



Location: Azusa, Los Angeles County

Timeframe: 2007 – 2008

Project Partners: City of Azusa

Project Services

- Land-Use Planning & Design
- Market feasibility analysis



The intent of this demonstration project was to examine the potential market demand for commercial development around the Citrus Station and identify the most appropriate mix of housing, commercial, and office uses depending upon how the transit station could be developed: as a sending zone, a receiving zone, or a retail destination.

Goals

- Analyze market base of surrounding area
- Develop 3 alternative development scenarios and accompanying land-use mixes
- Understand the potential for the village area to adjacent areas in order to market to developers

The Metro Gold Line is planned to extend east passed its current terminus, Sierra Madre Village station. One of the planned stations for this extension is the Citrus Station in the City of Azusa. The City of Azusa envisions a large planned development in the future adjacent to this future Gold Line station. The city wishes to plan a village neighborhood core around the station area. The Compass Blueprint project identified land-use and development strategies to help create a village neighborhood. The project also conducted a market feasibility analysis in order to understand how to market the village area to developers.

Results

- Study area of 8.18 acres
- Three land-use alternatives
 - Sending station: Alt 1 24,000 sq. ft. of retail to be mixed with 170 residential units
 - Receiving Station: Alt 2 180,000 sq. ft. of office space, 31,000 sq. ft. of commercial/retail, and 30 live/work units
 - Mixed-Use Destination Station: Alt 3 58,000 sq. ft. of retail, 26,000 sq. ft. of office space, and 120 residential units