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Community Redevelopment Agency
of the CITY OF LOS ANGELES



Harbor Region

BEACON STREET / PACIFIC CORRIDOR
Redevelopment Projects



ABOUT CRA/LA



FOR OVER HALF A CENTURY, THE COMMUNITY REDEVELOPMENT AGENCY (CRA/LA) HAS BEEN LOS ANGELES’ PUBLIC PARTNER IN HOUSING, COMMERCIAL, NEIGHBORHOOD AND ECONOMIC DEVELOPMENT. WHEN CITY COUNCILMEMBERS, COMMUNITY-BASED ORGANIZATIONS, FAITH-BASED INSTITUTIONS, OR OTHER CIVIC LEADERS AND ORGANIZATIONS REQUEST THAT CRA/LA ESTABLISH A REDEVELOPMENT PROJECT AREA IN A COMMUNITY, CRA/LA WORKS WITH LOCAL COMMUNITY AND BUSINESS LEADERS AND RESIDENTS TO CREATE A VISION FOR THEIR NEIGHBORHOODS. CRA/LA’S MAIN TASK IS TO LEND A HAND – TO INVESTORS WILLING TO TAKE RISKS FOR A MORE VIBRANT CITY; TO NEIGHBORHOOD RESIDENTS WITH RENEWED ASPIRATIONS FOR THEIR COMMUNITIES; AND TO THOSE IN NEED WHO STRIVE TO TAKE PART IN THE CITY’S GROWING PROSPERITY. CRA/LA HELPS: (1) INCREASE THE SUPPLY OF HOUSING FOR LOW- AND MODERATE-INCOME FAMILIES; (2) PROVIDE THE INFRASTRUCTURE FOR COMMERCIAL AND INDUSTRIAL DEVELOPMENT; AND (3) CREATE JOBS NECESSARY TO MAINTAIN ACCEPTABLE LEVELS OF EMPLOYMENT. CRA/LA ALSO MAKES SURE THAT CITIZENS ARE ENGAGED IN THE DECISION-MAKING PROCESS EVERY STEP OF THE WAY.

ABOUT THE COMMUNITY

About the Beacon Street/ Pacific Corridor Community

Located in San Pedro, in the 15th Council District (CD15), are two separate and distinct redevelopment project areas. Established in 1969, the 60-acre Beacon Street Redevelopment Project Area is situated between Downtown San Pedro and the main channel of the Los Angeles Harbor. At the time of plan adoption, Downtown San Pedro, particularly along Beacon Street, was a physically and economically depressed seaport town characterized by boarded-up stores, transient hotels, bars and other businesses that catered to the large sailor population. The project area is bordered by Second and Third Streets to the north, the Southern Pacific Railroad to the east, Seventh and Fifth Streets to the south, and Centre and Mesa Streets to the west.

The Pacific Corridor Redevelopment Project Area was established in 2002 and is located at the end of the I-110 Harbor Freeway, 25 miles south of Downtown Los Angeles, seven miles west of Downtown Long Beach and immediately west of the Los Angeles Harbor “World Port.” The Pacific Corridor project area includes the old “Main Street” of San Pedro. It covers 693 acres and is bordered by Capitol Drive to the North, Gaffey Street to the West, 22nd Street to the South, and Harbor Boulevard to the East.



PORT OF LOS ANGELES

PHOTO VICINETTE

WHY CRA/LA IS HERE

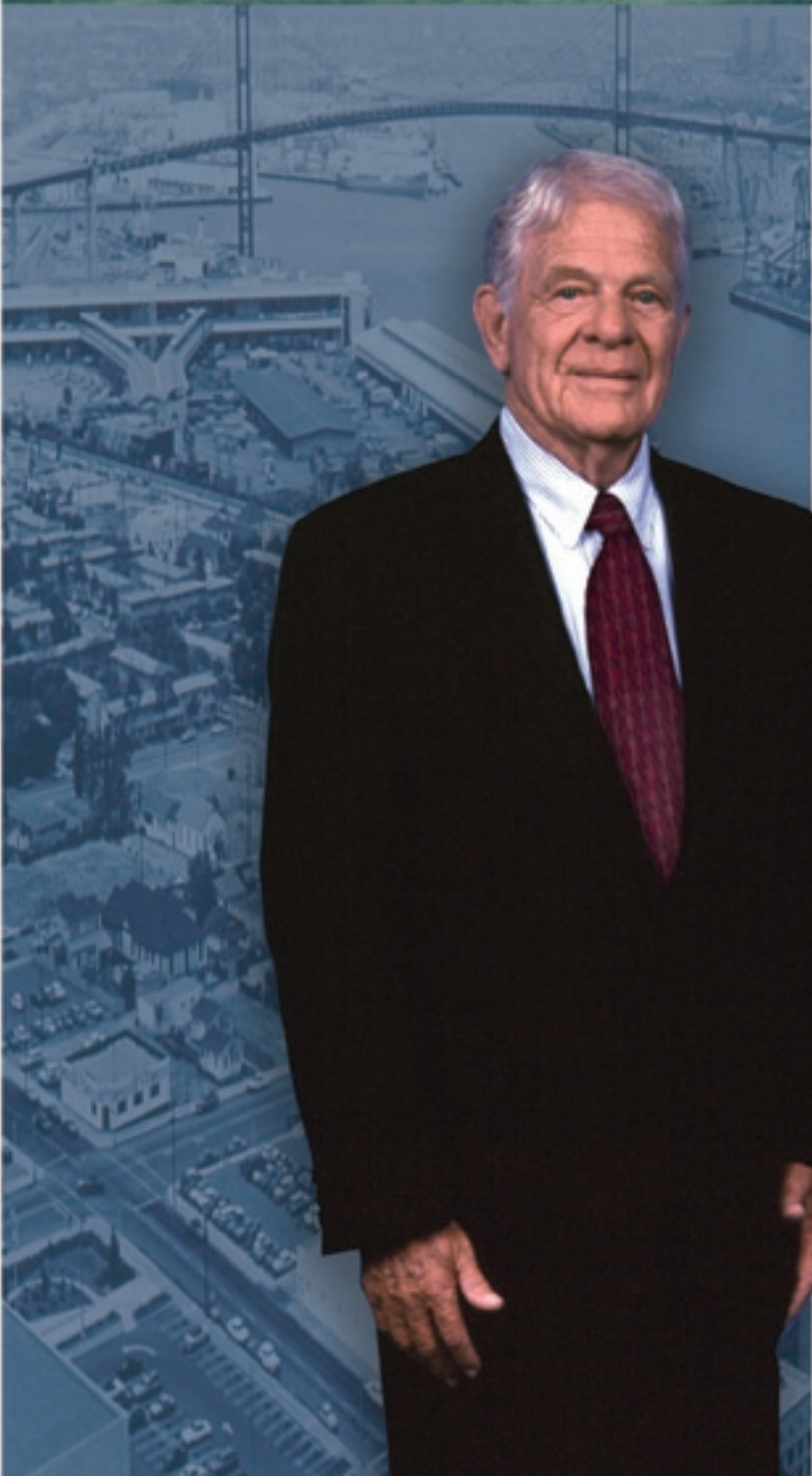


- BEACON STREET REDEVELOPMENT AREA
- PACIFIC CORRIDOR REDEVELOPMENT AREA
- OTHER HARBOR REDEVELOPMENT AREAS

First established as a maritime community in 1769, the San Pedro area was heavily tied to fishing and seaborne commerce and is among the oldest and most historic parts of Los Angeles. The once thriving maritime commerce in San Pedro declined dramatically after World War II. By 1969, Beacon Street was a deteriorated slum with a skid row population. Port related commerce was at a minimum and the waterfront was being poorly utilized. In 1968, 92% of the surveyed 217 buildings were structurally substandard and beyond rehabilitation. These factors led to the initial adoption of the Beacon Street Redevelopment Plan in 1969, which called for the creation of a robust local economy by rejuvenating the downtown area for the neighborhood and providing adequate quality housing for low- to moderate-income families.

More recently, the San Pedro area has seen a drastic reduction in commercial activity, underutilization of valuable waterfront property, overcrowding of deteriorated and inadequate housing, little to no new investment in either residential or commercial structures, and a high crime rate.

In May 2002, the City Council adopted the Pacific Corridor Redevelopment Plan, seeking to reverse the physical and economic decline of an area well over ten times as large as the adjacent Beacon Street project area yet characterized by similar conditions of disinvestment. In addition to the challenges found in the Beacon Street area, the Pacific Corridor project area exhibits stagnant property values, large numbers of commercial vacancies, and a lack of adequate and convenient parking, making it difficult to compete with other South Bay communities. The decline in commercial activities was the result of building the I-110 Harbor Freeway which had ramps that bypassed Pacific Avenue's entry into downtown San Pedro, creating instead a new auto-oriented commercial corridor along Gaffey Street and Western Avenue.



“Of the many great community organizations that exist in San Pedro, I believe the CRA sponsored Beacon Street and Pacific Corridor CAC, has best demonstrated how to make important things happen in the community. The main reason for this success is, I believe, the willingness of the CAC members to seek the guidance of CRA’s professional staff, the advice of the Councilwoman’s Office and the opinions of the public at large in their deliberations. I am particularly pleased that our Mission Statement and the CAC’s stated Goals recognize the benefits of preserving the historical character of San Pedro.”

Milton Heyne
SAN PEDRO PENINSULA HISTORICAL SOCIETY



BEACON STREET / PACIFIC CORRIDOR *Redevelopment Projects*

“The slow grueling process of revitalization of a community is an experience worth its weight in gold. While it is not for the faint of heart, it provides an excellent way to begin to bring a deteriorated community back to life. With a determined and active Community Advisory Committee and some hard- working staff people, a community can be brought back to life. Our community is such an example. After seven years of hard work and a lot of meetings, the large rock we have been pushing on is starting to move.”

Mr. Jim Hussey
FORMER CHAIRMAN,
PACIFIC CORRIDOR COMMUNITY ADVISORY COMMITTEE



- BEACON STREET**
- A. VERDES DEL ORIENTE
 - B1. VERDES DEL ORIENTE
 - B2. HARBOR TOWERS
 - C1. N.K. PROPERTIES (THINK CAFE)
 - C4. PODESTA / MOLLER
 - D. EVERGREEN MARINE COMPANY
 - E. PORT OF LOS ANGELES ADMINISTRATION
 - F1. BAYVIEW CLUB
 - F2. PACIFIC PLACE
 - H1. SHERATON LA HARBOR HOTEL
 - H2. CENTRE STREET LOFTS
 - J1. PORT OF LOS ANGELES PLAZA
 - J2dx. PORT OF LOS ANGELES COMMUNITY CENTER
 - KL. BEST WESTERN/SUNRISE MOTEL
 - M2. PEPPER TREE PLAZA
 - N1. TRANI SQUARE (GREEN ONION)
 - N2. SAN PEDRO CITY HALL
 - QR. JOHN S. GIBSON, JR. PARK
 - T. JOHN S. GIBSON, JR. PARK

- PACIFIC CORRIDOR**
- 1. NEW HOPE COURTYARD APARTMENTS
 - 2. WARNER GRAND THEATER
 - 3. CROATIAN CULTURAL CENTER
 - 4. MESA STREET PARKING LOT
 - 5. ADVENT RESOURCES EXPANSION (WEST HOTEL RENOVATION)

IMAGES FROM LEFT TO RIGHT:
BANK LOFTS,
CENTRE STEET LOFTS,
LA SALLE HOTEL.

REDEVELOPMENT UPDATE



6

A New Vision for the San Pedro Community

While the San Pedro area must still overcome several challenges in order to ensure that the area once again becomes a vibrant commercial and social center, CRA/LA is encouraged by the positive relationships fostered between residents, elected officials and new businesses. CRA/LA is working to complete three major development agreements in the Beacon Street project area. These include: development of a mixed-use housing and commercial complex on the vacant 1.2 acre H2 site located next to the Sheraton Los Angeles Harbor Hotel on Centre Street between 6th and 7th Streets; reuse of the Pacific Trade Center Office Tower and the LaSalle Hotel for mixed-use loft housing; and identifying a site for future construction of the MTA funded Transit Center which will provide a central transfer point for riders of local and commuter buses serving the South Bay, Long Beach and Downtown Los Angeles.

In both Beacon Street and Pacific Corridor, CRA/LA is continuing to implement recommendations made by the Urban Land Institute in September 2002. These include facilitating a critical mass of new housing to spur economic revitalization of Downtown San Pedro, promoting tourism activities that enhance economic and recreational opportunities in the community, and developing a variety of consumer retail shopping and entertainment districts. In addition, further development of affordable housing, removal of structurally substandard buildings, construction of new public facilities, and repair of existing streets and infrastructure will help to make the San Pedro area a desirable place to do business and to reside.



7

*Working with the Community
Redevelopment Agency to revitalize
the Pacific Corridor is the highest
priority. Ensuring that the Waterfront
Development enhances the quality
of Downtown San Pedro is my number
one goal.*

Jayme Wilson

CHAIRMAN,
PACIFIC CORRIDOR COMMUNITY ADVISORY COMMITTEE

IMAGES FROM LEFT TO RIGHT:
WARNER GRAND THEATER,
ADVENT RESOURCES EXPANSION
(WEST HOTEL RENOVATION),
CROATIAN CULTURAL CENTER.

REDEVELOPMENT UPDATE



8 Success Through Reconstruction and Redevelopment

CRA/LA has accomplished several key achievements in the Beacon Street project area including:

- 303 units of affordable housing for families, senior citizens and individuals with special needs have been constructed and occupied.
- Several local streets have been widened and improved, and include new street lighting, trees and storm drains throughout the area.
- The historic Warner Grand Theater and Croatian Cultural Center were purchased, rehabilitated and transferred to the City Cultural Affairs Department.
- More than 580,000 square feet of commercial and port related office space was developed.
- The 232-room Sheraton Los Angeles Harbor Hotel was completed.
- The 275,000 square foot Pacific Place office building with an adjoining 650 space parking structure was developed.
- Public open space at John S. Gibson, Jr. Park was acquired and developed.

Since the Pacific Corridor project area was only recently adopted by the City Council, CRA/LA is still in the initial stages of accomplishing the ambitious reconstruction and redevelopment goals for the community. However, CRA/LA has sold the West Hotel to a neighboring computer software business with plans to expand into this property and provide 20 new jobs to the Community. The architectural firm RTKL has been retained to prepare design guidelines for downtown San Pedro with a focus on Pacific Avenue for the launching of a new Commercial Façade and Business Incentive Program. Special attention will be given to historic buildings.

Also, CRA/LA has developed a strong working relationship with the City of Los Angeles Environmental Affairs Department and the Los Angeles Fire Department. This partnership is working to establish the proposed “Gaffey Welcome Park” at an abandoned Mobil gas station on Gaffey Street. In 2003, the current owner of the site began environmental remediation of the land.



“I was appointed to the Advisory Committee and learned about redevelopment while working with the CRA/LA during the adoption process of the Pacific Corridor Redevelopment Project Area. The merchants now look forward to improving the image of Downtown San Pedro in order to attract new business and encourage existing merchants to stay. I have owned and operated a business in San Pedro for 43 years, and eagerly anticipate and look forward to improvement of the streetscape, the upgrade of the infrastructure and the overall redevelopment of our community.”

Christine Strasshofer

OWNER, CHRIS AND SONS APPLIANCE
SAN PEDRO BUSINESS OWNER AND RESIDENT

IMAGES FROM LEFT TO RIGHT:
NORTHEAST CORNER OF 6TH AND
PACIFIC AVENUE,
BAYVIEW CLUB.

FUTURE PLANS



10 The Future Looks Bright

The Beacon Street and Pacific Corridor projects will see great positive changes to their communities in the years to come.



BAYVIEW CLUB



GATEWAY ENTRANCE AT GAFFEY STREET

Pacific Corridor

- Complete design standards for future rehabilitation of existing buildings and construction of new buildings while preserving historically significant structures.
- Develop a Streetscape Program to aesthetically improve the area and enhance pedestrian and retail activity.
- Provide further economic incentives for new businesses to locate within the project area.
- Facilitate the creation of a formal Arts District with Artist Loft Housing.
- Promote the development of new affordable housing with an emphasis on attracting First Time Home Buyers.
- Improve parking and security needs throughout the project area.
- Beautify the major gateway entrances along the 110 Freeway at Gaffey Street and at Harbor Boulevard.

Beacon Street

- Complete a signature mixed-use housing and retail development with CIM Group on the H2 site that will promote patronage to Downtown San Pedro and link the waterfront especially during evenings and weekends.
- Identify a developer, secure MTA funding, and complete development of a public transit center and parking structure to provide commuter bus service from the South Bay, Long Beach and LAX areas to Downtown San Pedro.
- Implement tourism plans and the Pearls of LA Streetscape Improvement Concept Plan to improve tourism throughout San Pedro.
- Pursue joint development and marketing opportunities with the Port of Los Angeles along the future waterfront promenade.



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GET INVOLVED!

Get Involved in the Revitalization of Your Community!

The success of your community depends on your involvement, and CRA/LA welcomes the valuable input provided by property owners, businesses, residents and community organizations. The Pacific Corridor Community Advisory Committee (CAC) was established to ensure that redevelopment in the project area is carried out with full participation from the community. The CAC meets regularly to discuss pending and new initiatives and will continue to work with the community to convey public information and collect input for revitalizing the Pacific Corridor and Beacon Street areas. CRA/LA also works closely with Neighborhood Councils and various civic organizations. Get involved by contacting the local CRA/LA office to receive information about upcoming meetings or events and to learn more about the programs and services CRA/LA has to offer.



PACIFIC CORRIDOR PAC MEETING



“Community redevelopment is about more than buildings; it’s about people. To be truly successful, a redevelopment project must reflect the needs of the people who will live, work and play in the area under development. One of the difficult challenges of the CRA and its advisory committees is to create a unified vision. Because, without consensus, no matter how brilliant the plan, or how attractive the buildings, the project will fail. Redevelopment is an iterative process wherein the government officials, planners, developers, architects and members of the community learn from each other.”

Jody Van-Meter
NORTHWEST SAN PEDRO NEIGHBORHOOD COUNCIL