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# Lomita Downtown Vision Lomita, California

City of Lomita  
October 2018



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## INTRODUCTION

### Why focus on Downtown Lomita?

Downtowns are the living room of our cities. Their local businesses and activities contribute to a sense of community and provide people with a place to gather and interact. As walkable destinations for shopping, dining and exploring, Downtown districts celebrate a city's local fabric and culture. Their retailers contribute to a local economy and provide the community access to a variety of goods and services.

Downtown Lomita runs along Narbonne Avenue and stretches east and west along Lomita Boulevard. The Downtown area is walkable, appropriately scaled and full of niche businesses representative of the community's rich history. With a population of just over 20,000 people in under 2 square miles, Lomita provides a terrific consumer base to support a local, Downtown economy\*. Narbonne Avenue and the Downtown corridor have fantastic potential to function as the social, cultural and partial economic and commercial cores of the City.

The City of Lomita hired Studio One Eleven and Kosmont Companies to prepare a Downtown Vision document intended to define and transform the Downtown area into a vibrant place to live, work and visit. The following document includes an assessment of Lomita's existing conditions, a market study, which highlights trends, demographics and areas of opportunity, and an analysis of Lomita's existing policies and ordinances. The Downtown district analysis is paired with strategies and recommendations, an overall vision for the Downtown core and suggested next steps and implementation strategies. This Vision Document has been further shaped by the City council and business stakeholders.

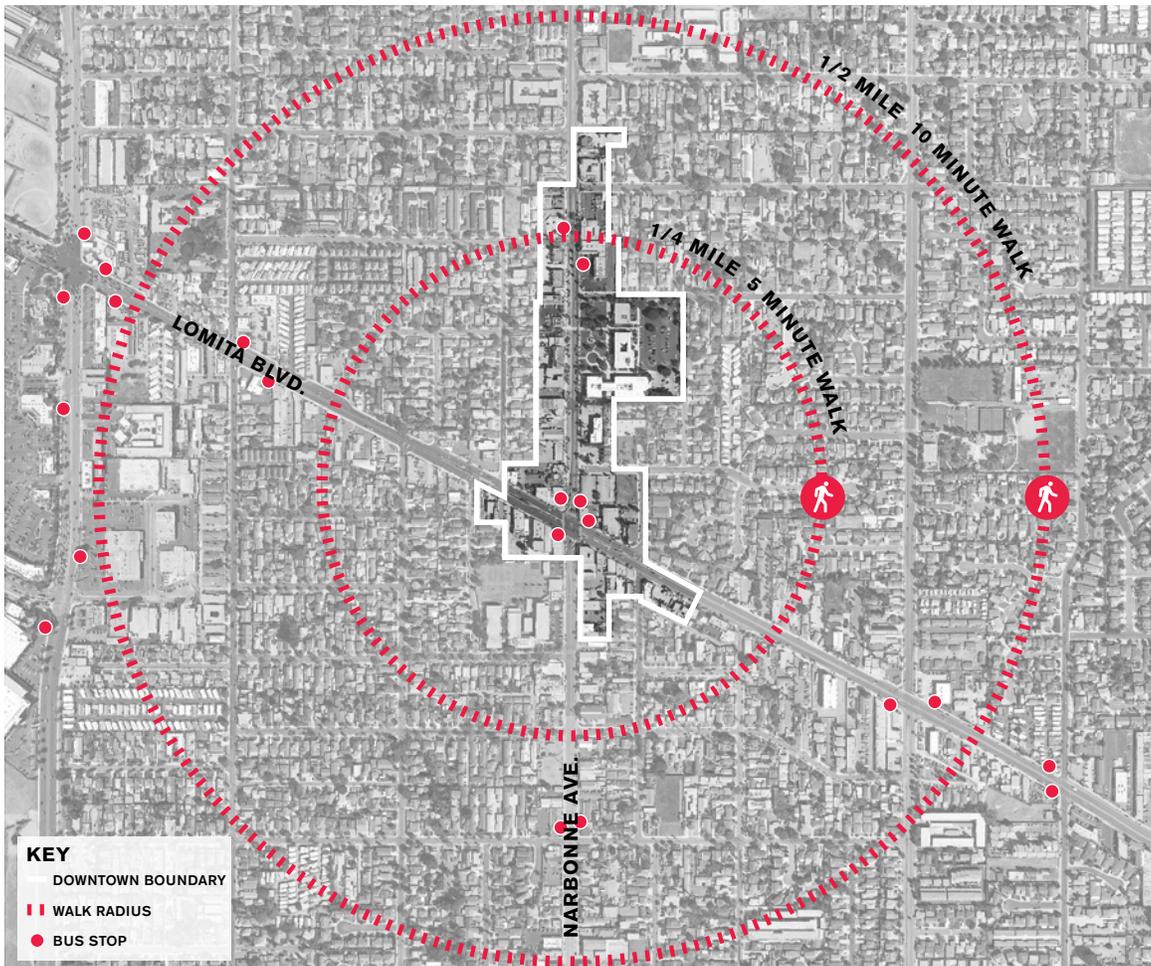
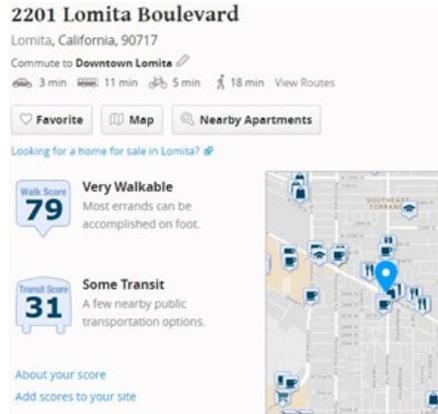
\*A revitalized Downtown can also have an appeal beyond Lomita itself, drawing customers from around the South Bay region.



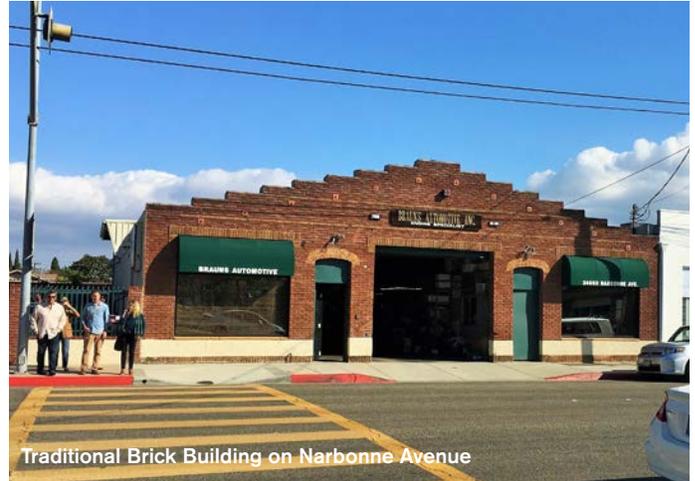
# EXISTING CONDITIONS

Physical Conditions - Downtown Context

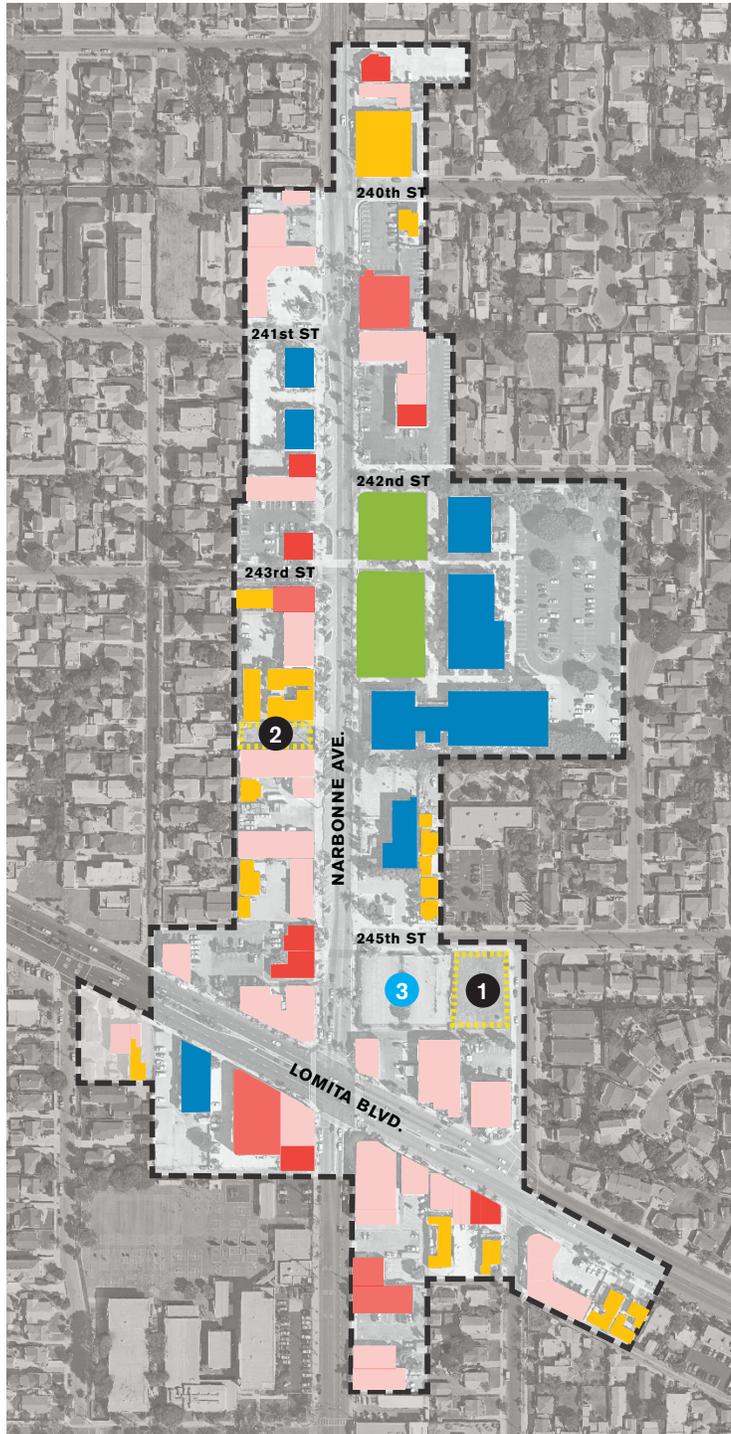
Downtown Lomita is an appropriately scaled, pedestrian friendly community supported by a strong residential network. With a walk score of 79, Downtown is an easily accessible district for all members of the community.



## Physical Conditions - Downtown Character



Physical Conditions - Existing Business Mix & New Development



Existing Business Mix/Service Uses

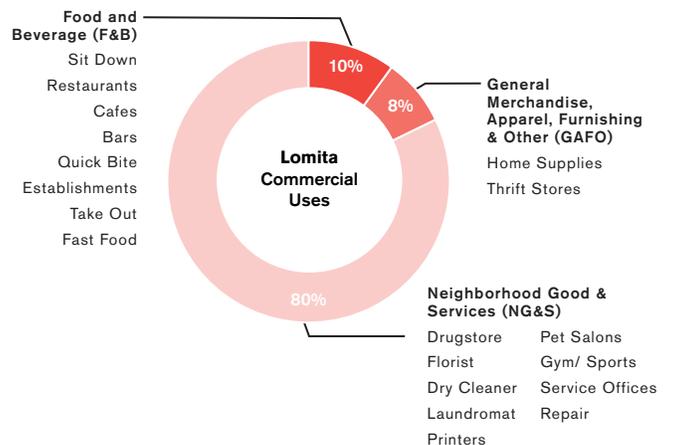
- Neighborhood Good & Services (NG&S)**  
[Drugstore, florist, dry cleaner, Laundromat, gyms/sports, repair, nail saloons, etc.]
- General Merchandise, Apparel, Furnishing & Other (GAFO)**  
[Home supplies and thrift stores]
- Food and Beverage (F&B)**  
[Sit-down restaurants, coffee shops, bars, fast food restaurants, etc.]
- Institutional**  
[Community serving - civic, social, religious, etc.]
- Residential**
- Vacant**
- Open Space - City Lawn**
- Downtown Commercial Zone**

Key Notes

- 1 Vacant w/ Proposed Residential
- 2 Vacant

New Mixed-use Development

- 3 Burnin Daylight Brewing Company & Apartments (Under Construction)



# EXISTING CONDITIONS

## Market Study

### Demographic Highlights

Overall, the City of Lomita has a population that is highly educated with strong average household income. Two demographic points to note are the slightly higher average age (40.3 vs. 35.4) and the lower average household size (2.51 vs. 3.00) than Los Angeles County.

### Implications for Downtown

- **Local Residents** - These statistics bode well for a vibrant Downtown and may indicate a stronger preference for particular types of retail and commercial uses that cater to a mature population.
- **Regional Appeal:** The three-mile radius around Downtown Lomita could suggest a larger market than just City residents, and an opportunity to attract a diverse range of demographic constituents including a younger generation in order to enhance the Downtown culture and feel.

### Population & Households

- Population of ~21,172 and ~8,358 households within the City in 2016
- Population of ~200,727 and ~68,867 households within 3 miles

### Income

- Average Household income ~\$83,109 in City and ~\$96,064 within 3 miles
- 1.93% annual growth projected for median HH income over next 5 years in City

### Other Demographic Characteristics

- Average household size of ~2.51 in City (relatively small)
- Median age of ~40.3 in City (older)
- ~28.5% Bachelor's Degree or higher (relatively high)
- Race: ~57.1% White, ~13.2% Some Other Race, ~14.4% Asian
- Ethnicity: ~32.8% Hispanic in City

### Downtown Lomita Radii

POPULATION & HOUSEHOLDS	1 MILE	2 MILES	3 MILES	LA COUNTY
Population	29,337	80,843	200,727	10,147,765
Households	11,122	29,464	68,867	3,321,508
Average Household Size	2.62	2.72	2.88	3.00
Median Age	38.6	40.3	39.4	39.4
% Hispanic Origin	41.1%	33.1%	37.8%	35.4%
Per Capita Income	\$29,377	\$33,130	\$33,428	\$28,565
Median Household Income	\$57,484	\$65,457	\$69,352	\$57,190
Average Household Income	\$76,998	\$90,285	\$96,064	\$85,730
<b>2016-2021 ANNUAL GROWTH RATE</b>				
Population	0.68%	0.63%	0.63%	0.65%
Median Household Income	1.57%	2.58%	2.47%	2.04%

## Market Study

### Retail Trends & Sales Surplus/Leakage by Category

Downtown Lomita currently has a mix of service-oriented uses that have a low tax base and do not encourage long visits or capitalize on the Civic Center and open space amenities. An analysis of current retail trends along with retail surplus/leakage can provide insight into retail uses to target for Downtown transformation.

**General Retail Trends** - Insight into target tenants for Downtown

The following retail trends should be considered when developing a list of commercial/retail uses in the D-C Zone and Mixed Use Overlay District:

- (1) retail is moving away from big box and more towards smaller neighborhood retail; and
- (2) food, place, and experience are today's anchor tenants.

**Retail Surplus/Leakage** - Insight into retail uses that fulfill local needs

- Grocery and Restaurants (Convenience Goods) leakage of 37.3%. Grocery can be targeted to support mixed-use development and new residents in Downtown; restaurants create a sense of place, an experience, and longer dwell times
- Big Box - not a target for Downtown even though leakage is high; mostly due to e-commerce

### Overall Impact on Downtown

Based on these trends and area retail analysis, developing policies that target **community destination retail** that **creates a sense of place** and re-captures some of the Convenience Goods retail leakage will help energize Downtown and allow for effective blending and mixing of uses.

## Market Study

RETAIL CATEGORY	RETAIL SPENDING POTENTIAL	RETAIL SALES	RETAIL SURPLUS/ (LEAKAGE)	PERCENT SURPLUS / (LEAKAGE)
<b>SHOPPER GOODS (GAFO)</b>				
Clothing & Clothing Accessories Stores	\$20,859,349	\$5,258,587	(\$15,600,762)	(59.7%)
General Merchandise Stores	\$56,376,124	\$10,973,817	(\$45,402,307)	(67.4%)
Furniture & Home Furnishings Stores	\$10,614,320	\$4,459,919	(\$6,154,401)	(40.8%)
Health & Personal Care Stores	\$20,003,077	\$9,288,805	(\$10,714,272)	(36.6%)
Sporting Goods, Hobby, Book & Music Stores	\$9,609,779	\$4,407,569	(\$5,202,210)	(37.1%)
Electronics & Appliances Stores	\$18,640,423	\$5,769,633	(\$12,870,790)	(52.7%)
Miscellaneous Store Retailers	\$13,303,127	\$20,613,022	(\$7,309,895)	(21.6%)
Subtotal - GAFO	\$149,406,199	\$60,771,352	(\$88,634,847)	(42.2%)
<b>CONVENIENCE GOODS</b>				
Food & Beverage Stores (Grocery)	\$53,976,247	\$10,807,813	(\$43,168,434)	(66.6%)
Food Services & Drinking Places (Restaurants)	\$33,819,918	\$29,272,627	(\$4,547,291)	(7.2%)
Subtotal - Convenience	\$87,796,165	\$40,080,440	(\$47,715,725)	(37.3%)
<b>HEAVY COMMERCIAL GOODS</b>				
Bldg. Materials, Garden Equip. & Supply Store	\$16,601,205	\$19,262,836	(\$2,661,631)	(7.4%)
Motor Vehicle & Parts Dealers	\$67,566,182	\$46,292,384	(\$21,273,798)	(18.7%)
Gasoline Stations	\$16,452,724	\$11,012,487	(\$5,440,237)	(19.8%)
Subtotal - Heavy Commercial	\$100,620,111	\$76,567,707	(\$24,052,404)	(13.6%)
Non-store Retailers	\$11,334,535	\$3,346,467	(\$7,988,068)	(54.4%)
Total Retail	\$349,157,010	\$180,765,966	(\$168,391,044)	(31.8%)

## EXISTING CONDITIONS

### Regulatory Framework

#### City Ordinances

The City's Downtown Commercial District is located along Narbonne Avenue and branches out to Lomita Boulevard. This area is zoned as Downtown Commercial (D-C), which was established to promote the revitalization and development of the downtown area through a wide range of commercial retail, service, and entertainment uses. The D-C zone serves as the underlying zoning for the properties along Narbonne and the Mixed-use Overlay district contains flexible development standards to encourage the reuse of existing properties at higher residential densities and low-intensity commercial uses along both Narbonne Avenue and Lomita Boulevard.

#### Challenge

- Mixed-uses are required to have a 30% commercial component (11-58.06.E). Given the need for development flexibility, this requirement is arbitrary and does not necessarily support community goals of vibrant streets.

- While parking has been identified by stakeholders as an issue to be monitored, parking requirements for mixed use projects and other commercial projects in the D-C Zone are overly restrictive given the opportunities for shared and district parking, and mobility changes. The City's parking requirements are appropriate to suburban retail development, but downtowns require a different set of regulations.

- Businesses with outdoor dining are required to provide one parking stall for every 150 sf of outdoor dining – an onerous provision that could actively discourage businesses from opting to provide outdoor dining.

- Single and multi-family residential units are limited to densities up to 22 units per acre. Density may not be the best metric to facilitate a great downtown character.

#### Recommendation

- A better solution would be to establish design guidelines that mandate a percentage of Building Frontage be transparent storefront in order to create an active street presence. A range of 50%-75% minimum would be acceptable. A minimum depth could be required to mandate commercial viability, but the overall percentage of area should be left to the marketplace.

- The D-C zone and mixed-use projects should have revised Parking requirements that support a walkable environment that does not curtail development. In other relevant downtowns, there are virtually no specific parking requirements for commercial/retail, which are addressed through shared / public facilities (Residential units must be parked on-site). Although sharing municipal parking is allowed in the D-C Zone (11-1.49.06-D), the City should further encourage shared parking opportunities to promote walking and circulation for commercial/retail.

- Many cities permit outdoor dining without additional parking provisions, often times actually removing parking to allow sidewalk extensions or parklets which encourage outdoor dining. Lomita should consider this change to promote more business activity downtown focused on food, place and experience.

- Limiting the number of units on a site through residential density should be replaced by design guidelines such as height, setbacks, and overall floor area ratios to control bulk and mass. This gives more control to the City over building form and character, and leaves decisions on how best to meet those to market forces. We recommend using a height of 45 feet, with a step back over 30 feet, as appropriate for a small downtown district (see height discussion section).

## Regulatory Framework

### City Ordinances Continued

#### Challenge

- The Mixed-Use Overlay ordinance provides minimum unit sizes for one and two bedroom units, but does not define a minimum square footage for studio units (11-58.06-C).

- Hotels are prohibited uses in a mixed-use development (11.1.58.05.1) and are only permitted through stringent and difficult to meet requirements in the D-C Zone (11-1.49.04).

- The Mixed-Use Overlay and D-C Zone have inconsistent building height maximums. The Mixed-Use Overlay has limits of 35 feet or 2 stories, whereas the D-C has limits of 45 feet unless approved by a conditional use permit and subject to architectural review and approval by the planning commission.

- Permitted uses within the purpose and intent of the Mixed-Use Overlay require a Conditional Use Permit, including single and multi-family residential; barber, beauty shops and nails salons; dry cleaning; markets and grocery stores; offices, professional and medical; restaurants, and retail sales of new merchandise only (Sec.11-1.58.04).

- Both the D-C Zone Ordinance Sec. 11-1.49.02(A) and Mixed-Use Overlay District Sec. 11-1.58.04(A) provides a very specific listing of allowable uses within the downtown district.

#### Recommendation

- Studio sizes should be added to the mixed-use code. We recommend 500 Square Feet. Minimum sizes can establish parameters for quality units in the downtown, but should have flexibility through site plan review given changing demographic trends that favor smaller units for an emerging millennial workforce that is looking for affordable housing in walkable, amenity rich locations.

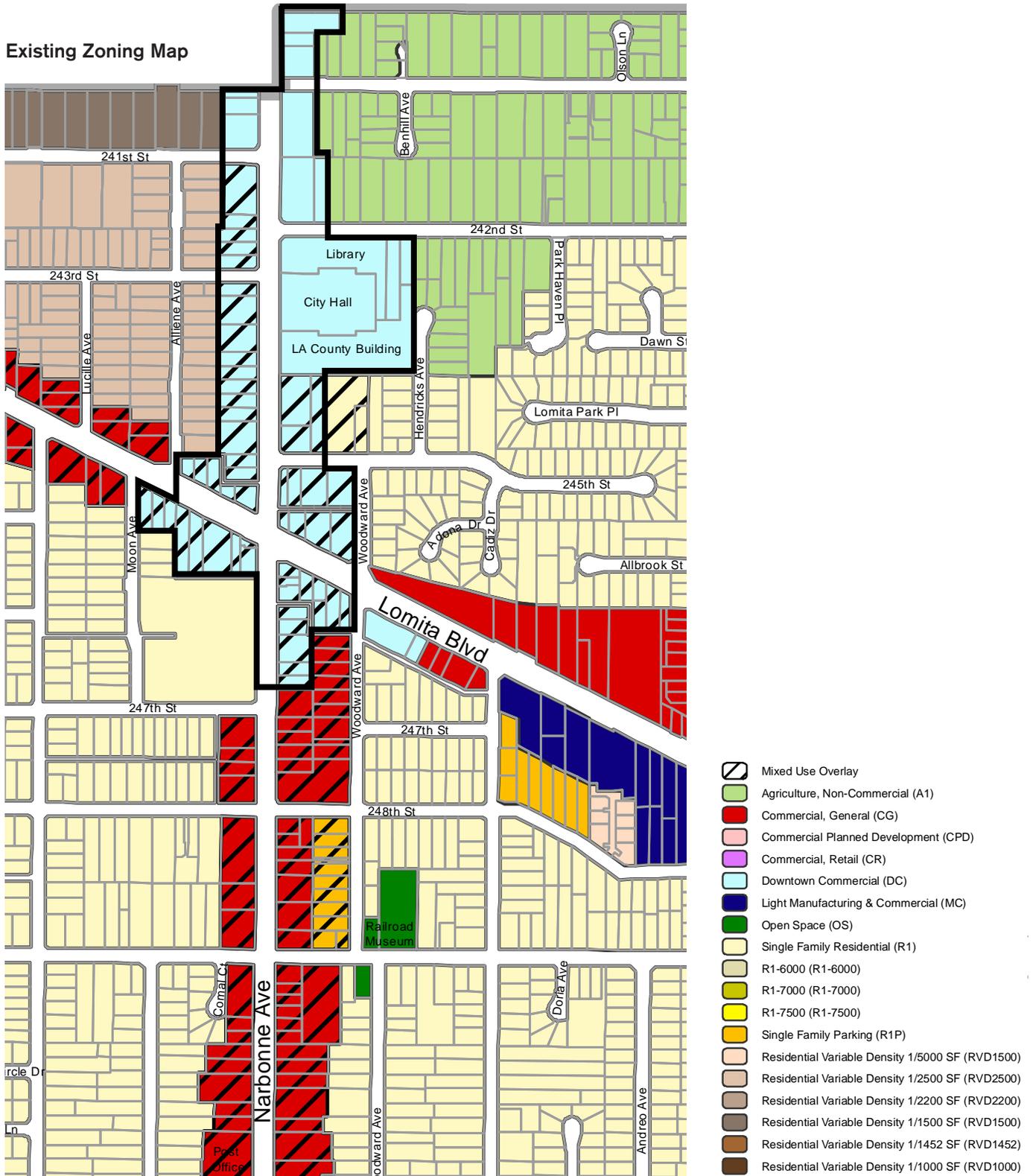
- Given the popularity of boutique hotels and the emergence of a larger variety of hotel brands, hotels should be a supported use in a mixed-use development and should not be prohibited from having less than 35 units.

- For consistency, mixed-use projects should be permitted to be 45 feet high, subject to architectural review and approval by the planning commission. We recommend the number of stories within the height limit be left flexible pending City Staff review.

- It is unclear why some of these permitted uses require a CUP. More general criteria should be created for why a certain business or uses would require a CUP, including number of visitors, overnight stay, sale of alcohol, extended hours, etc.

- Consider general categories such as retail/commercial rather than a full listing of business types, especially with changing trends in retail sales, some of these categories are outdated (greeting cards, gift shops, notions, photo, printing). Also consider a streamlined method for amending use types through Commission as retail trends change.

Regulatory Framework



## Regulatory Framework

### Design Guidelines

The Downtown Lomita Design Guidelines Manual is intended to identify measures and suggestions to enhance the architectural and pedestrian environment of the Downtown and is directly relevant to this visioning exercise. Adopted in 1999, it is an illustrative document that provides a framework for City review of submissions and a reference of suggested design standards for businesses and other stakeholders. It covers six broad categories – Infill Design Guidelines, Storefront Design, Façade Rehabilitation, Sign Guidelines, Design for Crime Prevention and Streetscape Design Guidelines.

#### Strengths

With its stated intent of enhancing the architectural and pedestrian environment of the Downtown, the Design Guidelines Manual provides several recommendations that will help with the City's goal of creating an 'Enhanced Neighborhood Character' in the Downtown district.

Some beneficial suggestions in the document include:

- Highlighting, working with and enhancing the historic value found in the street character along Narbonne. An overall emphasis on retaining the historic character as an asset is a good strategy in creating a place of interest within the Downtown.
- Orienting buildings and storefronts towards Narbonne and Lomita with main pedestrian entrances along the streets. Creating an activated street with requirements for pedestrian entrances will add to the street life, vibrancy and perceived safety within the Downtown area..
- Transparency along ground level store fronts. This adds to the feeling of activity and safety along the street.
- Articulation of surfaces through proportions and materials to avoid monolithic facades and to introduce a human scale.
- The concept of "eyes on the street" that is articulated through the idea of 'Natural Surveillance' in the section on Design for Crime Prevention.
- Specific streetscape improvements that incorporate features for an enhanced pedestrian environment such as bulb-outs and mid-block crossings.

#### Weaknesses

While the Downtown Design Guidelines has several suggestions to create an enhanced environment in Downtown Lomita, we recommend the following revisions:

- The Guidelines will be more effective for staff if revised from design suggestions to design requirements.
- The design guidelines should be updated to recognize changes in building typology since 1999. These updates should include regulations on mixed-use buildings and more current examples of retail storefronts and appropriate small-scale downtown building typologies. Given that many streetscape improvements have been implemented since the guidelines were drafted, a new Streetscape Master Plan should be created to identify future landscape, hardscape and tactical interventions to further the identity and walkability of the Downtown.

## OPPORTUNITIES & CHALLENGES



### By Goal

#### Opportunities | Improved Accessibility & Mobility

- Very walkable community - Walk Score of 79
- Downtown has moderate transit access, with several bus stops within both a 1/4 and 1/2 mile radii
- Established residential community with convenient access to the Downtown corridor

#### Challenges | Improved Accessibility & Mobility

- Downtown Lomita (and the larger city) lacks a bike infrastructure including bike lanes, bike parking and a bike share
- Challenging transition for pedestrian accessibility at intersection of Lomita Blvd. and Narbonne Ave.

#### Opportunities | Greater Community Engagement

- Utilize large, well-maintained open spaces, like the area in front of City Hall, for programming and activities
- Celebrate existing niche retailers by having them host events, business promotions and community gatherings that bring the residents of Lomita together

#### Challenges | Greater Community Engagement

- Have recurring programming and unique events to bring out the community and welcome residents and visitors to Downtown
- The best retail Main Streets are managed by some type of umbrella organization (a merchant association, BID or civic organization) that manages long-term business engagement, maintenance and marketing

#### Opportunities | Increased Economic Activity

- Well-established residential community with good population and household incomes creates built-in consumer base
- Several Mom & Pop retailers help position Lomita as a unique shopping destination
- New development, like the brewery on Narbonne, will help draw a larger crowd from South Bay and indicates the areas vibrancy
- Significant retail leakage lends itself to new economic opportunities

#### Challenges | Increased Economic Activity

- The mix of downtown retail is too heavily weighted to non-vibrant “Neighborhood Goods and Services” and needs more “Food and Beverage” and “General Retail”, especially tenants that serve up-and-coming market trends including market halls and “Grocerants”
- Lack of high daytime population could reduce retail and restaurant viability
- City ordinances should be modified to facilitate more downtown mixed-use development to add to the economic base (see page 12)

#### Opportunities | Enhanced Neighborhood Character

- Downtown’s commercial buildings are “retail appropriate” for revitalization, with the historic commercial buildings being highly desirable
- The workable scale of the mixed-use district is an appropriate size to create change and set forth an actionable plan
- Downtown core has a good public realm, including wide sidewalks (over 10 feet wide) consistent pedestrian lighting and low storefront vacancy. There are still many opportunities for improved landscaping and pedestrian-oriented improvements

#### Challenges | Enhanced Neighborhood Character

- The City currently does not have a parklet program to facilitate these valuable traffic calming and placemaking improvements
- No facade improvement program in place at the City-level to oversee process, support businesses and provide financial assistance
- Retail continuity along Narbonne is inconsistent, with a large institutional user and under-programmed green space in the vicinity of City Hall
- Many downtown storefronts are poorly merchandised and lack visual appeal. Design Requirements in place of the existing design recommendations would allow the City better enforcement

## CASE STUDIES

### Mixed-use Development

#### Azusa Block 36

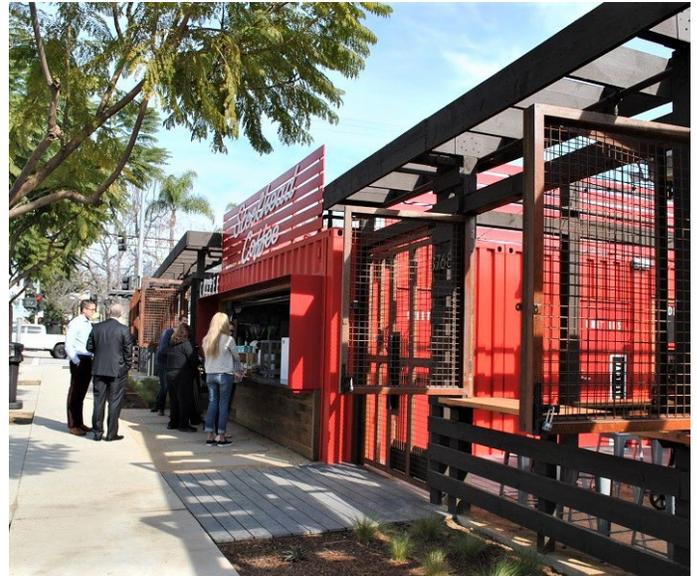
22,000 sf ground floor retail, 120 residential units totaling four stories, and 5 levels of structured parking with 298 spaces (at grade and subterranean). The project is anchored by a five-screen, 10,000 square foot art house Laemmle Movie Theater. 68.8 dwelling units/acre density with maximum height of 50 feet (60 feet at architectural features).

Increased housing density in the Azusa TOD Specific Plan along with reduced parking requirements (1.5 spaces/1,000 sf commercial, 1 space/200 sf. auditorium) due to publicly-owned shared parking supported a financially feasible mixed-use development at the site. Additional guidelines such as height and massing allowed for increased pedestrian activity, public areas, and creating a sense of place.



## Bixby Knolls Atlantic Avenue Business Improvement District

- Demographic shift from an older to younger population
- Surge of new development along Atlantic Boulevard corridor has transformed Bixby Knolls into a lively and diverse neighborhood-oriented business district
- In 2016, SteelCraft transformed a vacant lot into a multi-tenant, outdoor eatery using re-purposed shipping containers
- Well-established small-business community supports a local economy
- Budding dining scene along Atlantic include both local eateries and national retailers



**Conducted an inventory** of Atlantic Ave. to understand, *“What they do have, instead of what they don’t have.”*

**Engage neighborhood** – Walking Club, Literary Society, Supper Club, First Fridays Art Walk, community happy hours

**Beautification** – tree planting, community clean-ups, signage in vacant storefronts, quick and easy facade improvements

**Marketing** – *“Every time the BIA did something, they shared it and made sure Bixby Knolls was in the conversation at all times.”* Included small, rogue marketing campaigns.

**“Win them over by action.”**

**Continue to engage neighborhood** – grand openings, anniversaries, flash events. *“Every event that was held, was held at a local business.”*

**Beautification** – banners and signage, local artist murals, 80/20 program for business facade improvements

**Marketing** – branded and sold the vision of Bixby Knolls. Small business Saturdays to encourage local support and pride, then, focused on recruitment and retention of new businesses.



**Continue strong event base** – micro-flash events, cash mobs, movie series/nights, storytelling for kids, concerts in the Park(ing Lot). Utilize social media to spread the word.

**“Usher in the new era”** while maintaining what you have done. Art as a catalyst and motivator.



**“Create a culture of yes. Anything is possible and expect the unexpected.”**

## CASE STUDIES

### Main Street Precedent

#### El Segundo

- Lowest business taxes in the region and unique tax credits offered
- Sets goals of approving business licenses and permits within one day through over the counter approvals
- Annual Economic Development Strategic Plan to attract and retain new and existing businesses
- 1-2 story height limits within the Main Street District
- El Segundo Downtown Specific Plan encourages a mixed-use environment and limits non-pedestrian oriented uses to areas above and behind street level, and off of alleys
- Conditional Use Permits are for bars, outdoor entertaining and dancing, outdoor amplified sound, video arcades. On-site alcohol sales require an administrative permit
- FAR requirement of 1 instead of DU/AC
- Strategic sites for development are identified in Specific Plan, as well as target destination uses and financial incentives
- Downtown business mix – F&B 33%, Service 39%, General Merchandise 28%



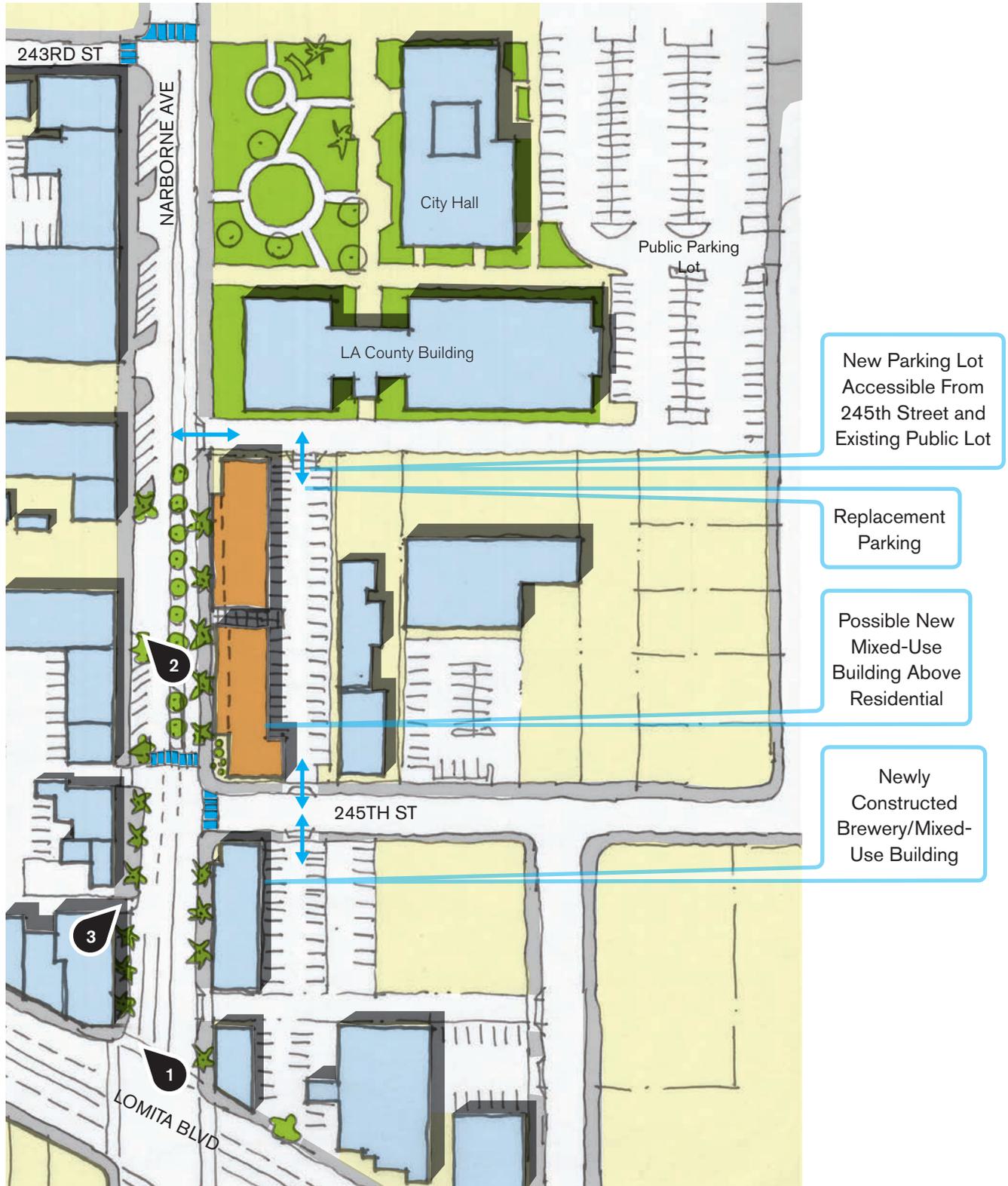
## **DOWNTOWN VISION**

### **Vision**

**Downtown Lomita will be the vibrant hub for the City, treasured by residents, customers and businesses, as the place to once again shop, dine, recreate and socialize. It will be characterized by a mix of dynamic and successful community serving businesses, active sidewalks, and beautifully landscaped public and private spaces that reinforce the appeal of this unique downtown within the South Bay.**

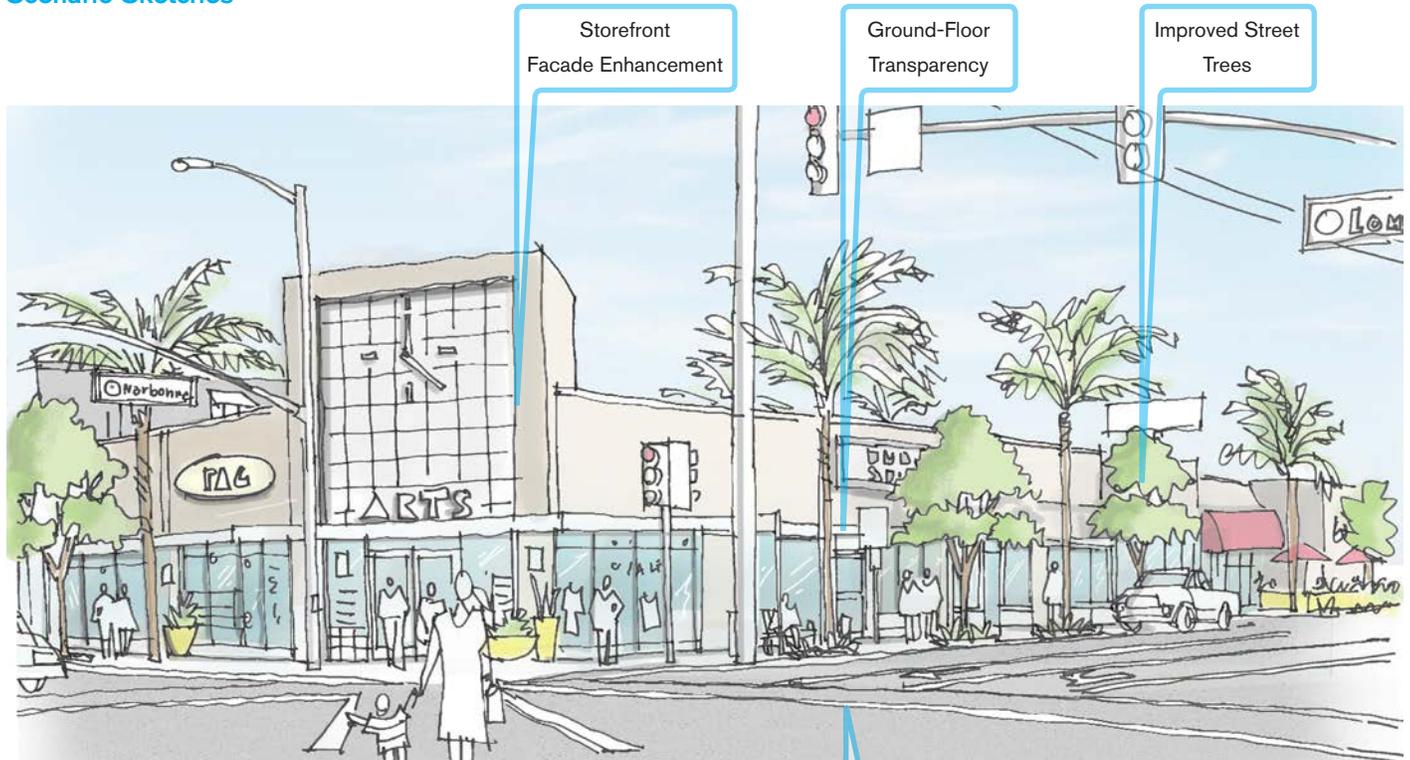
# DOWNTOWN VISION

## Scenario Site Plan for Narbonne Avenue at 245th Street

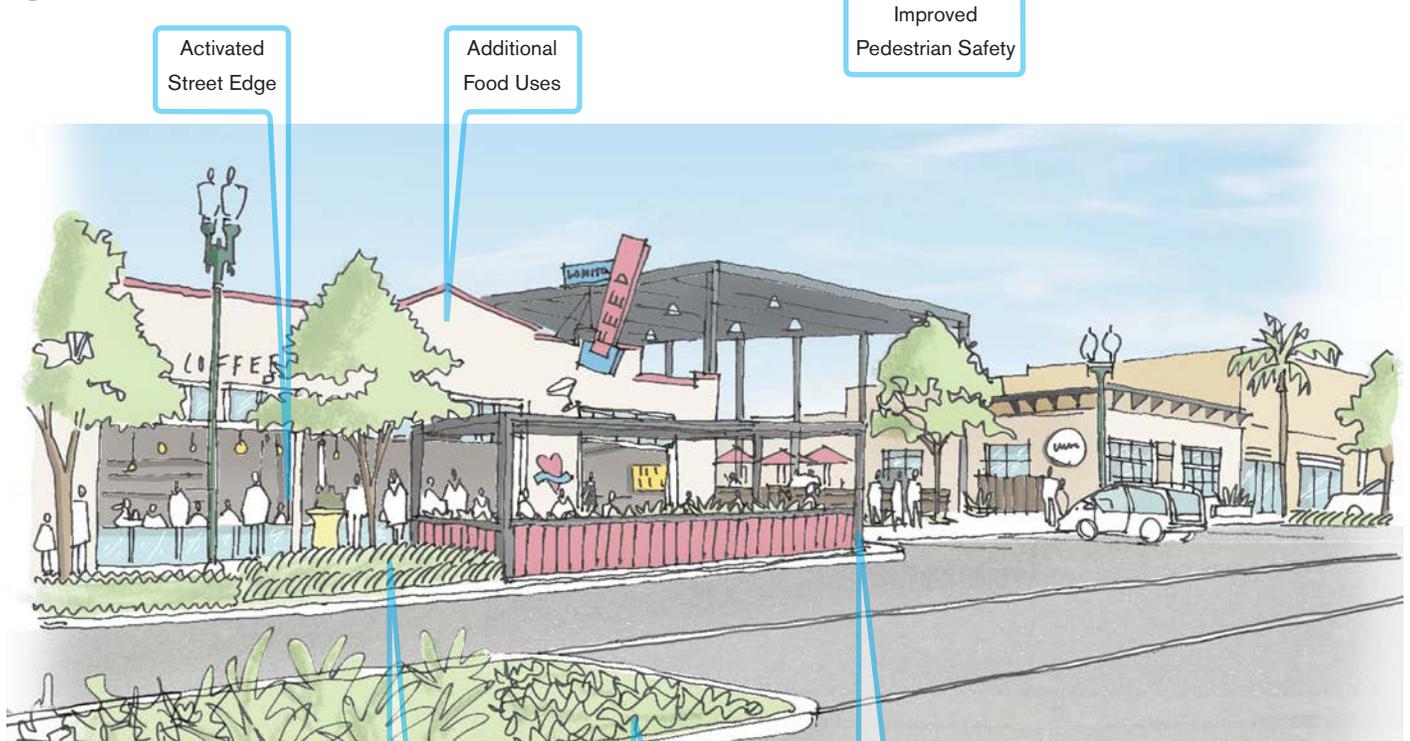


# DOWNTOWN VISION

## Scenario Sketches

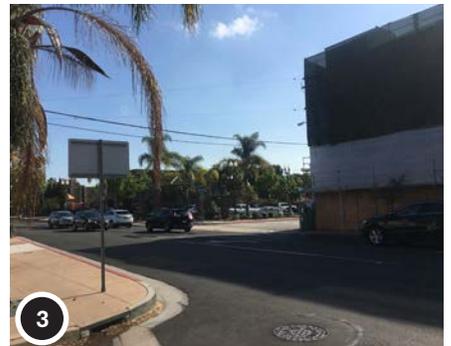
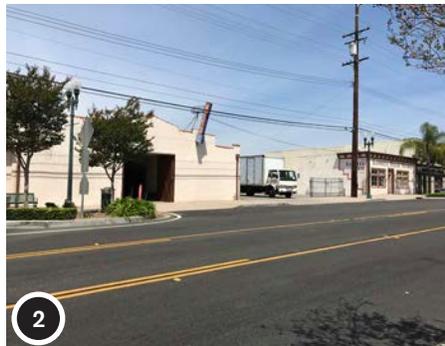
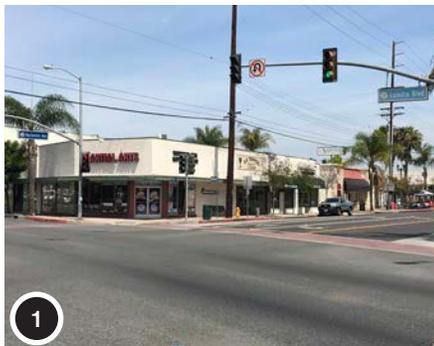


**1** View of North West Corner of Narbonne Avenue and Lomita Boulevard



**2** Narbonne Avenue Proposed Improvements

### Scenario Sketches



Existing Conditions

# RECOMMENDATIONS FOR IMPLEMENTING THE VISION

## Development Opportunities

“Small towns are a direct reflection of their small business. Want a thriving Main Street? Lift them up. Invest in them.”

**Amanda Brinkman, Deluxe Corporation**

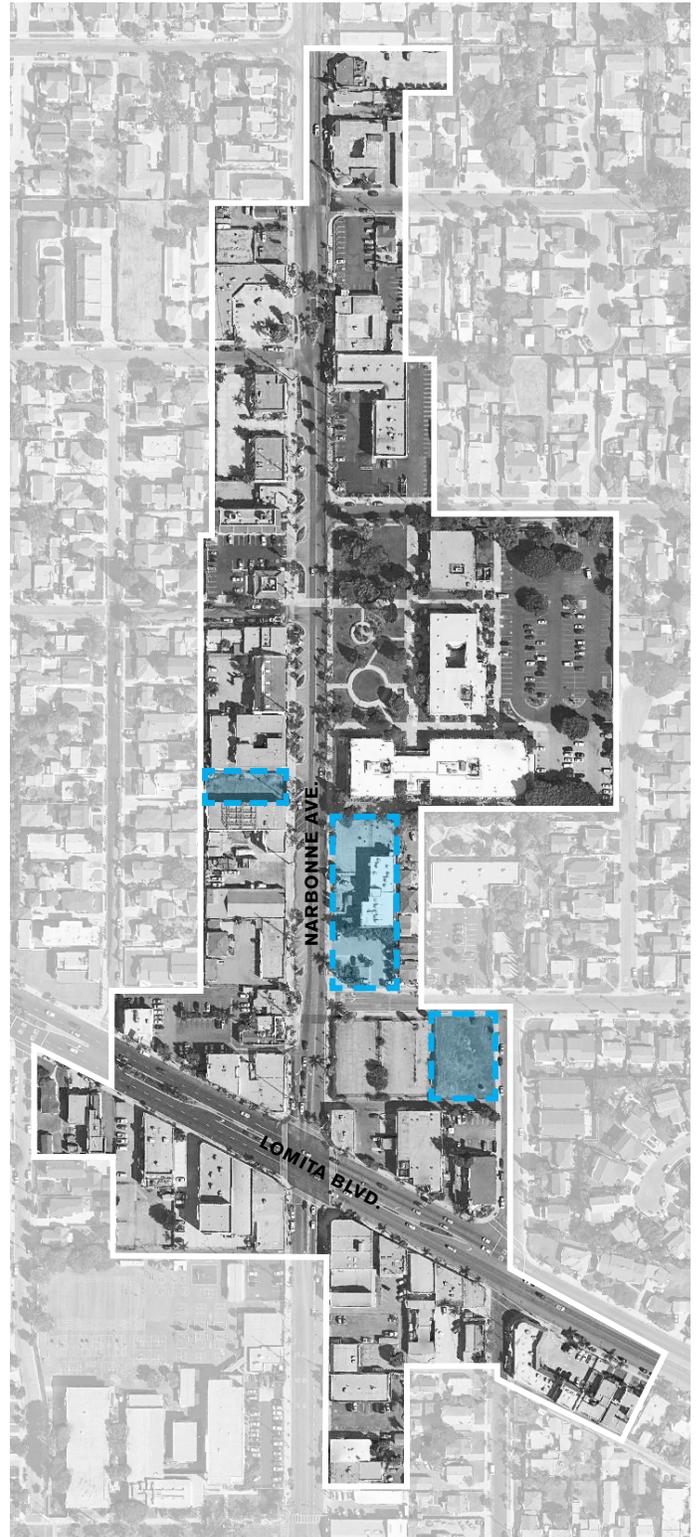
Vacant land in the South Bay is at the higher end of the price range, with an average price of \$68.00 per sf. As a benchmark, the property located at 24516 Narbonne, the Burnin Daylight Brewing Co. mixed use project site, sold in May 2013 for \$16.40 per sf which is a considerably lower than average and supported a project of this size. Higher density is often the variable that allows projects to be feasible. Current height and density restrictions in downtown should be relaxed or traded for more permissive design guidelines to allow mixed use development that is financially feasible. Downtown revitalization should focus on community destination retail targeted at nearby residents with some businesses providing a regional draw. Experience and place are usually centered around food which also generates more tax revenues than the current mix of service businesses. Additionally, adding specialty or local goods stores will support the downtown as a “destination” with longer stays and increased pedestrian activity. Reduced parking requirements supported by shared parking facilities would encourage these longer stays.

Amending the Downtown Commercial Zone Ordinance to create a list of targeted uses based on a vision of community or neighborhood retail will also support the transition of current uses. Uses requiring CUP or restricted uses should be based on operational impacts in general categories instead of specific uses that may change over time.

### Possible Target Development\*

 Possible Future Development Opportunities

\*Note that development opportunities are limited, and should be, to maintain the downtown's current charm and character



## RECOMMENDATIONS FOR IMPLEMENTING THE VISION

### Public Realm

“Retail revitalization is not simple, fast or glamorous – creating the foundation takes years.”

#### StreetSense Vibrant Streets Toolkit

Creating a vibrant downtown requires close coordination of the public and private sector. It involves the alignment of property owners, merchants, real estate brokers, and City agencies. The best retail downtowns are managed districts, where some non-profit umbrella organization – a merchant group, business improvement district, or City agency, represents and advocates on behalf of the collection of businesses. The public realm must in turn support the businesses and create an environment where they can flourish, including an attractive and safe environment for shoppers and visitors and a supportive regulatory environment.



The Pearl Brewery, San Antonio, TX

#### What strategies can be used to improve Lomita's public realm?

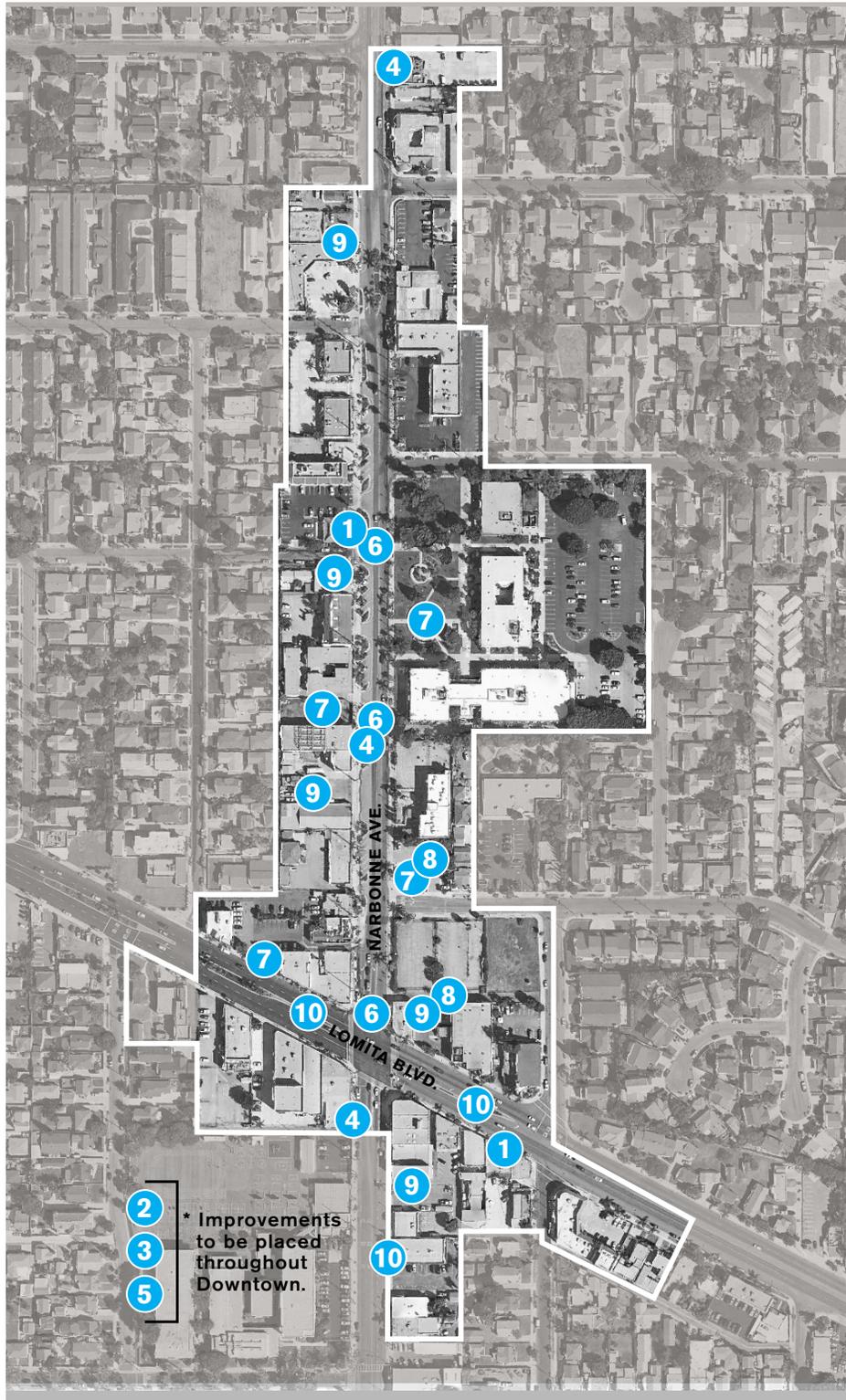
- The Design Guidelines should be updated to be more regulatory and less suggestive
- A new Streetscape/ Public Realm Master Plan should be created, with new regulations on Parklets and other tactical interventions (including a public art/mural program) and an implementation plan identifying timelines and funding source

#### Placemaking

- Pilot Initiatives
  - Test initiatives demonstrating new approaches to public space such as temporary use of open space for public use (tactical urbanism)

# RECOMMENDATIONS FOR IMPLEMENTING THE VISION

## Public Realm Tool Kit



### Key

#### Near Term [0-6 months]

- 1 Sidewalk Dining
- 2 Mobile Pots and Planters
- 3 Temporary/Pilot Wayfinding

#### Long Term [6+ months]

- 4 Parklets
- 5 Permanent Wayfinding
- 6 Creative Crosswalks
- 7 Pop-up Shop/Town Square
- 8 People Plaza at Alley
- 9 Mural/Public Art
- 10 Street Trees and Landscaping

## Public Realm - Near Term Improvements [0-6 months]



### Sidewalk Dining

Outdoor tables and chairs at restaurants

Cost: \$

Timeline: 3-6 months



### Mobile Pots and Planters

Colorful planters and boxes along sidewalk at key locations

Cost: \$

Timeline: 1-3 months



### Temporary/Pilot Wayfinding

'Walk Your City' signage campaign

Cost: \$

Timeline: 1-3 months

#### Cost Legend:

\$ = <15,000, \$\$ = \$15,000-40,000, \$\$\$ = \$40,000-80,000  
\$\$\$\$ = \$80,000-100,000, \$\$\$\$\$ = \$100,000+

**Public Realm - Long Term Improvements [6+ months]**



**Public Parklets**

Parklets to serve various dining and retail businesses along Narbonne Ave.

**Cost:** \$\$

**Timeline:** 1-2 years



**Permanent Wayfinding**

To be determined based upon temporary 'Walk Your City' signage campaign

**Cost:** \$\$\$

**Timeline:** 1-2 years



**Creative Crosswalks**

Artist designed crosswalks with potential incorporation of LED strips to increase visibility

**Cost:** \$\$\$

**Timeline:** 1-2 years

**Cost Legend:**

\$ = <15,000, \$\$ = \$15,000-40,000, \$\$\$ = \$40,000-80,000

\$\$\$\$ = \$80,000-100,000, \$\$\$\$\$ = \$100,000+

Public Realm - Long Term Improvements [6+ months]



7

**Pop-up Shop/Town Square**

Pop-up retail or food kiosks brought in on a temporary or permanent basis

**Cost:** \$

**Timeline:** 6-12 months



8

**People Plaza**

Alley transformation to include paint, seating/dining area and lighting

**Cost:** \$\$

**Timeline:** 1-2 years



9

**Mural/Public Art**

Large scale mural or sculptural art within the public realm

**Cost:** \$

**Timeline:** 6-12 months

**Cost Legend:**

\$ = <15,000, \$\$ = \$15,000-40,000, \$\$\$ = \$40,000-80,000  
\$\$\$\$ = \$80,000-100,000, \$\$\$\$\$ = \$100,000+

Public Realm - Long Term Improvements [6+ months]



**Street Trees and Landscaping**

New, lush trees at sidewalk along Narbonne and Lomita; saw-cut sidewalk and add permanent landscaping

**Cost: \$\$\$\$**

**Timeline: 1-2 years**

**Cost Legend:**  
\$ = <15,000, \$\$ = \$15,000-40,000, \$\$\$ = \$40,000-80,000  
\$\$\$\$ = \$80,000-100,000, \$\$\$\$\$ = \$100,000+

**RECOMMENDATIONS FOR IMPLEMENTING THE VISION**

**Downtown Management & Business Recruitment**

**Management and Programming Strategies**

- Broad stakeholder involvement - Motivates both City and Community
  - Umbrella business organization such as a BID/Merchant Association
  - Steering Committee
- Regularly occurring public events will help showcase downtown merchants, food and culture and drive positive awareness while exposing the unique assets of the community. Host in central, open community spaces or at local businesses.
- Develop Downtown maintenance plan

# STAKEHOLDER FEEDBACK

## Business & Property Owner Survey

### Business Owners Roundtable

On September 27, 2018, the Lomita Business Owners Roundtable was held to garner feedback on the proposed designs in the Lomita Downtown Vision Plan. The event included a presentation and allowed the over 30 attendees to provide input on the potential improvements and streetscape elements through the use of interactive vision boards and surveys. The survey and results are shown below.



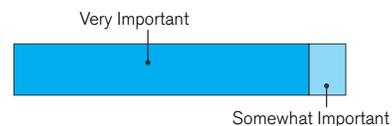
## CITY OF LOMITA DOWNTOWN STRATEGY & VISIONING

Business & Property Owner Survey – September 27, 2018

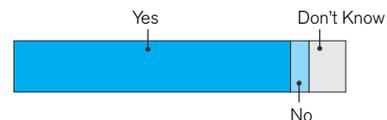
How would you rank the following goals from most important (1) to least important (4)?

- 1 Increase economic activity for existing businesses and through future development.
- 2 Create a downtown identity that celebrates Lomita's unique character.
- 4 Improve accessibility and mobility throughout Downtown Lomita.
- 3 Boost stakeholder and community engagement.

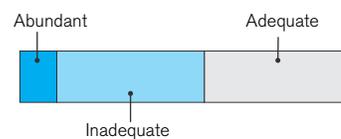
How important is it to you that the  
Downtown host community related events?



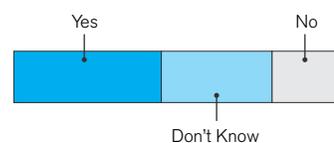
Are you interested in being part  
of a Business Improvement District?



When considering the current parking situation  
within the Downtown (both private and public lots)  
do you believe it is:



The City is considering that all on street parking and  
public lots have a maximum parking limit of 2 hours.  
Do You agree with this consideration?



Business & Property Owner Survey

Please circle whether each proposed improvement is very important (1), somewhat important (2), or not important (3) to you:

Very Important     Somewhat Important     Not Important

Near Term Improvements [0-6 months]:



Sidewalk Dining



Mobile Pots & Planters



Temporary/Pilot Wayfinding

Long Term Improvements [6+ months]:



Public/Private Parklets



Permanent Wayfinding



Creative Crosswalks



Pop up Shop



People Plaza



Mural/Public Art



Street Trees/Landscaping



## Business & Property Owner Survey

- Events
  - Host a 5K in the Spring to show off local businesses
  - One or two music events at City Hall, like Summer Movie nights with a few local bands of the same genre, with inexpensive opportunities for local businesses to have tents/tables
  - Sidewalk chalk art event
- Sense of Place
  - Create a charming downtown district and a welcoming, vibrant community destination

### Local Business Engagement

- Marketing and Promotion
  - Draw new people to the downtown through promotion and direct engagement in events. This will encourage people to spend more time in the area
  - Create a Lomita logo bumper sticker, hats and t-shirts
  - Offer inexpensive opportunities for businesses to table at summer or quarterly events, and have advertising opportunities in community newsletter and on the City's website
- Outreach
  - Promote "fun" business, restaurants, and cool shops
  - Utilize social media (Facebook, Instagram, etc) with cool hashtags like #iamlomita #lomitaproud, and have a much more engaging Facebook page
  - Ensure outreach includes both local businesses and residents
- Support Services
  - Help property owners fill vacant suites.
  - Create a community businesses group or a more formalized business improvement district
  - Work with existing businesses to understand the unique needs of each one

### Development and Regulations

- Regulations
  - Increase hourly parking minimums to enable visitors to spend more time at downtown shops
  - Consider expanding the width/depth of the mixed-use zone to allow parking access from rear and only pedestrian access from street
- Development
  - Develop Lomita feed store

### Vision

- Support for Downtown Vision
  - The Vision Plan presented is a good one.
  - This project is on point; if the City is successful in facilitating change, the community will improve which will improve local business opportunity
  - Have a long term vision (10-20 yrs.) and stick with it. These things take time and the City needs the patience and commitment to see it through
  - Keep this plan moving forward.
  - Excellent start, but how will the City integrate existing businesses into the vision?

## NEXT STEPS

### Recommendations for Implementation

	City Regulations	Downtown Management & Business Recruitment	Development
<b>Short-Term</b>	<ul style="list-style-type: none"> <li>Refine and update Mixed-use ordinance and downtown parking policy</li> <li>Institute a parklet program and public arts program in the downtown zone</li> <li>Update downtown Design Guidelines and regulations</li> </ul>	<ul style="list-style-type: none"> <li>Create an open street, pop-up community/holiday event</li> <li>Create a Downtown branding/identity strategy</li> <li>Restart a vocal chamber of commerce</li> </ul>	<ul style="list-style-type: none"> <li>Identify target sites for Mixed-use development</li> </ul>
<b>Mid-Term</b>	<ul style="list-style-type: none"> <li>Draft an updated Streetscape Plan</li> <li>Conduct a parking audit to study current &amp; future needs</li> </ul>	<ul style="list-style-type: none"> <li>Organize an umbrella business organization for merchants, such as a business improvement district</li> <li>Hire a retail recruitment specialist to assist existing tenants and recruit new ones</li> </ul>	<ul style="list-style-type: none"> <li>Establish a commercial storefront façade improvement program, including funding sources</li> </ul>
<b>Ongoing</b>	<ul style="list-style-type: none"> <li>Monitor regulations around increased food, beverage and entertainment uses</li> </ul>	<ul style="list-style-type: none"> <li>Initiate ongoing community events (First Fridays, sidewalk Saturdays, holiday events, farmers markets, etc.)</li> </ul>	