



## chapter two

# VISION FRAMEWORK

*The Vision Framework establishes the blueprint for how Downtown Hawthorne will grow and evolve over the next decade and beyond. It provides answers to questions such as: What are our most important goals as a community? How do those goals translate to a commonly held vision for the future? What should the physical character of Downtown Hawthorne look and feel like? And how should the area function, so that it is an attractive and vibrant place that makes neighborhood residents, workers and visitors engaged, healthy and productive?*



Community members collaborated on a mapping exercise where they proposed land use, design character and mobility improvements within Downtown



During the second workshop, community members had the opportunity to share their ideas, perspectives and insights on the draft Specific Plan Framework

## Overview

The **Vision Framework** establishes a blueprint for how **Downtown Hawthorne will grow and evolve over the next decade and beyond**. It provides answers to questions such as: what are our goals as a community? How do those goals translate to commonly held vision for the future? What should the physical character of Downtown Hawthorne look and feel like? And how should the area function, so that it is a vibrant and attractive place that makes neighborhood residents, workers and visitors engaged healthy and productive?

These questions and objectives have helped to generate the Vision Framework which reflects community's goals and aspirations for the future of Downtown Hawthorne. In addition to the community's input collected throughout the planning and design process, previous plans and existing policies have helped to inform the plan.

Guided by this framework, the remainder of the Downtown Hawthorne Specific Plan articulates a range of creative and realistic strategies and concepts. This includes specific goals, policies, projects and actions necessary to achieve the desired vision, and direct future development and investment decisions for Downtown.

This Vision Framework chapter includes the following major sections:

- A set of **Project Goals** that articulate the direction for future policies, projects, strategies and actions to fulfill the vision
- A **Vision Framework Diagram**, which graphically illustrates the Goals as well as sets up the overall plan structure and approach
- A **Strategy Diagram**, which highlights the major physical improvement opportunities encompassed within the Vision Framework strategies
- A **City Streetscape Plan** that articulates how design and mobility concepts will be applied in the heart of Downtown

## Project Goals

The community has many aspirations and requirements for both the Downtown area and also how the City plans future changes. The Downtown Hawthorne Specific Plan is guided by a series of goals, shown on the following page. As the plan strategies are implemented, they should be measured and monitored in how they achieve these goals. While each strategy does not respond to every goal equally, they all work together to establish a common vision and direction for the future of the Downtown area.



**Goal 1**  
Provide a clear vision and flexible strategies framework 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**  
Capitalize on key transformative projects that will be catalysts for future public and private investment and positive change



**Goal 4**  
Identify opportunities to develop and expand plazas, parks and open space areas to support a livable and healthy downtown



**Goal 5**  
Foster strong connectivity, access and circulation for pedestrians, bicyclists, transit and automobiles



**Goal 6**  
Engage the entire community in robust, creative and ongoing engagement and participation processes



The community has articulated a clear vision for Downtown—to transform it into a place that supports the broad and diverse spectrum of people, neighborhoods and business in a prosperous, connected, healthy, attractive and inclusive community

## Vision Framework

The Vision Framework Diagram is a one-stop “plan on a page” that illustrates the key building blocks of the Downtown Hawthorne Specific Plan. The diagram includes three major components that will bolster Downtown as a vibrant, safe and healthy neighborhood and bring about tangible, positive change. These include:

- **Vision Elements:** The five Vision Elements—prosperous, connected, healthy, attractive and inclusive—build on the existing character of Downtown while setting a course for a dynamic, interconnected mosaic of people, places and activities.
- **Strategies:** An array of strategies, ranging from short-term “quick win” improvements to mid- and long-term investments, is outlined in the categories under each Vision Element.
- **Transformative Projects:** Including opportunities and partnerships both for the public and private sectors, these signature projects embody bold ideas that will have great impact on Downtown in the coming years.

Together, the Vision Elements, Strategies and Transformative Projects are the most critical steps to advance Downtown’s future. These components are outlined in full detail in Chapter 3: Plan Strategies and Chapter 4: Transformative Projects.

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



# Strategy Diagram

The Strategy Diagram illustrates the physical concepts and strategies that will propel Downtown Hawthorne’s evolution. Located in a strategic and central location within the city, this key neighborhood already contains numerous assets— City Hall, multiple civic uses, schools and academies, churches and cultural facilities, parks, access to regional transportation networks. The improvements illustrated in this Strategy Diagram **build upon the existing assets in Downtown Hawthorne to create a fully interconnected, vibrant, healthy, sustainable and well-designed urban fabric with multiple opportunities for community enhancement and investment.** Key elements of the Strategy Diagram include:

 **hawthorne boulevard**  
Hawthorne Boulevard is re-envisioned with welcoming and safe pedestrian and bike facilities, enhanced transit and extensive placemaking elements

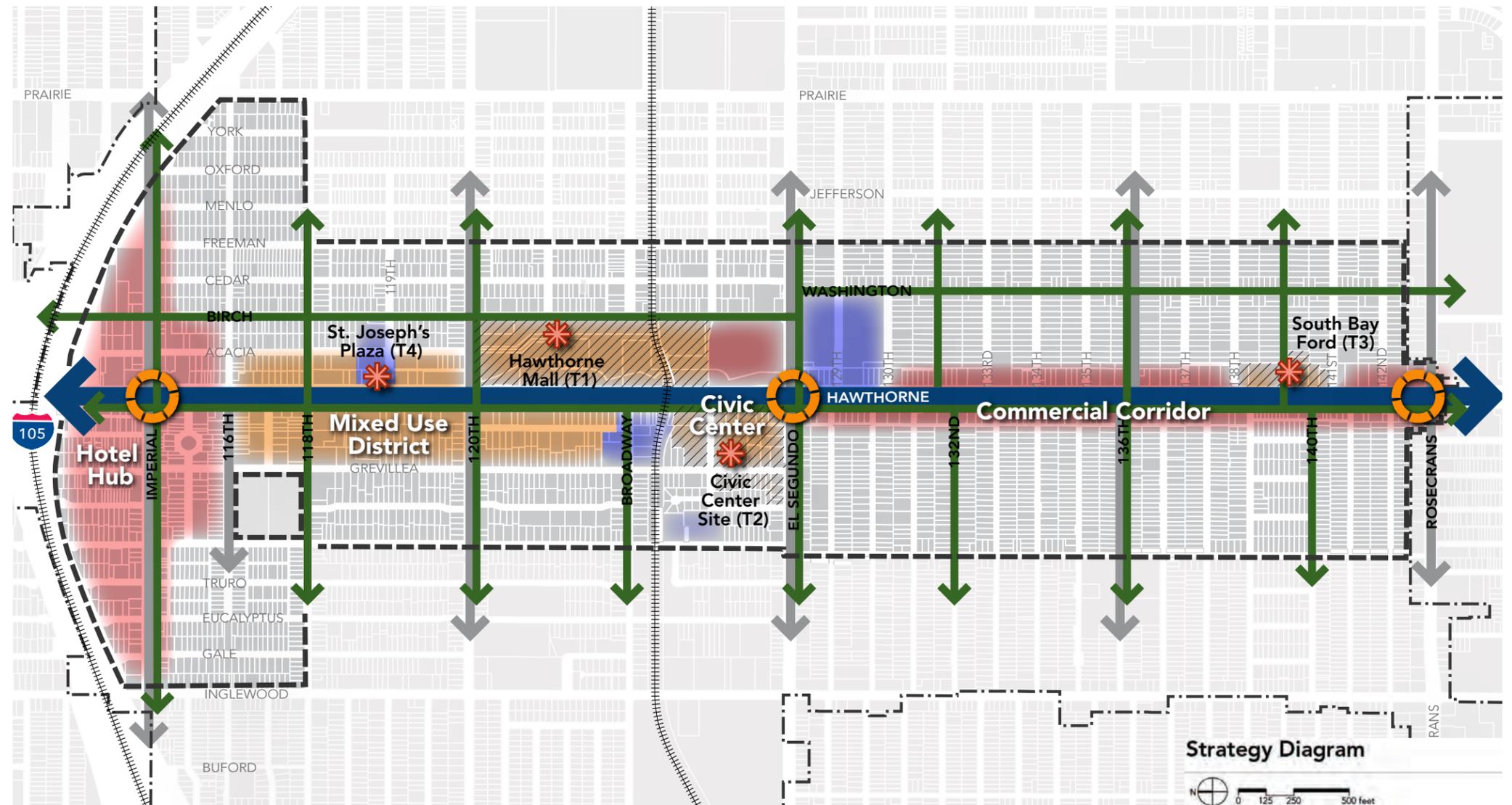
 **major streets**  
Several streets internal to Downtown, including Imperial Highway, play important roles in strengthening corridors focused on housing, retail and employment

 **bike facilities**  
Enhancements to bike facilities are crucial to strengthen the overall mobility and livability of Downtown. In addition to bike lanes, separated cycle tracks provide even greater levels of comfort for cyclists

 **land use**  
While a mix of uses is encouraged throughout Downtown, several activity hubs provide opportunities for clustering similar uses, supporting economic development and creating brand identity

 **transformative projects**  
Transformative Projects highlight key sites for investment and partnership opportunities that will catalyze the transformation of Downtown Hawthorne

 **gateways**  
Gateway features are located in strategic locations along Hawthorne Boulevard to welcome residents, workers and visitors into a thriving and robust Downtown



# CITY CENTER STREETSCAPE PLAN

The City Center Streetscape Plan, shown on the following two pages, goes one step further than the Strategy Diagram to show specifically how mobility, transit, streetscape, urban design and economic development strategies contained in this plan would be applied to this key section of Hawthorne Boulevard. Combined, these strategies result in a more vibrant, safe, beautiful and successful environment. A place that will attract energy, interest and people to Downtown.

Key elements of the City Center Streetscape Plan include:



### Enhanced Bus Stop

New signage, seating and shade structures at bus stops enhance safety and comfort, resulting in increased transit ridership



### Catalytic Development

Major transformative projects (see Chapter 4) at key catalytic sites will help re-energize Downtown



### Outdoor Dining

Flexible outdoor dining support local businesses and improve the social environment along the boulevard



### Downtown Plaza + Gateway

New plazas and gateways frame buildings while also providing needed outdoor spaces for people to meet and relax



### Mid-Block Crossing

Safe pedestrian and bicycle crossings help calm traffic and increase access to businesses and schools



### New Rocket Plaza

This new plaza supports existing public uses and promote the history of Hawthorne



### Extended Boulevard Medians

These medians provide a buffer between busy traffic lanes and more calm parking areas



### New Diagonal Parking

In concert with the extended boulevard medians, diagonal parking provides an efficient and safe solution to parking needs



### Green Bike Lanes

Clearly delineated bike lanes encourage ridership, reduce accidents and improve safety



### Parklets

Fun, functional and flexible parklets increase outdoor space and activate sidewalks



### Wide Sidewalks

Wide sidewalks improve mobility for people of all abilities, while also allowing spaces for flexible events and activities



### Realigned, Calm Boulevard

Realigning driving lanes, while not reducing the total number of lanes, allows for improved circulation within and through Downtown



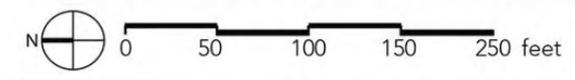
W 120th Street



catalytic development site (hawthorne mall)



# City Center Streetscape Plan





downtown plaza + gateway

catalytic development site



new signalized ped crossing



new rocket plaza



green bike lanes

catalytic development site (civic center)



new diagonal parking

catalytic development site (civic center)



extended boulevard medians



## CITY CENTER STREETScape PERSPECTIVE

Building from the City Center Streetscape Plan on the previous two pages, this illustrative image provides a detailed view of the future street life along Hawthorne Boulevard.

With the future of Hawthorne in mind, this Specific Plan provides guidance and programs to help transform Downtown into a prosperous, connected, healthy, attractive and inclusive community. The street improvements illustrated here showcase the potential of Hawthorne Boulevard—bicycles and pedestrians cross the boulevard safely, new retail and restaurants are catalytic to advancing broader economic development goals, cars easily navigate while allowing adequate space for sidewalk dining and entertainment. While all these changes require a dedicated vision and effort, Downtown Hawthorne holds the potential to become a destination and example for the South Bay Region.