




downtown hawthorne
 specific plan

public workshop #1 summary

September 28, 2013

9:00 a.m. - 12:30 p.m.

Washington Elementary School

Workshop Overview

On Saturday, September 28, 2013 the City of Hawthorne held the first in a series of public workshops for the Downtown Hawthorne Specific Plan. The objectives of the workshop were as follows:

- Provide an overview of the Downtown Hawthorne Specific Plan project and community participation opportunities
- Identify planning and design assets, challenges and opportunities
- Discuss community desires for future land use, urban design, mobility and economic development
- Ensure an open, transparent and engaging process for community participants

Workshop Format

The workshop included a project overview presentation as well as three interactive components: Walking Tour, Placemaking Toolkit and Survey, and Mapping Exercise.



Overarching Themes

The following overarching themes began to emerge from the workshop exercises and comments:

- *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*

Walking Tour

Participants looked at existing buildings, streets, uses and needs, and began envisioning the future of Downtown Hawthorne





1: Hawthorne Plaza

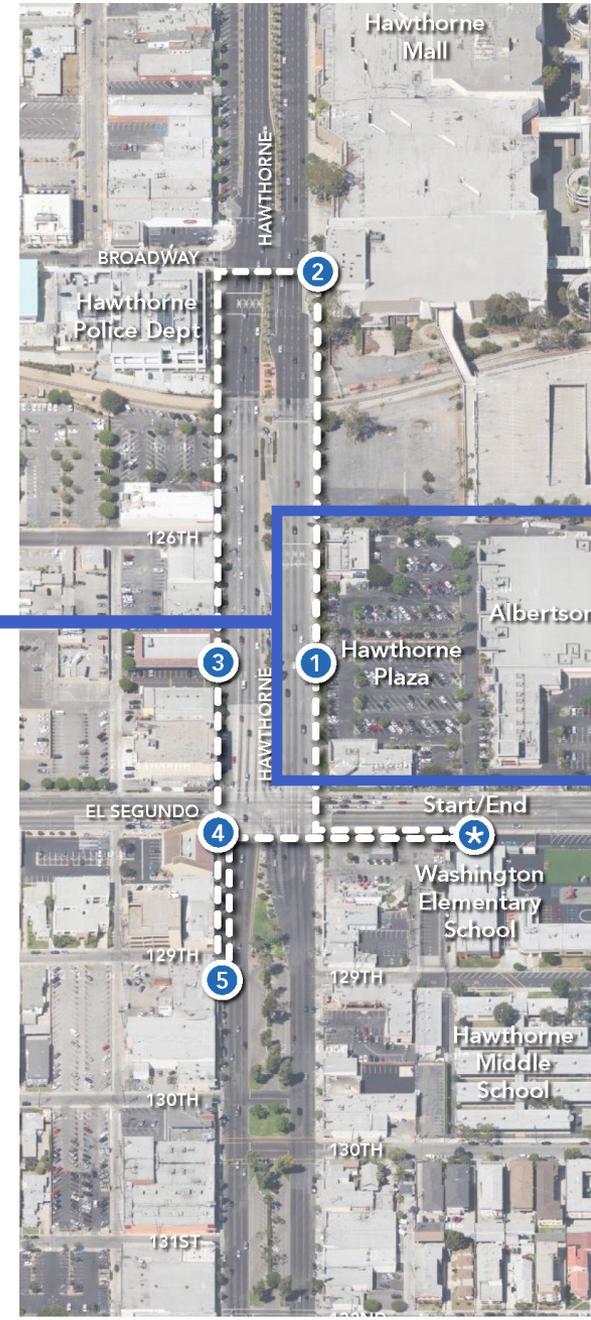


“providing shade for the benches and bus stop would be nice”

“feels active, parking well-used”

“need space between sidewalk and cars on Hawthorne”

“don’t like the setback of the buildings”



2: Hawthorne Mall



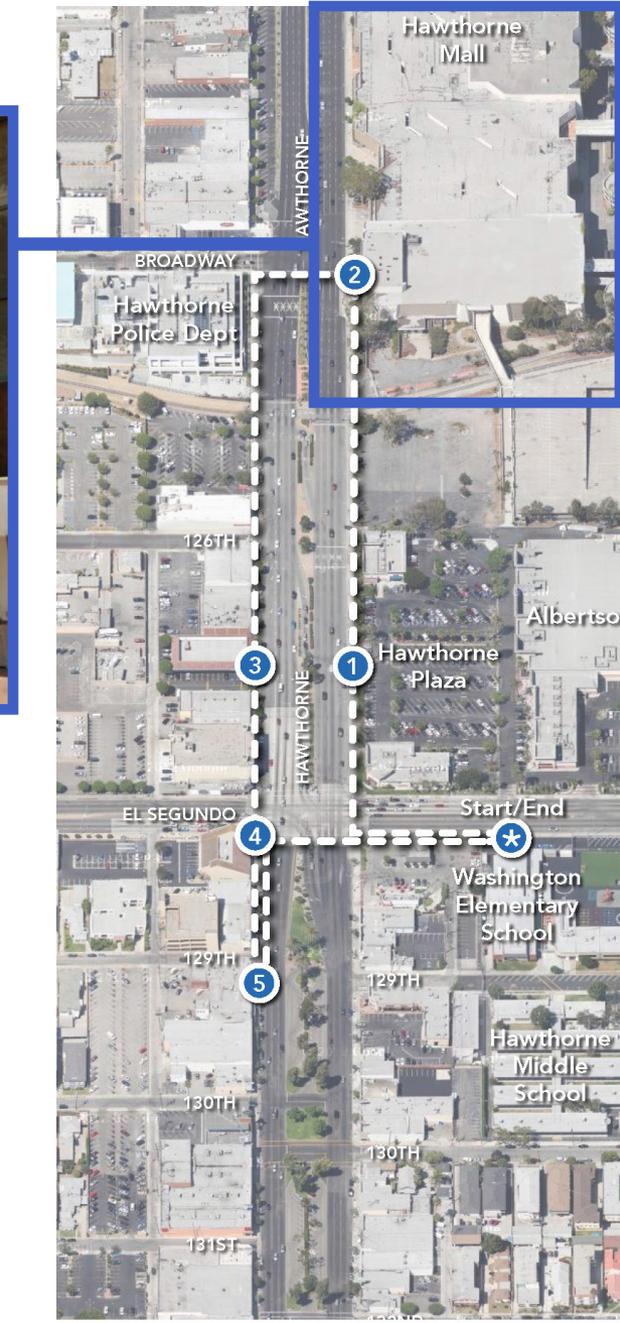
"dead mall is community de-moralizing"

"traffic too fast, scary to cross Hawthorne"

"dilapidated, too fortress-like"

"currently an eyesore"

"Boulevard is way too wide at this point"



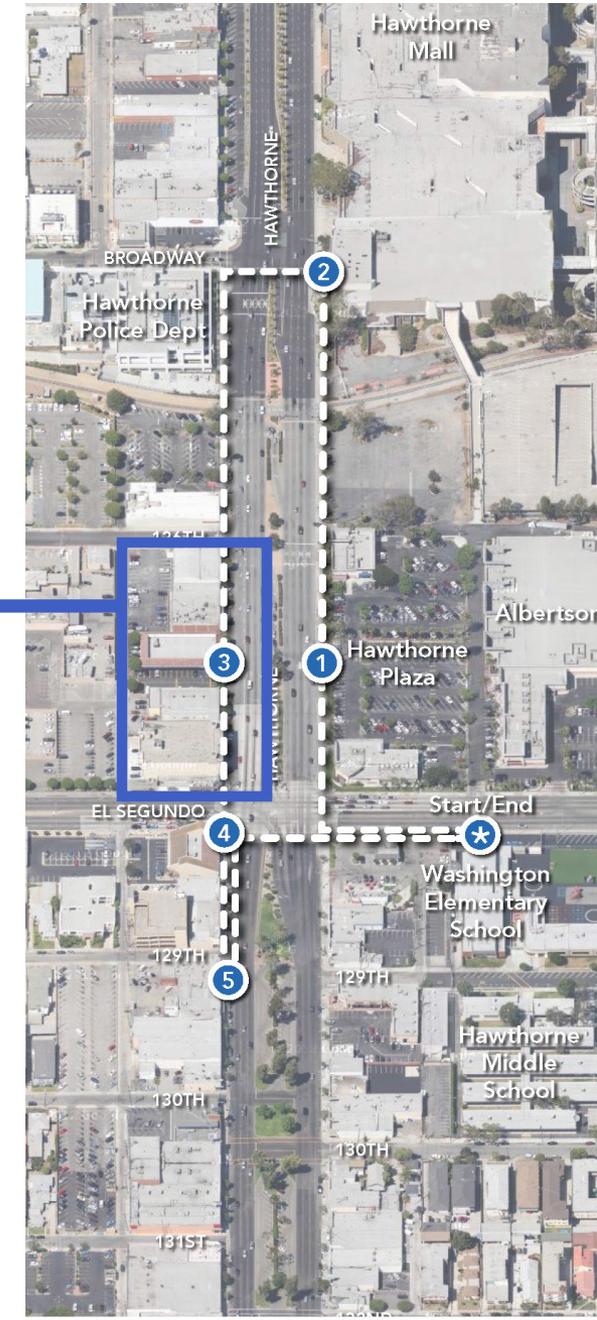
3: Hawthorne Blvd Commercial



“north of police station looks good- old but you notice the stores”

“need signage and design continuity”

“need to be cleaned up but need to keep businesses we use and we can walk to”



4: El Segundo and Hawthorne Blvd

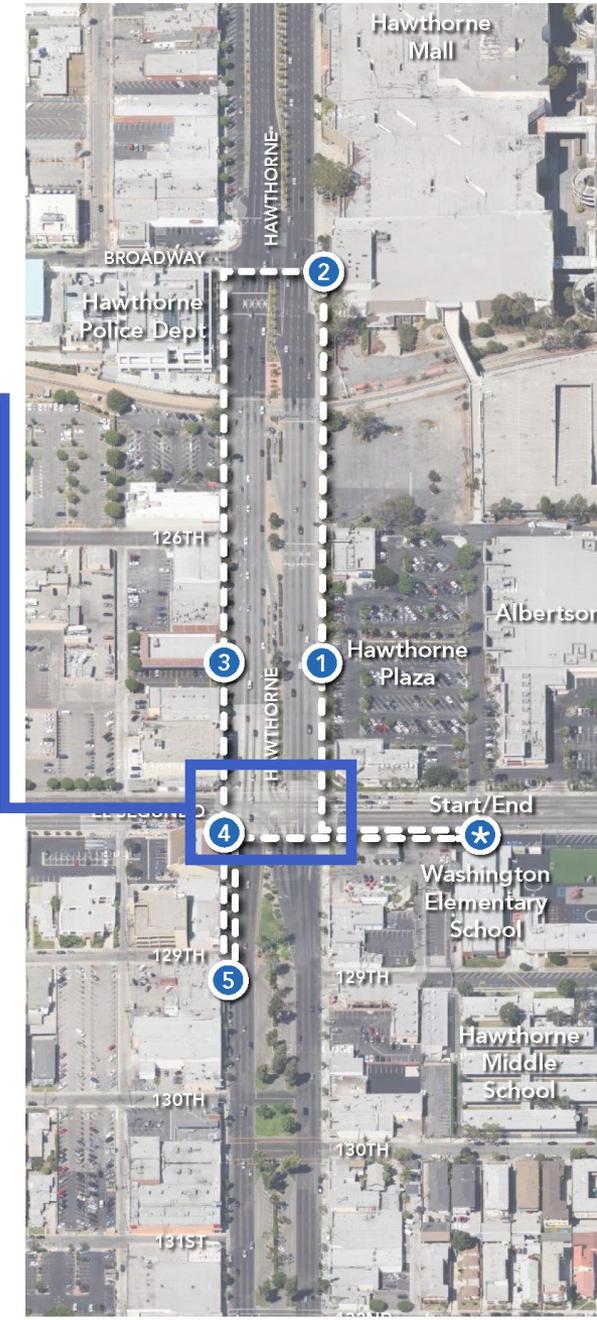


“people don't know how to turn left with the medians”

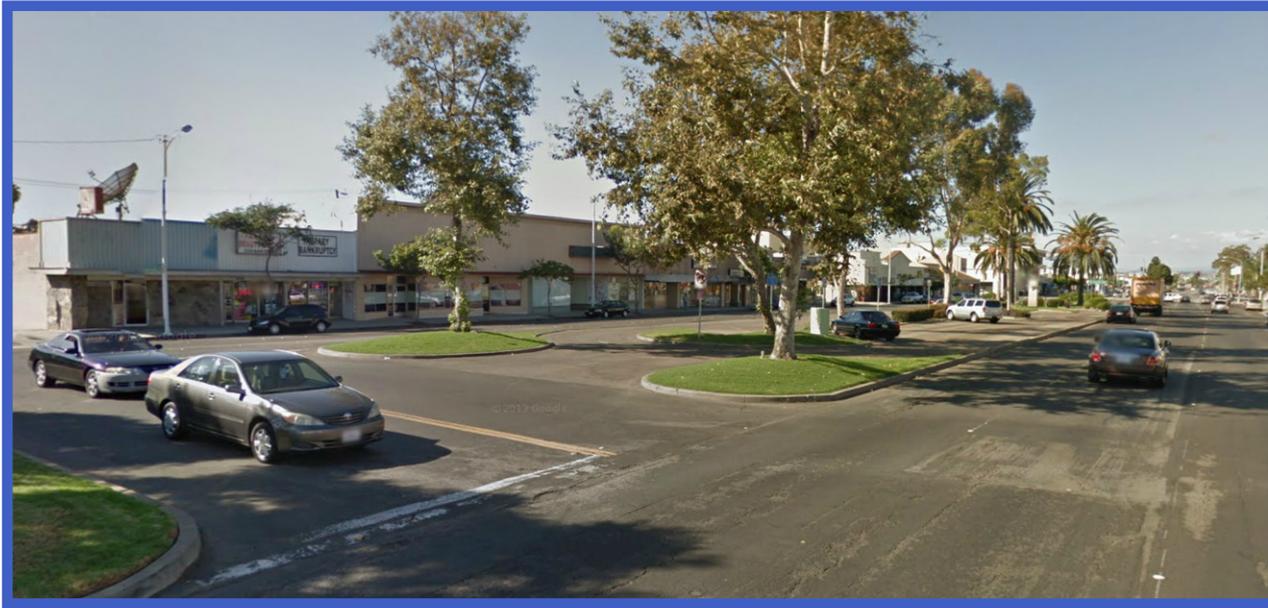
“it needs to be cleaned up and beautified, it should be appealing and welcoming”

“more bus shelters, more seating”

“could have better landscaping”



5: Hawthorne Blvd Median/Parking

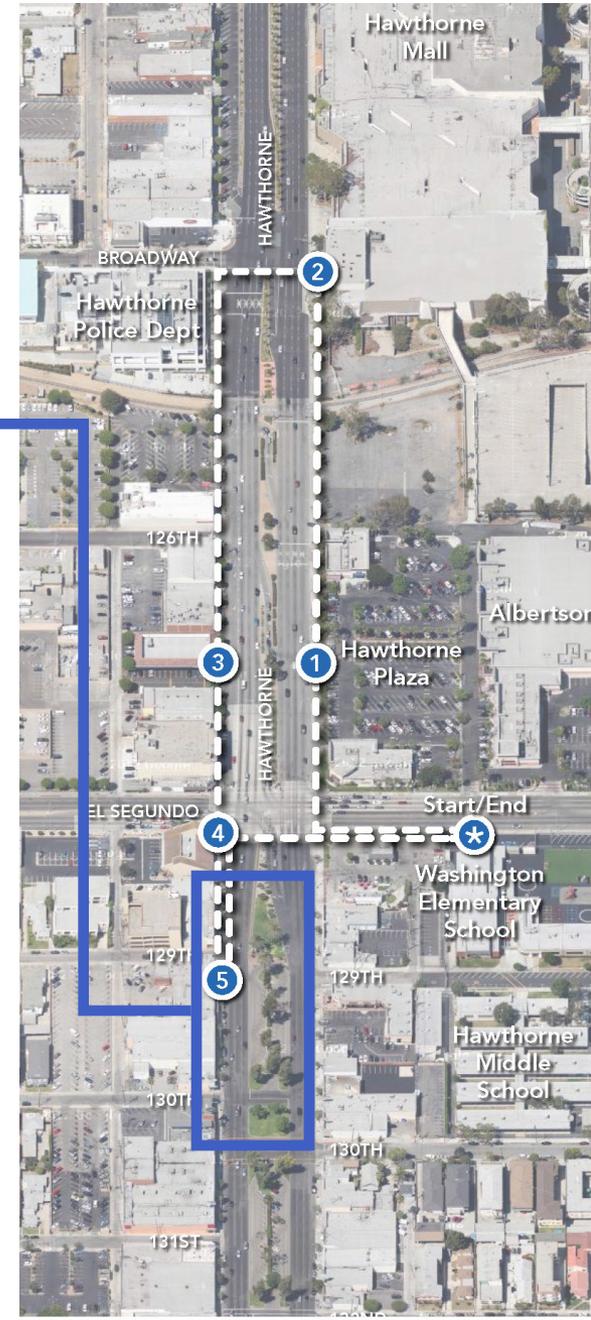


“crosswalks across Hawthorne Boulevard can be more controlled”

“boulevard is too wide and busy for median parking”

“too much fast moving traffic, not conducive to business”

“lawn and low plantings good”

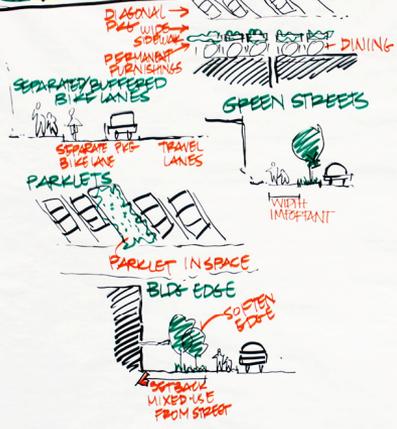


Placemaking Toolkit and Survey

Participants rated potential design and development concepts for Downtown Hawthorne including streets, parks and plazas, and buildings.



downtown hawthorne Specific plan



SEPTEMBER 28, 2013
COMMUNITY WORKSHOP #1

STREETS

- ▷ UNWALKABILITY → PED-FRIENDLY
- ▷ ISSUE OF LOITERING - NEED EMPLOYMENT MAINTENANCE
- ▷ SIDEWALK DINING OUTSIDE MALL
- ▷ USE CONCRETE/PERMANENT FURNISHINGS
- ▷ NEED CONSISTENCY
- ▷ LANE REDUCTION AN ISSUE - TO BE ANALYZED OR A POSITIVE
- ▷ DIAGONAL PFG
- ▷ TRANSIT IN CENTER OF MEDIAN
- ▷ GREENER STREETS - LOCAL STREETS
- ▷ WIDER - LESS CLUTTERED ON BLVD.
- ▷ FOOD VENDING - NOT DESIRABLE ON STREET - MAYBE NEAR TRANSIT
- ▷ WALKING - WITH HAWTHORNE HISTORY
- ▷ BIKE LANES - CREATE SPACE FOR BIKERS
 - SEPARATE BIKE LANES PREFERRED
 - BIKES OFF OF BLVD ON OTHER STREETS

PLACEMAKING TOOLKIT + SURVEY

PARKS + PLAZAS

- ▷ PARKLETS CHEAP/QUICK TO IMPLEMENT
- ▷ GREENWAY - RESIDENTIAL AREAS
- ▷ BRING BUSINESSES AND PUBLIC SPACE
- ▷ MORE SPACES FOR KIDS!
- ▷ MEDIAN PFG → PARKS - MAYBE IN SOME PLACES
- ▷ NO LARGE PARK BLVD. JUST IN CERTAIN SPOTS

BUILDINGS

- ▷ MAKE BLDGS UNIQUE
- ▷ GIVE FACADES COLOR
- ▷ CONSISTENT SIGNAGE
- ▷ RESPECT HISTORIC BLDG CONTEXT
- ▷ MODERN PARKING STRUCTURES
- ▷ DENSE (3 STORY) TOWNHOMES
- ▷ MIXED USE - OFFSET FROM THE BLVD
- ▷ SETBACK BLDGS & SOFTEN EDGE
- ▷ 4 OR 5 STORIES OK IF WELL-DESIGNED
- ▷ MIDRISE HOTEL DESIRED
- ▷ HIGHER DENSITY RESID/RETAIL/OFFICE MIXED-USE FOR MALL SITE
- ▷ HIGHER DENSITY HOTELS B/C NEAR AIRPORT
- ▷ 20 STORY MAY BE TOO HIGH DENSITY

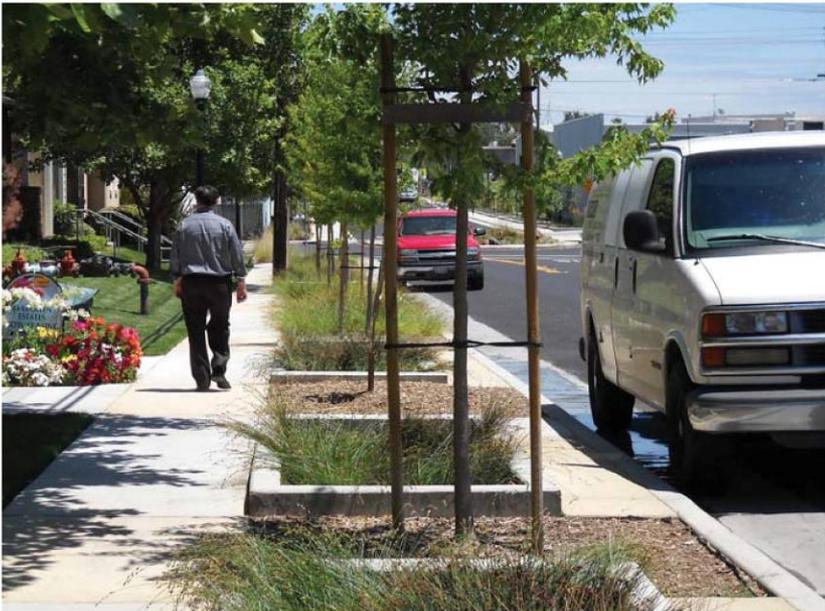


Streets:

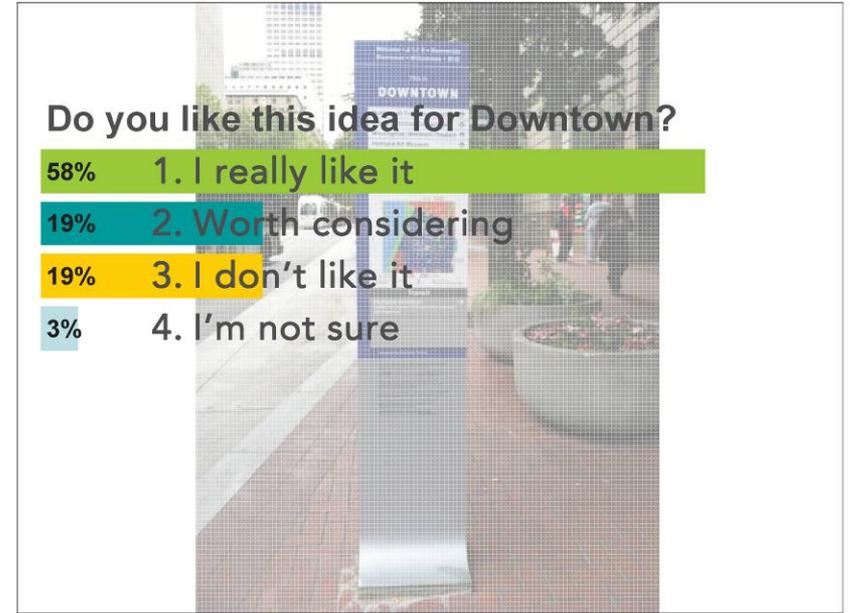
STREETS

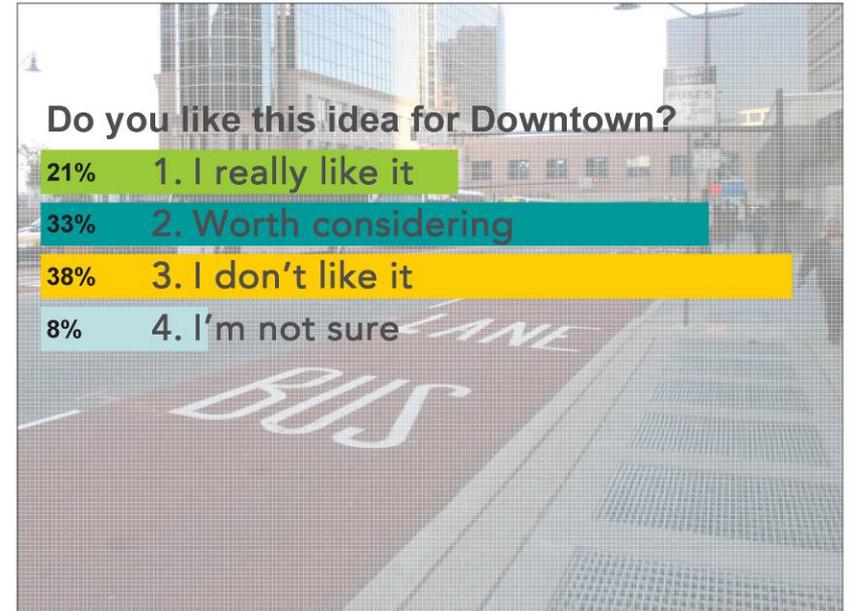
- ▷ WALKABILITY → PED-FRIENDLY
- ▷ ISSUE OF LOITERING BY SAFETY - NEED ENFORCEMENT + MAINTENANCE
- ▷ SIDEWALK DINING OUTSIDE MAIL
- ▷ USE CONCRETE/PERMANENT FURNISHINGS
- ▷ NEED CONSISTENCY
- ▷ LANE REDUCTION AN ISSUE - TO BE ANALYSED OR A POSITIVE
- ▷ DIAGONAL PKGS
- ▷ TRANSIT IN CENTER OF MEDIAN
- ▷ GREENER STREETS - LOCAL STREETS
- ▷ WIDER LESS CLUTTERED ON BLVD.
- ▷ FOOD VENDING - NOT DESIRABLE ON STREET - MAYBE NEAR TRANSIT
- ▷ WAYFINDING WITH HAWTHORNE HISTORY
- ▷ BIKE LANES : CREATE SPACE FOR BIKERS
 - SEPARATE BIKE LANES PREFERRED
 - BIKES OFF OF BLVD ON OTHER STREETS









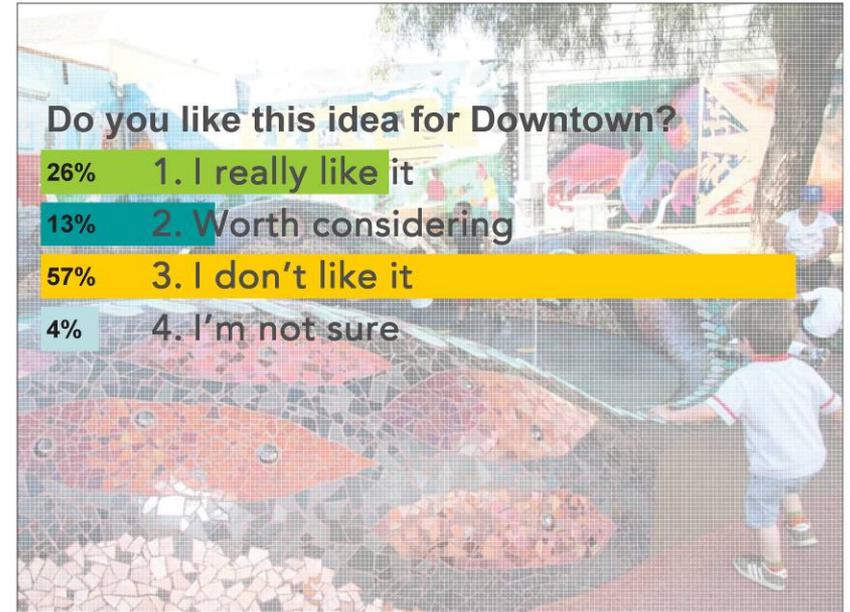


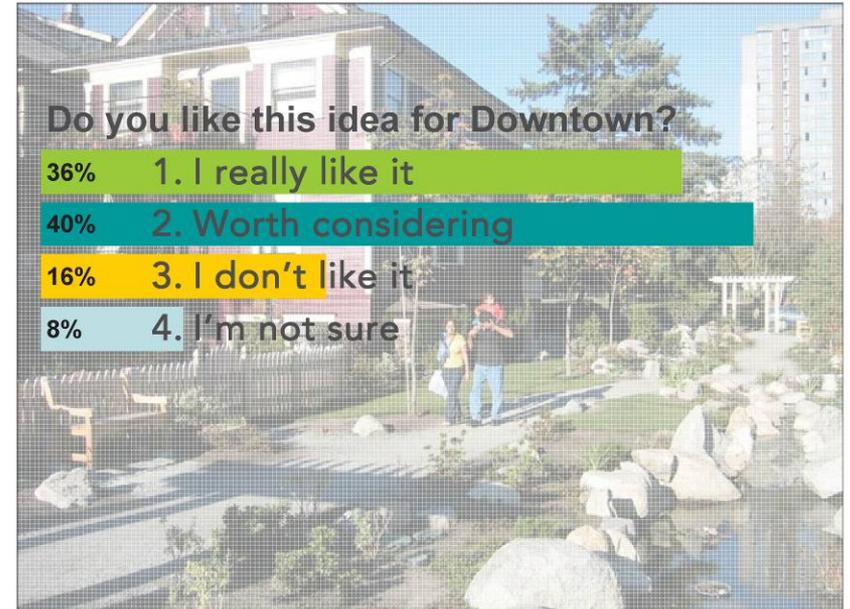
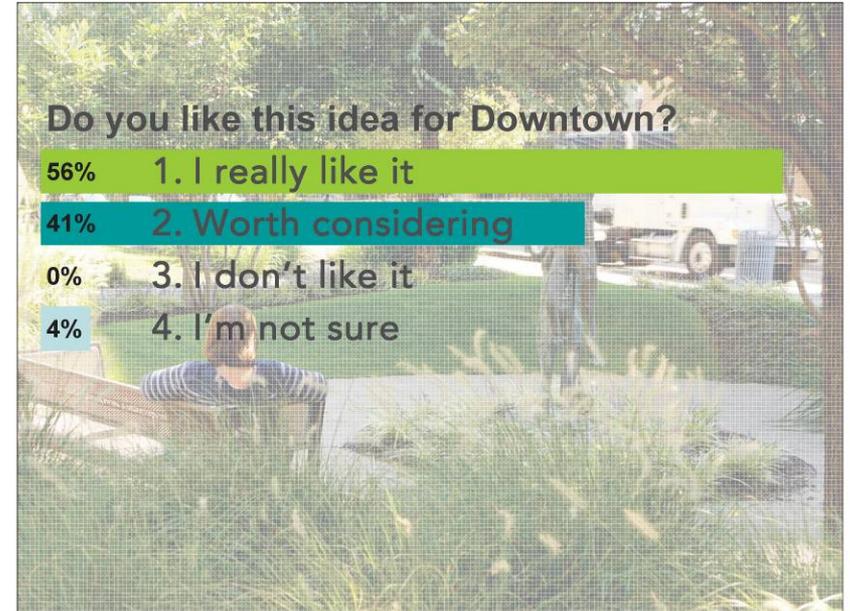
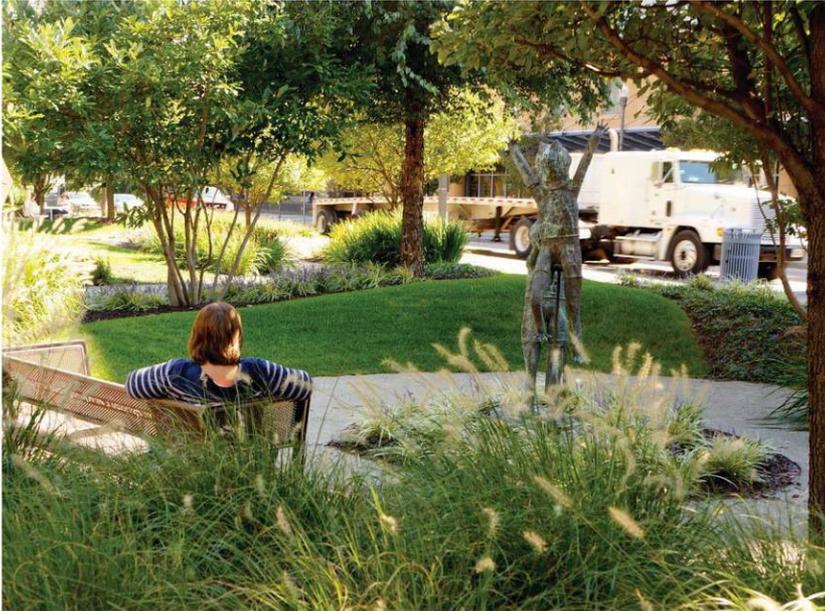


Parks and Plazas:

PARKS + PLAZAS

- ▷ PARKLETS CHEAP/QUICK TO IMPLEMENT
- ▷ GREENWAY - RESIDENTIAL AREAS
- ▷ BRING BUSINESSES AND PUBLIC SPACE
- ▷ MORE SPACES FOR KIDS!
- ▷ MEDIAN PKG → PARKS - MAYBE IN SOME PLACES
- ▷ NO LARGE PARK BLVD. JUST IN CERTAIN SPOTS







Buildings:

BUILDINGS

- ▷ MAKE BLDGS UNIQUE
- ▷ GIVE FAÇADES COLOR
- ▷ CONSISTENT SIGNAGE
- ▷ RESPECT HISTORIC BLDG CONTEXT
- ▷ MODERN PARKING STRUCTURES
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- ▷ HIGHER DENSITY HOTELS B/C NEAR AIRPORT
- ▷ 20 STORY MAY BE TOO HIGH DENSITY



Do you like this idea for Downtown?

40% 1. I really like it

48% 2. Worth considering

12% 3. I don't like it

0% 4. I'm not sure



Do you like this idea for Downtown?

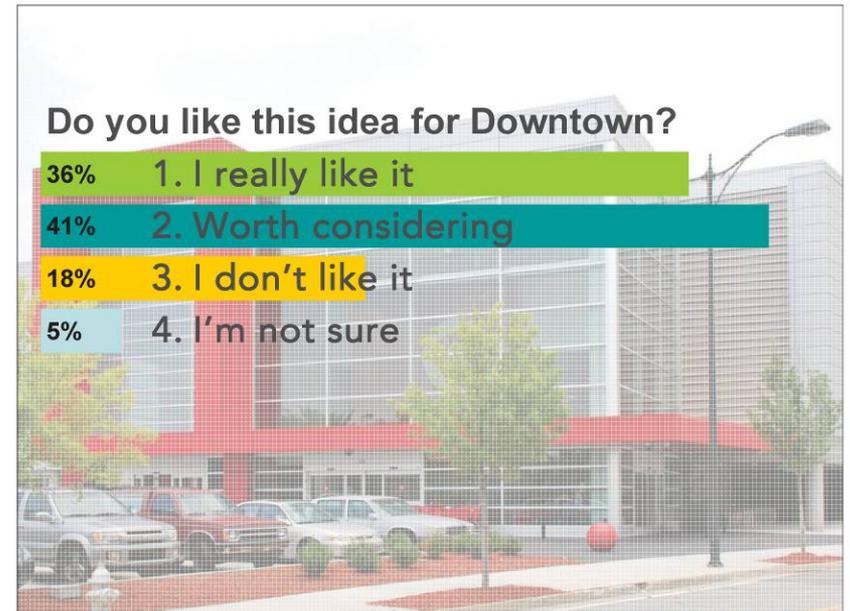
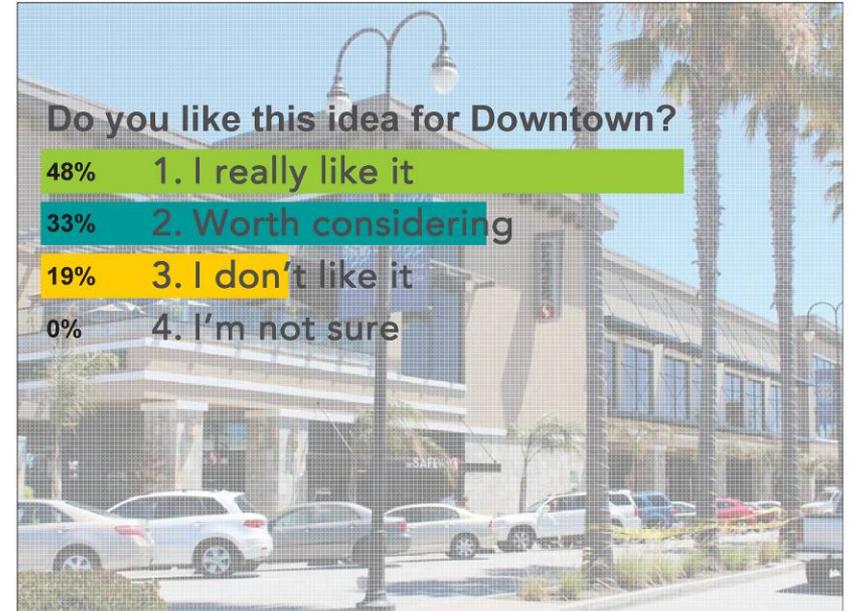
46% 1. I really like it

42% 2. Worth considering

12% 3. I don't like it

0% 4. I'm not sure









Do you like this idea for Downtown?

17% 1. I really like it

29% 2. Worth considering

50% 3. I don't like it

4% 4. I'm not sure



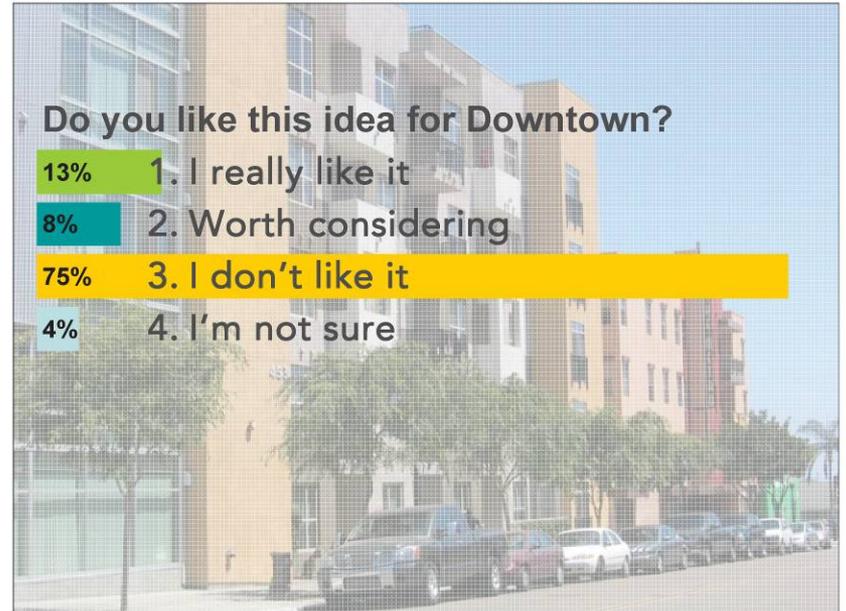
Do you like this idea for Downtown?

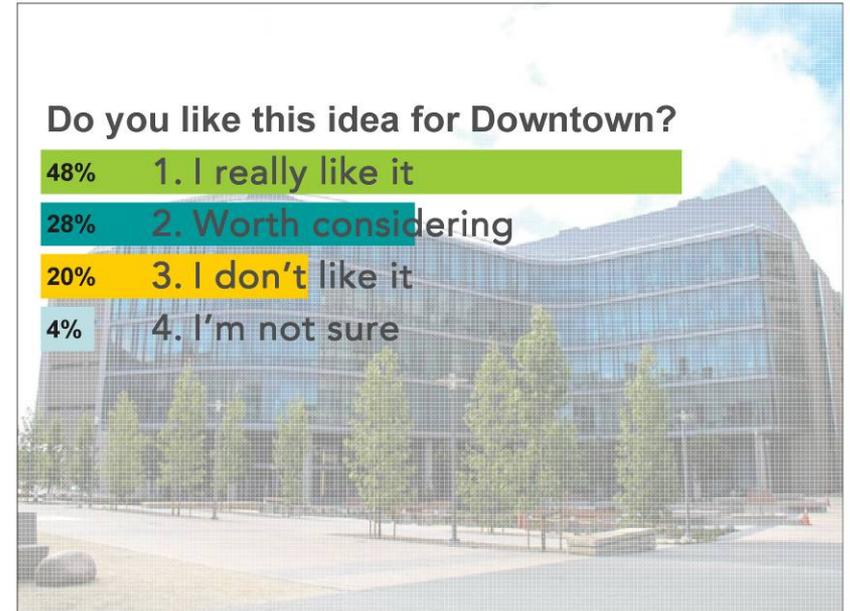
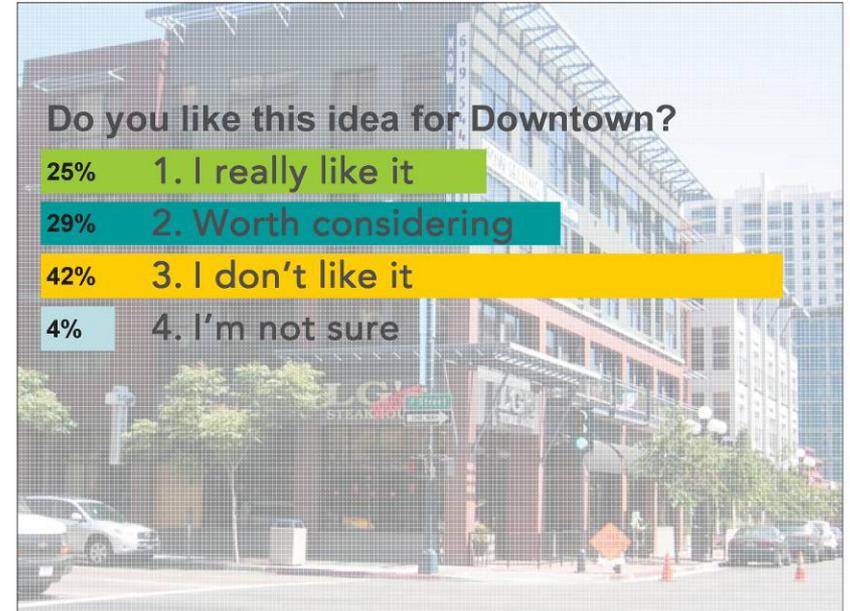
13% 1. I really like it

8% 2. Worth considering

75% 3. I don't like it

4% 4. I'm not sure







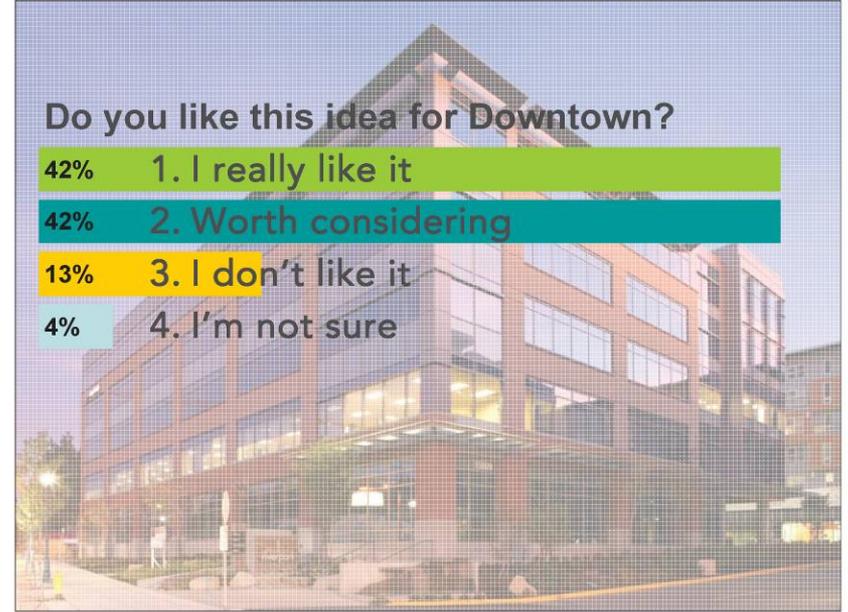
Do you like this idea for Downtown?

42% 1. I really like it

42% 2. Worth considering

13% 3. I don't like it

4% 4. I'm not sure



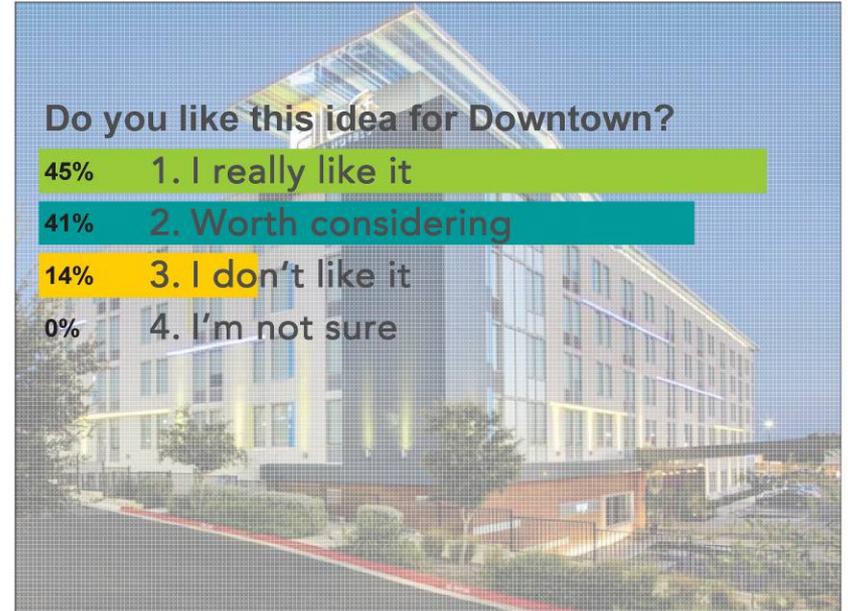
Do you like this idea for Downtown?

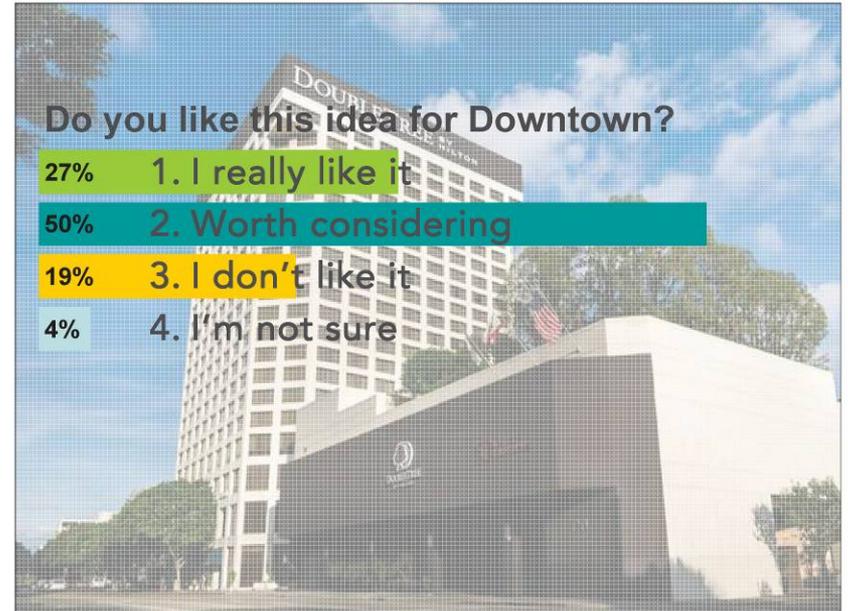
45% 1. I really like it

41% 2. Worth considering

14% 3. I don't like it

0% 4. I'm not sure







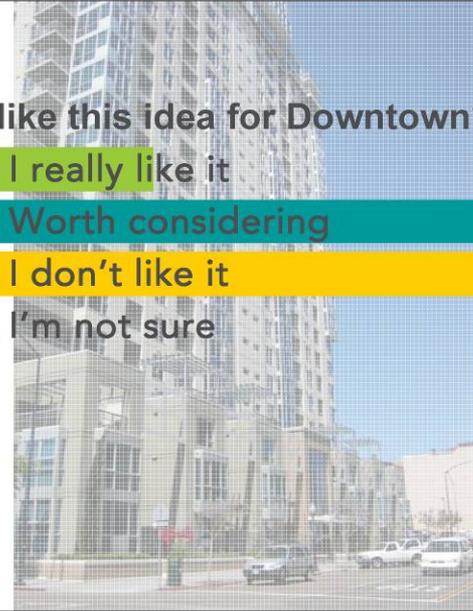
Do you like this idea for Downtown?

17% 1. I really like it

42% 2. Worth considering

42% 3. I don't like it

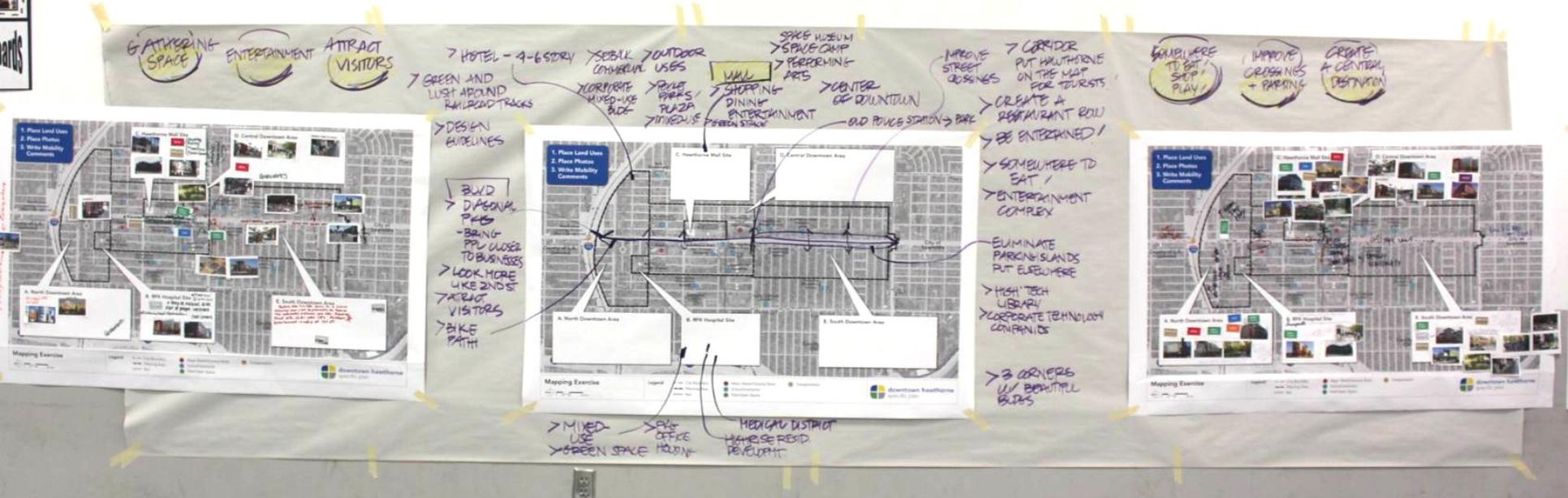
0% 4. I'm not sure



Mapping Exercise

Participants proposed land use, design character, and mobility improvements for focus areas within Downtown.





Group 1

1. Place Land Uses
2. Place Photos
3. Write Mobility Comments

C. Hawthorne Mall Site

- Space Needle, w/ rest. on top.
- Corporate Ofc. Tower
- Hi Din. Rest. (noble/100)
- M.U. conference facilities
- Pan-Farmen Movie Hall
- Space Camp.

D. Central Downtown Area

- Ped. access.
- bike destination rest station
- connect w/ city civic dr

A. North Downtown Area

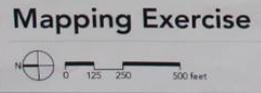
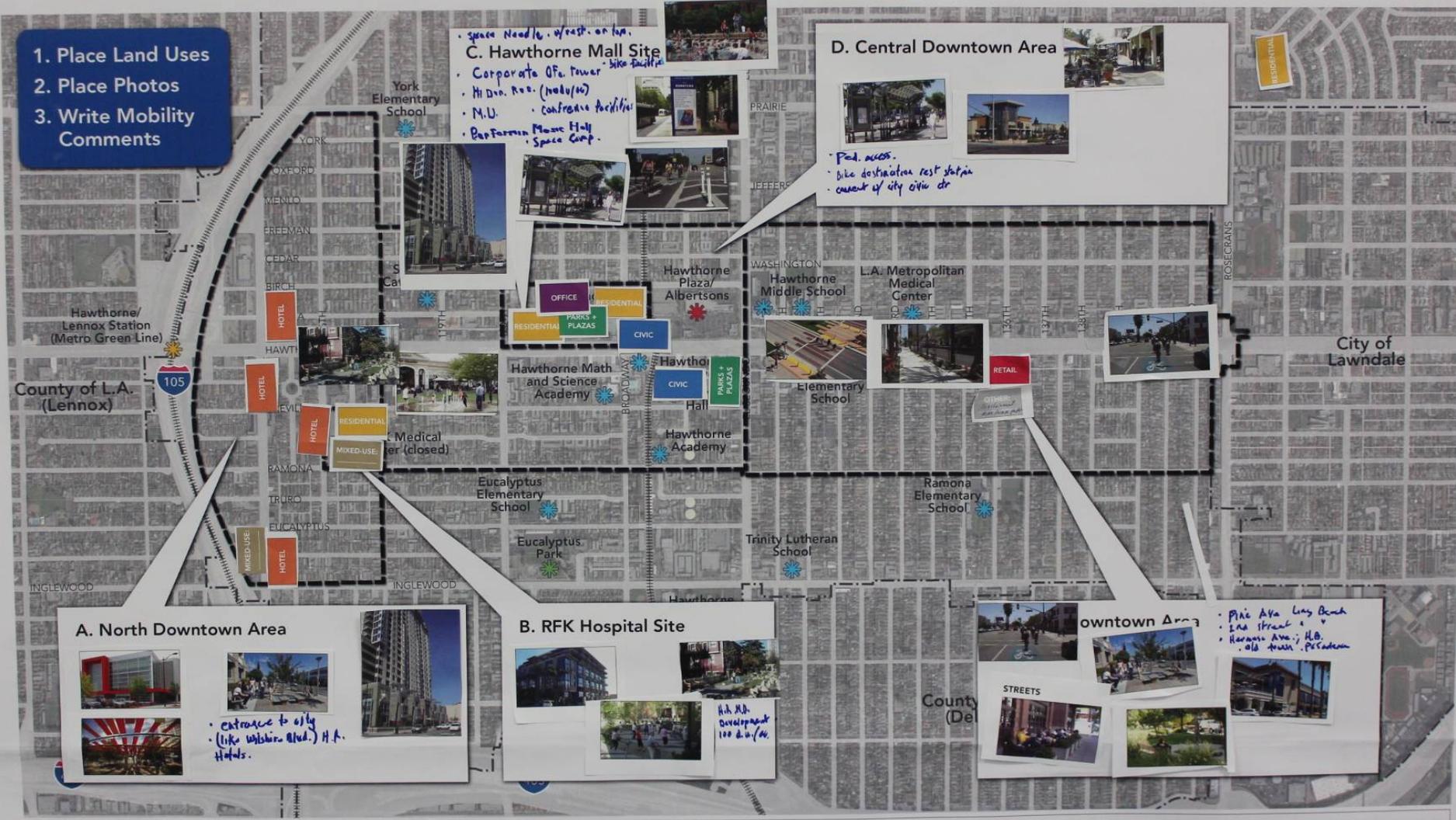
- entrance to city
- (like Wilshire Blvd.) H.A. Hotels.

B. RFK Hospital Site

- H.A. M.U. Development
- 100 d.u./hr.

Downtown Area

- Pine Ave. Long Beach
- 1st St. Street
- Harman Ave. H.A.
- 1st St. H.A. Pedestrian



Legend

	City Boundary		Major Retail/Grocery Store		Transportation
	Planning Area		School/Institution		Park/Open Space
	Rail				



Group 1

A. North Downtown

- Entrance to the City
- High-rise hotels and mixed use
- Wide sidewalks, plazas

B. RFK Hospital

- Higher density mixed-use and residential (100 d.u./acre)
- Residential-scale greenways, parks and plazas

C. Hawthorne Mall

- Higher density office, mixed-use, residential, conference facilities and civic uses
- Plazas, wayfinding, transit and bike facilities

D. Central Downtown

- Civic center
- Parks, plazas, pedestrian-friendly, bike facilities

E. South Downtown

- Retail, restaurants and outdoor dining
- Pedestrian-friendly, bike facilities, parks

Group 2

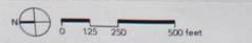
1. Place Land Uses
2. Place Photos
3. Write Mobility Comments

EVERYWHERE
← Every where

EVERYWHERE
→ Every where



Mapping Exercise



Legend

- City Boundary
- - - Planning Area
- ||||| Rail
- ★ Major Retail/Grocery Store
- ★ School/Institution
- ★ Park/Open Space
- ★ Transportation



Group 2

A. North Downtown

- Mid to Higher density mixed-use, hotels, restaurants
- Wide sidewalks with outdoor dining, landscaping and seating areas, bicycle facilities (throughout corridor)

B. RFK Hospital

- Medical District
- Mid-density

C. Hawthorne Mall

- Mid-density mixed-use, retail, shopping, dining, theaters

D. Central Downtown

- Retail, restaurants, civic, mixed use (retail, office, residential)
- Parks/parklets, plazas, pedestrian walkways across blvd

E. South Downtown

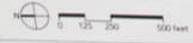
- Entertainment complex, nightclubs, retail
- Eliminate median, reduce traffic to 2 lanes, diagonal parking

Group 3

1. Place Land Uses
2. Place Photos
3. Write Mobility Comments

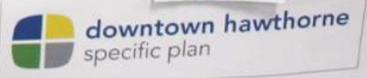


Mapping Exercise



Legend

- City Boundary
- - - Planning Area
- ||||| Rail
- ★ Major Retail/Grocery Store
- ★ School/Institution
- ★ Park/Open Space
- ★ Transportation



Group 3

A. North Downtown

- Mid to higher density mixed-use, retail, hotel, civic, parks/plazas
- Bicycle lanes and outdoor dining (throughout corridor)
- Green Imperial Highway and provide bike lanes to the beach

B. RFK Hospital

- Mid-density Residential, retail, office
- Hide parking – setback behind retail

C. Hawthorne Mall

- Mid-density mixed-use, retail, civic
- Greenways, community gardens, improved pedestrian crossings

D. Central Downtown

- Mid-density office, retail
- Parks, plazas, bike facilities

E. South Downtown

- Diverse retail choices, mixed-use
- Streetscaping, parks, parklets, plazas

Group 4

1. Place Land Uses
2. Place Photos
3. Write Mobility Comments

C. Hawthorne Mall Site

- MIXED-USE
- PARKS + PLAZAS
- OFFICE
- RETAIL

Historical museum

D. Central Downtown Area

- RETAIL
- PARKS + PLAZAS

A. North Downtown Area

- HOTEL
- OFFICE
- PARKS + PLAZAS

- hotel
- restaurants & ethnic market

B. RFK Hospital Site

Lifestyle center

- OTHER
- RESIDENTIAL
- OFFICE
- CIVIC
- OFFICE

Urgent care
assisted living
Medical Center

E. South Downtown

- PARKS + PLAZAS
- RETAIL

PARKING

PARKING

WALK

Mapping Exercise



Legend

- City Boundary
- - - Planning Area
- ||||| Rail
- 🌸 Major Retail/Grocery Store
- 🏫 School/Institution
- 🌳 Park/Open Space
- 🚗 Transportation



Group 4

A. North Downtown

- Hotel, office, restaurants
- Parks/plazas

B. RFK Hospital

- Lifestyle/medical center, urgent care, assisted living, office, residential, civic
- Walking paths

C. Hawthorne Mall

- Mixed-use, office, retail, historic museum

D. Central Downtown

- Retail
- Parks/plazas, pedestrian crossings, transit shelters, wide sidewalks, parking along blvd.

E. South Downtown

- Retail, outdoor markets
- Parks/plazas, park in median, bicycle facilities, pedestrian crossings, outdoor dining, parking along blvd.




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Washington Elementary School