



downtown hawthorne specific plan

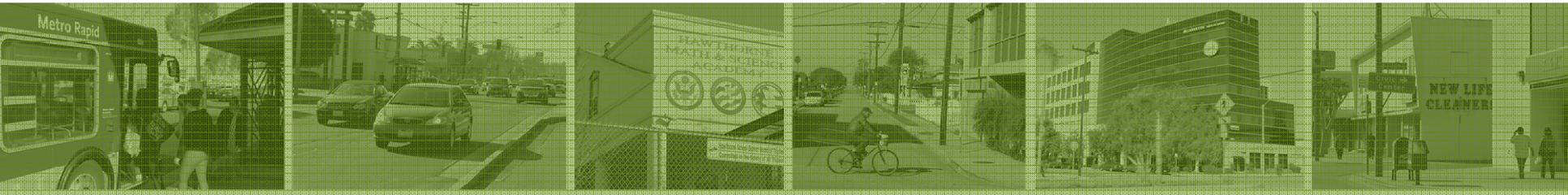


Draft Specific Plan Framework

March 13, 2014

- I. Process and Input
- II. Specific Plan Framework Structure
- III. Vision Elements and Strategies
 - A. Prosperous
 - B. Connected
 - C. Healthy
 - D. Attractive
 - E. Inclusive
- IV. Transformative Projects
- V. Next Steps

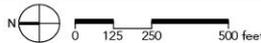
I. Process and Input



Downtown Specific Plan Area



Planning Area



- Legend**
- City Boundary
 - Planning Area
 - Major Retail/Grocery Store
 - School/Institution
 - Park/Open Space



This Draft Specific Plan Framework represents a milestone step in the development of the Downtown Hawthorne Specific Plan.

It reflects major community input to date, outlines key emerging plan components, and provides a framework for further detailed plan development. It is intended to spur additional discussion, feedback and refinement during Public Workshop #2 and upcoming meetings with stakeholders and the Planning Commission.

Once refined, the framework will be used to develop the draft Downtown Hawthorne Specific Plan in Spring 2014.

1

Discovery

Background research, community intercepts and visioning

Summer 2013

2

Foundation

Public planning charrette, planning and design concepts, and economic analysis

Fall 2013 –
Winter 2014

3

Plan Preparation

Initial draft specific plan and community input on plan concepts

Spring –
Summer 2014

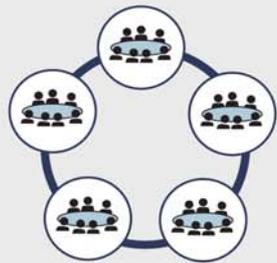
4

Public Review and Approvals

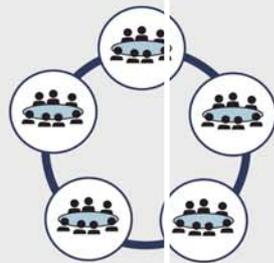
Environmental impact report (EIR) and formal public hearings

Fall 2014

Community Outreach and Participation



Community Visioning Sessions



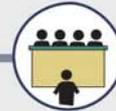
Focus Groups



Public Workshop #1:
Planning Charrette



Public Workshop #2:
Preliminary Plan
Concepts



Public Workshop #3:
Study Session with City
Council and Planning
Commission



Public Workshop #4:
Draft Specific Plan



Public Workshop #5:
Final Draft Specific
Plan Open House



City Council and
Planning Commission
Sessions

Summer – Fall 2013

Winter 2014

Spring – Summer 2014

Fall 2014

Join the Conversation Online!

Website

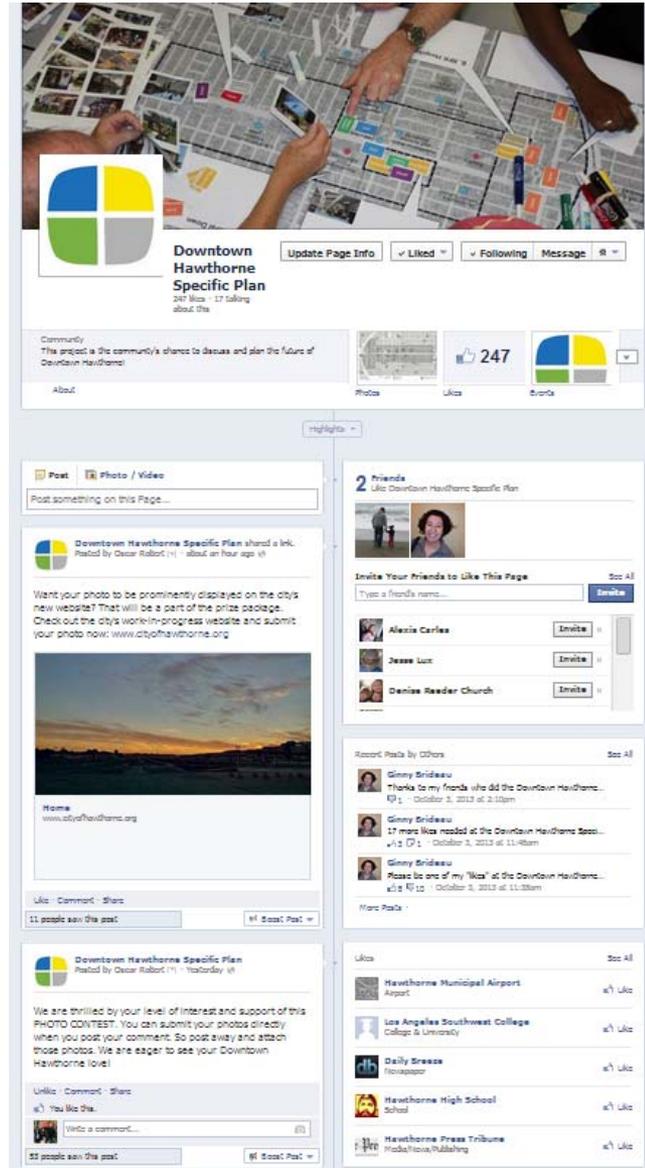
www.cityofhawthorne.com/downtown

Facebook

Downtown Hawthorne Specific Plan

Twitter

@hawthornedt



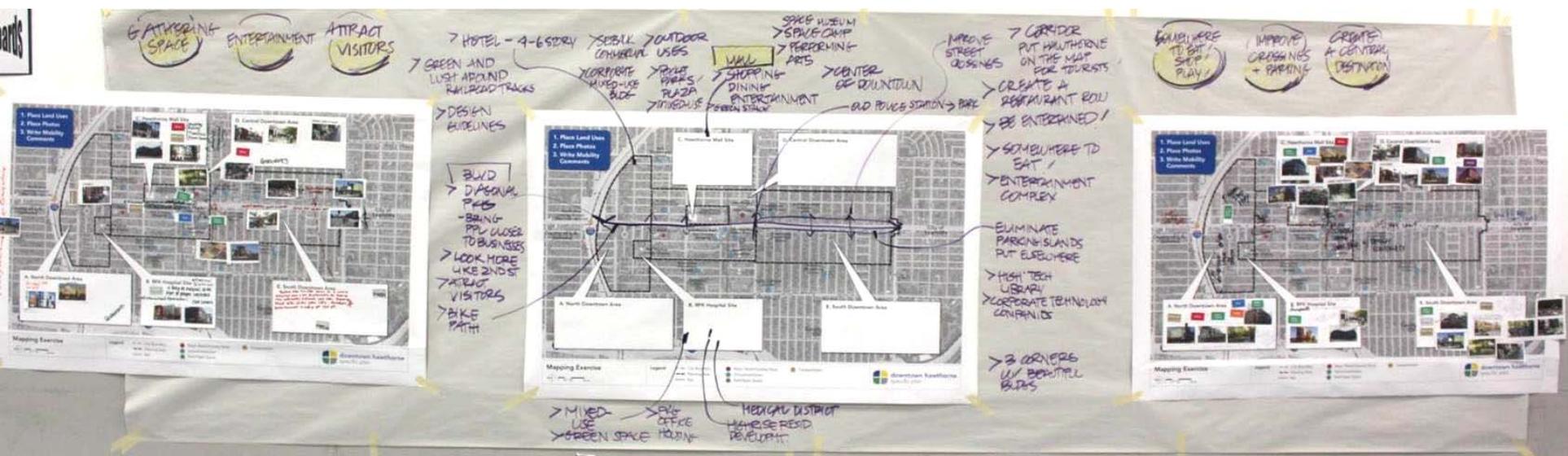
Community Input – Walking Tour



Community Input – Community Survey



Community Input – Workshop #1



Community Input – Summary

The City published a summary of the walking tour, community survey and Workshop #1 in September 2013, which is available on the project webpage:

www.cityofhawthorne.com/downtown



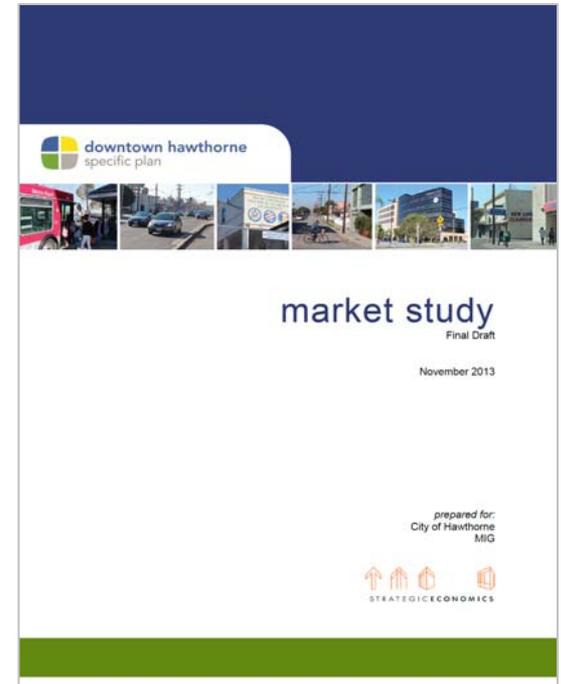
Overarching Themes

- Create great public gathering spaces
- Support and enhance the local business environment
- Attract visitors and new residents
- Provide dining, shopping and entertainment options
- Improve walkability and bikeability
- Accommodate parking
- Create a central destination
- Develop mixed-use buildings
- Respect local history and heritage

Market Study

In November 2013, the City published a detailed Market Study that provides **an overview of current economic conditions and real estate trends** in the City of Hawthorne and the downtown area.

The purpose of the report is to provide insights and recommendations to support the planning process.

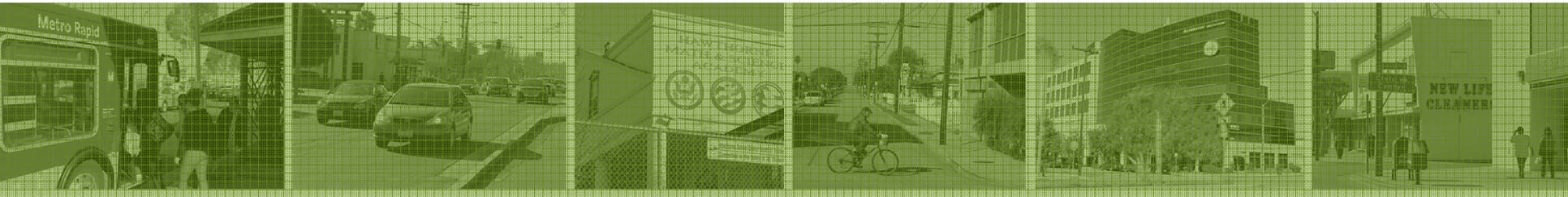


The project is guided by several important goals:

- ▶ **Goal 1: Provide a vision, plan framework and implementation strategies** that will help spur the future evolution of Downtown Hawthorne
- ▶ **Goal 2: Ensure an economically vibrant, safe, healthy and sustainable Downtown Hawthorne** that supports a range of users, including residents, business owners, workers and visitors
- ▶ **Goal 3: Engage the entire community** in a robust and creative engagement and participation process

- ▶ **Goal 4: Capitalize on key transformative projects** that will be catalysts for future public and private investment, and positive change
- ▶ **Goal 5: Identify opportunities to expand plaza, parks and open space** areas to support a livable and healthy Downtown
- ▶ **Goal 6: Foster strong connectivity, access and circulation** for pedestrians, bicyclists, transit and automobiles

II. Specific Plan Framework Structure



The Draft Specific Plan Framework includes three major components that comprise the emerging direction for the Specific Plan:

- **Vision Elements**
- **Strategies**
- **Transformative Projects**

They should not yet be viewed as specific direction; rather, the **Draft Specific Plan Framework represents potential solutions for community discussion and input.** The components should be evaluated against the overall goals for the area, as well as for specific topic areas.

Draft Specific Plan Framework

VISION ELEMENTS



A. Prosperous
A thriving, robust economy



B. Connected
An interlinked downtown that bolsters access and mobility



C. Healthy
A place that fosters community health, engagement and safety



D. Attractive
A distinct and beautiful city center



E. Inclusive
Amenities and services that support the full range of community members

STRATEGIES



TRANSFORMATIVE PROJECTS



Draft Specific Plan Framework

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The five **Vision Elements** build on the existing character of Downtown Hawthorne while setting a course for a **dynamic, interconnected mosaic of people, places and activities.**

Draft Specific Plan Framework

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STRATEGIES



Each Vision Element is supported by a series of specific **Strategies** and **Transformative Projects** (see following slide). These are the most critical steps to advance Downtown Hawthorne in the coming years.

Draft Specific Plan Framework

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STRATEGIES



TRANSFORMATIVE PROJECTS

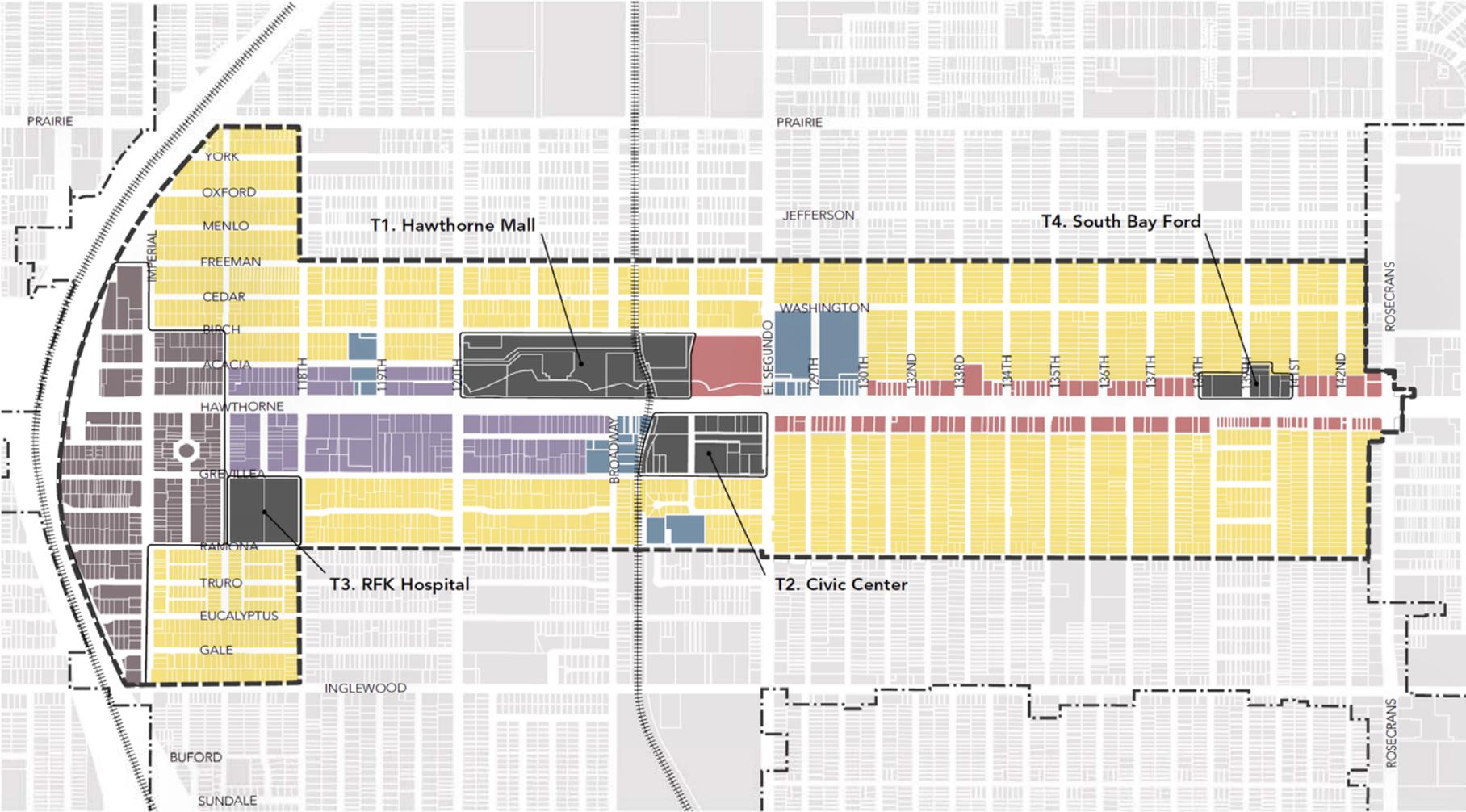


Land Uses

Land use designations and standards are identified throughout the framework to provide focus on where specific uses and policies will be applied. Land use designations include:

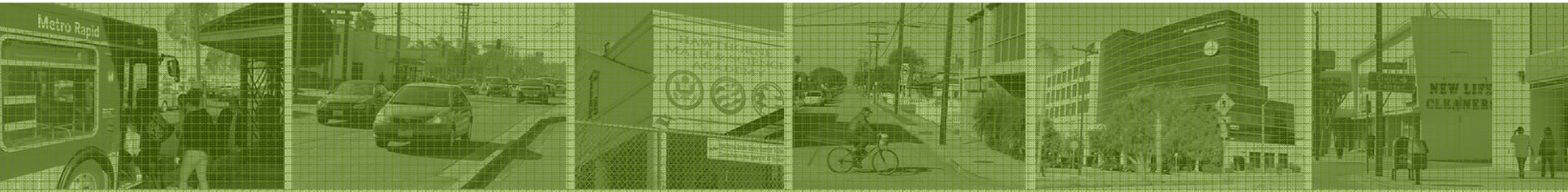
- **Residential** (*single and multi-family housing*)
- **Commercial** (*major retail and commerce centers*)
- **Public/Quasi-Public** (*City facilities and schools*)
- **Hotel District** (*commercial district with a hotel focus*)
- **Mixed Use** (*commercial, office and residential*)
- **Transformative Projects** (*areas with unique land uses*)

Draft Specific Plan Framework



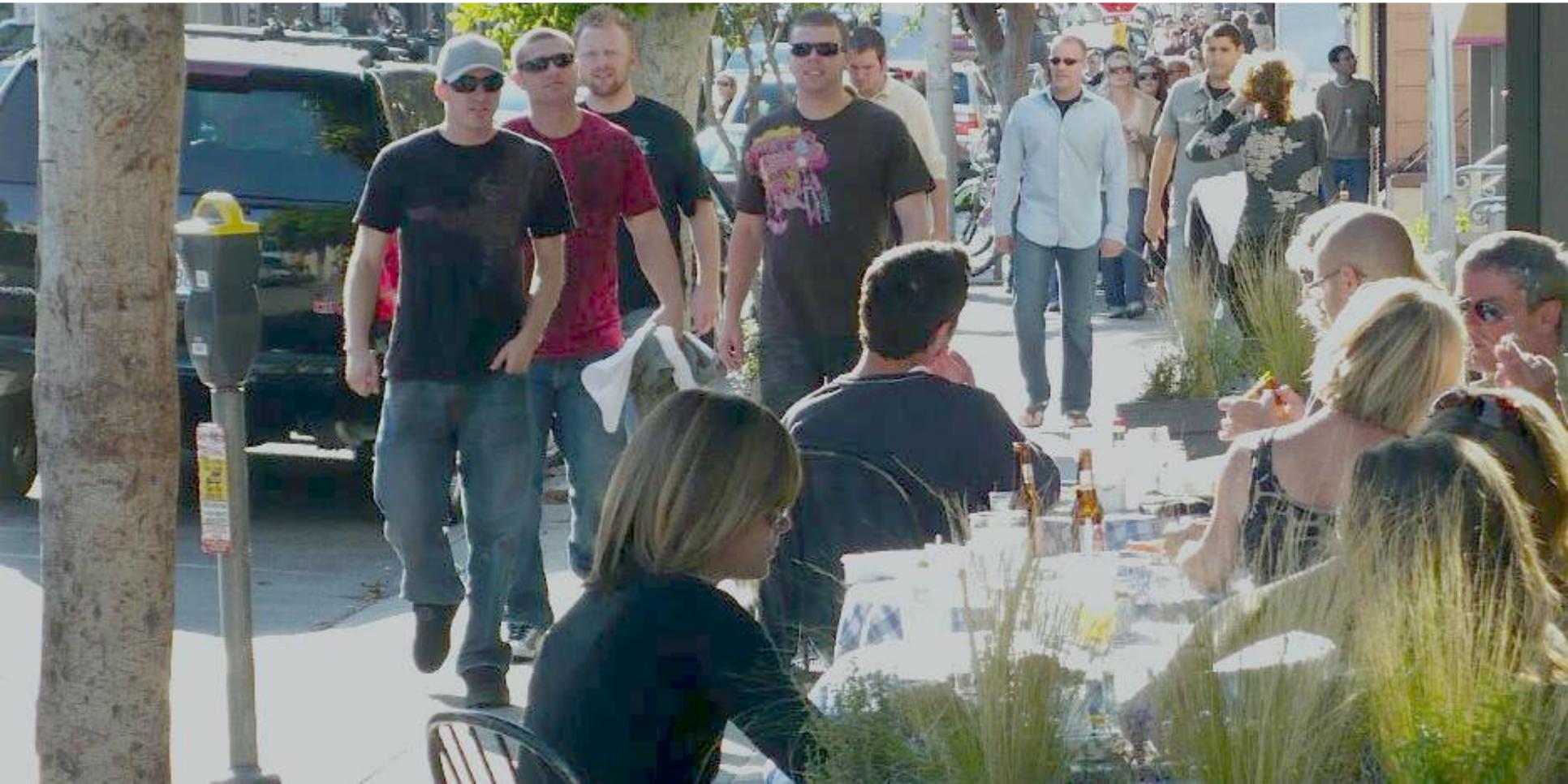
<p>Land Use</p>	<p>Legend</p> <ul style="list-style-type: none"> City Boundary Planning Area Residential Commercial Public/Quasi Public Hotel District Mixed Use Transformative Projects (T1, T2, T3 and T4) 	<p>downtown hawthorne specific plan</p>
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III. Vision Elements and Strategies



A. PROSPEROUS

...a thriving, robust economy



A. PROSPEROUS

VISION ELEMENTS



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A thriving, robust economy



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Amenities and services that support the full range of community members

STRATEGIES

A1. Shopping and Dining Destination

A2. Hotel Hub

A3. 21st Century Work Environment

A4. Fiscal Performance

B1. Walkable and Bikeable Downtown

B2. Enhanced Transit

B3. Parking Solutions

B4. Efficient Public Infrastructure

C1. Gathering Spaces

C2. Safe and Clean

C3. Sustainable Community and Environment

D1. Strong Brand and Identity

D2. Design for Livability

D3. Revitalized Buildings

E1. Neighborhood Services

E2. Celebrated History and Heritage

E3. Range of Housing Choices

TRANSFORMATIVE PROJECTS

T1. Hawthorne Mall

T2. Civic Center

T3. RFK Hospital

T4. South Bay Ford

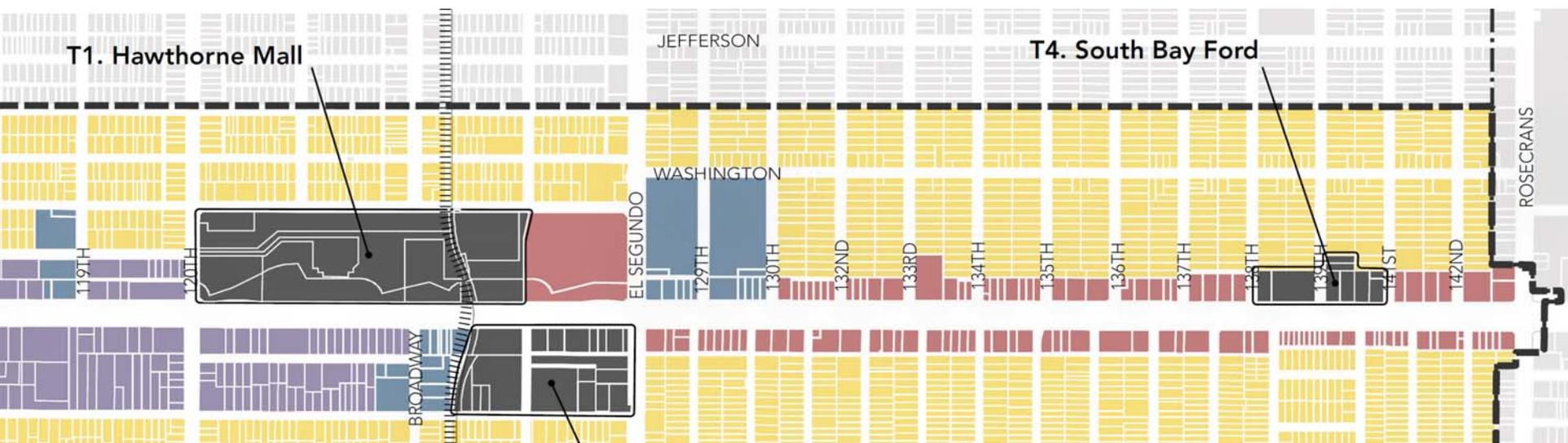
A1. Shopping and Dining Destination

Goal: Attract new retail, and support existing local retail, to create an active and successful Downtown for residents, visitors and workers



A1. Shopping and Dining Destination

Shopping and dining opportunities in Downtown Hawthorne are largely focused on the Hawthorne Boulevard corridor, because of the existing configuration of commercial uses/buildings and high visibility along the street.



A1. Shopping and Dining Destination

Support and retain existing commercial businesses

- Strengthening and supporting Downtown Hawthorne's existing commercial base is the first step in building a shopping and dining destination
- Forming a **Business Improvement District** will allow local business and property owners to organize, pursue and fund shared economic and business development goals



A1. Shopping and Dining Destination

Attract new commercial businesses and real estate development

- Establishing Hawthorne as a “business-friendly” city will be critical to attracting new businesses and development.
- Implementing and publicizing a series of business-friendly strategies will help create a stable and predictable regulatory environment.



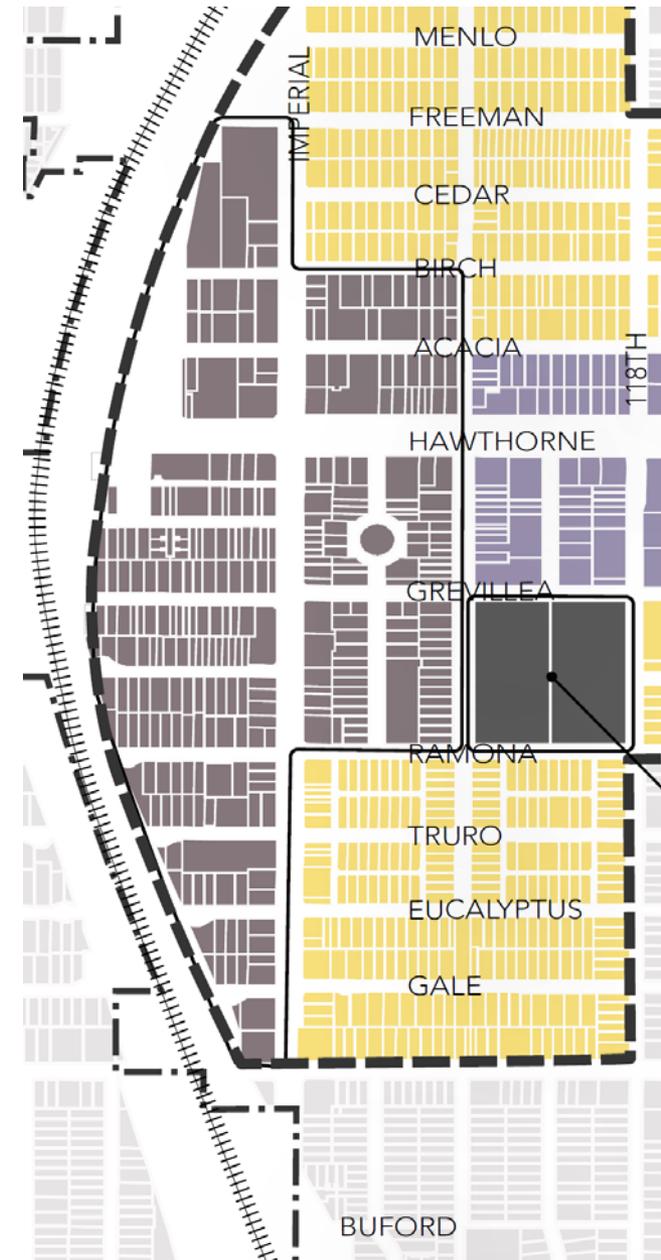
A2. Hotel Hub

Goal: Leverage the city's proximity to LAX and the beaches by encouraging hotel and support services that attract destination travelers



A2. Hotel Hub

- The Hotel Hub should promote the vision for a prosperous Downtown neighborhood by:
 - Leveraging the City's proximity to LAX and beaches by encouraging hotel and support services that attract destination travelers.
 - Establishing policies and programs to attract hotel development and supporting uses (such as restaurants)
 - Creating a true "hotel district" that will attract people and commerce to Hawthorne



Hotel District

A2. Hotel Hub

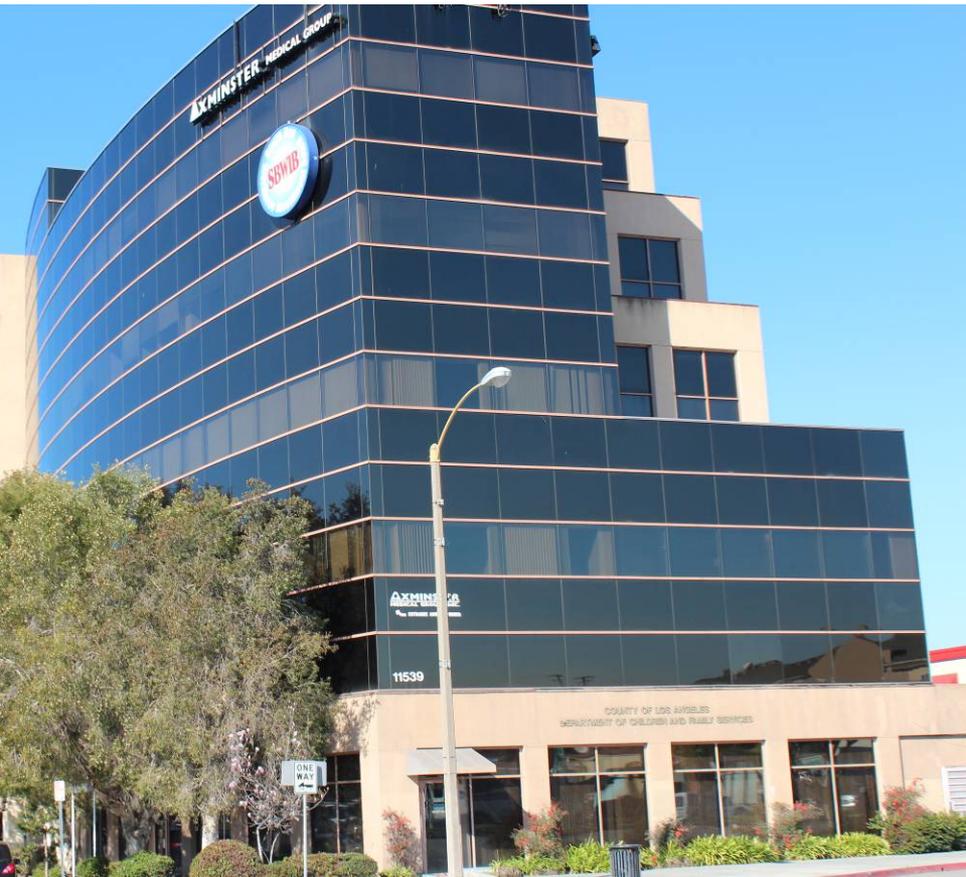


A2. Hotel Hub

- Although Downtown Hawthorne's position in the region makes it attractive as a hotel location, new development from national hoteliers would likely require financial incentives from the City.
- In the short-term, the City should focus on boosting its profile as a hotel destination and work closely with any hoteliers who show an interest in the area.
- Over the longer term, the City should commission a formal hotel attraction strategy.

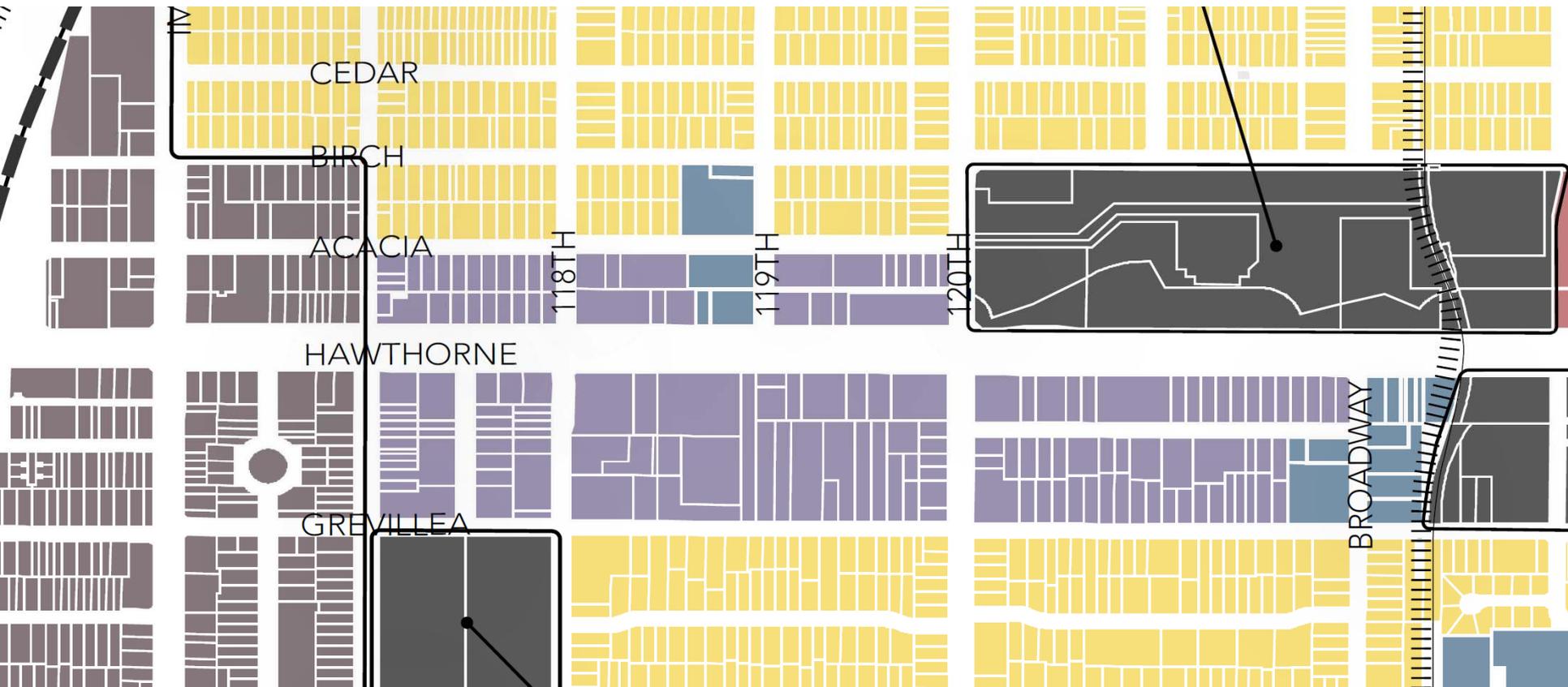
A3. 21st Century Work Environment

Goal: Support strong business and employment opportunities through the development of new office space and rehabilitation of existing spaces



A3. 21st Century Work Environment

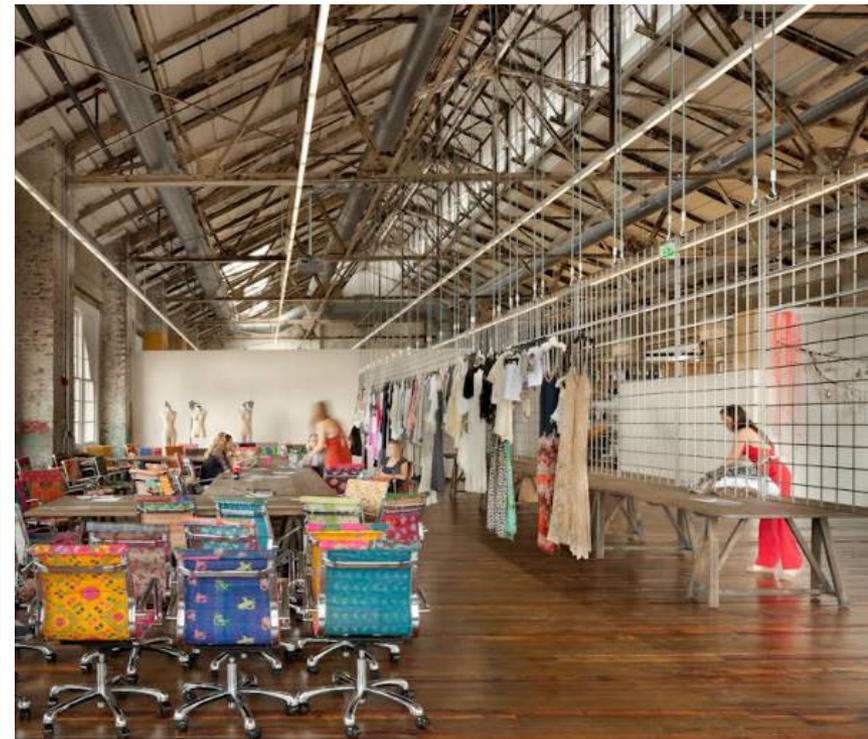
Capitalize on Downtown Hawthorne's location to create innovative, mixed-use employment centers.



A3. 21st Century Work Environment



Encourage flexible office space that meets current business needs and employee desires



A3. 21st Century Work Environment



Establish a financial incentives program

- Although financial incentives have the potential to attract new businesses and development to Hawthorne, they also have the potential to negatively impact the City's general fund revenues if administered too broadly.
- Financial incentives should therefore be administered on a case-by-case basis, based on a set of criteria aligned with the City's economic development goals and fiscal interest.

Financial Incentive Program

Financial Incentive	Best For	Recipient
Sales Tax Rebate	Attracting new retail businesses	Retail business
Transient Occupancy Tax Rebate	Attracting new hotels	Hotel operators
Business License Fee/Tax reduction or exemption	Attracting new commercial businesses	Businesses with gross receipts above \$1 million

Potential Criteria:

- New business or development should generate a net positive fiscal impact for the City over a specified time horizon.
- New business or development should be aligned with goals identified in Downtown Hawthorne Specific Plan.
- All financial incentives should have a specified end date.

A4. Fiscal Performance

Goal: Ensure that new development and infrastructure improvements are fiscally neutral for the City

A photograph of a blue tiled wall with the words "HAWTHORNE CITY HALL" in raised, brown letters. The tiles are arranged in a grid pattern, and the letters are mounted on the wall, casting shadows. The text is centered horizontally and reads "HAWTHORNE CITY HALL".

HAWTHORNE CITY HALL

A4. Fiscal Performance

Although the overall strength of Hawthorne's economy is the most important factor impacting fiscal health, the City's General fund is directly impacted by two main factors:

- **Operating revenues**
 - Taxes (property and sales)
 - Licenses and permits
 - Fines and forfeitures

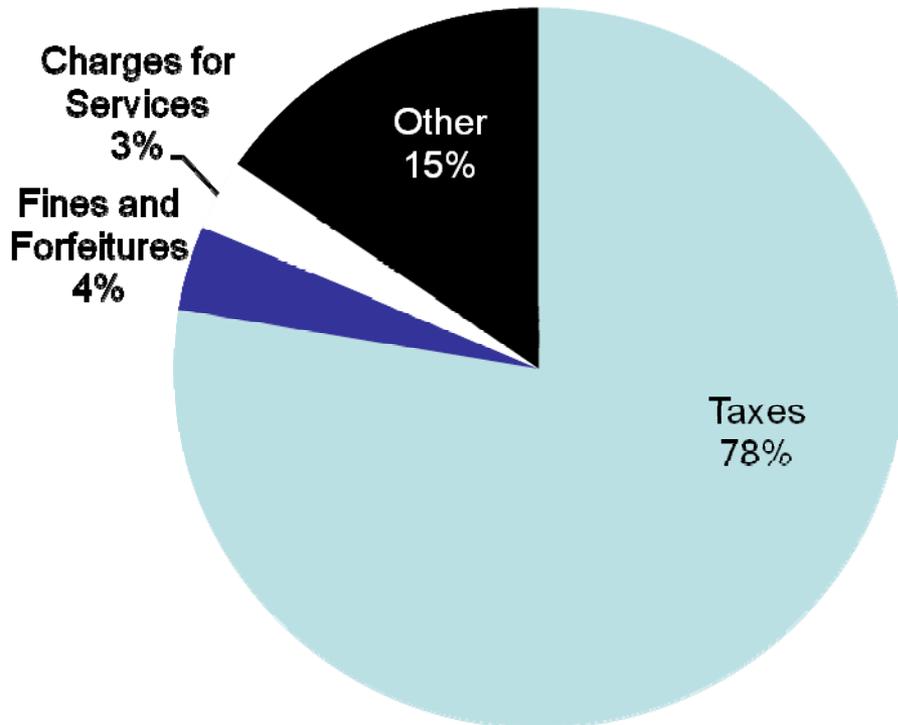
- **Operating Costs**
 - Parks and recreation
 - Public safety (police, fire and emergency services)
 - General government administration



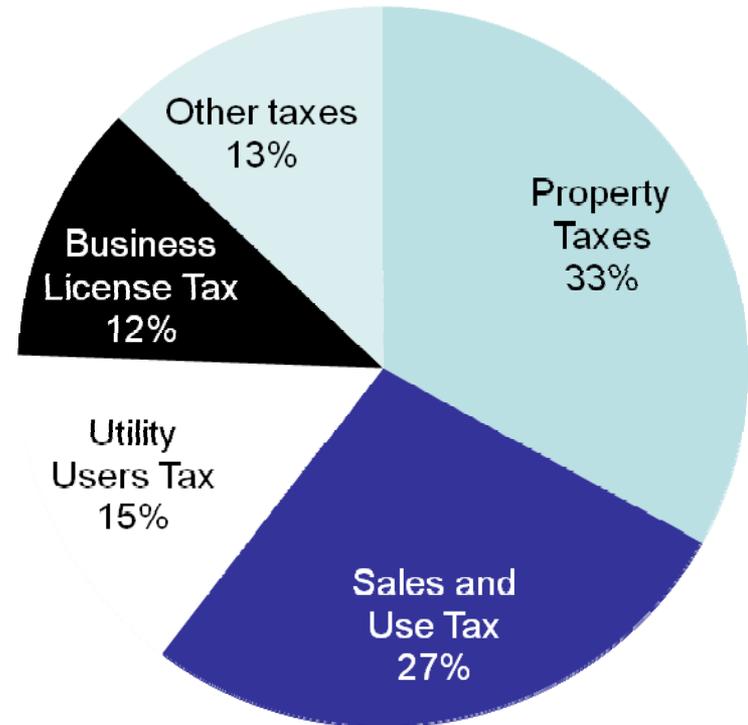
A4. Fiscal Performance

Taxes account for the majority of Hawthorne's General fund revenues, with property and sales taxes serving as the largest revenue streams.

All General Plan Revenues
(FY 2011-12)



General Plan Revenues – Taxes Only
(FY 2011-12)



A4. Fiscal Performance

- Because the overall strength of Hawthorne's economy is the most important factor impacting fiscal health, the fiscal impact of specific projects should be considered as one of many factors in determining the most suitable uses for Downtown Hawthorne.
- Other factors that contribute to Hawthorne's economic performance include:
 - **Availability of jobs** suitable to a wide range of workers
 - **Quality of life** and provision of retail amenities
 - **Connections** within the City and to outside **employment centers**
 - A wide variety of **housing choices**
 - Perceptions of **safety and stability**

Build in-house economic development capacity

- The addition of at least one full-time Economic Development staff person is essential
- Responsibilities would include:
 - Implementing and publicizing economic development policy and programs;
 - Facilitating the creation of a Business Improvement District;
 - Cultivating relationships with business owners, property owners and real estate developers; and
 - Acting as a liaison between City government and the business and development community.

B. CONNECTED

...an interlinked Downtown that bolsters access and mobility



B. CONNECTED

VISION ELEMENTS



A. Prosperous

A thriving, robust economy



B. Connected

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C. Healthy

A place that fosters community health, engagement and safety



D. Attractive

A distinct and beautiful city center



E. Inclusive

Amenities and services that support the full range of community members

STRATEGIES

A1. Shopping and Dining Destination

A2. Hotel Hub

A3. 21st Century Work Environment

A4. Fiscal Performance

B1. Walkable and Bikeable Downtown

B2. Enhanced Transit

B3. Parking Solutions

B4. Efficient Public Infrastructure

C1. Gathering Spaces

C2. Safe and Clean

C3. Sustainable Community and Environment

D1. Strong Brand and Identity

D2. Design for Livability

D3. Revitalized Buildings

E1. Neighborhood Services

E2. Celebrated History and Heritage

E3. Range of Housing Choices

TRANSFORMATIVE PROJECTS

T1. Hawthorne Mall

T2. Civic Center

T3. RFK Hospital

T4. South Bay Ford

B1. Walkable and Bikeable Downtown

Goal: Enhance the pedestrian and bicycle network to foster better access and connectivity throughout Downtown



Key mobility objectives:

- Design Hawthorne Boulevard as a street that functions for all users
- Improve safety for bicyclists and pedestrians
- Increase daily walking, bicycling and transit usage
- Maintain adequate automobile and truck circulation

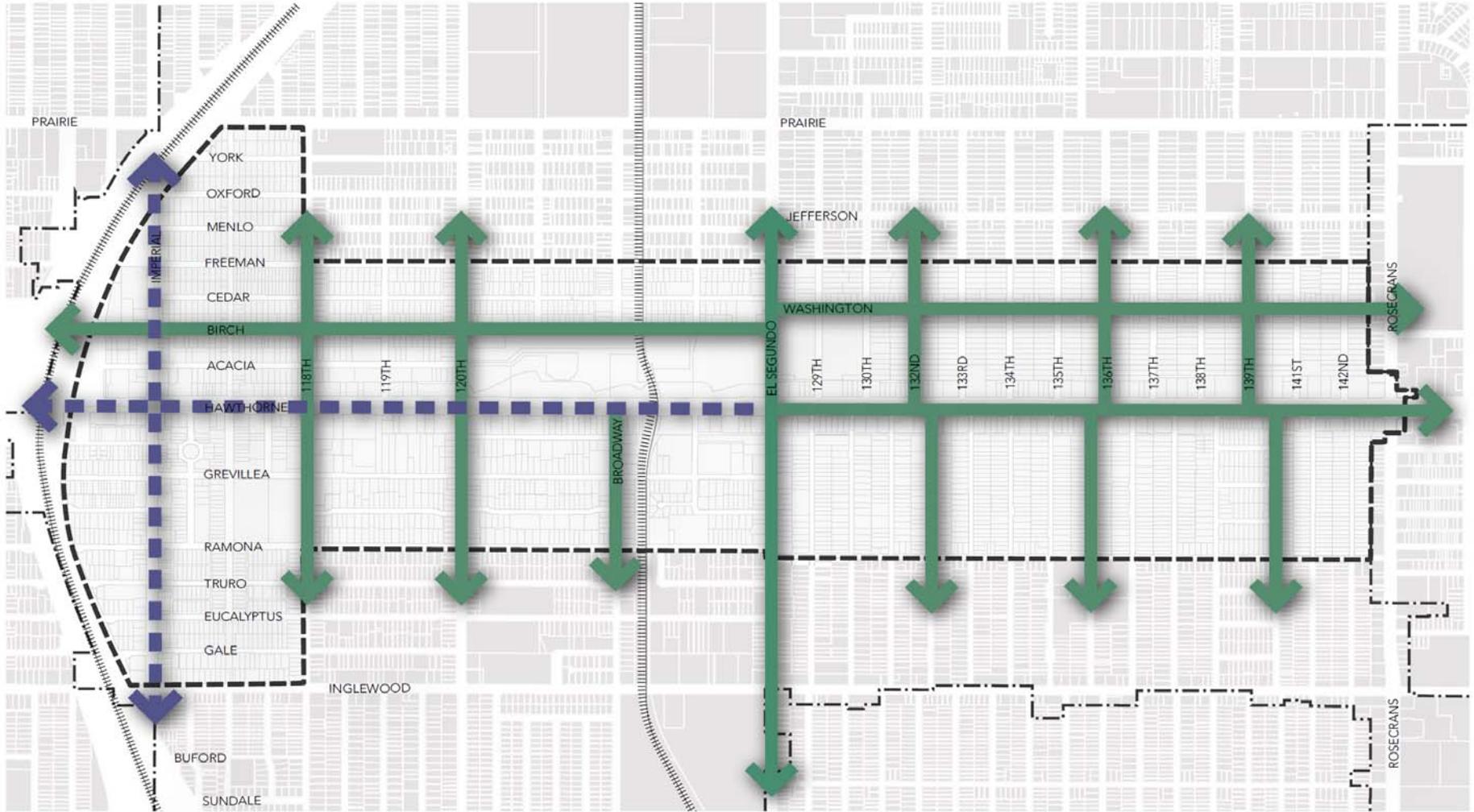
B1. Walkable and Bikeable Downtown



Consider dedicated bicycle paths (cycle tracks) along Hawthorne and Imperial



B1. Walkable and Bikeable Downtown



Bicycle Facilities



Legend

- City Boundary
- Planning Area
- ↔ Bike Lane
- Cycle Track

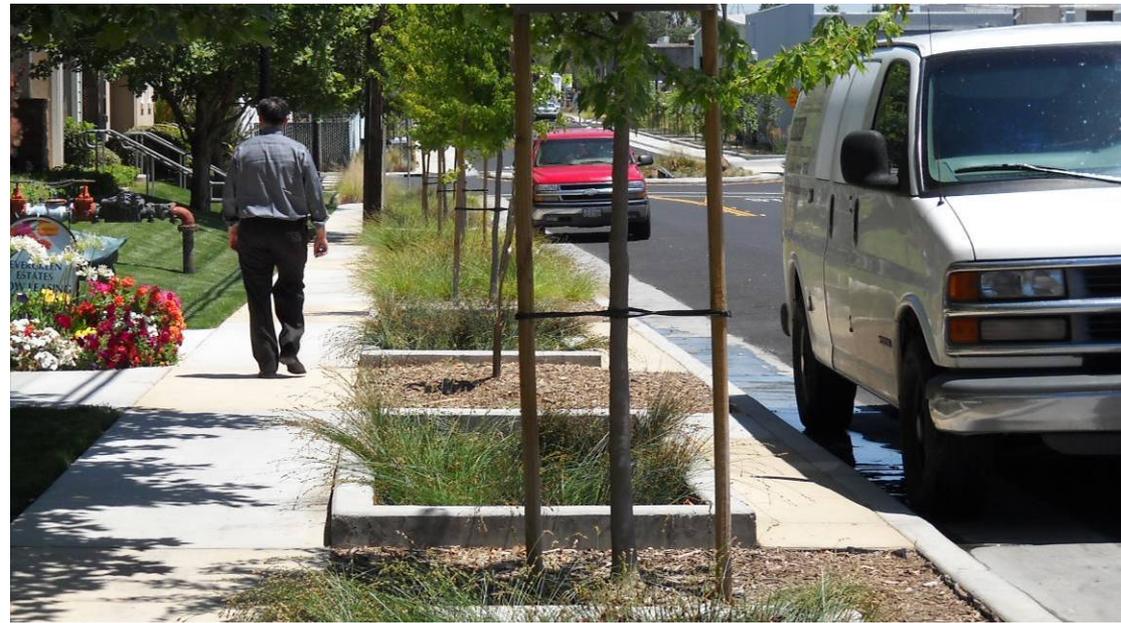
Streetscape Improvements

- Create wide, accessible and attractive sidewalks
- Improve pedestrian crossings at major intersections
- Increase the use of water-efficient landscaping
- Plant additional street trees for improved shading and aesthetics

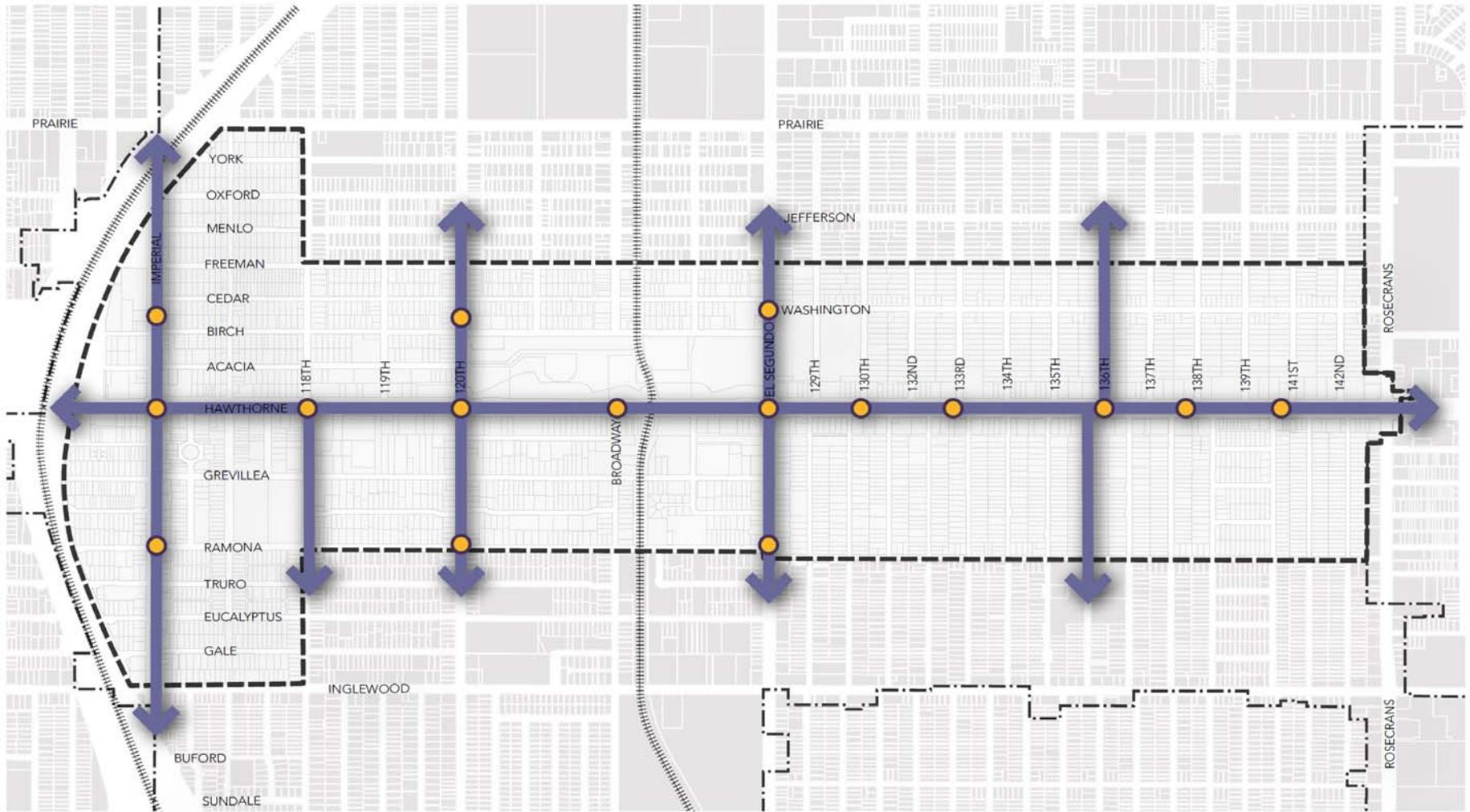


B1. Walkable and Bikeable Downtown

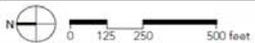
Transform Hawthorne Boulevard into an attractive and functional *Complete Street*



B1. Walkable and Bikeable Downtown



Streetscape Improvements



Legend

- City Boundary
- Planning Area
- ↔ Sidewalk and Streetscape Improvements
- Priority Intersection Improvements

B1. Walkable and Bikeable Downtown

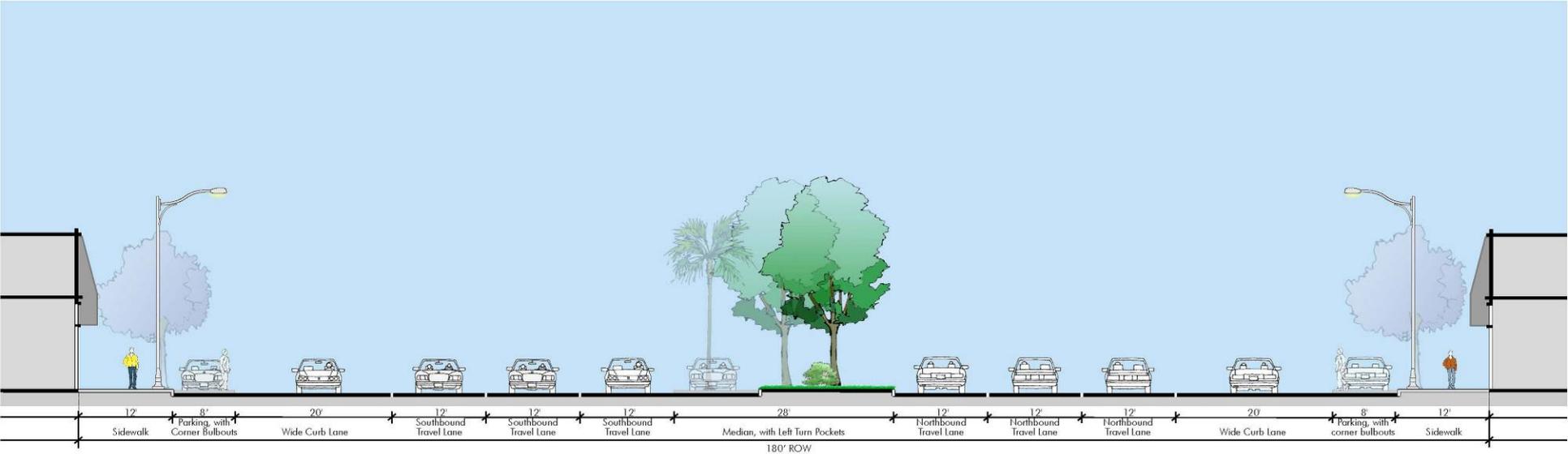
Hawthorne Boulevard, North of El Segundo

The northern portion of the boulevard has a very large right-of-way (180 feet) and most parking is off-street (either on side streets or separate parking lots). As a result, cars travel fast and the boulevard is not bike or pedestrian friendly.



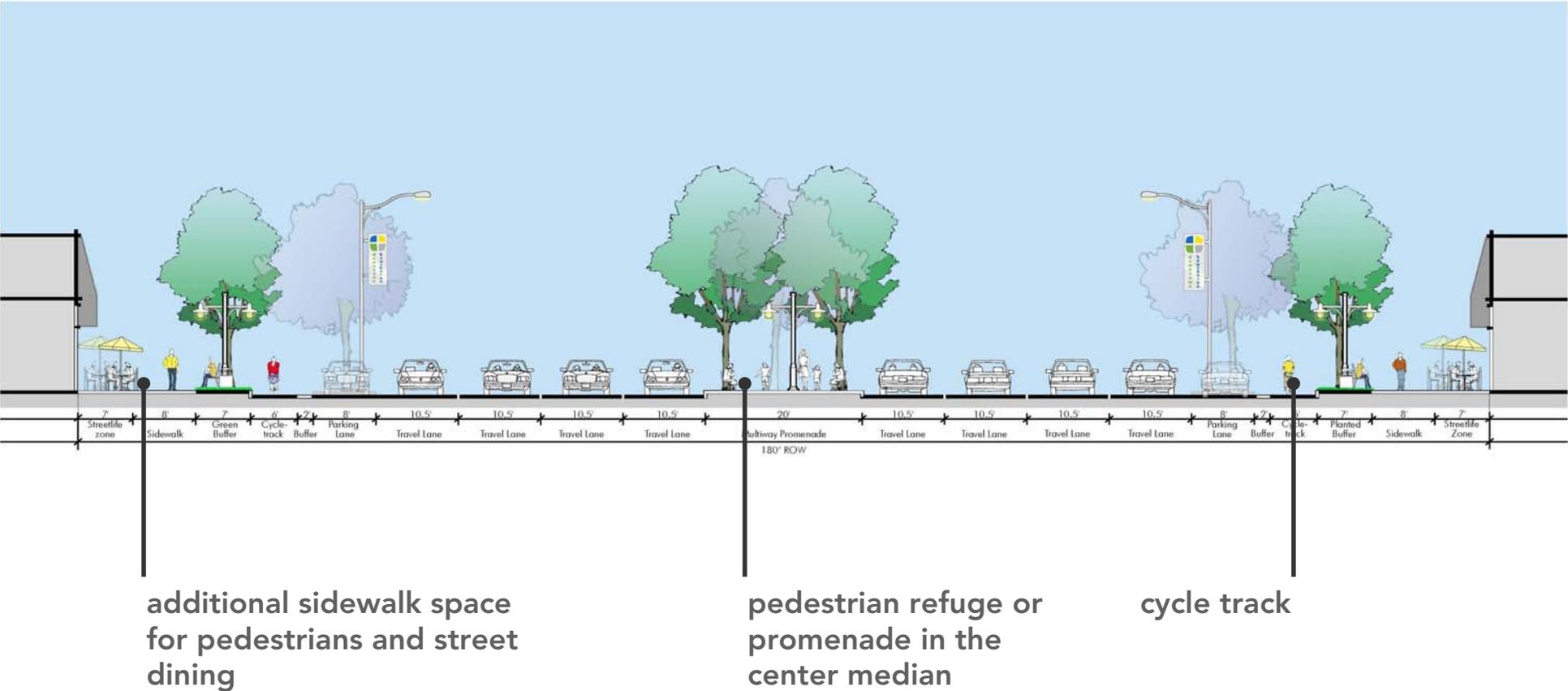
B1. Walkable and Bikeable Downtown

Hawthorne Boulevard North | Typical Existing Condition



B1. Walkable and Bikeable Downtown

Hawthorne Boulevard North | Option A: Expanded Sidewalks/Seating



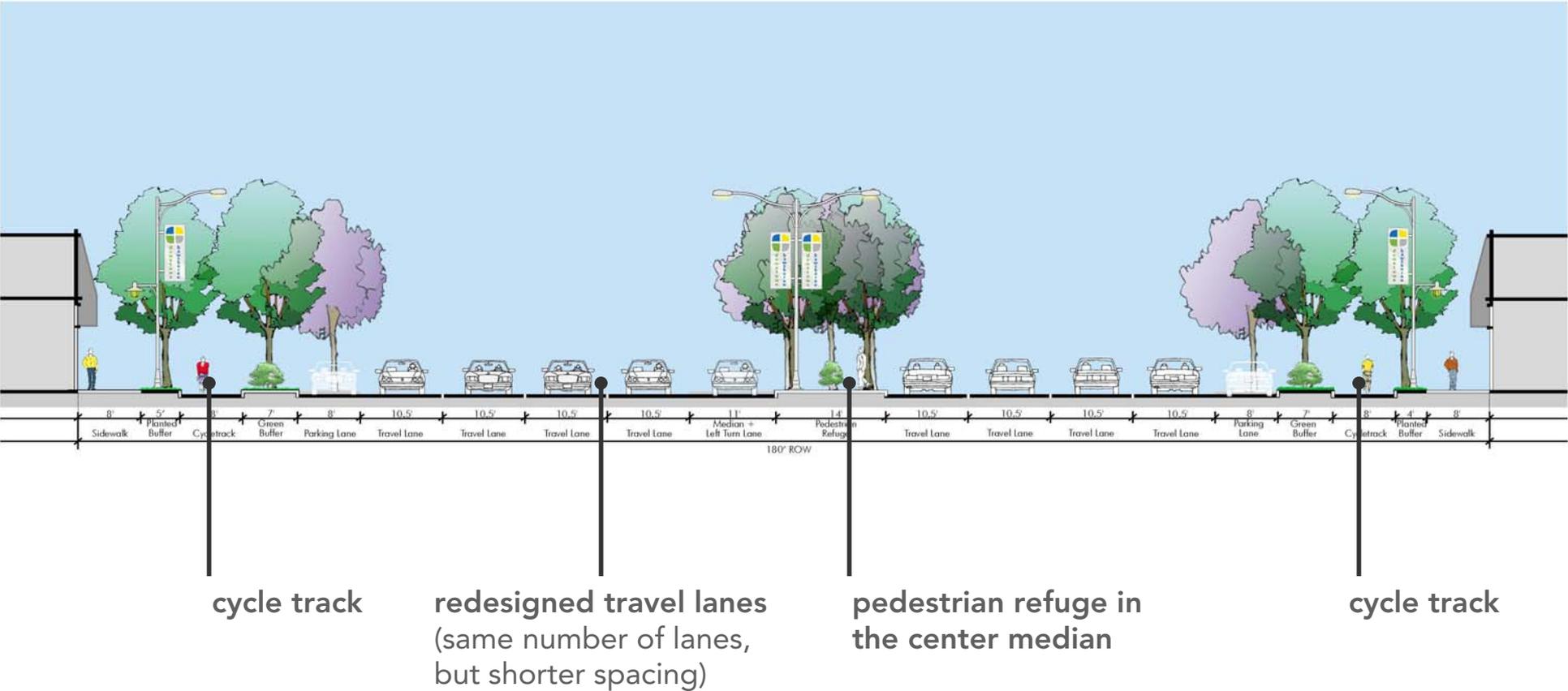
additional sidewalk space
for pedestrians and street
dining

pedestrian refuge or
promenade in the
center median

cycle track

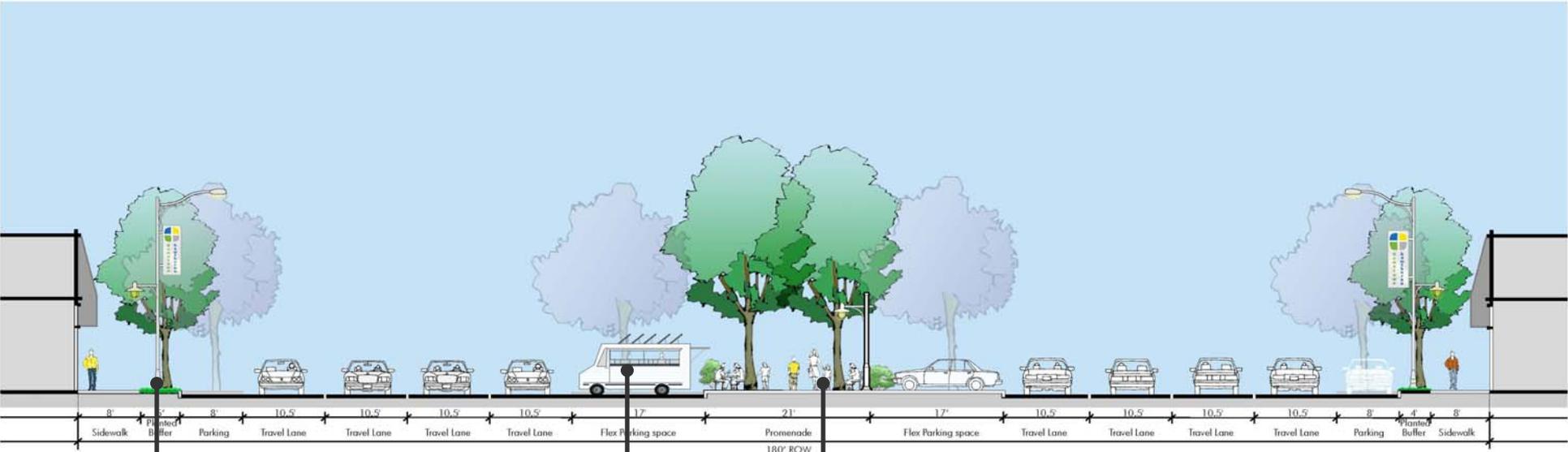
B1. Walkable and Bikeable Downtown

Hawthorne Boulevard North | Option B: Parkway with Separated Cycle Tracks



B1. Walkable and Bikeable Downtown

Hawthorne Boulevard North | Option C: Central Promenade



new planter strip and additional street trees

central promenade feature for pedestrians and bicyclists

flexible parking for cars or food trucks

B1. Walkable and Bikeable Downtown

Hawthorne Boulevard, South of El Segundo

The southern portion of the boulevard has a much different feel and scale of urban form. The right-of-way is narrower and includes parking islands in the center median. There is also more on-street parking in front of commercial properties. *Note: updated street sections were prepared as part of the flood control project.*



B2. Enhanced Transit

Goal: Improve the experience for transit riders through enhance amenities, access, landscaping and building form



B2. Enhanced Transit

- Work with Metro to improve light rail and bus stop signage, seating and shading
- Create easier access to transit (parking, bike and pedestrian)
- Make transit a fun and enjoyable experience!



B2. Enhanced Transit



B2. Enhanced Transit

improved shading and transit facilities

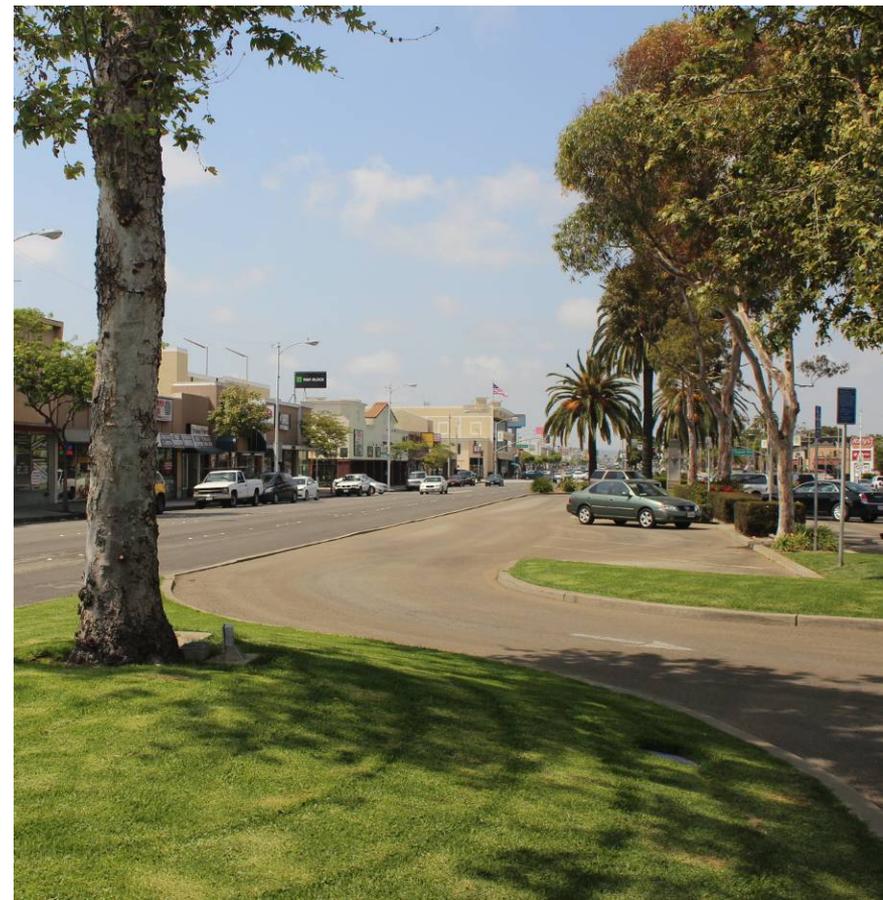
new branding and signage

well defined bus lane



B3. Parking Solutions

Goal: Make parking convenient, easy and accessible to commercial, education and transit destinations.



B3. Parking Solutions

- Locate parking in places that maintain business and neighborhood character, and promote a “park once” environment
- Create a Parking Management District along the southern part of Hawthorne Boulevard to make parking more efficient and to promote multi-modal transportation
- Utilize existing parking structures as part of a Hawthorne Mall redesign



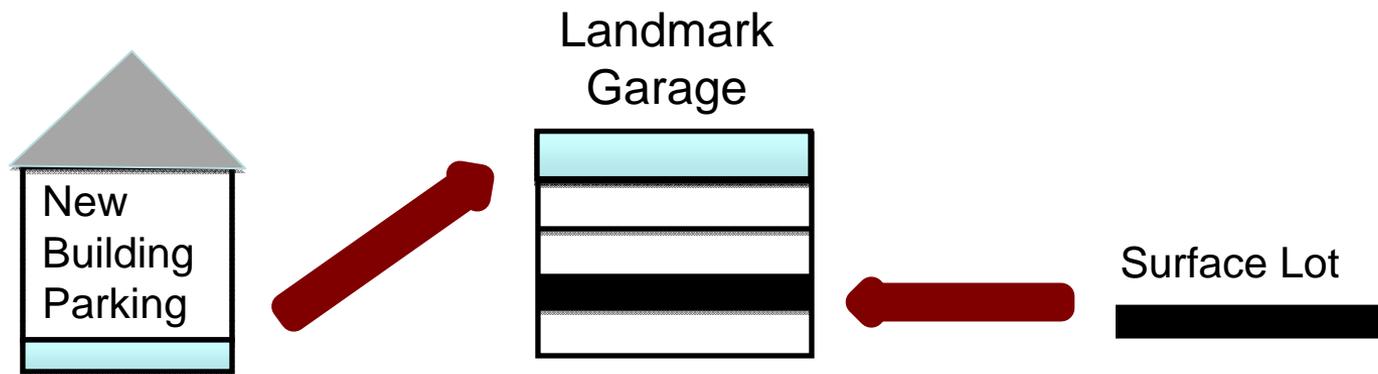
B3. Parking Solutions

- Improve signage and simplify parking regulation so they are well understood by residents, visitors and shopping patrons
- Consider pedestrian, bicycle and transit operations when making choices about new parking lots/structures



B3. Parking Solutions

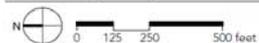
- Create a series of public or private “landmark” parking facilities in key locations to support walking, transit and businesses
- Reduce parking requirements for new projects which are near parking garages so property owners can better utilize their land



B3. Parking Solutions



Parking Improvements



Legend

- City Boundary
- Planning Area
- Existing or Potential Parking Structure Location
- Parking Management District

B4. Efficient Public Infrastructure

Goal: Improve existing public infrastructure to make it more efficient and to ensure that it supports economic growth



B4. Efficient Public Infrastructure

- Identify current or projected water, wastewater and utility deficiencies in the Downtown area (*based on the draft Specific Plan*)
- Identify opportunities to expand quasi-public utilities to best serve local businesses and residents, including telecommunications and electric power



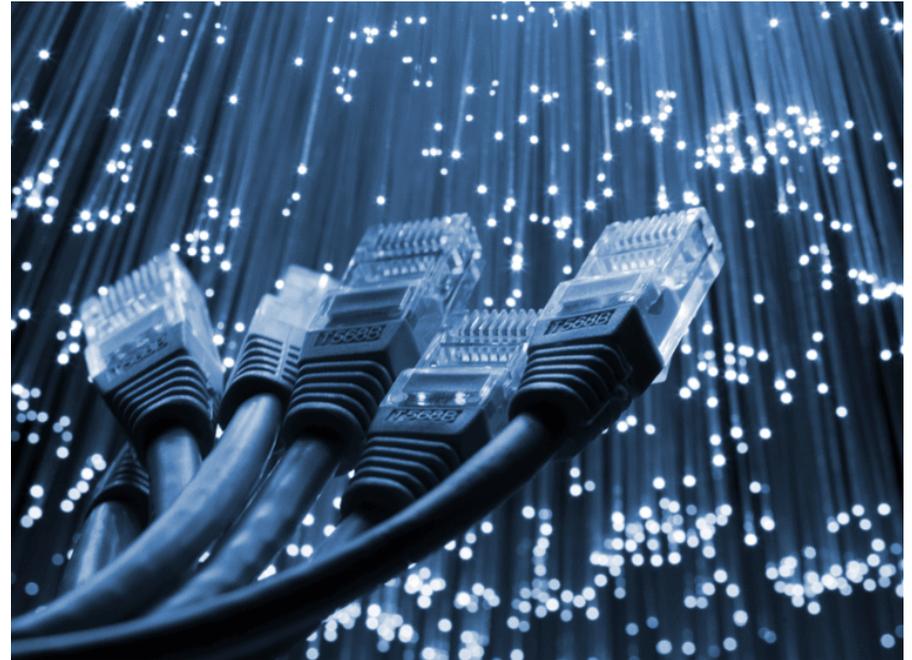
B4. Efficient Public Infrastructure

Expand the use of renewable energy generation within Downtown by adding solar panels to buildings and parking lots/structures



B4. Efficient Public Infrastructure

Expand the use of broadband and WiFi telecommunications to increase access to internet services and ensure local businesses have the infrastructure they need to remain competitive



C. HEALTHY

...a place that fosters community health, engagement and safety



C. HEALTHY

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Amenities and services that support the full range of community members

STRATEGIES

A1. Shopping and Dining Destination

A2. Hotel Hub

A3. 21st Century Work Environment

A4. Fiscal Performance

B1. Walkable and Bikeable Downtown

B2. Enhanced Transit

B3. Parking Solutions

B4. Efficient Public Infrastructure

C1. Gathering Spaces

C2. Safe and Clean

C3. Sustainable Community and Environment

D1. Strong Brand and Identity

D2. Design for Livability

D3. Revitalized Buildings

E1. Neighborhood Services

E2. Celebrated History and Heritage

E3. Range of Housing Choices

TRANSFORMATIVE PROJECTS

T1. Hawthorne Mall

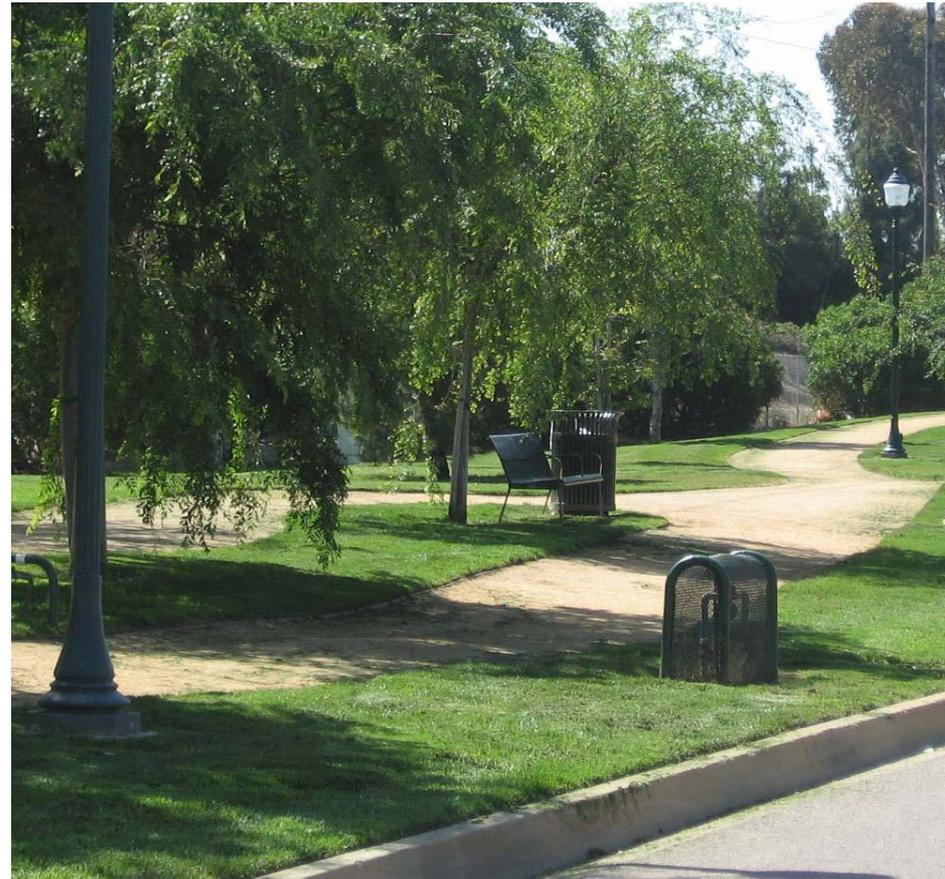
T2. Civic Center

T3. RFK Hospital

T4. South Bay Ford

C1. Gathering Spaces

Goal: Create a range of open spaces at varying scales to provide opportunities for community gathering, activities and economic development



C1. Gathering Spaces

Plazas

- Focus near-term efforts on working with property owners and community leaders to create functional and iconic plazas near key retail or cultural facilities
- Promote a range of plazas with different sizes, features and functions



C1. Gathering Spaces

St. Joseph's plaza on Hawthorne Boulevard



C1. Gathering Spaces

St. Joseph's plaza on Hawthorne Boulevard



Temporary Spaces

- Better utilize parking islands along Hawthorne Boulevard between El Segundo and Rosecrans
- Allow for flex event space, such as temporary parks or farmers markets

Parking Island (before)



Temporary Park (after)



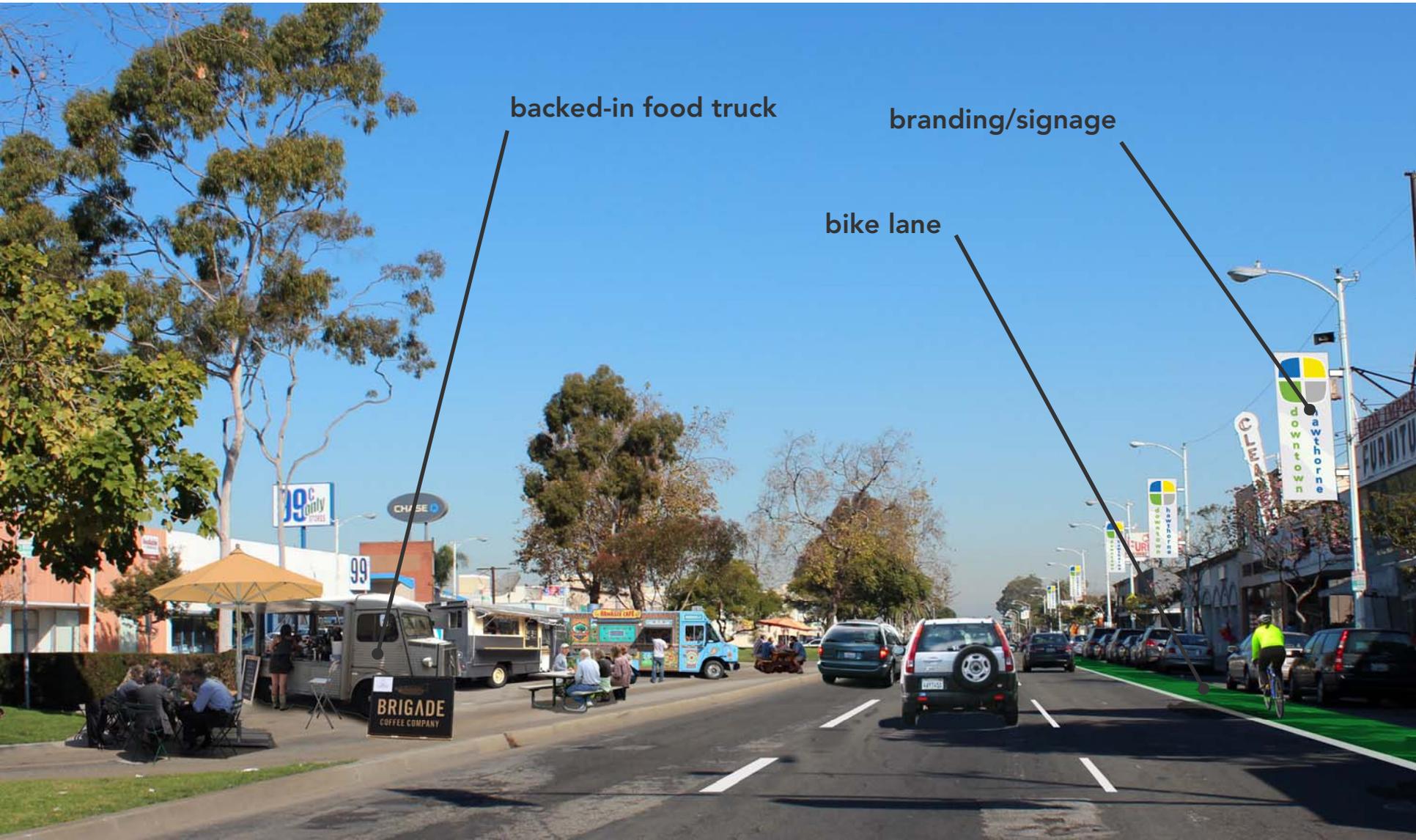
C1. Gathering Spaces

Parking Island (before)



C1. Gathering Spaces

Temporary Food Truck Event (after)



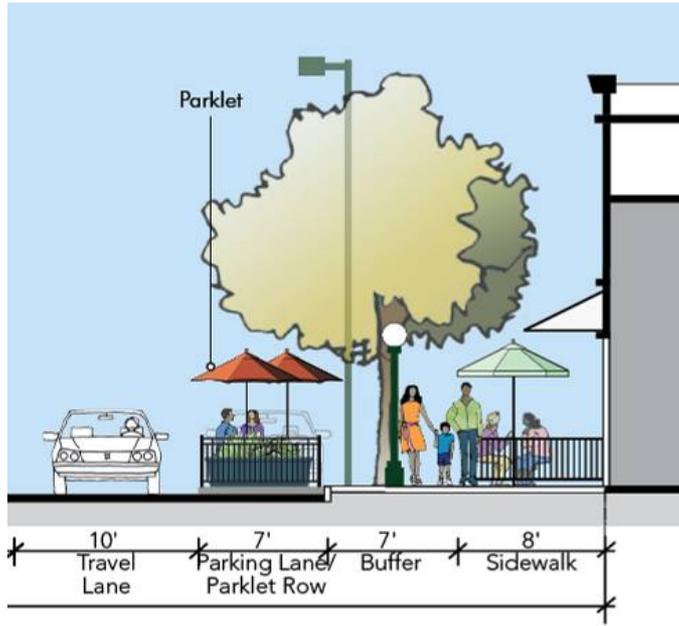
C1. Gathering Spaces

Parklets

- Create temporary or permanent parklets to provide needed gathering spaces while also creating energy for neighboring businesses



C1. Gathering Spaces



C2. Safe and Clean

Goal: Activate the Downtown and create a comfortable, well maintained environment with an improved image



Specialized Maintenance Program

- Establish tailored City work crews to perform a variety of maintenance activities Downtown to supplement Hawthorne's standard services, including:
 - Trash and debris removal
 - Sidewalk/street power washing
 - Systematic graffiti removal
 - Landscaping and tree maintenance
 - Lighting and infrastructure maintenance



Safety Ambassador Program

- Develop an ambassador program where local business owners and residents:
 - Assist visitors with directions and information
 - Maintain open communications with police to report on-going issues
 - Help deter aggressive panhandling and other nuisance crimes
 - Add a presence in Downtown to prevent vandalism and other undesirable behavior
 - Conduct routine patrols of public spaces and schools



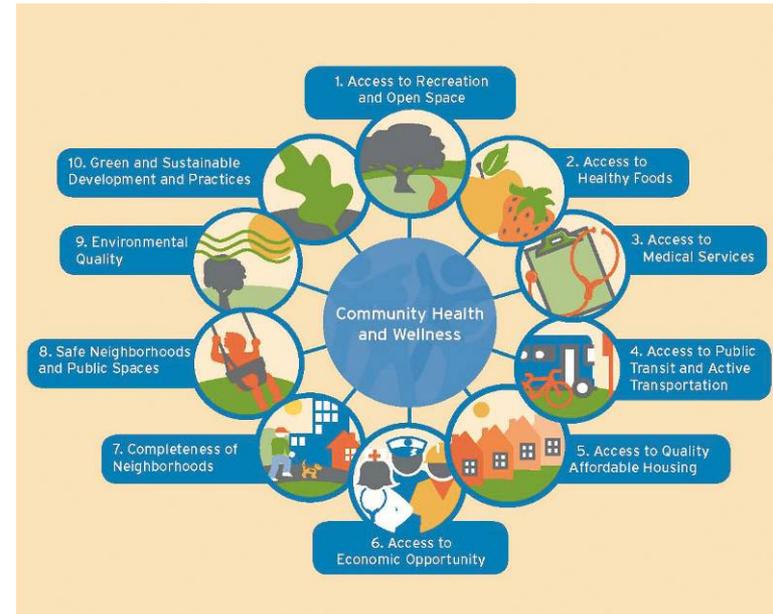
C3. Sustainable Community and Environment

Goal: Support community-oriented programs that promote inclusivity, community health and sustainability



Community Programs

- Expand opportunities for youth activities and education, particularly within the Civic Center site (see *Transformative Strategies*)
- Establish a focused Healthy Communities strategy to improve access to fresh foods, outdoor exercises and a clean, safe environment
- Support cultural events that celebrate Hawthorne's diversity



Markets and Festivals

- Utilize large parking areas near transit and bike/pedestrian facilities for flexible market and festival space
- Explore the opportunity to create a permanent, weekly farmers market within Downtown Hawthorne to expand residents' and workers' access fresh foods



D. ATTRACTIVE

...a distinct and beautiful city center



D. ATTRACTIVE

VISION ELEMENTS



A. Prosperous

A thriving, robust economy



B. Connected

An interlinked downtown that bolsters access and mobility



C. Healthy

A place that fosters community health, engagement and safety



D. Attractive

A distinct and beautiful city center



E. Inclusive

Amenities and services that support the full range of community members

STRATEGIES

A1. Shopping and Dining Destination

A2. Hotel Hub

A3. 21st Century Work Environment

A4. Fiscal Performance

B1. Walkable and Bikeable Downtown

B2. Enhanced Transit

B3. Parking Solutions

B4. Efficient Public Infrastructure

C1. Gathering Spaces

C2. Safe and Clean

C3. Sustainable Community and Environment

D1. Strong Brand and Identity

D2. Design for Livability

D3. Revitalized Buildings

E1. Neighborhood Services

E2. Celebrated History and Heritage

E3. Range of Housing Choices

TRANSFORMATIVE PROJECTS

T1. Hawthorne Mall

T2. Civic Center

T3. RFK Hospital

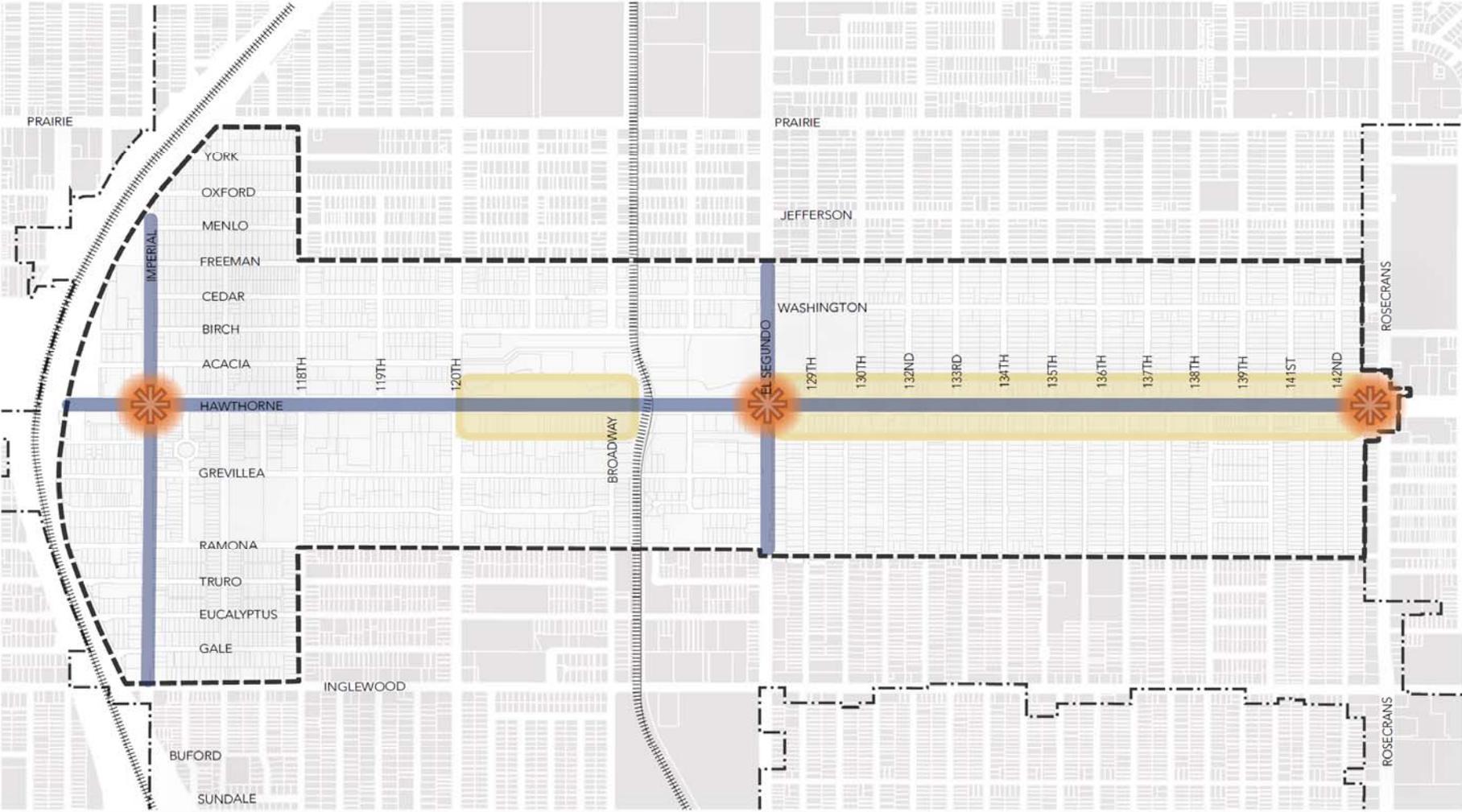
T4. South Bay Ford

D1. Strong Brand and Identity

Goal: Celebrate what makes Hawthorne unique through identifiable gateways, signage and public art



D1. Strong Brand and Identity

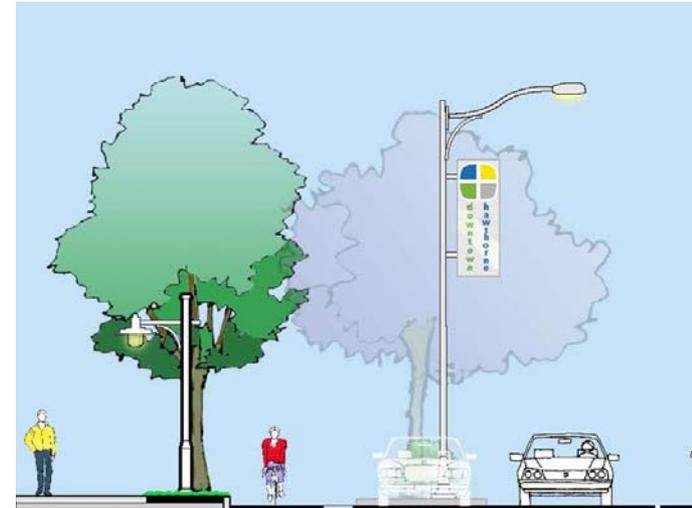


<p>Signage and Iconic Art</p>	<p>Legend</p> <ul style="list-style-type: none"> City Boundary Planning Area Median Iconic Art Features Downtown Gateway/Major Public Art Feature Banner Signage 	<p>downtown hawthorne specific plan</p>
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D1. Strong Brand and Identity

Signage and Wayfinding

- Create unique, identifiable and consistent wayfinding and signage in Downtown
- Maximize visual recognition for vehicular, pedestrian, and bicyclist circulation
- Provide directions to parking areas, transit stops and retail/employment hubs
- Encourage and expand public art in median of Hawthorne Boulevard



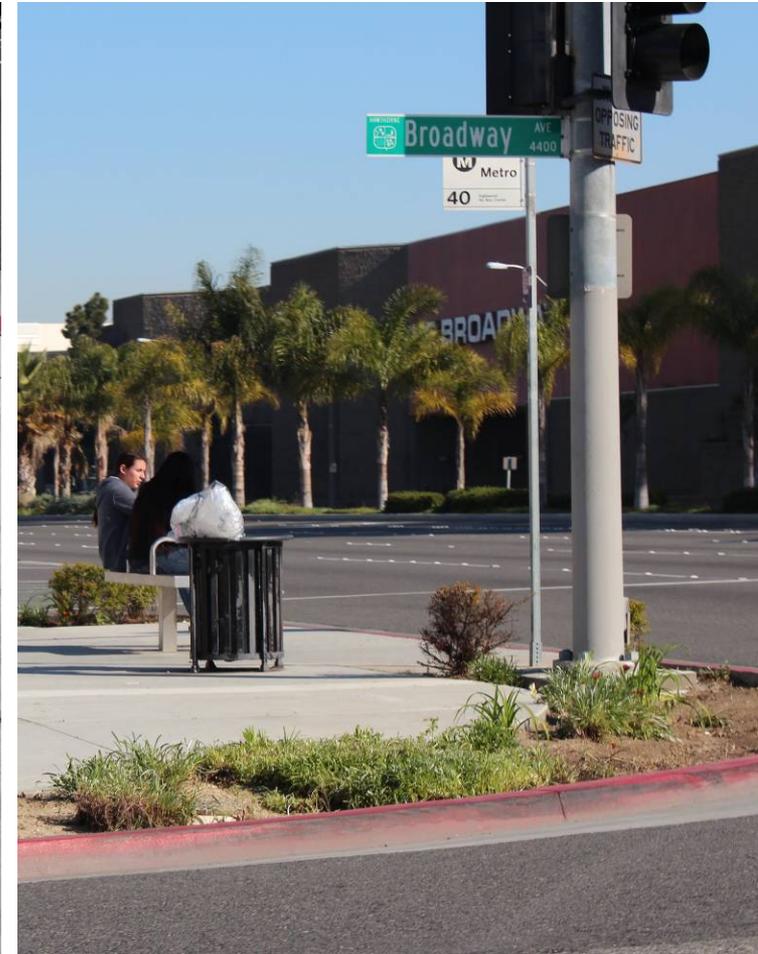
D1. Strong Brand and Identity



Potential for gateway art features that highlight Hawthorne's aviation history

D2. Design for Livability

Goal: Ensure that public realm improvements contribute to an enhanced Downtown environment



Green Streets

- Install naturally drained, landscaped stormwater planters to transition from piped to natural percolation within public areas
- Encourage permeable paving materials or porous asphalt to promote natural drainage
- Use low-maintenance native or drought-tolerant plants to minimize water consumption and maintenance



Street Furniture and Lighting

- Maintain a well-designed and safe and safe environment in throughout Downtown
- Install new street furniture and the expansion of public lighting
- Improve streetscape amenities, including: seating, trash receptacles, and bus shelters
- Provide bicycle racks and/or lockers at key retail and transit locations



D3. Revitalized Buildings

Goal: Transform aging and poorly maintained buildings to improve the image of Downtown and provide new office, retail and flex space opportunities







D3. Revitalized Buildings

- Partner with property owners to improve the local business stock by rehabilitating old and poorly maintained buildings
- Improvements to property values will also contribute to the fiscal health of the City in the form of property tax revenues

E. INCLUSIVE

...amenities and services that support the full range of community members



E. INCLUSIVE

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C3. Sustainable Community and Environment

D1. Strong Brand and Identity

D2. Design for Livability

D3. Revitalized Buildings

E1. Neighborhood Services

E2. Celebrated History and Heritage

E3. Range of Housing Choices

TRANSFORMATIVE PROJECTS

T1. Hawthorne Mall

T2. Civic Center

T3. RFK Hospital

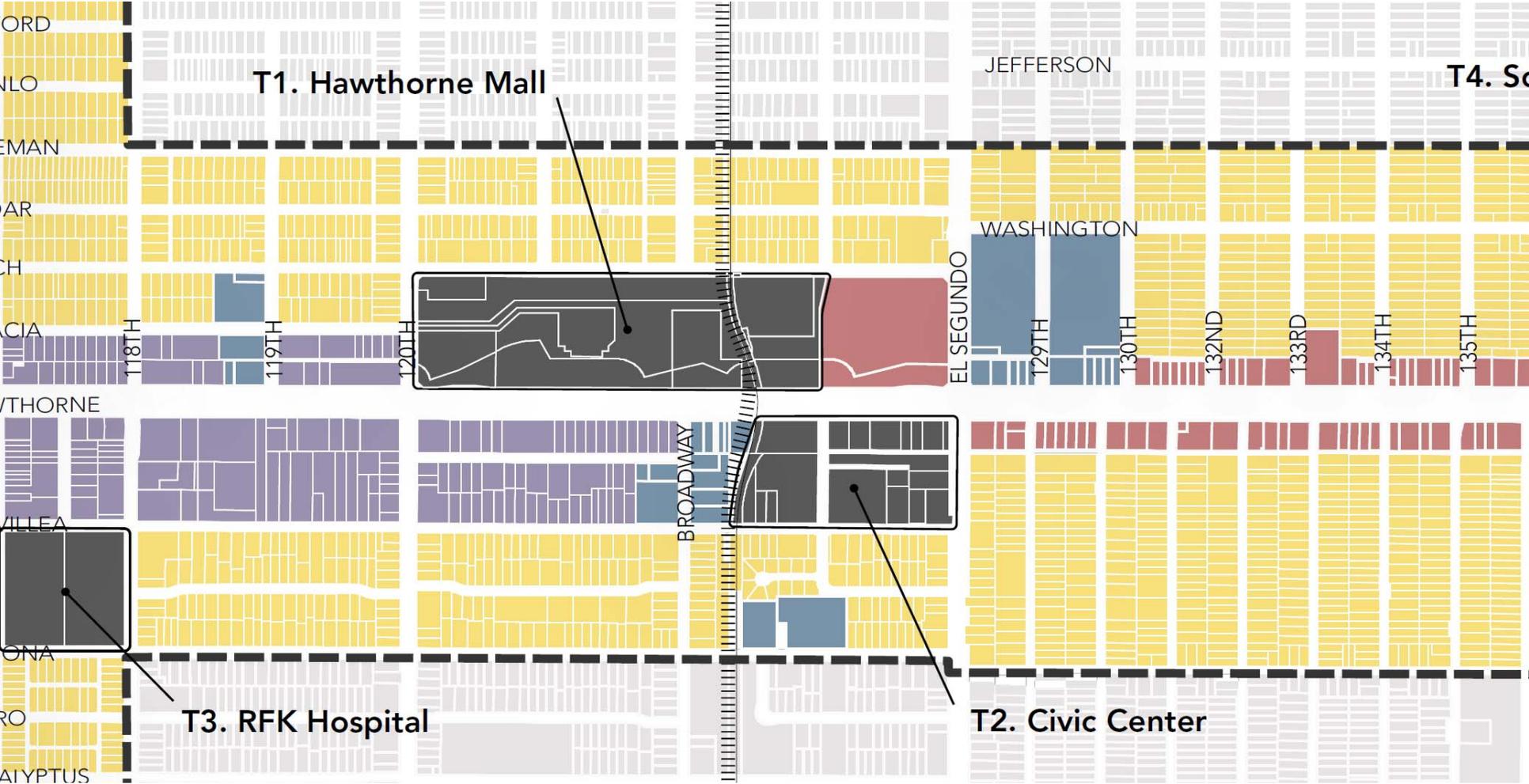
T4. South Bay Ford

E1. Neighborhood Services

Goal: Provide neighborhood-oriented services, retail, education and public facilities



E1. Neighborhood Services



Public/Quasi Public

E1. Neighborhood Services

- Develop partnerships between local, innovative tech businesses and private/public schools to create technology and science oriented classes and youth employment opportunities
- Expand access to libraries and community centers
- Consolidate City and other public facilities in a central Civic Center (*see Transformative Strategies*)

E2. Celebrated History and Heritage

Goal: Celebrate local history, and provide educational opportunities and landmarks throughout Downtown



E2. Celebrated History and Heritage

Promote programs and activities that educate the community and general public about the rich history of Downtown Hawthorne



E2. Celebrated History and Heritage

- Continue to protect historic signage based on both the age and significance of existing landmarks
- Consider regulatory or financial incentives for the preservation and maintenance of historically-significant signage



E3. Range of Housing Choices

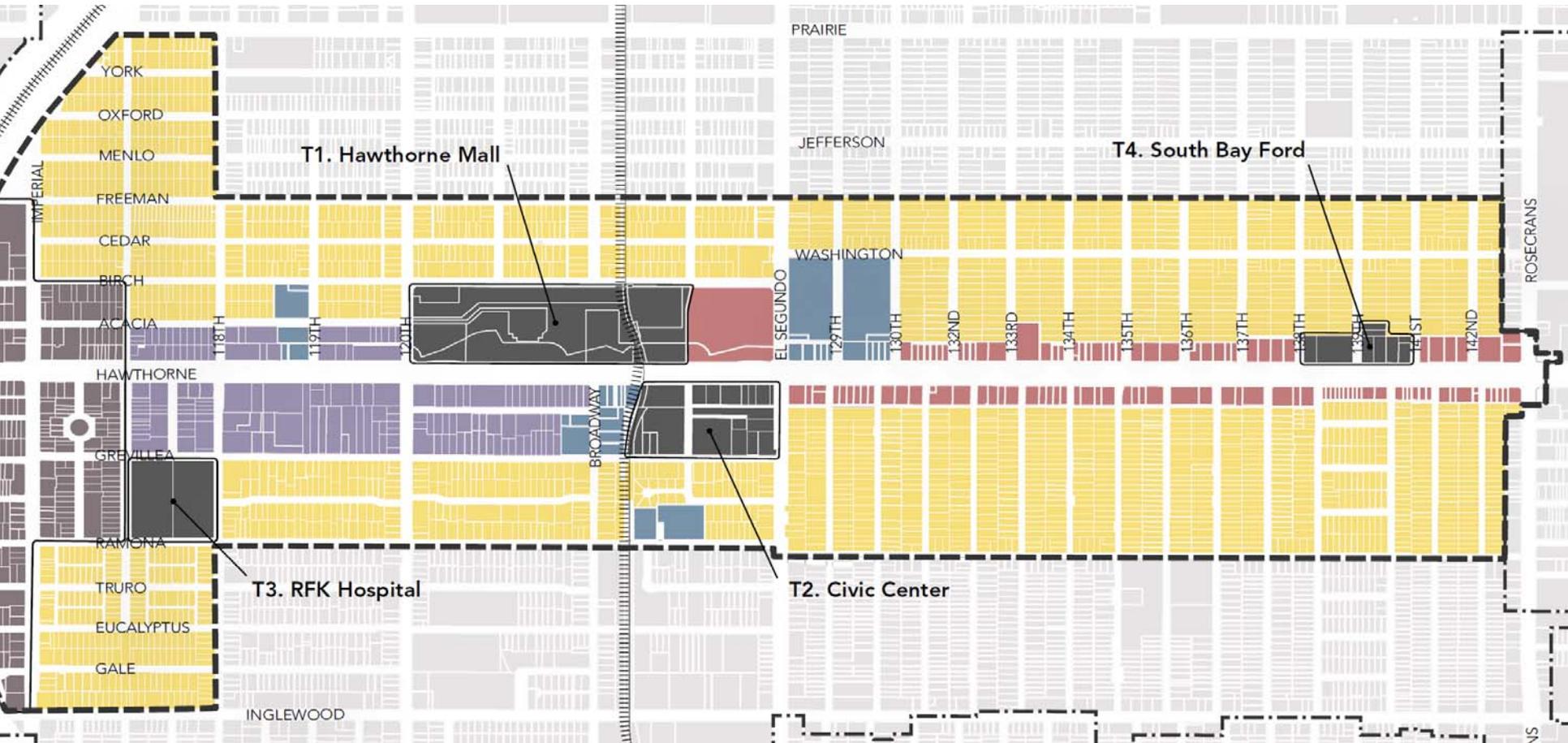
Goal: Ensure housing options that are inclusive of different income levels and needs



E3. Range of Housing Choices

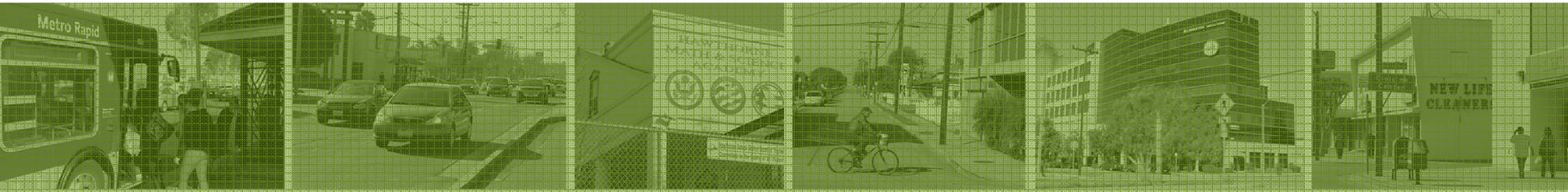
- Focus new, higher density housing towards areas that have good access to transit, jobs and larger retail areas
- Protect a variety of housing types and sizes to ensure people of different incomes and backgrounds have the ability to remain a part of the Hawthorne community as their housing needs change
- Consider programs that require property management companies to maintain both their buildings and landscaping

E3. Range of Housing Choices



-  Residential
-  Mixed Use

IV. Transformative Projects



Transformative Projects

VISION ELEMENTS



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STRATEGIES



TRANSFORMATIVE PROJECTS



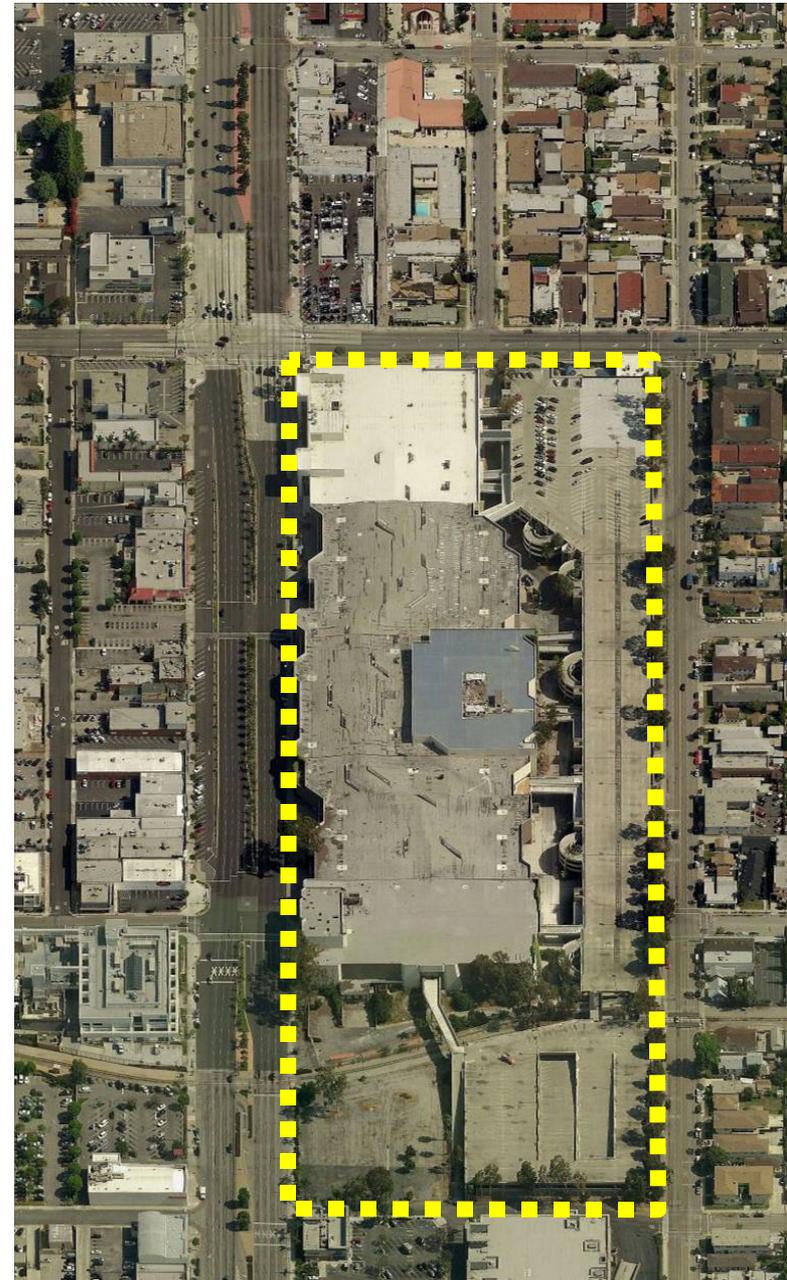
TRANSFORMATIVE PROJECT

Hawthorne Mall



T1. Hawthorne Mall

A large catalytic development site that has potential to be the anchor of a revitalized Downtown Hawthorne



Potential Land Uses

- Medium to high density mixed-use retail, dining, residential and civic uses
- New plazas and greenways
- Improved wayfinding, transit, bike facilities and pedestrian crossings
- Improved parking structure and transit access



Development Guidelines

- Create a pedestrian-oriented mixed-use district that can serve as a central retail and dining destination for Downtown Hawthorne
- Include flexible office and research space that can become an incubator for start-up companies
- Require upper-story step-backs for floors over three stories to limit bulk near the boulevard and to increase natural lighting

TRANSFORMATIVE PROJECT

Civic Center



T2. Civic Center

A publicly-owned catalytic development site that has the potential to provide a mix of uses including institutional, commercial, housing and a central civic open space



Potential Land Use Considerations

- The City should consider entering a public-private partnership to facilitate new development at the Civic Center site, including a mix of uses such as residential, retail or small office
- Residential uses are most likely to be successful in the short-term
- Retail uses are more likely to be successful after the redevelopment of the Hawthorne Mall as an anchor to the area
- Office uses should only be included if a tenant (such as the City of Hawthorne) is already in place

T2. Civic Center

Existing Site



T2. Civic Center

Design Concept A: civic and residential expansion



T2. Civic Center

Design Concept B: full redevelopment as a civic, commercial and residential site



Development Guidelines

- Create a consistent architectural theme for City/civic facilities
- Incorporate energy and water reducing design throughout the site
- Install iconic art and design features to create a unique plaza environment



TRANSFORMATIVE PROJECT

Robert F. Kennedy Hospital



T3. Robert F. Kennedy Hospital

The site was home to a regional hospital that served the Hawthorne community before it closed in 2004



T3. Robert F. Kennedy Hospital

It is currently a large catalytic development site that has potential to include a mix of residential and commercial uses, including medical offices.



T3. Robert F. Kennedy Hospital

Potential Land Uses

- Medium density residential mixed-use
- Medical out-patient offices, dental and support uses
- Park, plaza or civic features



Development Guidelines

- Ensure compatibility of development scale and intensity with surrounding residential uses
- Create smaller-scale greenways, parks and plazas that run throughout the site
- Expand opportunities for bike, pedestrian and transit access to and from the site

TRANSFORMATIVE PROJECT

South Bay Ford



T4. South Bay Ford

A smaller catalytic development site that has potential to serve as a demonstration project for mid-scale development along Hawthorne Boulevard.



Potential Land Uses

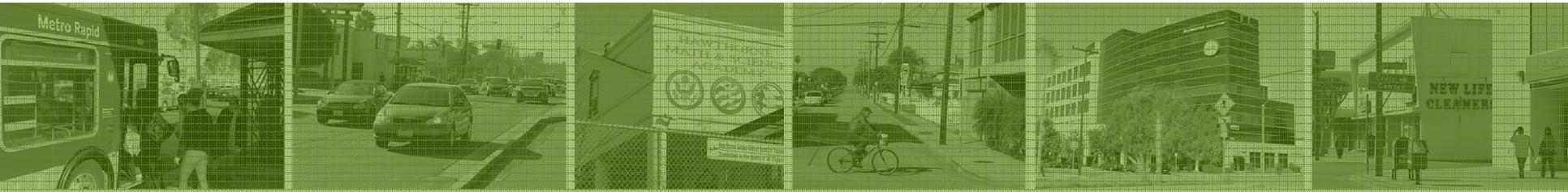
- Horizontal mixed-use, with a possible larger format commercial center
- Medium and higher density residential uses that can take advantage of bus transit and improved bicycle/ pedestrian facilities



Development Guidelines

- Maintain a consistent scale and theme with surrounding commercial uses on Hawthorne Boulevard
- Step-back higher floors to ensure adequate light and character along the boulevard

V. Next Steps



1

Discovery

Background research, community intercepts and visioning

Summer 2013

2

Foundation

Public planning charrette, planning and design concepts, and economic analysis

Fall 2013 –
Winter 2014

3

Plan Preparation

Initial draft specific plan and community input on plan concepts

Spring –
Summer 2014

4

Public Review and Approvals

Environmental impact report (EIR) and formal public hearings

Fall 2014

Next Steps

Community Input - Week of March 10, 2014

Update the draft Specific Plan Framework components based on input received during Community Workshop #2 and the March 11 City Council meeting



Stakeholder Meetings

Meet with area stakeholders to discuss and solicit their feedback on the draft Specific Plan Framework

Draft Downtown Hawthorne Specific Plan

Prepare a draft Downtown Hawthorne Specific Plan with specific actions and strategies for public review and discussion in Summer 2014

The image shows three overlapping presentation slides, each titled 'Economic Programs' and featuring a table with columns for geographic areas: Central Hawthorne, North Hawthorne, South Hawthorne, Imperial, and Regional Additional Staffing. A legend at the bottom of the slides indicates implementation timelines: Immediate (0-1 years), Short-term (1 to 2 years), Mid-term (3 to 5 years), and Long-term (5+ years).

A1. Shopping and Dining Destination

D3. Revitalized Buildings

A4. Fiscal Performance

	Central Hawthorne	North Hawthorne	South Hawthorne	Imperial	Regional Additional Staffing	
a) Hire one full-time Economic Development staff person.					X	PCD
b) Continue to work with local community groups					X	PCD
c) Create and maintain an economic development website					X	PCD/ED