial districts within the Specific Plan area.

Policy 3.3: Improve the retail tenant mix along Garfield Avenue, the existing “main street” for Hollydale.

Policy 3.4: Encourage more employment-intensive and clean industrial uses along the Hollydale Industrial Corridor by implementing appropriate zoning.

Policy 3.5: Encourage a mix of national brand and local merchant businesses along the three major corridors, Garfield Avenue, Paramount Boulevard and Imperial Highway.

Policy 3.6: Consider innovative financing techniques to construct the capital improvements recommended in the Specific Plan.

Goal 4: Encourage good design and high-quality development within the Specific Plan area.

Policy 4.1: Implement development and design standards that result in attractive developments of high quality construction.

Policy 4.2: Through design review, ensure that new development enhances the character of the Specific Plan area by requiring design and architectural elements that support high quality development.

Policy 4.3: Encourage the inclusion of amenities such as plazas, walkways, landscaping, and appropriate water features within residential and commercial developments.

Policy 4.4: Encourage development to include high quality building exteriors, enhanced pavement, and special entryway and corner landscaping.

Goal 5: Address issues and opportunities related to the future Eco-Rapid Transit Stations.

Policy 5.1: Coordinate with Metro, County of Los Angeles, and the City of Downey to integrate the planned development of the Eco-Rapid Station and the Rancho Los Amigos Campus with the Hollydale area, including creating pedestrian linkages and open space connections.

Policy 5.2: Coordinate with Metro to minimize the impacts of traffic and parking related to the Green Line I-105 Transfer Station on the adjacent residential neighborhoods.

Policy 5.3: Provide a variety of housing choices within walking distance of the Eco-Rapid Gardendale Station.

Goal 6: Promote active transportation and reduce vehicle miles traveled.

Policy 6.1: Provide a multi-modal transportation system of “Complete Streets”.

Policy 6.2: Enhance access to transit and the future Metro Eco-Rapid Stations.

Policy 6.3: Provide a connected pedestrian and bicycle network that links together the two planned Eco-Rapid stations, retail and new mixed uses along the corridors, Hollydale Regional Park and Los Angeles River Bike Path and the residential neighborhoods.

Policy 6.4: Facilitate mixed use development that maximizes pedestrian connectivity and minimizes the need for vehicle travel.

Policy 6.5: Efficiently manage the supply and demand of parking to accommodate customer and commuter parking, and encourage the use of shared parking where possible.

Goal 7: Promote pedestrian and bicyclist safety.

Policy 7.1: Expand the connectivity of the current pedestrian and bicycle networks.

Policy 7.2: Improve safety by improving visibility of crosswalks, adding pedestrian countdown signals, and supplemental lighting.

Policy 7.3: Add traffic signals at appropriate locations to allow for safe pedestrian crossings at key intersections.

Policy 7.4: Implement a signage and wayfinding system that clearly delineates pedestrian and bicycle routes.

Policy 7.5: Implement a “Safe Routes to Schools” program to improve safety for students walking to Hollydale Elementary School as well as other schools in the area.

Goal 8: Improve quality of life for current and future residents with improvements to the pedestrian experience in the public realm.

Policy 8.1: Enhance the public realm with additional street amenities and sidewalk and bicycle improvements.

Policy 8.2: Provide a consistent canopy of shade trees throughout the Specific Plan area to enhance pedestrian comfort.

Policy 8.3: Provide pedestrian-scaled lighting to improve safety and enhance pedestrian environment.

Policy 8.4: Encourage outdoor dining and seating areas and other pedestrian-friendly uses in mixed-use areas.

Policy 8.5: Encourage new development to provide public open space as a community benefit by providing incentives to developers for such provisions.

Policy 8.6: Consider building pocket parks and community gardens on City-owned vacant lots.

Goal 9: Promote sustainable practices and “green” streets.

Policy 9.1: Emphasize environmental sensitivity and sustainable development practices throughout the Specific Plan area.

Policy 9.2: Implement standards and guidelines for sustainable development based on best management practices and available and emerging technologies in the design, construction and long-term maintenance of projects.

Policy 9.3: Through the development process, encourage building orientations conducive to utilizing available solar energy.

Policy 9.4: Encourage the use of renewable and alternative energy systems for residential uses.

Policy 9.5: Provide incentives for projects to achieve the Leadership in Energy and Environmental Design (LEED) Certification – (Green Building Rating System) - or other similar certification.

Policy 9.6: Enforce Low Impact Development (LID) practices for all new development, which will provide for conservation of water quality for area waterways.

Policy 9.7: Encourage conversion of turf to drought-tolerant landscaping in the residential parkways.

Goal 10: Take advantage of the regional open space resources located in the vicinity of the Specific Plan.

Policy 10.1: Attract users and visitors at the Hollydale Regional Park, Los Angeles River, Los Angeles River Bicycle Path and other open space resources to visit Garfield Avenue retail with a comprehensive signage and wayfinding system.

Policy 10.2: Expand the bicycle network to improve connectivity to and from the Hollydale Regional Park, Los Angeles River Bicycle Path and other open space resources in the area.

Policy 10.3: Improve pedestrian access to the Hollydale Regional Park, Los Angeles River Bicycle Path and other open space resources in the area with improvements to crosswalks and sidewalks.

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