



SLAUSON AVE REVITALIZATION PROJECT September 2012 Status Report

Overview

For many years, residents surrounding Slauson Ave (from La Brea Ave to Angeles Vista Blvd) have passionately advocated that the corridor should be upgraded to reflect the purchasing power and stature of the surrounding communities. Over the past year, the Office of Supervisor Mark Ridley-Thomas has employed a three pronged strategy focusing on branding, public improvements and economic development to promote community revitalization along the corridor.

The Public Improvements Taskforce

In coordination with the Department of Public Works, interested stakeholders have reviewed a variety of potential options to improve the pedestrian, biking and retail experience. Strategies that are being considered include widening side walks, adding bike lanes, installing landscaping within the medians and the pedestrian right of way, as well as reducing traffic lanes.

Various schematics have been designed by the department, and over 900 community stakeholders voted for their preferred streetscape option on www.ridley-thomas.lacounty.gov. Since a preferred option was not universally agreed to, the department is now proceeding with an Environmental Impact Report to determine the most optimal option.

The Branding Taskforce

This taskforce is focused on enhancing the aesthetic nature of the corridor, in coordination with the proposed streetscape improvements, through a collaboration with professional local artists and community organizations.

While many residential communities surround the Slauson Corridor, including View Park, Ladera Heights and Windsor Hills, the corridor does not have a unique name which can be used to reference or brand the area. This taskforce serves to address this issue.

The community organization LA Commons, overseen by the Los Angeles County Arts Commission, will develop and execute a series of public engagement events and produce a Creative Visioning Report regarding current neighborhood characteristics, identity, and potential future qualities of a vibrant Slauson Avenue Corridor between Angeles Vista and La Brea.

The report will become the visual and conceptual reference for the streetscape improvements, and specific interim branding efforts that will be developed by the Culver-City based design firm Sussman Prezja.

The Economic Development Taskforce

This taskforce is focused on improving the economic vitality of the businesses along the Slauson Corridor. Meetings with government agencies, business owners and community stakeholders have and will continue to take place to identify and pursue strategies to promote and support existing businesses as well as identify other compatible uses for the corridor.

An initial strategy in development will be the implementation of Façade Improvements for some of the businesses, most specifically those on the north side of the street from Overhill Ave to Angeles Vista Blvd.

Strategies are also being considered to attract an anchor tenant to the corridor. Uses that are being solicited include a high-scale market, coffee shops, sit down restaurants, and a newsstand among other retail uses as well as mixed use development that includes multi-family or senior units.