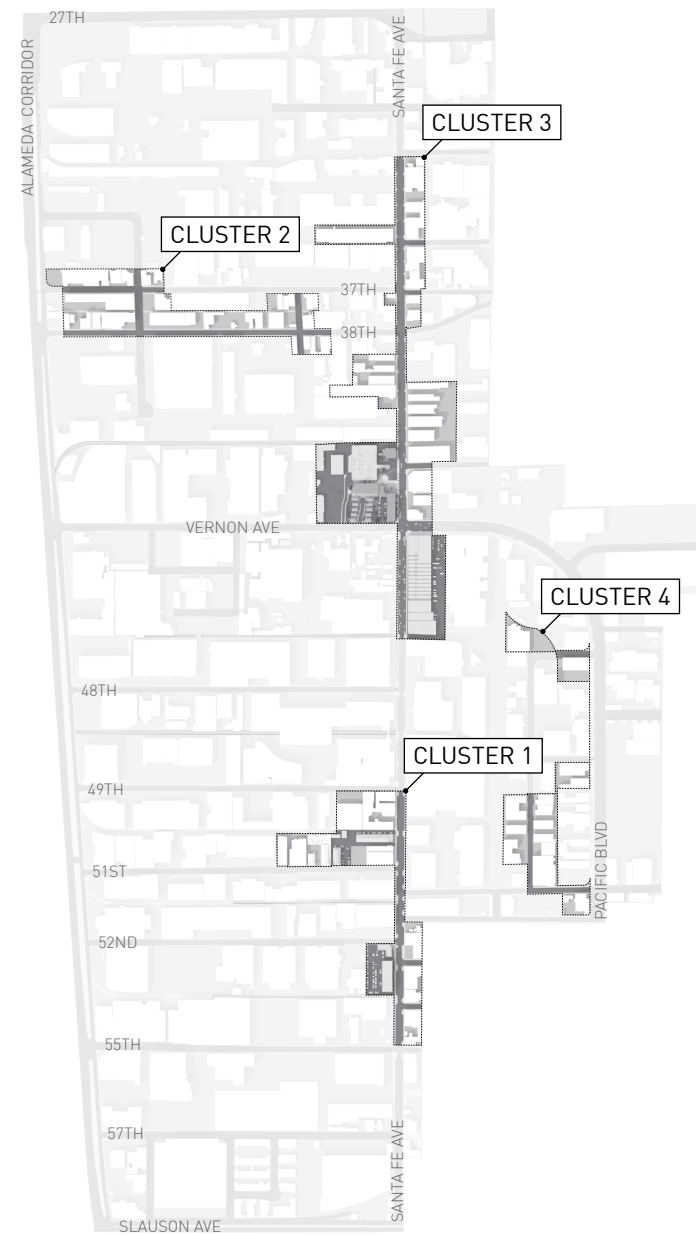




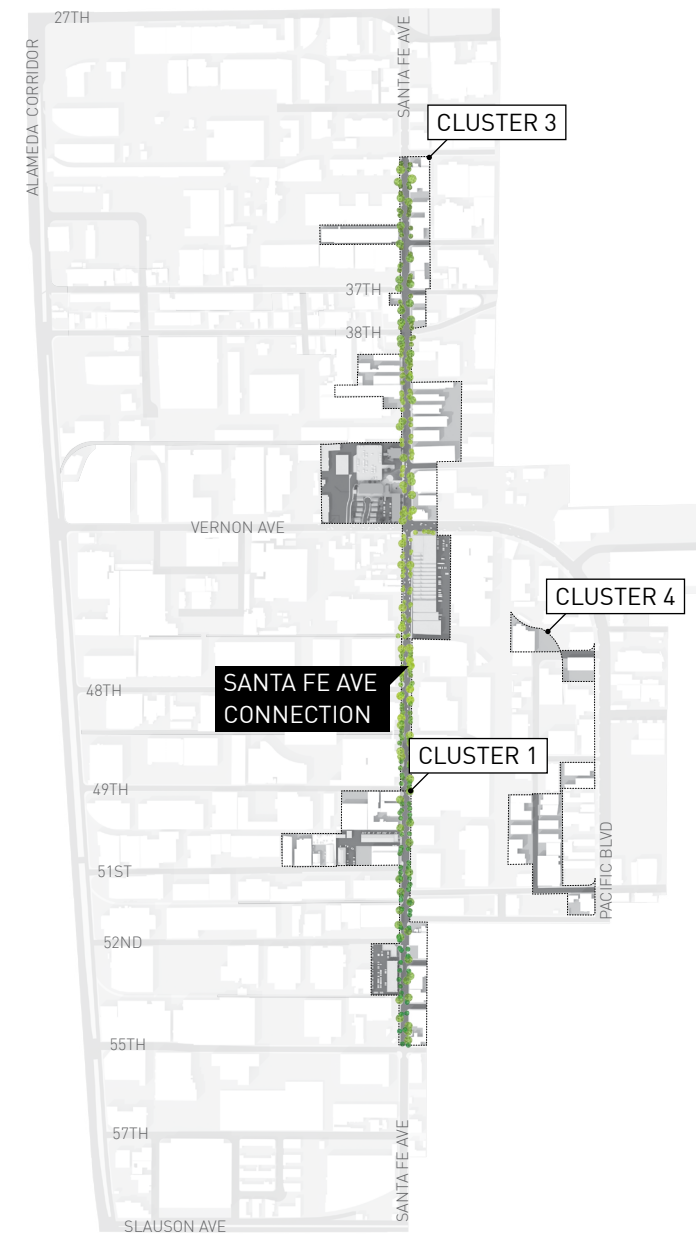
VERNON WESTSIDE SPECIFIC PLAN
STAKEHOLDER PRESENTATION 5
CATALYTIC DEVELOPMENT

WHERE WE'VE BEEN

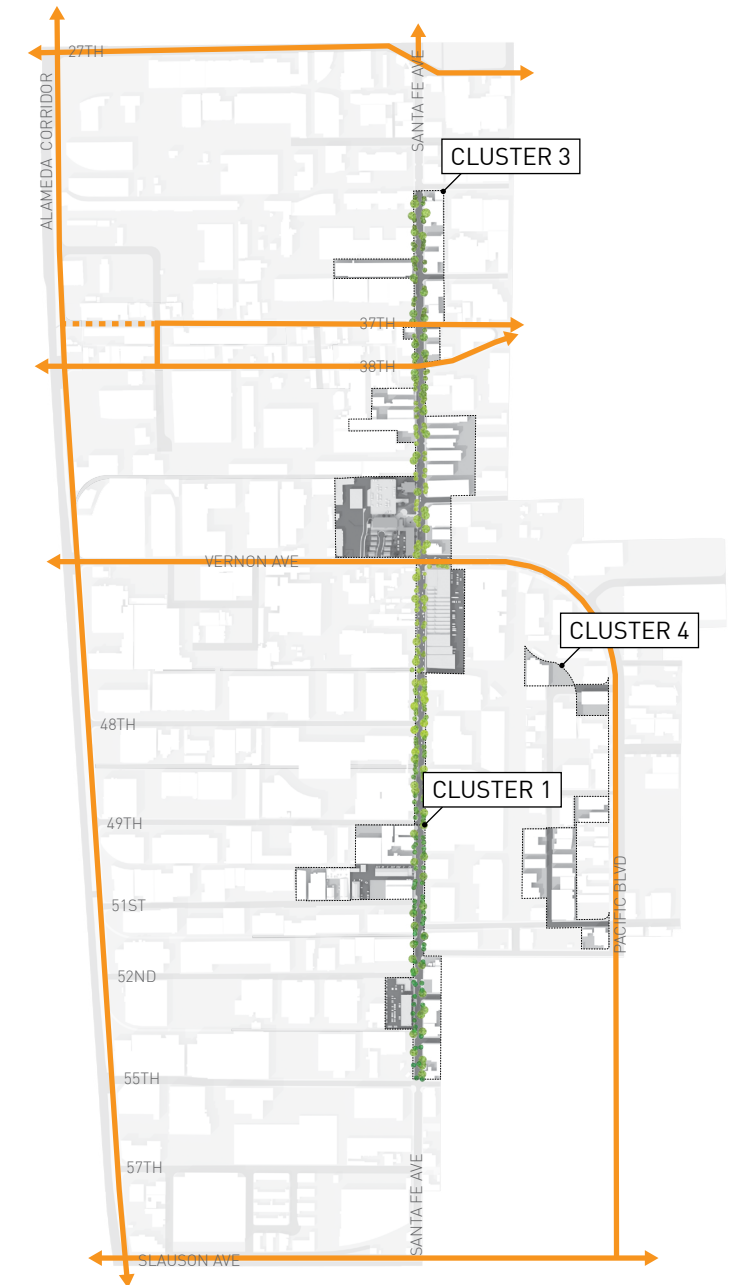
- 1** Identify four clusters of existing buildings with redevelopment potential. Based on discussion with stakeholders' committee, focused on two Santa Fe clusters and Pacific cluster.
- 2** Strengthen Santa Fe as a walkable Main Street that connects clusters and is suitable for a greater diversity of land uses.
- 3** Create a truck route system which guides all but local serving traffic off of Santa Fe Avenue. Improve Alameda East as a primary, functional truck route for the Westside through signal timing and infrastructure changes.
- 4** Identify catalytic sites within clusters and explore development potential.
- 5** Provide a streetscape and open spaces framework for connecting catalytic sites and clusters, other development sites, and regional active and public transportation connections.



1 IDENTIFY CLUSTERS



2 DESTINATION SANTA FE



3 TRUCK ROUTES SYSTEM

- FACTORY/INDUSTRIAL
- RETAIL
- PRODUCTION-RETAIL
- MIXED-USE (RESI/RETAIL)
- RESIDENTIAL
- LIVE-WORK
- OFFICE
- CIVIC
- PUBLICLY-OWNED PROPERTIES
- OPEN SPACE
- BUS STOPS

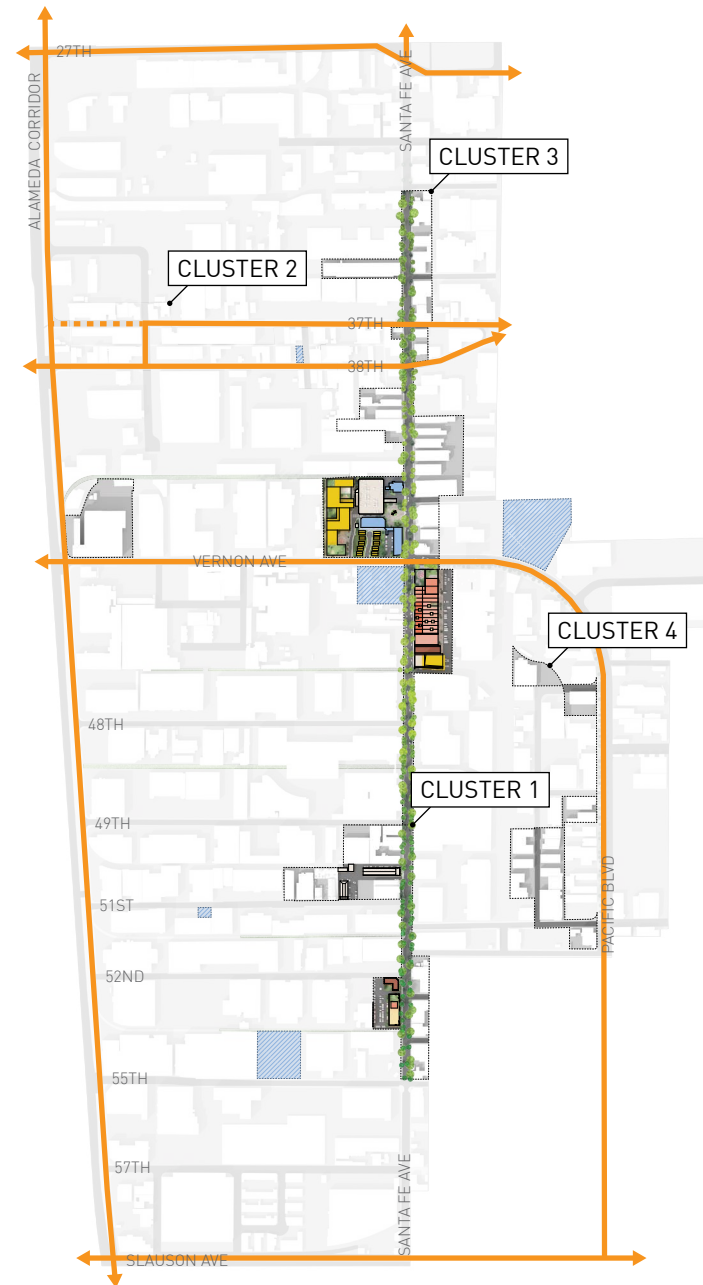


WHERE WE ARE TODAY

THE DEVELOPMENT FRAMEWORK

- 1** Identify four clusters of existing buildings with redevelopment potential. Based on discussion with stakeholders' committee, focused on two Santa Fe clusters and Pacific cluster.
- 2** Strengthen Santa Fe as a walkable Main Street that connects clusters and is suitable for a greater diversity of land uses.
- 3** Create a truck route system which guides all but local serving traffic off of Santa Fe Avenue. Improve Alameda East as a primary, functional truck route for the Westside through signal timing and infrastructure changes.
- 4** Identify catalytic sites within clusters and explore development potential.
- 5** Provide a streetscape and open spaces framework for connecting catalytic sites and clusters, other development sites, and regional active and public transportation connections.

- FACTORY/INDUSTRIAL
- RETAIL
- PRODUCTION-RETAIL
- MIXED-USE (RESI/RETAIL)
- RESIDENTIAL
- LIVE-WORK
- OFFICE
- CIVIC
- PUBLICLY-OWNED PROPERTIES
- OPEN SPACE
- BUS STOPS



4 CATALYTIC DEVELOPMENTS



5 CONNECTED DEVELOPMENT SITES



CATALYTIC DEVELOPMENTS



NOT TO SCALE



CIVIC CENTER / SANTA FE NORTH
CLUSTER 3

CIVIC CENTER / SANTA FE NORTH DEVELOPMENT FRAMEWORK

This cluster is in the northern portion of the Study Area, running along Santa Fe Avenue. The area is comprised primarily of light industrial and commercial buildings, many of which are intact and of good historic character. A number of these assets have already been successfully adaptive re-used into new light manufacturing, distribution, and office uses. The also cluster includes the Vernon Civic Center and adjacent single-family residential, school and church uses.

The area near the intersection of Santa Fe Avenue, Pacific Avenue and Vernon Avenue has the potential to transform into a Civic Center for Vernon, with two major catalytic sites (Civic Center and 4400 Pacific Blvd) creating a node of office, retail, residential and production-retail activity that can serve the entire City of Vernon.

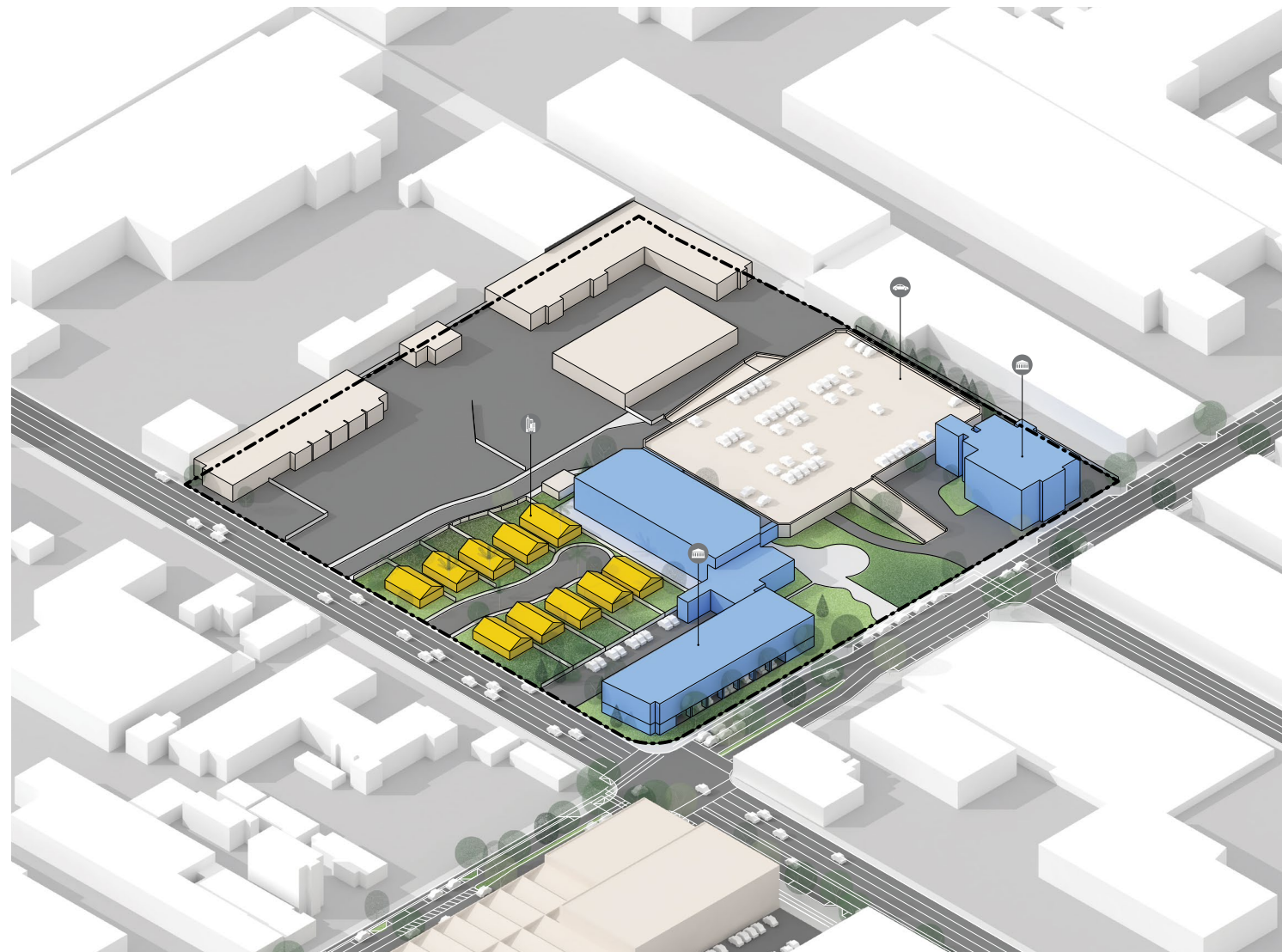
The area north of the Civic Center is the gateway to the City of Vernon from Downtown Los Angeles and the Los Angeles Arts District. Eliminating the center turn lane from this portion of Santa Fe Avenue and replacing it with on-street parking and large canopy shade trees will provide a manageable street environment for some pedestrian activity supporting production-retail and small-scale R&D and creative office activities which already exist in the district or may relocate from the Arts District, as well as limited new retail. Live/work units, drawing from the pattern established by the Santa Fe Arts Colony just beyond Vernon's boundary, are also a natural complement to the land use mix in this area.



CIVIC CENTER EXISTING CONDITIONS

- COLOR LEGEND
- FACTORY/INDUSTRIAL
 - RETAIL
 - RESTAURANTS
 - FOOD HALLS, MARKETS, CO-OPS
 - PRODUCTION-RETAIL
 - MIXED-USE (RESI/RETAIL)
 - RESIDENTIAL
 - LIVE-WORK
 - OFFICE
 - CIVIC/PUBLIC
 - OPEN SPACE

OVERALL AREA	385,000 SF
PARKING AREA (1:375SF)	2 LEVELS X 51,000 SF (GARAGE) + 38,100 SF (BELOW CIVIC + SURFACE LOT) = 140,100 SF (APPROX 374 SPACES)
COMMERCIAL AREA	NONE
CIVIC	61,200 SF
RESIDENTIAL UNITS	15,000 SF (10 SINGLE FAMILY DWELLINGS)
PUBLIC OPEN SPACE	28,000 SF



CIVIC CENTER POTENTIAL RE-DEVELOPMENT

- COLOR LEGEND
- FACTORY/INDUSTRIAL
 - RETAIL
 - RESTAURANTS
 - FOOD HALLS, MARKETS, CO-OPS
 - PRODUCTION-RETAIL
 - MIXED-USE (RESI/RETAIL)
 - RESIDENTIAL
 - LIVE-WORK
 - OFFICE
 - CIVIC/PUBLIC
 - OPEN SPACE



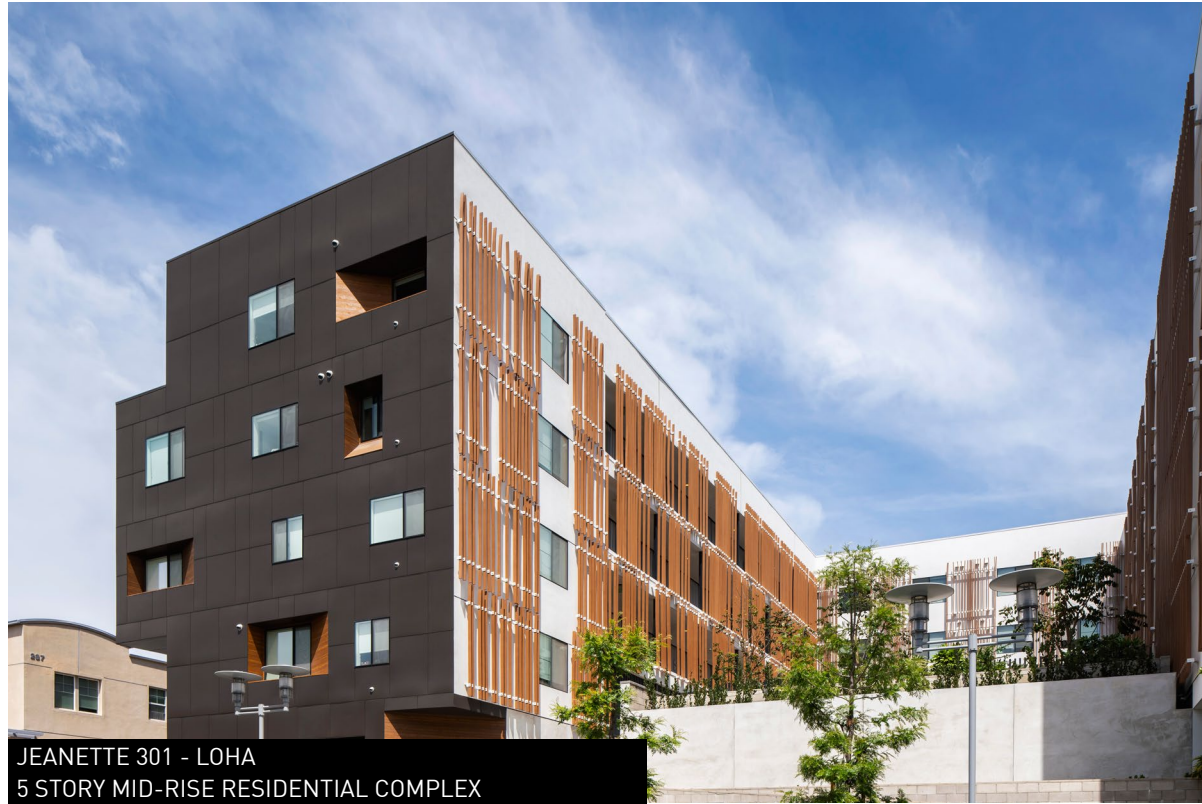
OVERALL AREA	385,000 SF
PARKING AREA	131,100 SF (GARAGE)
RESIDENTIAL PARKING	58,146 SF X 2 A(BOVE GRADE) = 116,292 SF (310 STALLS)
COMMERCIAL AREA	9,000 SF
CIVIC	61,200 SF
RESIDENTIAL AREA	10 SFH + 5 STORY STEPPING MID-RISE 276,000 SF (APPROX 301 UNITS)
OPEN SPACE	28,000 SF + 30,600 SF = 58,600 SF

UNIT BREAKDOWN

600 SF	STUDIO	5%
700 SF	STUDIO	5%
800 SF	1 BD RM	25%
900 SF	1 BD RM	30%
1000 SF	2 BD RM	20%
1200 SF	2 BD RM	15%



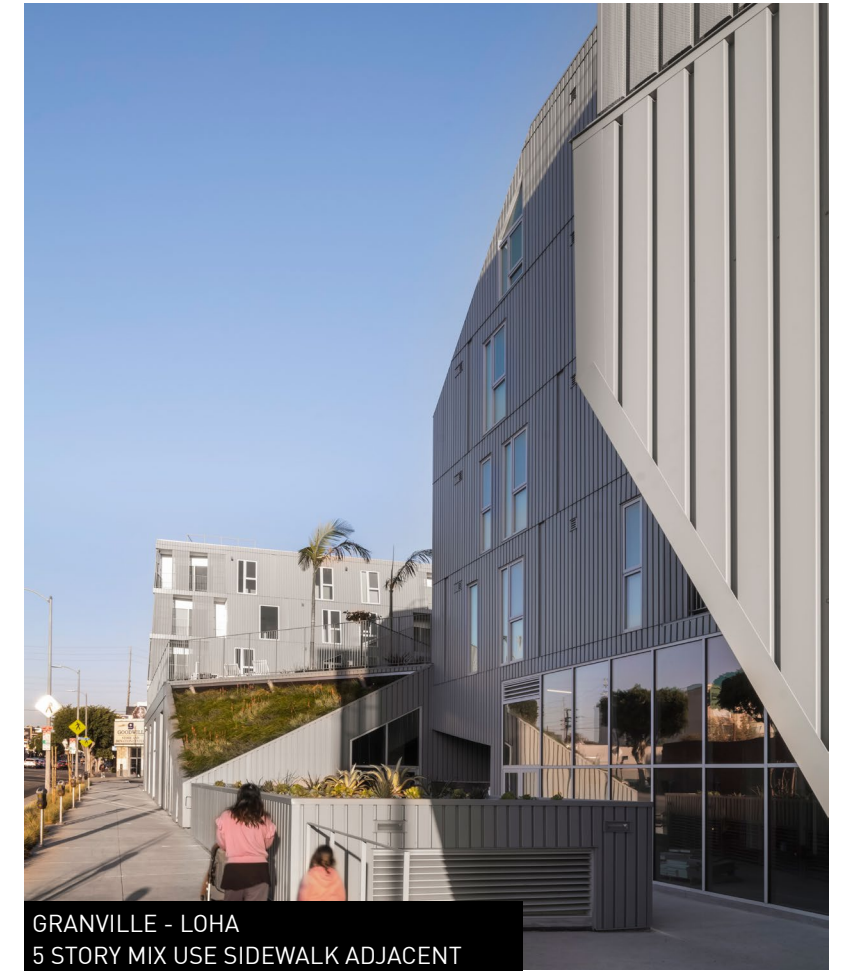
CIVIC CENTER
PRECEDENT IMAGERY



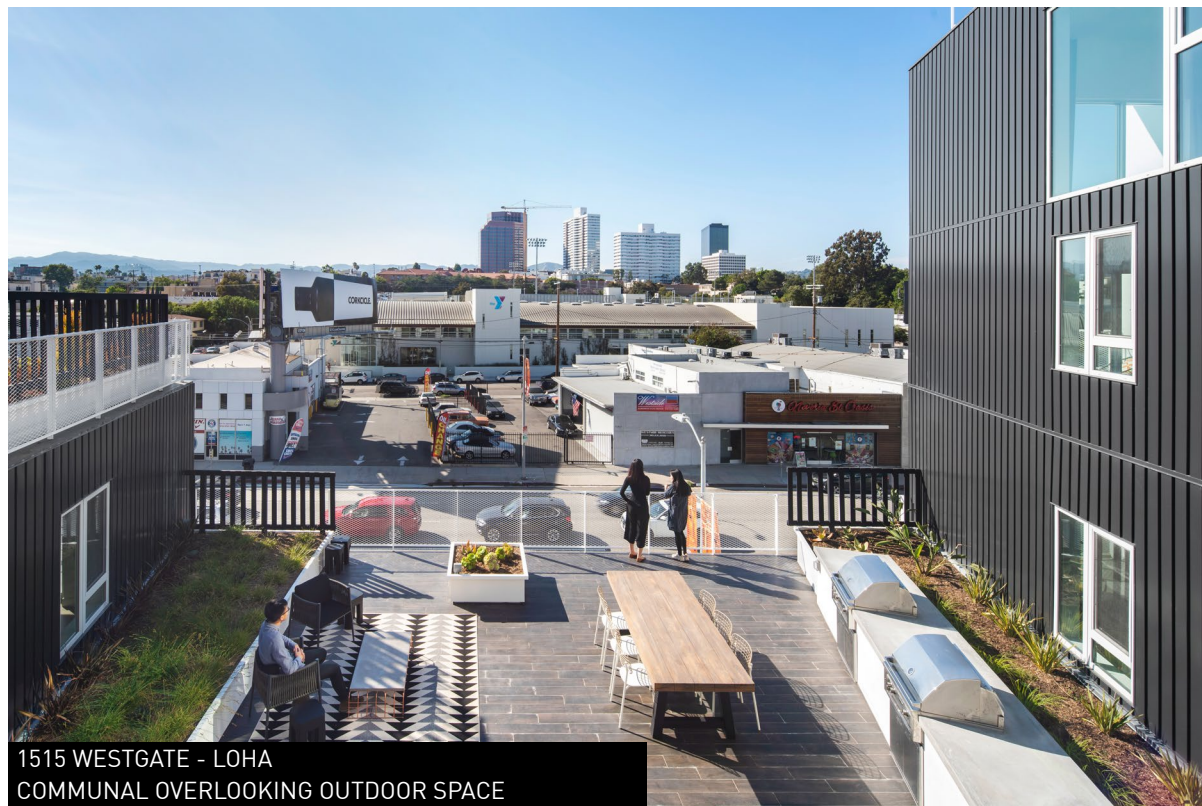
JEANETTE 301 - LOHA
5 STORY MID-RISE RESIDENTIAL COMPLEX



DILLION - LOHA
5 STORY MID-RISE COURTYARD ADJACENT



GRANVILLE - LOHA
5 STORY MIX USE SIDEWALK ADJACENT



1515 WESTGATE - LOHA
COMMUNAL OVERLOOKING OUTDOOR SPACE



JEANETTE 301 - LOHA
5 STORY MID-RISE RESIDENTIAL COMPLEX

Civic Center Site

- Residential parking accommodated through new construction at a rate of 0.9/dwelling unit
- Residential parking rates set based on ITE guidance for vertical mixed-use development and local case studies
- Peak retail parking demand of ~18 spaces can be accommodated on-site + new on-street supply

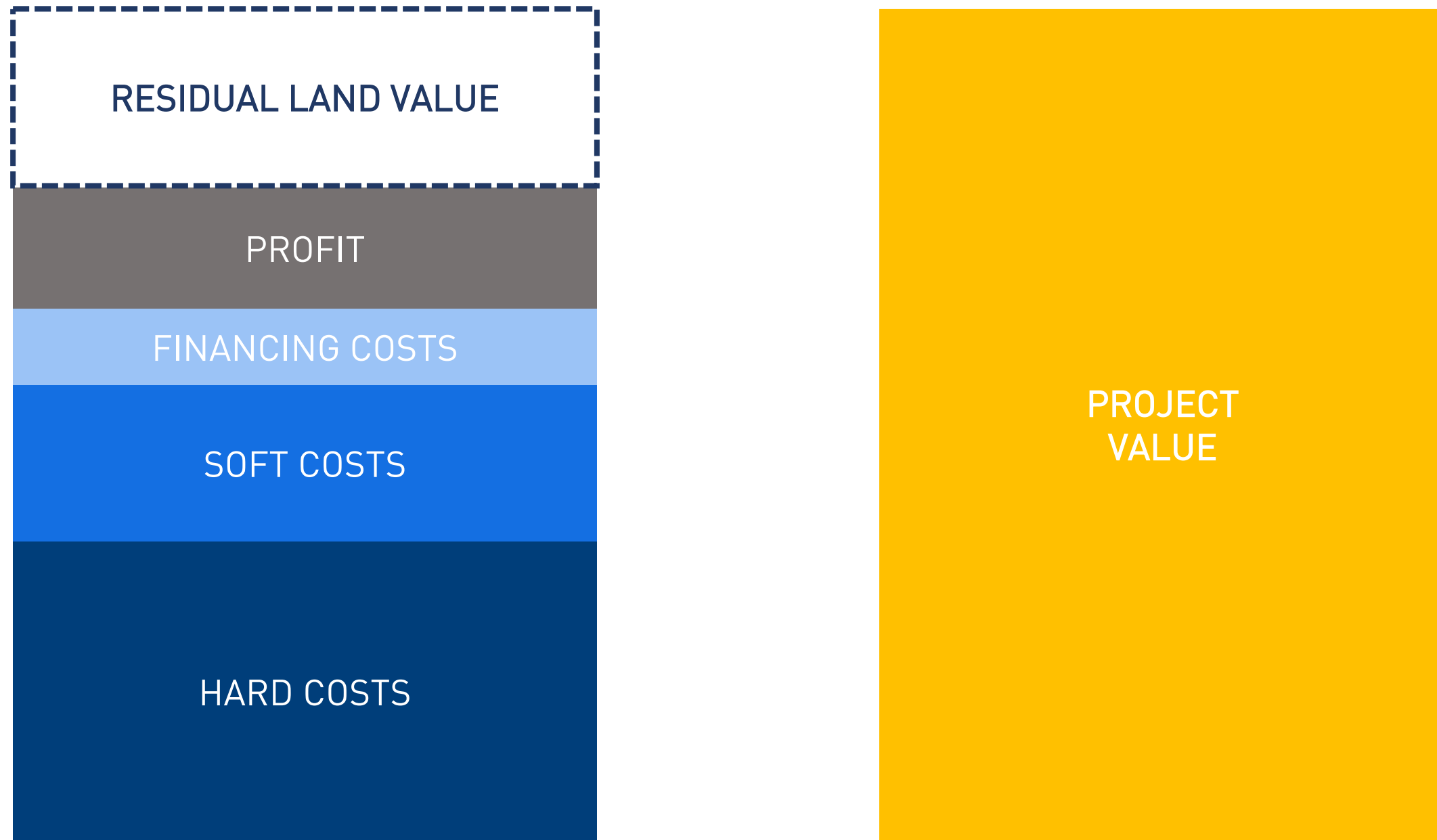
ITE Generation Rates	Spaces per Dwelling Unit
Dense Multi-Use Urban – More Than a Half-Mile from Rail Transit: Mid-Rise (3-10 floors)	0.9
Dense Multi-Use Urban – Within Half-Mile from Rail Transit: Mid-Rise (3-10 floors)	0.71
Dense Multi-Use Urban – More Than a Half-Mile from Rail Transit: High-Rise (11+ floors)	0.55
Dense Multi-Use Urban – Within Half-Mile from Rail Transit: High-Rise (11+ floors)	0.44

Local Mixed Use Min. Requirements	Spaces per Dwelling Unit
Inglewood	1.0
City of LA Tier 2 TOD (near regular bus service)	0.5
Santa Monica	0.5 (maximum)

CIVIC CENTER

FINANCIAL FEASIBILITY APPROACH

Residual valuation is a process for estimating what a developer can afford to pay for land and earn a market-responsive return on investment. Supportable land values are calculated by deducting vertical development costs and an allowance for developer profit from estimated completed development net sale proceeds.



CITY CENTER

Summary

- The low-rise residential development program at City Center meets the City’s goals, achieving a **positive RLV** that approaches market rate land value.
- Developing a large residential project **brings new residents to Vernon**, which will in turn **support future commercial developments**

RLV Calculations

RESIDUAL LAND VALUE		
Project Value		
Total Project Value		\$134,532,910
Less: Cost of Sale	3.0%	(\$4,035,987)
Net Project Value Generated		\$130,496,923
Less: Developer Profit	12.5%	(\$16,312,115)
Less: Total Development Costs		(\$92,050,584)
Residual Land Value		\$22,134,223
Less: Well Relocation		(\$5,300,000)
Less: Streetscape		(\$225,000)
Less: Plaza Redesign		(\$1,070,000)
RLV after Additional Costs		\$15,539,223
RLV Per Land SF		\$40
Return on Cost		6.3%

Note: See appendix for full proforma

Key Findings

Though the RLV of this development does not exceed the market value of land at \$53/SF, **it meets the City’s goal** of a positive RLV.

\$40 RLV Per SF of Land	6.3% Return on Cost
-----------------------------------	-------------------------------

Key Assumptions

	Assumption
Rent ¹	\$3.10/SF per month Residential
	\$25.44/SF per year Retail
	\$26.88/SF per year Office
Hard Costs ²	\$225/SF Residential
	\$162/SF + \$40/SF TI Retail
	\$185/SF + \$60/SF TI Office
Parking ³	\$5,000/space Surface
	\$38,000/space Structured
	\$48,000/space Subterranean

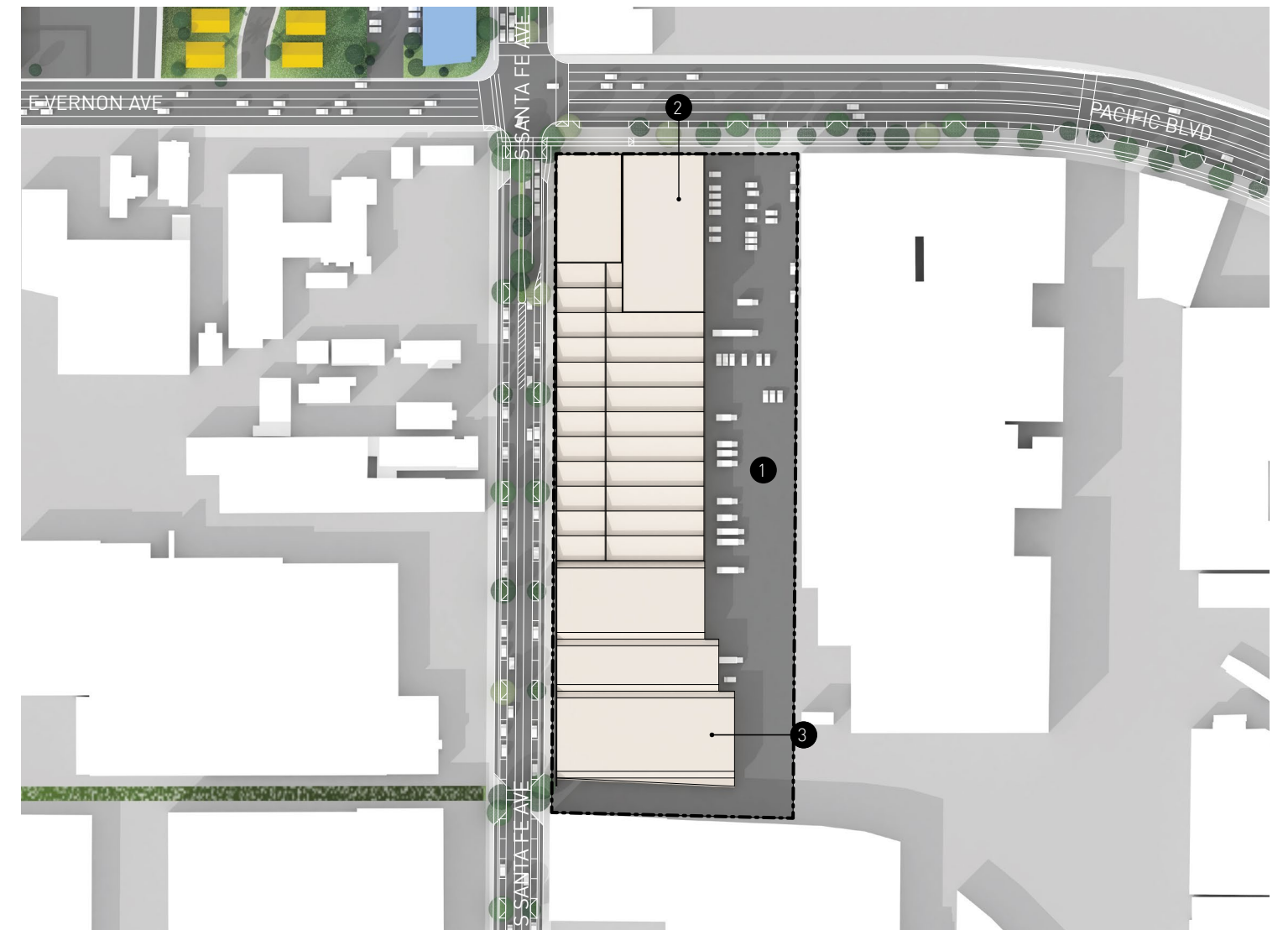
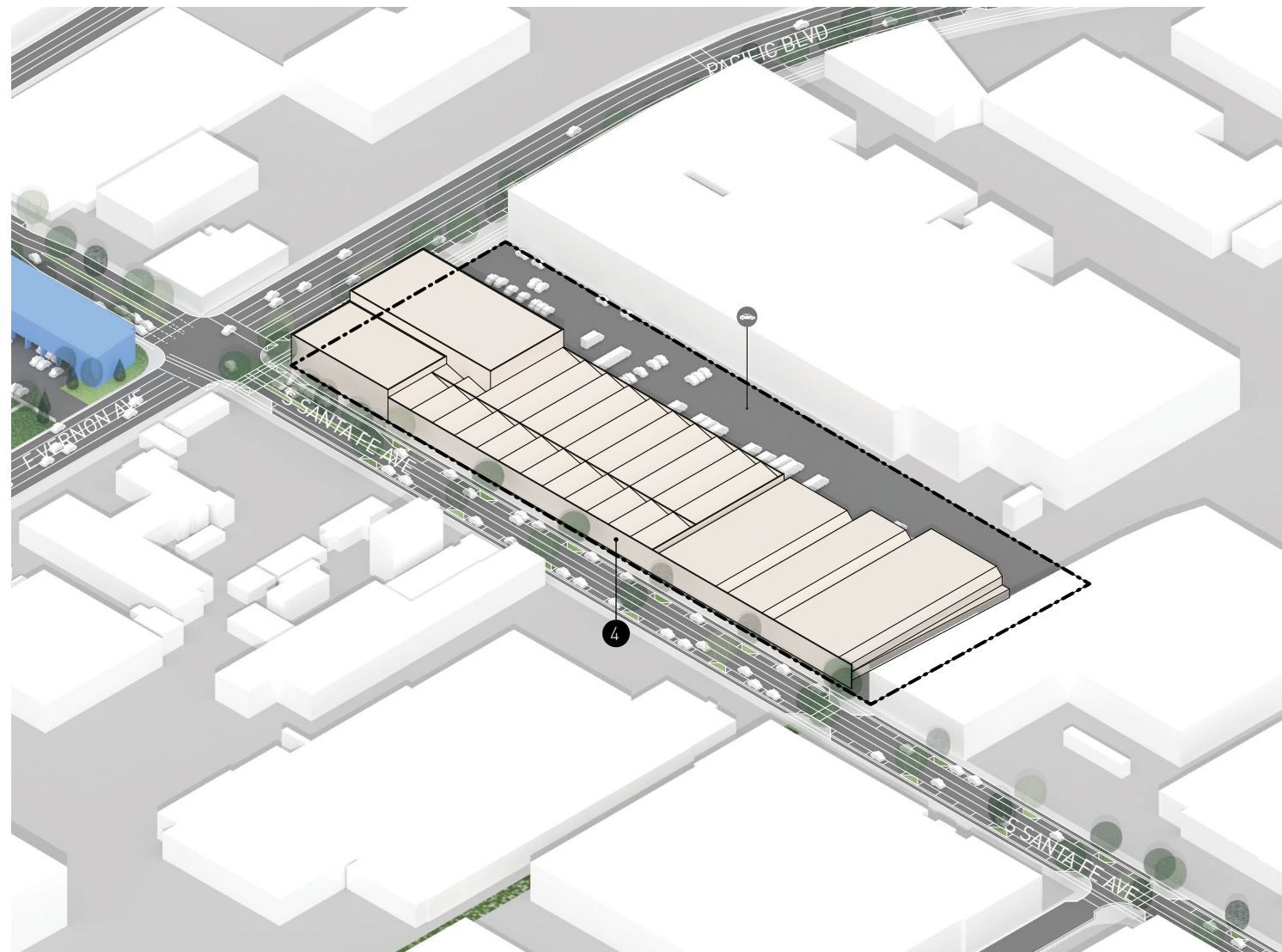
1. Costar
2. Precedent projects in LA County
3. Precedent projects in LA County

4400 PACIFIC BLVD EXISTING CONDITION

- NOTES
1. EXISTING ON-GRADE PARKING
 2. 2-STORY WAREHOUSE
 3. 1-STORY WAREHOUSES
 4. MAINTAIN EXISTING BRICK FACADE

SITE AREA	233,400 SF OVERALL
PARKING	90,600 SF (177 ON GRADE, ON SITE SPACES)
COMMERCIAL AREA	161,200 SF
RESIDENTIAL/ LIVEWORK	0 SF
OPEN SPACE	0 SF

- COLOR LEGEND
- FACTORY/INDUSTRIAL
 - RETAIL
 - RESTAURANTS
 - FOOD HALLS, MARKETS, CO-OPS
 - PRODUCTION-RETAIL
 - MIXED-USE (RESI/RETAIL)
 - RESIDENTIAL
 - LIVE-WORK
 - OFFICE
 - CIVIC/PUBLIC
 - OPEN SPACE

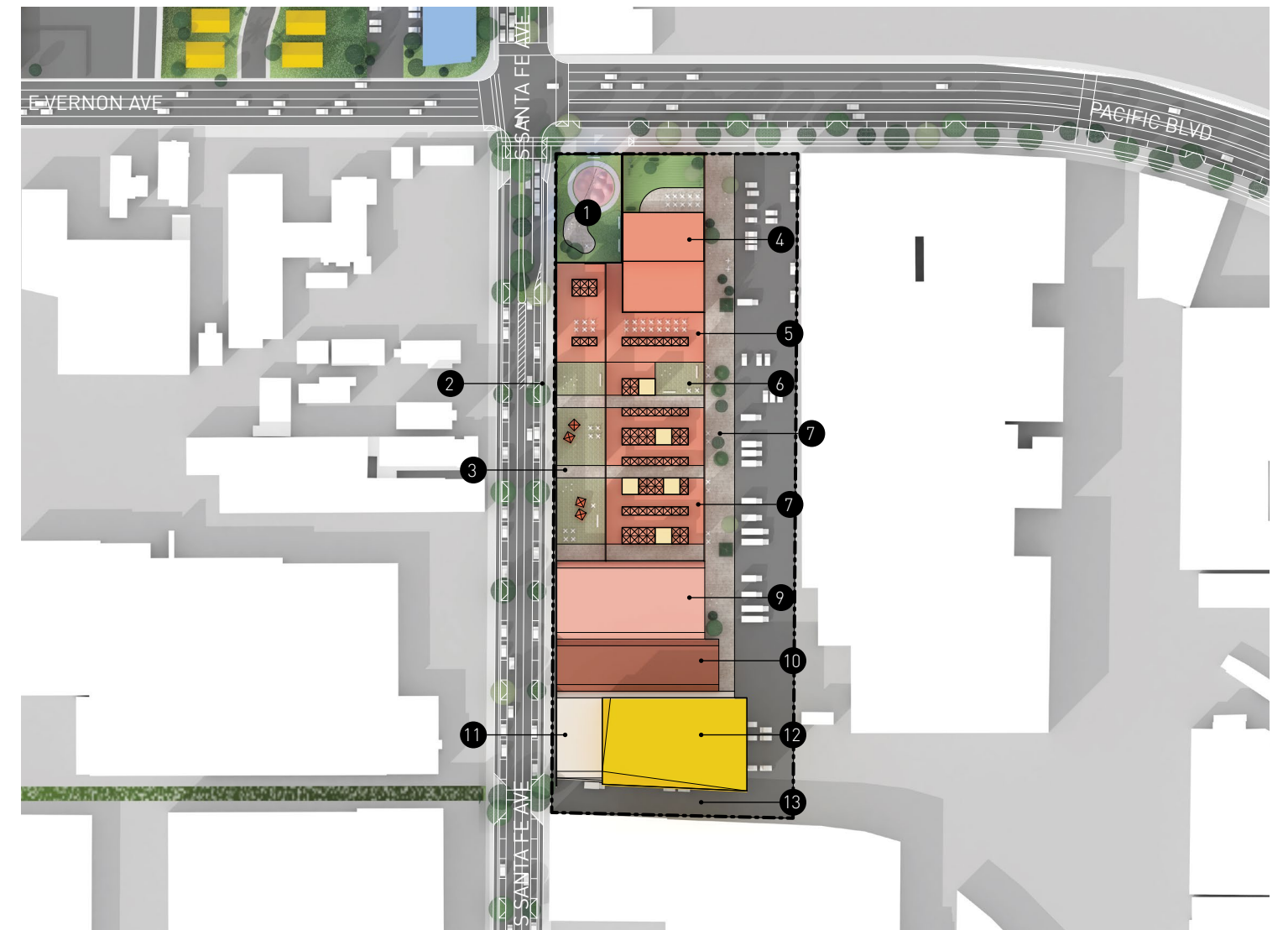


4400 PACIFIC BLVD POTENTIAL RE-DEVELOPMENT

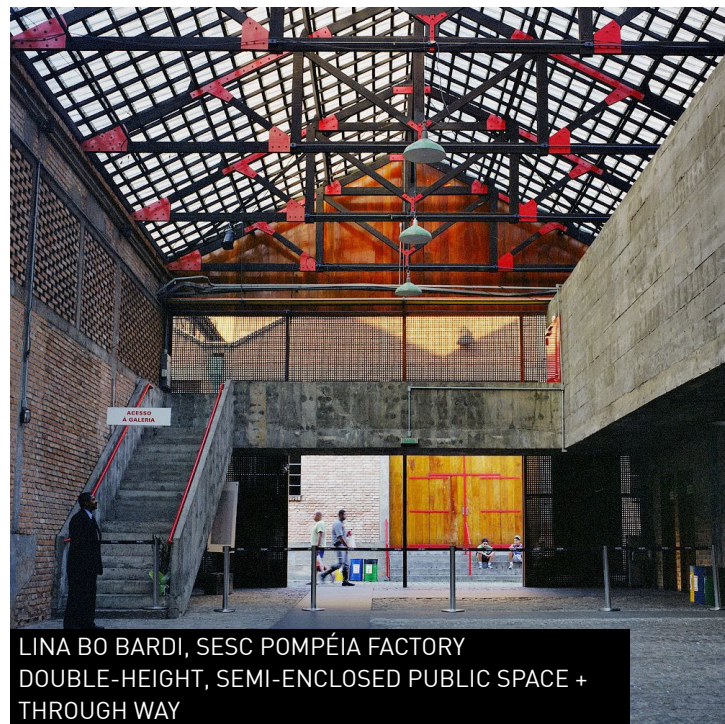
- COLOR LEGEND
- FACTORY/INDUSTRIAL
 - RETAIL
 - RESTAURANTS
 - FOOD HALLS, MARKETS, CO-OPS
 - PRODUCTION-RETAIL
 - MIXED-USE (RESI/RETAIL)
 - RESIDENTIAL
 - LIVE-WORK
 - OFFICE
 - CIVIC/PUBLIC
 - OPEN SPACE

- NOTES
- 1 PUBLIC PLAZA: DEMO AND MAINTAIN FACADE
 - 2 DROP-OFF FOR CONNECTION THROUGH BUILDING
 - 3 CONNECTIONS THROUGH AND TO
 - 4 RESTAURANT, BAR, BREWERY
 - 5 FOOD AND DINING MARKET
 - 6 OUTDOOR SPACE
 - 7 FLEXIBLE OPEN SPACE, CONVERTABLE PARKING
 - 8 CO-OP, FARMER'S MARKET
 - 9 PRODUCTION + RETAIL STOREFRONT
 - 10 TECH / R&D
 - 11 PARKING
 - 12 NEW RESIDENTIAL
 - 13 LOADING

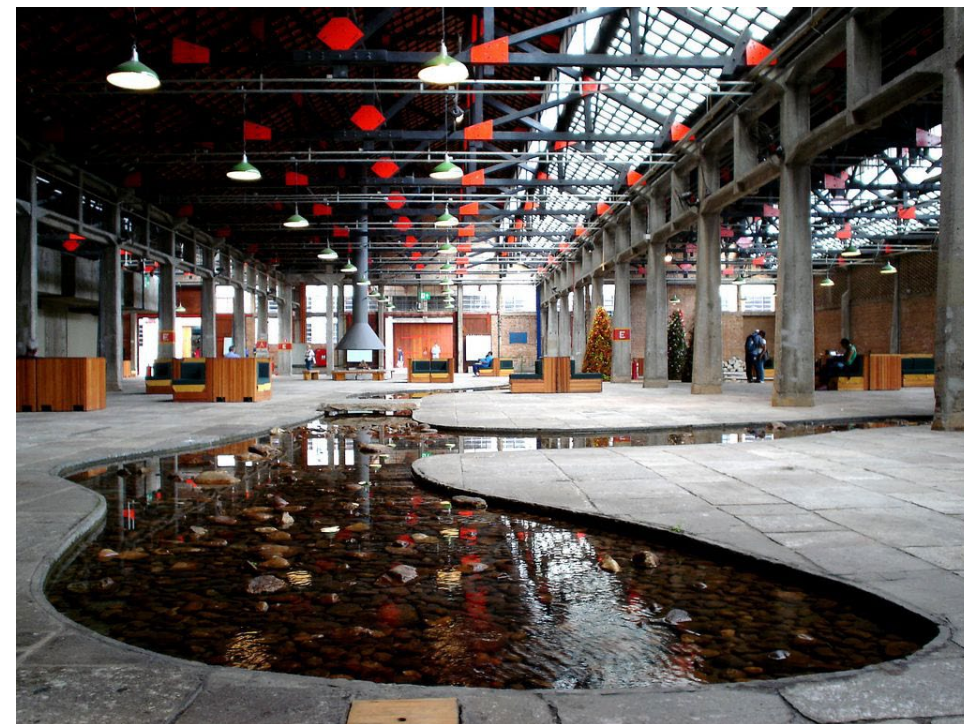
PARKING	90,600 SF (177 ON GRADE, ON SITE SPACES) + 100 (CIVIC CENTER) + 172(CURB SIDE) + 32 (ADJACENT CITY LOT) = 304 (OFFSITE SPACES)
RESTAURANT, BAR, BREWERY	48,000 SF
FOOD/DINING MARKET	15,700 SF
FARMERS MARKET/ CO-OP	23,000 SF
SMALL RETAIL/ RESTAURANT	14,500 SF
PRODUCTION RETAIL	16,800 SF
RESIDENTIAL	60,000 SF
OPEN SPACE	28,800 SF



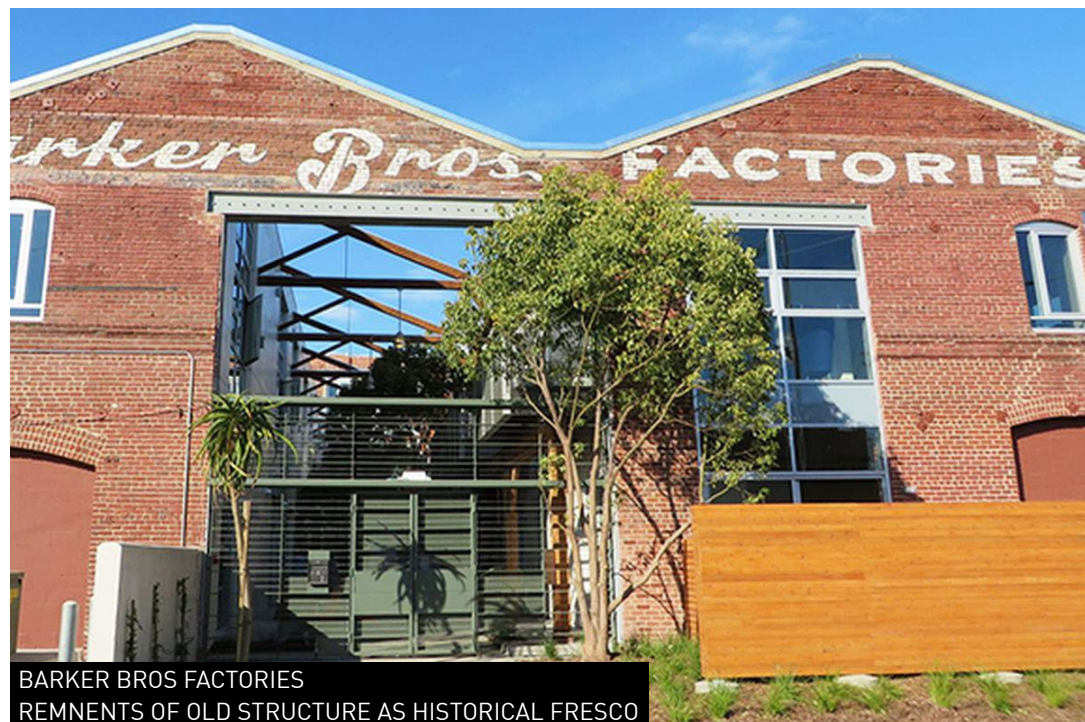
4400 PACIFIC BLVD
PRECEDENT IMAGERY



LINA BO BARDI, SESC POMPÉIA FACTORY
DOUBLE-HEIGHT, SEMI-ENCLOSED PUBLIC SPACE +
THROUGH WAY



NERI & HU, THE WATERHOUSE
ADAPTIVE REUSE + ADDITION



BARKER BROS FACTORIES
REMNENTS OF OLD STRUCTURE AS HISTORICAL FRESCO



SHOP ARCHITECTS, PORTER HOUSE
OLD & NEW JUXTAPOSITION



Parking Demand – How do we estimate it?

Traditional Method

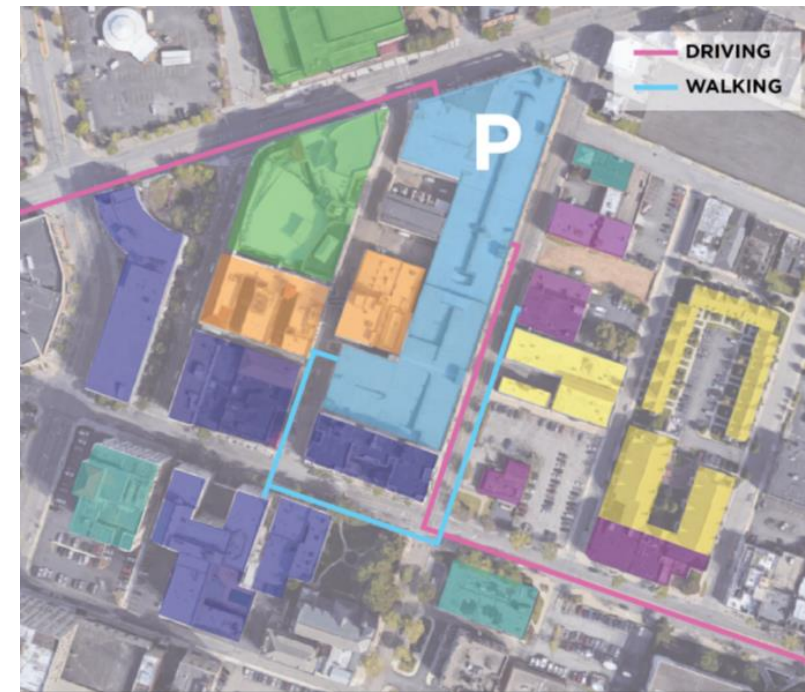
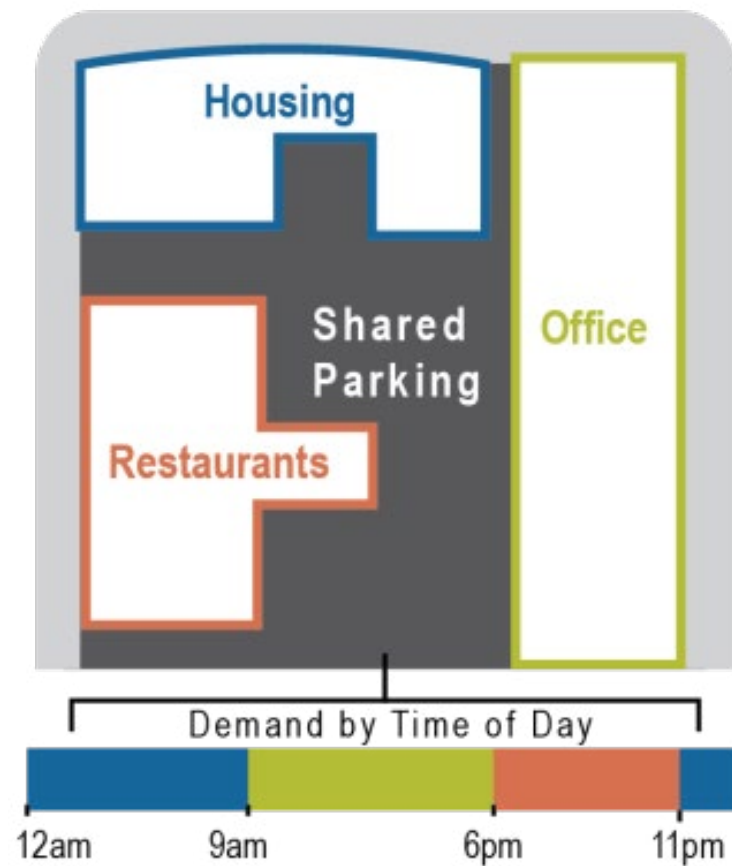
- ITE Parking Generation Rates
 - Spaces per 1,000 SF / housing unit / seats, etc.
 - National case studies inform ITE rates
- Limitations
 - Local context, urban mixed use not directly accounted for
 - Limited sample size
 - Observations can be outdated
 - Not all land uses represented
 - Does not account for parking pricing, transit, or TDM

Shared Method

- Shared Parking Model
 - ITE rates + context-based rates for specific land uses
 - Calibrated for demand by time of day
- Mixed-Use Area Adjustments
 - Captive market effect – “internal capture”
 - Retail/Office employee demand differential
 - Transit Access
 - Employee TDM incentives
- What’s not included?
 - Priced parking
 - Robust TDM package

What is Shared Parking?

- Accommodates a variety of uses with fewer parking spaces due to varying temporal demand peaks (“staggered peaks”)
- Recognizes ease of parking once and walking between uses (“internal capture”)





4400 Pacific Blvd

Land Use	Parking Demand Rate (1k/SF)	Land Use Program	ITE Peak Weekday Demand Projection (unshared)	Shared Peak Hour Demand Projection (Mixed Use)
Farmers Market/Co-Op	2.09	23,000	48	33
Production Retail	0.92	16,800	15	16
Brewery (production)	0.92	8,500	8	
Food and Dining Market	1.95	15,700	31	33
Small Retail Restaurant	1.95	14,500	28	
Restaurant, Bar, Brewery	5	35,800	179	142
Workshare/Tech/R&D	2.39	12,400	30	23
Residential*	1	81 units	N/A	N/A
Total Peak Demand			339	247

Facility	Supply
On-site surface lot	180
On-street Santa Fe South	90
On-street Santa Fe North	34
On-Street Pacific	48
City Hall Garage (daytime public)*	50
Pacific Lot (employees)	32
Total	434

4400 PACIFIC BLVD

FINANCIAL FEASIBILITY ANALYSIS



4400 PACIFIC BOULEVARD

Summary

- The development program at 4400 Pacific Blvd site achieves an **RLV greater than market rate land value**, making it a feasible development scenario.
- **Residential development is crucial** to support the program's more expensive retail development
- **Creative approaches to shared/reduced parking** can significantly impact project feasibility

RLV Calculations

RESIDUAL LAND VALUE

Project Value

Total Project Value		\$98,451,652
Less: Cost of Sale	3.0%	(\$2,953,550)
Net Project Value Generated		\$95,498,103
Less: Developer Profit	12.5%	(\$11,937,263)
Less: Total Development Costs		(\$70,162,299)
Residual Land Value		\$13,398,541
Less: Streetscape		(\$167,250)
RLV after Additional Costs		\$13,231,291
RLV Per Land SF		\$57
Return on Cost		7.3%

Note: See appendix for full proforma

Key Findings

With an RLV that exceeds the market value of land at \$53/SF, this development is **feasible**.

\$57 RLV Per SF of Land	7.3% Return on Cost
-----------------------------------	-------------------------------

Key Assumptions

	Assumption
Rent ¹	\$3.20/SF per month Residential
	\$37.81/SF per year Retail
	\$39.40/SF per year Office
Hard Costs ²	\$225/SF Residential
	\$145/SF+ \$85/SF TI Retail
	\$145/SF+ \$60/SF TI Office
Parking ³	\$5,000/space Surface
	\$38,000/space Structured
	\$48,000/space Subterranean

1. Costar
2. LOHA, precedent projects in LA County, and broker calls
3. Precedent projects in LA County



SOUTH SANTA FE
CLUSTER 1

SOUTH SANTA FE DEVELOPMENT FRAMEWORK

This cluster is located in the southern portion of the Specific Plan Area, along Santa Fe Avenue and extending over time to the west and east. Within this cluster are a number of creative office buildings and retail uses, in addition to existing buildings that would be excellent candidates for reuse in the near future.

As compared to the rest of Vernon, this cluster has several advantages for residential development. First, it is proximate to the residential community in Huntington Park, which already possesses important local services such as grocery stores, pharmacies, public transportation, etc. Secondly, the cluster is located along a stretch of Santa Fe Avenue which can be narrowed from two lanes in each direction to one, adding bike lanes, on-street parking and trees, and creating a walkable, quieter Main Street environment conducive to multifamily residential use.

A key catalytic development site is located at 5201 S. Santa Fe, where a three-story factory building in excellent shape can be transformed into residential use with ground floor restaurant, retail and creative office. A well-executed development on this property could stimulate additional development throughout the cluster, including the site noted at 5051 S. Santa Fe.



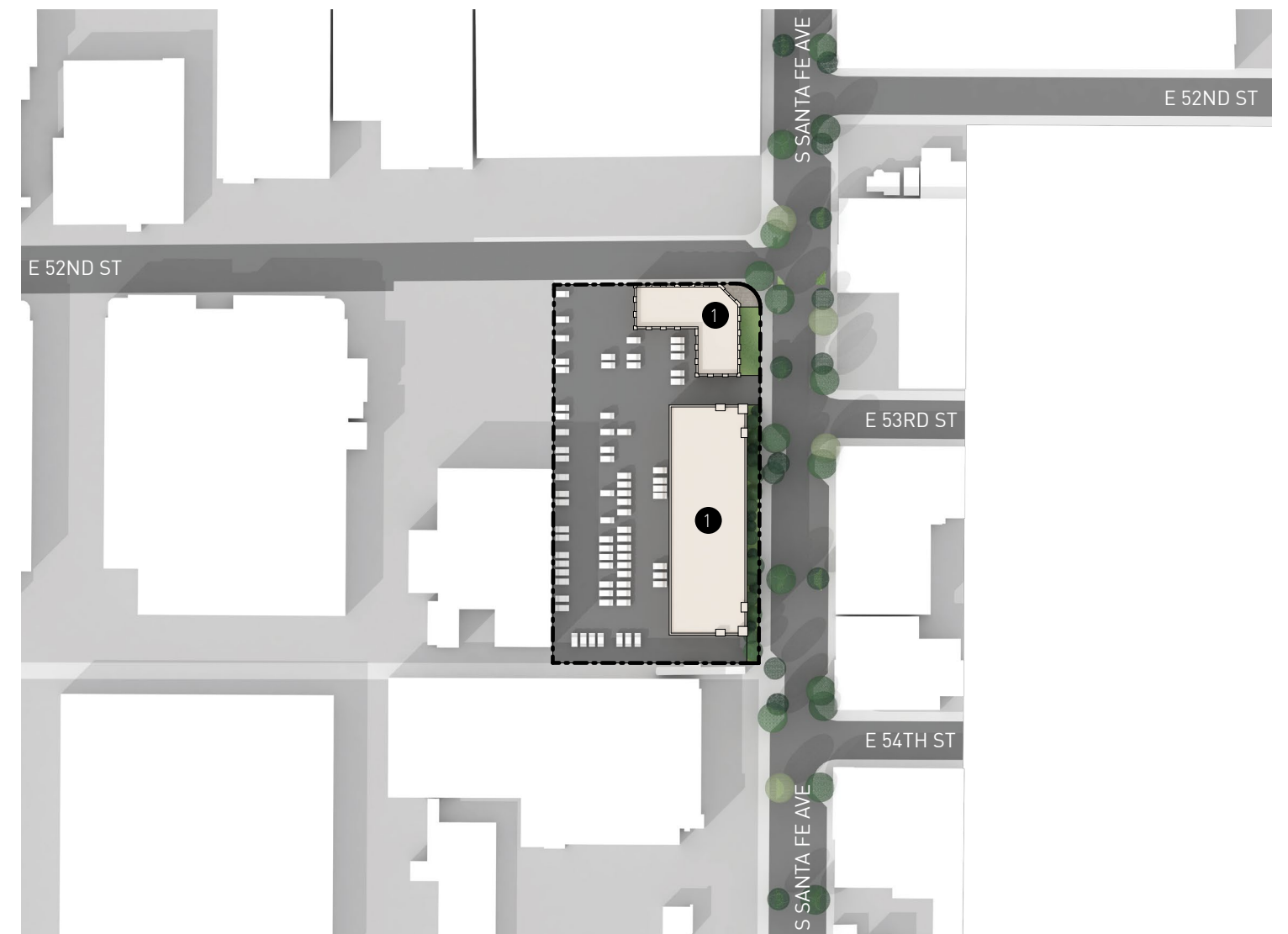
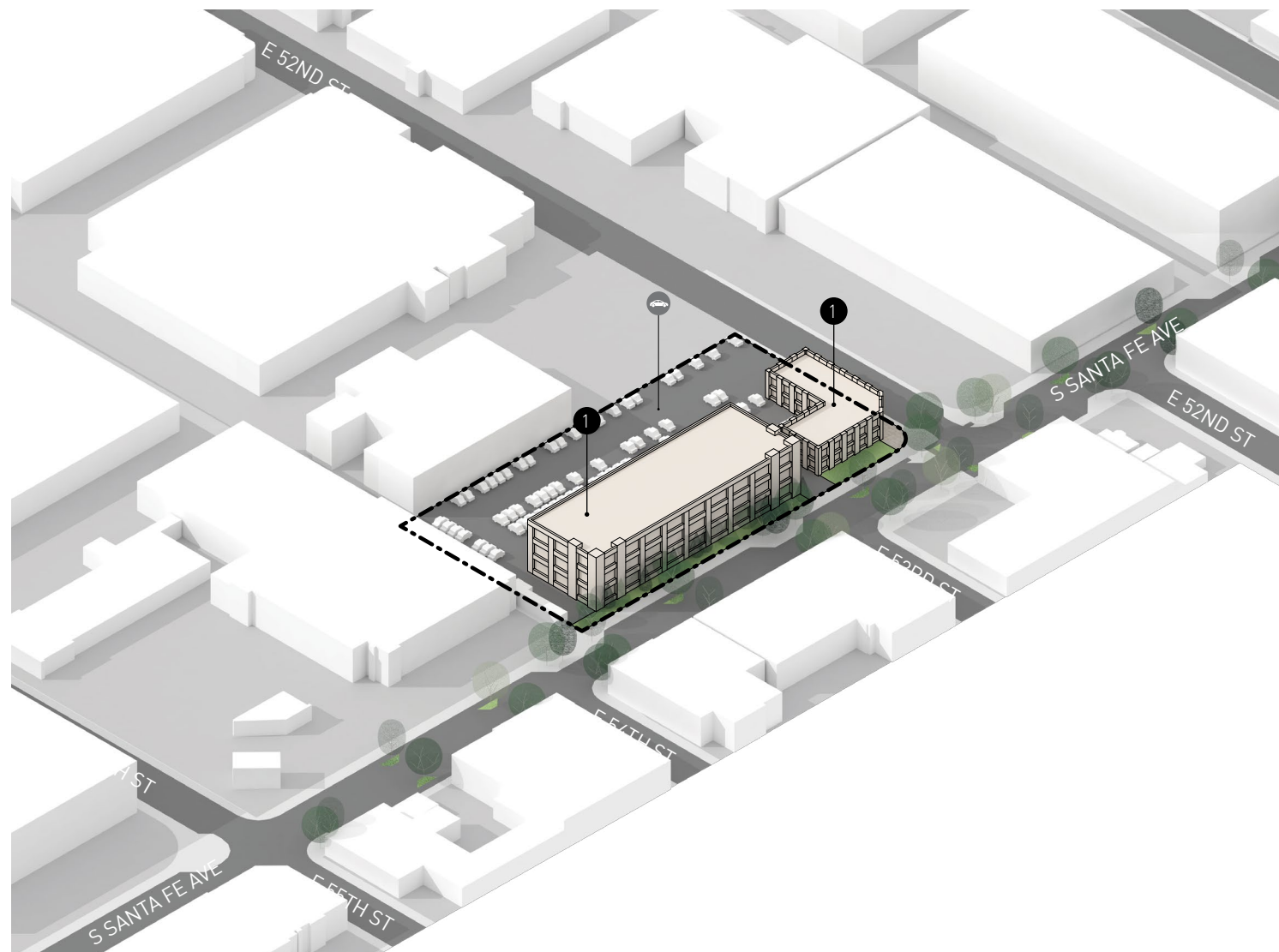
5201 S SANTA FE AVE

EXISTING CONDITION

NOTES
1. EXISTING COMMERCIAL

SITE AREA	85,000 SF OVERALL
PARKING	37,900 SF SURFACE (~101 SPACES)
FACTORY/INDUSTRIAL	7,500 SF X 2 FLOORS (A) + 19,800 SF X 3 FLOORS (B) = 74,400 SF TOTAL
OFFICE	0 SF
RESTAURANT	0 SF
PRODUCTION RETAIL	0 SF
LIVE-WORK	0 SF
OPEN SPACE	0 SF

- COLOR LEGEND
- FACTORY/INDUSTRIAL
 - RETAIL
 - RESTAURANTS
 - FOOD HALLS, MARKETS, CO-OPS
 - PRODUCTION-RETAIL
 - MIXED-USE (RESI/RETAIL)
 - RESIDENTIAL
 - LIVE-WORK
 - OFFICE
 - CIVIC/PUBLIC
 - OPEN SPACE



5201 S SANTA FE AVE POTENTIAL RE-DEVELOPMENT

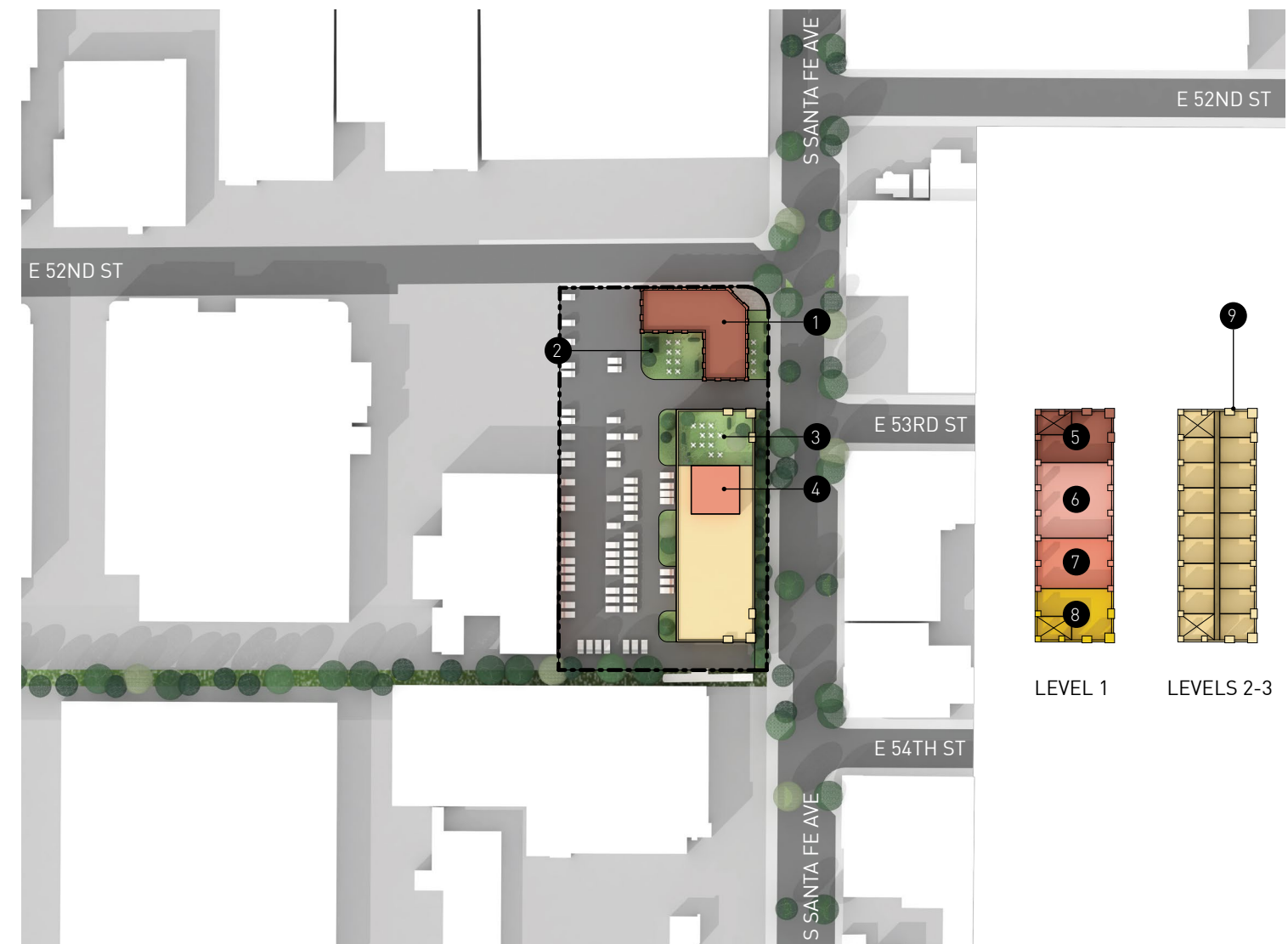
- NOTES
- 1 RESTAURANT (LEVEL 1) AND OFFICE (LEVEL 2 & 3)
 - 2 SHARED PATIO
 - 3 RESTAURANT PATIO / EVENT SPACE
 - 4 ROOFTOP RESTAURANT
 - 5 CREATIVE OFFICE
 - 6 PRODUCTION RETAIL
 - 7 RESIDENTIAL AMENITIES
 - 8 RESIDENTIAL LOBBY
 - 9 LIVE-WORK UNITS
 - 10 MURAL WALL

- COLOR LEGEND
- FACTORY/INDUSTRIAL
 - RETAIL
 - RESTAURANTS
 - FOOD HALLS, MARKETS, CO-OPS
 - PRODUCTION-RETAIL
 - MIXED-USE (RESI/RETAIL)
 - RESIDENTIAL
 - LIVE-WORK
 - OFFICE
 - CIVIC/PUBLIC
 - OPEN SPACE



- SITE AREA
- PARKING
 - FACTORY/INDUSTRIAL
 - OFFICE
 - RESTAURANT
 - PRODUCTION RETAIL
 - LIVE-WORK
 - OPEN SPACE

85,000 SF OVERALL
37,900 SF SURFACE (~101 SPACES)
0 SF
7,043 SF
 7,043 SF GF RESTAURANT (~227 SEATS) + 2,500 SF ROOFTOP RESTAURANT (~78 SEATS) = **9,543 SF** TOTAL
6,318 SF
 38,880 SF (32 UNITS) + 4,212 SF AMENITIES + 4,212 SF LOBBY = **47,304 SF** TOTAL
 3,170 SF GF SHARED PATIO + 4,620 SF ROOFTOP PATIO = **7,790 SF** TOTAL



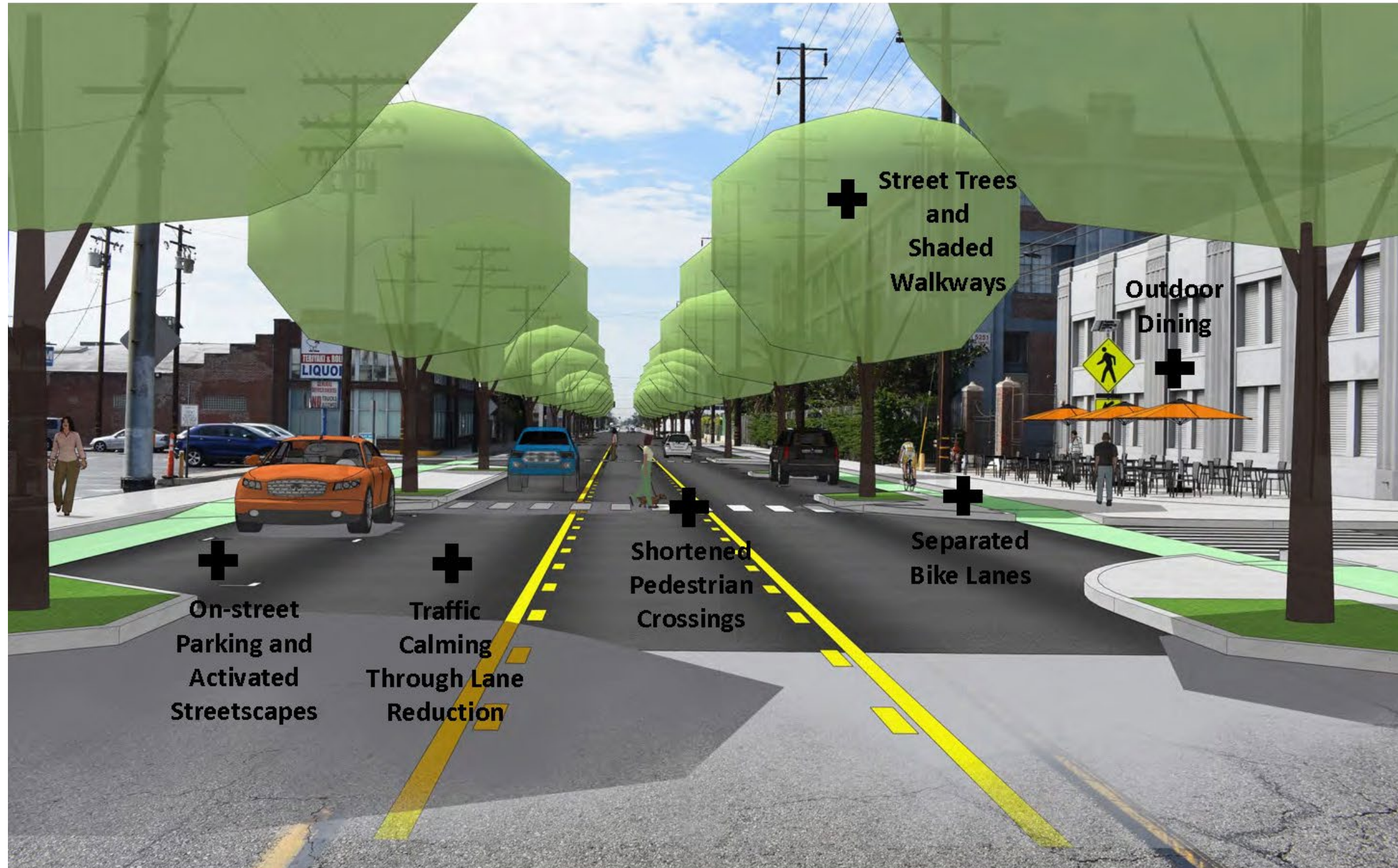
5201 S SANTA FE AVE
PRECEDENT IMAGERY



5201 S SANTA FE AVE
SANTA FE AVE - BEFORE



5201 S SANTA FE AVE
SANTA FE AVE - AFTER



5201 S Santa Fe Ave

Land Use	Parking Demand Rate (1k/SF)	Land Use Program	ITE Peak Weekday Demand Projection (unshared)	Shared Peak Hour Demand Projection (Mixed Use)
Production Retail	0.92	6,318	6	4
Restaurant w/ roof dining	5	9,543	48	38
Office	2.39	7,043	17	11
Residential*	1	32	N/A	N/A
Total Peak Demand			70	53

Facility	Supply
On-site surface lot	69
On-street**	135
Total	204

5201 S SANTA FE AVE

FINANCIAL FEASIBILITY ANALYSIS



5201 S SANTA FE AVENUE

Summary

- The development program at 5201 S Santa Fe Avenue achieves an RLV that nearly doubles market rate land value, signaling the potential of similar programs in Vernon.
- It is important to note that rent levels may be less initially but could also exceed these assumptions in the long term.

RLV Calculations

RESIDUAL LAND VALUE

Project Value

Total Project Value		\$32,330,816
Less: Cost of Sale	3.0%	(\$969,924)
Net Project Value Generated		\$31,360,891
Less: Developer Profit	12.5%	(\$3,920,111)
Less: Total Development Costs		(\$18,873,823)
Residual Land Value		\$8,566,957
Less: Streetscape		(\$167,250)
RLV after Additional Costs		\$8,399,711
RLV Per Land SF		\$99
Return on Cost		8.4%

Note: See appendix for full proforma

Key Findings

With an RLV that exceeds the market value of land at \$53/SF by nearly double, this development is **feasible**.

\$99 RLV Per SF of Land	8.4% Return on Cost
-----------------------------------	-------------------------------

Key Assumptions

	Assumption
Rent ¹	\$3.20/SF per month Residential
	\$37.81/SF per year Retail
	\$39.40/SF per year Office
Hard Costs ²	\$225/SF Residential
	\$162/SF + \$85/SF TI Retail
	\$185/SF + \$60/SF TI Office
Parking ³	\$5,000/space Surface
	\$38,000/space Structured
	\$48,000/space Subterranean

1. Costar
2. LOHA, precedent projects in LA County, and broker calls
3. Precedent projects in LA County



OTHER AREAS OF INTEREST

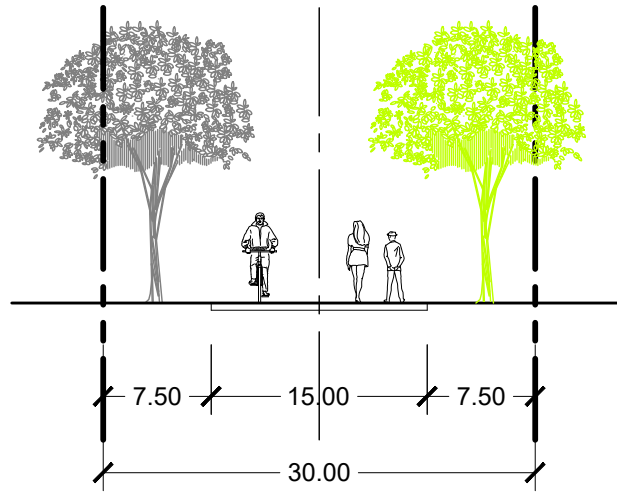
1925 E VERNON AVE - CLUSTER 2

NORTH SANTA FE AVE - CLUSTER 3

PACIFIC BLVD - CLUSTER 4

1925 E VERNON AVE

CLUSTER 2



PROPOSED SECTION - GREENWAY CONNECTION (30')



- TARGETED LAND USES:
- CREATIVE OFFICE
 - LIVE WORK

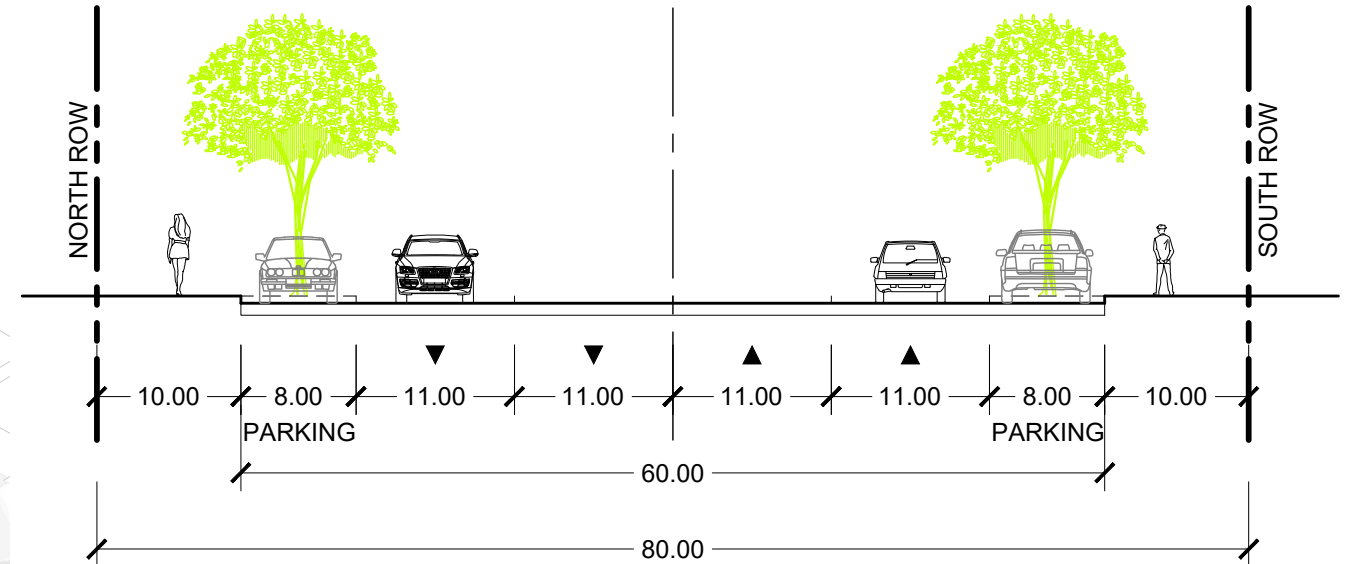
1925 E VERNON AVE



NORTH SANTA FE AVE

CLUSTER 3

- TARGETED LAND USES:
- PRODUCTION RETAIL
 - R&D (EXISTING REFURBISHMENT)
 - CREATIVE OFFICE
 - ARTIST LIVE WORK



PROPOSED SECTION - SANTA FE NORTH BUFFERED STREETScape AND STREET PARKING



PACIFIC BLVD

CLUSTER 4





CONCLUSIONS

CONCLUSIONS

KEY TAKEAWAYS



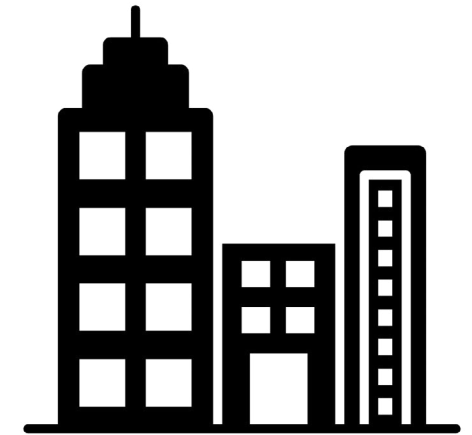
Nonindustrial developments can achieve RLVs that meet and even slightly exceed market rate land values. Though initial developments in the area may command rents that lag their long-term potential, these projects can catalyze future development that is even more profitable.



Creative solutions that facilitate shared and/or reduced parking increase project feasibility.



Residential development is a key driver of commercial feasibility. In a development program, residential uses can help subsidize more expensive retail construction components. In addition, new residential development will bring in new residents that further support commercial uses.



The west side of Vernon can support a variety of land uses. Achieving a broader mix of uses will make the district more attractive, in turn further increasing the feasibility of each land use.

EVALUATION OF CATALYTIC DEVELOPMENT STRATEGY



Project Goal	Evaluation
1. Reinvigorate the City’s competitive advantage as a center of production	Yes. Vernon’s production economy will be invigorated by people-centric environments that attract talent and stimulate innovation.
2. Strengthen and provide long-term stability to the City’s fiscal position	Yes, tentatively. Retail amenities will generate sales tax.
3. Increase the residential population in order to increase access to proportionally allocated Federal and State funding, to strengthen the City’s governance by providing more voters and candidates for elected office, and to help meet regional housing needs.	Yes. Catalytic site developments would add ~400 residential units.
4. Diversify and reorient the Westside’s land uses to take advantage of changes in the economic landscape of Southern California	Yes. Additional land use flexibility will increase property values.
5. Increase amenities available to local residents and workers	Yes. Retail and open space amenities will fill long-term voids in the community.
6. Create a physical environment that is supportive of diversified land uses, welcoming to the larger region, and enhancing to the City’s image and identity.	Yes. Physical changes will be focused on Santa Fe, minimizing disruption to industrial businesses.