SOUTHERN CALIFORNIA
ASSOCIATION of GOVERNMENTS

FINAL DRAFT CONCEPTUAL MASTER PLAN

CITY OF CERRITOS: TOD DEMONSTRATION PROJECT

December 2012

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Transforming Regional Centers for the future

"The shopping mall is the quintessential world's consumer culture. Victor Gruen, founder of Gruen Associates, was the pioneer of enclosed shopping centers in America starting with Southdale Center in Minnesota. He took shopping centers to a new level of size and sophistication. He had intended that his suburban shopping centers will provide civic and cultural facilities, as well as stores, for the growing suburbs of American cities, and act as nuclei for communities. His urban malls were developed to celebrate the pedestrians, reflective of his European heritage.

Today, there are more than 1500 shopping malls in America, ranging in size from several hundred thousand to more than 3 million square feet and many of these centers are relatively single use and neglected to include civic, cultural and other activities that add to the shopping experience. The markets for fully retail malls are now saturated and emergence of newer format specialty boutiques, entertainment and especially lifestyle retailers and disappearance of many department store anchors have resulted in rapid decline of these shopping centers. In response to competition as well as demographic shift, a paradigm shift has occurred in creating a more active mixed-use walkable development in an indoor-outdoor environment. Gruen Associates welcomes this opportunity to be apart of transforming a retail shopping malls and surrounding areas into regional centers of the future that includes a full range of uses"

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Executive Summary

The City of Cerritos (City) was incorporated on April 24, 1956 as the City of Dairy Valley and voted to become a California chartered city on February 17, 1959. The City's original name reflected the predominant agricultural focus of the community at the time. Shortly after incorporation, the City began to experience rapid growth as a result of its location on the border of Los Angeles and Orange Counties, in the virtual geographic center of the Southern California metropolitan area. The name change to Cerritos was made official on January 10, 1967 to reflect both the Spanish heritage of the area, as well as the evolution of the City from a rural agricultural community to a well-planned park-like community with substantial amounts of open space for residential, commercial and industrial development located within the City's 8.9 square miles.

The City of Cerritos has recently become the object of increasing attention with the proposed OrangeLine Development Authority's (OLDA) High Speed Rail Project and the West Santa Ana Branch Corridor Transit Project. Therefore, Southern California Association of Governments (SCAG) has funded a TOD Demonstration Project adjacent to a potential transit station in Cerritos which is ideally located to serve as a regional transportation hub given its proximity to the intersection of the State Route 91 and Interstate 605 freeways. In addition, the TOD Demonstration Project area is already served by a variety of local surface transit providers including Los Angeles County Metropolitan Transportation Authority, Orange County Transportation Authority, Long Beach Transit, Norwalk Transit, and Cerritos On Wheels and is the location of the successful Los Cerritos Center and the Cerritos Auto Square, two major economic engines for the City.

The overarching goal of this TOD Demonstration Project is to provide direction to the City for future public investments, private development, and community action in the post redevelopment era. This project will build upon unique regional shopping in the area, the auto center and a potential transit system, the City's General Plan and the City's economic development strategies. The project aims to highlight the City's many assets, support the improved performance of existing businesses and establish a competitive advantage to attract new vitality to the City in the near future nd in the long term when a premium transit station and line is constructed. Serving as a catalyst, this project will assist in establishing clearly-defined priorities for the City. Armed with a vision and an initial conceptual plan, the City can continue to refine and adjust the plan, as needed as the City applies for more funding to complete short-and long-term plans and projects that will bring the conceptual plan to fruition.

In April 2012, Gruen Associates was retained by SCAG to prepare a conceptual Master Plan for the City of Cerritos for redevelopment and improvement of approximately 400 acres encompassing the Los Cerritos Center, the Cerritos Auto Square and other adjacent properties to serve as a regional transportation hub and transit-oriented development. A catalyst for this TOD Demonstration Project is the potential location of an OrangeLine Transit Station on the West Santa Ana Branch of the Pacific Electric Right-of-Way (PE ROW).

This conceptual Master Plan is a guide, a roadmap for the future revitalization and redevelopment of the project area. It builds around already existing core strengths of regional shopping center, auto square and commercial centers in the area, and will allow this area to be continually reenergized and gradually transforming as a district destination even before transit is constructed.

In 1784 the Rancho Los Cerritos was founded encompassing a vast area of land, including what is now the City of Cerritos.

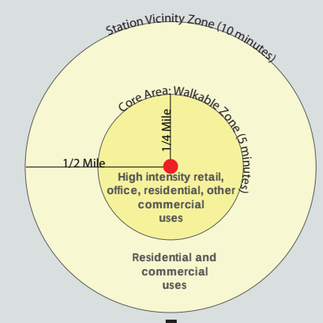
On July 16, 1963, the citizens of Dairy Valley voted to permit the building of homes on less than five acres per residence to allow for normal residential development.

September 1971, the Los Cerritos Center opened and became an integral part of the City of Cerritos' tax revenue

1993, the Cerritos Center for the Performing Arts first opened its doors

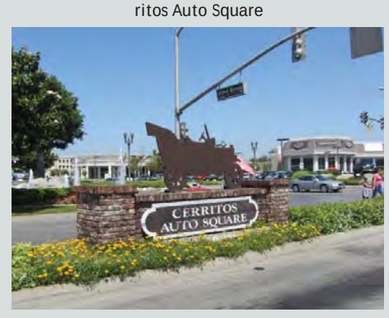
In 2002, the preserved Cerritos Library opened as a model library of the future

SCAG's TOD Demonstration Project in 2012
(Basic TOD Diagram)



Cerritos was incorporated on April 24, 1956 as the City of Dairy Valley

In the early 1980s, the City developed the Cerritos Auto Square



Cerritos Towne Center and Cerritos Senior Center at Pat Nixon Park opened in 1994

SCAG Pacific Electric ROW/West Ana Branch Corridor Alternative Analysis Report completed in 2012

Vision and Objectives

The project area is envisioned as a Mega Regional Commercial Hub for supporting the improved performance of existing regional centers and attracting new development to ensure the City's continued economic growth. Anchored by existing assets such as the Los Cerritos Center and Auto Square and nearby commercial centers, the project area can be transformed into a vibrant, multi-modal and pedestrian-friendly commercial area with medium to high-density residential in a mixed-use setting.

The demonstration project is driven by specific project objectives:

- Create a compact mixed-use environment within the project area with a mix of uses and a pedestrian friendly approach to the station by redeveloping and revitalizing large parking lots and older commercial areas as retail, restaurants, office, high quality medium and high density housing and workforce homes, other job generating activities, entertainment and public gathering spaces with strong pedestrian and bicycle links between uses and to the station.

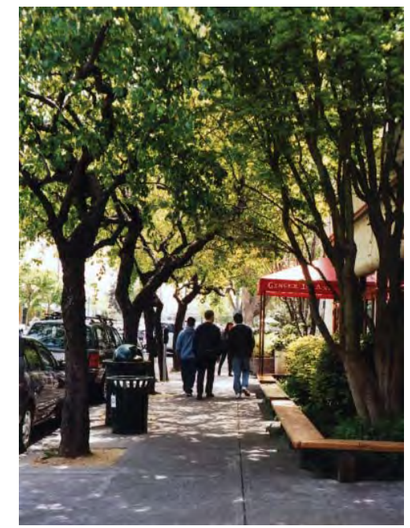
- Provide a park-like atmosphere and active public spaces that enhance the Los Cerritos Center's public function. Use parks and activated public places as key components in this conceptual plan, as people connect to a place and make it theirs by being able to experience the weather, enjoy natural light, listen to music or rushing water and relate to both urban and natural surroundings.

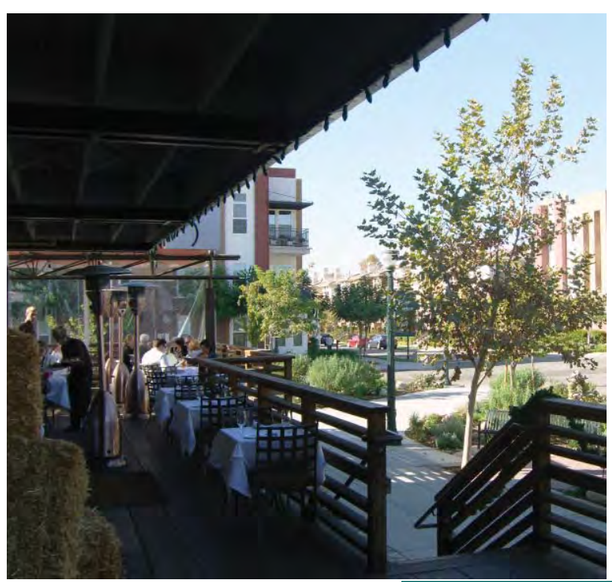
- Provide seamless connections between all of the uses, stores, places, public gathering spaces, parking and activities on the site to complete the experience.

- Develop 183rd Street as a potential attractive corridor with a vibrant mix of horizontal and vertical mixed uses within close proximity to the station.

- Place buildings close to the sidewalk with parking in the rear to create an active pedestrian environment. Line parking structures with development to avoid unfriendly sidewalks.

- Consider parking reductions or shared parking as incentives for additional development. Also, provide dispersed parking structures to provide the convenience and ease of access that customers demand.



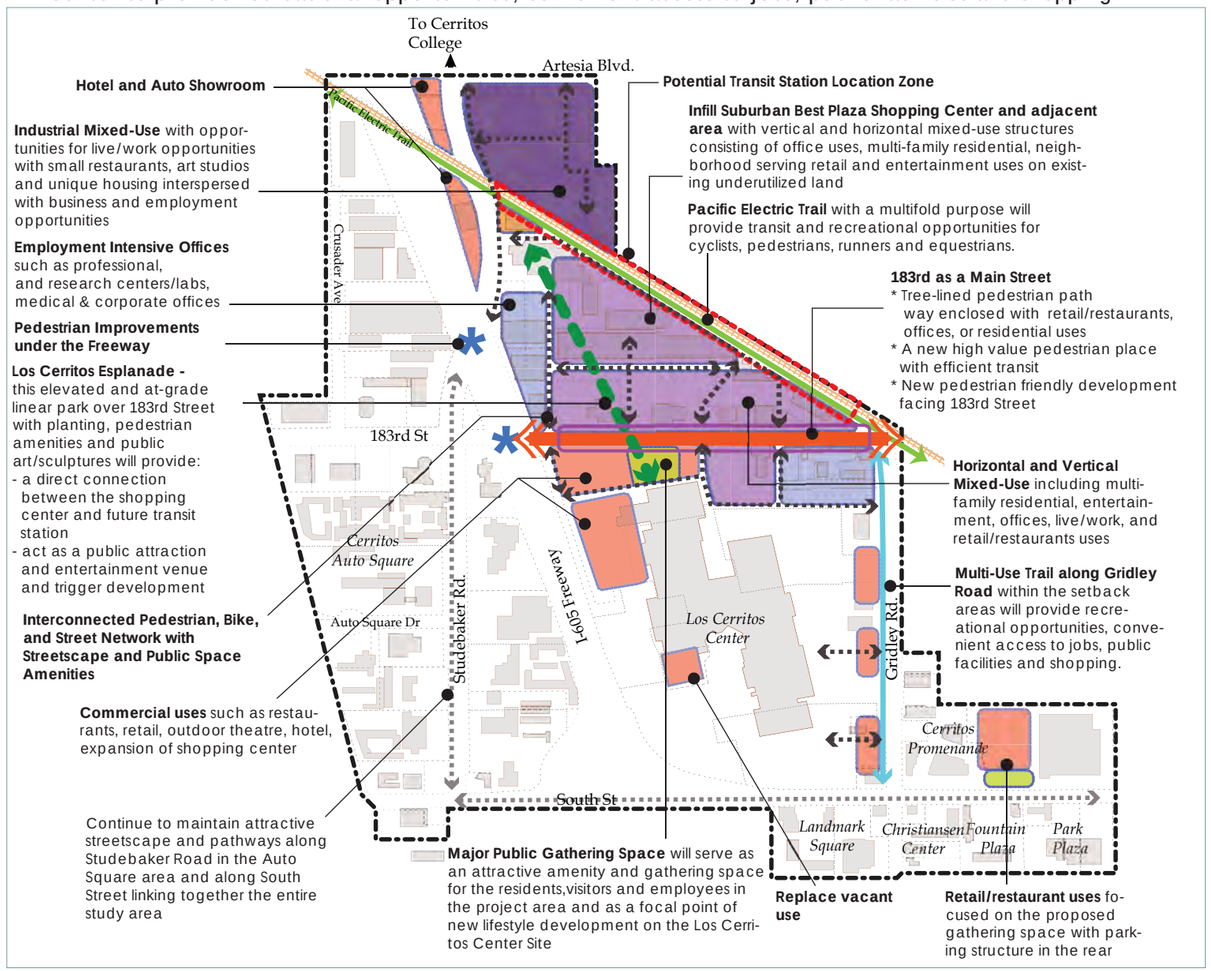


Summary of Recommendations

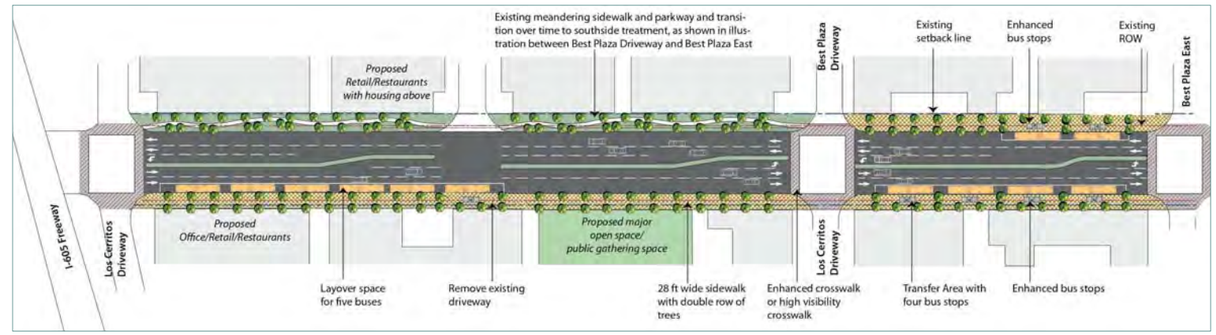
Based on the input from the stakeholder interviews and City staff, overall land use and linkage directions were established.

Linkage and Circulation Recommendations

- Convert 183rd Street into a "Main Street" with wide sidewalks, double row of trees, new bus shelters and buildings close to the sidewalk with retail entrances, shops windows and outdoor dining at ground level creating an active, lively pedestrian environment.
- Provide a large central gathering space i.e. Cerritos Commons on the south side of 183rd Street in front of the Sears Department store encircled with new retail, restaurants and entertainment uses creating a lifestyle environment directly attached to the enclosed Shopping Center.
- Provide a direct pedestrian, bicycle and shuttle connection connecting the second level of Sears to the proposed transit station at Studebaker Road, i.e. Los Cerritos Esplanade. This elevated linear walkway over 183rd Street with planting and pedestrian amenities which will transform to at-grade at the station and will provide a direct connection and act as a public attraction and entertainment venue.
- Provide a landscaped Multi-use Path along Gridley Road within the existing setback area of the Los Cerritos Center to provide recreational opportunities, convenient access to jobs, public facilities and shopping.
- Accommodate a Multi-Use Trail along Pacific Electric Railroad ROW to provide recreational opportunities for cyclists, pedestrians, runners and equestrians and convenient access to jobs, public facilities and shopping.
- Enhance the freeway underpass in coordination with Caltrans to create a safer pedestrian and bicycle environment. These enhancements can include lights along the walkway or light fixtures on the abutment walls, lighter paint on the abutment wall and artwork to improve the appearance of the underpass.



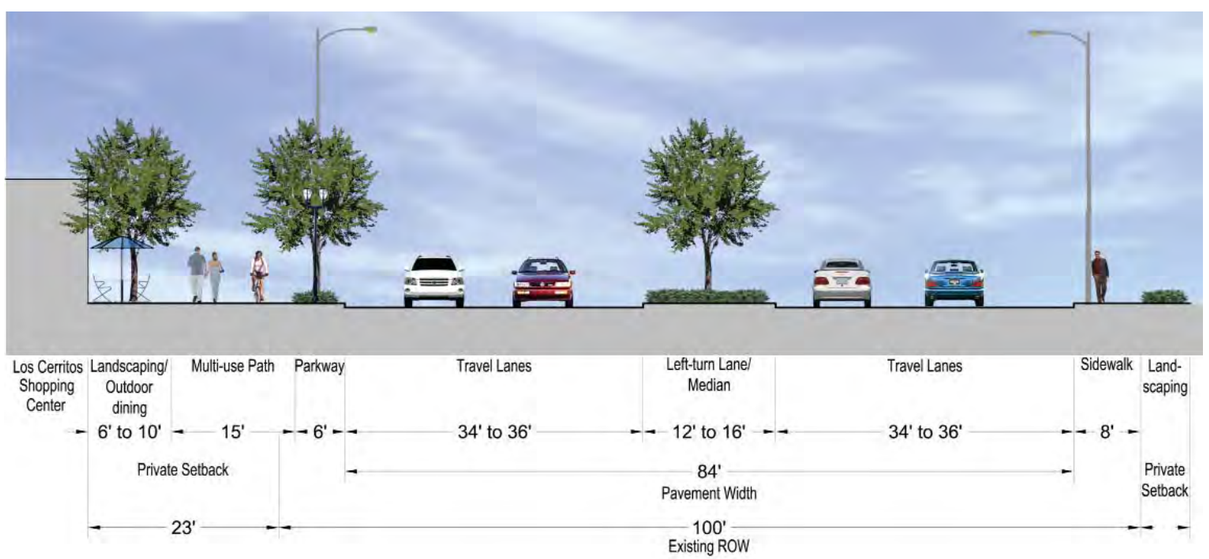
Land Use and Linkage Strategy



Main Street (183rd Street) Plan

Conceptual Layout of Cerritos Commons - Option 1

View of Los Cerritos Esplanade from Los Cerritos Center looking toward Transit Station



Multi-Use Path along Gridley Road Cross-Section

Aerial View of a conceptual Transit Plaza layout

Land use Recommendations

- Expand the Los Cerritos Center within its parking lots along 183rd Street and towards the freeway with a life-style atmosphere including more retail and restaurants plus the addition of other attractions such as a unique theater, hotel and outdoor gathering/dining spaces.
- Focus on horizontal and vertical mixed-use on both sides of an improved 183rd Street introducing pedestrian-friendly retail and restaurant uses along the street, residential and offices above with all uses directly linked to the Los Cerritos Center.
- Infill the underutilized areas north of 183rd Street by selectively adding new offices, residential, institutional uses, open spaces, parking structures and repurposing some buildings for neighborhood services and high quality regional retail.
- Allow within the industrial area mixed-use opportunities north of the Pacific Electric Railroad ROW for live-work, student housing, restaurants and art opportunities.
- Intensify the offices sites near the freeway and at the intersection of Gridley Road and 183rd Street creating more jobs within the area.
- Provide shops and restaurants and new pedestrian-friendly uses on the Cerritos Promenade and Target sites.

Urban Design Concept for Project Area

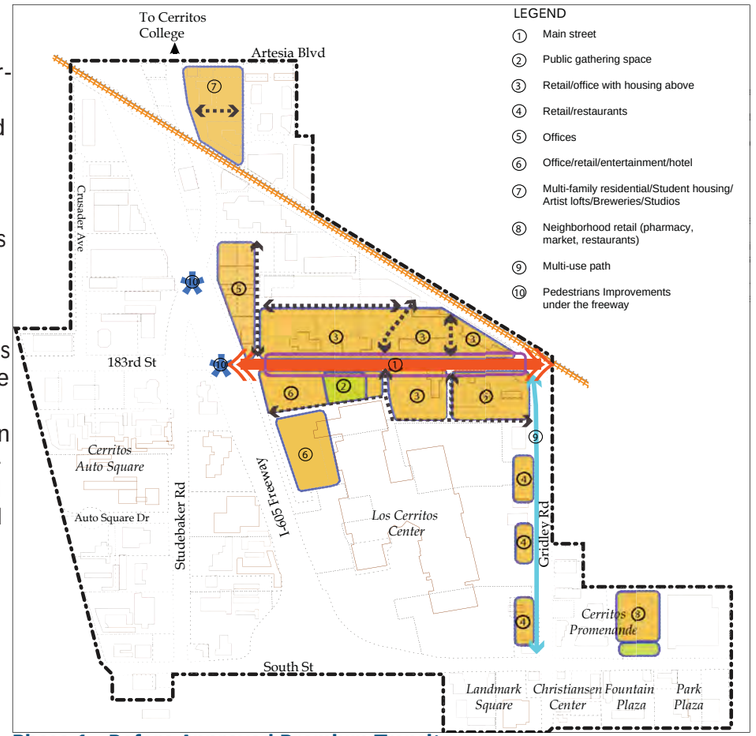
An artist rendering showing architectural and landscaping concept, including Cerritos Commons and Los Cerritos Esplanade.

Development Standards and Guidelines

This plan provides helpful guidelines and examples so that new development can better meet the intent of a livable, pedestrian-oriented community set forth in the conceptual Master Plan. To implement the preferred alternative, design standards and guidelines are included for the City to consider in crafting a Specific Plan, Transit Village Plan, a TOD Overlay Zone or other implementation mechanism.

Phasing and Flexibility

This demonstration project seeks the opportunity to plan early for transit-oriented development, but leaves flexibility to respond to market conditions over time. Flexibility is encouraged in the locating of various land use types, densities and parking, to allow a natural adaptation to market forces while not limiting potential development. We understand that while detailed plans provide a level of comfort and certainty, absolute certainty is unrealistic. Two phases have been developed for this Project. Phase 1 and 2 are influenced by the vision statement and the objectives for the Master Plan as directed by the City staff and stakeholders. Phase 1 capitalizes on the strong retail environment of the Los Cerritos Center and existing bus transit already available along 183rd Street. The construction of premium transit on the Pacific Electric Railroad may take 15 to 20 years depending on funding. Phase 2 will be primarily developed after the transit station and alignment location and timing of construction are known.



Phase 1 - Before Approved Premium Transit

Integration of Land Use and Transportation

Some of the goals of establishing a TOD in the City of Cerritos around a future transit hub would be to support Smart Growth, provide regional and local transit accessibility, provide choices to the use of single occupant automobiles and maximize the value of investments around the TOD. Based on the research and current parking policies and practices of other jurisdictions a reduction in parking should be considered for mixed-use development within the project area in exchange for public benefits. Some transportation and parking policies that would support TOD via Smart Growth are also included in the report. These policies include Transportation Demand Management programs, unbundled parking, parking cash-out, intelligent parking programs and infrastructure and Parking District or In-Lieu Fees

Utilizing potential trip reductions associated with development intensity, design, and proximity to transit based on research conducted in Portland, Oregon potential trip reduction calculations for the Preferred Alternative (Phase 1) of the proposed Cerritos TOD Project were prepared. Overall, with the trip reduction credits, the proposed Cerritos TOD Project would reduce the trip generation by approximately 13 percent.

Economic, Public-Private Partnerships and Implementation

This report also outlines implementation strategies for the TOD Demonstration Project. With all levels of government under significant fiscal stress, new funding mechanisms are needed for transit as well as all government responsibilities. Value capture (VC) is one such mechanism which captures increased property values generated by transit and related Transit Oriented Development (TOD). The greatest opportunities to both create and capture value is mostly related to new development that can be situated near a station in a TOD zone. The report outlines the primary techniques used for land value capture including Assessment Districts, Sales Tax Increment Financing, Joint Development and Developer/Impact Fees. The report also outlines implementation strategies categorized as follows:

- Broadening Master Plan benefits and help attain consensus
- Facilitating implementation
- Attaining adopted economic development goals
- Attaining housing goals
- Improving funding possibilities

This Project included financial feasibility analysis of a hypothetical mixed-use development project located on the Cerritos Center site. While the pro-forma indicates that the total development project (residential, office and retail) as a whole has a reasonable return on cost sufficient to attract private investment. Developer returns can be increased by reducing the parking ratios.

Funding Sources

There are a number of funding options for the City of Cerritos to consider in implementing the conceptual master plan. The City will want to pursue a layered approach and further explore the most feasible funding options. A recommended funding strategy may include:

- Leverage federal and state transportation infrastructure development funds. Consider pursuing 2013 Call for Metro Project dollars for basic streetscape improvements along 183rd Street to jump start the area.
- Consider the development strategies discussed in the Economics, Public-Private Partnership and Implementation section and the parking tools to position the City favorably for successful transit oriented, forward looking development. The City will want to set the land use regulations that will allow the City to extract future public benefits.
- Work with the Cerritos Economic Development Commission to establish an EB-5 Regional Center in Cerritos or partner with an existing EB-5 entity to attract foreign/EB-5 investments in the master plan area.
- Combine public funds with opportunities for private interest to pay for the improvements that are important to the district. In the short term, the City should consider benefits assessment districts, fees, and the formation of a business improvement district. While OLDA is in its early stages of planning, the City may also want to move forward any shared parking agendas.

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1 Introduction

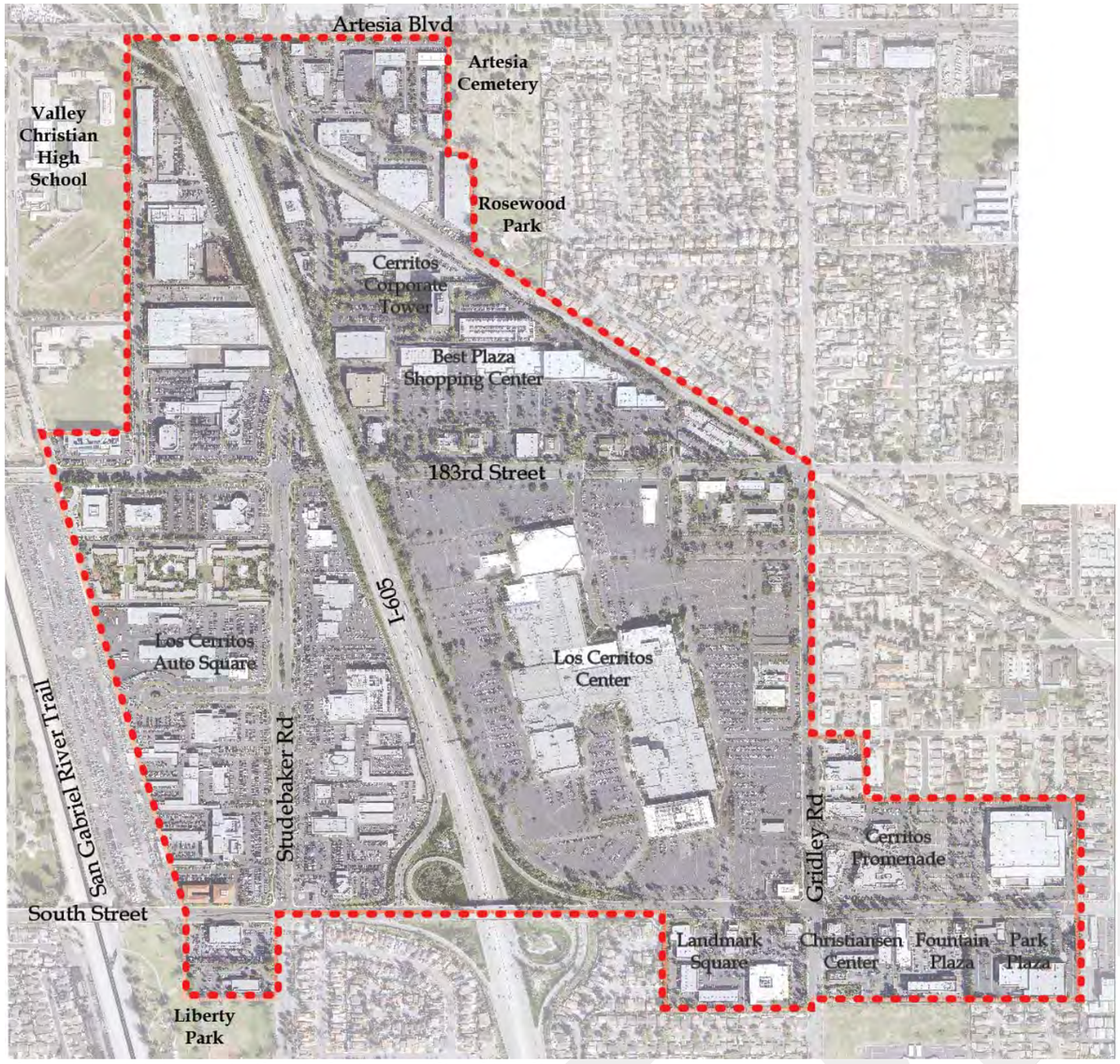


Figure 1.1: TOD Demonstration Project Area, City of Cerritos

This project of the City of Cerritos is funded by the Southern California Association of Governments' (SCAG) Compass Blueprint Demonstration Project Program. Compass Blueprint assists Southern California cities and other organizations in evaluating planning options and stimulating development consistent with the region's goals. The preparation of the report was financed in part through grants from the United States Department of Transportation (DOT). Additional financial assistance was provided by the California State Department of Transportation.

The contents of this report reflect the views of the author who is responsible for the facts and accuracy of the data presented herein. The contents do not necessarily reflect the official views or policies of SCAG, DOT or the State of California. This report does not constitute a standard, specification or regulation. SCAG shall not be responsible for the City's future use or adaptation of the report.

1.0 INTRODUCTION

The Southern California Association of Governments (SCAG) is providing assistance to the City of Cerritos in preparing a conceptual master plan for the redevelopment and improvement of the project area (Figure 1.1) encompassing the Los Cerritos Center, the Cerritos Auto Square and other adjacent properties into a regional transit hub and transit-oriented development in a walkable, park-like environment. A catalyst for this Transit-Oriented Development (TOD) Demonstration Project is the potential location of an Orangeline Transit Station on the West Santa Ana Branch of the Pacific Electric Right-of-Way (PE ROW), which is being studied separately by the Orangeline Development Authority.

With a dynamic scenario of change, the City of Cerritos has realized that future projects/development need to be carefully orchestrated so that their combined efforts translate into coordinated and cohesive action by both public and private stakeholders who are committed to building a bright future for the City. Therefore, preparation of this TOD plan for the redevelopment of portions of commercial and industrial areas within the project boundaries that is well suited to serve as a regional transportation hub for transit users in the southeast Los Angeles County area is the first step towards that effort. Currently, the project area is home to the successful Los Cerritos Center and the Cerritos Auto Square, as well as a variety of aging regional commercial/industrial/retail/office developments. The plan will provide a framework to infill/redevelop these sites with a transit-ready, mixed-use development that will promote livability by providing jobs, housing and access to transportation for patrons throughout the region while complementing the existing successful regional uses. Completion of this document would serve as a reference point for guiding the future development of the project area.

In addition to the subject area's prime access to existing and future transportation modes, the proposed mixed-use development would locate new housing near existing jobs and would create new jobs near existing housing. A key component of the proposed project will be the development of medium to high density, transit-oriented residential development within the transit hub area. Given that the proposed location of the project area includes a regional shopping center, the Los Cerritos Center, and the region's largest automobile mall, the Cerritos Auto Square, it is anticipated that residents living within the proposed housing of the development would benefit by having increased accessibility to jobs. In addition, the proposed development would also include a variety of commercial uses that would create much needed jobs within the region. It is anticipated that the proposed project's location of housing in close proximity to employment opportunities will also help to limit vehicle trips and job-related commuting and will serve to foster a more people-scaled, pedestrian friendly community. In turn, the City is expecting to derive environmental benefits as a result of a reduction in greenhouse gas emissions associated with single-occupancy vehicle trips.

The consultant team retained by SCAG for this project includes **Gruen Associates** as the prime consultant responsible for planning, urban design and overall management. Sub-consultants include **Iteris Inc.** with responsibilities for transportation analysis, traffic engineering and parking planning and **Madrid Consulting Group LLC** and **Pro Forma Advisors, LLC** with responsibilities for economics, public-private partnerships, financing and implementation analysis.

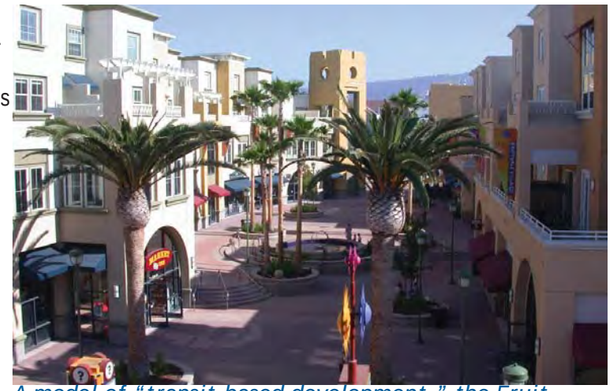
This report is the first step in preparing directions for public and private investments and community action. Existing conditions and a review of relevant policies and existing plans, as well as issues, opportunities and constraints, alternatives considered and a flexible preferred concept plan are described in this report.

1.1 Funding of the Project

Funding for the project was provided by SCAG's Compass Blueprint Demonstration Project Program. Compass Blueprint assists Southern California cities and other organizations in evaluating planning options and stimulating sustainable new development consistent with the region's goals. Compass Blueprint tools support visioning efforts, infill analyses, economic and policy analyses, and marketing and communication programs.

1.2 Compass Blueprint Strategy

In 2001, SCAG started a visioning process that culminated in a regional strategy to accommodate anticipated growth. This strategy, called "Compass Blueprint", promotes a stronger link between region-wide transportation and land use planning and encourages creative, forward-thinking, and sustainable development solutions that fit local needs and support shared regional values. The strategy is broadly based on the following four key "Compass Principles:"



A model of "transit-based development," the Fruitvale Transit Village, Oakland, has housing for seniors, a multi-purpose senior center, a child development center and a pedestrian plaza

Principle 1: Improve Mobility
Principle 2: Foster Livability in All Communities
Principle 3: Enable Prosperity for All People
Principle 4: Promote Sustainability for Future Generations

In June 2004, SCAG's Regional Council unanimously approved the Compass Blueprint Growth Vision and Implementation Framework to guide regional planning policy through the integration of land use planning and transportation investment decision-making. Beginning in 2005, SCAG initiated the implementation phase of Compass Blueprint and began partnering with jurisdictions in Southern California to realize this growth vision on the ground. To date, over 50 demonstration projects have been conducted that exemplify the goals shared by the Compass Blueprint and local communities.

1.3 TODs & their Benefits

The concept of more intense pedestrian-based development oriented to transit is often called a Transit-Oriented Development (**TOD**). A TOD typically encompasses a ½-mile area encircling the station, which generally represents a convenient ten-minute walk to the station, thus reducing the need for a car for many mobility needs. The extremely convenient area within ¼ mile of the station, or five-minute walk, is generally reserved for the most intensive uses based on this strong pedestrian and transit orientation. Those living and working outside the ½-mile TOD area would more often reach the transit station via bus on an interconnected network of bus routes and private shuttles, or by bicycling or walking on dedicated trails or pathways.

TODs concentrate growth in walkable districts near transit stations rather than scattering the growth throughout the region to assist in improving economic mobility from new transit service, improving air quality by reducing automobile trips and their carbon emissions, promoting economic development clusters, increasing housing choices, assisting in the affordability of housing by reducing the need for multiple cars in a family, reducing city costs for extending and maintaining expansive infrastructure, providing walking and biking health benefits for workers and residents and addressing a growing demand for convenient infill urban housing and neighborhoods.

Table 1-1 lists some of the principles and benefits of TODs. These principles and benefits are appealing to areas with changing demographics and growing preferences for a more convenient community life. This trend is reinforced by a demographic shift toward smaller households, including a growing number of "empty nesters," singles and non-family households who are more likely to value living in a walkable urban neighborhood. New development near transit can target demand for uses such as housing or office, and generate higher revenues because proximity to transit is an amenity that people are willing to pay for in the form of higher sale prices or rents.

Table 1-1 Principles and Benefits of TODs

TOD Principles	Benefits
• TODs occupy land within ¼ mile to ½ mile radius around a rail or premium bus station, or within 125 to 500 acres. • Typically, TOD areas are composed of three elements: – TOD area with platforms, and transit and passenger amenities; – Core Area within a five-minute walk of the station or about a 1/4 mile of the station, containing the most intense employment, residential, and retail uses as well as convenient commercial uses for passengers; and, – A neighboring ring within a ten-minute walk of the station or from about a ¼ to ½ mile of the station containing residential, commercial and other uses. • A TOD must be a walkable, pedestrian-oriented area with amenities such as street trees, benches, crosswalks, decorative paving, and public art. Direct pedestrian connections between different land uses should be provided. • TODs have walking connectivity to the regional transit system and bicycle/trail and shuttle links to the area outside the ½-mile area to provide extended connectivity. • Plans, policies and zoning provisions relating to the intensity and mix of uses; pedestrian-based building setbacks; and the provision of incentives such as density bonuses, floor area ratio increases, reduction of parking requirements, etc. play a significant role in facilitating a TOD, by making the area transit and pedestrian orientated.	**Economic** • Catalyst for economic development: TODs can act as a catalyst for nearby properties to invest in development and take advantage of the higher land use density, customer base and walkable TOD community. • Redevelopment: TODs can be used to redevelop vacant or underutilized properties and declining auto-oriented neighborhoods. • Increased property value: TODs can be used to revitalize the area within ¼ mile of the station. • Decrease infrastructure costs: TODs help reduce infrastructure costs due to compact and infill development that can use existing capacity and does not use as much capacity as auto-based development. • Revenue for transit systems: Increased ridership leads to additional revenues for transit service. • Reduced household spending: By reducing auto, parking and travel costs, TODs contribute to an expansion of household net income and community spending. **Environmental** • Increased transit ridership and decreased congestion: By decreasing driving, TODs result in reduced congestion. • Improved air quality and energy consumption: Decreased auto trips lead to lower emissions which result in improved air quality. • Conservation of land and open space: TODs are compact developments and therefore, consume less land than lower-intensity, auto-oriented development. **Social** • Increased housing and employment choices: TODs provide a diversity of housing and employment types in conveniently close proximity to the transit station. • Greater mobility choices: By creating activity nodes linked by transit, TODs increase mobility options in congested areas. Young people, the elderly, those without cars or not wanting to drive also have mobility options. • Health benefits: By providing more opportunities for walking and bicycling, TODs offer health benefits. • Enhanced sense of community: Bringing more people and businesses closer in a pedestrian environment creates an activity hub, thereby enhancing community engagement and activity. • Enhanced public safety: Creating more active pedestrian places used throughout the day and night provides "eyes on the street," which helps TODs increase safety. • Quality of life: Reducing the driving time for long automobile commutes, people can recapture this wasted time for other activities.

Table 1-2, prepared by The Center for Transit-Oriented Development (CTOD) confirms that increased value has been realized for both commercial and residential properties near transit.

Table 1-2 Increased Value of Commercial and Residential Properties near Transit

Land Use	Range of Property Value Premium
Single Family Residential	+2% w/in 200 ft of station (San Diego Trolley, 1992) +32% w/in 100 ft of station (St. Louis MetroLink Light Rail, 2004)
Condominium	+2% to 18% w/in 2,640 ft of station (San Diego Trolley, 1992)
Apartment	+0% to 4% w/in 2,640 ft of station (San Diego Trolley, 1992) +45% w/in 1,320 ft of station (VTA Light Rail, 2004)
Office	+9% w/in 300 ft of station (Washington Metrorail, 1981) +120% w/in 1,320 ft of station (VTA Light Rail, 2004)
Retail	+1% w/in 500 ft of station (BART, 1978) +167% w/in 200 ft of station (San Diego Trolley, 1992)

Source: Center for Transit-Oriented Development (CTOD)

1.4 Examples of Relevant TODs

TODs uses, density, intensity and design vary depending on the unique character of a TOD area. A few examples of relevant regional TODs are shown below:

SOCO Walk, Fullerton, CA - SOCO Walk is a recently completed mixed-use development consisting of townhomes, live-work units and lofts located south of the Fullerton Metrolink/Amtrak station. SOCO Walk forms the cornerstone of Fullerton's new South of Commonwealth (SOCO) District, which also includes a number of restaurants, lounges and boutiques just north of the railroad tracks. The development includes 120 townhomes, live-work units and lofts with retail. The City built this development in partnership with the Olson Company. (Source: SCAG Region: Compass Blueprint Case Study Downtown Fullerton)

SOCO Walk located adjacent to Fullerton's newly rejuvenated Amtrak Station offers both live/work and conventional condos. Source: Google.com

Village Walk, Claremont, CA – Village Walk is a transit-oriented development located within an eight-minute walk of Metrolink's Claremont Station. It is also near Claremont Village, as well as the five Claremont Colleges. Completed in 2006, Phase I and II consist of 186 condominiums, lofts, town homes and duplexes. Village Walk is the main residential component of the City of Claremont's Village Expansion plan. The plan for the area includes live-work lofts, restaurants, and shops. On the main street of Indian Hill Boulevard and the adjacent blocks, new shops, offices, restaurants, a boutique hotel, a five-screen movie theater, and a public parking structure with retail tenants, as well as a public plaza were constructed. (Source: City of Claremont website)

The Village Walk Expansion project includes a parking structure, the adaptive reuse of the Packing House, a five-screen movie theater, a boutique hotel, five new commercial buildings with retail on the first floor and offices upstairs, new apartments, offices and live-work spaces.

Mission Meridian Village, South Pasadena CA – The South Pasadena Metro Gold Line was designed to include a town square with pedestrian amenities and artwork. The Mission Meridian Village, adjacent to the Metro Gold Line in South Pasadena transformed an older retail and residential area to include 67 condominiums, 5,000 square feet of retail space, two levels of subterranean parking containing 280 parking spaces, a bicycle store and storage facility. It is located within two minutes of the Metro Gold Line Mission station and is designed in styles in keeping with the surrounding neighborhood. As a TOD, Mission Meridian Village has been a success. In 2006, it won both the AIA Honor Award for Multifamily Residential Developments and the Congress for New Urbanism Charter Award. This development and station have stimulated other pedestrian-friendly compatible developments in the area. (Source: Gruen Associates and www.challc.com).

A five-minute walk to the new South Pasadena Gold Line Station, Mission Meridian Village offers 67 condominiums, 4,000 square feet of neighborhood- and commuter-serving retail, including a café/ market, newsstand and a bicycle shop for storage and maintenance.

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2

Existing Conditions

2.0 EXISTING CONDITIONS

2.1 Project Context

2.1.1 City of Cerritos History and Background

The City of Cerritos became an incorporated City on April 24, 1956. As a reflection of its agricultural heritage, the name Dairy Valley was chosen. The extent of this agricultural heritage was clear, as there were more than 400 dairies and a cow population that outnumbered residents twenty-nine to one. The City began to experience significant change by the early 1960s. The value of land and increased property taxes began to make dairy operations difficult, and less profitable. Responding to this change, the City voted in 1963 to allow the development of residences on lots smaller than five acres. This decision allowed more traditional residential development to occur within the City for the first time. On January 10, 1967, the City was officially named Cerritos, paying homage to its historic Spanish heritage and the Rancho Los Cerritos Spanish land grant that bears the City's name.

The tax revolt of the 1970s and the passage of Proposition 13 allowed the City of Cerritos to create many commercial zones and take advantage of the percentage of county sales tax allocated to municipalities as sales tax revenue. Cerritos was one of the first cities in Los Angeles County to develop large-scale retail zones, such as the Los Cerritos Center and Cerritos Auto Square, and achieved stunning success. City leaders reinvested funds into the community with large public works projects and an increasing number of community services and programs.

Cerritos shares borders with the Cities of Norwalk and Santa Fe Springs on the north, Bellflower and Lakewood on the west, La Mirada, Buena Park, Cypress and La Palma on the east and southeast and Lakewood on the south. The City of Cerritos also surrounds the City of Artesia on three sides. Also, much of the City's eastern border is contiguous with the boundary between the County of Los Angeles and Orange County, see Figure 2.1.

2.1.2 Project Area

This project entails preparing a conceptual plan for the redevelopment of an existing commercial and industrial area. Currently the site is home to a variety of commercial and industrial uses, including the Los Cerritos Center Mall and the Cerritos Auto Square, as well as a variety of new and aging regional commercial/retail/office developments. The conceptual plan will provide a framework to redevelop the site and develop the location with a transit-oriented, mixed-use development that will promote livability by providing jobs, housing and access to transportation for patrons throughout the region.

The project area encompasses approximately 440 acres in the City, as shown in Figure 2.2 and represents approximately 8 percent of the land in the City. The subject area is ideally located to serve as a regional transportation hub given its proximity to the intersection of the State Route 91 and Interstate 605 freeways. Further, the former Pacific Electric Railroad right-of-way bisects the site, well situating it to accommodate potential future transit developments that will utilize the right-of-way, including, but not limited to, the proposed Orangeline Development Authority's Transit project and a recreational bike and pedestrian path.

In addition, the project area is already served by a variety of local surface transit providers including Los Angeles County Metropolitan Transportation Authority (MTA/Metro), Orange County Transportation Authority (OCTA), Long Beach Transit, Norwalk Transit, and Cerritos On Wheels (COW). The provision of a centralized transportation hub will serve to increase operational efficiency and convenience for patrons, thereby further encouraging the use of public transportation in the process.

Figure 2.1: Regional Context

City Facts

Area: 8.856 sq mi
Population (2010): 49,041
Density: 5,500 people/sq mi
Median Income (2010): $95,797

Distance to/from:
LAX: 25 miles
Long Beach Airport: 12 miles
Green Line Norwalk Station:6.5 miles
Norwalk Metrolink/Amtrak: 5.5 miles
Union Station: 20 miles

Source: City of Cerritos, SCAG and Orange County

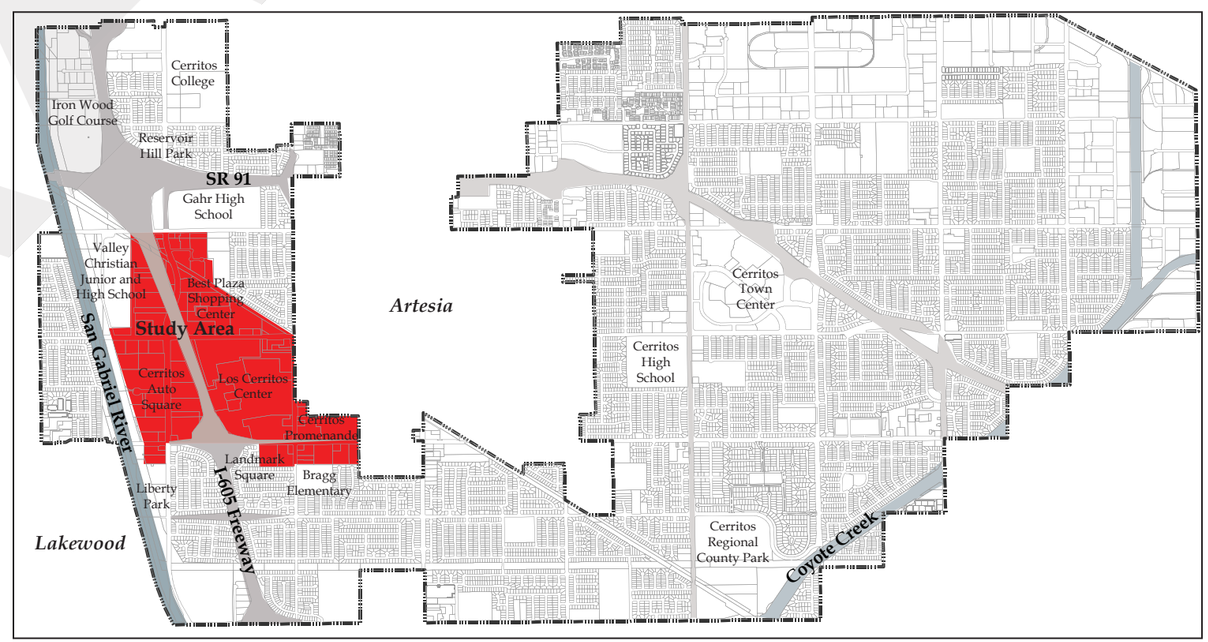


Figure 2.2: Project Boundaries and Context

2.1.3 Existing Land Uses and Pattern

The project area is dominated by regional and local commercial, industrial commercial and light industrial uses, as shown in Figure 2.3. The project area includes two major regional commercial centers i.e. the Los Cerritos Center and the Cerritos Auto Square. These regional centers provide for major regional commercial activities that produce significant employment opportunities and tax revenues for the City.

Other commercial centers located within the project area include the Best Plaza Shopping Center, Cerritos Triangle Plaza, Cerritos Promenande, Landmark Square, Christiansen Center, Fountain Plaza and Park Plaza.

Industrial uses are located primarily in the north and northeast sections of the project area and are situated within easy access of the westbound SR-91 freeway Studebaker Road exit.

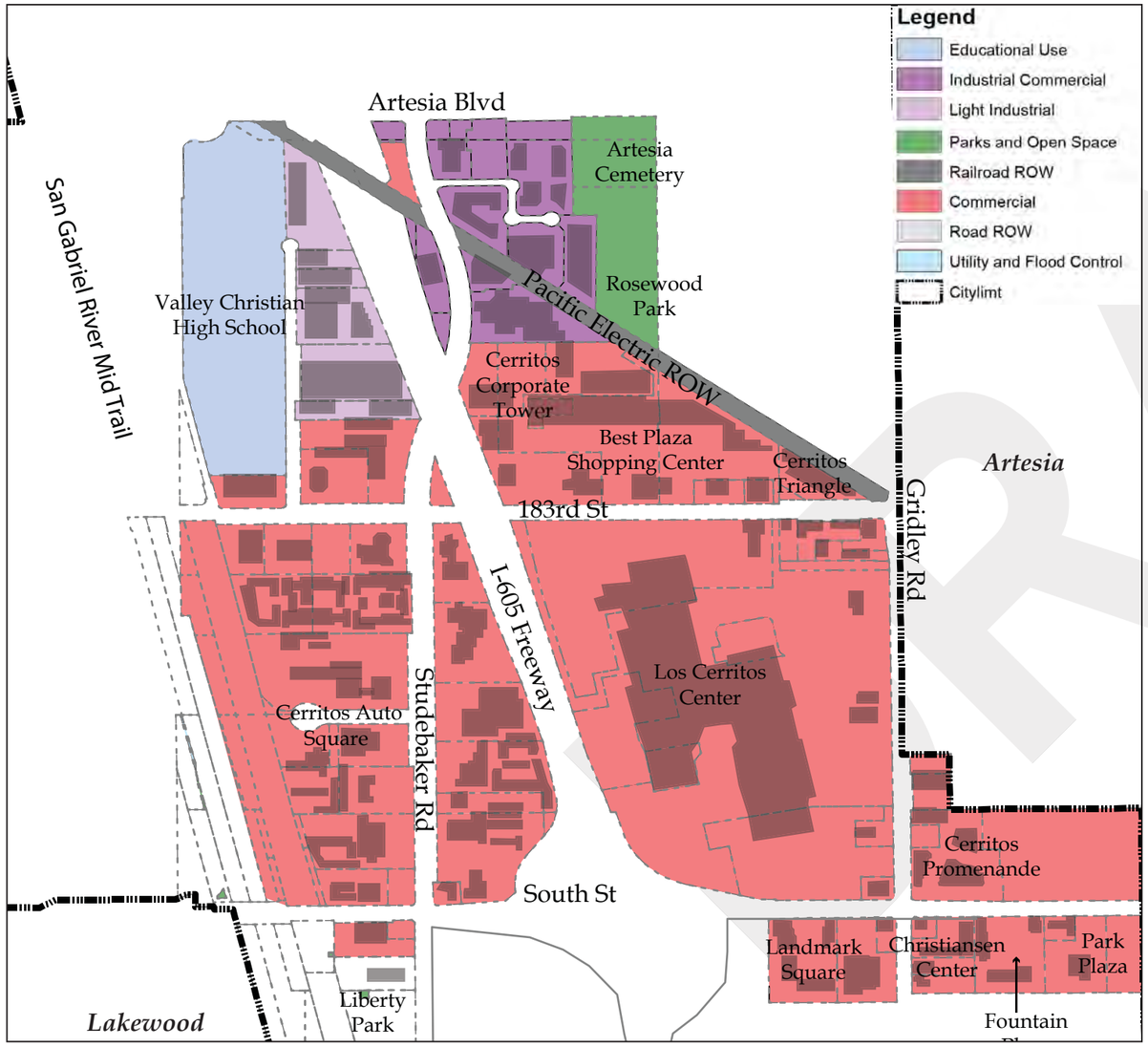


Figure 3.3: Existing Land Use Map

A. Los Cerritos Center

- The Los Cerritos Center is about 95 acres in size, with a floor area of over 1.3 million square feet.
- It includes three major department stores, approximately 140 specialty shops, theaters, restaurants, financial institutions and many other customer services.
- The Center provides a broad choice of goods and price ranges for comparison shopping and competitive merchandising.
- Large surface parking lots offer opportunity for redevelopment or expansion of the Los Cerritos Center.
- The former Nordstorm site is currently vacant.

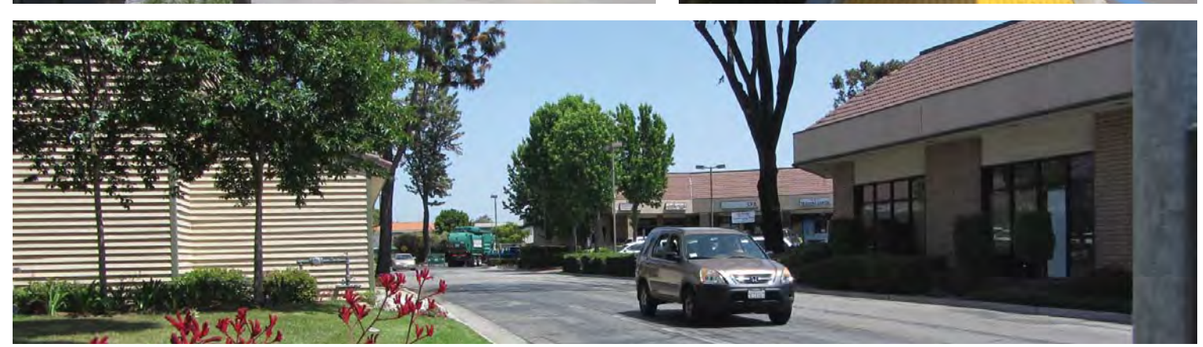
B. Cerritos Auto Square

LEGEND
1. Land Rover and Jaguar
2. Kia
3. Volkswagen
4. Chevrolet
5. GMC, Buick and Honda
6. Toyota and Scion
7. Nissan and Dodge
8. Mazda
9. Lexus
10. Acura
11. Hyundai, Ford and Infiniti
12. Mitubushi

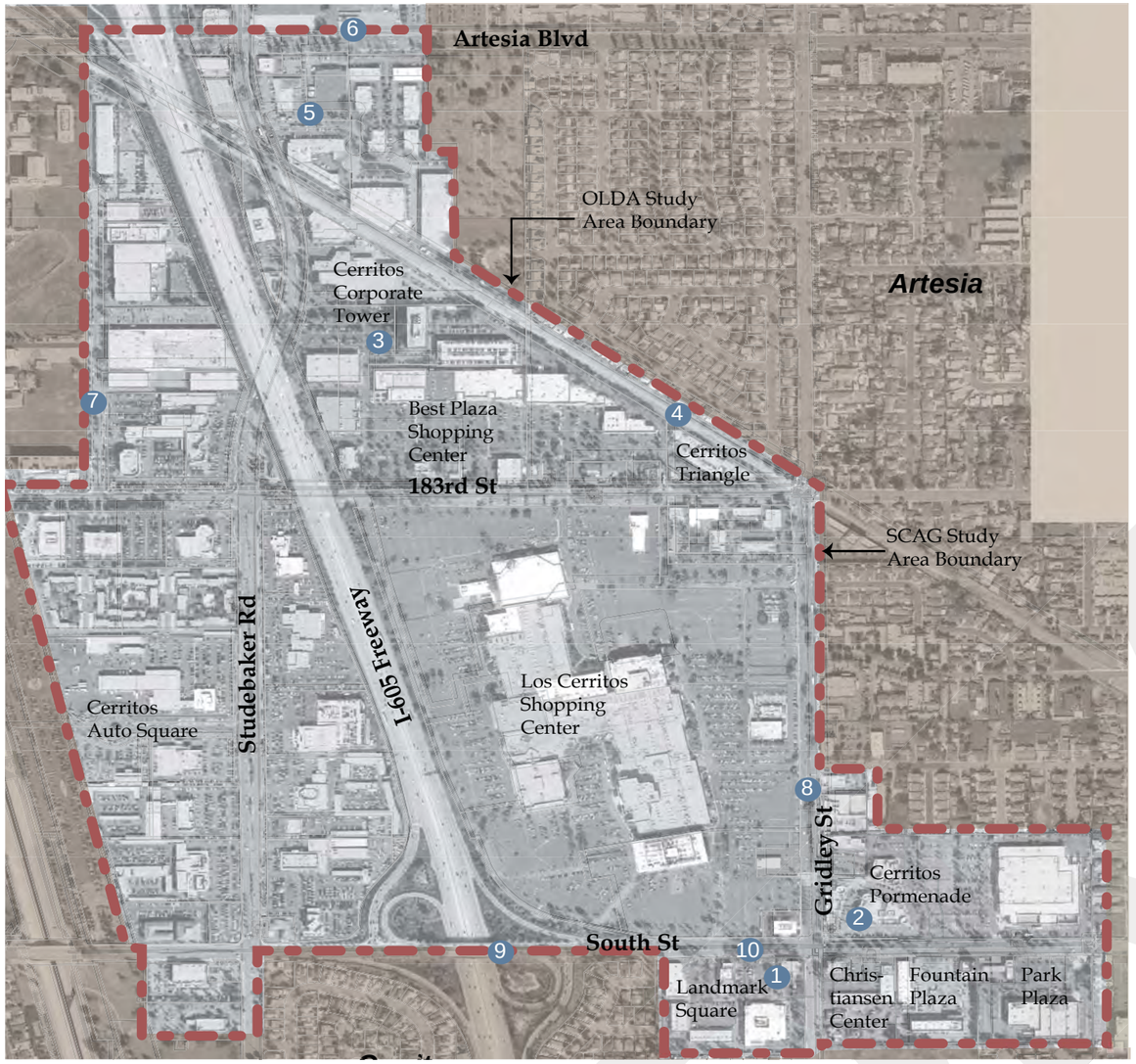
- The Cerritos Auto Square occupies approximately 125 acres west of the I-605 freeway.
- It houses 24 car dealerships in approximately 800,000 square feet of floor area.
- Consumers from the entire Southern California region shop at the Auto Square and it is the world's most successful auto mall.
- Development represents a variety of architectural styles varying from New Orleans to Contemporary.

C. Best Plaza Shopping Center

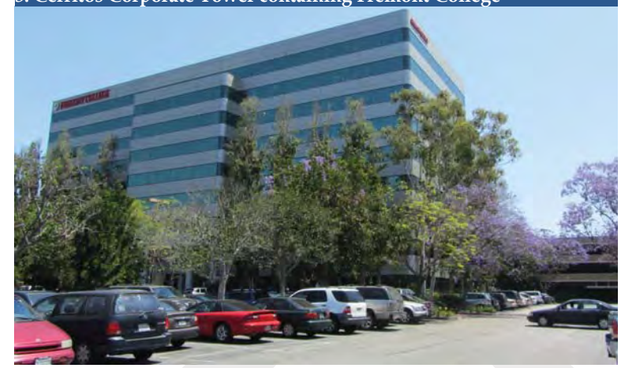
- Best Plaza Shopping Center occupies approximately 31 acres.
- It houses 25 businesses including Big Lots, Burlington Coat Factory and Laz-E-Boy furniture gallery.
- Most of the buildings are older and the architecture and building sizes do not reflect the design of adjacent uses and offer opportunity for infill development.
- The parking lots with canopy trees and landscaping appear more pedestrian-scaled than the Los Cerritos Center.



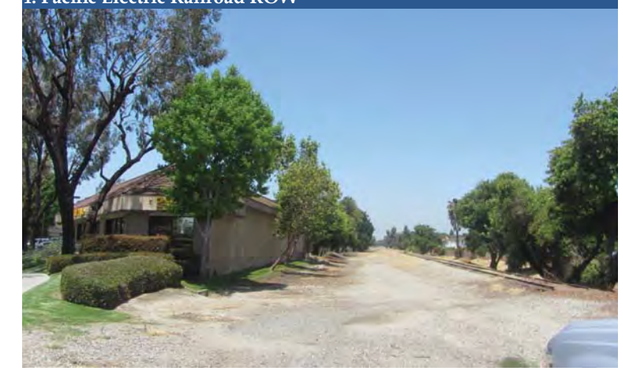
D. Other Commercial Centers and Uses



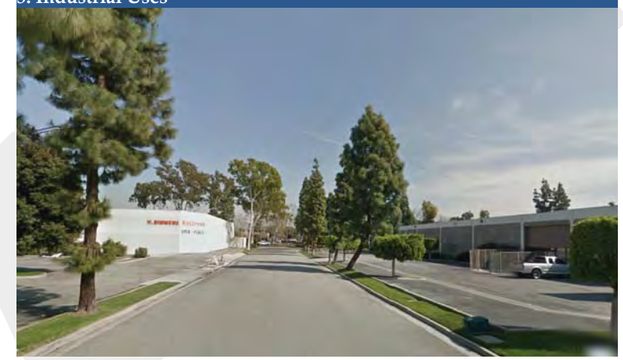
3. Cerritos Corporate Tower containing Fremont College



4. Pacific Electric Railroad ROW



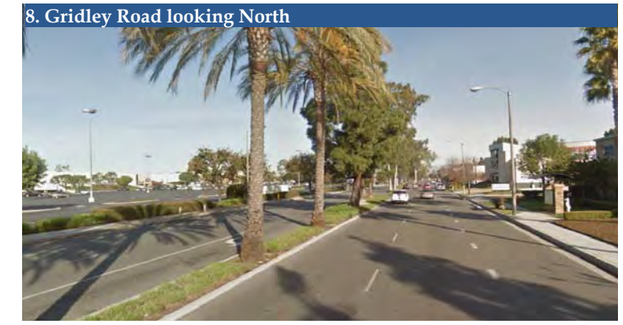
5. Industrial Uses



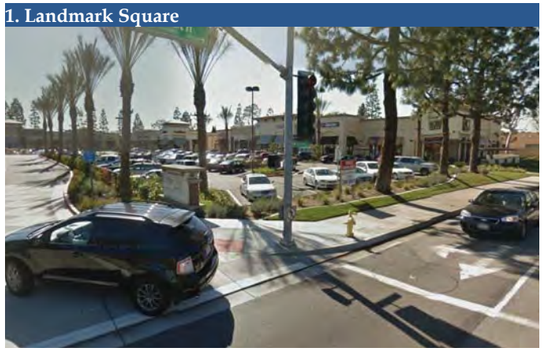
6. Industrial Uses

7. Industrial Uses

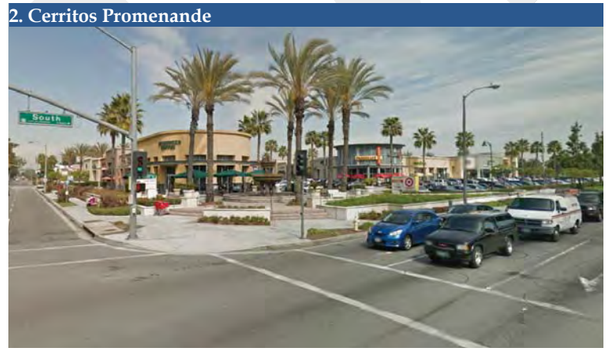
8. Gridley Road looking North



1. Landmark Square

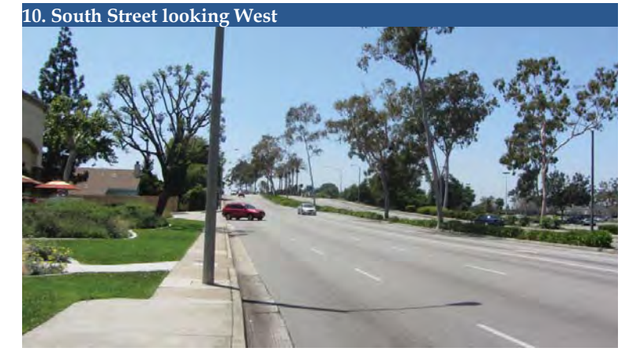


2. Cerritos Promenande



9. Signage at I-605 Freeway Off Ramp

10. South Street looking West



2.1.4 Existing Mobility and Circulation

A. Regional Access

The City of Cerritos is well served by the Artesia Freeway (SR-91) which provides east-west regional connectivity and the San Gabriel River Freeway (I-605) providing north-south regional travel.

B. Local Access

The project area is bisected by Studebaker Road and Gridley Road providing north-south connectivity and South Street, 183rd Street, and Artesia Boulevard providing east-west connectivity. The existing configuration of these roadways are as follows and typical existing cross-sections are illustrated in Figures 2.4 through 2.8:

- Studebaker Road - A four-lane roadway with two lanes in each direction and a raised median.
- South Street - A six-lane roadway with three lanes in each direction and a raised median.
- Gridley Road - A six-lane roadway with three lanes in each direction and a raised median.
- 183rd Street - A four-lane roadway with two lanes in each direction and a raised median.
- Artesia Boulevard - A four-lane roadway with two lanes in each direction and a raised median.

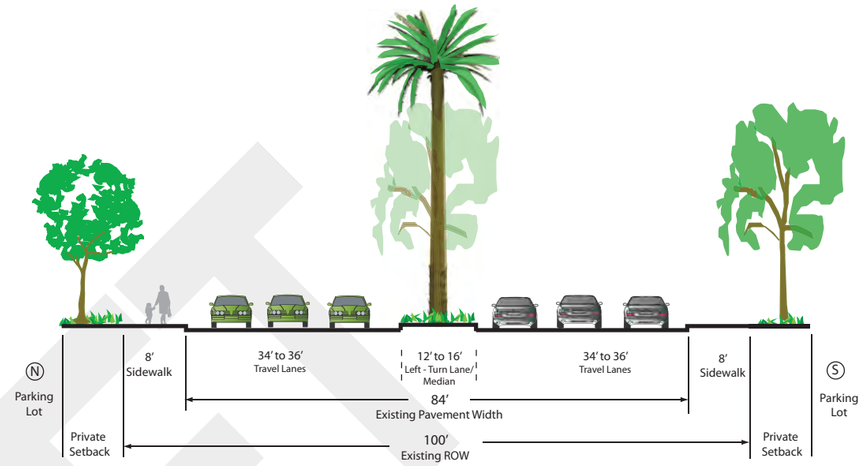


Figure 2.6: Typical Existing Cross Section of Gridley Road

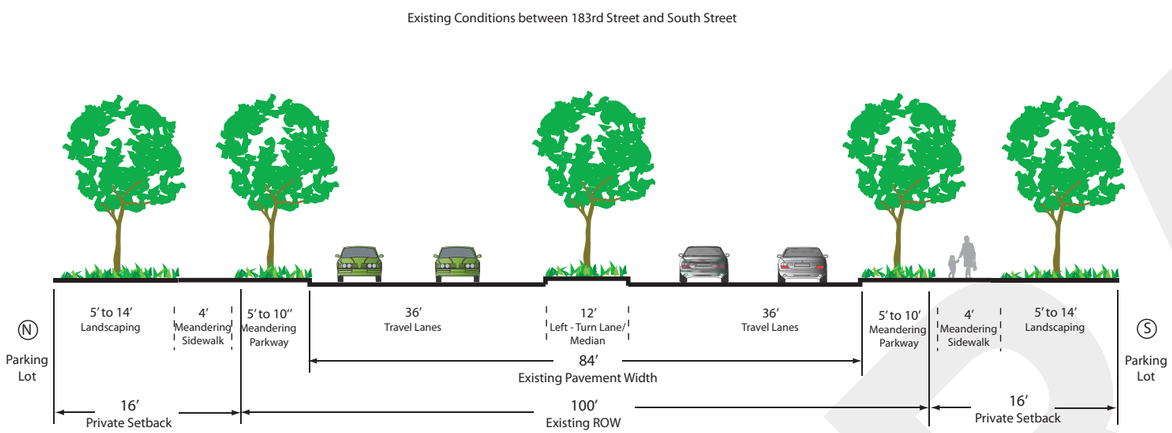
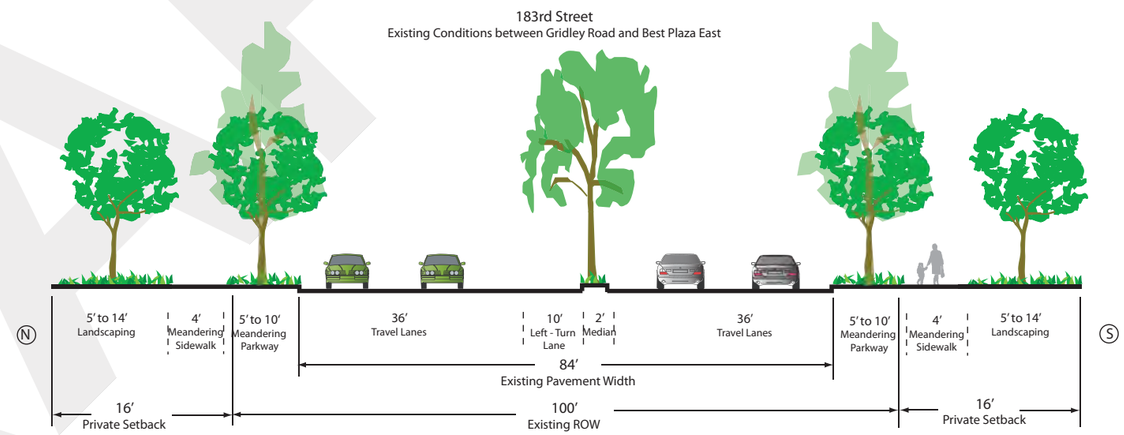


Figure 2.4: Typical Existing Cross Section of Studebaker Road



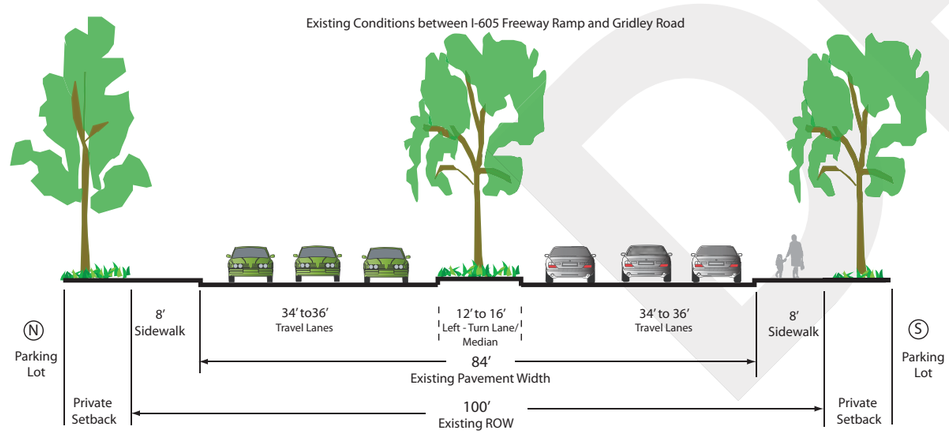


Figure 2.5: Typical Existing Cross Section of South Street

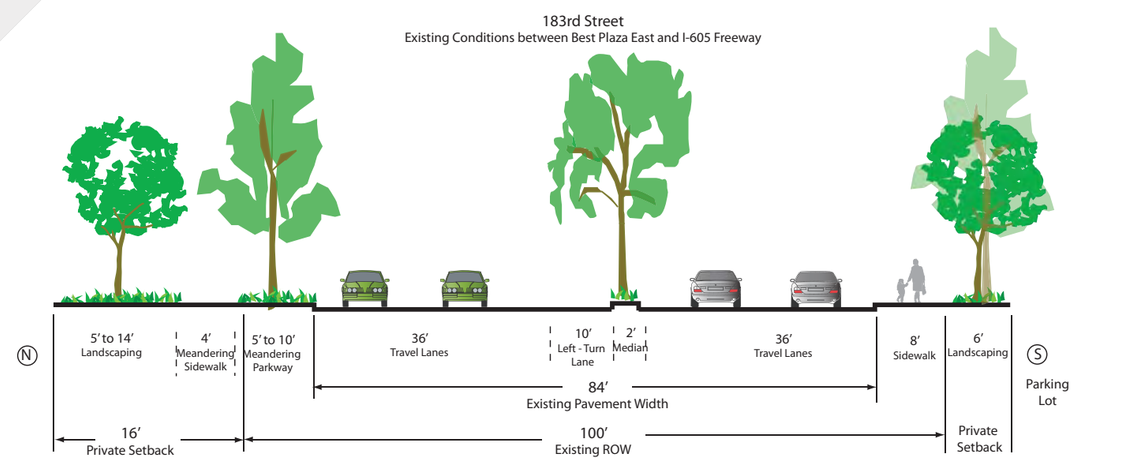


Figure 2.7: Typical Existing Cross Sections of 183rd Street

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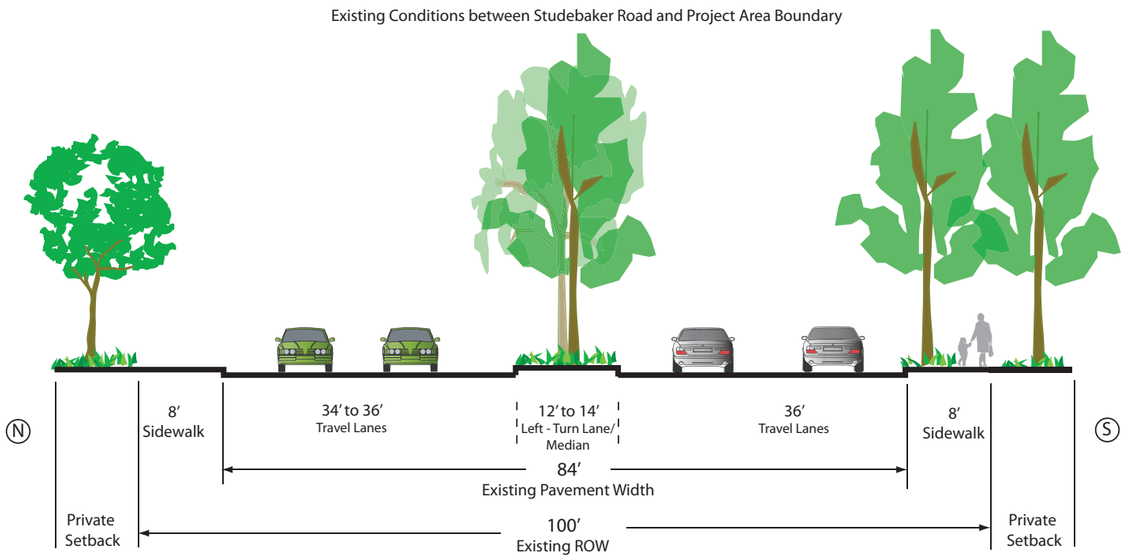

Figure 2.8: Typical Existing Cross Section of Artesia Boulevard

C. Public Transportation Service

The project area is served by five public transit operators; Cerritos on Wheels (COW), Los Angeles County Metro, Orange County Transportation Authority (OCTA), Long Beach Transit, and Norwalk Transit. Together, these operators run a total of 12 local and express routes in the project area, as listed in Table 2.1. A description of all 12 routes is provided below. Figure 2.9 shows the public transit routes serving the project area.

Table 2.1: Local and Express Routes in the Project Area

Provider	Routes	Major Connections/Destinations
City of Cerritos Local Transit **- Cerritos on Wheels (COW)** **- Cerritos Dial-a-Ride**	COW 1, COW 2	Los Cerritos Center, the Cerritos Towne Center, the Cerritos Civic Center, Cerritos Regional Park/Sports Complex, and Cerritos College
Los Angeles County Metropolitan Transportation Authority (Metro)	MTA 130, MTA 62, MTA 577X	**Connection to Metrolink Service in Fullerton**
Orange County Transportation Authority (OCTA)	OCTA 30	
Long Beach Transit (LBT)	LB 172, LB 173, LB 192	**Connection to the Metro Green Line in Norwalk**
Norwalk Transit (NT)	NW 2, NW 8	**Connection to the Metro Green Line in Norwalk and to Norwalk/Santa Fe Springs Metrolink Station**

Cerritos on Wheels (COW) Routes 1 and 2 (Fixed Route Service)

- Traverses Cerritos and portions of Bellflower, Artesia, and La Palma in opposite directions.
- Weekday peak period headway is 30 minutes, and Saturday headway is one hour and 10 minutes. Days of operation are Monday through Friday, 6:00 AM to 7:30 PM, and Saturday 9:00 AM to 5:00 PM. Does not operate on Sundays or on major City recognized holidays.

Dial-a-ride service for residents with disabilities and seniors (Curb to Curb Service)

- Operates between 8:00 AM and 8:15 PM, Monday through Friday, and from 8:00 AM to 5:00 PM Saturday and Sunday.
- Reservations are required and vans typically arrive within one hour, depending on availability.

Metro 130 (Metro Local – Redondo Beach – Los Cerritos Center via Artesia Boulevard)

- Runs through the project area via 183rd Street, Studebaker Road and Artesia Boulevard. It starts in Redondo Beach and ends in Cerritos.
- Days of operation are Monday through Sunday, including holidays. Weekday peak period headway ranges between 25 and 30 minutes, and weekend and holiday headway is approximately 60 minutes.

Metro 62 (Metro Local - Downtown LA – Hawaiian Gardens via Telegraph Road)

- Runs through the project area via 183rd Street, Gridley Road, and South Street. It starts in downtown Los Angeles and ends in Hawaiian Gardens.
- Days of operation are Monday through Sunday, including holidays. Weekday peak period headway ranges between five and 10 minutes, and weekend and holiday headway is approximately 10 to 15 minutes.

Metro 577X (Metro Express – El Monte Station – Long Beach VA Medical Center via I-605 Freeway)

- Starts at the El Monte Bus Station in El Monte and ends in Long Beach. It operates predominately along the I-605 Freeway, with stops at the Long Beach VA Medical Center, the Los Cerritos Center, the Norwalk Green Line Station, and the El Monte Bus Station.
- Days of operation are Monday through Friday only. No weekend or holiday service is provided. Weekday peak period headway is approximately 40 minutes.

OCTA 30 (Cerritos – Anaheim via Orangethrope Avenue)

- Runs through the project area via Gridley Road and South Street. It starts at the Los Cerritos Center in Cerritos and ends in Anaheim.
- Days of operation are Monday through Sunday, including holidays. Weekday peak period headway is approximately 45 minutes, and weekend and holiday headway is approximately 60 minutes.

Long Beach Transit 172 and 173 (Pacific Coast Highway/Palo Verde and Pacific Coast Highway/Studebaker Road)

- Runs through the project area via South Street, Studebaker Road, 183rd Street, and Gridley Road. The lines start at the Metro Norwalk Green Line Station in Norwalk and end at the Transit Gallery in Long Beach.
- Days of operation are Monday through Sunday, including holidays. Weekday peak period headway is approximately 15 minutes, and weekend and holiday headway ranges between 15 and 30 minutes.

Long Beach Transit 192 (Santa Fe Avenue and Del Amo Boulevard)

- Runs through the project area via South Street, Studebaker Road, 183rd Street, and Gridley Road. It starts at the Los Cerritos Center in Cerritos and ends at the Transit Gallery in Long Beach.
- Days of operation are Monday through Sunday, including holidays. Weekday peak period headway is approximately 15 minutes, and weekend and holiday headway is approximately 20 minutes.

Norwalk Transit 2 (Norwalk Square/Green Line/Cerritos College/Los Cerritos Center)

- Runs through the project area via Studebaker Road and 183rd Street. It operates in a loop along Imperial Highway, Studebaker Road, 183rd Street, Pioneer Boulevard, and San Antonio Drive.
- Days of operation are Monday through Sunday, including holidays. Weekday peak period headway is approximately 30 minutes, and weekend and holiday headway is approximately 60 minutes.

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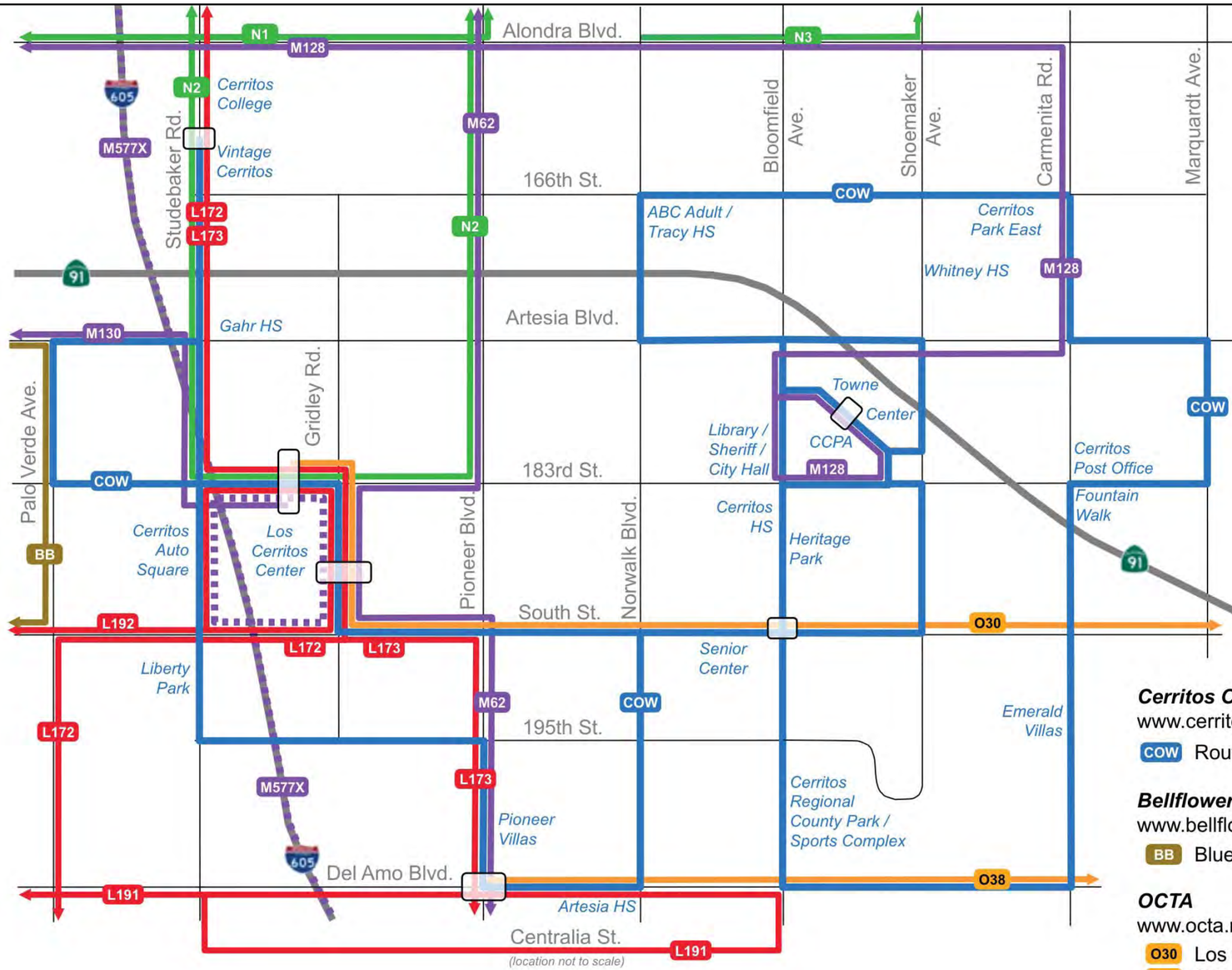


Transit Routes in Cerritos

Bus route
Express bus route
Major transfer area
(routes also connect at many other bus stops throughout Cerritos)

Cerritos On Wheels (COW)
www.cerritostransit.com | (562) 928-4269

COW Routes 1 and 2 throughout Cerritos

Bellflower Bus
www.bellflower.org | (562) 865-7433

BB Blue Line to Bellflower Transit Center

OCTA
www.octa.net | (714) 636-7433

O30 Los Cerritos Center ↺ Anaheim
O38 Cerritos/Lakewood ↺ Anaheim Hills

L.A. County Metro
www.metro.net | (800) 266-6883

M62 Downtown L.A. ↺ Hawaiian Gardens
M128 Compton Station ↺ Towne Center
M130 Redondo Beach ↺ Los Cerritos Center
M577X Long Beach ↺ El Monte Sta. via I-605

Long Beach Transit
www.lbtransit.com | (562) 591-2301

L172 Norwalk Green Line Station ↺ Long Beach
L173 Norwalk Green Line Station ↺ Long Beach
L191 Long Beach ↺ Cerritos/Lakewood
L192 Long Beach ↺ Los Cerritos Center

Norwalk Transit
www.ci.norwalk.ca.us/transportation.asp | (562) 929-5550

N1 Bellflower ↺ Rio Hondo College
N2 NSQ ↺ Norwalk Green Line Station ↺ Cerritos College ↺ Cerritos Mall
N3 Whittier Depot ↺ Norwalk & Alondra
N4 Imperial Highway ↺ Norwalk Metrolink Station
N5 Norwalk Green Line Station ↺ La Mirada via Rosecrans

Figure 2.9: Public Transit Services

D. Existing Bus Stops and Boardings

Table 2.2 provides a summary of the boarding results for each transit provider, and Figure 2.10 graphically shows the daily boarding data by stop.

Table 2.2: Daily Transit Boardings by Stop

Bus Stop	Daily Boardings
Los Angeles County Metro	
Gridley Road and 183rd Street	13
Gridley Road and 184th Street	12
Gridley Road and 187th Street	16
Gridley Road and South Street	43
Jersey Avenue and South Street	13
Orange County Transportation Authority	
Gridley Road and South Street	585
Long Beach Transit	
Studebaker Road and Artesia Boulevard	65
Studebaker Road and 183rd Street	47
Studebaker Road and Auto Square Drive	6
Studebaker Road and South Street	18
Gridley Road and 187th	28
Gridley Road and South Street	102
Gridley Road and 183rd Street	16
Gridley Road and 184th Street	31
Los Cerritos Center and 183rd	149
Sears at Los Cerritos Center	149
Sears and 183rd Street	102
South Street (In Front of Target)	7
Jersey Avenue and South Street	11
Norwalk Transit	
Best Plaza East and 183rd Street	29
Gridley Road and 183rd Street	209
LAC Metro, OCTA, Long Beach Transit and Norwalk Transit Total	**1,651**

Source: Metro, OCTA, Long Beach Transit, and Norwalk Transit

As shown, the following trends can be observed with respect to transit boardings:

- The corridors in the project area with the most boardings include 183rd Street between Studebaker Road and Gridley Road, Gridley Road between 183rd Street and South Street, and South Street east of Gridley Road. This is consistent with the two major transfer points near the Los Cerritos Center located on 183rd Street east of Gridley Road and on Gridley Road north of South Street.
- The intersection of Gridley Road and South Street has the highest number of daily boardings in the project area with 585 on OCTA, 102 boardings on Long Beach Transit, and 43 boardings on Metro.
- Together, Long Beach Transit lines 172, 173, and 192 serve over 700 daily transit boardings in the project area.
- Overall, transit in the project area is well utilized with over 1,600 daily transit boardings on Metro, OCTA, Long Beach Transit, and Norwalk Transit buses.

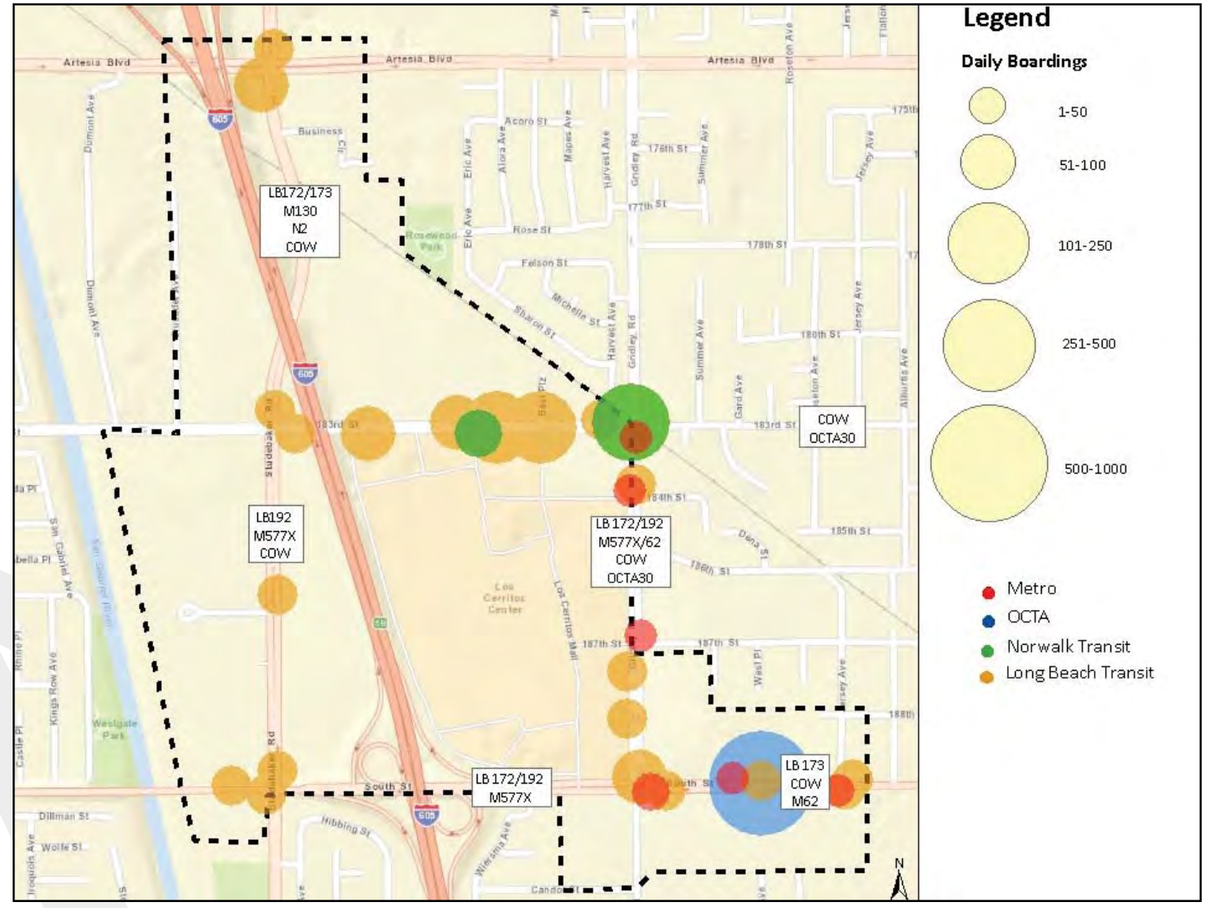


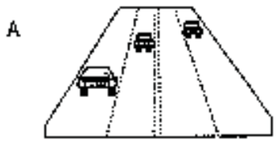
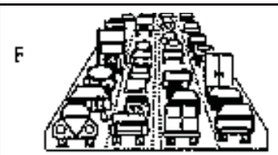
Figure 2.10: Daily Transit Boardings by Stops

Source: Metro, OCTA, Norwalk Transit and Long Beach

E. Traffic Operations Analysis Methodology

Intersections in the City of Cerritos are analyzed using the Intersection Capacity Utilization (ICU) methodology, as specified by the Los Angeles Congestion Management Program (CMP). The ICU methodology uses peak hour traffic volumes and land capacities to calculate a volume-to-capacity ratio (V/C ratio) for each turning movement on each approach. Critical movements are then identified and an ICU value is determined based on a summation of the critical V/C ratios. The ICU methodology provides a comparison of intersection volumes to the intersection capacity and the results are then related to level of service values, ranging from "A" to "F". Table 2.3 describes the Level of Service (LOS) concept and the operating conditions for signalized intersections.

Table 2.3: Intersection Level of Service Definitions

Level of Service		Description	Signalized Intersection V/C Ratio
A		Excellent operation. All approaches to the intersection appear quite open, turning movements are easily made, and nearly all drivers find freedom of operation.	
B		Very good operation. Many drivers begin to feel somewhat restricted within platoons of vehicles. This represents stable flow. An approach to an intersection may occasionally be fully utilized and traffic queues start to form.	>0.600-0.700
C		Good operation. Occasionally drivers may have to wait more than 60 seconds, and back-ups may develop behind turning vehicles. Most drivers feel somewhat restricted.	>0.700-0.800
D		Fair operation. Cars are sometimes required to wait more than 60 seconds during short peaks. There are no long-standing traffic queues.	>0.800-0.900
E		Poor operation. Some long-standing vehicular queues develop on critical approaches to intersections. Delays may be up to several minutes.	>0.900-1.000
F		Forced flow. Represents jammed conditions. Backups from locations downstream or on the cross street may restrict or prevent movement of vehicles out of the intersection approach lanes; therefore, volumes carried are not predictable. Potential for stop and go type traffic flow.	> 1.000

Source: Highway Capacity Manual 2000, Transportation Research Board, Washington, D.C., 2000

A total of 16 intersections were evaluated in the 2004 City of Cerritos General Plan Circulation Element. Of the 16 intersections evaluated in the City's General Plan, five are located either within or in close proximity to the project area. A list of the five intersections, along with their AM and PM peak hour V/C and LOS is provided in Table 2.4 below. As shown, based on the counts conducted in 2003 for the City of Cerritos General Plan Circulation Element, all study intersections evaluated in the vicinity of the project area currently operate at or better than LOS C, indicating relatively little congestion. However, given the local land use, congestion does occur during the peak shopping seasons and sometimes on weekends when the shopping mall is at full operations.

Table 2.4: Intersection Analysis

		AM Peak Hour		PM Peak Hour	
No.	Intersection	V/C	LOS	V/C	LOS
1	South Street and Studebaker Road*	0.77	C	0.91	D
2	183rd Street and Studebaker Road	0.52	A	0.66	B
3	Gridley Road and South Street	0.69	B	0.72	C
4	South Street and I-605 NB Ramps*	0.58	B	0.87	C
5	South Street and I-605 SB Ramps*	0.61	B	0.62	B

*Source: City of Cerritos General Plan Circulation Element, 2004 and * Source: I-405/I-605/SR-91 Congestion Hot Spots Reports, 2010*

F. Roadway Safety

To determine if there are any existing collision patterns or safety issues on arterial roads surrounding the project area, all collisions at major intersections in the project area were analyzed. Based on the collision data obtained by the Statewide Integrated Traffic Records System (SWITRS), 18 intersections were identified in the project area with at least one collision between 2005 and 2009. Of the 18 intersections, five are Major or Secondary Arterial intersections, four are ramp intersections with a Major or Secondary Arterial, and nine are Major or Secondary Arterial intersections with a local roadway. A list of the 18 intersections, along with the total number of collisions recorded between 2005 and 2009, is provided in Table 2.5A and 2.5B below.

Table 2.5A: Total Collisions Between 2005 and 2009 (Roadway Intersections)

Roadway Intersections			No. of Collisions	Fatal Collisions	Injury Collision
Primary Roadway	Secondary Roadway	Intersection Type			
Crusader Ave	183rd St	Local/Secondary Arterial Intersection			
Dumont Ave	183rd St	Local/Secondary Arterial Intersection	5	1	1
Los Cerritos Center	183rd St	Local/Secondary Arterial Intersection	5	0	1
Gridley Rd	183rd St	Secondary/Secondary Arterial Intersection	23	0	7
Gridley Rd	184th St	Secondary Arterial/Local Intersection	7	0	1
Gridley Rd	186th St	Secondary Arterial/Local Intersection	5	0	0
Gridley Rd	187th St	Secondary Arterial/Local Intersection	12	0	4
Gridley Rd	South St	Secondary/Major Arterial Intersection	109	0	45
Studebaker Rd	183rd St	Major/Secondary Arterial Intersection	53	0	17
Studebaker Rd	Artesia Blvd	Major/Major Arterial Intersection	33	0	10
Studebaker Rd	South St	Major/Major Arterial Intersection	93	0	34
Studebaker Rd	Business Circle	Major Arterial/Local Intersection	10	0	4
Los Cerritos Center	South St	Local/Major Arterial Intersection	17	0	8
Table 2.5 B: Total Collisions Between 2005 and 2009 (Ramp Intersections)					
Jersey Rd	South St	Local/Major Arterial Intersection	17	0	8
I-605 Freeway Ramps	Studebaker Rd	Ramp/Major Arterial Intersection	52	0	22
I-605 Freeway Ramps	183rd St	Ramp/Secondary Arterial Intersection	49	0	21
I-605 Freeway Ramps	South St	Ramp/Major Arterial Intersection	437	1	132
I-605 Freeway Ramps	Artesia Boulevard	Ramp/Major Arterial Intersection	60	0	13

Source: Statewide Integrated Traffic Records System (SWITRS), 2005-2010, City of Cerritos

2.1.5 Landscape Character

Generally, major arterial streets within the project area have a park-like environment with landscaped medians and landscape and trees planted on private property adjacent to the sidewalk to provide a comfortable pedestrian environment. Landscaping within the project area is located adjacent to the sidewalks either in a parkway or on private property and includes turf, perennial ground cover and palm trees. Throughout the city, medians have been planted with pines or eucalyptus trees and blooming daylilies and agapanthus. There are different varieties and types of trees planted along individual streets and the City could consider a consistent plant palette. Landscape character of the major streets within the project area are described below:

Studebaker Road (Photos 1 & 2)

- Meandering sidewalk with turf and trees in parkways are located on both sides of the street. Between 183rd Street and South Street no shade trees are provided, as it impairs visibility.
- Median planting between South Street and 183rd Street consists of Date Palm, Queen Palms and Magnolia trees with perennial ground covers.
- Median planting north of overpass includes Canary Island Pines with turf and ground covers.
- Medians at South Street intersection are marked by Date Palms.
- Intersections of Studebaker Road and South Street and Studebaker Road and 183rd Street have a stamped grey concrete texture.

South Street (Photos 3 & 4)

- Sidewalks are located next to the curb with landscaping on private property.
- Median planting consists of Date Palms and Eucalyptus Trees with turf and ground covers.
- Decorative fencing exists along the South Street overpass.

183rd Street (Photos 5 & 6)

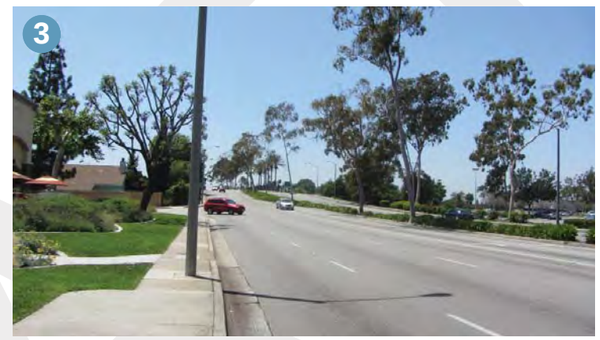
- Meandering sidewalks with turf in parkways exist between Gridley Road and Rosewood Park.
- Eight foot sidewalks are located adjacent to the curb between Rosewood Park and 183rd Street. Trees and landscaping located behind the sidewalk on private property contribute to the landscape.
- Median planting includes Eucalyptus Trees with perennial ground covers (Lily of the Nile plant).

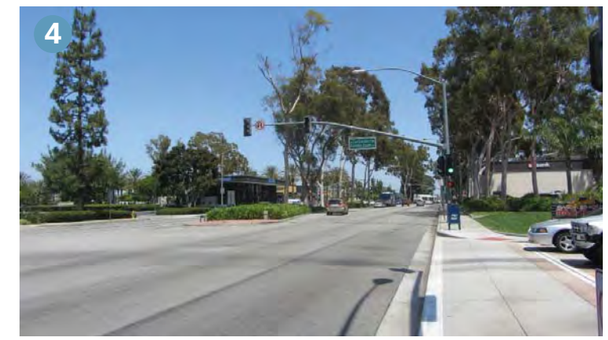
Gridley Road (Photos 7)

- Eight foot sidewalks are located adjacent to the curb on both sides of the street. Trees and landscaping are located on the private property.
- The median is planted with Date Palms, Canary Island Pine and Eucalyptus trees with turf and ground covers.

Artesia Blvd. (Photos 8)

- Eight foot parkways with 5 feet sidewalks are located adjacent to the curb with Canary Island Pine trees located at the back of the sidewalks on private property. Landscaping on private property is planted with shrubs and perennial plants.
- Median is planted with Canary Island Pine and Eucalyptus trees with turf and ground covers. Median planting in front of the cemetery is newly planted with Brisbane Box, Canary Island Pines and new ground covers to replace turf.





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2.2 GENERAL PLAN AND OTHER APPLICABLE PLANS

2.2.1 Land Use Element

Land uses in the City of Cerritos are governed by a General Plan, which provides a comprehensive set of goals and policies to guide the development and operation of the City. The General Plan land use map for the project area is shown in Figure 2.11 and summary of land use designations is listed in Table 2.6. Some of the most relevant goals and policies found in the currently adopted 2004 General Plan are listed here.

- Intensification or expansion of the Los Cerritos Center is possible through the development of parking structures and improvement of the roads to accommodate increases in traffic.
- Buildings can be a mix of one- to four-story structures with parking structures to accommodate the needs of the businesses.
- **Goal LU-3.4 -** Pursue categories of resident retail demand that are not being met within the City. To this end, initiate strategies to market, attract, and retain targeted types of retail commercial, grocery and restaurant uses.
- **Goal LU-3 -** Promote and assist the growth and vitality of existing commercial centers.
- **LU-3.6 -** Consider expanding Area Development Plan Five (ADP-5), Cerritos Auto Square, to include the area west of the I-605 Freeway, south of Artesia Boulevard and east of Crusader Avenue; the area northwest of the I-605 Freeway along either side of Studebaker Road and south of Artesia Boulevard; and, the area and/or parcels located at the northwest and northeast corners of Studebaker Road and South Street.

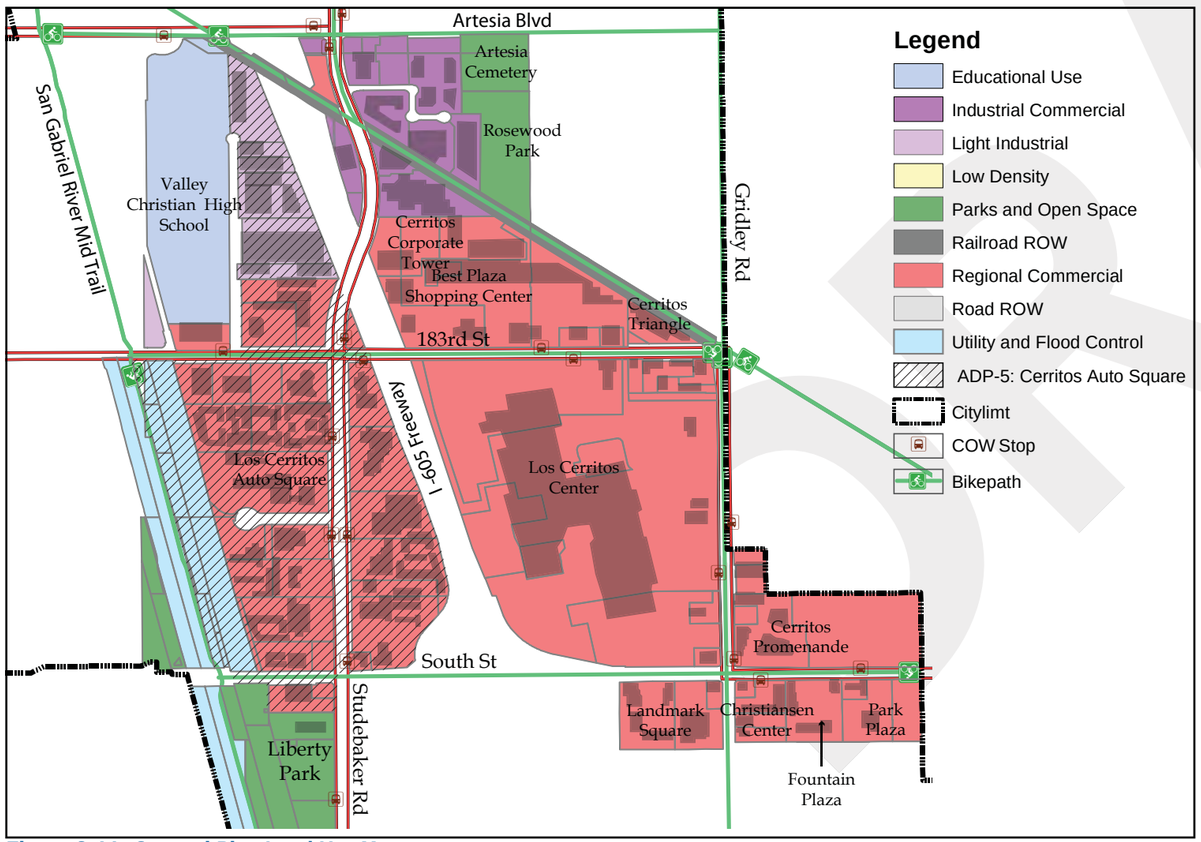

Figure 2.11: General Plan Land Use Map

Table 2.6: Summary of Land Use Designations in the Project Area

Land Use Designation	Allowed Uses	Floor Area Ratios (FAR)	Allowed Building Heights	Compatible Zoning
Regional Commercial	Major Department Stores, specialty retail outlets, restaurants, offices, hotels and complementary uses	Max. 2.5	Mix of one-to-four-story structures with parking structures to accommodate the needs of the businesses	Commercial-Office-Professional (C-O-P), Neighborhood Commercial (CN), Community Commercial (CC), Regional Commercial (CR)
Industrial Commercial	Manufacturing, processing, research, science, engineering, wholesale trade and institutional services	Max. 1.1	Mix of one-and two-story	Industrial (M), Industrial/Commercial (MC), Industrial/Commercial-One (MC-1) and Industrial/Commercial-Two (MC-2) and ADP-1
Light Industrial	Manufacturing, processing, research, science, engineering, wholesale trade and institutional services	Max. 1.1	Mix of one-and two-story	Industrial (M), Industrial/Commercial (MC), Industrial/Commercial-One (MC-1) and Industrial/Commercial-Two (MC-2) and ADP-1
Area Development Plan Five (ADP-5): Cerritos Auto Square	Automobile dealerships, specialized commercial, related commercial, office commercial and open space	Max. 2.5	Mix of two- to four-stories	Regional Commercial (CR)

2.2.2 Community Design Element

The Community Design Element has four major principal districts. Two districts fall within the project area, as described below:

1. Auto Square District

This district primarily encompasses the Cerritos Auto Square, which is located on the western edge of the City. Bounded by Interstate 605, South Street, 183rd Street and the San Gabriel River Channel, the Auto Square is at the crossroads of several predominant paths within Cerritos. The Auto Square draws consumers from throughout the Southern California region. The district also encompasses land north of the existing Auto Square, between 183rd Street and Artesia Boulevard. This area is included in this district to acknowledge the potential for future expansion of the Auto Square.

2. Regional Commercial District.

The Regional Commercial District encompasses a variety of regional-serving commercial uses generally located east of I-605 and bordering three major streets in the City: South Street, 183rd Street and Gridley Road. The commercial centers within this district include Los Cerritos Center, Fountain Plaza, Best Plaza, South Street Cerritos, Cerritos Promenade and Babies "R" Us Center.

Currently, the City maintains a coordinated palette of street furniture at the Cerritos Towne Center and Cerritos Auto Square

2.2.3 Housing Element

As part of the General Plan, the Housing Element will be reviewed periodically to determine if any non-residential zoned land can be converted to residential uses and to evaluate possibilities of higher residential land densities in an effort to investigate ways of maximizing land use and identifying possible new or under-utilized sites appropriate for multi-family development.

2.2.4 Circulation Element

The Circulation Element sets policies for roadways and bicycle and pedestrian ways, as discussed below.

A. Roadway Functional Classification

The City of Cerritos uses a functional classification system for the design and operation of the roadway system consisting of Major Arterials with a 100-foot right-of-way (ROW), Secondary Arterials with an 80 foot ROW and Local Collectors with a 60-foot ROW. The functional classification of streets within the project area are listed below and recommended typical sections are shown in Figure 2.12.

- Major Arterial:
  - Studebaker Road - 4 Lanes with a 100-foot ROW
  - South Street - 6 Lanes with a 100-foot ROW
  - Artesia Boulevard - 4 Lanes with a 100-foot ROW

- Secondary Arterial:
  - Gridley Road - Four-lane divided with an 80-foot ROW
  - 183rd Street - Four-lane undivided with an 80-foot ROW

Studebaker Road, Artesia Boulevard and South Street are also designated as truck routes within the City.

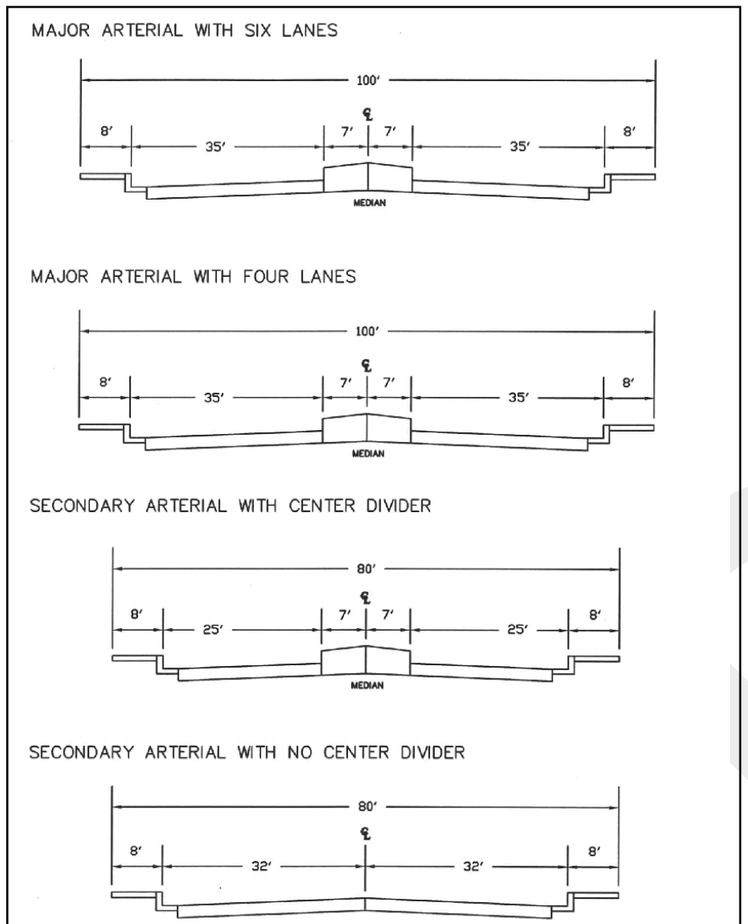

Figure 2.12: General Plan Recommended Typical Sections

B. Bicycle and Pedestrian Facilities

Currently, there are no existing Class I, II, or III bikeway facilities in the project area, except the San Gabriel River Trail (Class I bike trail). The planned bikeway facilities in the project area are discussed below and shown in Figure 2.13.

Planned bikeways:

- Class I Bike Path along the Pacific Electric/West Santa Ana Branch Right-of-Way (PE/WSAB ROW).
- Class II Bike Path along Artesia Boulevard between the PE/WSAB ROW and Gridley Road, and along Studebaker Road north of the PE/WSAB ROW.
- Class III Bike Route along Artesia Boulevard between the San Gabriel River bike path and the PE/WSAB ROW, and along South Street and Gridley Road in the project area.

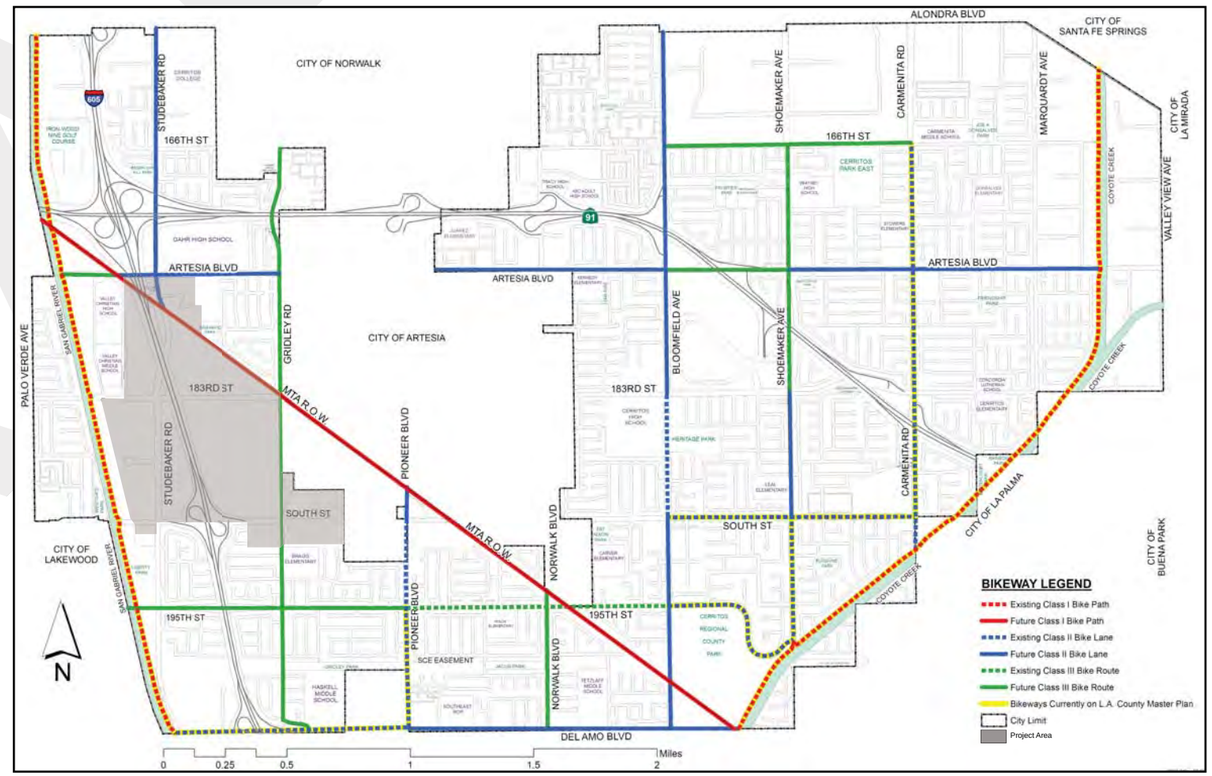

Figure 2.13: Bikeway Route Map

2.2.5 The Pacific Electric Right-of-Way (PE ROW)/West Santa Ana Branch Corridor Alternative Analysis (AA) Study

SCAG, in coordination with Metro and OCTA, conducted a transit Alternative Analysis (AA) Study for the PE ROW/West Santa Ana Branch. The PE ROW/West Santa Ana Branch Corridor is a railroad right-of-way that extends for approximately 20 miles between the City of Paramount in Los Angeles County and the City of Santa Ana in Orange County. The railroad corridor was once part of the Pacific Electric Railway that provided mass transit service to Southern California through the 1960s. Much of the corridor is currently vacant. The AA study examined the potential for transit service along the corridor that can provide additional travel options between Los Angeles and Orange Counties, reduce congestion on nearby streets and freeways and provide adjacent communities with access to the regional transit network. The potential options considered include:

- No Build
- Transportation System Management (TSM)
- Bus Rapid Transit (BRT)
- Street Car
- Light Rail Transit (LRT)
- Low Speed Magnetic Levitation (MAGLEV)

At the conclusion of the AA Study, SCAG staff recommended carrying forward LRT option for further study due to its projected ridership. The Steering Committee agreed with the project team recommendation for LRT, but recommended that the Low Speed Maglev alternative also be carried forward.

2.2.6 OrangeLine Development Authority (OLDA) Transportation Land Use Study

With the AA study underway, OLDA is working on developing TODs in the corridor. The study will focus on five cities i.e. Cerritos, Cudahy, Downey, South Gate and Santa Clarita. The study will include:

- Developing clear land-use alternatives
- Understanding market demand
- Forecasting ridership
- Minimizing land-use conflicts
- Analyzing the impact of zoning requirements on potential density in station areas
- Establishing density standards and key services near stations

The Cerritos TOD study entails identifying the optimum location for an OLDA station within the subject area bounded by the 605 Freeway to the west, Artesia Boulevard to the north, 183rd Street to the south and Gridley Road to the east, which overlaps with the SCAG's project area.

Source: OLDA Land Use Study Proposal

2.3 STAKEHOLDER INTERVIEWS

Stakeholder interviews were conducted on June 5, 2012. Interviews were held with a few shopping centers and Auto Square representatives. Discussion focused on potential uses for the project area to complement and support the planned transit station and existing regional centers.

For clarity, key comments have been classified into three general categories: land use, mobility and circulation and streetscape and image. The following comments were received:

Land Use:

- Residential projects should be introduced within the project area, as success of a commercial enterprise is dependent on people living in the area. Commercial uses are saturated and there is a need to create more open space for people. Rezoning of commercial uses for residential uses should be encouraged.
- A few furniture stores went out of business at the Best Plaza Shopping Center, so their representatives would like to diversify and bring other uses such as a grocery store and/or drug store and a gym near 183rd and Gridley Road. Since 2004 Best Plaza Shopping Center has made improvements in phases and is currently working on improving the lighting and directional signage within the center.
- Best Plaza representatives would be supportive of mixed-use with housing on the Best Plaza Shopping Center site to take advantage of the station location.
- At Cerritos Promenade, Target should consider constructing a 3-to 4-story parking structure and open up some space for landscaping and public gathering with programming to create a more park-like atmosphere.
- Fullerton station area should be used as an example for the project area, as it allows for higher-density residential around the transit station and has a park-like environment with more open space and parking structures and emphasizes bringing people to live in the area.
- Los Cerritos Center is looking for a new tenant to occupy Nordstrom's prior location and is exploring the potential to locate offices and other uses. Sears and their parking lot and Macy's are not under the Los Cerritos Center ownership. Also, the business park located at the south-west corner of 183rd Street and Gridley Road is under separate ownership. As per their tenant agreement any development requires approval by major tenants.
- Hotel uses with a convention facility should be considered as the project area has great freeway access. This would cater to dealership franchises, patrons of Cerritos College and staff. Development of residential apartments at condominium specs should be considered. The Sheraton at Towne Center is 10 stories and has 98% occupancy and is considering expanding its facility.
- Medical uses should also be considered, as there is a great demand for medical offices. The closest major medical facilities are in Lakewood and La Palma.
- Mixed-use, office, hotels and residential should be considered as potential uses for the project area.

Mobility & Circulation:

- Other stakeholders mentioned that a station at/near 183rd and Gridley Road would be preferred over a Studebaker station.
- With the potential transit system and station along the PE ROW, a direct connection from the Los Cerritos Center through Best Plaza Shopping Center should be explored.
- At the Best Plaza Shopping Center there is enough parking during the week, but parking is more difficult on weekends. Cross parking from tenant to tenant with some temporary parking for take outs for some restaurants exist. The Auto Square employees sometimes park at the Center, which is currently not allowed.
- Los Cerritos Center is coordinating with the Auto Square to have shuttle stops/drop-off from Auto-Square's customers to add to their customer base and improve Auto Square customer's service experience.
- There are currently approximately 6,400 parking spaces at the Los Cerritos Center i.e. 4.9/1,000sqft parking spaces which is above the City's standard of 4.6/1,000sqft. The existing City's car parking standards are considered too high and could be reduced to 4.0/1,000sqft.
- The auto dealerships attract customers from as far as 50 miles. The major concern is parking, as storing vehicles away from the Auto Square results in additional cost i.e. additional labor time, liability issues of drivers etc. Currently cars are stored on the Southern California Edison right-of-way. The auto-dealers already provide a shuttle service to the Los Cerritos Center, which runs every 15 minutes.
- More palm trees for visibility instead of ficus and magnolia trees should be provided to introduce a vertical street tree element.
- The City is currently using tertiary water for landscaping, which is 30% cheaper than potable water, and City representatives prefer to continue using turf as a ground cover alternative.

Streetscape and Image:

- One shopping center representative mentioned that the City should change their strict 20 to 25% pruning restrictions, so that tree limbs may be removed, if they become a hazard.
- Signage near I-605 and 91 freeways should be considered for advertising the Auto Square.

2.4 ISSUES, OPPORTUNITIES AND CONSTRAINTS

The following summary of issues, opportunities, and constraints, presented in Table 2.7 and Figure 2.14, is based on the existing conditions inventory, site reconnaissance, review of relevant plans, results from stakeholders' interviews and discussions with City staff. For clarity, key issues have been classified into three general categories: land use, mobility and connectivity and streetscape and image.

Table 2.7: Generalized Issues, Opportunities and Constraints

ISSUES	OPPORTUNITIES	CONSTRAINTS
Land Use		
Although successful, the development pattern is vehicular-oriented consisting of large super blocks with single uses instead of a more integrated mix of uses that encourages synergy between the uses and pedestrian flow.	The Project Area has several major regional commercial centers. The Los Cerritos Center and Cerritos Auto Square provide for major regional commercial activities that produce significant employment opportunities and tax revenues for the City. The City can build upon the success of these centers and provide complementary uses and pedestrian and bicycle connections. The project area can benefit from its proximity to Cerritos College. Proposed transit system with station near Studebaker Road will provide an opportunity to create a diverse and rich collection of places and provide economic benefits to City.	
The Auto Square is currently fully developed and vacant land for expansion is currently not available. The dealerships are using the surrounding Southern California Edison easements and industrial sites for auto storage. Expansion opportunities for the Auto Square are limited because surrounding land is fully developed.	Toyota and Land Rover dealerships' parking structure are a good examples of how the Auto Square could potentially be expanded/intensified. The General Plan considers expanding the Area Development Plan Five (ADP-5), Cerritos Auto Square to include the area west of I-605 Freeway, south of Artesia Boulevard and east of Crusader Avenue; the area northwest of the I-605 Freeway along either side of Studebaker Road and south of Artesia Boulevard; and the area and/or parcels located at the northwest and northeast corner of Studebaker Road and South Street.	
Existing large surface parking lots within the project area, especially at the Los Cerritos Center isolate the uses from pedestrians.	The large surface parking lots offer opportunities for the development of new buildings, community gathering spaces and structured parking. With the construction of the potential transit facility, the parking demand would reduce, thereby allowing for intensification of these parking lots. As stated,the General Plan encourage a mix of uses within a project that are designed to maximize the use of parking facilities and to promote a shift from auto use to pedestrian and bicycle modes of travel. A General Plan policy suggests redeveloping or expanding the Los Cerritos Center through development of parking structures.	
The project area is almost entirely developed, however there are a few parcels that are developed below potential use or capacity of the site.	Most of the buildings in the 2-story Best Plaza Business Park are older and the architecture and building sizes do not reflect the design of adjacent uses and offer opportunity for infill development.	

ISSUES	OPPORTUNITIES	CONSTRAINTS
Land Use		
The proposed transit station location between Studebaker Road and 183rd Street is surrounded by older outdated uses which are generally not transit-supportive.	The addition of a wider mix of uses, including residential, will provide more consumers to support the commercial uses and add more vitality to the area and foster a walkable environment.	
Recently constructed business (Stacked) is located away from the sidewalk on Gridley Road and does not provide direct pedestrian access.	Future development along major and secondary arterials should be planned with entrances adjacent to tree-lined sidewalks to create a more pedestrian-friendly streetscape and foster walking throughout the area.	
Mobility and Connectivity		
The former Pacific Electric Railroad (PE ROW) right-of-way bisects the project area and is unimproved today.	The PE ROW, with an average width of more than 100ft, offers an opportunity of creating a new transportation system along with the possibility of creating a landscaped spine of open spaces, plazas, bike trails and pedestrian paths.	Funding for the bike trail along PE ROW might not be available until transit occurs. Funding for construction of the planned transit system on the PE ROW might not be available for another 10-15 years. Current residential developments along PE ROW have walls preventing connections to commercial development.
	The project area is ideally located to serve as a regional transportation hub given its proximity to the intersection of the State Route 91 and Interstate 605 freeways.	I-605 Freeway is a barrier to pedestrian and bicycle mobility within the project area.
Sidewalks are located next to the curb with landscaping/trees in private setbacks along Gridley Road and South Street. Landscaping on private property is sparsely planted with shrubs and perennial plants that are in a state of decline.	183rd Street and Studebaker Road have a park-like environment with generously landscaped parkways and medians within the public right-of-way.	
Currently, there are no existing Class I, II, or III bikeway facilities in the project area.	The 38-mile San Gabriel River Trail provides regional connectivity and is a great recreational facility.	

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ISSUES	OPPORTUNITIES	CONSTRAINTS
No direct vehicular and pedestrian access exists between Los Cerritos Center, Cerritos Corporate Tower and the proposed transit center. Also, the access from Studebaker Road or 183rd Street is not direct and lacks wayfinding signage.	The General Plan recommends mixed-use projects to provide an internal system of pedestrian and bicycle amenities, linking site uses and providing linkages to surrounding uses. This will add more vitality to the area, bring residential uses within walking distance of commercial and office uses and foster a walkable environment.	
Streetscape and Image		
There is a lack of strong signage/gateway to the City from the I-605 Freeway.	A General Plan policy states "Work with Caltrans to implement and maintain a unique City feature within the freeway right-of-way at the I-605/SR-91 interchange."	
Existing landscaping provides a park-like environment for the project area, but it is not enough to create a memorable and unique image and a pedestrian environment. Generally, there are different varieties and types of trees planted along a street and there is a lack of a consistent plant palette. The perennials and ground covers planted in the medians and parkways are moderate water-use ground covers and shrubs.	Existing landscaping provides base for a park-like environment for the project area. Landmark Square has drought tolerant and native landscaping.	
Public art at the northwest corner of Studebaker Road and South Street intersection is not fully integrated with the design of the site and landscape.	City of Cerritos Art in Public Places Program encourages incorporation of publicly-accessible artwork in exterior and interior places.	
Limited pedestrian amenities i.e. bench and trash receptacles exist at the local bus stops.	A General Plan policy calls for providing well-designed, comfortable bus stops at all MTA, COW or other transportation stops in the City, including waste containers and benches, etc. Also, the General Plan recommends developing a comprehensive and uniform palette of street furniture.	

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The PE ROW with an average width of more than 100 feet, offers an opportunity of creating a new transportation system along with a possibility of creating a landscaped spine of open spaces, plazas, bike trails and pedestrian path. (O)

The Project Area could benefit from its close proximity to the Cerritos College. (O)

Proposed transit station will provide an opportunity to create a diverse and rich collection of places and provide economic benefits to City. (O)

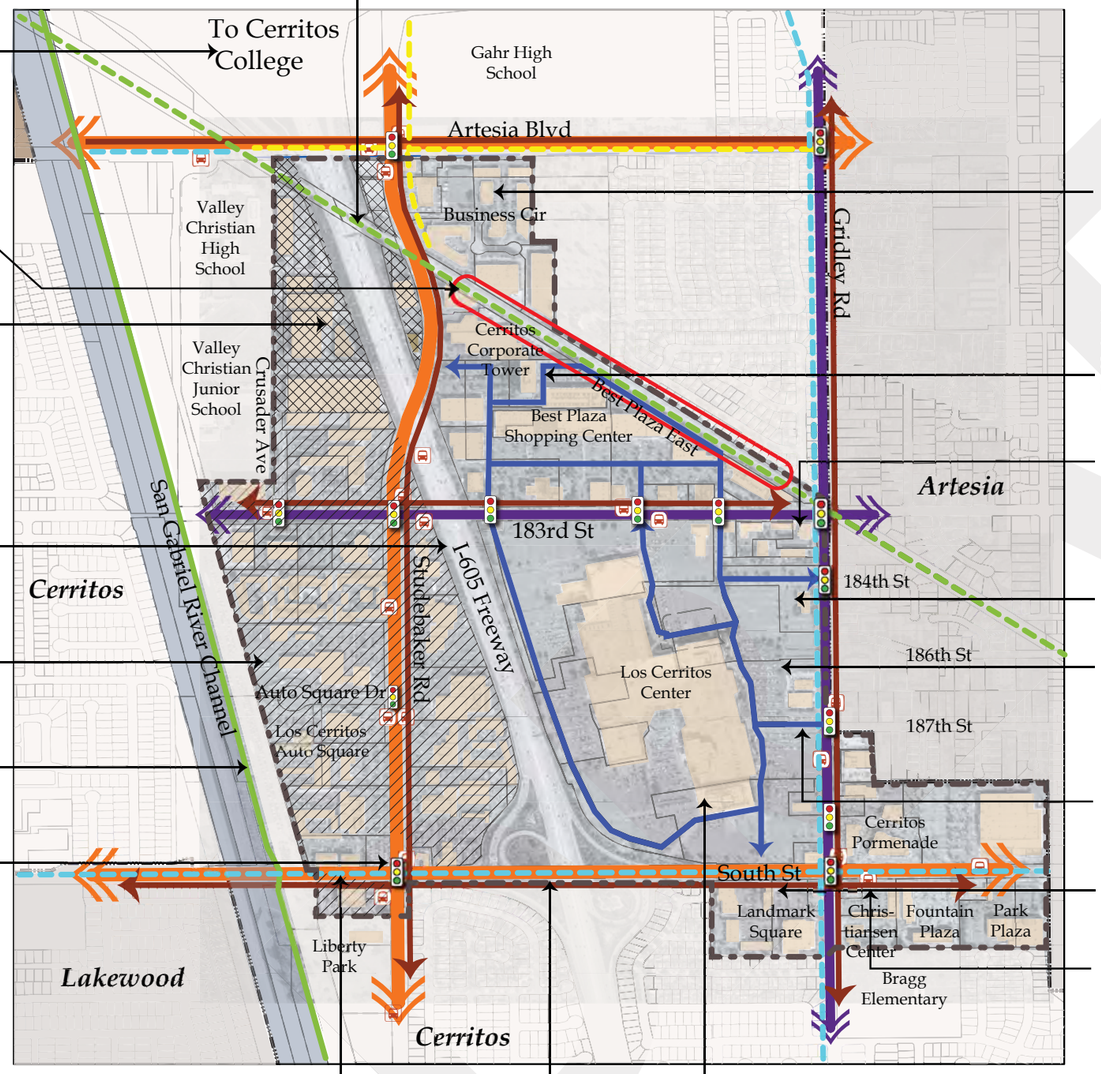
The General Plan recommends expanding ADP-5 - Cerritos Auto Square, to include this area. (O)

There is a lack of strong signage/gateway to the City from the I-605 Freeway. (I)

Development represents a variety of architectural styles (New Orleans to Contemporary) embodying a variety of sizes, design features and building materials. (I)

The 38 mile San Gabriel River Trail is a great regional recreational facility. (O)

Public art at this intersection can be further accentuated and integrated with the design of the site and landscape. (I)



Generally, the industrial areas have large landscaped setbacks and architectural features to diminish the negative visual impacts of parking and loading facilities. Over time these uses could transition to more transit-supportive uses (O)

No direct vehicular and pedestrian access exists between Los Cerritos Shopping Center and Cerritos Corporate Tower. (I)

Most of the buildings in this 2-story business park are older and the architecture and building sizes do not reflect the design of adjacent uses. (I)

Recently constructed business (Stacked) is located away from the sidewalk and does not have its frontage/opening onto the sidewalk, which would foster a more pedestrian-oriented streetscape. (I)

The General Plan policy suggests redeveloping or expanding the Los Cerritos Center through development of parking structures. (O)

There are no sidewalks from Gridley Road leading up to the Los Cerritos Center entrance. (I)

Landmark Square has drought tolerant and native landscaping. (O)

Limited pedestrian amenities (bench and trash receptacle) exist at the bus stops. As per the General Plan the City wants to develop a comprehensive and uniform palette of street furniture. (I/O)

Generally, the sidewalks are located next to the curb with landscaping/trees in private setbacks. (I)

Existing landscaping provides a park-like environment within the project area which can be further enhanced to create a memorable and unique image. (O/ I)

Large surface parking lots can be developed with new buildings, spaces and structured parking that provide better connections to the surrounding areas and the future transit station. (O)

LEGEND

- Major Arterial
- Secondary Arterial
- Internal Vehicular Circulation
- Existing Class I Bike Path
- Planned Class I Bike Path
- Planned Class II Bike Lane
- Planned Class III Bike Route
- Potential Premium Transit Station Location
- Traffic Signals
- Bus Routes
- Bus Stops
- Project Area Boundary
- Area Development Plan- 5 (ADP-5): Cerritos Auto Square
- Proposed ADP-5 Expansion
- I — Issues
- O — Opportunities
- C — Constraints

Figure 2.14: Issues, Opportunities and Constraints Map

3

Preferred Alternative

provide housing in a mixed-use setting: emphasis on bringing people to live and shop in the area: Consider mixed-use, office, hotels & residential: create more open space for people:

Stakeholders' Input

encourage rezoning of commercial uses to allow for mixed use including residential: accommodate medical offices:
create a more park-like atmosphere: bring a grocery store and/or drug store and a gym:
provide a direct connection through Best Plaza Shopping Center to the station

Los Cerritos Esplanade

Compact Transit Oriented Development

The High Line

Vertical Mixed-Use

Park-like Atmosphere

Hotel Tower

LOS CERRITOS ESPLANADE

Pedestrian Scaled

Tree-lined Pathways

Active Transit Plaza

Bike Lanes

3.0 PREFERRED ALTERNATIVE

3.1 Vision and Objectives

The project area is envisioned as a Mega Regional Commercial Hub for supporting the improved performance of existing regional centers and attracting development to ensure the City's continued economic growth. Anchored by existing assets such as the Los Cerritos Center, Auto Square and nearby commercial centers, the project area can be transformed into a vibrant, multi-modal and pedestrian-friendly commercial area with medium to high-density residential in a mixed-use setting.

Through this demonstration project, the City of Cerritos has the opportunity to plan for and guide the City's future. This demonstration project analyzes and outlines actions the City can take to capitalize on the forthcoming transit station, stimulate new private investment and ultimately build upon and create a "Mega Regional Commercial Hub" with an expanded and broadened housing stock that provides a variety of ownership and price options.

This project focuses on developing a conceptual master plan for the entire project area with Los Cerritos Center as a key anchor. The project aims to provide a diverse mix of goods and services that serve daily needs, specialty and fashion needs; create places to gather, explore, or simply people watch; enhance customers' lifestyles; provide opportunity to accomplish several errands in one place and high-quality medium and high-density housing choices.

In addition to the Compass Blueprint Principles, the demonstration project is driven by specific project objectives:

- Create a compact mixed-use environment within the project area with a mix of uses and a pedestrian-friendly approach to the station by redeveloping and revitalizing large parking lots and older commercial areas as retail, restaurants, office, high quality medium and high-density housing and workforce homes, other job-generating activities, entertainment and public gathering spaces with strong pedestrian and bicycle links between uses and to the station.
- Provide a park-like atmosphere and active public spaces that enhance the Los Cerritos Center's public function. Use parks and activated public places as key components in this conceptual plan, as people connect to a place and make it theirs by being able to experience the weather, enjoy natural light, listen to music or rushing water and relate to both urban and natural surroundings.
- Provide seamless connections between all of the uses, stores, places, public gathering spaces, parking and activities on the site to complete the experience.
- Develop 183rd Street as a potential attractive corridor with a vibrant mix of horizontal and vertical mixed uses within close proximity to the station.
- Locate new housing away from the freeway (at least 300 feet).
- Place buildings close to the sidewalk with parking in the rear to create an active pedestrian environment. Line parking structures with development to avoid unfriendly sidewalks.
- Consider parking reductions or shared parking as incentives for additional development. Also, provide dispersed parking structures to provide the convenience and ease of access that customers demand.

Based on the above-stated objectives three alternatives were developed and reviewed with the City staff. For more details on these alternatives refer to Appendix A.

- Alternative 1: Urban Village
- Alternative 2: Los Cerritos Esplanade
- Alternative 3: Entertainment/Recreational

The preferred alternative combines design features/ideas from Alternative 1: Urban Village and Alternative 2: Los Cerritos Esplanade. The land use and linkage strategy and plan for the preferred alternative is described below:

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3.2 Land Use and Linkage Strategy and Plans

The land use and linkage strategy for the TOD Demonstration project area is shown in Figure 3.1.

The strategy addresses the goals and objectives and builds upon the existing successful regional centers i.e. Los Cerritos Center and Cerritos Auto Square and other commercial centers.

The strategic framework of the project area is to create a diverse mix of goods and services, opportunities for public gathering and high-quality housing with the Los Cerritos Center as a key anchor and more direct linkages to other uses in the area. The plan aims to provide a hierarchy of land uses and pedestrian and transit mobility for the users within the area.

The potential premium Transit Station location is indicated with a red box on Figure 3.1. The station could be located at 183rd Street and Gridley Road or near Studebaker Road, based on the refined Alternative Analysis Study and engineering analysis to be performed by others.

The following text starts with a description of the interconnected multi-modal network and public spaces, as this is the "backbone" of the land use and linkage strategy and plans.

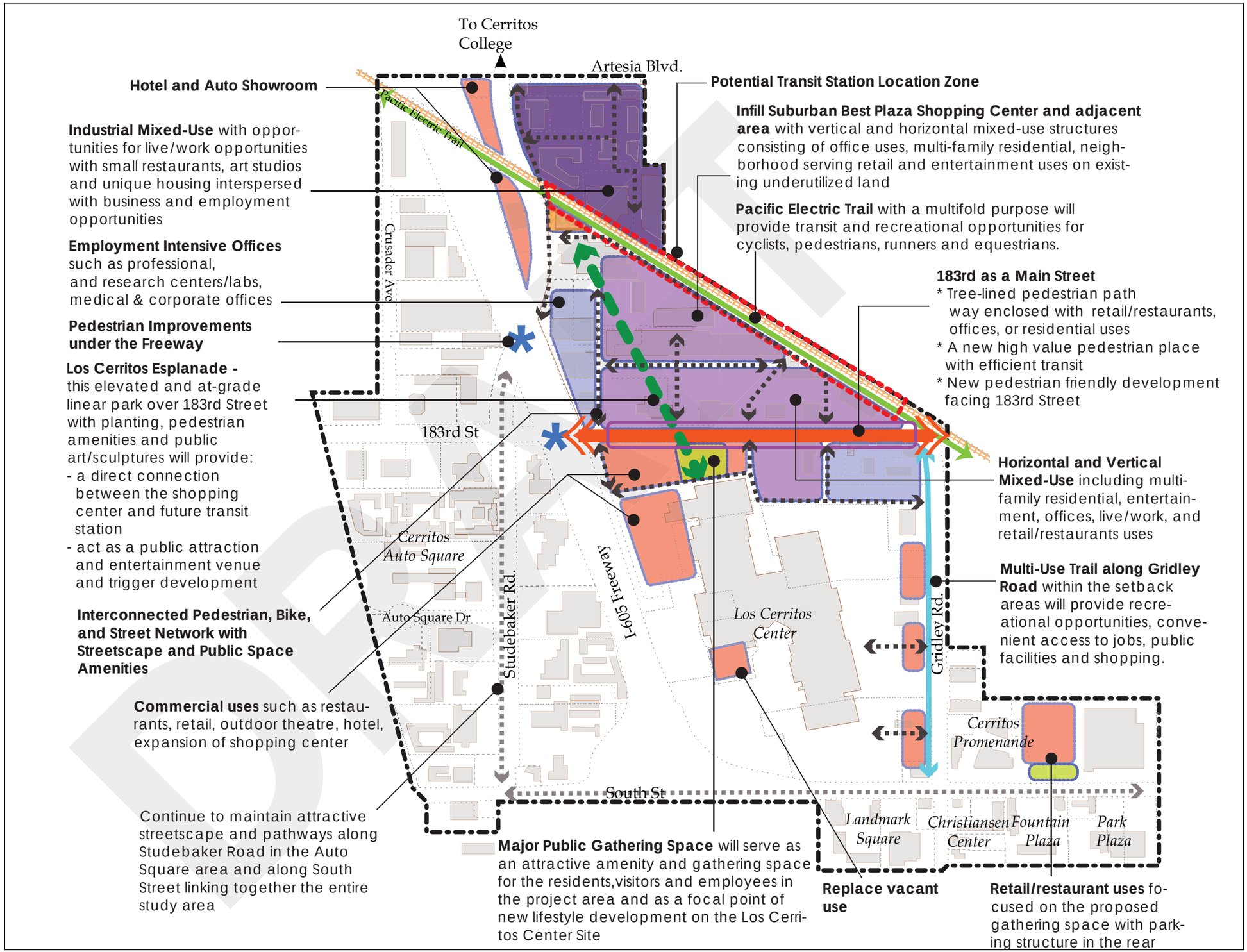


Figure 3.1: Land Use/Development and Linkage Strategy

3.2.1 Linkage Strategy

Key features of the Linkage Strategy include:

- **183rd Street** will be developed with a "**Main Street**" character with wide sidewalks, a double row of trees new bus shelters and buildings close to the sidewalk having retail entrances, shops windows and outdoor dining at ground level creating an active, lively pedestrian environment. This double row tree-lined pedestrian pathway will be enclosed on both sides with three to four stories of retail/restaurants, offices, or residential uses. Behind these buildings on the north would be multi-family courtyard apartments and condominiums sharing parking with the office buildings, reducing the total amount of parking required. This design establishes 183rd Street as an attractive connection between the Los Cerritos Center, Cerritos Auto Square and the commercial uses north of 183rd Street.

- **Multi-use Path along Gridley Road** within the existing setback area (25 feet per Cerritos Municipal Code) of the Los Cerritos Center will provide recreational opportunities, convenient access to jobs, public facilities and shopping. Access from adjoining retail and restaurants will be provided directly onto the 15 foot multi-use path on Gridley Road with appropriate landscaping and hardscape offering the transition.

- **Cerritos Commons (a large central gathering space)** located south of 183rd Street in front of the Sears will provide public plaza and gathering spaces. It will be a focus of new retail, restaurants and entertainment uses creating a lifestyle environment directly attached to the enclosed Shopping Center. The gathering space will feature amenities such as a lawn, fountains, outdoor restaurants/cafés, sculpture, vendor kiosks and performance space.

- **Los Cerritos Esplanade,** a long-term improvement to connect to the transit station, will provide a direct pedestrian, bicycle and shuttle connection connecting the second and perhaps a third level of Sears to the proposed transit station at Studebaker Road. This elevated linear walkway over 183rd Street with planting and pedestrian amenities will provide a direct connection and act as a public attraction and entertainment venue. The Los Cerritos Esplanade could be lined with modern, contemporary buildings that will embrace and celebrate this aerial pedestrian connection and trigger development in the area. The Los Cerritos Esplanade will transition into a grade level promenade near Cerritos Corporate Tower. The promenade which will provide open-air dining and shopping with offices and Fremont College in the background, will be a festive pedestrian space protected from auto traffic and will become a destination for tourists visiting the area as well as transit users.

- **The proposed station** can be located at 183rd Street/Gridley Road or near Studebaker Road. A station at Studebaker Road is preferred by major stakeholders and City staff.

- **Multi-Use Trail along Pacific Electric Railroad ROW** will provide recreational opportunities for cyclists, pedestrians, runners and equestrians. The trail users will enjoy recreational opportunities, convenient access to jobs, public facilities and shopping. This trail will also link the area with the regional trail network, including the trail along the San Gabriel River west of the project area.

Source: Pacific Electric ROW/Santa Ana Branch Corridor

- **Enhancements under the Freeway** will create a safer pedestrian and bicycle environment. These enhancements can include lights along the walkway or light fixtures on the abutment walls, lighter paint on the abutment wall and artwork to improve the appearance of the underpass.

- When blocks are large, **new streets or provisions for pedestrian connections** should be provided to make the area more pedestrian-friendly. These new streets within the project area will be improved with sidewalks, street trees, landscaping, storm water improvements, and traffic-calming techniques, and provide direct access to the transit station.

- An **internal transit system** such as an electric-powered trolley car to shuttle customers/visitors through the shopping center and around the perimeter of the center is envisioned.

- **Wayfinding Signage** will provide easy access to information about locations, destinations, and the types of goods and services available inside each building and increases the value and attractiveness of the area to both locals and visitors. Improving wayfinding in the project area should be thought of as improved street signage. For example, the streetscape concept provides visual cues to visitors that they have arrived in a special place without requiring signage to that effect. In fact, such non-signage forms of wayfinding are encouraged whenever possible in order to avoid signage clutter. Key visual cues are dense tree canopy, wide sidewalks, buildings fronting on sidewalks, sidewalks which change texture or color, public art, pedestrian and bicycle facilities, pedestrian-oriented business signage, etc. Therefore, signage should communicate common information and ideas that are useful and meaningful to all.

3.2.2 Circulation and Linkage Concept Plan

Figure 3.2 shows the proposed circulation and linkage improvements within the project area. A description of the connectivity improvements follows Figure 3.2.

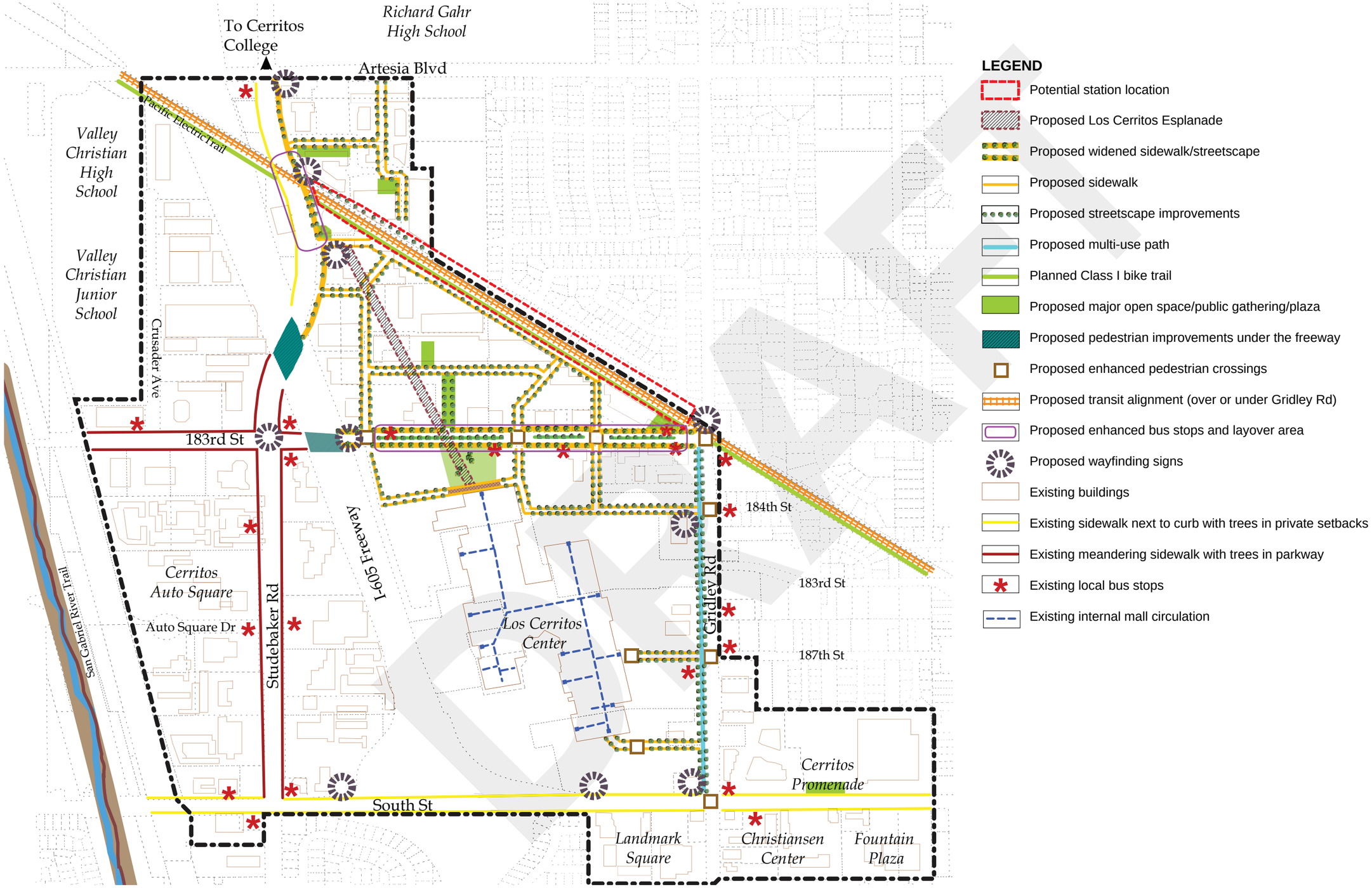
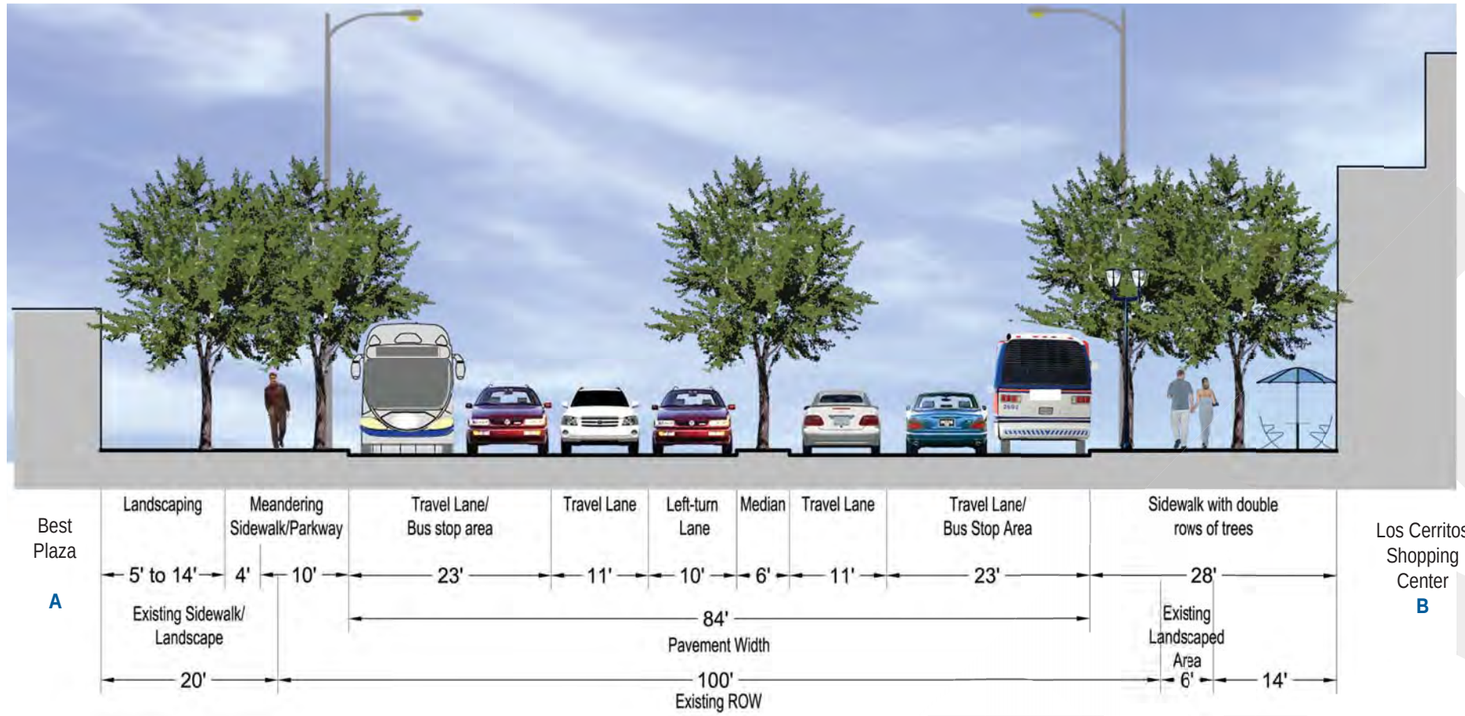


Figure 3.2: Circulation and Linkage Plan

A. 183rd Street as a "MAIN STREET"

Provide wider sidewalks with double row of trees to improve the pedestrian and retail environment and provide enhanced bus stops and bus staging and layover area, as shown in Figure 3.3. *Precise bus locations and layover spaces should be determined later.*



Section AB

Sidewalks with double rows of trees

Metro Orange Line on-street bus stations and bus transfer and staging area at Warner Center

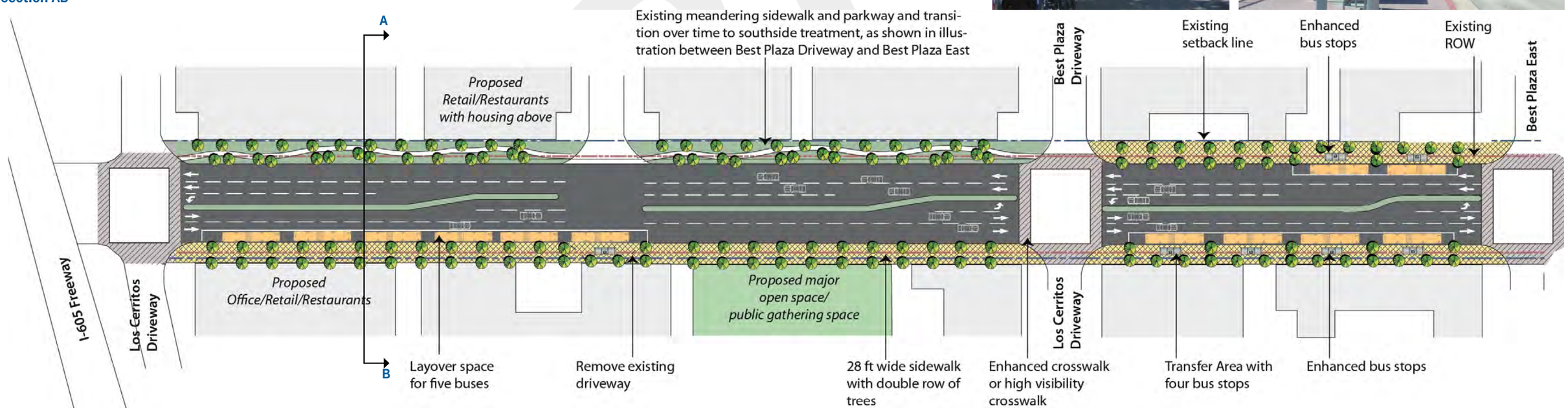


Figure 3.3: Main Street (183rd Street) Cross Section and Plan

Figure 3.4 is an illustrations ow the Main Street may look in the future.

Figure 3.4: View of Main Street (183rd Street) looking east from SR-91 Freeway

B. Multi-Use Path along Gridley Road

Provide a 15-foot multi-use path along the west side of Gridley Road within the current setback area (25 feet per Cerritos Municipal Code) of Los Cerritos Center, as shown in Figure 3.5. This will provide recreational opportunities, convenient access to jobs, public facilities and shopping. Access from adjoining retail and restaurants, will be provided directly onto the multi-use path with appropriate landscaping and hardscape offering the transition.

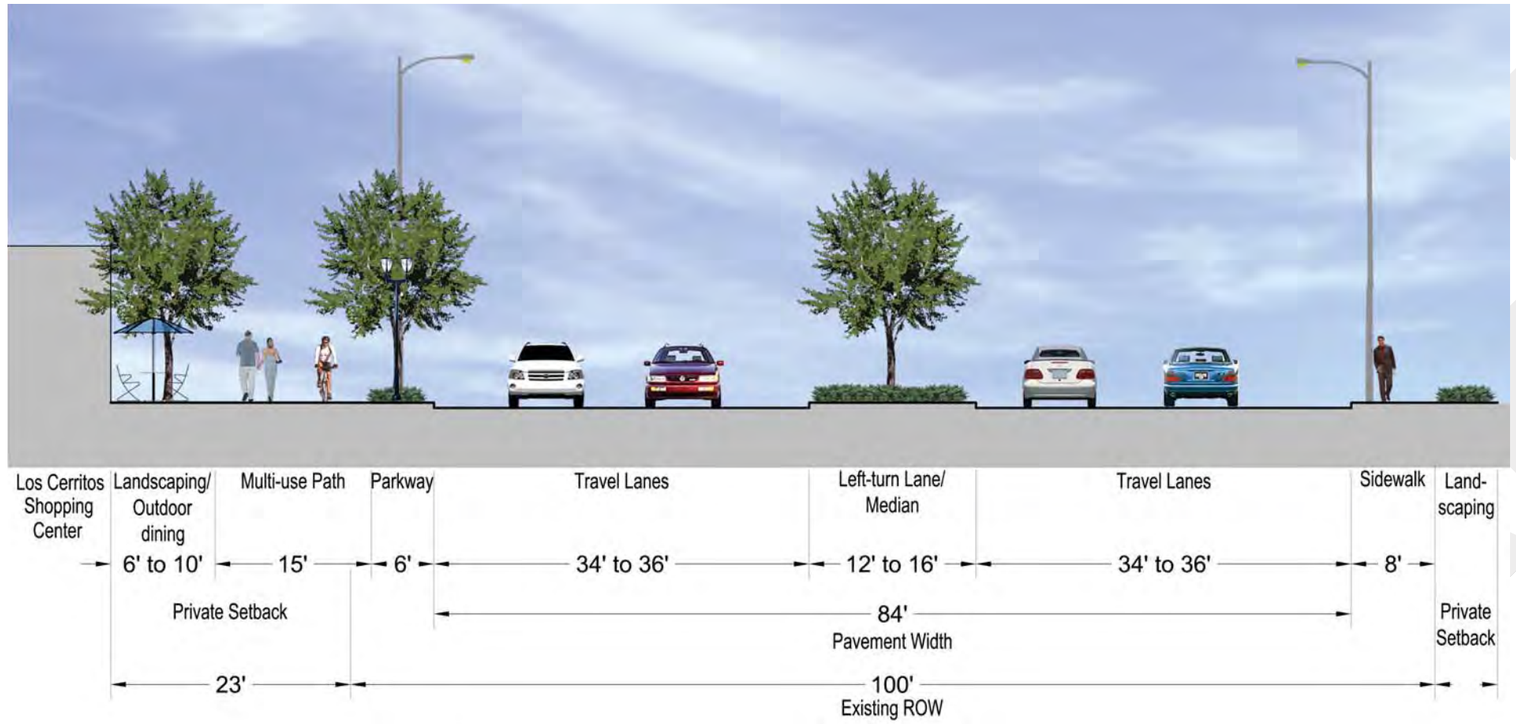


Figure 3.5: Multi-Use Path along Gridley Road Cross Section and View

C. Cerritos Commons

Cerritos Commons should be designed to promote human contact and social activities with design and architectural features that are visually interesting. Both Options 1 and 2 have a unique character. Option 1, as shown in Figure 3.6, offers a classic geometric form of outdoor park space, focusing on a rectangular central "green" i.e. The Great Lawn or Event Lawn, this Great Lawn would provide passive informal space for adults and children to play, run and to sit for outdoor concerts at a raised stage. Surrounding the space would be a double row of trees creating enclosure and screening from 183rd Street. Facing the proposed theater entrance and grand lobby would be a large paved plaza allowing for shopping kiosks, dining, queuing for a theater and visual points of interest such as an interactive fountain and unique monumental sculpture.

Cerritos Commons can de developed in Phase 1 even before transit arrives to the area and before Los Cerritos Esplanade is constructed. Figures 3-7 through 3.11 show various components of Cerritos Commons.

Figure 3.6: Cerritos Commons - Option 1

Figure 3.7 View of Cerritos Commons - Option 1 without Los Cerritos Esplanade (Phase 1)

Figure 3.8 View of the Great Lawn or Event Lawn from 183rd Street wide sidewalk

Figure 3.9 The Great Lawn or Event Lawn stage and stairs and elevators leading to Los Cerritos Esplanade

Figure 3.10 Interactive fountain and vendor kiosks with Los Cerritos Esplanade above

Figure 3.11 Aerial view of The Great Lawn or Event Lawn

Option 2, as shown in Figure 3.12, is an alternative design approach, applying an asymmetrical modernist layout. While connecting the movie theater entrance and lobby, the Sears Department store entrance and new shops and restaurant terraces, the central focus would be towards a large oval-shaped central green bisected by random intersecting walkways. At the north side, a stair/elevator tower would connect the Los Cerritos Esplanade to the north terminus plaza at the proposed light rail transit station. South of the stair tower, a sweeping arc shaped arbor or covered structure containing outdoor kiosks and food stands would face the oval "green' and an at-grade deck would provide space for outdoor dining. A triple row of trees in a formal block or "bosque" would be set partially into the oval green and would provide shade and a natural canopy for visitors.

A large interactive fountain and monumental sculpture would anchor the southeast end of the Commons space. Outdoor dining tables with umbrellas, seating nodes, covered kiosks and portable stands for food will add to the urban street fair atmosphere. The current driveway along the Sears/Los Cerritos Center frontage would be enhanced with enriched paving and street trees and integrated with the Commons plazas and walkways.

Figure 3.12: Cerritos Commons - Option 2

D. Los Cerritos Esplanade

Los Cerritos Esplanade will provide a direct pedestrian, bicycle and shuttle connection connecting the second level of the Sears Department store or a repurposed Sears building to the proposed transit station if located at Studebaker Road. This elevated linear walkway over 183rd Street with planting and pedestrian amenities will provide a direct connection and act as a public attraction and entertainment venue (as shown in Figures 3.13 to 3.15).

Figure 3.13: View of Los Cerritos Esplanade crossing on the Los Cerritos Commons and 183rd Street

Figure 3.14: View of Los Cerritos Esplanade connecting the Los Cerritos Center and Transit Plaza

Figure 3.15: View of Los Cerritos Esplanade looking towards Los Cerritos Center and Cerritos Commons

E. Station Location Concept Studies

SCAG staff recently concluded the technical work on the PE ROW/West Santa Ana Branch Corridor AA. The Study recommended that only the LRT option be carried forward for further study due to its projected ridership (highest among all of the alternatives), its ability for potential interlining with the Metro rail system and use of existing facilities and operational experience, its cost effectiveness (best among the guideway alternatives), and its community and stakeholder support (highest among all the alternatives).

Based on the recommendations, it is assumed that a station can be located at near Studebaker Road or 183rd Street/Gridley Road. The Los Cerritos Esplanade alternative assumes that an at-grade station will be located near Studebaker Road. The illustrations are for planning purposes and detailed engineering level drawings need to be prepared to determine actual location of this station.

- **Option 1 - At-grade station near Studebaker Road** - An at-grade station with a side or center-platform station is envisioned near Studebaker Road. The alignment can be above or below-grade across Gridley Road. Figure 3.16 shows a conceptual illustrative plan of an at-grade station. The conceptual plan below assumes that the alignment will be on the aerial structure or below-grade crossing Gridley Road. The structure would cross Gridley Road and will transition to grade on a retained fill embankment. The embankment would begin west of Gridley Road and terminate approximately east of Studebaker Road.

Figure 3.16: Potential At-Grade Station Near Studebaker Road

- **Option 2 - Above-grade station at 183rd Street and Gridley Road** - An above-grade station option is envisioned to avoid traffic congestion and high cost of a below-grade station at this intersection. The high water table in Cerritos will make a below-grade station even more expensive. Figure 3.17 shows a conceptual illustrative plan for an above-grade station at 183rd Street and Gridley Road. The structure would be approximately 1,000 feet long across Gridley Road and would transition to grade on a retained fill embankment.

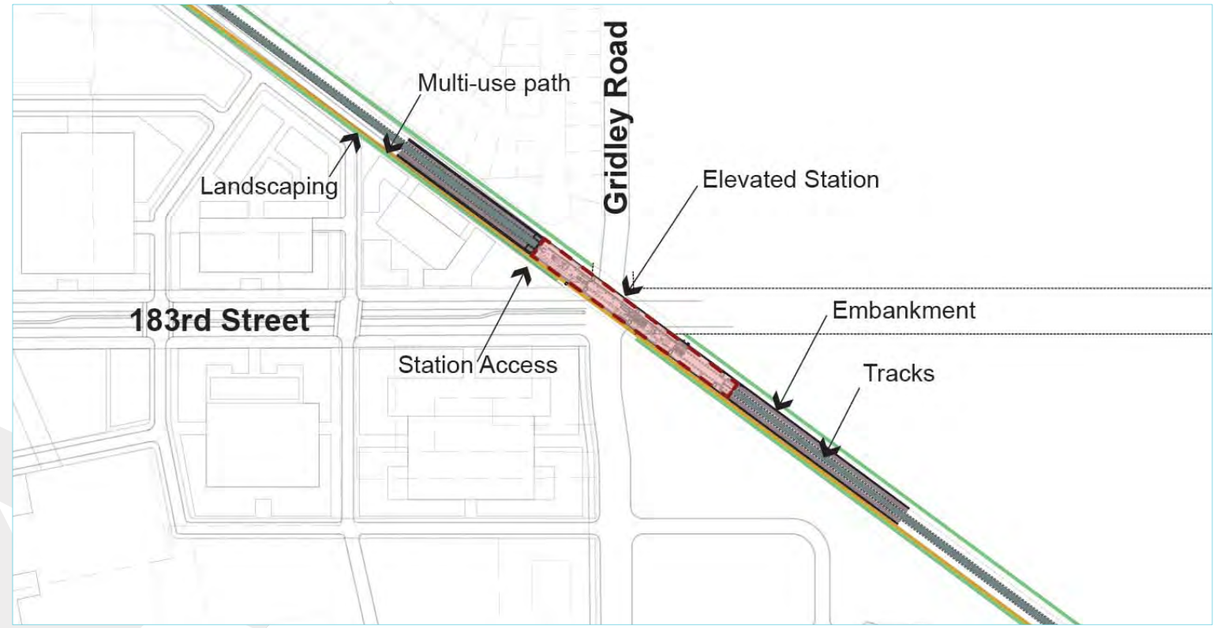


Figure 3.17: Potential Above-Grade Station at 183rd Street and Gridley Road

F. Transit Plaza

Transit plazas are one of the most important character-defining elements of a transit system. They are a gateway to and/or from a place and play a critical role in defining the experience of how pedestrians and bicycle riders connect to transit. How transit plazas are organized, and the hierarchy given to various elements, will directly influence their success and the success of the transit system. Option 1 and Option 2 illustrates how a transit plaza should be versatile, relate to adjacent land uses and provide transit functionality. Figures 3.18 and 3.19 show an illustrative plan and view of the transit plaza Option 1. Option 2 illustrative plan is shown in Figure 3.20. These concepts show tall palms in a geometric form encircling the transit plaza providing wayfinding for those in the area as well as potential patrons driving by on the freeway.

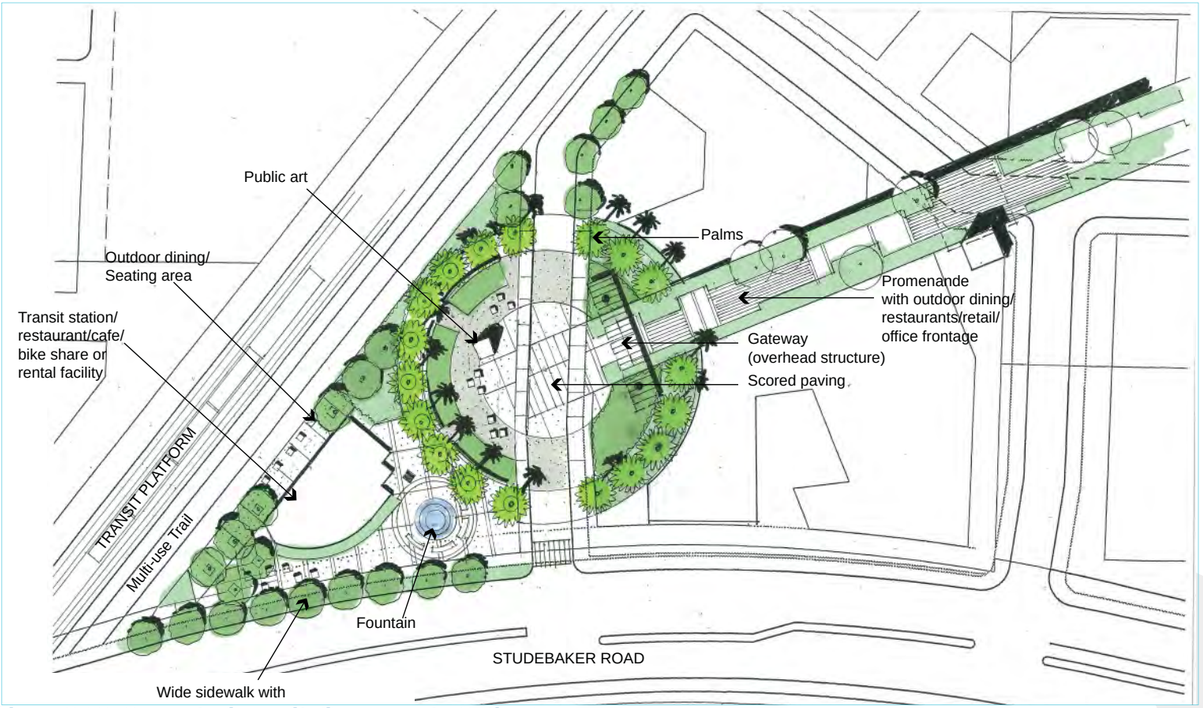


Figure 3.18: Conceptual Transit Plaza Layout - Option 1

Figure 3.20: Conceptual Transit Plaza Layout - Option 2

Figure 3.19: Aerial View of Transit Plaza Option 1

G. Multi-Use Path on Pacific Electric ROW

With an average width of more than 100 feet, the Pacific Electric ROW offers much more than the opportunity of simply creating a new transportation system. It offers the possibility of creating a landscaped spine of open spaces, plazas, bike trails and pedestrian paths connecting communities. Figure 3.21 shows a typical cross section of 100 feet ROW with an at-grade center-platform LRT station, a 15 foot bike and pedestrian path and landscaping. Figure 3.22 shows the multi-use path from ground level.

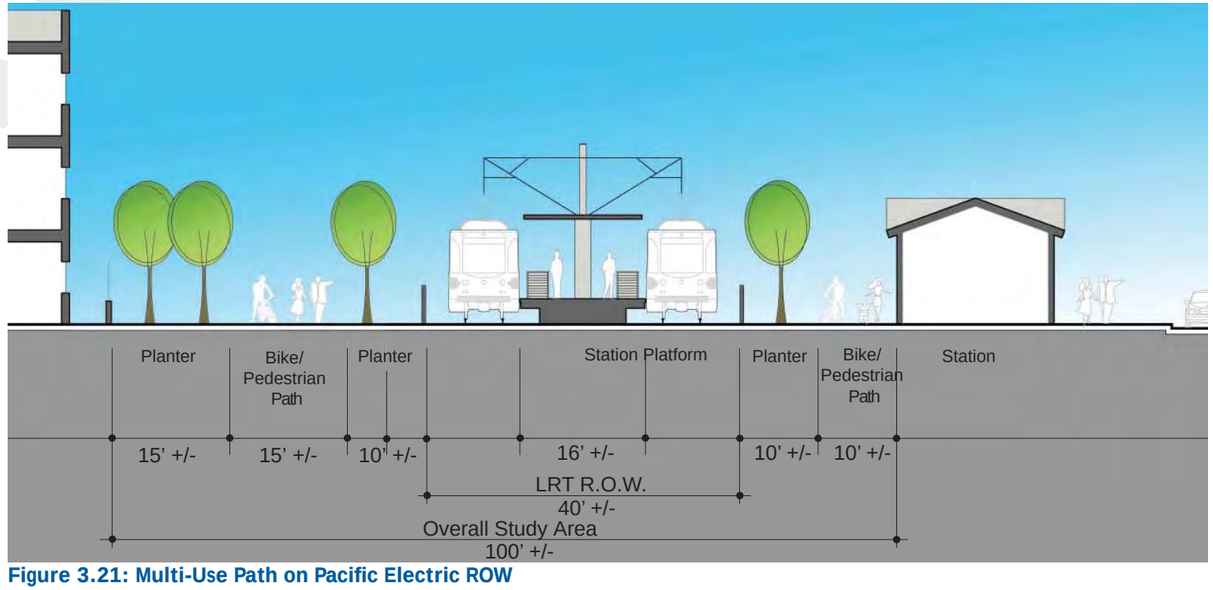


Figure 3.21: Multi-Use Path on Pacific Electric ROW

Source: Pacific Electric ROW/West Santa Ana Branch Corridor Alternative analysis Report

Figure 3.22: View of the Multi-Use Path on Pacific Electric ROW looking east from Studebaker Road

H. Enhancements under the Freeway

The following steps are proposed to improve the freeway underpass environment making it friendlier to pedestrian and bicycle traffic:

- Add pedestrian lights along the walkway or install light fixtures on the abutment walls
- Paint the abutment wall with lighter color or ceramic tile to improve the overall appearance of the underpass
- Provide artwork to improve the appearance of the underpass

Figures 3.23 and 3.24 show various options to improve the overall appearance of the underpass. Options 1 and 2 show pedestrian street lights with a graphic or pattern painted on the abutment walls. Options 3 and 4 have light fixtures mounted onto the abutment wall that lights the pedestrian walkway and highlights the pattern or graphic.

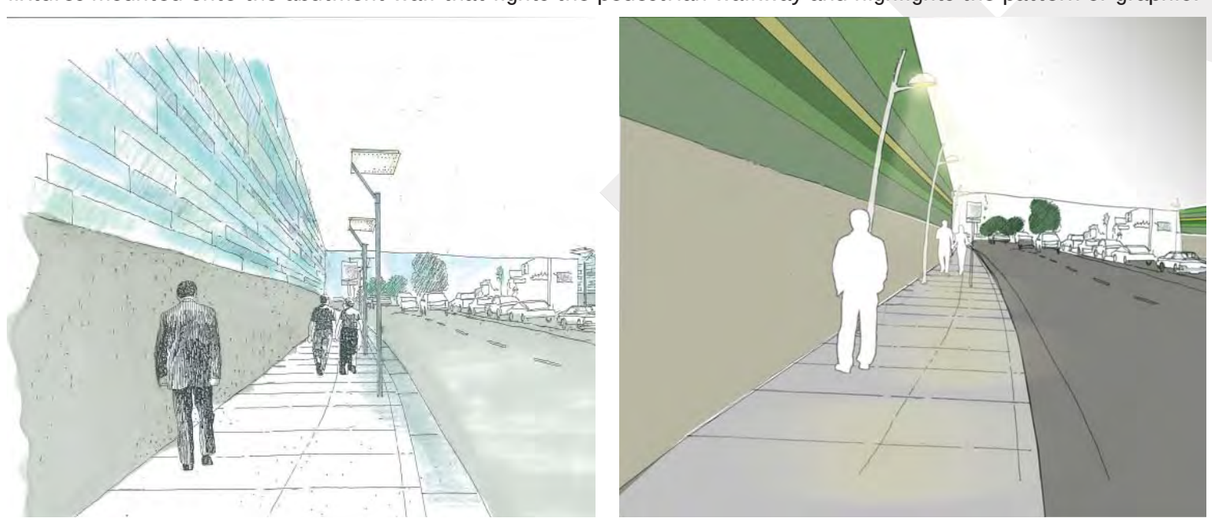
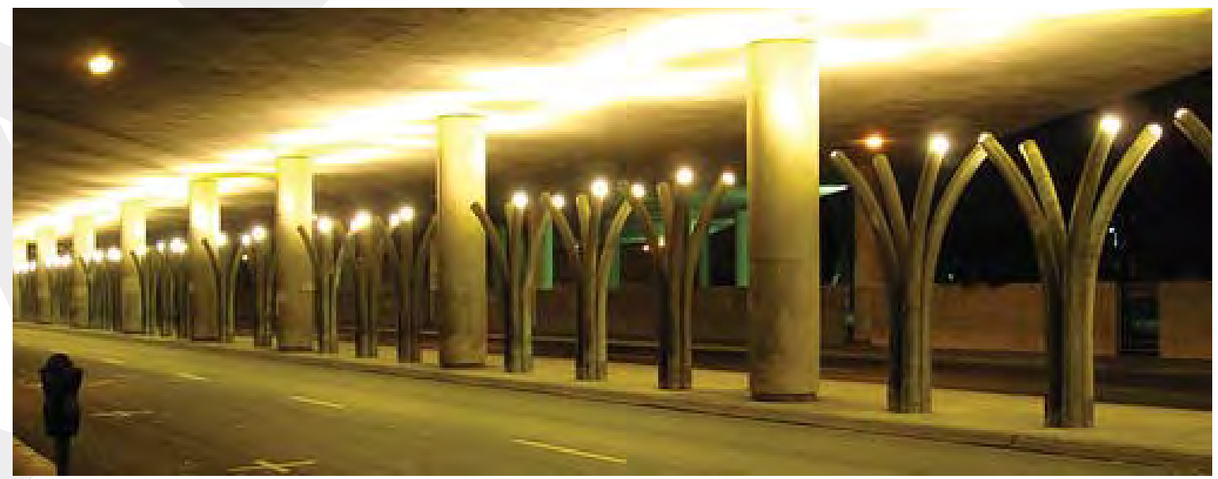


Figure 3.23: Pedestrian/Bicyclists Enhancements under the Freeway - Option 1 and 2

Figure 3.24: Pedestrian/Bicyclists Enhancements under the Freeway - Option 3 and 4



A few examples of freeway treatment (Source: Google.com)

3.2.3 Land Use Strategy

The long-term land use strategy capitalizes on the successful Los Cerritos Center and aims to update, enhance and diversify the shopping experience and capture value from the future transit station. The project area is planned as a series of unique districts with a diverse mix of uses which are employment intensive, provide a variety of housing options, and includes other uses that support the region, the entire city and the local population. Strategic land use changes include:

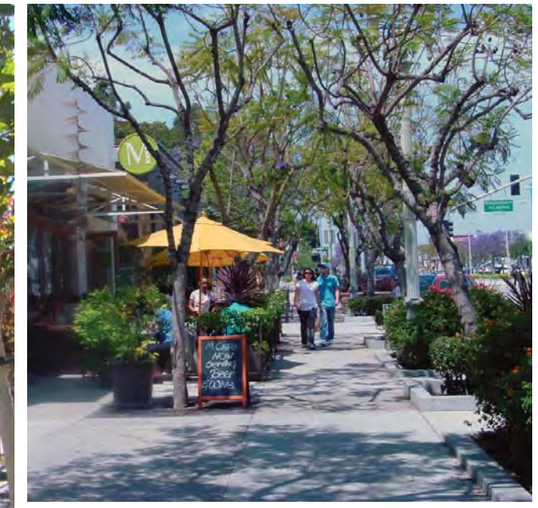
- Expand the Los Cerritos Center Site on the parking lots along 183rd Street and towards the freeway with a lifestyle atmosphere including more retail and restaurants plus the addition of other attractions such as a unique theater, hotel and outdoor gathering/dining spaces.
- Focus on horizontal and vertical mixed-use on both sides of an improved 183rd Street introducing pedestrian-friendly retail and restaurant uses along the street, residential and offices above with all uses directly linked to the Los Cerritos Center.
- Infill the underutilized areas north of 183rd Street by selectively adding new offices, residential, institutional uses, open spaces, parking structures and repurposing some buildings for neighborhood services and high quality regional retail.
- Allow within the industrial area mixed-use opportunities north of the Pacific Electric Railroad ROW for live-work, student housing, restaurants and art opportunities.
- Intensify the offices sites near the freeway and at the intersection of Gridley Road and 183rd Street creating more jobs within the area.
- Provide shops and restaurants and new pedestrian-friendly uses on the Cerritos Promenade and Target sites.

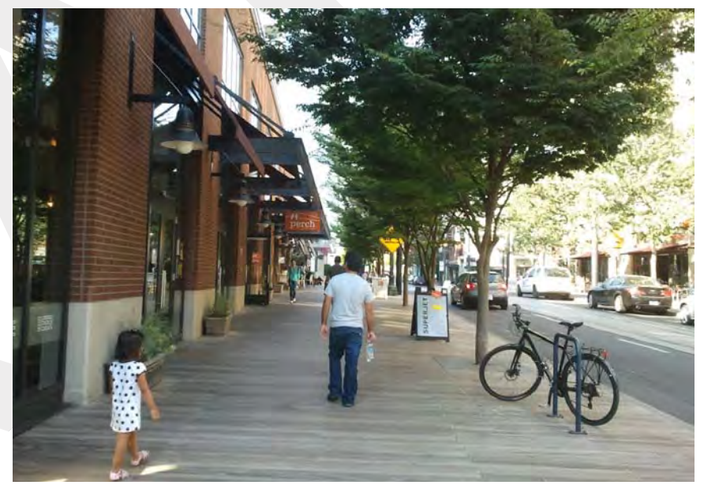
3.2.4 Land Use Districts

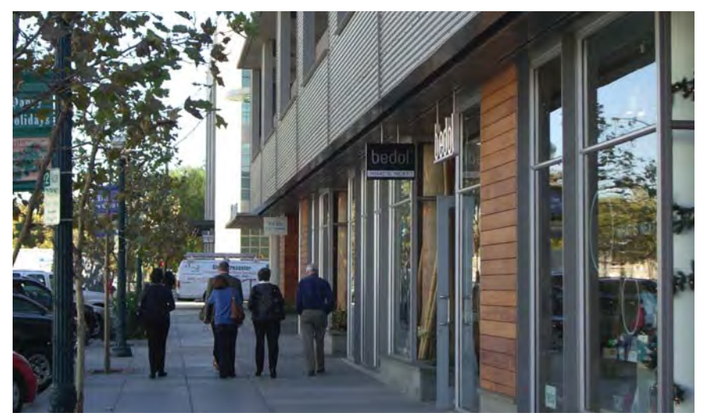
Several distinct districts are proposed within the project area, each with its own character, as described below and shown in Figure 3-25.

A. Los Cerritos Center District

183rd Street Frontage:
On the south side of 183rd Street, facing the new 183rd Street wide, tree-lined sidewalks, three-to four-stories mixed-use buildings including employment-intensive uses, such as offices, hotel, entertainment, institutional uses and multi-family housing with the potential for sharing parking between the office/multi-family uses are envisioned. High value gateway offices are envisioned at the southwest corner of 183rd Street and Gridley Road and at the northwest corner of 183rd Street and Best Plaza East. 183rd Street, with a double row of tall canopy trees and transit stops serving various transit lines, will become a new, high value pedestrian place with efficient transit access. Retail/restaurants/offices with direct sidewalk entries and a high degree of window transparency will increase visual and physical interaction between sidewalks and buildings, promoting a safe and vibrant pedestrian environment. Near the freeway, a commercial node and freeway buffer for this mixed-use area would be developed. Uses such as hotels or entertainment uses such as an IMAX cinema would reinforce this Gateway to the City theme.







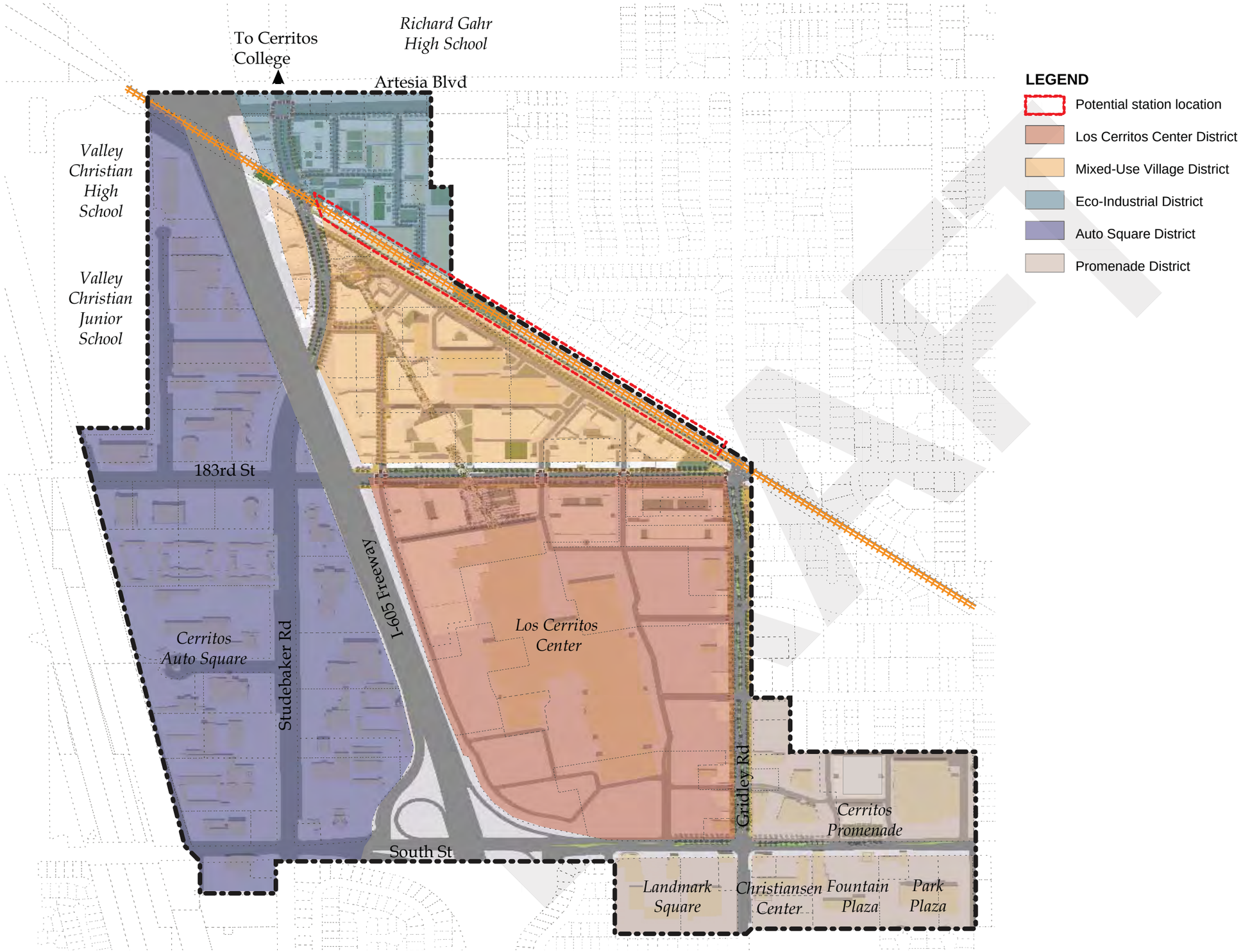
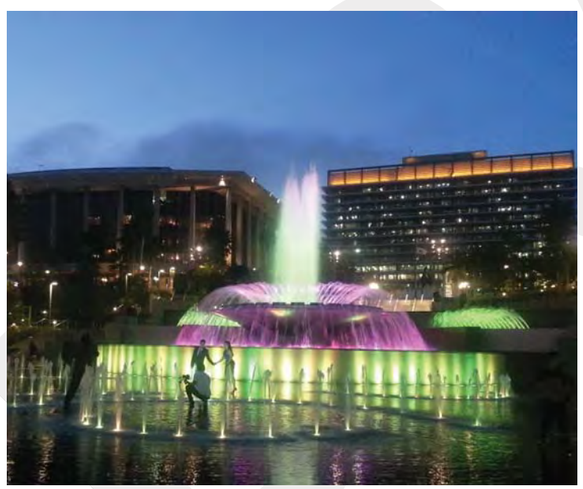


Figure 3.25: Proposed Districts

Los Cerritos Center Site:

For this area, the long-term land use and urban design strategy includes the potential for expanding the Los Cerritos Center superblock with new uses such as a theater, retail, restaurant, hotel uses and entertainment primarily focused along/near 183rd Street. These improvements and uses are in addition to continued improvements and new uses in the existing Los Cerritos Center Site and the continued addition of new shops and restaurants along Gridley Road adjacent to the new multi-use pathway. Cerritos Commons is planned adjacent to 183rd Street fronting the Sears Department Store building lined with restaurants and retail uses with new outdoor activities, kiosks and amenities to attract customers to the Shopping Center and the entire area. The Los Cerritos Esplanade will be located above Cerritos Commons. Cerritos Commons will serve as an attractive amenity and gathering space for the residents, business employees and patrons. Cerritos Commons will be lined with restaurants and retail uses.



B. Mixed Use Village District (Best Plaza Shopping Center, Cerritos Corporate Tower property)

The existing suburban retail and restaurant area is envisioned as more employment intensive and diverse by incorporating new and infill development with a combination of 3 to 8 stories vertical and horizontal mixed-use structures consisting of office uses, multi-family residential, and entertainment uses on existing underutilized land. Residences and offices on the upper floors would provide housing and office support for nearby institutions i.e. Fremont College and Cerritos College. Residents and office employees would be customers for surrounding commercial uses. The existing Cerritos Corporate Tower could be retained and integrated with the new uses. The existing shopping center buildings could be repurposed to include uses such as a neighborhood grocery store or a gym. With the development of transit service and additional new transit and pedestrian oriented development, reduced parking standards are envisioned for this area. This area could incrementally transform through infill redevelopment including courtyard multi-family uses with improved streets, sidewalks and landscaping and an occasional vegetable/garden or pocket park or plazas or paseos.

C. Eco-Industrial District (North of the Railroad Right-of-Way)

The existing small business industrial nature and proximity to Cerritos College provides special opportunities for live/work with small restaurants, art studios, student housing and unique housing interspersed with business and employment opportunities connected to the transit station. A compatible mix of high density residential enclaves within industrial mixed-use neighborhoods is envisioned for this area, similar to Downtown Los Angeles near the Los Angeles River, the Pearl District in Portland, Granville Island in Vancouver and the meat-packing area of New York, but at a much smaller scale. Development standards and performance will ensure compatibility.

The key features of this Industrial Mixed-Use Designation will include vertical or horizontal mixed-use with residential density of up to 36 du/ac, 2 to 3 story residential over ground level retail or light industrial and above-ground parking structures shared by multiple mixed-use buildings and offices. Industrial uses that meet high environmental standards for pollution, noise, and waste generation will be allowed to provide reasonable compatibility with residential uses. Such uses may include craft or artisan workshops, live-work units, small scale retail (under 1500 sq ft), restaurants, recording and artist studios, soundstages,non-noxious research laboratories, bulk goods retailing, landscaping and garden supplies, vehicle sales, building materials sales, veterinary hospitals, storage warehouses, and limited light manufacturing and assembly.

E. Promenade District

The long-term vision for this district includes complementary new ground floor retail with 2 to 4- story housing in mixed-use buildings close to or at the sidewalk. A parking structure shared with Target is envisioned for the Cerritos Promenade. The other shopping centers should follow development standards and guidelines listed in Chapter 4.

F. Auto Square District

The existing auto dealers utilize high development standards set forth for Development Area Five in the Cerritos Municipal Code. New showrooms should continue to develop under these recently established contemporary architectural and landscape design standards locating facilities adjacent to park-like open areas and public plazas. This district should consider consolidated parking structures to free up space for more auto square related development.

3.3 Proposed Land Use Plan Implementation

The proposed land use concept plan shown in Figure 3.26 maintains the Commercial Regional (CR) designation of the General Plan north and south of 183rd Street, as this designation allows for a FAR of less than/equal to 2.5. Currently, the CR designation does not allow for mixed-use and higher-density residential uses. The existing CR designation should encourage both horizontal and vertical mixed-use of higher intensity and density uses in the Project area to provide an evening and weekend population and customer base for businesses. Similarly, the Industrial/Commercial (MC) designation needs to be updated to allow for mixed-use in the project area. The City can either revise the CR or MC designations for the project area or can adopt the new General Plan land use designations such as those described below.

- A Mixed-Use (MU) designation will encourage both horizontal and vertical mix of commercial and residential uses. This designation will have the flexibility to allow for many types of uses with a portion of the area devoted to residential use and a portion to employment uses. This designation will have a maximum FAR of 2.5 and a residential density of 36 du/ac.

- An Industrial Mixed-Use (IMU) designation will encourage horizontal and vertical mixed-use for compatible light industrial, commercial, and residential uses. The designation will have the flexibility to allow for many types of uses with an overriding requirement that specific uses and building and site design will achieve reasonable compatibility within the uses allowed in the designation. In some instances residential uses will be buffered by commercial uses from industrial uses. The designation clearly acknowledges that complete compatibility may not be achievable. This unique designation replicates some of the creative and open urban communities that can be a source for community innovation, creative industries and arts and eclectic urban lifestyles. It is assumed that 50% of the area will be devoted to residential use and 50% to light industrial or commercial uses, however there is no minimum standard for a mix of land uses on a parcel, but rather a set of policy guidelines to encourage over time an 'organically developed' mix of uses in the entire district that approximates the assumed averages. The assumed averages are intended to provide the eclectic mix that provides the fundamental creative and working residential character of the designation. This designation provides both employment opportunities and convenient access to light industrial goods and services which are able to coexist with small-scale commercial and residential uses. This designation will have a maximum FAR of 1.1 with a residential density of 36 du/ac.

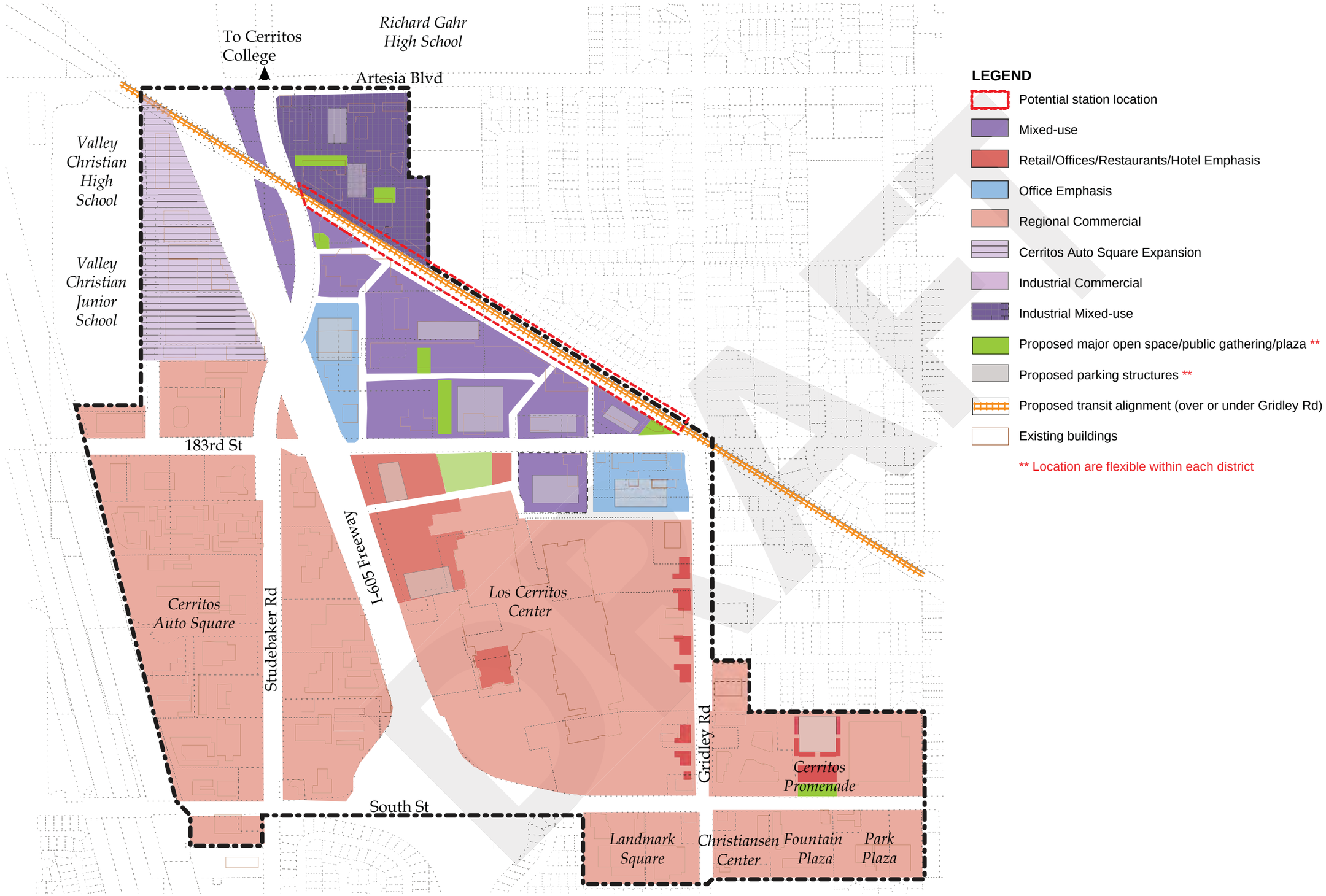


Figure 3.26: Land Use Concept Map

3.4 Flexibility and Phasing Strategy

As mentioned earlier, through this demonstration project, the City of Cerritos has the opportunity to plan for and guide the City's future. This demonstration project seeks the opportunity to plan early for transit-oriented development, but leaves flexibility to respond to market conditions over time. Flexibility is encouraged in the locating of various land use types, densities and parking, to allow a natural adaptation to market forces while not limiting potential development. We understand that while detailed plans provide a level of comfort and certainty, absolute certainty is unrealistic. The best ideas that surfaced through this planning process have been labeled the "backbone" of the plan. The "backbone" represents the basic structural framework for this Master Plan.

Two phases have been developed for this Project. Phase 1 and 2 are influenced by the vision statement, the goals and objectives and the parameters for the Master Plan as directed by the City staff and stakeholders. Phase 1 capitalizes on the strong retail environment of the Los Cerritos Center and existing bus transit already available along 183rd Street. The construction of premium transit on the Pacific Electric Railroad may take 15 to 20 years depending on funding. Phase 2 should be primarily developed after the transit station and alignment location and timing of construction are known. However, once the alignment and station are known the development could proceed ahead of the premium transit taking advantage of the bus transit already in the area today. Figures 3.27 and 3.28 show the proposed phasing concept.

The road to achieving a successful master plan around transit takes time, commitment, coordination, creativity and leadership. At a minimum, the public sector must secure a community commitment, coordinate the public entities and policies that will enable this development, and work in partnership with developers to plan, finance and achieve a built project. Without the public sector, many sites with potential will fall short of being compatible and transit oriented. Fragmented ownership, "market readiness," and existing uses also vary by site and contribute to the complexity involved in the successful planning and implementation of this master plan. The implementation of this Master Plan will be a decades-long process. Over a period of time, the economy, markets, political will and community desires will change. These factors will have an effect on a time frame for implementation and completion of proposed improvements, efforts, programs and projects. A Phasing Concept is just one of many tools for the development. Figures 3.29 and 3.30 show the proposed Land Use Illustration Concept for Phase 1 and Phase 2. Figure 3.31 is illustration of how the urban form of the project area may look in 2035.

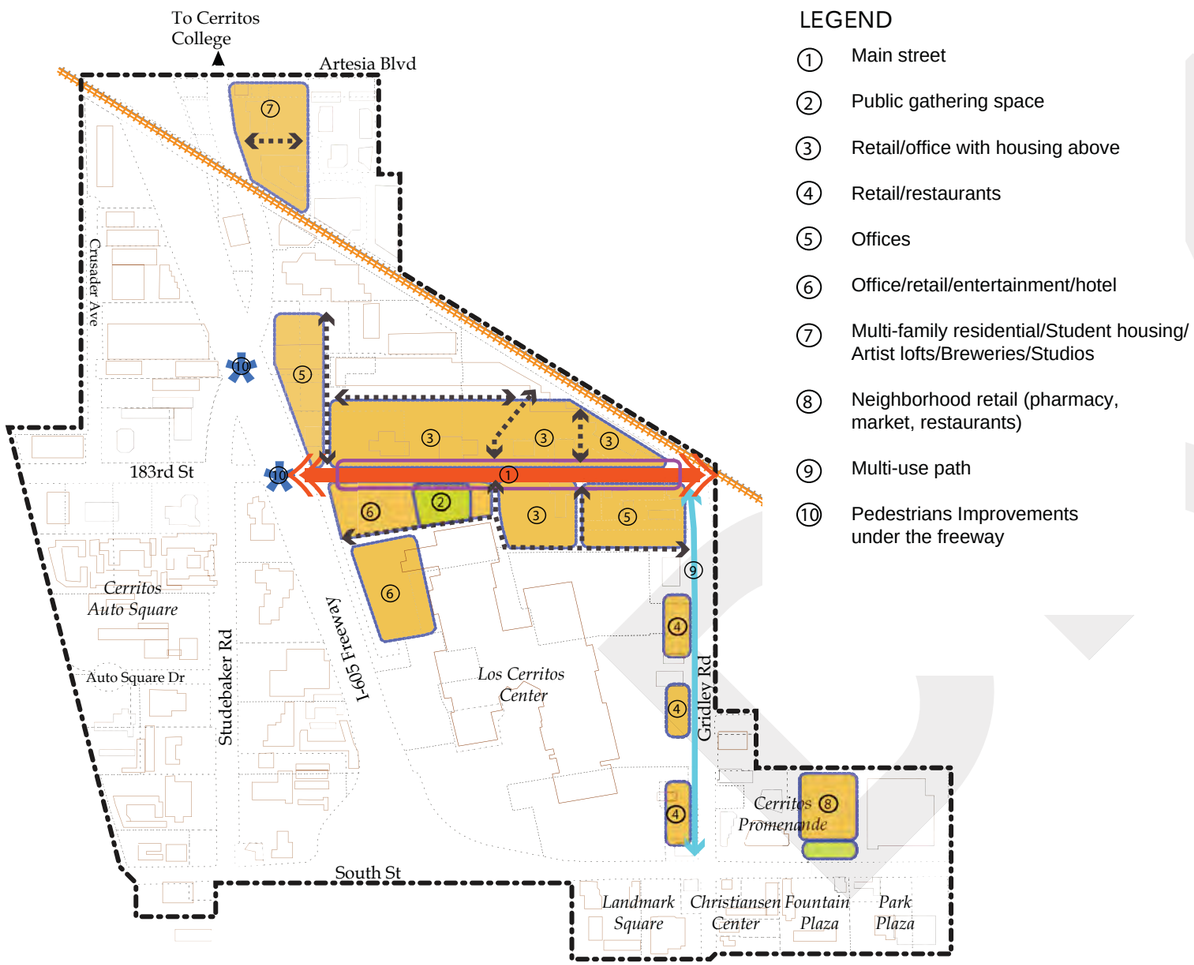


Figure 3.27: Phase 1 - Before Approved Premium Transit

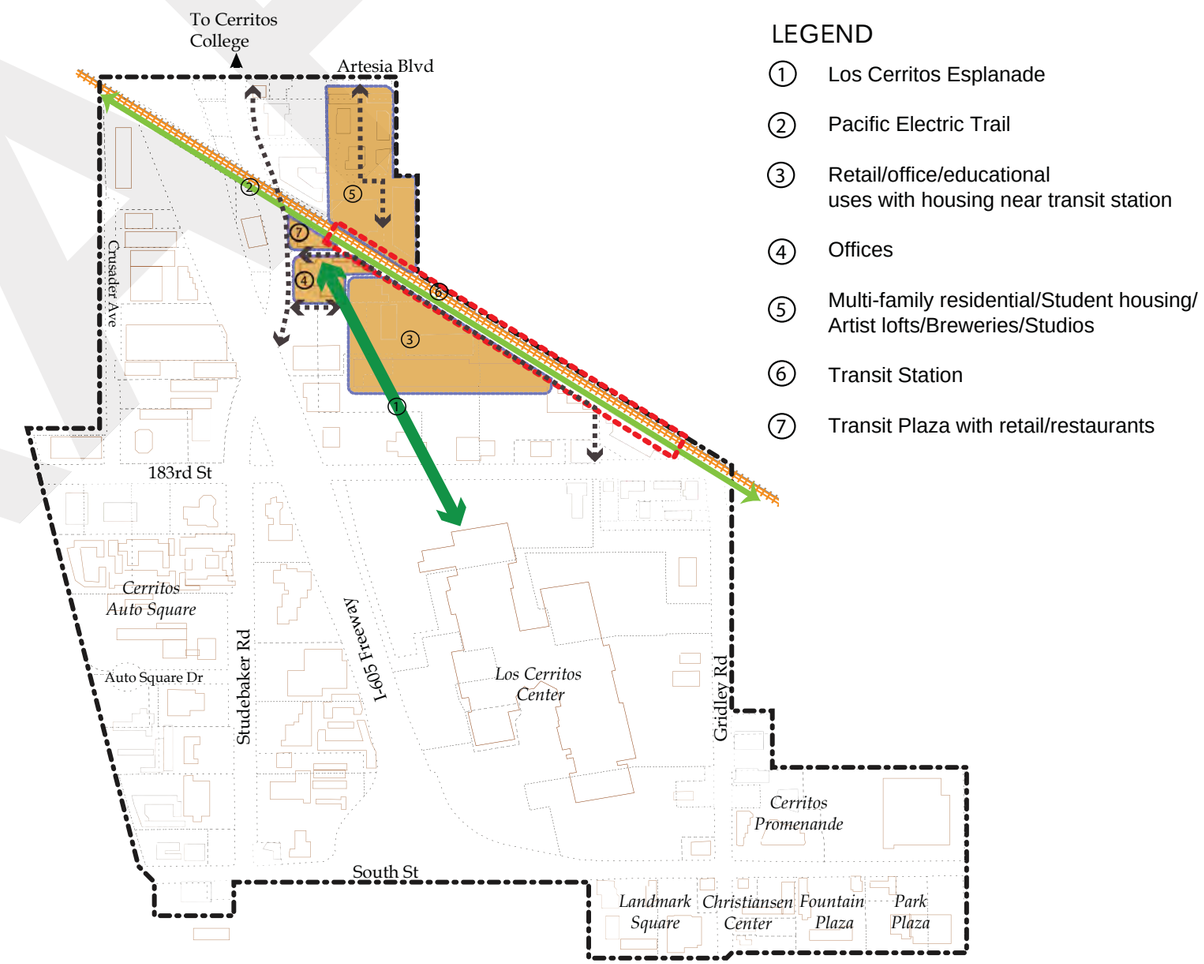


Figure 3.28: Phase 2 - After Approved Premium Transit

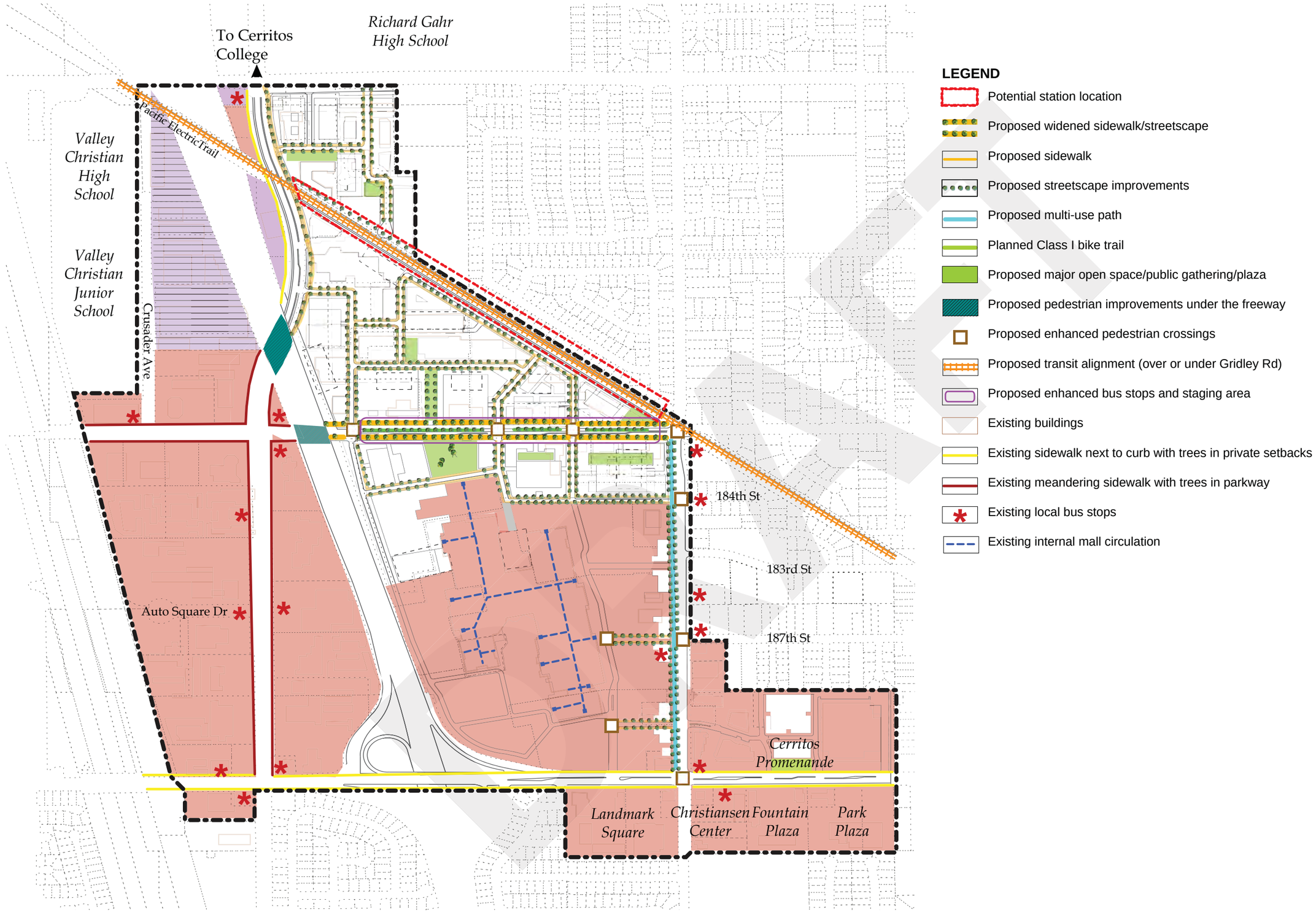


Figure 3.29: Land Use Illustration Concept Diagram - Phase 1

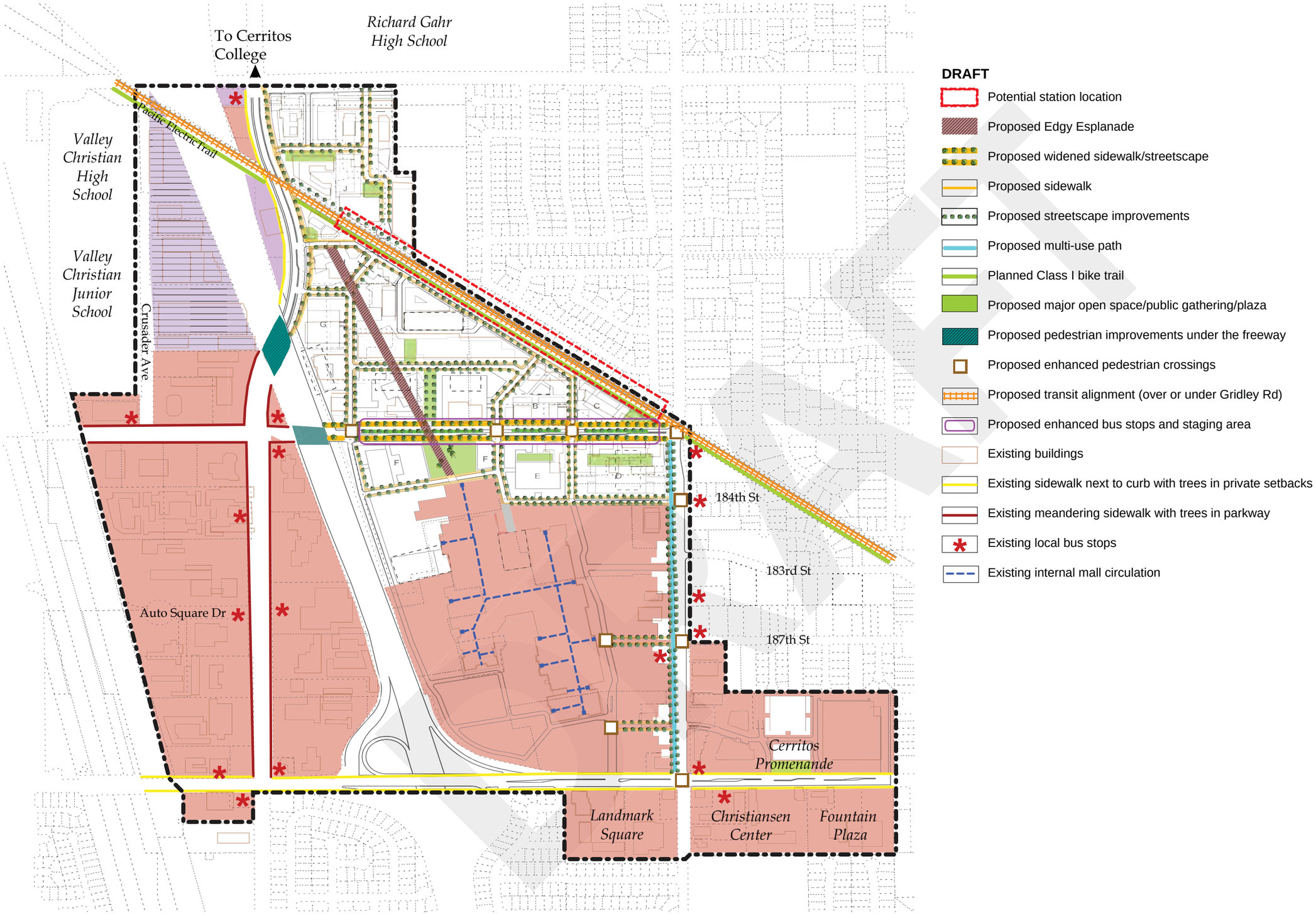


Figure 3.30: Land Use Illustration Concept Diagram - Phase 2

Figure 3.31: Urban Design Concept for Project Area

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Figure 3.32: An artist rendering showing architectural and landscaping concept, including Main Street, Cerritos Commons, Los Cerritos Esplanade and Transit Plaza

4

Development Standards and Guidelines and Prototype Projects

4.0 Land Use Regulations, Development Standards, Guidelines and Prototype Projects

This chapter contain key ingredients to achieve high-quality private development:

- Land use regulations and development standards for the Districts
- Design guidelines
- Prototype projects and proforma using the standards and guidelines listed

A regulation and development standard is a mandatory requirement that all developments in the zone are required to follow in order to gain project approval from the City. Design Guidelines are more flexible and guide how a project is designed. While they are not absolute requirements like development standards, guidelines are used by City staff to evaluate and approve proposed development.

4.1 Land Use Regulations and Development Standards

These draft regulations will regulate the development of mixed-use projects, industrial mixed-use projects and hotels within the project area.

4.1.1 Land Use Regulations

1. Allow for mixed-use projects in the Los Cerritos Center District and Mixed-Use Village District. Uses of the underlying Regional Commercial zone and residential uses listed in Medium to High Density Residential designations shall be permitted in the area designated as Mixed-use or Figure 3.26 unless modified as follows:
   - New uses prohibited include drive-through businesses; warehousing and storage facilities, vehicle repair and service. The City may consider permitting some of the prohibited uses with a Conditional Use Permit.
   - Retail kiosks and wireless computer services may be permitted in outdoor plaza/public gathering spaces. Other commercial activities may be permitted outdoors for special events such as farmer's markets, concerts and community cultural fairs.
   - It is intended that the ground floor frontage of major streets be devoted to retail, restaurants and other pedestrian friendly uses; however, the designation will have the flexibility to allow for other pedestrian-friendly uses. Commercial uses are encouraged on the ground floor frontage that generate pedestrian activity such as cafes, tea shops, restaurants, bookstores, floral shops, bakeries, retail shopping, commercial recreation and entertainment spaces, personal and convenience stores, travel agencies, barber or beauty parlors, childcare facilities, art galleries and stores, professional offices, and other uses determined by the City as appropriate.
   - Live/Work units with working space at the ground floor are allowed.

2. Allow for industrial mixed-use projects in the Eco-Industrial District. It is assumed that 50% of the area will be devoted to residential use and 50% to light industrial or commercial uses; however, there is no minimum standard for a mix of land uses on a parcel, but rather a set of policy guidelines to encourage over time an 'organically developed' mix of uses in the entire district that approximates the assumed averages.
   - The Industrial Mixed-Use designation, as shown in Figure 3.26, allows industrial uses that meet high environmental standards for pollution, noise, and waste generation to provide reasonable compatibility with residential uses. Such uses may include craft or artisan workshops, live-work units, small scale retail (under 1500 sq ft), restaurants, recording and artist studios, soundstages, non-noxious research laboratories, bulk goods retailing, landscaping and garden supplies, vehicle sales, building materials sales, medical offices, veterinary hospitals, storage warehouses, and limited light manufacturing an assembly and other uses determined by the City as appropriate.
   - Allows for both vertical or horizontal mixed-use with a residential density of 24 du/ac.

3. Allow for a hotel(s) within the project area to take advantage of the freeway access and to cater to the visitors, especially patrons of Cerritos College and dealership franchises. This hotel can be a stand alone hotel or be part of a mixed-use project with branded condo component. Figure 4.1 shows potential sites for a hotel to be located within the project area. These sites have the flexibility of being developed as commercial, office, public or hotel uses.

A resort/boutique hotel can be considered near the southeast corner of Gridley Street and South Street or west of Studebaker Road fronting the freeway. Whereas, a mixed-use hotel can be located south of 183rd Street near the freeway or occupy the top floors of the building overlapping the Los Cerritos Esplanade. A mixed-use hotel in the project area will benefit from shared services. These can include parking, mechanical, management, concierge and valet. For example, the condo owner can order room or housekeeping service on a pay-per-use basis, while the hotel can realize added business from condo owner's visiting guests or added dining revenue from both, while the office can cater its events from the hotel, and the retailer has built-in business from the hotel guests and residents. Also, the mixed-use arrangement makes construction financing easier to obtain because proceeds from condo sales provide the builder with extra equity.

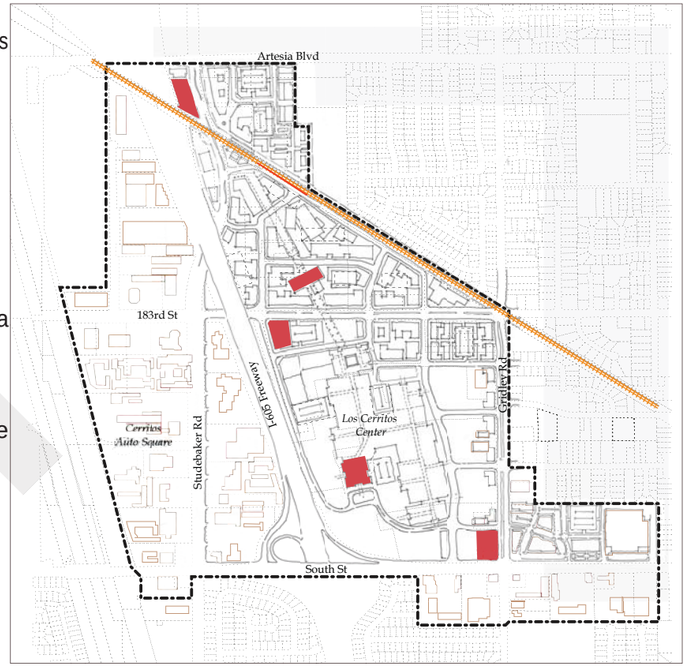

Figure 4.1: Potential Sites for a Hotel

4.1.2 Development Standards

A. Building Intensity and Residential Development Density

The maximum base floor area ratio (FAR) and density for various districts is shown in Table 4.1.

Table 4.1 Building Intensity and Residential Development Density

Districts	Los Cerritos Center District	Mixed-Use Village District	Eco-Industrial District	Los Cerritos Promenade District	Auto Square District
Floor Area Ratio (FAR)	Max. 2.5	Max. 2.5	Max. 1.1	Max. 2.5	Max. 2.5
Density (Min. and Maximum)	Min. 20du/ac Max. 36du/ac	Min. 20du/ac Max. 36du/ac	Min. 20du/ac Max. 24du/ac	N/A	N/A

Residential uses are currently not allowed within Regional Commercial or Industrial designations. As an incentive to provide for certain amenities in the Los Cerritos Shopping Center District, Mixed-Use Village District, residential uses are allowed only on parcels shown as mixed-use on Figure 3.26. The maximum residential density permitted in the General Plan is 20du/ac. An increased density of 36 du/ac is allowed through a combination of one or more of the following:

- The provision of transit improvements along 183rd Street including wide sidewalks with a double row of trees, new transit shelters, bicycle racks, special decorative paving, pedestrian lighting and pedestrian amenities (Figure 3.3)
- The provision of a major open space "Cerritos Commons" located adjacent to 183rd Street with ample active/passive recreation and retail kiosks.
- The construction of a public parking structure.

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- The provision of multi-use path on the west side of Gridley Road (Figure 3.5).
- The provision of multi-use path within the Pacific Electric ROW, as shown in Figures 3.21 and 3.22.
- The provision of streetscape, clearly defined pedestrian pathways, pedestrian amenities north of 183rd Street, as shown in Figure 3.2.
- The construction of transit plaza improvements.

B. Pedestrian Orientation and Build-to-Line

It is intended that building be located close to the sidewalks and the public realm not separated from the sidewalk by parking in the mixed-use areas. A minimum width of the pedestrian realm[1] is required along the frontage of commercial, residential and mixed-use projects. Build-to lines provide a method of creating visually interesting, pedestrian-oriented streetscapes by arranging buildings and entrances to the front of lots. As opposed to setbacks that establish areas where a building cannot be constructed, build-to lines specify where a building shall be built on the lot. Establishing build-to lines can facilitate a sense of enclosure. This Build-to-Line or pedestrian realm width is measured from the curb and is required as follows from following streets:

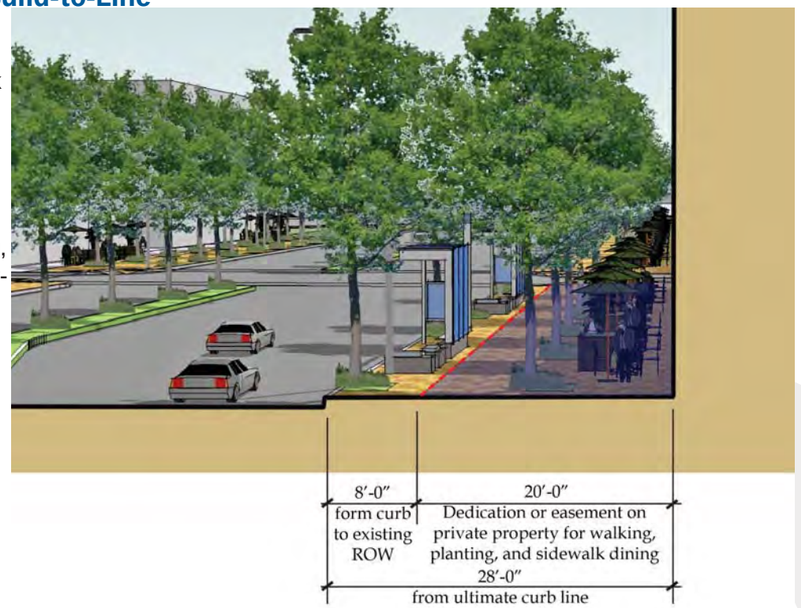


Figure 4.2 183rd Street proposed front setback from curb

- Major Streets
  - 28 feet pedestrian realm on both sides of 183rd Street between Studebaker Road and Gridley Road. Today an 8 foot area is dedicated to sidewalk/parkway within the existing ROW and a minimum of 25 feet front yard setback is required across the full street frontage. To achieve the Main Street vision, a 20 foot dedication or easement on private property will be required to accommodate the proposed wide sidewalks with double row of trees. The maximum Build-to-Line or pedestrian realm from the curb will be 28 feet (Figure 4.3).
  - 31 feet pedestrian realm on Gridley Road on the west side of the road between 183rd Street and South Street to accommodate a 15 foot multi-use path and 6 to 10 feet of outdoor dining/landscaping. Today an 8 foot area is dedicated to sidewalk/parkway within the existing ROW and a minimum of 25 feet front yard setback is required across the full street frontage. Property owners will be required to allocate 23 feet for these improvements. The maximum Build-to-Line or pedestrian realm from the curb will be 31 feet (Figure 4.2).
  - 20 to 25 feet pedestrian realm on Studebaker Road on the east side between Artesia Boulevard and 183rd Street to accommodate a 5 to 6 foot parkway next to the curb with a 12 foot sidewalk and 5 to 6 foot landscaped area. Today, sidewalks are 8 foot resulting in up to 12 feet dedication on private property for public realm improvements. Currently, a minimum of 25 feet front yard setback is required across the full street frontage.
- Local Streets
  - Ground floor "residential only" projects adjacent to the internal street frontage shall have a minimum setback of 15 feet and a preferred setback of 20 feet from the street curb to allow for a minimum 10 feet parkway and sidewalk and 5 to 10 feet landscaping, stoops and entrance porches (Figure 4.4). "Residential only" projects may be elevated above the sidewalk level by 3 feet or 4 feet for privacy with appropriate landscaping.
  - Non-residential and commercial uses shall be located at a minimum 15 feet and a maximum of 20 feet from the curb to allow for a minimum 10 feet parkway and sidewalk and 5 to 10 feet for outdoor dining, pedestrian entrances, pedestrian arcades or building articulation.

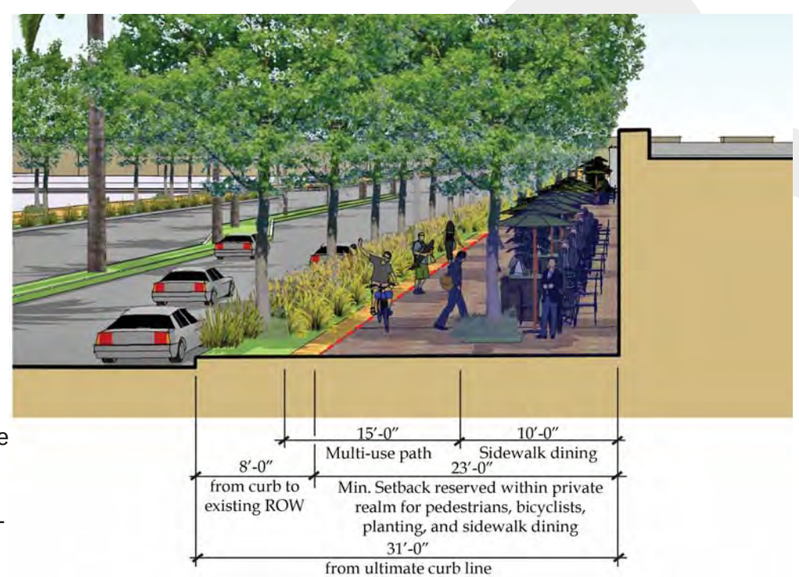


Figure 4.3 Gridley Road proposed front setback from curb

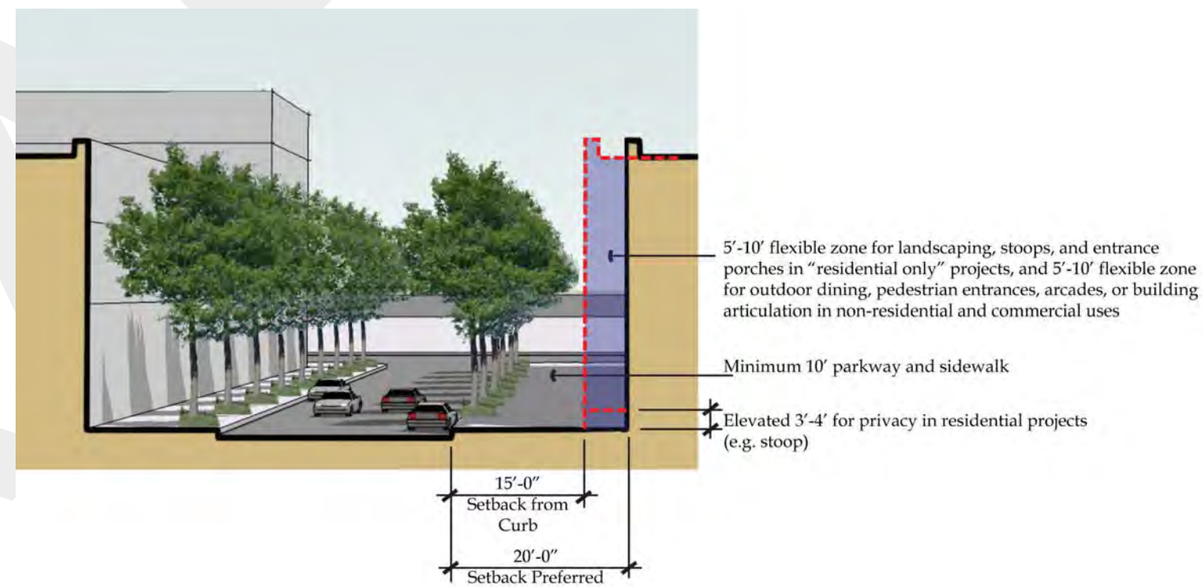


Figure 4.4 Local Streets front setback from curb

- Additional front setbacks of 10 feet are permitted for public gathering space, pocket parks or private open spaces oriented to the pedestrian realm.
- Entrances to non-residential commercial uses and mixed-use projects shall be directly from the adjoining sidewalks.
- In a new development, parking is not permitted on private property adjacent to the public realm.
- Clear pedestrian connections, which are well marked, attractive and human scaled shall be provided between various uses, parking, street sidewalks and public spaces such as plazas, courtyards and recreational areas.

C. Side Setbacks

For side setbacks, the following are required:

- When adjacent to streets, which have at least 10 feet sidewalks and parkways, no side yards are required.

1 *The pedestrian realm is generally a 12'-30' area located between the face of the curb of a street and the face of the building. It includes parkways, sidewalks, and any landscaped areas, and can include public or private areas.*

- For other conditions, refer to Regional Commercial and Industrial designations of the Municipal Code.

D. Building Height and Massing

- Maximum building height permitted is fifty eight feet or 4 stories, whichever is less in the Los Cerritos Center District, Eco-Industrial District and Promenade District, as shown in Figures 4.5 and 4.6, except hotel or office buildings, may be 8 stories if located near the freeway and are integrated and linked to the Los Cerritos Center and public benefits are provided, as listed in 4.1.2 A.
- Maximum building height permitted is one hundred thirty feet or 10 stories, whichever is less in the Mixed-use Village District. In the Eco-Industrial District 10 stories buildings are allowed near the transit plaza.
- Building height shall vary to provide human scale, contribute to community image and improve the pedestrian experience of mixed-use connections. To create a human scale along 183rd Street, the building heights at the edge of the public realm shall not be greater than 30 feet and step back for a maximum distance of 20 feet.

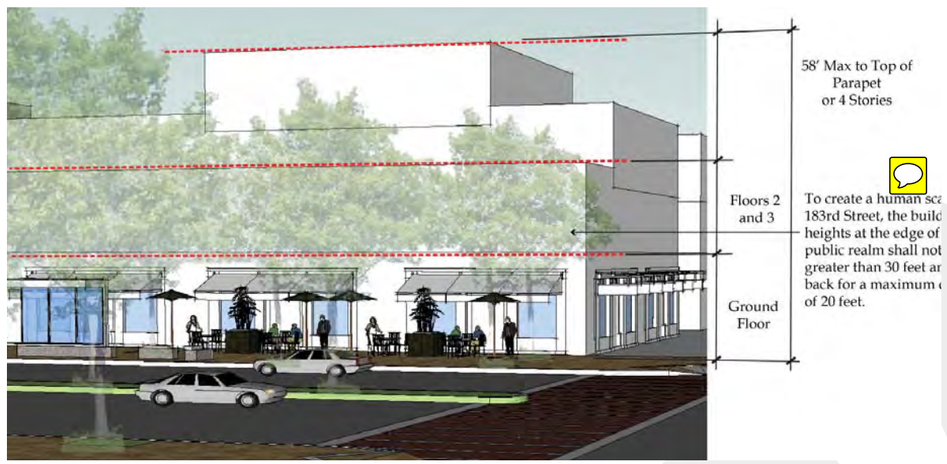


Figure 4.5 Proposed maximum building height and massing in Los Cerritos Center and Promenade Districts

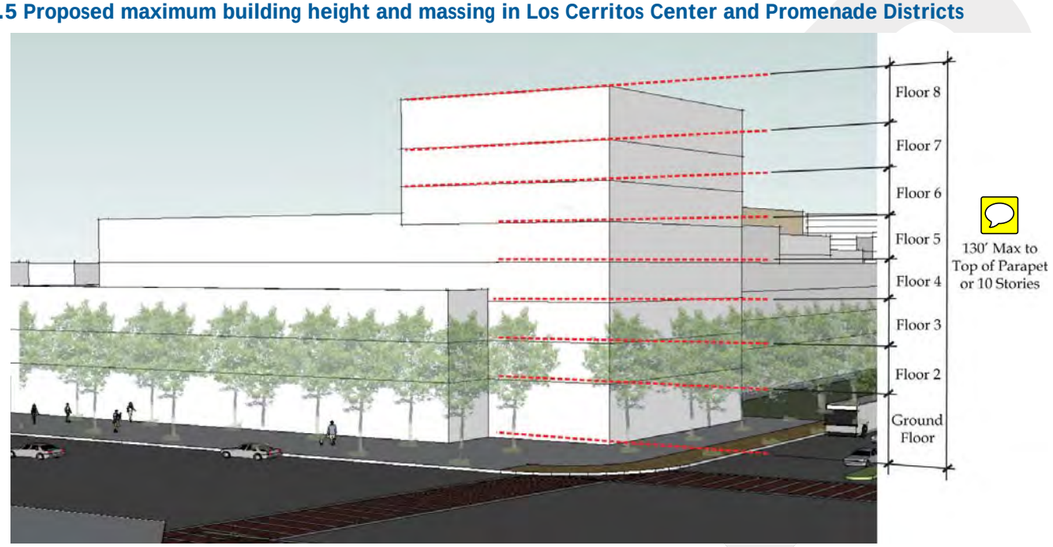


Figure 4.6 Proposed maximum building height and massing in Mixed-Use Village and Eco-Industrial Districts

E. Open Space

- Cerritos Commons shall be designed with an open layout, visual accessibility and for formal programming. Ample space for outdoor concerts, farmers market or cultural events, retail kiosks, a fountain, outdoor seating shall be provided to activate the space and adjoining development similar to the concept proposed in Figure 4.7. Cerritos Commons can be developed before Los Cerritos Esplanade is constructed.

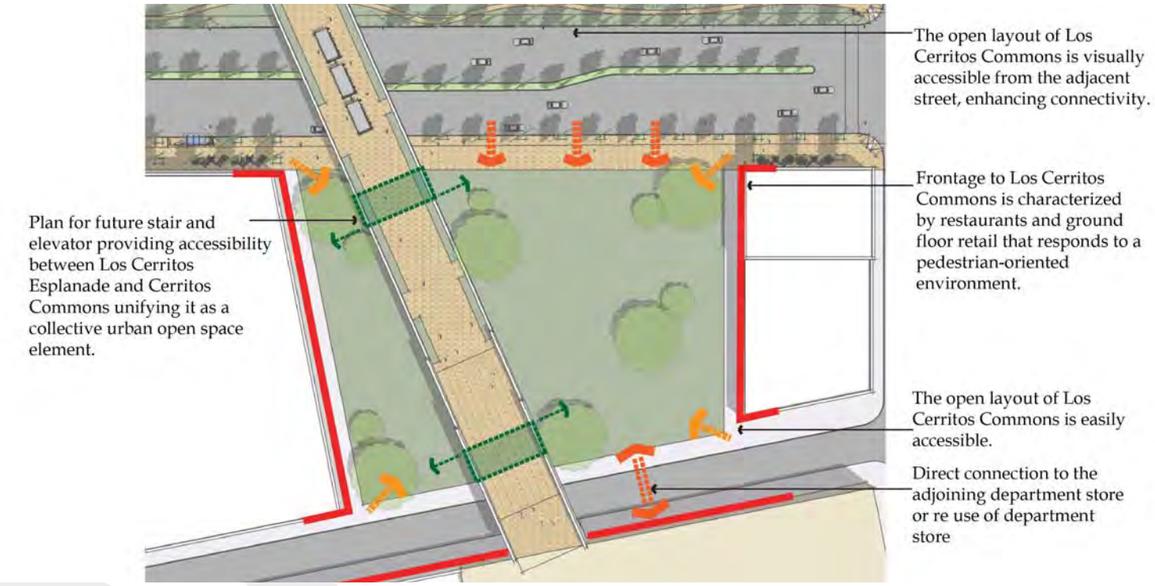


Figure 4.7 Conceptual Layout and Design Standards for Cerritos Commons and future Los Cerritos Esplanade

- Open space and recreation shall be provided for each mixed-use project. The required minimum open space for a mixed-use project is two hundred and fifty (250) square feet per unit. The minimum open space may be met through a combination of common and private open spaces. All required open space shall be usable, as shown in Figure 4.8.

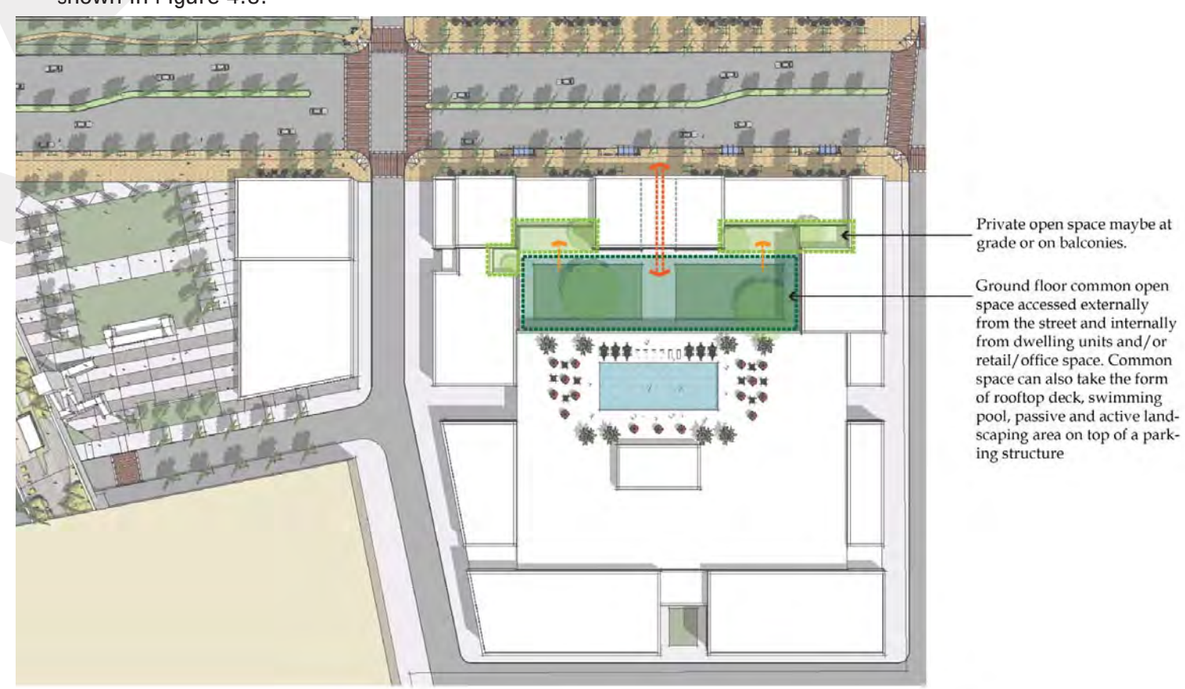


Figure 4.8 Typical Mixed-use Project Open Space Location

- Common open spaces shall require a minimum width of 10 feet and be a minimum area of 200 square feet. Common open space may be located on grade, roofs, podiums and decks. Fifty percent of common open space must be landscaped.

F. Parking and Service Area

The parking requirements for the Districts are stated below:

- For the residential portion of a mixed-use project, a minimum of 1.5 spaces per unit shall be provided.
- As the area is planned to be transit friendly and walkable, a reduction in the total number of required parking spaces is proposed for mixed-use projects that contain retail, restaurant, entertainment and neighborhood services on the ground floor, as parking will be shared. Provide 3.5 to 4 spaces/1,000 square feet for mixed-use projects located within Regional Commercial designation. Consider charging an in-lieu parking fee in return for reduced parking standards. Fees paid will be collected to fund a general public parking program serving the Districts, as described in Chapter 5.
- Parking along 183rd Street, Gridley Road, Studebaker Road and Artesia Boulevard should not be located between the curb in setback areas i.e the pedestrian realm. New buildings fronting on the pedestrian realm, shall screen parking from public view front streets by locating parking below grade, wrapping above-grade parking structures with development, as shown in Figure 4.9.
- Parking structures shall be designed as an integral component of the coordinated site plan and architectural theme. The interior treatment of a parking structure shall be of a light color. The treatment shall include a coordinated interior sign program designed to identify parking levels and locate stairwells, elevators, phones, exits and other interior features. Parking structure vehicle entrances shall be visible and easily identifiable. The minimum distance of entry/exits from corner intersections shall be at least 100 feet (preferably 150 feet). Entrances and exits shall have clear lines of sight.

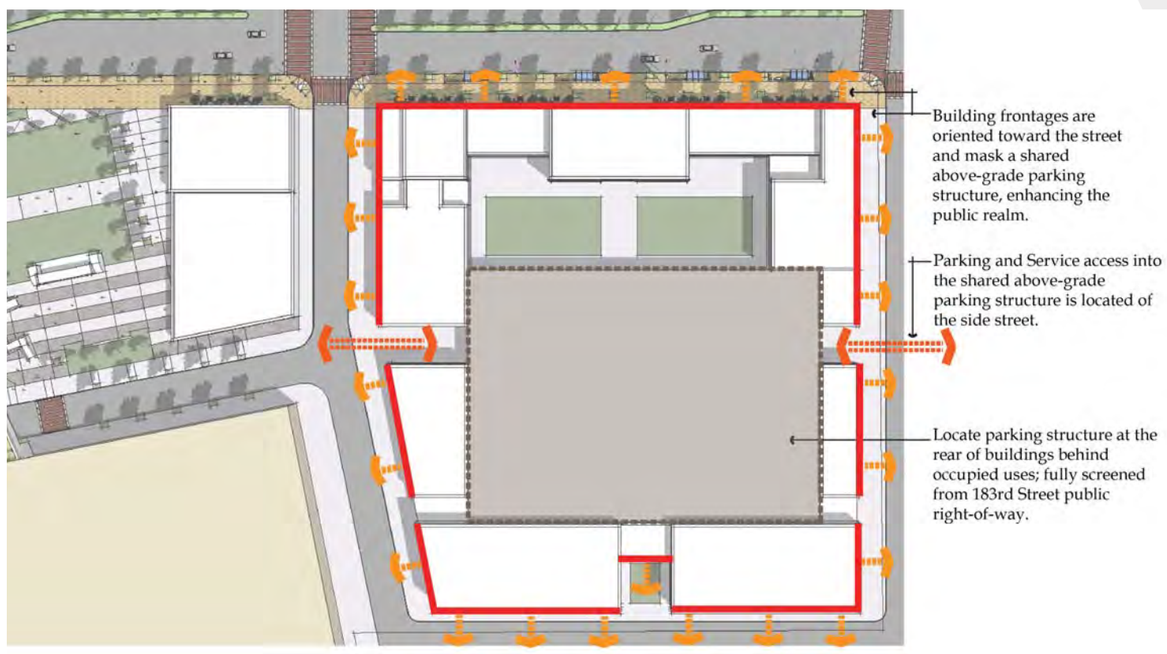


Figure 4.9 Parking Location

G. Landscaping

Landscaping shall consist of combinations of evergreen and deciduous trees, shrubs and ground cover with careful consideration given to passive solar shading, building entrances and open areas, eventual size and spread, susceptibility to disease and pests and durability and adaptability to existing soil and climate conditions. The following is a listing of potential tree species and varieties that can be used in the proposed the TOD Demonstration Project. As part of the urban design effort to complement the "Main Street, the connecting corridors and landscape open spaces and plazas certain trees are recommended for their size, visual character and usefulness.

Parkway/Boulevard Trees (Large Canopy trees)

The following trees are suggested to be used in double and single rows that flank major pedestrian walkways and delineate the edges of the major boulevards and "Main Street" These trees are recommended for tree wells, parkways and median planters no less than 8' wide.

- Koelreuteria bipinnata/Chinese Flame Tree (183rd Street or Gridley Road)
- Pistachia chinensis/Chinese Pistache (183rd Street or Gridley Road)
- Platanus acerifolia 'Columbia'/'Columbia' London Plane (183rd Street or Gridley Road)
- Quercus ilex/Holly Oak (Other streets)
- Magnolia grandiflora 'Majestic Beauty'/ Majestic Beauty' Southern Magnolia (Other streets)
- Tabebuia impetiginosa/Pink Trumpet Tree (Other streets)

Chinese Pistache

Collector Road/ Service Drive trees/ Median (Medium to small size)

These trees are suitable for smaller, more limited spaces where street trees are desirable in medians, parkways and tree wells not smaller than 5' in diameter.

- Arbutus 'Marina'
- Bauhinia blakeana/Hong Kong Orchid Tree
- Geijera parviflora/Australian Willow
- Lophostemon confertus/Brisbane Box

Brisbane Box

Arbutus 'Marina'

Palms and Accent Trees

At strategic focal points for visual contrast and accents in larger planter areas or in medians, the following trees are recommended to provide unusual and dramatic and colorful effects:

Palms

- Brahea armata/Blue Hesper Palm
- Chamaerops humilis/Mediterranean Fan Palm
- Phoenix dactilifera/Date palm
- Phoenix roebellini/Pygmy Date palm
- Washingtonia filfera/California Fan Palm
- Washingtonia robusta/Mexican Fan Palm

Flowering/ Accent Trees

- Acacia stenophylla/Shoestring acacia
- Magnolia soulangiana/Saucer magnolia
- Melaleuca nesophylla/Pink melaleuca

Chinese Flame Tree

4.2 Design Guidelines

These Design Guidelines are for primarily mixed-use area of the Los Cerritos Center District, Mixed-Use Village District and Eco-Industrial District. For Auto Square District refer to Chapter 22.15.260 for Municipal Code.

4.2.1 Architectural Design Character and Massing

1. **Visual interest at street level:** The form of buildings and architectural details should be designed to create visual interest for pedestrians at the street level using techniques such as:
   - Staggering the frontage of the building (stepping upper floors or terraces)
   - Recessing doors and windows
   - Providing varied display windows
   - Providing awnings and canopies for weather protection and shade
   - Visually extending interior spaces outside through paving and glazing.

   In addition, transparent clear glass rather than dark tinted glass or reflective glass should be incorporated along ground level frontages (at least 50 percent of the ground floor facade for commercial buildings) to increase a buildings visual and physical interaction with those on the sidewalk and create a safer and more vibrant pedestrian environment.

Good examples of ground floor treatments that include retail displays, outdoor dining and awnings for shade

2. **Equal design treatment on facades:** Buildings should be designed to be attractive in all directions. Where the rear or sides of the building are visible from streets and alleys these facades should receive equal design treatment as the main façade.

3. **Building location to emphasize each street as an urban space:** Building placement and design should consider its relationship to the street:
   - Uses on the ground level and outdoor activities should be selected to activate the street.
   - Large structures should be designed to appear to be a series of smaller buildings through building articulation, color and materials
   - The mass of buildings along 183rd Street and Studebaker Road near the freeway should be designed to reflect the gateway to the City.

Good example of articulated building facades and massing and breaks in the street wall to provide pedestrian access

4. **Buildings in relationship to the Los Cerritos Esplanade:** Buildings along the Los Cerritos Esplanade within the Mixed-Use Village District should be designed to integrate the Esplanade instead of turning away from it, as shown in Figure 4.10. The Esplanade could be designed with modern, contemporary buildings lining and spanning this elevated and at-grade connection.

Figure 4.10 Buildings along the Los Cerritos Esplanade should be designed to embrace the Esplanade

5. **Building heights:** Building heights should vary within the TOD with taller structures near the station, along the Esplanade, along wider streets and as focal points.

6. **Ground floor uses and design:** In areas designated for mixed-use on both sides of 183rd Street, retail, restaurants, and other pedestrian-friendly uses are preferable at the ground floor along the pedestrian realm. However, recognizing that there may not be a market for the entire ground floor of multiple blocks for the uses, residential use on the ground floor may be permitted with the following guidelines:
   - Residential located on the ground floor facing the pedestrian realm should be designed with articulated facades, including features such as awnings, elevated steps, stoops and entrances, recessed windows, patios, windows treated for privacy and pedestrian interest and landscaping.
   - Public areas of the residential units, such as lobbies, exercise rooms, living rooms, or dining areas, should face the street while more private areas, such as bedrooms, should be located in the rear or upper floors.
   - Pedestrian-oriented commercial uses should be concentrated near major streets.

Clear glass display windows, awnings, and architectural articulation at the street level

Example showing the parkway along the curb, the clear path of travel and use of the remaining sidewalk for outdoor dining

7. **Variety in building facades and urban forum:** Building form and facades should vary from building to building and from project to project to create interest along the street and a vibrant area.

8. **Materials and colors:** Materials and colors should be selected to unify the building appearance and fit into the pedestrian realm context. For example, avoid chain link fences, imitation rock/stone veneer and extensive use of wood siding, heavily textured stucco walls, adobe, or slump stone masonry.

9. **Contemporary, pedestrian-friendly design:** Buildings shall be designed to be visually attractive and fit with the vision of a pedestrian-friendly, vibrant streetscape. For example, contemporary glass storefronts inserted into an older building if sensitive to the building key architectural features are encouraged subject to the unique character envisioned by each community for each TOD.

Attractively designed buildings with openings onto the sidebalk and vibrant streetscape create a pedestrian-friendly environment

10. **Building shaped at corners:** A building should reflect the corner of an important pedestrian intersection or a focal point by using a variety of techniques such as strong vertical mass or a tower at the corner, a diagonal setback at the intersection, a corner plaza at the intersection, and/or a recessed building entrance at the corner.

11. **Lighting:** Lighting is encouraged to accent facades at night and provide security and wayfinding for public and private open spaces. Avoid lighting that interferes with residential uses.

A corner plaza with art provides an attractive gathering space for pedestrians.

12. **Awnings:** Awnings are encouraged for sun protection for a distinctive identity and for visual interest along the pedestrian center. Awnings should be mounted so as to respect the architecture and character of a building and its function. Awnings should project over doors and windows and not blank walls. Open ended awnings are preferred over closed in awnings. Creative steel, canvas, and glass awnings with signage incorporated are encouraged.

13. **Energy efficient designs:** Buildings design and site planning shall consider passive solar and ventilation techniques, as well as specification of "green" materials.

14. **Security:** Security features and equipment should be permitted if completely concealed and mounted inside of the structure.

4.2.2 Outdoor Open Space

Outdoor private open spaces are communal rooms for pedestrians to gather, interact, and support the setting which surrounds them. Just as there are buildings which function and are organized differently to support a spectrum of uses, outdoor open space should be varied, distinct, and unique to be complementary towards a rich mix of uses, and reflective of the diverse community which visits them. The following guidelines promotes an open space network representative of the harmony that exists between the human and building scales to create an integrated society:

1. **Location and character of common open spaces:** Common recreational areas of private development should be centrally located and preferably be designed as courtyards, plazas and outdoor rooms. The location and character of an outdoor space should consider its function, the size of the project, and the surrounding environment.

- Plazas are for public gathering and social interaction and should be designed with visibility from the sidewalk, to address the solar orientation, and to include pedestrian amenities such as ample seating, eating places, plants, trees, fountains, sculptures and other public art. Small plazas are appropriate at corners and adjacent to transit stops to provide additional space for waiting near the intersection. Plazas should be designed at or near the grade of the sidewalks and designed not to interrupt the street wall. Outdoor dining and other uses that activate the space should be located adjacent to or be a part of a plaza.

Well defined courtyards and quiet areas for day and night time use should be provided.

- Courtyards should be well defined by buildings and/or landscape elements and provide quiet areas for residents of a project as well as active recreational uses such as places for children's playgrounds, pools, spas, and fountains. Courtyards are typical of traditional Southern California architecture and provide opportunities for residential windows to face internal and attractive spaces away from the busy traffic on the streets and provide opportunities for pedestrian amenities and public art.

- Gardens, patios, terraces, and decks are opportunities for smaller open space areas. These should be landscaped and appropriately planted to provide outdoor spaces for individual use.

2. **Pedestrian/bicycle connections through private development to the pedestrian realm:** To connect the sidewalk to building entries and parking in the rear, pedestrian/bicycle connections adjacent to a building are encouraged, especially at or near mid-block. These connections could include public/private paseos, alley enhancements, private trees or trails and may require dedications in easements facilitate a connected network. Ample bike racks and lockers should be provided near public transit stops.

3. **Human-scale walkway design:** Decorative materials and generous landscaping should be provided on pedestrian walkways through and adjacent to new projects which are complementary or of the same design as the treatment of the pedestrian realm.

Pedestrian connections through buildings to the pedestrian realm are encouraged.

4. **Special features:** To encourage social interaction, activate a public space and provide a unique identity for an area, special features such as public art and water elements are encouraged. Water could introduce a sense of relaxation and mask traffic noise.

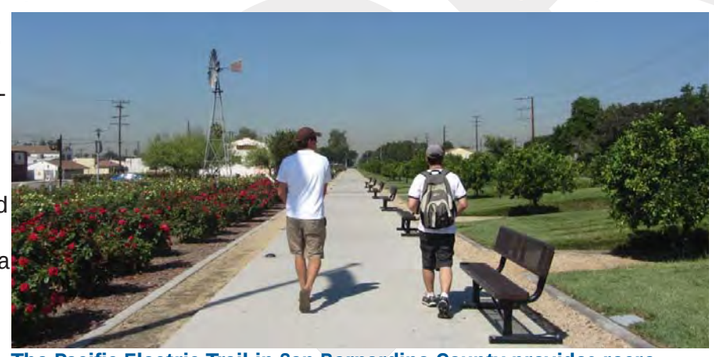
5. **Lighting: Energy efficient** lighting should be used to guide pedestrians through an open space, to eliminate hidden areas, and to accent special features without interfering with the adjacent residential uses.

Special features such as water elements activate a public space.

4.2.3 A Pedestrian/Bicycle-Friendly Environment and Facilities

A sense of place is highlighted by the activities that take place within the public realm. The public realm is activated by pedestrians and bicyclists. The manner in which they populate it needs to be supported by an environment that is sensitive to their needs. The overall pedestrian/bicycle-friendly framework, as prescribed by the following guidelines, will vitalize a TOD into a diverse, and attractive community with a meaningful sense of place:

1. **Continuous pedestrian and bicycle network leading to the transit station:** A major component of any TOD is the creation of connections and linkages from the TOD neighborhood to the transit station. Within the ½-mile TOD area, a plan for and implementation of a continuous, attractive landscaped pedestrian network should be provided linking the mix of land uses to the transit station. A bicycle network consisting of multi-purpose paths for pedestrian and bicycles, bike paths or designated bike lanes should also be included within three miles of transit station primarily on the Pacific Electric ROW and along Gridley Road.



The Pacific Electric Trail in San Bernardino County provides recreational opportunities for cyclists, pedestrians, runners and equestrians and provides convenient access to Metrolink Stations, jobs, public facilities and shopping, while traveling through eucalyptus windrows with scenic views of the valley

2. **The Los Cerritos Esplanade:** As described in Chapter 3, the Los Cerritos Esplanade is planned to directly link the proposed transit station, Los Cerritos Center, the Cerritos Commons and uses in between. On the Esplanade would be space for pedestrians, bicycles and a shuttle as well as pedestrian amenities such as ample landscaping for shade and recreational activities. The Promenade plantée in Paris and the High Line in New York, have a similar character envisioned for the Los Cerritos Esplanade. The Esplanade would connect into the second level of the Sears Department store and potentially a third level restaurants and bar area, as illustrated in Figure 4.11.

Figure 4.11 Provide ample pedestrian amenities such as seating, public art, trash receptacles, landscaping to activate the Los Cerritos Esplanade

3. **Public and private streetscape improvements:** Along each of the streets in a TOD streetscape enhancements should be included to make the area more walkable. These enhancements include landscaping of sidewalk areas along the curb, street furniture, special paving, gateway improvements, pedestrian lighting, pedestrian signage, seating, local bus stops, landscaped medians, water features, decorative crosswalks, and other amenities. 36-inch box street trees or larger should be planted approximately 30 to 35 feet apart in a 6-foot street furnishing area adjacent to the curb in the public right-of-way, if underground utilities permit. If City's Department of Public Works determines that below grade utilities limit street trees at the curb, trees in planters with irrigation should be located

Pedestrian pathways buffered from moving traffic by a row of street trees provide a safe and comfortable walking environment

at the curb or additional width may be added to the pedestrian realm to allow street trees to be planted between the sidewalk area and the adjacent building.

- Street trees along 183rd Street should be planted in tree wells with metal or concrete grates or that are landscaped, as approved by the City.
- Street trees and ground cover may be planted in the 6-foot wide landscaped parkway adjacent to the curb along Gridley Road.

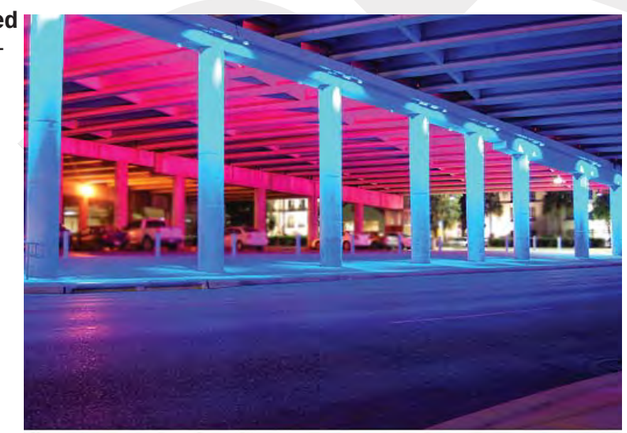
4. **Buffer:** Pedestrian pathways and sidewalks on local streets should be buffered from moving traffic by providing street trees along the curbside, or a row of parked cars on the street on proposed new streets within the districts.

5. **Amenities:** At transit stations and along arterials leading to the stations, provide pedestrian amenities appropriate to ridership at the station such as sufficient lighting, street furniture, decorative crosswalks with signalization, pedestrian signage, and seating along sidewalks. At intersections of major streets include pedestrian amenities such as colored concrete, decorative or high visibility crosswalks, embedded lights, and signalized intensities.

6. **Pedestrian-scaled blocks:** In area other than Los Cerritos Center to foster a walkable environment, a regularized grid and short pedestrian scaled blocks of 400' to 600' or less are the preferred patterns. Large automobile oriented blocks should be scaled down to make them more walkable by providing public access through them, organizing development around open spaces, and pedestrian-scaled access ways, such as paseos.

7. **Pedestrian pathways under freeway: As mentioned previously in Chapter 3,** attractive, well-lit pedestrian and bicycle paths should be designed along major arterials under the freeway providing access from one part of a TOD to another part.

Large auto-oriented blocks discourage pedestrians' movement and concentrate vehicular traffic. Provide a smaller block by providing private paseos or new streets.



Examples of freeway enhancements (Source: Google Earth)

4.2.4 Well-designed Parking and Access

Parking and accessibility is the quintessential component of any TOD project. A parking strategy coupled with a street network strategy allows for a balanced multi-modal environment capable of cultivating a vibrant mix of transit supporting uses. Multi-modal parking and access are the foundation for an inviting, interactive, and collective experience in communities. The result of well-designed parking and access is a place as a destination, as prescribed by the following guidelines:

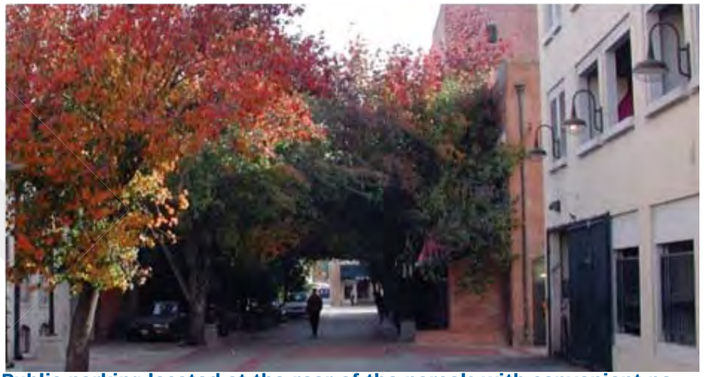
1. **Amount of parking:** As transit is available in walking distance of uses within a TOD, the amount of on-site parking required for development should be less than for other areas of the city. All districts should consider reduced parking standards. In addition, to a reduction in required parking, districts standards may include provisions for shared parking, unbundled parking, in-lieu parking fees, provisions for transit passes or other mechanisms.

2. **Location of parking:** To emphasize the pedestrian realm, on-site parking is discouraged adjacent to the sidewalk along major streets but instead should be located underground or at the rear of the parcels with convenient pedestrian access to non-residential and residential uses. On-street parking, where appropriate, is encouraged to buffer pedestrians along the sidewalk, as well as shared parking access/structures.

3. **Screening of parking:** Existing or new parking spaces in lots which face a street should be screened from view from the street by a hedge or a low masonry wall and vines. Parking garages should be designed with generous landscaping and canopy trees surrounding them.

4. **Parking access:** When available, access to parking should be from side streets and from alleys. To minimize traffic congestion and breaks in the pedestrian realm multiple parking access points along major streets are discouraged. Joint use or combined driveways are encouraged.

5. **Parking garage design:** The design of parking structures should be compatible with the design of the main building. Wrapping an above-ground parking structure with residential units, retail, or office is encouraged to screen parking from public view as illustrated in Figure 4.12. An above-grade parking structure should not have sloping



Public parking located at the rear of the parcels with convenient pedestrian access and parking

Public parking structure architecturally screened from street

floors visible from adjacent streets unless made on architectural texture. Parking structures should be designed to screen visibility of cars and include special architectural treatment and public art.

Figure 4.12: Public parking located at the rear of the parcels with convenient pedestrian access and parking

6. **Parking structures located away from street frontage:** Above-ground parking structures should not front on major streets unless there is no feasible alternative. If parking structures are located on a major street, the ground floor should be devoted to pedestrian-friendly retail, service and restaurant uses with visual interest.

7. **Interconnected parking:** Where possible, link the new parking with that of adjacent development to facilitate vehicular and pedestrian movements, especially when streets are congested.

8. **Shared use of parking:** Shared parking with a management plan should be included in a new TOD to minimize traffic congestion and parking demand.

9. **Drop-off and valet:** Spaces for drop-off, kiss-and-ride, and in some cases valet parking should be provided in major projects and at the transit station.

10. **Street Layouts:** To provide dispersed access to transit from TOD uses and a more walkable pedestrian environment a grid network of local through streets with sidewalks is preferred over a system of superblocks and culs-de-sac.

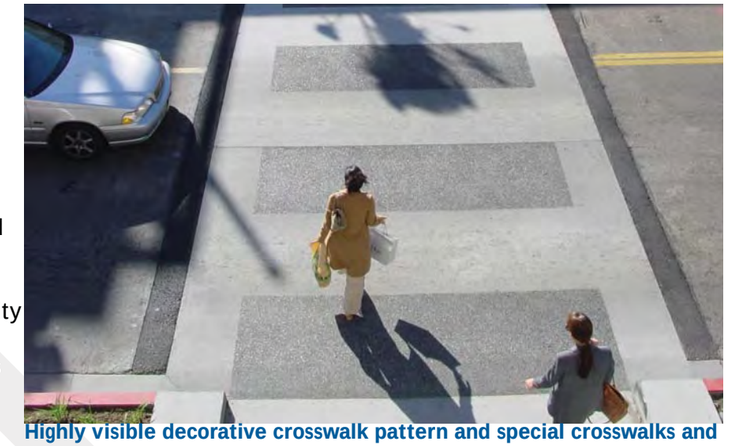
11. **Street width:** In order to slow traffic and make wider pedestrian linkages consider a modification in the lane widths of streets and an increase in pedestrian sidewalk widths, where appropriate.

12. **Safety devices**: To make an area safer for pedestrians include devices such as "Z" crossings of major streets, median refuge areas for pedestrians, beeping crosswalk signals, countdown timers, and embedded flashing devices in crosswalks at non-signalized intersections.

13. **Traffic Calming**: To channel traffic to the arterial streets and minimize impacts on the community, traffic calming techniques such as curb extensions, chokers, speed bumps, and raised crosswalks should be used for streets north of 183rd Street.

4.2.5 Building Entries and Service Access

The pedestrian experience of a place is often based on the perception presented to them in the public realm by way of streetscapes. The way streets and alleys interact with buildings can complement one another to improve pedestrian-friendly environment and enhance the overall perception of the place. Building entries and service access are two components which contribute to human activity at the street level and to the comfort of their everyday tasks. The following guidelines promote a revitalized pedestrian experience within a framework of compatible building entries and service access to street frontage relationships:



Highly visible decorative crosswalk pattern and special crosswalks and paving add to a pedestrian-friendly environment

1. **Building entries oriented to street frontage:** To promote active pedestrian-friendly streets each individual tenant or business establishment and residential lobbies should be oriented to and be accessible from the major street frontage and directly from the public sidewalk.

2. **Residential Privacy:** Residential on the ground-floor fronting the pedestrian realm could be located a minimum of 2 feet and a maximum of 4 feet above the sidewalk level, if visible open space is provided in front of the structure or provide some other similar solution to provide privacy.

3. **Entries emphasized:** Sidewalk pedestrian entries to shops and residential lobbies should be prominently highlighted with features such as two-story height entries, unique awnings, overhangs, trellises or other distinctive features. Shop and major building entries may be recessed to create a gracious entry provided that the recess enhances the street wall or a plaza along the street frontage.

4. **Service areas concealed:** Where possible, service areas should be located at the rear of the building unless these areas can be concealed within the interior of the building design. Loading docks, service/storage areas and mechanical equipment should be screened from public streets and neighborhoods.

Building entries oriented to street frontage create an active pedestrian environment

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4.2.6 Compatibility with Surrounding Development and Between Uses on the Site

The measure of a prosperous TOD is not only to have a rich mix of compatible uses but also to allow for a seamless transition from the surrounding development. Having compatible uses, such as open space in front of a movie theater, and/or restaurants and shopping next to housing, and/or offices next to transit allows for a self-sustaining environment. Having the opportunity to accomplish a collection of activities within a mixed-use setting filled with buildings that respond to and are sensitive to the existing context creates an appealing place to live in, as prescribed by the following guidelines:

1. **Privacy between land uses:** The building and site designs should address privacy between residential units and other non-residential uses on the site and on adjacent properties. Some of the considerations to include in City guidelines to address TODs adjacent to a single-family zone include:

   - Transitioning building height from the maximum permitted building height to a lower height, when directly adjacent to the single-family zone.

   - To provide privacy for adjacent single-family, windows in mixed-use projects directly facing single-family zones within 15 feet of the property line, should be designed either translucent, louvered, offset from existing single-family windows, located at least five feet above the floor of each level or another solution achieving this intent.

   - Mixed-use projects should be designed to minimize motor vehicle circulation through local single-family neighborhood streets.

   - Guest parking areas should be located and designed to be convenient in order to minimize parking in residential neighborhoods

Residential development on the ground-floor is encouraged to be located above sidewalk for privacy

Building design should address privacy between residential and non-residential uses and public and private spaces

2. Private development to complement the public realm: The design of the structures and landscaping should complement the street pedestrian realm with plazas, pocket parks, public gathering spaces and street furniture.

3. Public spaces distinguished from private spaces: The design should provide visual and physical cues that demark the public space from the private space.

4. Passageways for light and air: To integrate new buildings with the surrounding area provide passageways that allow for light and air to adjacent buildings and that connect to the pedestrian realm.

5. Noise mitigation adjacent to arterials: Noise insulation techniques such as double pane or laminated glass should be used in residential units adjacent to heavily traveled corridors.

4.2.7 Building and Site Access

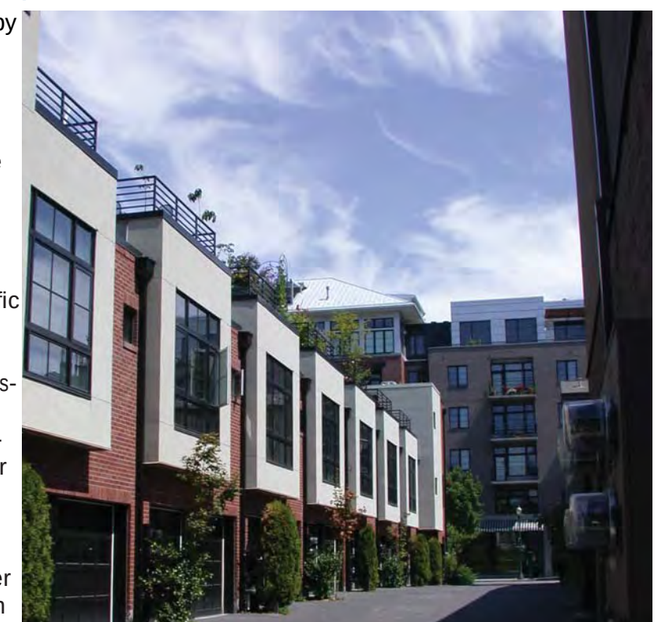
Building and site accessibility is part of the multi-modal experience is often overlooked and is a critical component of any successful TOD project. Reconnecting Los Cerritos Center to the adjacent context through creative solutions that takes advantage of 183rd Street and Gridley Road as backbones, will reinforce the proposed mix of uses needed to support a TOD in the area, as prescribed by the following guidelines:

1. **<u>Access from side streets and alleys</u>:** Vehicular access should be provided from the side streets, adjacent alleys, and parallel streets. Where side streets, alleys, or parallel streets are not available, driveway access should be limited to no more than one 20-foot driveway per 200 feet of building frontage. Traffic calming techniques should be provided to minimize intrusion of traffic into adjacent neighborhoods.

2. **<u>Pedestrian amenities at street crossings</u>:** Pedestrian crossings at arterials should include items such as curb extensions at intersections, decorative crosswalk paving, shortened turning radii for cars, complementary plant materials and pedestrian lighting, public art and bus shelters.

3. **<u>Shared driveway access</u>:** Minimizing the number of curb cuts, on 183rd Street and Gridley Road in particular, will make the streetscapes more walkable and attractive for new mixed-use projects.

Passageways are encouraged in buildings to connect to the pedestrian realm



Vehicular access should be provided from the side streets and alleys

4. **Consolidation:** Lot consolidation is encouraged in the Mixed-Use District and Eco-Industrial Districts to leave more space along the public realm for street trees, other pedestrian amenities and on-street parking, as well as providing more efficient private development sites.

4.2.8 Signage

Signage is the planning component which complements both the built urban form, and the public realm, as realized through varied streetscape character. It is the accent on any urban context which highlights it as having a sense of place, embracing, and informing the pedestrian and/or automobile passengers of the environment they manuever through. The following guidelines on signage will strengthen Cerritos's attractiveness, both locally and regionally by enhancing visibility to existing and new development:

1. **A clear distinctive signage:** Signage should be pedestrian-oriented, distinctive, clear, and uniformly and consistently applied. For mixed-use projects, signage may operate at several scales: identification of individual stores, restaurants, entertainment centers and offices; identification of a group of such businesses and identification of residential units.

2. **Wayfinding signage:** This TOD demonstration project, being located in such a prominent location within the vicinity of Los Cerritos Center and the Cerritos Auto Square, should have highly visible and legible wayfinding signage from both the freeway and local streets.

4.2.9 Sustainable Development

Constructing transit and creating transit-oriented developments supports economic and environmental sustainability. There is great opportunity in Cerritos to utilize sustainable features which can be incorporated into this TOD demonstration project. The project area has an established infrastructure, i.e. existing street and block network, which will allow the flexibility to create some of the following sustainable guidelines to consider:

A few pedestrian amenities at street crossing could include complementary plant materials and pedestrian lighting, public art and bus shelters

Signage identifying individual stores, should be pedestrian-oriented, distinctive and clear

1. **Permeable space:** Lot coverage should allow adequate percentage of permeable space for water infiltration and treatment. In built-out neighborhoods, public open space and amenities should be planned and designed to compensate for the loss of permeable space. Permeable paving materials and landscape drainage swales should be incorporated into public or private landscaped areas whenever appropriate.

2. **Green roofs:** Green roofs should be considered in the design of new developments.

3. **Solar panels:** Solar powered signs or panels or LED pedestrian lights or other low-energy lights should also be installed along the bikeway/pedestrian paths or at crossings or buildings to provide a flexible illuminated solution with no external powering requirement.

4. **Water Conservation:** Water conservation measures such as local drought-tolerant vegetation should be prioritized in public and private landscape areas.

5. **Buildings Design:** Buildings should be designed utilizing passive daylight strategies including building shaping, building overhangs and louvers and other shading devices, spectrally-sensitive glazing, photo voltaic panels, appropriately placed landscaping for shading effects, light, color and reflective roofing, and solar massing strategies to reduce solar gain.
   - Use healthy, long lasting, local and recycled materials.
   - Plan for water conservation, storage, and reuse by including features such as low flow appliances and fixtures, reuse of grey water for landscaping and permeable surfaces, drought-tolerant plants, bioswales, rain gardens, storm water retention ponds, outdoor recreational spaces, tree canopies, and green roofs.
   - Consider alternative energy sources such as wind power and efficient HVAC systems, natural ventilation, and other energy-producing equipment.

Green roofs are encouraged

Maximizing natural daylighting throughout a facility can conserve energy

Bio-swales in parking lot

4.3 Prototype Projects

In order to assist members of the community and potential developers in envisioning how the development standards and guidelines for mixed-use development can be successfully implemented, two prototype projects have been developed which reflect these recommendations.

One prototype project is located within the Los Cerritos Center District and the other is located within the Eco-Industrial District. Both prototype projects reflect the flexibilty of mixed-use development, being able to take various forms. The two projects are:

- *Mixed-Use Project south of 183rd Street west of Cerritos Commons* - This prototype is a large mixed-use project with retail and office development at the ground floor, and office and high-density multifamily housing on the upper floors.
- *Industrial Mixed-Use Concept on Artesia Boulevard* - This prototype is an industrial mixed-use with commercial development at the ground floor, and office and residential space on the upper floors. This project is located on Artesia Boulevard, east of Studebaker Road

For both prototype projects, actual sites were used in order to give the community members and developers a real context for implementation of the mixed-use standards and guidelines. However, the selection of these specific sites does not imply that development is pending or must occur on these sites as presented in this section.

4.3.1 Mixed-Use Concept on 183rd Street and Pro Forma

The mixed-use development project can function both as a regional shopping destination and as a new focal point for the community. The floor-by-floor use concept for this project is presented in Figure 4.13 and Figure 4.14.

The characteristics of this prototype project are:

- 3-4 level development with public gathering space and retail along the ground floor street frontage
- Approximately 72,000 square feet of retail and office development
- Floor-Area Ratio of 2.0
- 35 units/acre @ an average of 1,100 square feet per unit
- Parking located in an above-grade parking structure with a parking standard of 3.5 spaces per 1,000 square feet for office and retail and 1.5 space per dwelling unit.

The concept has been designed to emphasize its pedestrian- and community-orientation in relationship to 183rd Street while also addressing the regional shopping magnet that is Los Cerritos Center. 183rd Street is converted into a Main Street by widening sidewalks and providing a double row of trees to improve the pedestrian and retail environment. The ground floor retail setting is further enhanced with bus stops and bus staging and layover areas, plus space for sidewalk dining, accomplished by setting the building back from the existing right of way. To complement the strengthened streetscape, housing is provided in the upper floors facing 183rd Street, helping to activate and animate the atmosphere on 183rd Street into the evening hours.

The streetscape includes decorative paving patterns that leads pedestrians into large public courtyard spaces which open up onto 183rd Street. These courtyards are not only communal gathering spaces to be shared between the residents and patrons of the ground floor retail fronting 183rd Street but are also the heart of the development and are accessible to those working in the offices located in the southern half of the development.

The commercial office component of this prototype project reinforces the Los Cerritos Center District as a destination for living, leisure, and work - all critical transit-supportive ingredients. The development wraps around a shared above-grade parking structure (as shown in Figures 4.15). The orientation of the residential units in relationship to the office space was an important consideration in resolving the urban dynamics of the site. The residential units face a more informal and human scale on 183rd Street whereas the office development fronts the formality of a regionally scaled fabric, i.e. Los Cerritos Center, both in function and form.

Potential uses on this site can include a mix of restaurants, retail, coffee shops, a deli, gift shops, a dry cleaners, a bookstore, a bicycle shop, and an art store. These types of uses would complement a mixed-use development within a 5-minute walking distance to transit and the diversity of activities taking place makes for a vibrant pedestrian atmosphere on both a local and regional scale.

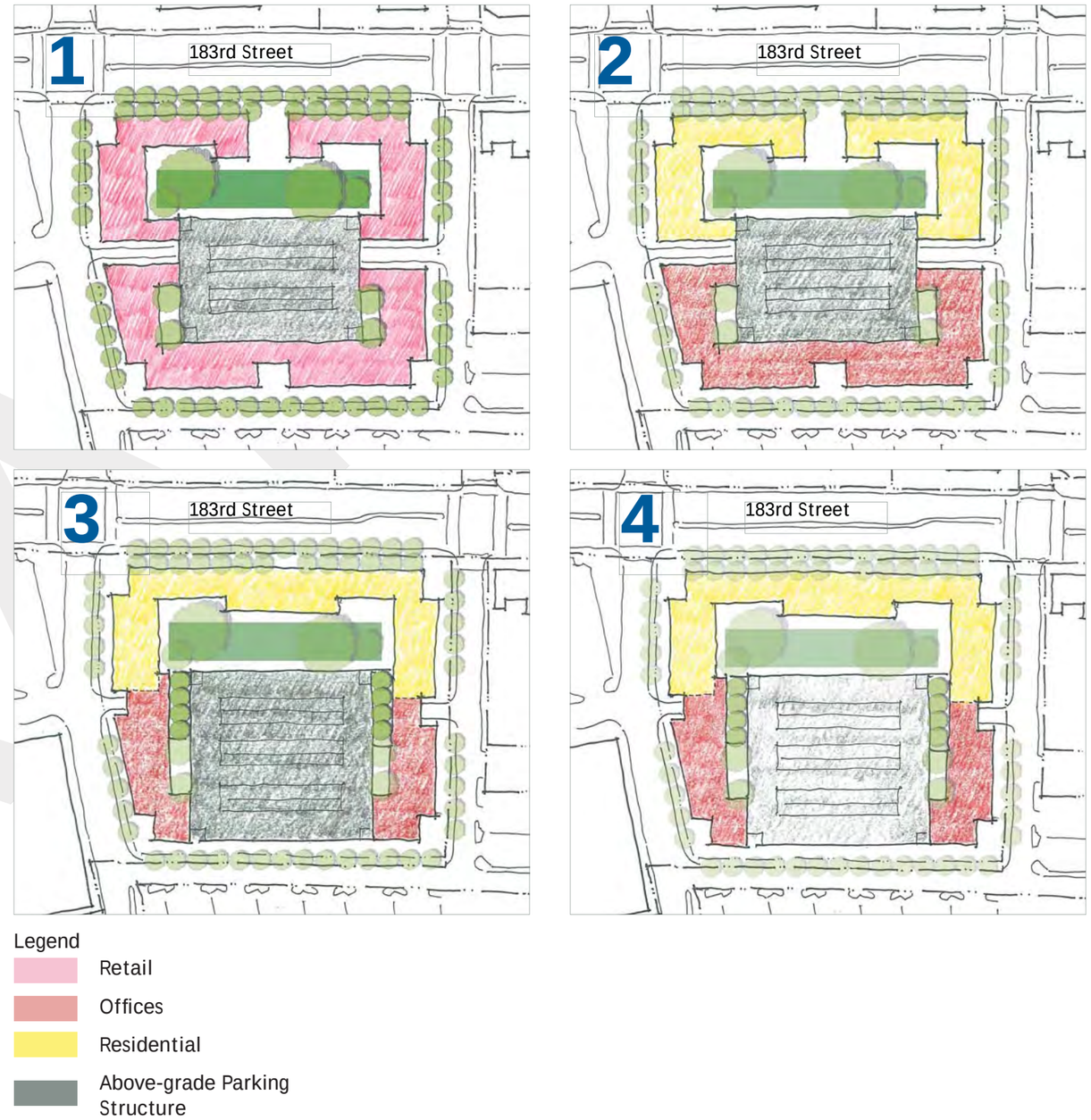


Figure 4.13: Floor-by-floor use concept plans

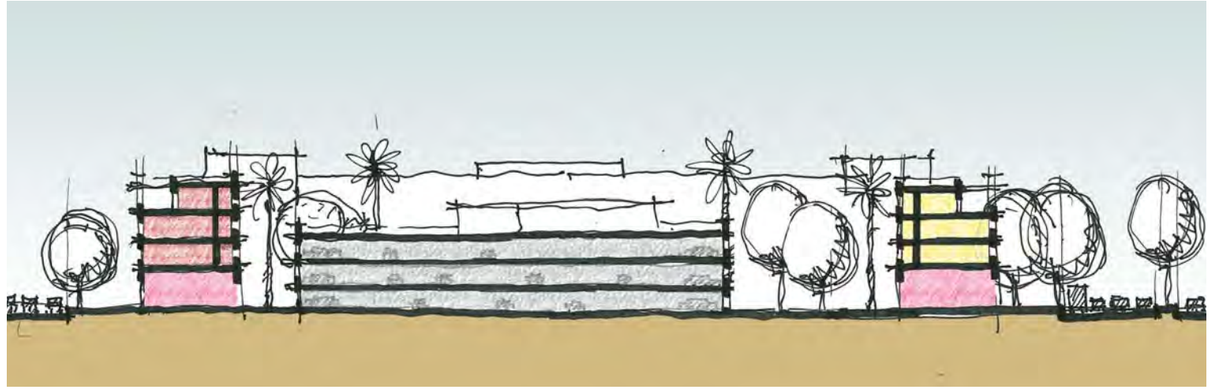


Figure 4.14: Concept site section by use, looking west

Figure 4.15: A hybrid of single and double loaded buildings wrapped around open courtyards and a shared parking structure

The financially feasibility analysis (Pro forma) for this hypothetical mixed-use project indicated that the total development project (residential, office and retail) as a whole has a reasonable return on cost sufficient to attract private investment. The Pro froma is discussed in more detail in Chapter 6.

4.3.2 Industrial Mixed-Use

The mixed-use development concept proposed along Artesia Boulevard, two blocks east of Studebaker Road, illustrates the type of organically developed mix of retail, residential and compatible residential uses that can function in a flexible way to preserve and reuse the current fabric, while providing a range of building types and streetscapes in support of transit. The floor-by-floor use concept for this project is presented in Figure 4.16. Figure 4-17 shows a cross section of this industrial mixed-use project.

The characteristics of this project are:

- 3-5 level development with public gathering space and retail along the ground floor street frontage
- Approximately 80,000 square feet of retail and 300,000 square feet of commercial office development
- Floor-Area Ratio of 1.4
- Above-grade parking structure

The concept has been designed to emphasize an infill strategy that incorporates existing industrial uses in support of a pedestrian-friendly mixed-use environment. Preserving and reusing a majority of the current buildings

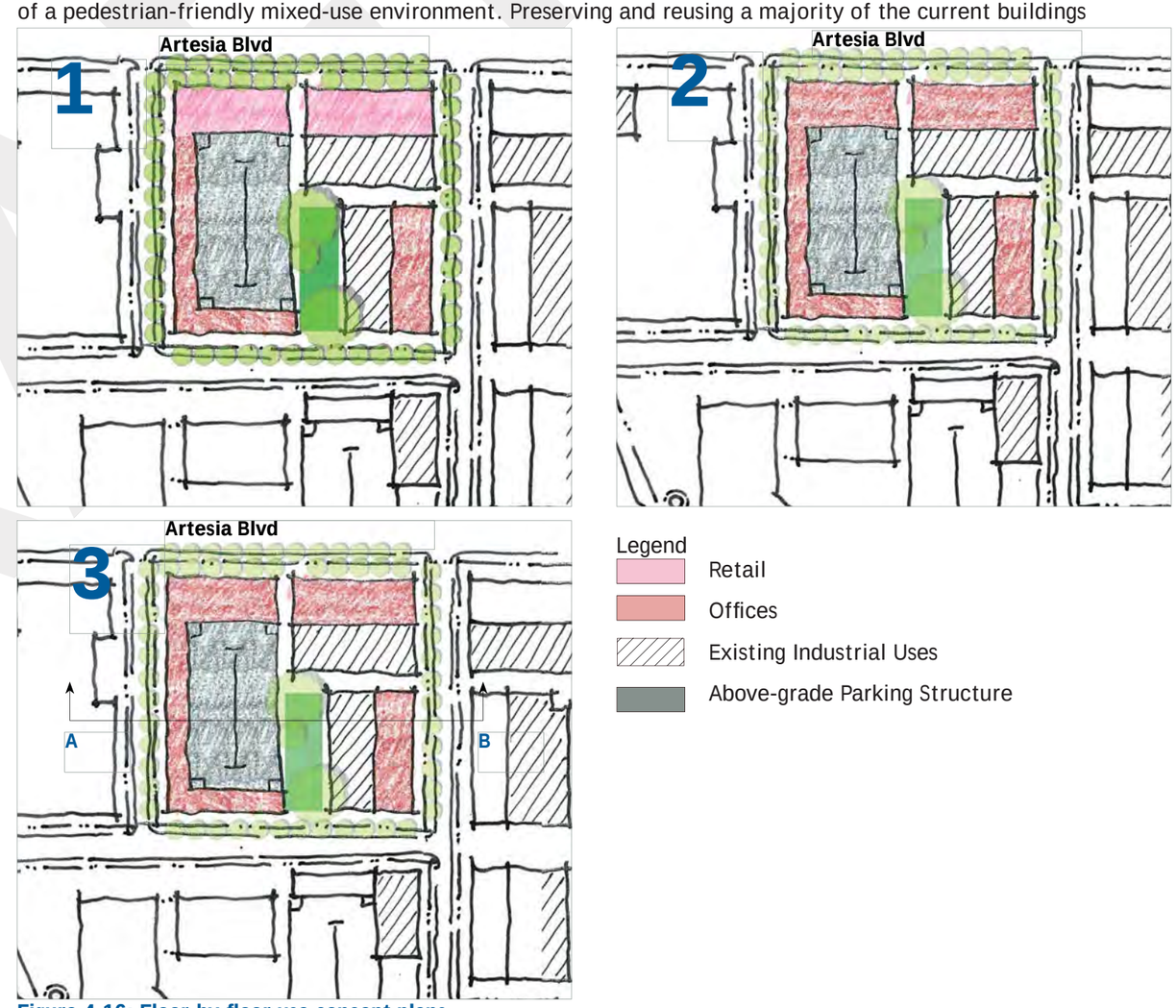


Figure 4.16: Floor-by-floor use concept plans

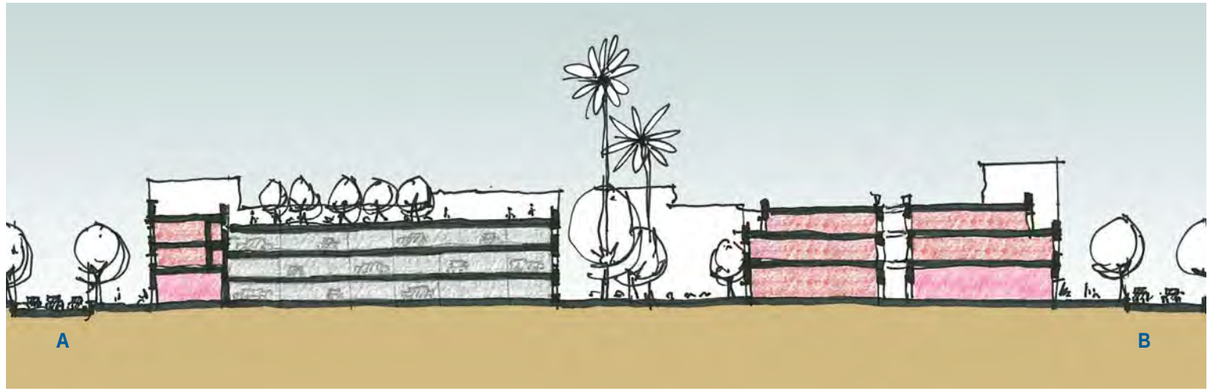


Figure 4.17: Conceptual cross section (AB) through Site

creates an organic fabric in which proposed buildings and uses are attached over time, allowing the needs and wants of the community to dictate its growth over time. Preserving some of the current buildings and uses also allows the area to sustain itself economically until new job-generating uses enter the site. The ultimate measure of this concept is the balance it achieves as it progresses to accommodate retail, office, and residential uses. The flexibility of the building types in the Eco Industrial District can subscribe themselves to either office or residential or live-work type. The overall scale of the urban fabric for this prototype project, within the Eco Industrial District, is one in which the human scale is maintained with longer more horizontal buildings with only a few higher density residential masses going above 4 stories to support the new adjacent transit station. The horizontal character will strengthen the existing industrial language and enhance the streetscape experience for pedestrians, bicyclists, and drivers (Figures 4-18).

The building setbacks are varied to give a broad spectrum of open space types within a network of streets that are similar in right of way width. The variations in how the public realm is defined reinforces sensitivity towards the existing conditions while creatively carving space to function in complementing proposed uses with limited area to work with. Courtyards, plazas and other forms of communal green space are sprinkled throughout the district.

Figure 4.18: Attached single and double loaded buildings wrap around an internal central open space. A shared parking structure with a rooftop garden is part of this development.

Rooftop gardens on top of a shared above-grade parking structure, for example, can be seen as part this project's organic growth as the building fabric and open space fabric gets attached over time, both horizontally across the development site and vertically in the buildings which are seen as extensions of the pedestrian streetscape experience.

Due to limited area for new development, accessibility to reach public space internal to the block was vital to this prototype project and the organic nature of the Eco Industrial District, in general. The particular make-up of the block as a stage which provides a public experience, both externally at the edges and internally to the center by way of pedestrian penetration, reflects a vibrant, progressive, and animated sense of place that goes hand in hand with a mix of uses. This prototype project responds to current needs while allowing the flexibility, in its street, block, and building types, for future growth to happen naturally, serving transit and the local community at large.

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5

Parking Ratios, Parking & VMT Reduction Strategies

5.0 PARKING RATIOS, PARKING AND VMT REDUCTION STRATEGIES

5.1 Parking Ratios and Parking Reductions in TOD Areas

Much of the research relating to TOD areas has focused on such variables and relationships as land use mix, land use density, auto ownership, income and other topics. There has been some research into parking at TOD locations that may provide important information that can be used in the City of Cerritos. Some key findings from the research review include:

- TOD households tend to be smaller and own fewer vehicles, although the causality is not known. For example, do people move to such projects because they own fewer vehicles or do the TOD developments become "self selecting" where people who want to ride transit and would otherwise own fewer vehicles anyway, choose to live?
- There is a demonstrated potential for reduced parking in TODs, but research indicates this is often a site-by-site determination and may not be amenable to blanket polices since land uses differ considerably from station area to station area.
- Reduced parking is less likely to help transit usage in higher income TOD areas, more likely to increase transit use in lower income and rental-housing dominated TODs.
- Employees are more likely to commute by transit if they are forced to pay for parking at work.
- TOD office buildings use a variety of parking arrangements, including "unbundling" of parking from leases.
- Demand responsive pricing and eliminating long-term parking discounts can help to reduce parking demand in TOD areas.
- Parking elasticity indicates that a 10 percent increase in parking price corresponds to a one percent to three percent reduction in vehicle trips.
- Quality of transit services is very important in terms of getting people to take transit and not park, and this is also a site-specific variable since the type and level of transit varies considerably from one TOD area to another.
- Reduced parking at TODs has many benefits including lower construction costs, more affordable housing, reduces local traffic, reduction in urban water runoff due to less paved parking area.
- Worksite parking fees can have a strong effect on mode choice.
- Higher residential and employment density encourages transit use.
- Mix of land uses is critical to transit use at TOD areas.
- Amount of transit usage at TOD areas depends on density, access to transit, transit mode and mix of uses.

While some cities have developed general guidelines for parking for some mixed use areas, few cities have established specific parking ratios that apply to all mixed-use projects and/or mixed-use projects in the vicinity of a TOD. This is true because each TOD and mixed-use area is different. They have differing mixes of uses (commercial, residential, industrial, entertainment, etc.), different densities and different types and levels of transit services. Thus, there is no "one size fits all" parking ratio that can be adopted by a city for mixed-use areas, or especially mixed-use areas in or near a TOD. Parking ratios are highly dependent on the local conditions. Parking and trip generation in TOD areas in particular are most highly correlated to density, the specific mix of uses and the type and quality of transit services. Research on demographics and transportation behavior within TODs provides insight into the types of parking policy reforms that may be suitable for these areas, including residential and office-oriented TOD locations.

5.1.1 Residential

Dr. Robert Cervero at U.C. Berkeley has conducted extensive research on residents of California TODs and their travel behavior. To identify potential consumers of new TODs in California, Cervero (1996) studied over 6,500 housing units in 26 large housing projects built within one-quarter mile of urban rail stations between 1985 and 1994. Most of these projects were multi-family buildings with densities of 20 to 60 units per acre. Among Cervero's primary findings are:

- Most TOD residents are young professionals, singles, retirees, childless households, and immigrants from foreign countries.
- These groups tend to require less housing space than traditional 'nuclear families,' and are more likely to live in attached housing units for financial and convenience reasons, regardless of where the units are located.
- Most TOD residents tend to work downtown and in other locations that are well served by transit.

"In more detailed analysis of 12 housing projects near BART stations, Cervero found that TODs had an average of 1.66 people and 1.26 vehicles per household, compared to 2.4 people and 1.64 vehicles for all households located in the same census tracts. Whereas only 48% of all households in the census tracts had fewer than two vehicles, 70% of TOD households had fewer than two vehicles. Thus TODs offer the potential to reduce parking per household by virtue of attracting different types of land uses mix. While Cervero does not statistically test the direction of causality (i.e., do TODs cause people to own fewer cars, or are people with fewer cars attracted to TODs?), he cites other studies of rail access to conclude that residents are actively choosing to live in TOD locations that offer transit accessibility to job sites."[1]

The research indicates "the design and location of TODs enables a reduction in the number of parking spaces needed."[2] "The research summarized in this special report [by Cervero] indicates that TODs can potentially reduce parking per household by approximately 20%, compared to non transit-oriented land uses. A wide range of parking reductions (from 12% to 60%) has also been found for commercial parking in TODs."[3]

Furthermore, research has shown that vehicle ownership for residents in smart growth areas (TODs) is lower than other areas. This also suggests that parking demand in smart growth areas should also be lower than elsewhere and that parking supplies should reflect this fact.

"To date, however, there are no clear conclusions regarding how much parking may reasonably be reduced for any particular TOD. Therefore parking needs must be calculated on a site-by-site basis."[4] The following Table 5-1 is based on the findings of the Cervero's study.

Table 5.1:Commercial Parking Reductions at Selected TODs

TOD	Land Use	Parking Reduction
Pacific Court (Long Beach, CA)	Retail	60%
Uptown District (San Diego, CA)	Commercial	12%
Rio Vista West (San Diego, CA)	Retail/Commercial	15%
Pleasant Hills (CA)	Office	34%
Pleasant Hills (CA)	Retail	20%
Dadeland South (Miami, FLA)	Office	38%
City of Arlington (VA)	Office	48%-57%
Lindbergh City Center (Atlanta, GA)	Speculative Office	19%
Lindbergh City Center (Atlanta, GA)	Retail	26%
Portland (OR) Suburbs*	General Office	17%
Portland (OR) Suburbs*	Retail/Commercial	18%

In a survey of 300 residents throughout four TODs in the Portland, Oregon area, Dill (2008) found that residents commuted by transit at significantly higher rates than in surrounding cities, though they did not tend to be transit dependent – most surveyed households had about one car per person of driving age, and 76 percent indicated that moving to the TOD had no impact on the number of vehicles in their household. As in Cervero's study, households in Portland's TODs were generally smaller than in surrounding areas. Respondents who were offered free parking at work were found to be less likely to commute by transit. Distance from home to transit did not have a signifi-

1 California Department of Transportation, 2000, p4
2 Califronia Department of Transportation, 2000, p1
3 California Department of Transportation, 2000, p2
4 California Department of Transportation, 2000, p2

cant effect on transit commuting rates, though distance from transit to work was found to be an important factor. Residents reported using transit less often for non-commute trips than for commute trips.
Cervero and Arrington (2008) measured vehicle trip generation rates (vehicle trips generated per dwelling unit) at 17 multi-family residential projects in TODs in four US metropolitan areas. Rates at these developments were found to be 44 percent lower, on average, than the estimate from the Institute of Transportation Engineers, which is typically used as the planning standard for TODs and non-TODs alike. This suggests that TODs cause significant "trip de-generation" effects; that is, developments in TODs generate fewer vehicle trips than similar developments outside of TODs, due to availability of transit and other TOD characteristics.[5] The study also found that during the morning peak hour, high neighborhood densities and reduced parking supply surrounding a given project was found to have a downward influence on that site's vehicle trip generation rate.

A 2002 Caltrans report concludes that "TOD projects that primarily include higher income groups and/or owner-occupied multi-family dwellings may not be able to reduce parking as much as TODs that incorporate numbers of lower-income households and/or rental units."[6] This is based on evidence that the correlation between income and automobile ownership persists even in areas that are well-served by transit. The report also notes that multi-family rental units with smaller households might be more suitable for parking reductions than single-family units with larger households.

Among 15 residential TOD buildings in California, Lund et al. (2004) found that while there was a very strong correlation (.98) between transit mode share (percentage of trips taken by transit, among residents) and the percentage of households with less than one vehicle per driver, there is no statistically significant correlation between parking supply spaces per unit) and journey-to-work transit share.[7] This result suggests that residential parking supply is exceeding demand in these TODs.

Supporting this conclusion is a parking utilization study of 31 multi-family residential complexes within suburban TODs in the San Francisco Bay Area and Portland, Oregon (Cervero et al., 2010). The study found that peak parking demand was 25-30 percent below supply at these complexes. Multiple regression analysis revealed that the most important factors explaining parking demand are parking supply, project land area, walking distance to transit, and peak headway of nearby transit service.

Cervero et al. (2010) also conducted a survey of 80 US cities and found that 75 percent have minimum parking requirements that exceed suburban design standards, and 39 percent grant variances for residential developments near rail stops

5.1.2 Office

The Caltrans study discusses two trends affecting parking utilization by office building tenants. First is the increasing practice of "hotelling," in which employees report to a "home" office every day and are then sent out to field locations during the day. Under this arrangement, employees reporting to a "home" office in a TOD may still require parking if they are sent out to a field location that is not easily accessible by transit.

The second trend affecting parking utilization by office building tenants is rising office rent, which causes firms to economize on office space by increasing their ratio of employees per square foot.

Among 10 TOD office buildings studied by Lund et al. (2004), there was a variety of parking payment arrangements.[8] Some employees paid for parking while others parked for free; some employers received bundled parking through their leases while others did not. There was no statistically significant correlation between parking supply (spaces per worker) and transit mode share. A positive correlation of 0.73 was found between the market price of parking and transit share, and a negative correlation of 0.80 was found between the percentage of workers who park free and transit share. This suggests that workers who commute to jobs in TODs are more likely to use transit if they are forced to pay for parking at work. Willson (2005) therefore argues that "free parking undermines [the] transit access advantages that TODs provide."[9]
In addition to density, the literature suggests that it is important for TOD planners to ensure a mix of land uses so that a variety of trip purposes, or "errands," can be conveniently satisfied during a single trip, without relying on the use of an automobile.

5 Cervero and Arrigton, 2008, p2
6 California Department of Transportation, 2002, p6
7 Willson, 2005
8 Willson, 2005

5.2 Methodological Challenges for TOD Parking Policy Making

TOD parking reduction policies and strategies must be tailored to the unique regional and site-level characteristics in each district where they are to be implemented. The following are among the factors that must be considered when crafting an approach to parking reduction:

- Understanding parking environment around TOD locations
- Relating parking capacity to transit usage and type of transit service
- Understanding the effects of parking costs
- Understanding the effects of parking availability
- Cover various station "area types" (urban, suburban, mixed-use)

Another factor that might be useful in studying parking utilizations in TODs is studying walking access and the pedestrian environment. People generally prefer to walk to the transit station if they feel safe to walk or bike to the station. This is also another critical factor to study whilst conducting parking studies.

5.3 Implementation

One of the first steps towards developing smart growth/TOD-friendly parking policies is to link reductions in parking requirements to transit policy. In deciding how much to reduce the requirements or whether to eliminate them entirely, communities should consider the effect of providing parking based on development feasibility. This is especially important in locations with high land costs or community preservation issues. A reduction in off-street parking requirements works best in areas with high-quality transit service, parking pricing and a walkable environment. This reduces the demand for parking and impact of spillover parking into a neighborhood.[10]

To reduce or develop demand-based parking requirements, a community will need to examine economic issues, site and neighborhood characteristics, location features, and market issues. It is very important to tailor the approach to the conditions in each place. The key is to combine TOD with parking policies and develop the right mix of strategies, recognizing that each community must go through its own process and select the most appropriate tools and standards to move forward.[10]

5.4 Examples from Selected Jurisdictions

5.4.1 City of Pasadena (17.50.340 – Transit-Oriented Developments)[10]

These standards shall apply to new development projects located within 1,320 feet (1/4 mile) of a light-rail station platform. Within the Central District, these standards shall apply to the Central District Transit-Oriented Area.

- Office uses. For the uses offices - administrative business professional and offices - governmental, the minimum amount of required off-street parking shall be reduced by 25 percent, and this reduction shall be the maximum allowed number of parking spaces.
- All other nonresidential uses. For all other nonresidential uses the minimum amount of required off-street parking shall be reduced by 10 percent, and this reduction shall be the maximum allowed number of parking spaces. The parking requirements may be further reduced through a parking demand study and approval of a Minor Conditional Use Permit.
- Exceeding allowable parking requirements. A project site may exceed the maximum allowable parking requirements in compliance with the following conditions.
  - Commercial off-street parking. If the parking is intended to serve as commercial off-street parking. Approval of this parking shall require the granting of a Minor Conditional Use Permit in compliance with Section 17.61.050.

9 Willson, 2005, p85
10 Developing Parking Policies to Support Smart Growth in Local Jurisdictions: Best Practices, MTC, Wilbur Smith Associates; June 2007

- Shared parking. A site may exceed the maximum allowable number of parking spaces if the parking is approved to serve as shared parking in compliance with Section 17.46.050
- Joint parking. A site may exceed the maximum allowed number of parking spaces if the parking is approved to serve as joint parking: Joint parking is a type of parking that is designed to serve uses on at least two different sites and the joint parking provided shall not exceed the maximum required parking for the combined total parking requirements of the different individual sites.

- Residential development projects. The following requirements apply to multi-family residential and mixed-use development projects proposing at least 48 dwelling units per acre. Residential parking shall be a minimum of:
  - 1 space for each unit for units with 650 square feet or less to a maximum of 1.25 spaces per unit; and
  - 1.5 spaces for each unit for units with over 650 square feet to a maximum of 1.75 spaces per unit. The parking requirements may be further reduced through a parking demand study and approval of a Minor Conditional Use Permit in compliance with Section 17.61.050.

  The cap includes the minimum parking requirement as well as the requirement for guest parking.
- City Permits for overnight parking shall not be allowed.
  - City Permits for overnight parking on City streets shall not be issued for residential development projects built in compliance with these regulations.
  - Residential tenants shall be advised of the unavailability of on-street overnight parking permits.

5.4.2 Berkeley TOD Parking Requirement Reduction

Section 23E.28.140 Required Findings for Parking Reductions under Section 23E.28.130

- In order to approve any Administrative Use Permit or Use Permit under this chapter, the Zoning Officer or Board must make the findings required by Section 23B.28.050 and/or 23B.32.040 as applicable, in addition to any findings required in this section to the extent applicable.
- To approve any reduction of the off-street parking spaces under Section 23E.28.130, or under other sections that refer to this section, the Zoning Officer or Zoning Adjustments Board must find that the reduction will not substantially reduce the availability of on-street parking in the vicinity of the use. The Zoning Officer or Board must find that at least one of each of the two groups of conditions below apply:
  - The use is located one-third of a mile or less from a Bay Area Rapid Transit (BART) station, intercity rail station or rapid bus transit stops; or
  - The use is located one-quarter of a mile or less from a publicly accessible parking facility, the use of which is not limited to a specific business or activity during the new use' s peak parking demand; or
  - A parking survey conducted under procedures set forth by the Planning Department finds that within 500 feet or less of the use, on the nonresidential street where the use is located, at least two times the number of spaces requested for reduction are available through on-street parking spaces for at least two of the four hours of the new use's peak parking demand; or
  - The use includes one of the following neighborhood-serving uses: Retail Products Store(s), Food Service Establishments, and/or Personal/Household Service(s). These uses include, but are not limited to: Dry Cleaning and Laundry Agents, Drug Stores, Food Products Stores, Household Items Repair Shops, and/or Laundromats; and
  - The parking requirement modification will meet the purposes of the district related to improvement and support for alternative transportation, pedestrian improvements and activity, or similar policies; or
  - There are other factors, such as alternative transportation demand management strategies or policies in place, which will reduce the parking demand generated by the use.

  To approve any modification of the parking requirements, unrelated to the number of spaces, under Section 23E.28.130, the Zoning Officer or Zoning Adjustments Board must find that the parking requirement modification allows the continued use of an existing parking supply and that meeting the parking requirements is not financially feasible or practical. (Ord. 6856-NS § 7 (part), 2005)

5.4.3 San Fernando Valley TOD Parking Requirement Reduction

The Los Angeles County Metropolitan Transportation Authority (LACMTA) recently built the 14.2 mile Bus Rapid Transit (BRT) "Orange" line in the San Fernando Valley area of the City of Los Angeles. The BRT Orange Line connects the mature suburbs and urbanized area of San Fernando Valley with the North Hollywood Metro Red line subway station. The system includes 13 stations serving major activity centers including North Hollywood, the Van Nuys Civic Center, Pierce College, and Valley College, with connections to high density commercial development along Ventura Boulevard.

The dedicated busway project reduces travel times from 55 minutes to 30 minutes for bus riders in the corridor. Employment in the corridor totals 58,000 with over 17,000 employees in the Warner Center area at the western terminus of the line. While much of the housing in the corridor is single family, 3 to 4-story multi-family housing tends to be clustered along major arterials and near station areas, there is an average population density of 8,900 per square mile in the station areas. The City of Los Angeles General Plan Framework designates existing activity centers – of which there are four in the corridor -- as focal points for future growth. The city's policies also call for concentrating growth within one-quarter mile of transit stations and creating a pedestrian oriented environment in these areas. Community plans covering the corridor recognize the potential for additional commercial, residential, and mixed-use development in transit station areas, but also emphasize appropriate buffering and transition to existing single-family neighborhoods. The general plan, as well as specific plans for the corridor, allows for a phased reduction in parking requirements as development increases and transit service improves near the transit stations. There are no specific standards established by Los Angeles at this time.

5.4.4 Examples form Other Jurisdictions

- The County of Los Angeles transit-oriented development ordinance allows for a 40 perecnt reduction in parking requirements near transit stations.
- Vancouver, British Columbia allows parking reductions ranging from 14 percent to 28 percent in multifamily zones near major transit stations.
- City of Long Beach allows for parking reductions up to 25 percent for new development located within 600 feet of a Blue Line transit station in the Long Beach Boulevard Planned Development District (City of Long Beach, 2005).
- The City of Carlsbad offers density bonus incentives to affordable housing developments. The following multifamily dwelling unit rates apply: 0- to 1-bedroom unit requires 1 parking space and a 2- to 3-bedroom unit requires 2 parking spaces.
- The City of Escondido reduces its standard retail parking requirements to 3 spaces per 1,000 square feet of gross floor area in their downtown retail core parking district.
- The City of Poway allows a reduced parking rate for affordable housing on a case-by-case basis.
- The City of El Cajon provides allowances for parking in smart growth settings within their downtown area.
- The City of La Mesa allows parking reductions in their Mixed-Use Urban Overlay Zone. They allow a minimum of 2 parking spaces per 1,000 square feet of commercial floor area.
- The City of Lemon Grove allows parking reductions in their Downtown Village Specific Plan. Multifamily residential requirements are reduced as follows: studio units require 1 space, 1-bedroom units require 1.25 spaces, 2-bedroom units require 1.75 spaces, and 3-bedroom units require 2 spaces. Commercial office requirements are reduced to 3 spaces per 1,000 square feet. Retail requirements are reduced to 4.3 spaces per 1,000 square feet. There also is a provision for 20 percent mixed-use reduction for a combination of residential, office, and retail.
- The City of San Diego offers parking reductions for developments located in their Transit Overlay Zone or developments that are deemed "very low-" income. Multifamily residential requirements are reduced as follows: studio units require 1 space, 1-bedroom units require 1.25 spaces, 2-bedroom units require 1.75 spaces, and 3-plus-bedroom units require 2 spaces. Commercial office requirements are reduced to 1.0 - 2.9 spaces per 1,000 square feet. Retail requirements are reduced to 1.0 - 4.3 spaces per 1,000 square feet. The City of San Diego also is in the process of studying parking demand at affordable housing developments, which will likely result in revised parking standards for affordable housing.
- The City of Chula Vista details special parking requirements for their Urban Core Specific Plan area. Residential multifamily units in their transit focus area have the reduced requirement of 1 parking space per dwelling unit. All other residential units must provide 1.5 spaces per dwelling unit and an additional 1 space per 10 dwelling units for guests. Any nonresidential land use must provide 2 parking spaces per 1,000 square feet of floor area.
- The City of Coronado provides reduced parking requirements for their Orange Avenue Corridor Specific Plan. Commercial parking requirements are reduced to 1 parking space per 500 square feet of floor area. The city also provides reductions for affordable housing. For affordable housing the following rates apply: 1-bedroom units require 1 space, 2- to 3-bedroom units require 2 spaces, and 3-plus-bedroom units require 2.5 spaces.

In summary, each TOD mixed-use district is different and all of the key variables must be considered. In the City of Cerritos, additional customized work would be required to help determine the appropriate parking ratios in and around a future TOD location. A comparison of the City of Cerritos' existing parking standards to various jurisdictions suggests that the City's current parking standards are relatively high for a TOD or mixed-use project, as shown in Table 5-2.

Table 5-2: Comparison of City of Cerritos Existing Standards with Other Jurisdictions

	City of Cerritos (Existing)	City of Cerritos (Proposed Option 1 for Mixed-Use Project)	City of Cerritos (Proposed Option 2 for Mixed-Use Project)	SANDAG Smart Growth	City of Portland Downtown	City of Seattle Downtown[1]	City of Los Angeles[2]	City of Los Angeles - Alameda Specific Plan	City of Culver City[3]	City of Long Beach[4]	Draft Redlands Downtown Specific Plan
Residential Multi-Family (per dwelling)	2 spaces	1.5 spaces	1.5 spaces	1.25 spaces	1 space	1 to 1.5 spaces	2 spaces	1.5 spaces	2 spaces Guest: 1 space/4 units	1 to 2 spaces Guest: 1 space/4 units	1 to 2 spaces
Office	4 spaces/ 1,000 sf	3.5 spaces/ 1,000 sf	3.0 spaces/ 1,000 sf	2.90 spaces / 1,000 sf	2 spaces /1,000 sf	1 space/ 1,000 sf	2 spaces/ 1,000 sf	1.1 spaces / 1,000 sf	2.86 spaces / 1000 sf	5 spaces / 1,000	3 spaces / 1,000 sf
Regional Commercial	100,000 sf – 5 spaces/1000 sf >100,000 sf to 500,000 sf – 4.75 spaces/1000 sf >500,000 sf – 4.5 spaces/1000 sf	3.5 spaces/ 1,000 sf	4.0 spaces/ 1,000 sf Mixed-Use within Regional Commercial – 3.5 spaces/1,000 sf	N/A	N/A	N/A		N/A	< 5 acres - 4 spaces/1,000 sf > 5 acres - 5 spaces/1,000 sf	< 150,000 - 5 spaces/ 1,000 sf plus parking for a detached fast-food restaurant calculated separately. > 150,000 sf may submit a parking demand study, to reduce the standard shopping center ratio.	
Retail	5 spaces/ 1,000 sf	3.5 spaces/ 1,000 sf	2.5 spaces/ 1,000 sf	3.60 spaces / 1,000 sf	2 spaces / 1,000 sf	1 space/ 1,000 sf	4 space / 1,000 sf	1.5 spaces / 1,000 sf	2.86 spaces / 1,000 sf	4 spaces/ 1,000 (Reduced to 2/1000 sf for Pacific Court mixed-use project)	2.5 spaces / 1,000 sf

1. These parking standards are for non-residential uses other than institutional uses. These parking standards are waived in PEDESTRIAN-DESIGNATED ZONES for:
   - First 4,000 square feet of each business related to medical and entertainment uses
   - First 2,500 square feet of each business related to eating and drinking

2. Existing Parking Standards. Source: LATOD Parking and Utilization Case Study Compass Blueprint Project
   These parking standards are allowed to be **reduced for a proposed Mixed Use District** within 1,500 feet of a Mass Transit Station or Major Bus Center, or lots within 750 feet of a Central Parking Structure. Provided a minimum of two spaces for every 1,000 square feet of non-residential floor area is provided.

3. The number of parking spaces required may be reduced if the Council authorizes the use of an in-lieu fee to be paid by the applicant towards the development of public parking facilities.

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5.5 Proposed Parking Standards

Based on the research and current parking policies and practices of other jurisdictions a reduction in parking is proposed for the project area. Table 5.3 shows two options for reduction in parking standards.

Table 5.3: Proposed Options for Parking Reduction

	City of Cerritos (Existing)	City of Cerritos (Proposed Option 1 for Mixed-Use Project)	City of Cerritos (Proposed Option 2 for Mixed-Use Project)
Residential Multi-Family (per dwelling)	2 spaces	1.5 spaces	1.5 spaces
Office	4 spaces/ 1,000 sf	3.5 spaces/ 1,000 sf	3.0 spaces/ 1,000 sf
Regional Commercial	100,000 sf – 5 spaces/1000 sf >100,000 sf to 500,000 sf – 4.75 spaces/1000 sf >500,000 sf – 4.5 spaces/1000 sf	3.5 spaces/ 1,000 sf	4.0 spaces/ 1,000 sf Mixed-Use within Regional Commercial – 3.5 spaces/1,000 sf
Retail	5 spaces/ 1,000 sf	3.5 spaces/ 1,000 sf	2.5 spaces/ 1,000 sf

5.6 Parking Policies and Best Practices to Consider for TOD Area

Some of the goals of establishing a TOD in the City of Cerritos around a future transit hub would be to support Smart Growth, provide regional and local transit accessibility, discourage the use of single occupant automobiles and maximize the value of investments around the TOD. TOD supportive parking polices could help to achieve these goals. The relationship between parking supply and operations and TOD land use and development has been documented in various research. However, much more research regarding TODs and trip reduction has been completed than regarding TODs and parking. For example, reduced auto ownership and reduced trip making have been documented in many studies of various TODs throughout the country, but it has not been demonstrated precisely how parking policies fit in with the reduction in either auto ownership or trip making. The causal relationship is not known; did the TOD characteristics cause the reduction in auto ownership, or did people choose to live in the TOD areas that already had a propensity to own fewer autos and use transit rather than drive? Also, does the likely reduction in trip making translate directly to a reduction in parking supply at the TOD and if so for what land uses and at what levels of reduction?

While there are no precise answers for TOD parking policies, there are documented "best practices" for parking within TOD locations. For the study area, more detailed analysis of current land use patterns and densities, current parking supply and demand and future land use patterns would be needed to reasonably estimate how city parking codes might be modified within the TOD. However, various best practices for parking supply and operations are summarized below for consideration by the City. These constitute general "toolbox" polices that could be considered for future implementation, depending on the type of transit service, the type of land use, the density of land use and other factors.

Some goals of the TOD and supportive parking polices include:

- Best use of land for housing and development, and thus minimize developing expensive parking on valuable land assets near transit
- Encourage shared use of parking
- Supply enough, but not too much, parking
- Support alternatives to driving solo
- Support and encourage other modes besides transit such as walking and biking

The use of city code "one size fits all" uniform parking standards does not account for changing densities in a TOD, higher transit availability, better transit service and reliability, and mixed land uses that typically occur in and around a TOD. Parking policies by themselves do not ensure TOD success, they must be combined with other transportation programs and policies that help the TOD gain success and achieve the goals described above. Some transportation and parking policies that would support the TOD via Smart Growth include the following:

- Transportation Demand Management programs within and near the TOD that will enhance the use of transit. These include transit passes for local employees and residents, fare free zones near the TOD, discounts for various groups, car sharing in the local area to support reduced auto ownership.
- Parking Design and Operations to support TOD – this includes not surrounding the station with a sea of parking, providing friendly pedestrian approaches to the transit platform, wrap any parking with retail, do not interrupt pedestrian flow with parking frontage, place parking where multiple users can access, provide multi-modal information displays and real time parking information at parking areas, make parking validation polices accessible to all land uses.
- Parking Supply – consider reduced parking via assessment of the potential to shift trips to transit, the effectiveness of feeder transit and integration with other transportation policies as noted above. Also conduct economic studies to understand the effect of reduced parking on development feasibility. Consider parking pricing and its effect on parking demand. Areas with no cost parking or very low cost (fundamentally subsidized parking) will achieve less success in promoting transit. Understand any current parking occupancy and parking deficiencies in the area near the TOD and consider potential spillover impacts to neighborhoods. Ensure the area is walkable and friendly for pedestrians to encourage "park-once" and discourage short local trips by auto.
- Parking Maximums – This alternative to typical parking code standards can be considered which would establish limits or caps on parking supply for a development or in a development area. However, as noted, the local existing and future parking supply and demand conditions must be understood before any parking maximums can be considered.
- Case-by-case parking reductions – consider parking study requirements for developments within "X" radius of the transit station. Each study could consider the proposed land uses, proximity to transit, availability of nearby parking, parking costs, parking spillover potential and other factors.
- Parking Pricing – review on and off street pricing currently. Consider an on-street parking management program which incorporates pricing schemes or variable pricing policies to discourage driving near the station. Variable rate pricing can encourage turnover and increase short-term parking availability. Discounts can be given to multi-occupant vehicles.
- Unbundled Parking – offer parking in the TOD residential developments as a separate cost so that new owners understand, consider and choose whether to purchase and use parking or not. This is also applied to commercial developments. When the market chooses whether to buy (and thus build) parking, wiser choices are often made than when city code simply dictates space requirements.
- Parking cash-out – allow employees to choose between parking subsidy (or even free parking) or to use the money for other transportation modes.
- Intelligent Parking Programs and Infrastructure – incorporate real time parking information into the TOD so that visitors know where to park (especially if the parking is located away from the core of the TOD) and know the parking availability (or lack of parking) thus encouraging the use of other modes. This type of system will also encourage the most efficient use of parking resources and thus discourage waste in the parking supply via oversupply of parking.
- Parking District or In-Lieu Fees – this would benefit the whole area via coordinating the parking supply. Revenue would be generated via various techniques including assessments, parking meters and in-lieu fees. All fees are returned to the area businesses to support not only parking but other transportation such as feeder bus services to the transit hub.

5.7 VMT Reduction Potential of the TOD and Associated Land Uses

Transit Oriented Development (TOD) refers to communities designed to provide convenient access to high-quality transit services. Recent research suggests that TODs can significantly reduce per capita automobile travel. This occurs because some trips shift to transit, and because transit stations often serve as a catalyst for more accessible land use, creating higher density, mixed-use, walkable neighborhood centers. Table 5.4 below shows potential trip reductions associated with development intensity, design, and proximity to transit based on research conducted in Portland, Oregon.

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Table 5.4: Potential Trip Reductions

Minimum FAR	Mixed Use	Commercial Near Bus	Commercial Near LRT Station	Mixed-Use Near Bus	Mixed-Use Near LRT Station
No Minimum	N/A	0.0%	2.0%	N/A	N/A
0.5	1.9%	1.9%	2.9%	2.7%	3.9%
0.8	2.4%	2.4%	3.7%	3.4%	4.9%
1.0	3.0%	3.0%	5.0%	4.3%	6.7%
1.3	3.6%	3.6%	6.7%	5.1%	8.9%
1.5	4.2%	4.2%	8.9%	6.0%	11.9%
1.8	5.0%	5.0%	11.6%	7.1%	15.5%
2.0	7.0%	7.0%	15.0%	10.0%	20.0%

Source: Portland, 2005

Using the trip reduction predictions shown in Table 4.4, the potential reduction in trips associated with the Cerritos Transit-Oriented Development (TOD) Project was calculated in a multi-step process, as follows:

- Each development area in the Cerritos TOD Project was broken down by square footage/dwelling units and land use.
- Daily, AM peak hour and PM peak hour trip generation estimates for each land use were then calculated based on the published trip generation rates in the Institute of Transportation Engineers (ITE) Trip Generation Manual.
- Each development area was then mapped and the distance between each proposed site and the proposed Gridley Road/183rd Street light rail station and bus transit corridors were calculated.
- Preliminary planning projections indicate that all land uses within the Cerritos TOD Project will be built with a 2.0 Floor Area Ratio (FAR) intensity level.
- Using each land use's FAR and proximity to the proposed Gridley Road/183rd Street light rail station and bus transit corridors, the maximum potential trip reduction percentages were determined (as compared to typical suburban trip rates).
- The "Mixed-Use" trip reduction category means commercial, restaurants, and light industrial land uses with at least 30 percent of its floor area devoted to residential. "Near LRT (Light Rail Transit) Station" or "Near Bus" means that the location is within ¼-mile of a LRT station or bus corridor.
- The maximum potential trip reduction percentage was applied to each land use, and the overall potential net reduction and percent reduction in trips due to the proposed Cerritos TOD Project was calculated.

Table 5.5 below shows the potential trip reduction calculations for the Preferred Alternative (Phase 1) of the proposed Cerritos TOD Project. As shown, using the assumed trip reduction prediction table, the trip generation associated with the Los Cerritos Center qualifies for a 15 percent reduction under the 2.0 minimum FAR "Commercial Near LRT Station" trip reduction category. The Best Plaza Shopping Center qualifies for a slightly higher trip reduction percentage, 20 percent, under the 2.0 minimum FAR "Mixed Use Near LRT Station" category due to its large number of residential dwelling units (1,049 DU). The industrial mixed-use area falls outside of the ¼ mile radius of the proposed Gridley Road/183rd Street light rail station, however, it is within ¼-mile of the bus corridor along Studebaker Road, granting a 10 percent trip reduction credit under the 2.0 FAR "Mixed-Use Near Bus" category. Finally, the development within the Cerritos Promenade, Cerritos Auto Square, and other miscellaneous shopping centers all qualify for a seven percent trip reduction under the 2.0 FAR "Commercial Near Bus" category due to its proximity to the bus corridors along Studebaker Road, Gridley Road, 183rd Street, and South Street. Key findings from the trip reduction calculations are highlighted below:

- Without any trip reductions, the proposed Cerritos TOD Project would generate approximately 166,240 daily trips, 12,890 AM peak hour trips, and 16,010 PM peak hour trips.

- With TOD trip reduction credits, the proposed Cerritos TOD Project would generate approximately 145,150 daily trips, 11,310 AM peak hour trips, and 13,960 PM peak hour trips.

- Overall, with the trip reduction credits, the proposed Cerritos TOD Project would reduce the trip generation by 21,090 daily trips, 1,580 AM peak hour trips, and 2,050 PM peak hour trips, or approximately 13 percent.

It should be noted that the trip reduction values calculated for the proposed Cerritos TOD Project are only estimates and are based on preliminary land use assumptions and projections for the Preferred Alternative (Phase I). Actual TOD trip reduction benefits may vary based on variations in the mix of land use, development intensity, proximity to transit, pedestrian improvements, transit feeder services, parking policies, and other city and private transportation programs.

5.8 Potential Congestion Relief Associated with Transit and TOD

The TOD area has the potential to reduce trip generation via several means including higher density development around the transit station as well as a mix of uses. Trip reduction occurs as people ride transit rather than drive, and also the higher density and mixed use results in more walking trips. Also, supportive transit and shuttle services can further reduce local trip making to destinations such as the Cerritos Mall via employees and customers taking transit and being able to easily access their destinations. Finally, successful TOD areas tend to attract residents that have lower auto ownership rates thus resulting in fewer vehicles available in the area to make trips. The transit facility would not only reduce trips from the new development within the TOD, it could also mitigate existing trip making as people shift modes to access the mall and other local areas. The precise magnitude of trip reduction cannot be estimated at this time, but once further details of the project are known, more information on possible mode shifts can be calculated.

The area around the transit station currently has some roadways with relatively high traffic flow and poor levels of service. This is particularly true during the peak shopping seasons, when all of the roadways around the mall are extremely congested. The transit line, in conjunction with transportation demand management programs implemented by the City and the mall and other local businesses, could result in significant trip reduction during key peak time periods. Prior studies identified the intersection of South Street and Studebaker Road as operating a level of service "D" condition during non-holiday shopping periods (and likely LOS F during peak shopping seasons). Also, South Street experiences very heavy traffic flow near the mall, with over 50,000 vehicles per day using the segment east of I-605 and west of Gridley Road. Much of that traffic is due to mall access as well as access to other local businesses. Further east, South Street carries nearly 30,000 vehicles a day as far as Carmenita Road. Studebaker Road carries nearly 27,000 vehicles a day north of South Street. Other local area arterial roadways carry 20,000 daily vehicles or less, including Gridley Road, 183rd Street and Artesia Boulevard (east of Studebaker Road). A final area of localized congestion occurs at the South Street ramps to and from I-605, especially the north and southbound off ramps that terminate at intersections on South Street. During peak hours, those ramps can back up with considerable congestion with motorists needing to wait several signal cycles to clear the intersection and get onto South Street.

Thus, implementation of the transit line and the TOD could potentially help relieve existing and future congestion at the following locations:

- 183rd Street/Studebaker Road
- South Street/Studebaker Road
- Along South Street adjacent to the Los Cerritos Center
- Along Studebaker Road
- At the I-605/South Street ramp intersections

The transit project and TOD alone will not mitigate future congestion, but combined with an aggressive trip management plan which provides incentives for using transit, both employee and visitor trips as well as some home-based trips could be removed from the network. Congestion relief would occur all year, but could be enhanced during peak seasons with trip reduction planning. The mall already implements peak season trip reduction measures such as remote parking for employees, and this could be further enhanced to encourage employees to use

Table 5.5 Potential Trip Reductions Due to Cerritos TOD Project

LU Category	Project Land Use	Intensity	Gross Site Area	ITE Code	ITE Land Use Category	Number	Unit	Future Projected Trip Generation			Maximum Potential Reduction	Notes	Future Projected Trip Generation With Potential TOD Reduction		
								Daily Trips	Weekday AM Peak Hour	Weekday PM Peak Hour			Daily Trips	Weekday AM Peak Hour	Weekday PM Peak Hour
Los Cerritos Center															
D	Office (New)	2.0 FAR	7	710	General Office Building	408.56	KSF	4,498	633	609	15%	6	3,824	538	517
E	Retail/Restaurants/Office/Residential	2.0 FAR	4	820	Shopping Center	72.0	KSF	3,092	72	269	15%	6	2,628	61	228
		2.0 FAR		710	General Office Building	43.29	KSF	477	67	65			405	57	55
		20 DU/AC		220	Apartment	135	DU	447	38	54			380	32	46
F	Retail/Restaurants/Theater/Office/ Hotel	2.0 FAR	6	444	Movie Theater With Matinee [4]	47.0	KSF	3,849	0	179	15%	6	3,272	0	152
		2.0 FAR		710	General Office Building	20.0	KSF	220	31	30			187	26	25
		2.0 FAR		820	Shopping Center [1]	16.0	KFS	687	16	60			584	14	51
		2.0 FAR		932	High-Turnover (Sit-Down) Restaurant [1]	16.0	KSF	2,034	184	178			1,729	157	152
Best Plaza Shopping Center															
A	Mixed Use (Retail - Retained)	2.0 FAR	23	814	Specialty Retail Center	131.8	KSF	5,841	902	662	20%	7	4,673	721	529
	Mixed Use (Retail - New)	2.0 FAR		814	Specialty Retail Center	182.7	KSF	8,097	1,250	917			6,478	1,000	734
	Mixed Use (Residential)	20 DU/AC		220	Apartment	739	DU	2,446	207	296			1,957	166	236
B	Mixed Use (Retail - New)	2.0 FAR	5	814	Specialty Retail Center	59.4	KSF	2,633	406	298	20%	7	2,106	325	239
	Mixed Use (Residential)	20 DU/AC		220	Apartment	216	DU	715	60	86			572	48	69
C	Mixed Use (Retail - New)	2.0 FAR	3	814	Specialty Retail Center	27.7	KSF	1,228	189	139	20%	7	982	152	111
	Mixed Use (Residential)	20 DU/AC		220	Apartment	94	DU	311	26	38			249	21	30
G	Office (Retained)	2.0 FAR	5	710	General Office Building	35.5	KSF	391	55	53	20%	7	313	44	42
	Office (New)	2.0 FAR		720	Medical-Dental Office Building	70.3	KSF	2,540	162	243			2,032	129	195
H	Cerritos Tower/Office/Retail (Retained)	2.0 FAR	2	710	General Office Building [2]	111.3	KSF	1,225	173	166	20%	7	980	138	133
		2.0 FAR		710	General Office Building [2]	111.3	KSF	1,225	173	166			980	138	133
Industrial															
I	Industrial Mixed Use (Retained)	2.0 FAR	17	110	General Light Industrial	192.1	KSF	1,339	177	186	10%	8	1,205	159	168
	Industrial Mixed Use (New)	2.0 FAR		110	General Light Industrial	91.0	KSF	634	84	88			571	75	79
	Industrial Mixed Use (Residential)	20 DU/AC		220	Apartment	230	DU	761	64	92			685	58	83
Existing Uses															
N/A	Regional Commercial (Los Cerritos Center - Retained)	2.0 FAR	76	820	Shopping Center[3]	1177.0	KSF	50,540	1,177	4,390	15%	9	42,959	1,000	3,732
		2.0 FAR		820	Shopping Center[3]	46.194	KSF	1,984	46	172			1,686	39	146
		2.0 FAR		820	Shopping Center[3]	67.27	KSF	2,889	67	251			2,455	57	213
	Regional Commercial (Los Cerritos Center - New)	2.0 FAR		820	Shopping Center[3]	70.8	KSF	3,040	71	264			2,584	60	224
N/A	Cerritos Promenade (Retained)	2.0 FAR [5]	19	814	Specialty Retail Center	276.6	KSF	12,259	1,892	1,389	7%	10	11,401	1,760	1,291
	Cerritos Promenade (New)	2.0 FAR [5]		814	Specialty Retail Center	56.2	KSF	2,491	384	282			2,316	357	262
N/A	Regional Commercial (Cerritos Auto Square - Retained)	2.0 FAR [5]	92	841	New Car Sales	788.2	KSF	26,279	1,600	2,041	7%	11	24,439	1,488	1,899
		2.0 FAR [5]		841	New Car Sales	206.3	KSF	6,878	419	534			6,397	389	497
N/A	Regional Commercial (Other Shopping Centers - Retained)	2.0 FAR [5]	30	814	Specialty Retail Center	259.4	KSF	11,497	1,774	1,302	7%	12	10,692	1,650	1,211
N/A	Light Industrial (Cerritos Auto Square Expansion - Retained)	2.0 FAR [5]	22	110	Light Industrial	529.6	KSF	3,691	487	514	7%	11	3,433	453	478
Total Projected Trips								166,238	12,887	16,012			145,154	11,314	13,960
Overall Potential Net Reduction in Trips Due to TOD													-21,084	-1,572	-2,052
Overall Potential Percent Reduction in Trips Due to TOD													-13%	-12%	-13%

NOTES:

[1] 32 KSF Retail/Restaurant - Assumed to be split 50% Retail - 50% Restaurant

[2] 222.6 KSF Office/Retail - Assumed to be split 50% Office - 50% Law Office per Gruen Associates.

[3] Specific land use not provided. Assumed to be ITE 820, Shopping Center

[4] ITE 444, Movie Theater With Matinee does not have a daily or AM peak hour rate (1000 Sq Ft GFA). Used the Sunday rate for Daily. N/A for AM Peak Hour.

[5] FAR not provided. Assumed to be 2.0.

[6] Assumed that 30% or more of the floor space in the Los Cerritos Center is not dedicated to residential. Reduction calculated using "Commercial Development Within 1/4 Mi of LRT station. The Los Cerritos Center was assumed to be within 1/4 mile of the proposed Gridley/183rd LRT station (Note, only the NE portion falls within 1/4 mile, but the whole center was assumed to be within 1/4 mile).

[7] Assumed that 30% or more of the floor space in the Best Plaza Shopping Center is dedicated to residential. The Best Plaza Shopping Center was assumed to be within 1/4 mile of the proposed Gridley/183rd LRT station (Note, only the SE portion falls within 1/4 mile, but the whole center was assumed to be within 1/4 mile).

[8] Assumed that 30% or more of the floor space in the industrial/mixed-use area is dedicated to residential. The industrial area was assumed to be within 1/4 mile of the bus corridor along Studebaker Road.

[9] The Los Cerritos Center was assumed to be within 1/4 mile of the proposed Gridley/183rd LRT station. It does not have a residential component, thus it was classified under "commercial development".

[10] The Cerritos Promenade was assumed to be within 1/4 mile of the bus corridor along South Street. It does not have a residential component, thus it was classified under "commercial development".

[11] Cerritos Auto Square was assumed to be within 1/4 mile of the bus corridor along Studebaker Road. It does not have a residential component, thus it was classified under "commercial development".

[12] The land uses within the "Other Shopping Center" category was assumed to be within 1/4 mile of the bus corridor along Studebaker Road, Gridley Road, 183rd Street or South Street. It does not have a residential component, thus it was classified under "commercial development".

transit. In addition, the increased density and mixed-use within the TOD would result in fewer trips being made as some of the employees and shoppers will be new residents in the TOD housing areas. Combined with enhanced local shuttle services and a “park once” concept, visitors can move from the transit station to the mall and other local destinations without moving their car or even without using an auto.

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6

Economics, Public -Private Partnerships and Implementation

6.0 ECONOMIC, PUBLIC-PRIVATE PARTNERSHIPS AND IMPLEMENTATION

This report section focuses on implementation strategies for the TOD Demonstration Project The strategies presented here do not depend on the development of the OLDA Transit system, which may be 15 to 20 years away.

Over the past years there has been an increased need and interest for the development of public transit systems which typically require significant capital and operating subsidies of which a large percentage of funding is provided by local and state governments. With all levels of government under significant fiscal stress, new funding mechanisms are sought for transit as well as all government responsibilities. Value capture (VC) is one such mechanism which captures increased property values generated by transit and related Transit-Oriented Development (TOD).

The concept of Value Capture is that public investments and related public improvements can create land value far beyond normal market conditions if the investment were not made. A portion of this value increase can be captured from the private sector property tax base resulting from the public improvement being made. A benefit assessment on affected private properties – and development exaction fees are examples of such methods.

6.1 TOD and Factors Influencing Land Value

The greatest opportunities to both create and capture value is mostly related to new development that can be situated near a station in a TOD zone development. These developments can maximize the value that can be "captured" by a developer, the public sector, or both based on the following items describe key factors:

A. Timing and Real Estate Market

The viability of a value capture strategy that involves development will be better with a strong market demand for transit-oriented development since transit investments alone cannot provide enough of a magnet to attract development.

B. Developable Land

Value capture strategy from new development requires vacant or underutilized property to be located near the transit station. The best opportunities are often areas where the transit and station development makes infill locations available for development.

C. Supportive TOD Development Policies

Good planning and supportive development policies will help maximize the overall value of property within a TOD zone. Through measures such as density bonuses; floor area ratio bonuses reduced parking requirements, walkability, place-making, and development incentives for TOD.

D. Higher Density Residential and Parking Requirements

Creating and rezoning a Transit Zone to support higher density development and other incentives will increase the value of development opportunities. New development near transit can also take advantage of lower parking requirements, and consequently lower development costs, as shown below in Table 6.1.

Table 6.1: Impacts of Parking Reduction on Cost

Type Parking	Avg. Cost Per Space	Avg Apt. Cost	% Cost Reduction for 1 less space	Reduced Cost per Unit
Surface	$2,500	$270,000	0.9%	$267,500
Surface Structure	$14,000	$270,000	5.2%	$256,000
Underground	$30,000	$270,000	11.1%	$240,000

The logical extension of reduced unit costs can translate to reduced rental cost and greater affordability as shown in Table 6.2.

Table 6-2: Affordability Analysis with Reduced Parking

Hypothetical Rent Before Parking Reduction	Comparable Rent Reduction	Income to qualify assuming 35% allocated for Rent	Change in Income required to qualify assuming 35% for Rent	LA Median HH Income
$2,300	$2,279	$78,857	$78,127	$52,595
$2,300	$2,181	$78,857	$74,768	$52,595
$2,300	$2,044	$78,857	$70,095	$52,595

E. Traffic Conditions, air quality and high fuel costs

The existence of severe traffic congestion can be an important element for value creation - because it provides potential demand for TOD, as well as enhancing the market for ridership. In addition, a high congestion levels tend to encourage the will of property owners, businesses, voters and elected officials to support transit, TOD, and related assessment financing. In addition, increasing concern about the environment and air quality caused by traffic congestion also contribute to transit's appeal over time.

6.2 Transit Plans and Land Value Over Time

The introduction of new transit service impacts land values by enhancing the desirability of a property's location. Over time, property values should continue to rise as it becomes more likely that the transit will be built, and the opening of transit grows nearer. For the increased property values, property owners may be willing to pay an additional tax or assessment to ensure that the transit, station, and related public improvements are built, as long as the amount they pay is more than offset by the increase in their property values.

6.3 Partnerships and Cooperation

The value of new development and the potential for value capture is maximized when the private sector, transit agency, the City, and other public agencies coordinate efforts to achieve common goals and work to maximize local resources and financing sources.

This type of cooperation can result in development that benefits all parties. For example, to the extent TOD projects are viewed as desirable by the community, the City can be more motivated to act as a partner in finding ways to move projects forward, provide supportive infrastructure and amenities, or even to subsidize development. Developers can capitalize on various opportunities and may be motivated to collaborate with the public sector to help assure a transit system, station, and related improvements are developed.

6.4 Mechanism for Land Value Capture

There are a number of mechanisms by which the Public sector can capture enhanced values that can be used for transit capital costs or operations, general economic development, public amenities, or other public improvements. The following are the primary techniques used for land value capture:

- Assessment District –an area within which a special tax is applied to properties that will benefit from a public investment such as transit. A key characteristic of assessment districts is that they typically require at least a majority vote of affected property owners in order to be implemented. The amount of the assessment must be directly related to the cost of the improvement, and the expected benefit to the property owner.
- Sales Tax Increment Financing – a mechanism that allows the public sector to "capture" growth in sales tax that occurs within a designated area from new development. This increment can either be used on a "pay as you go" basis over time, or can be bonded against to provide an up-front source of revenue.
- Joint Development – generally, cooperation and investment by the public and private sectors to deliver transit-oriented development. Joint development is a potential source of income that can be used to generate revenues, enhance transit infrastructure, and/or obtain needed transit facilities as a part of a larger development project.
- Developer/Impact Fees- a one-time fee assessed on new development as a means to defray the cost to the jurisdiction of expanding and extending public services to the development.

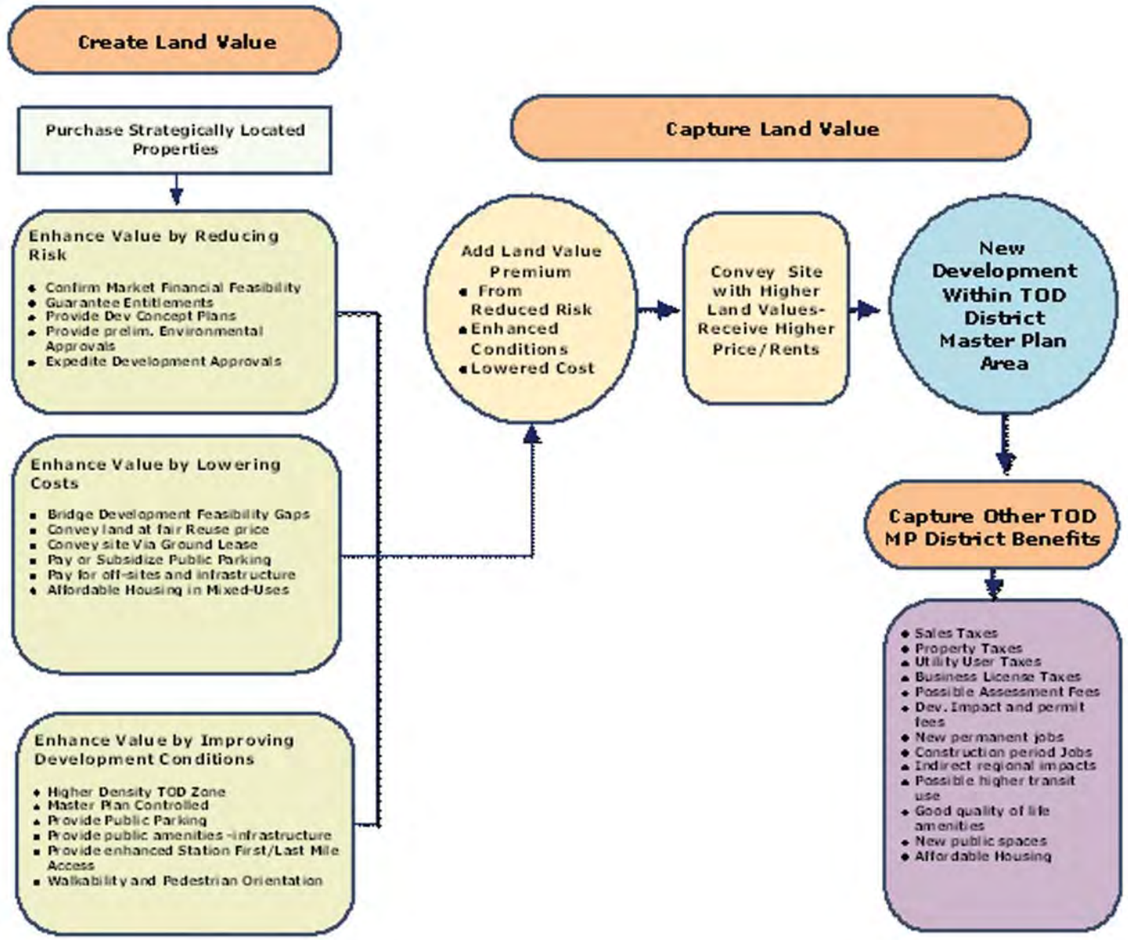

Figure 6-1: Value Creation and Capture Schematic

6.5 Amenities, Infrastructure and Public Improvements

6.5.1 Short-term Improvements

A. Improvements on or adjacent to the Los Cerritos Center Site

- **Streetscape, pedestrians and bus improvements on 183rd Street**
  - Widening sidewalks onto private property and new paving
  - Double row of street trees and landscaping
  - New bus shelters
  - Benches, trash receptacles and bike racks
  - New pedestrian lighting
  - Bus pads and signs for bus loading and unloading and separate layover area
  - Requires approximately 20 ft of ROW or an easement on Los Cerritos Center site and a loss of 135 parking spaces.

  Implementation: a) funded entirely by Los Cerritos Center where property is developed for new uses on the site b) funded through a public/private partnership with use of City resources such as using grants or assessments

- **Public gathering space or Los Cerritos Center Site adjacent to 183rd Street (Loss of approximately 80 parking spaces)**
  Implementation: Constructed and maintained by Los Cerritos Center with outside dining, vendors and other activities permitted in the public gathering space with revenues to shopping center. City allows open space to substitute for loss of parking

- **Multi-use pathway and streetscape along Gridley Avenue**
  - **Pathways for bicycles and pedestrians**
  - New trees
  - New bike racks, lockers, bike rentals

  Implementation: a) Los Cerritos Center and City is public private partnership with shopping center providing land and landscaping and City securing grant or assessment funding for pathway b) Los Cerritos Center funds entire package with City allowing loss of parking.

- Parking structures for new development or the Los Cerritos Center Site - Approximately 400 new parking spaces
  Implementation: a) Los Cerritos Center funds and constructs parking structure on their land as an incentive for new retail and mixed-use development. City allows for a reduction in parking requirements. b) City participates in some way in parking structure construction e.g. tax exempt financing

- Facades, signage and infrastructure improvements on the shopping center site
  Implementation: Entirely funded by Los Cerritos Center.

B. North of 183rd Street including the industrial area

- **Streetscape improvement on north side of 183rd Street**
  - Requires ROW or easement on Best Plaza and other private properties.
  - Widening sidewalks into private property and new paving
  - Double row of street trees and landscaping
  - New bus shelters
  - Benches, trash receptacles and bike racks
  - New pedestrian lighting
  - Bus pads and bus loading and unloading and separate layover area

  Implementation: Could possible obtain developer exactions in exchange for entitlements or other land use/development benefits.

- **Pathways and streetscape improvements of north-south roadway linking 183rd Street, Best Plaza and Fremont College and high visibility pedestrian crosswalks**
  Implementation: a) Public/private partnership with Best Plaza for easement and streetscape improvements with City allowing increased intensity, residential and reduced parking. B) Assessment district or other mechanism for City funding ROW.

- Pathways and streetscape on east side of Studebaker Road to facilitate access to Cerritos College, the industrial area and Richard Gahr High School to 183rd Street and Los Cerritos Center.

- Pedestrian improvements and agreement for maintenance of underpass of freeway at 183rd Street to connect to Auto Square.
  - New pedestrian lighting per Caltrans standards
  - Cremaic tile and artwork on walls
  - Paint to lighten underside of undercrossing

  Implementation: a) Assessment District b) Grants

- Asphalt pathway on Santa Ana Branch ROW for use of bicycles and pedestrians.
  Implementation: a) Grants b) Assessment District

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C. Along South Street

- Parking structure, new shops, restaurants, new public gathering, plaza west of target to connect to Cerritos Promenade.
  Implementation: a) Public/private partnership with Target and City and through a variety of funding mechanisms.

6.2.2 Long-term Improvements

A. Improvements on or adjacent to the Los Cerritos Center Site

- Streetscape and pathway improvements from the Shopping Center to Gridley Road
- Wayfinding signage to transit facilities
- Additional development with reduced parking due to transit and additional parking structures as needed

B. Improvements north of 183rd Street

- Reconstruction of private street grid, street trees and street furniture for clarity, wayfinding and a walkable environment on both sides of the railroad tracks.
- Construction of the elevated promenade from the Los Cerritos Center to transit station providing opportunities to use second level of Shopping Center a direct shuttle/tram path from transit station.
- Participation in enhancement to bicycle and pedestrian pathway and landscaping along Santa Ana Branch ROW when transit is built.
- Wayfinding signage to transit facilities and uses in the TOD District.

6.6 Implementation Strategies

The following section presents various policies that can help:

6.6.1 Broaden Master Plan Benefits and Attain Consensus

A. Broad-Based Community Development Goals

A key strategy to enhance Project benefits is to adopt a broad range of economic and community development goals such as sustainability; walkable neighborhoods, economic development, affordable housing, Complete Streets Programs, Smart Growth, and meeting the SCAG Compass 2% Program goals. Expanding the range of goals and leveraging the proposed transit and non-transit related improvements and new development with other economic development and Smart Growth policies can magnify the Project benefits. This more comprehensive approach can not only expand public benefits, but also enhance the potential range of funding possibilities such as: FTA New Starts, FTA Small Starts, affordable housing, infrastructure financing, grants, assessments, and Sustainability planning funds.

B. Broad-Based Support

The broader the support for the Plan and the greater the potential benefits, the more likelihood of implementation including stakeholders, property owners, businesses and community members. The City must therefore identify and present the myriad of benefits to be attained from such wide-ranging goals.

6.3.2 Facilitating Implementation

The following section presents polices and strategies that can help enhance and facilitate implementation of the Plan.

A. Leverage City Assets

- Integrate new development with the existing Los Cerritos Center and Auto Square customer base and synergy
- Enhance existing pedestrian, bicycle and local public transportation to encourage more activity, interaction, and improve overall economics. Provide shared parking structures on existing shopping center parking lots
- Utilize general fund resources, reserves, and public services to support the proposed new uses to generate new fiscal revenues

B. Early Actions with Longer Term Payoffs

This strategy considers not only the actual investments and planning polices, but also the timing impacts of such early actions such as:

- Adoption of a "Transit Oriented District " much earlier than actual development of the proposed Orangeline Transit system and station
- Creation of a benefit assessment district to help finance infrastructure improvements/amenities, common area improvements
- Acquisition of key properties that should increase in value as completion of the transit system nears or before final adoption of the Master Plan itself. This strategy can allow capture of value based upon anticipation of greater transit accessibility, TOD and other Master Plan investments
- Provide various forms of public assistance via joint development to encourage catalytic projects- especially on retail parking lots that can generate synergy for additional development
- Implement the master plan by providing pre-development studies, approved entitlements, area wide or program EIR's, and other such city financed incentives to encourage desired development
- Identify funding sources such as grants and tax-exempt financing to help pay for public amenities and infrastructure improvements
- Participate in the development of parking structures – to help meet the parking needs of new future development -possibly with tax exempt financing tools

C. Partnerships

The Master Plan can also be facilitated by means of partnerships between various entities, institutions, property owners, and businesses (including those from foreign investors). The proposed Master Plan may contain elements (policies, programs, uses, benefits) that are in the best interest of various potentially interested parties. The City should therefore investigate and identify all potential benefits and likely beneficiaries arising from the Plan. These beneficiaries could include property owners, businesses, Cerritos College, taxing entities, or other such entities. Each potential party may have unique needs and resources, but there may also be mutual benefits to which each party may be willing to contribute.

D. Non-Financial and Property-Based Incentives

In addition to financial incentives, the Master Plan can be facilitated and implemented by use of various property-based and non-financial tools and incentives such as:

- Master Plans (Transit Village, Specific Plans, etc.) that can help control and guide development in a manner that enhances overall economic value
- Zoning regulations that help support TOD and pedestrian-friendly elements of the Plan
- Special Incentive Zones to induce the desired development
- Utilize reduced or waived development fees, licenses, permits, etc. to induce the desired development
- Incorporate land uses and businesses that produce higher assessed values and point of sale taxable sales
- Incorporate Walkable and Complete Streets programs which have been shown to enhance land values
- Utilize Master or Program EIR's – to help reduce cost and uncertainty, thereby reducing risk and enhancing value in exchange for desired uses and amenities
- Approve pre-development entitlements to reduce cost and uncertainty, thereby reducing risk and enhancing value in exchange for meeting Project goals
- Provide streamlined-permit reviews to provide more certainty and reduce project preparation time and related holding costs in exchange for meeting Project goals
- Provide design review and development guidelines to ensure orates design features that strengthen the overall Project area value and success of the Master Plan
- Assist with procuring outside agency entitlements and permits to provide certainty, reduce risk, and costs in exchange for meeting Project goals
- Request developers provide fiscal and economic impact analysis with which to measure the relative benefits and provide a basis for considering public financial assistance.

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6.6.3 Economic Development Goals

The proposed Plan can help the City meet the goals of the adopted Economic Development Strategic Plan as follows:

A. Retail Goals

- The Master Plan can attract spending from higher income households to the extent proposed uses contain higher-end retail and "lifestyle" uses
- The Master Plan may stem the outflow of local household spending to the extent new uses are "local serving "
- New Master Plan housing residents and businesses should generate new potential customers for the auto mall –especially if the City/Dealers provide local employee/resident sales plans (rebates)
- The proposed new Master Plan uses will leverage the Los Cerritos Center customer base and activity and in turn help strengthen the mall
- The Master Plan proposes uses which may include new restaurants as desired by the City
- The Master Plan will help intensify retail development areas by adding other uses, such as office and housing

B. Job Diversification Goals

- The Master Plan can provide opportunities for local residents to work closer to home in new businesses that support their out-commuting worker occupations such as office related technical uses
- The Master Plan provides the opportunity to attract uses and diversify the Cerritos' job base by attracting businesses that support new and expanding industry sectors, new retail and more regional serving uses

C. Housing Goals

- The Master Plan can support business attraction by providing diverse housing options affordable to local employees
- The Master Plan proposes mixed-use development that can complement new businesses while meeting other housing objectives

D. Fiscal Goals

- The Master Plan will provide new fiscal revenues and eligibility for new funding sources to help finance and maintain high quality public improvements and amenities
- The Master Plan can provide impetus to the creation of an Economic Development Corporation to help develop the Plan

E. Business Retention and Enhancement Goals

The master plan provides the opportunity to:

- Work with private promotional or business groups to market the Plan
- Offer property site referrals
- Assist with advertising and other public relations
- Improve local amenities
- Promote complementary industries and businesses
- Provide technical assistance to small businesses
- Attracting more customers via (improved walk-ability, biking, transit, regional connectivity etc.)
- Maintain and enhance public infrastructure
- Establish shop local programs
- Establish auto sales tax rebates programs to enhance auto sales

F. Facilitate New Development

The plan provides the opportunity to facilitate new real estate development via joint development and supportive services from an Economic Development Corporation. New development will help attain many of the above adopted economic development Strategy goals.

- Joint Development - The need or opportunity for "Joint Development" is limited within the Master Plan project study areas. However, older industrial properties located in the northeast section of the Study Area south of Artesia Boulevard may have potential for reuse and redevelopment. Depending on the property owner's development objectives and development financial feasibility, there may be some potential for Joint Development.

- Economic Development Corp - The dissolution of redevelopment agencies presents the City with an opportunity to reconsider assumptions about who should administer local economic development and housing programs. One potential solution is the creation of a city-controlled local development authority such as an Economic Development Corp (EDC). In the past, redevelopment agencies focused on elimination of blight and increasing property values. However since the elimination of redevelopment, the City is now free to include other community development and economic goals such as jobs creation, transit, regionally-focused efforts, sustainability, and other such goals.

6.6.4 City Housing Goals

This policy considers the incorporation of multi-family housing (including mixed-use types) at various price ranges. Development of such housing can help attain various financial, transportation, jobs-balance, sustainability, and other such goals including:

- Mixed-uses which enable the support of higher land values and opportunity for greater capture
- More housing and living where you work produces less driving enhances the overall quality of life (cleaner air, reduced commuter stress, better health, and more leisure time)
- Workforce-priced housing promotes socio-economic diversity by including a healthy mix of housing types and occupations
- Rental housing helps address issues of high housing costs and associated employer recruiting needs
- Multi-family rental housing addresses the demand and creates a balance
- Higher residential density helps meet TOD Smart growth goals and associated benefits
- Appropriate rental housing or - live-work lofts can help support home-based and small business development
- More housing helps attain jobs-housing balance benefits
- More housing for workers can produce less hours driving and make Cerritos workers more productive
- A range of rental housing prices can make Cerritos more competitive in terms of employee quality

6.6.5 Improve Funding Possibilities

Opportunity for public funding is enhanced by broadening the range of Master Plan goals such as:

- Sustainability
- Walkable neighborhoods
- Economic development
- Affordable housing
- Complete Streets Programs
- Smart Growth
- SCAG Compass 2% Program
- FTA Livability

6.7 Financial Feasibility for a Hypothetical Mixed-Use Development Project

This Project included financial feasibility analysis of a hypothetical mixed-use development project located in the Cerritos Center parking lot. The analysis entailed variations on a 4-story mixed-use development consisting of residential apartments, office, and ground floor retail uses. This project would be serviced by a surface parking structure. The purpose of the analysis was to test the financial viability of such as a project and the effects of modifying the parking ratios and number of residential units per acre. The process entailed capitalizing the net income to determine the overall project value then subtracting the total development cost and land components to determine the supportable investment. Whatever remained (surplus) could be available to help pay for the proposed Master Plan public improvements and amenities. While the pro-forma indicates that the total development project (residential, office and retail) as a whole has a reasonable return on cost sufficient to attract private investment. Developer returns can be increased by reducing the parking ratios. Only one potential site is illustrated in this report; however the same mixed-use concept can be applied to other sites.

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In summary, it appears that this hypothetical mixed-use development should be financially feasible. Likely major beneficial market factors are a high demand and limited supply of apartments in the City of Cerritos. With regard to the retail uses, being located adjacent to the Cerritos Center provides an extensive built-in customer base. In addition, the component residential uses also help support the on-site retail uses. The office uses are also significantly supported by the existing Cerritos Center, Auto Square uses, employees, and other adjacent economic activity.

As discussed in this report, lower parking ratios are consistent with Smart Growth and TOD goals, especially if the Orangeline Transit system is developed. There is also a high potential for sharing the existing parking supply with the Cerritos Center. Finally, to the extent the City provides lower parking requirements and other development incentives, the Project should generate financial surpluses that could help to pay for the proposed Master Plan public improvements and amenities.

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Potential Funding Sources

7.0 Potential Funding Sources

For the last 30 years, redevelopment agencies have been the major source of funding to help catalyze development in many cities throughout California. Redevelopment tax increment funding and/or the power of eminent domain were often used to directly subsidize catalytic land use projects that met the interests and needs of the community. With the dissolution of all redevelopment agencies in February of 2012, municipalities across Southern California must consider the full spectrum of funding opportunities and think creatively to support revitalization efforts.

In this context, the overall revitalization strategy is to leverage the strong existing market characteristics of Cerritos and its existing regional draws, the Los Cerritos Center and Cerritos Auto Square, with additional public investment to create a regional multi-modal "destination." Private interests have and always will be motivated to locate in areas that have strong market metrics, offer a unique experience, and are deemed attractive to visitors and residents because they are able to capitalize on their intrinsic value through rents.

Municipalities no longer have the tools available to redevelopment agencies to directly subsidize land uses, but by using other available financing tools and grants that can be used to improve and create a consistent experience for the visitor, resident, and employee, the City of Cerritos can continue to attract quality development and may initiate a strong foundation for continued economic growth in the future.

Aside from the policy and planning incentives, described in the previous section, which can be codified into the area master plan, the first strategy of the City should be to leverage existing State and Federal funding for infrastructure improvements.

7.1 Federal and State Funding Sources

7.1.1 Transportation and Infrastructure Funding

Federal and State transportation funding sources are the major pools of grant funding available to help support the project. Public infrastructure investments can help to catalyze change in the project area and can be used to induce further private investment. Transportation funding can be used to support streetscape improvements, bus facility improvements, bike lanes and bike trails, and public gathering places.

MAP-21, approved in March of 2012, is the main source of federal transportation funding. It supersedes SAFETEA-LU and maintains many of the same funding priorities though there was a consolidation of the Safe Routes to School Program and other pedestrian and bicycle-oriented funds into a new Transportation Alternatives Program.

Tables 7-1 provided a detailed list of Federal and State transportation sources. Some of these sources are formula funding sources and others are provided on a competitive basis.

The majority of State and Federal transportation funding sources are provided through Metro's Transportation Improvement Program Call for Projects. Calls for Projects occur every two years. The City of Cerritos would be the lead agency in capturing these funds.

7.1.2 Workforce Development Funding

Many workforce development funding sources are focused on low-income communities, but other funds, such as the Public Works and Economic Development Facilities Program through the Department of Commerce, exist for the development of work force training public facilities. The City may want to consider partnering with one of the many local colleges to pursue this funding source. Potential funds could be integrated into a mixed-use development within the north 183rd Street area.

7.2 Other Funding Tools

7.2.1 EB-5 Investments

The Immigrant Investment Program, popularly known as the EB-5, allows wealthy foreign nationals to achieve permanent residency in the United States with an investment that will create 10 new direct or indirect jobs in the United States per investor. The foreign national invests in a designated investment fund, often through an approved regional center (See text box).

The EB-5 program investor is required to make a minimum qualifying investment of $1 million in the United States. However in Targeted Employment Areas (TEAs) that are experiencing unemployment rates 150% of the national average, program investors are only required to make a minimum qualifying investment of $500,000.

One of the limitations of EB-5 financing for the City of Cerritos is that the instrument is advantaged for low-income communities. While investments can be made in non-low-income communities, the larger scale investment of $1,000,000 vs. $500,000 encourages most EB-5 participants to focus on investments in low-income areas.

Due to the lower amount of equity at stake, low-income area EB-5 investments are often preferred. However, the City of Cerritos' demographics is well aligned with the foreign nationals often trying to use the EB-5 program. If a local regional center were able to market the demographics as well as the strong market dynamics and relatively promising investment returns, EB-5 participants may be more interested in committing funds. Despite concerns about not being located in a low-income area, the City should still consider working with an entity to establish a regional EB-5 center within Cerritos. Based on broad estimates of employee-to-land use ratios, the build out of the master plan program could create as many as 850 new jobs, which could support as many as $85 million in EB-5 investments (though this is not a likely scenario).

EB-5 USCIS Designated Regional Center

A Regional Center is defined as any economic entity, public or private, which is involved with the promotion of economic growth, improved regional productivity, job creation and increased domestic capital investment. The organizers of a regional center seeking the "Regional Center" designation from USCIS must submit a proposal, supported by economically or statistically valid forecasting tools, showing:

- How the regional center plans to focus on a geographical region within the United States. The proposal must explain how the regional center will promote economic growth in that region.
- How, in verifiable detail (using economic models in some instances), jobs will be created directly or indirectly through capital investments made in accordance with the regional center's business.

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Table 7-1: Federal and State Transportation Funding Sources for Infrastructure

Program	Type of Facility Funded	Funding Range	Type of Funding	Brief Description	Provider/Funder:	Lead:	Funding Cycle:	Requirements
Transportation-Related								
MAP-21 (Moving Ahead for Progress in the 21st Century)	Highway, Transit, Pedestrian/Bicycle		Grants	Federal legislation	Federal Program/ Available through MPOs	City of Cerritos	Every 2 years Call for Projects from LA MTA	
Safe Routes to School (Consolidated into the new Transportation Alternatives Program under MAP-21)	Bike and pedestrian infrastructure, specifically mentioning children, older adults, and individuals with disabilities		Competitive Grants	Projects that make it safer for children to get to school and promote mobility for children, older adults, and individuals with disabilities	Federal Source/Available through Metro Call for Projects	City of Cerritos	Calls to Projects from LA MTA	
Safe Routes to School Program (SR25)	Bike and pedestrian infrastructure	$24 million statewide (2012)	Grants	Bike and pedestrian infrastructure improvements for children in grades K-12 using federal transportation funds	Federal/Caltrans	City of Cerritos	Calls to Projects from LA MTA	
Prop C 20% Local Return Funds	Street improvements supporting transit, commuter bikeways and bike lanes	$125 Million countywide (2012)	Grant	Streets that carry transit, signal synchronization, bikeways, congestion management activities, pavement management systems	Allocated to Cities based on population. City decides how to allocate funds. Can be leveraged through Call for Projects.	City of Cerritos	Calls to Projects from LA MTA	Exclusively to benefit public transit: expenditures related to fixed route and paratransit services Transportation Demand Management (TDM), Transit Systems Management (TSM), fare subsidy programs that exclusively benefit transit, Congestion Management Programs, commuter bikeways and bike lanes, street improvements supporting public transit service, and Pavement Management System projects.
Measure R Transportation 15% Local Return Funds	Prop R - pedestrian improvements, streetscape, bikeways and transit	R County Total $94 million	Grant	Major street resurfacing, rehab and reconstruction, potholes, left turn signals, bikeways, pedestrian improvements, streetscapes, signal synchronization, transit	Allocated to Cities baed on population. City decides how to allocate funds. Can be leveraged through Call for Projects.	City of Cerritos	Calls to Projects from LA MTA	
2% Transportation Development Act /2% TDA Article 3	Bike and pedestrian facilities	Total $6 million	Grant	85% allocated to local jurisdictions based on population and 15% to City of LA and LA County unincorporated areas for maintenance of Class 1 bicycle facilities	Local - Metro	City of Cerritos	Calls to Projects from LA MTA	
Metro Public Private Joint Development	Real Estate Development	County Total $3 million	Grant	Available for real estate development near rail stations		Metro	Calls to Projects from LA MTA	
Infrastructure Loans (ISRF)	Public facilities, transit related	$250,000 to $10 million	Loan	Loans, may be below-market rate subordinate loans, may include interest rate buy-downs on third party loans, guarantees and other forms of credit	State of California, California I-Bank	Special assessment districts, City of Cerritos		Low-cost financing to public agencies for a wide variety of infrastructure projects. ISRF Program funding is available in amounts ranging from $250,000 to $10,000,000, with loan terms of up to 30 years. Interest rates are set on a monthly basis.
State Transportation Improvement Program (STIP) / Regional Improvement Program	Local roads, public transit, pedestrian, bike facilities, grade separation, safety projects		Grant	5-Year regional program, adopted every two even years. Metro proposes regional projects for itself, Caltrans and local agencies	State of California	Metro	Metro Call for Projects	

Table 7-1: Federal and State Transportation Funding Sources for Infrastructure (Continued)

Program	Type of Facility Funded	Funding Range	Type of Funding	Brief Description	Provider/Funder:	Lead:	Funding Cycle:	Requirements
Surface Transportation Program (STP)/ 1-% Transportation Enhancement (TE) Program (now consolidated in the MAP-21 Transportation Alternatives Program)	Streetscape, pedestrian, bicycle projects, historical or scenic property acquisition, mitigation of water pollution		Grant	To strengthen the cultural, aesthetic, and environmental aspects of the Nation's intermodal transportation system.	Federal to State, Allocated by Metro	City of Cerritos	Metro Call for Projects	Federal share is generally 80%
Congestion Mitigation and Air Quality (CMAQ) Improvement Program	Bicycle and Pedestrian Projects	$50,000 - $1 million /$137 million LA County total (2012)	Grant	Federal block grant program for projects in Clean Air Act non-attainment areas that will help attain the national ambient air quality standards stated in the 1990 Clean Air Act amendments.	Federal	City of Cerritos	Metro Call for Projects	
Highway Safety Improvement Program (HSIP)	Street improvements, public road, or publicly owned bicycle and pedestrian pathway	Generally $200,000 - $600,000 / Statewide Total $111 million (2013)	Grant	Any public road or publicly owned bicycle/pedestrian pathway or trail, or on tribal lands for general use of tribal members, that corrects or improves the safety for its users.	Federal / Allocated by Caltrans	City of Cerritos	Annual - July	
Environmental Enhancement and Mitigation Program (EEM)	Roadside recreation opportunities (bike lanes, trails, public spaces), relocation and enhancement of resource lands, highway landscaping and urban forestry	$10 Million statewide (2012)	Grant	Acquisition and/or development of roadside recreational opportunities, acquisition, restoration, or enhancement of resource lands (watersheds, wildlife habitat, wetlands, forests etc) to mitigate the losses near ROW improvements	State of California	City of Cerritos, local, state, and non-profit organizations	EEM Call for Projects.	
Prop 1B Local Street and Road, Congestion Relief, and Traffic Safety Account of 2006	Streetscape Improvements		Formula Program	Local Street and Road, Congestion Relief, and Traffic Safety Account of 2006 - improvements to transportation facilities that will assist in reducing local traffic congestion	State	City of Cerritos		
Regional Surface Transportation Program (RSTP)	Transportation, highways, bridges, bicycles, and pedestrian	$472 million statewide 2012. $230 million SCAG region	Grant	Highways, bridges, publicly owned bus facilities and terminals. Carpool projects, fringe and corridor parking facilities and programs, and bicycle transportation and pedestrian walkways on any public roads in accordance with Section 217 of Title 23, U.S.C., transportation enhancement activities, safety, and mitigations of transportation	Federal funding - requested by MPO, Administered by MTA	City of Cerritos		
Bond and Lease Financing (Variable)	Bus/Rail facilities and transit related projects		Leases and Bonds	Certification of Participation Lease Obligation can be used for bus/rail facility construction. Bonds can be used to finance capital costs of acquisition, construction , equipment and transit-related capital projects	Metro	City of Cerritos		

Table 7-1: Federal and State Transportation Funding Sources for Infrastructure (Continued)

Program	Type of Facility Funded	Funding Range	Type of Funding	Brief Description	Provider/Funder:	Lead:	Funding Cycle:	Requirements
Bicycle-Specific Funding								
Bicycle Transportation Account (BTA)	Bicycle projects	$7.2 million Statewide (2012)	Grant	State funds for up to 90% of city and county projects that improve safety and convenience for bicycle commuters	Caltrans	City of Cerritos		
Other General Infrastructure								
Community Development Block Grants (CDBG)	Infrastructure, public facilities, and other community needs	Funds as available. Often range from $50,000 - $2,000,000 per project.	Grant	The intent of CDBG funds is to (1) benefit those with low- and moderate-incomes; (2) Aid in the prevention of neighborhood deterioration; and (3) Meet other urgent community development needs due to natural disasters or other emergencies.	Federal Government, Department of Housing and Urban Development (HUD)	City of Cerritos, non-profits	Annual allocations	The intent of CDBG funds is to (1) benefit those with low- and moderate-incomes; (2) Aid in the prevention of neighborhood deterioration; and (3) Meet other urgent community development needs due to natural disasters or other emergencies.
501 (c) Bond Funds			Bonds	501(c)(3) revenue bonds are a low-cost, tax-exempt financing resource for capital improvement projects of qualified nonprofit corporations.		Non-profit organization		501(c)(3) revenue bonds are a low-cost, tax-exempt financing resource for capital improvement projects of qualified nonprofit corporations.
Public Works and Economic Development Facilities Program	Public Facilities	The average size of a Public Works investment in FY 2011 was $1.7 million.	Grant	Support the construction or rehabilitation of essential public infrastructure and facilities necessary to generate or retain private sector jobs and investments, attract private sector capital, and promote regional competitiveness, innovation, and entrepreneurship.	Department of Commerce Agency: Economic Development Administration	City of Cerritos, Community services provider	Ongoing, quarterly	
Section 5317 New Freedom Program Variable	Capital and operating costs	$3 million	Formula funded based on population with disability.	Competitive selection of projects that encourage services and facility improvements to address the transportation needs beyond those required by ADA	Federal	City of Cerritos		
Global Climate Change Mitigation Incentive Fund	Any	EDA has allocated $14.7 million to the Global Climate Change Mitigation Incentive Fund		Established to strengthen the linkages between economic development and environmental quality	Economic Development Administration, Department of Commerce	State and local governments, nonprofit organizations		Applicant must demonstrate that the project will be one of the following project types: renewable energy, energy efficiency, reuse/recycling/restoration or green building
Parks								
Recreational Trails Program (Consolidated under Transportation Alternatives in Map-21)	$3 million annually provides monies for recreational trails and trail-related projects. Non-motorized (70%), Motorized (30%).	No max or minimum	Grant	Development/rehabilitation and acquisition of recreational trails and trail-related projects such as trailside and trailhead facilities and trail linkages.	Reauthorized by MAP-21. Administered through the California State Parks	Cities, counties, districts, state and non-profits with responsibilities over public lands.	October. Decisions are made in January	Competitive grant. The maximum amount of RTP funds allowed for each project is 88% of the total project cost.
Land and Water Conservation Fund	Outdoor recreation areas and facilities, especially in urban areas (Bike, parks, trails)	$2 million available in 2012 within California. Grants are typically between $10,000 - $200,000 and averaged approximately $30,000 - $50,000	Reimbursable Grant	Acquisition or development of public outdoor recreation areas and facilities, especially in urban areas (Bike, parks, trails)	National Park Service/ California State Parks	Cities, Counties, agencies authorized to acquire, develop, operate, and maintain park and recreation	Annual - November	50% grant – 50% match requirement. This is a reimbursement program. The applicant is expected to finance the entire project.
Bus and Bus Facilities (5309, 5318)	Bus Facilities, Bus and bus related equipment,	40% of Cost ($2,200,000)	Discretionary Grants to supplement rural and urban area formula grants	Provides capital assistance for new and replacement buses, related equipment, and facilities.	Federal, US Dept of Transportation	City of Cerritos	Metro Call for Projects	Federal share of eligible capital costs is 80 percent of the net capital project cost, unless the grant recipient requests a lower percentage.
Section 5307 Urbanized Area Formula Grants	Bus or rail capital uses		Formula Grants	Formula grants for Urbanized Areas (UZA) designated by the US Census Bureau for public transportation capital investment.		City of Cerritos	Metro Call for Projects	
Prop A (25% Local Return Program)	Exclusively to benefit public transit; expenditures related to fixed route and paratransit services		Distributed to Cities and Counties based on per capita formula	Requires annual project descriptions	Local - Metro	City of Cerritos	Metro Call for Projects. Annual project descriptions required	Exclusively to benefit public transit: expenditures related to fixed route and paratransit services Transportation Demand Management (TDM), Transit Systems Management (TSM), fare subsidy programs that exclusively benefit transit.
Prop C (10% Commuter Rail/Transit Centers/ Park-n-Ride)	Commuter rail planning, construction, operations, transit centers, freeway bus stops, park-n-ride lots, Bond debt service.		Competitive Grants	Generally Metrolink operations and maintenance, but left over fund s are allocated to other projects	Local - Metro	City of Cerritos	Metro Call for Projects	Generally Metrolink operations and maintenance, but left over fund s are allocated to toher projects

It also would be particularly interesting if the City could simultaneously market Cerritos as an overseas location for trade and export and, at the same time, work to integrate an EB-5 regional center into an overall strategy for economic development for the City. Table 7-2 shows a list of EB-5 visas issued and adjusted by region for 2011.

Table 7-2: EB-5 Visas Issued and Adjusted by Region for 2011

EB-5 Visas Issued and Adjusted by Region	FY 2011
Asia	3,035
Europe	211
North America	89
South America	81
Africa	46
Oceania	1
Source: State Department 2011 Visa Statistics	

7.2.2 Developer-Provided Public Benefits

When transit and other public investment help to improve the overall value of an area and there is an interest in denser infill development at a scale beyond the current allowed building envelope, the City should consider extracting developer benefits in exchange for additional development capacity.

Often instituted through development agreements, cities have been able to use this approach to capture additional project amenities, such as additional open and public spaces and construction of parking facilities, other public facilities and infrastructure. This tool works well when there are strong real estate market metrics, limited available land, limited by-right FAR or other development allowances, and the scale and financial capability of the proposed development to support public benefits. If the development is not feasible with the required amount of public benefit, the developer will not move forward with new development.

Cerritos' short-term ability to capture developer-provided public benefits may be limited due to the current overall market climate and the existing by-right FAR capacity. The Los Cerritos Center and much of the area is zoned at 2.5 FAR and currently has sufficient space for parking. As shown in the mixed-use pro forma, developers are able to build profitably within their current by-right capacity. Thus, in the short term it may be difficult to extract developer-provided public benefits.

However, as the Southern California economic climate continues to improve, the desire to add more retail may encourage the mall owners to consider creating parking structure facilities and may incentivize other property owners to intensify their properties. In addition, the public improvements along 183rd Street will bring additional value to the area. One or two successful mixed-use developments can improve the current development financials to the point, where developers may be interested in exchanging reduced parking and/or additional density for public benefits. As described in the previous section, when the transit station is implemented it will bring even greater value to properties in the area. In the long term, there may be the additional capacity to capture developer provided public benefits. The City of Cerritos may consider enacting policies and ordinances that will allow the City to capture future public benefits.

7.2.3 Master Plan-Generated Revenues

While the tax-increment financial tool that allowed redevelopment agencies to capture much of the full value of tax increment over the baseline of the project area value at the time of inception has been terminated, the City of Cerritos will still receive additional taxes from the build out of the master plan. The build out of the master plan may generate millions in sales tax, transient occupancy tax, and additional property taxes.

Tables 7-3 and 7-4 present broad benchmark estimates for potential master plan-generated revenues from sales tax and transient occupancy tax. The figures assume full build out of the master plan, containing approximately 1.1 million square feet of new commercial space. Retail uses are assumed to make up approximately 70 percent or more of the mixed-use areas and include a grocery store. Build out also includes a hotel of approximately 80 to 120 rooms. Based off quarterly sales tax receipt data for the Los Cerritos Center, the Los Cerritos Center generated approximately $430.00 per gross floor area in 2011. 2012 Smith Travel Research hotel data reflects an average daily RevPar (revenue per room) of approximately $93.00 per room across Los Angeles County, which is inline with average Cerritos Sheraton room rates of approximately $130.00 with a 70 percent occupancy rate.

Table 7-4: Project Sales Tax Receipts for Retail excluding Grocery

Projected Sales Tax Receipts	Size	Taxable Sales per Square Feet (SF)	Taxable Sales	Est. Annual Sales Tax Receipts
Retail excluding Grocery	400,000 – 500,000 SF	$400	$160 Million - $200 Million	$1.6 - $2.0 Million

Table 7-5: Project Sales Tax Receipts for Hotel

Projected Hotel Tax Receipts	Rooms	RevPar (Revenue per Room)	Hotel Room Revenues	Est. Annual Transient Occupancy Tax
Hotel	80 – 120 Rooms	$90	$2.6 Million - $3.9 Million	$160,000 - $240,000

At build out the master plan may generate up to $1.6 - $2.0 million in annual sales tax receipts. At a tax-exempt rate of approximately 4%, annual sales tax receipts of $1.6 Million - $2.0 Million across 20 years are worth approximately $23 million - $28 million today.

At build out a hotel of 80 to 120 rooms may generate between $160,000 and $240,000 annually. At a tax-exempt rate of approximately 4%, these projected annual hotel tax receipts are worth approximately $2.1 to $3.1 million today.

The City may want to further explore ways to bond or otherwise leverage these receipts. Sales tax increment and hotel tax increment financing is not used in California, primarily because they would require a general fund obligation pledge from the municipality. However, if proposed developments are in the hands of a couple of major developers, a sales tax or hotel tax abatement can be instituted for an upfront private investment in public benefits.

Any such agreements would have to be carefully explored for the City of Cerritos to fully understand the implications of any proposed tax abatements.

7.2.4 Additional Funding Tools

A. Parking Tools and Public Private Development

Creative parking solutions can be used to help encourage redevelopment within Cerritos. Auto-oriented parking requirements often require more parking spaces than frequently utilized for retail and other developments. Where land is available and affordable, tenants, and thus developers, may prefer to have spaces available for peak periods, but, in infill developments and areas where there are strong market metrics, reduced parking requirements can help developers and owners to increase the leasable and saleable area of their projects, lower construction costs, and improve profit margins.

The City of Cerritos may want to consider a combination of the following parking solutions:

- Shared Parking Program - Shared parking strategies are particularly relevant for mixed-use areas. A shared parking program is a policy that allows the parking spaces to overlap between complementary land uses, i.e. a certain share of parking spaces can count for the parking requirements for both office and residential uses—there are more office users 9am to 5pm while residential users need greater parking after work and on the weekends. These programs can allow for the most efficient use of parking spaces and can allow for a reduction in overall parking requirements.

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Shared parking strategies can be allowed only within single properties (vertically mixed-use) or can be allowed throughout a district. The Los Cerritos Center has sufficient existing parking for their needs. If additional mixed-use projects are located on the property the owners may be interested in sharing existing or future structured parking facilities with the mall. It may be possible that the Cerritos Auto Square may have an interest to work with the Los Cerritos Center in developing new structured parking that allows them to store their vehicle stock for most of the year (April – August are the peak car buying periods), but allows the mall to access the space during the peak retailing season, November – December. In the short to mid-term, developers of properties north of 183rd Street may be interested in shared parking within new vertical mixed-use redevelopments or, in the long term, shared parking with the Los Cerritos Center across the street.

Shared parking allows for a reduction in overall parking spaces that need to be constructed and maintained for new or existing developments. This is in effect a subsidy of the price of the development. This subsidy can help to make projects feasible that might not otherwise be or the City may consider extracting this value in the form of public benefits.

- Parking in-Lieu Fees - A parking in-lieu fee policy allows developers/owners to provide their desired number of parking spaces onsite and allows the developer/owner to voluntarily choose to pay a specified fee rather than provide additional spaces to meet the required parking ratios. Fees can be paid annually (a parking credit) or in a lump sum. The parking in-lieu fees are typically modeled to cover the cost of developing and maintaining parking.

  Fees can be used either to support parking structures or other infrastructure and transportation improvements within the proposed fee district. It should be noted:
  - Parking in-lieu fees work best when required parking ratios are high. The City may not reap sufficient benefit if they allow reduced parking requirements, so the implementation needs to be carefully thought out if parking in-lieu fees are to be used in combination with shared parking strategies.
  - Unless land costs are very high, many developers simply opt to build the required parking onsite. Parking credits (annual fees), for built parking structures seem to work the best.
  - Parking in-lieu fees often do not pay in full for parking structures and usually need to be supplemented with other public funds. In cities such as Santa Monica, in-lieu fees or credits only cover about 20 percent of parking structure costs.

- Parking Benefits District - A Parking Benefits District can be created to manage revenues from parking-in-lieu fees, parking meters, parking taxes, and other assessments. The Parking Benefits District is a tool to help ensure that the revenues generated within the area are spent to improve the area and can help make fees more palatable to businesses within the District. This tool is often used with the implementation of metered parking, either on or off-street, within the district.

B. Special Districts and Impact Fees

Special districts and impact fees can be used to garner additional private funds, beyond current tax receipts, for infrastructure and maintenance focused within the master plan area. The capacity of these tools depends on the interest of property owners and residents to enact additional improvements in the area.

- Benefits Assessment Districts/Special Assessment Districts -Municipalities, counties, and special districts can levy benefit assessments on properties directly benefitting from financed services or improvements, above and beyond citywide general benefits. Benefit assessment districts must be approved by a majority of property owners (weighted by their share of the assessment) and each district includes a benefit formula in which each parcel in the service area is assessed according to the benefit it receives.

  The City of Cerritos may want to consider the development of a landscape improvement benefits district for the improvements and maintenance of the proposed master plan area. A benefits assessment district will aid the city in the initiation and ongoing maintenance of the area.
- Impact Fees - Impact fees are direct charges collected on a one-time basis as a condition of approval from a local authority for new development. The fees must be directly related to the costs arising from the development. Impact fees often include development impact fees, traffic mitigation fees and a variety of infrastructure improvement fees.

  Within the Cerritos Master Plan area, the City may consider the overall costs of the level of infrastructure improvements recommended in the plan and consider the imposition of an impact fee. However, the City would have to look closely at the relationship between the new development and the infrastructure investment.

- Community Facilities Districts - The Mello-Roos Community Facilities Act of 1982 allows any county, city, special district or joint powers authority to establish a Mello-Roos Community Facilities District (CFD). A CFD can be used for the financing of public improvements and services. The CFD requires two-thirds majority vote of residents living within the boundaries of the district. If there are fewer than 12 residents, the vote is conducted of current landowners. Special taxes are charged based on a formula that cannot be directly based on the value of property. Special taxes are charged annually until initial bonded indebtedness is repaid and, after bonds are paid off, a CFD may continue to charge a fee to maintain improvements and services.

  CFD's may be a possible financial tool to help finance the infrastructure improvements in the master plan. CFD's are often used for undeveloped land that is in the hands of only a few owners, with the two-thirds vote requirement, a benefit assessment may be a more expedient funding tool than the CFD.

- Business Improvement District - A property owner business improvement district (BID) is a public/private entity that is directed by businesses and property owner to provide improvements within a specific district. The BID is funded through special assessments paid by property owners within the district, often based on the size of the property and location.

  The purpose of the BID is to provide special services beyond those provided by standard municipal levels within their district boundaries. BIDs typically provide services such as maintenance and cleaning for sidewalks, parks, and open space as well as private security and can provide improvements such as parking facilities, parks, fountains, benches, trash cans, street lighting, and decorations.

  The Old Pasadena's BID is described as one of the key elements of Old Town Pasadena's renaissance in the 1990's. The business and property owners of the BID set the spending priorities to help clean up the area and update street furniture, trees, tree grates, and historic lighting. These initial efforts and ongoing maintenance is funded through revenues from a parking benefits district (in this case funded by metered street parking). A BID can be a useful tool for the management of the master plan area in Cerritos and can be a forum for business/property owners to pursue the improvements that most meet their needs.

7.3 Conclusions

There are a number of funding options for the City of Cerritos to consider in implementing the conceptual master plan. The City will want to pursue a layered approach and further explore the most feasible funding options. A recommended funding strategy may include:

- Leverage federal and state transportation infrastructure development funds. Consider pursuing 2013 Call for Metro Project dollars for basic streetscape improvements along 183rd Street to jump start the area.
- Consider the development strategies discussed in the Economics, Public-Private Partnership and Implementation section and the parking tools in the previous section to position the City favorably for successful transit-oriented, forward-looking development. The City will want to set the land use regulations that will allow the City to extract future public benefits.
- Work with the Cerritos Economic Development Commission to establish and EB-5 Regional Center in Cerritos or partner with an existing EB-5 entity to attract EB-5 investments in the master plan area.
- Combine public funds with opportunities for private interest to pay for the improvements that are important to the district. In the short term, the City should consider benefits assessment districts, fees, and the formation of a business improvement district. While OLDA is in its early stages of planning, the City may also want to move forward any shared parking agendas.

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