

City Council Presentation
**EIR Project Description
Overview**

October 9, 2019



WESTMINSTER MALL SPECIFIC PLAN
For the Community. By the Community.

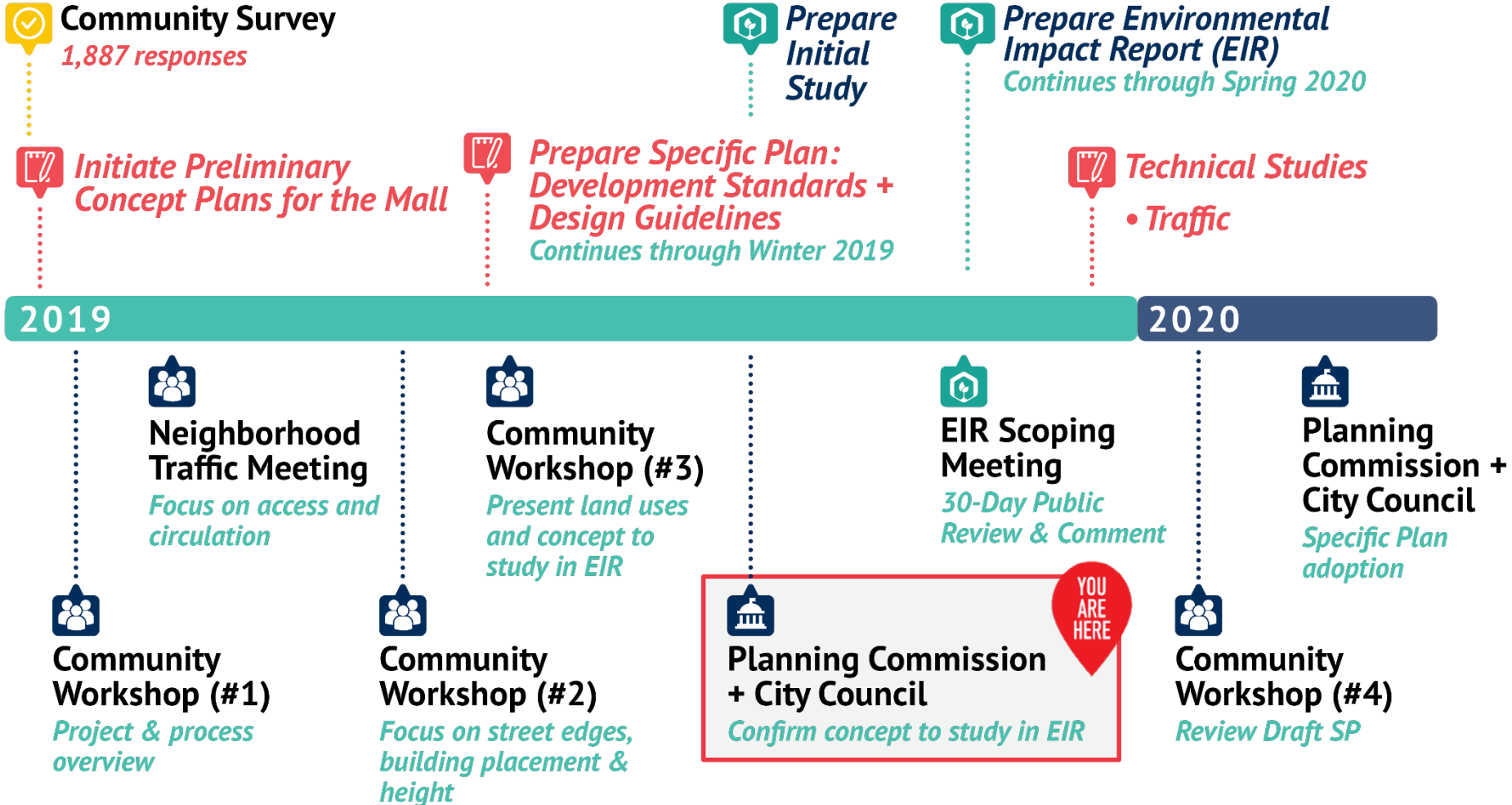
WHY IS CITY PREPARING A SPECIFIC PLAN?

- City is preparing the zoning for the site
- Specific Plans provide rules and regulations for the Mall property including:
 - › Building heights
 - › Setbacks
 - › Design Features
 - › Open Space requirements
 - › Circulation
 - › Landscaping



The Bloc, DTLA

GENERAL TIMELINE





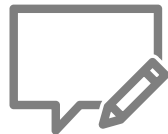
Summary of Feedback to Date

RESPONSES



1,887
responses
(Survey #1)

COMMENT



954 written
comments
(Survey #1)

OUTREACH



4 Community
Workshops
(400 sign-ins)

FACEBOOK LIVE VIEWS



Over 2,000
views of
workshops on
City's FB page

PURPOSE OF TONIGHT'S MEETING

- Provide an overview of the big ideas discussed at community meetings: potential uses, traffic considerations, and design considerations
- Provide an overview of the **project description** being studied in the Specific Plan which includes maximum square footage, maximum number of hotel rooms, and residential units to be evaluated
- The review does not constitute approval at this time; only what will be analyzed
- Final numbers may be adjusted depending on findings of technical studies





PROJECT VISION & OBJECTIVES



WESTMISTER MALL VISION

The Westminster Mall is a flourishing center of community life, a unique destination, and a thriving hub of shopping, living and working activity that is source of civic pride for our community.

- **iconic design**
- **transformed the image** of our community.
- a **vibrant, social place**
- the “**place to be**”
- the first place we want to take guests who are visiting from out of town.
- attracts **substantial reinvestment**
- provides our community with a **mix of new retail, hospitality, housing, jobs, and public spaces.**
- contributes to our **long-term economic health** and fiscal stability.
- **new housing opportunities** for first-time home buyers, professionals, families, and seniors in our community
- **variety of affordability levels**
- accommodate the **changing life stages and lifestyle needs** of our residents.
- **rich and inviting indoor and outdoor spaces**, designed with open seating, recreational amenities, and attractive lighting and landscaping
- **activities year-round**
- **easily accessible** to visitors driving, biking, walking, or taking public transit.

WESTMINSTER MALL: *Where opportunities to shop, work and live all come together to create community.*

PROJECT OBJECTIVES

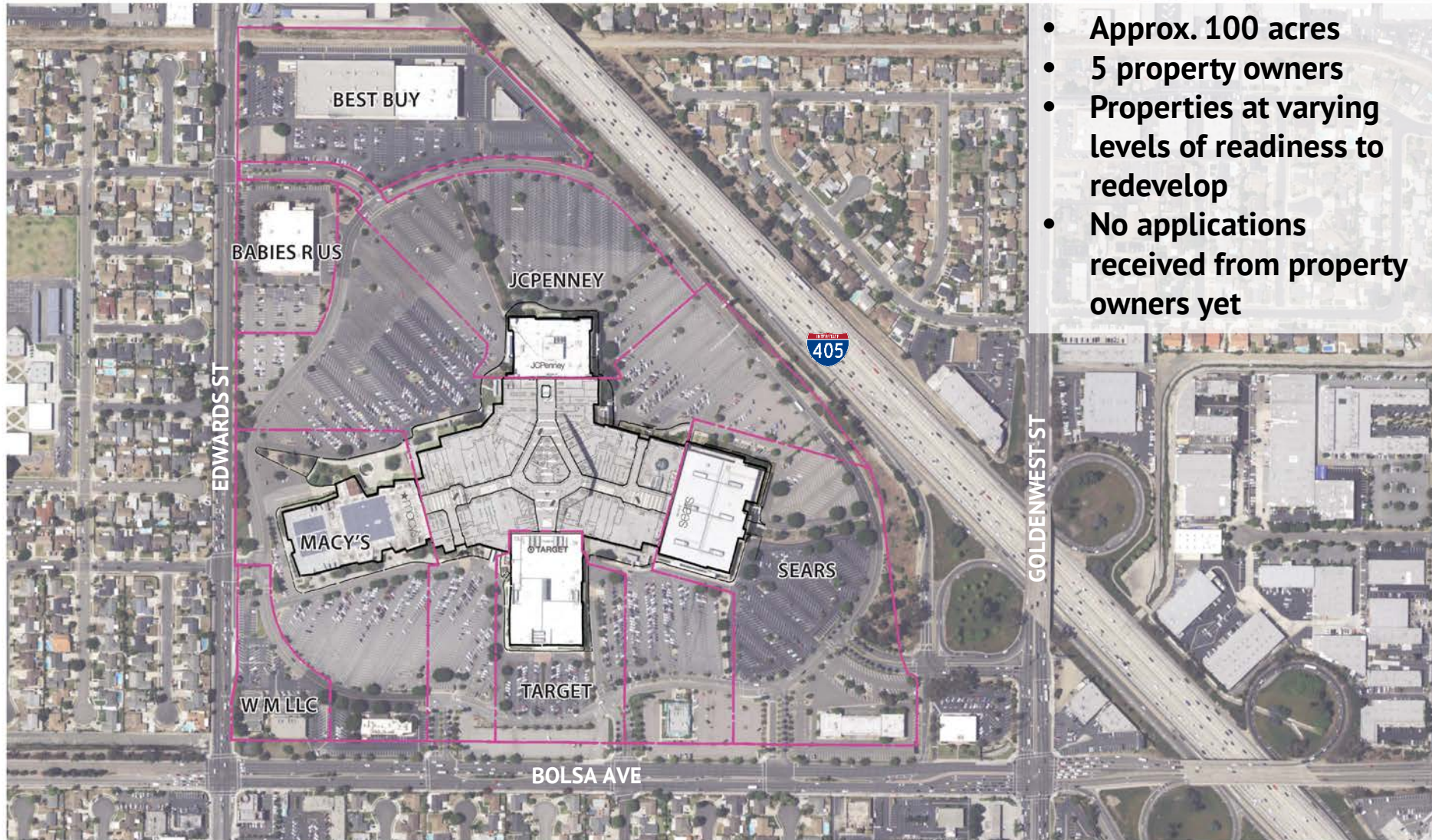
- Westminster Mall is identified in the General Plan as **a place to accommodate the City's growth**
- Design the mall to feel like **a commercial activity center** with residential uses (not vice versa)
- Any proposed development must **fit within the capacity of the existing roadway system** (no widening)
- Address community's concerns about **traffic, circulation and parking**
- Improve **bike and pedestrian** safety and connectivity
- Maximize opportunities to provide **different types of open space at a variety of scales**
- **Design property edges and streetscapes to minimize visual impacts** on neighbors
- Additional building height may be accommodated in a way that is respectful of the surrounding uses (**compatibility**)
- New residential uses must provide a **diversity of housing types and range of affordability**
- Locate new housing in **appropriate locations**
- Provide **high quality design and landscape architecture**



OVERVIEW OF THE PROJECT SITE & CONCEPTS

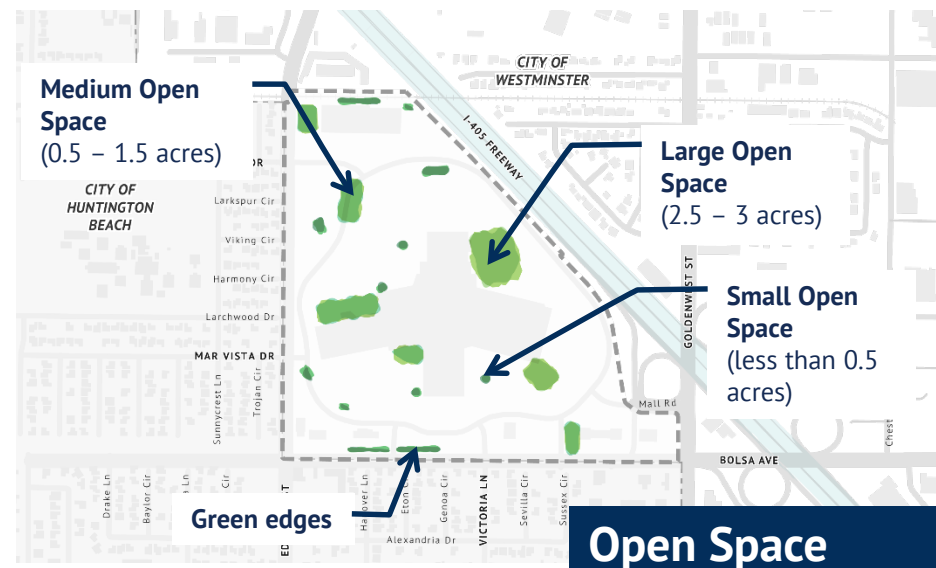
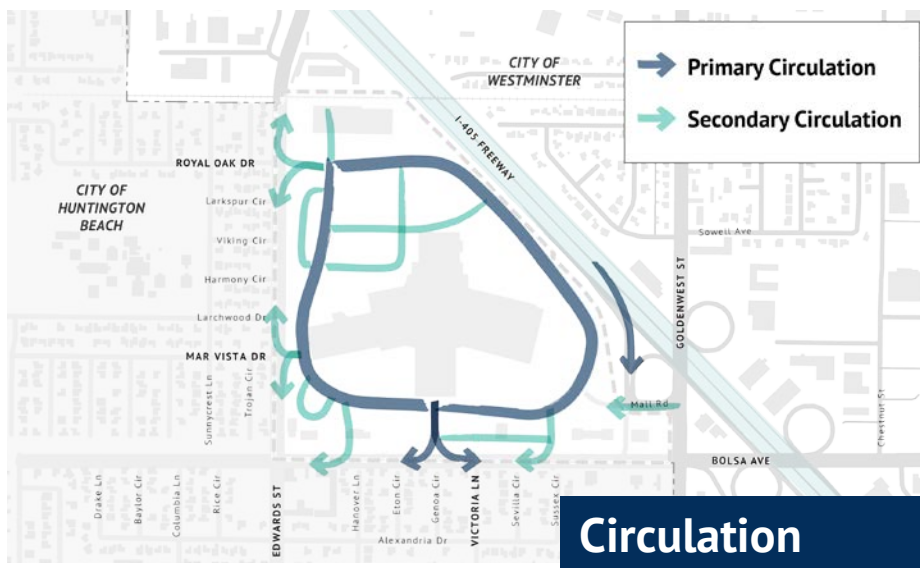
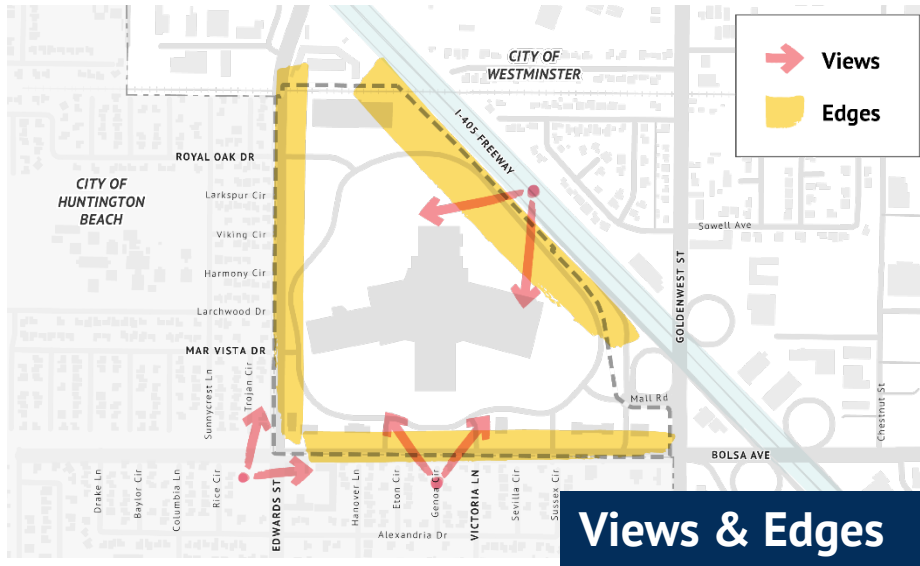


PROJECT SITE

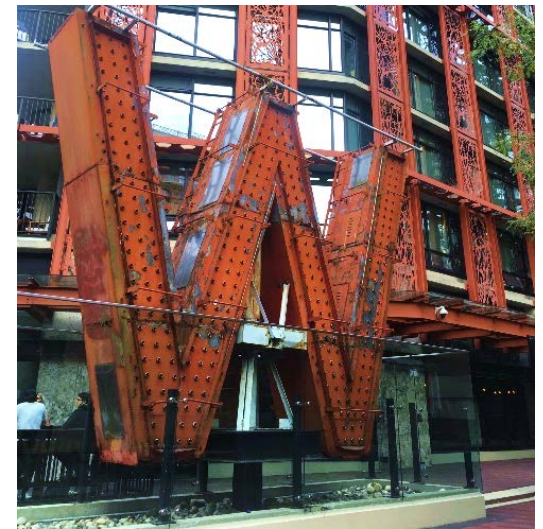


- **Approx. 100 acres**
- **5 property owners**
- **Properties at varying levels of readiness to redevelop**
- **No applications received from property owners yet**

PROJECT CONSIDERATIONS



EDGES: Freeway



GATEWAYS + ACCESS



PROPOSED EDGE: Bolsa Ave. Concept



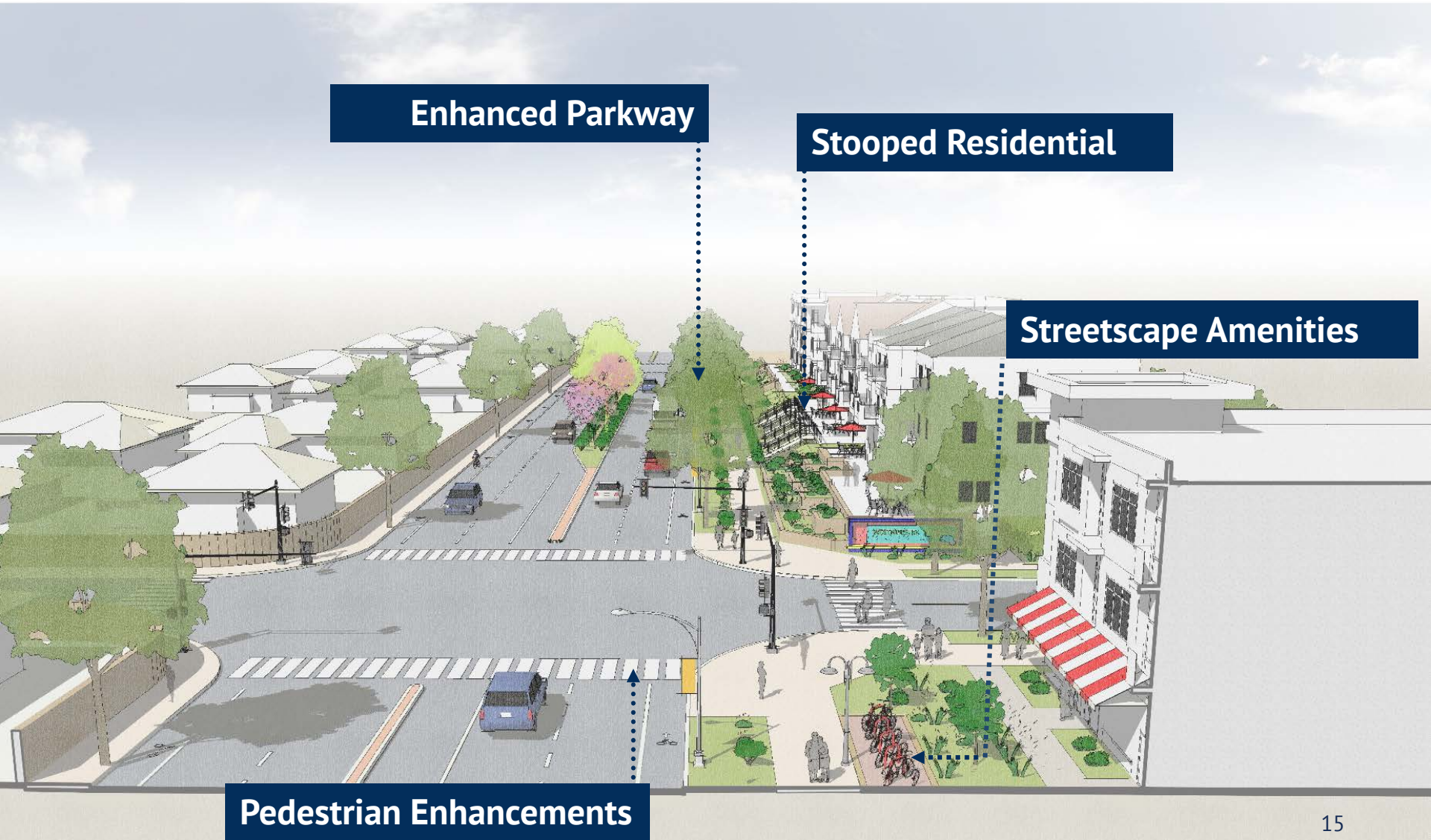
Linear Green Space

Retail Frontage & Road

Pedestrian Enhancements

Community Signage

PROPOSED EDGE: Edwards St. Concept



Enhanced Parkway

Stooped Residential

Streetscape Amenities

Pedestrian Enhancements

CIRCULATION: Interior Streetscape

Residential Uses

Stand-alone Retail

Valet Parking

Ground Floor Retail

On-street Parking

Wide Sidewalks



OPEN SPACES: Public + Private

Green Space



Public Plaza on Corner



Promenade



Private Rooftop



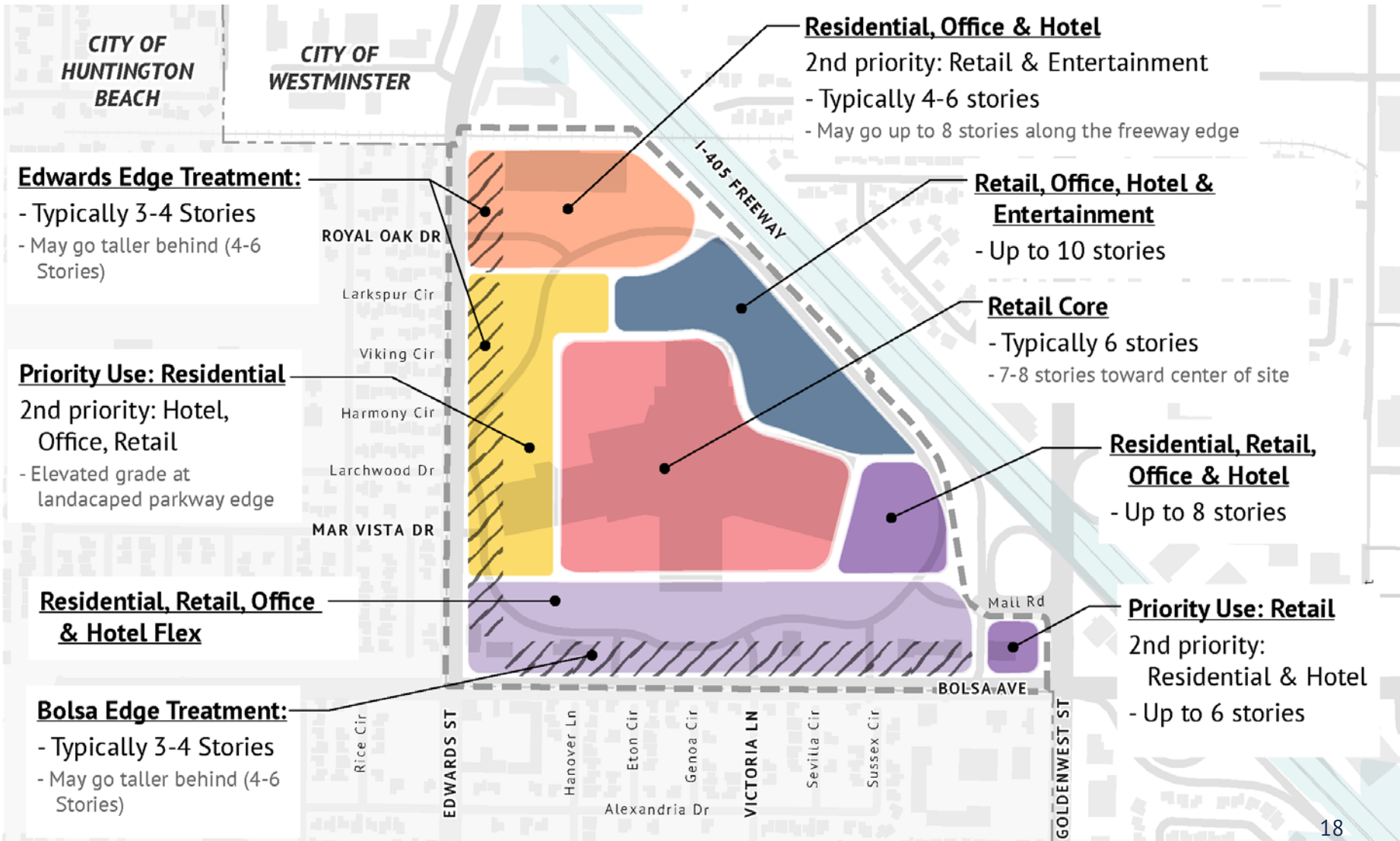
Public Seating



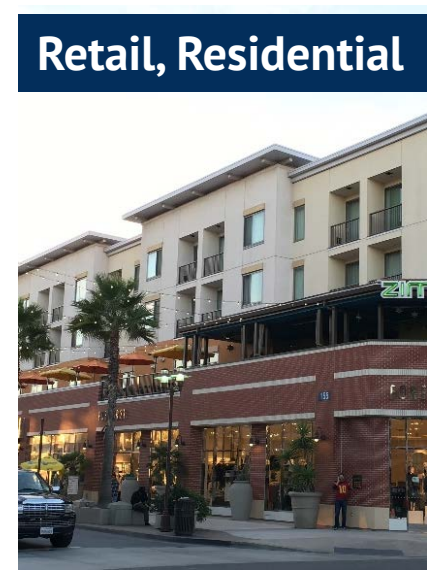
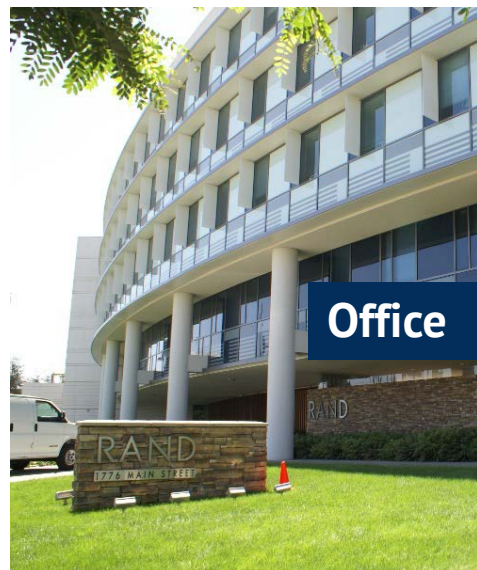
Public Plaza



PROPOSED LAND USES AND HEIGHTS



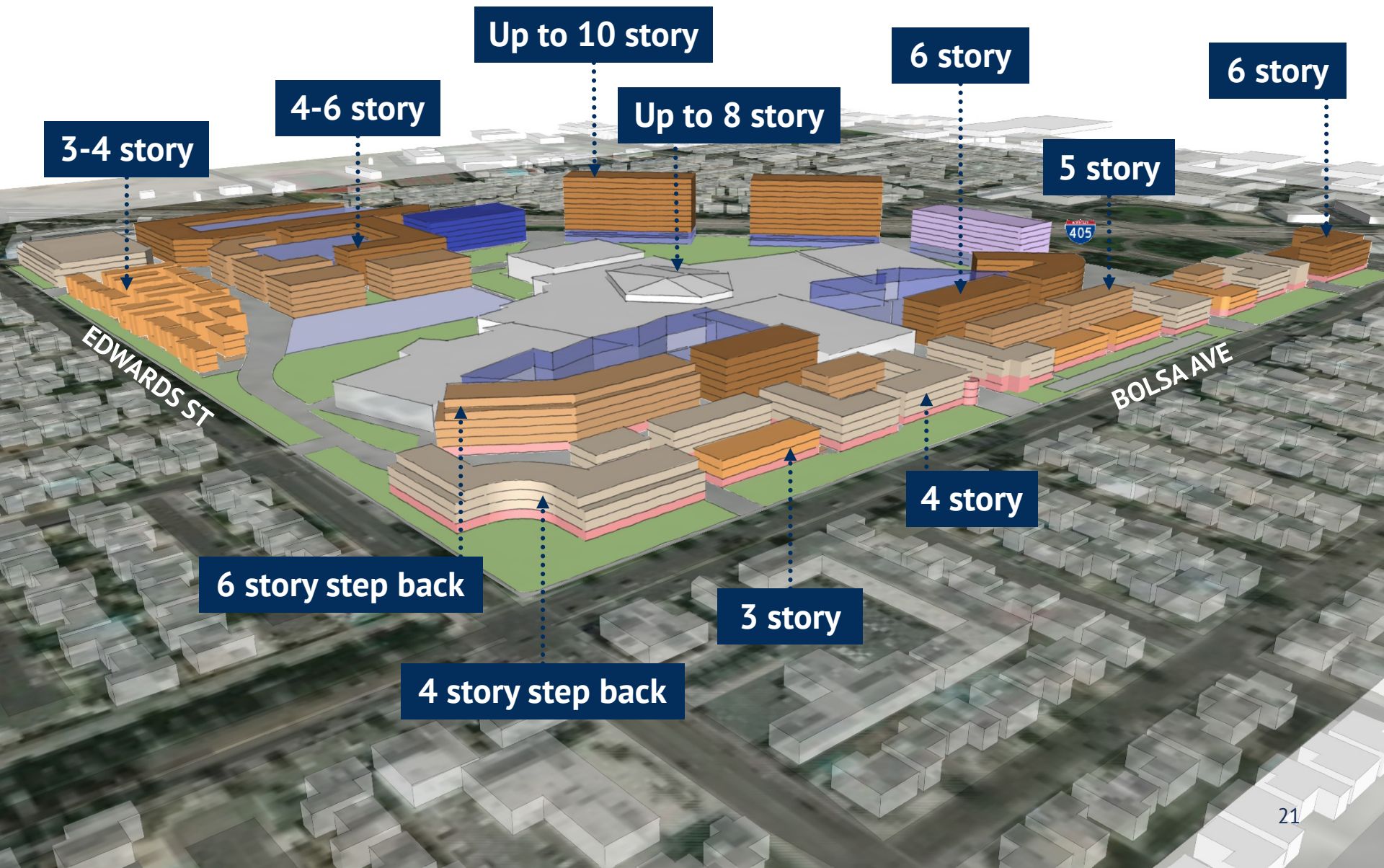
LAND USES: Mixed Use



EXAMPLES OF HEIGHT VARIATION

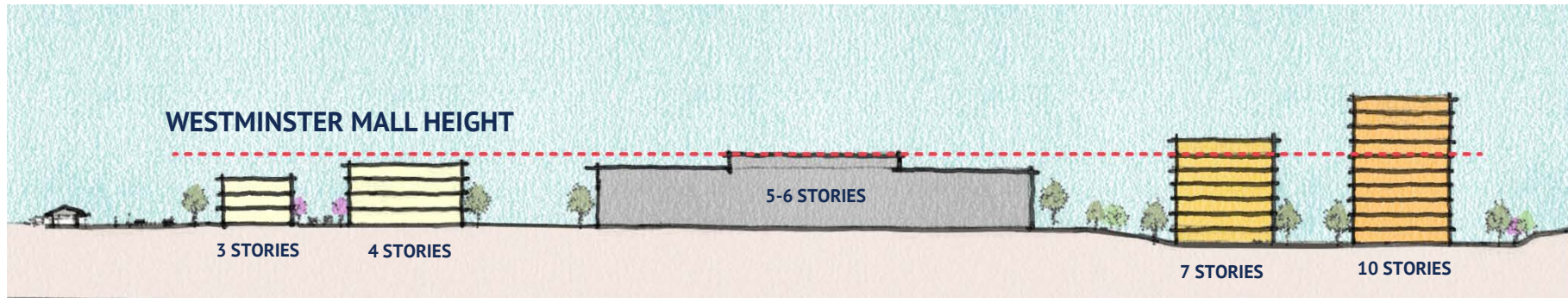


EXAMPLES OF HEIGHT PLACEMENT LOCATIONS

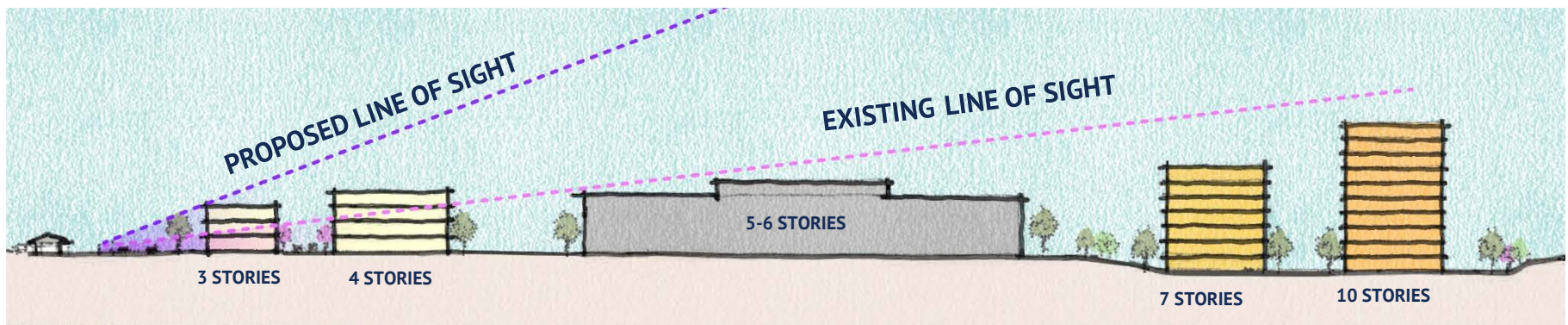


HEIGHT PERCEPTION & WHAT YOU CAN SEE

How buildings will appear because of site's changing topography



What you will see from Bolsa & Edwards



Details to Study in EIR

- **3,000 Residential Units**
- **425 Hotel Rooms**
- **1.2M Square feet of non-residential uses (Retail and Office)**
- **Maximum height: 10 stories**
- The square footage and units presented is the maximum number that will be assessed in the technical studies
- Final numbers in the Specific Plan may change depending on the findings of the environmental review



QUESTIONS



WESTMINSTER MALL... What's Next

A large, stylized letter 'W' in a dark blue color, positioned within a white diamond-shaped graphic element. The diamond is part of a larger geometric design on the left side of the slide, featuring various colored triangles (yellow, green, brown, blue) and white lines.A large, stylized letter 'M' in a dark blue color, positioned within a white diamond-shaped graphic element. The diamond is part of a larger geometric design on the left side of the slide, featuring various colored triangles (yellow, green, brown, blue) and white lines.

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- For more information, or to sign up for email notifications about future events or meetings related to the Westminster Mall visit the project website:

<http://bit.ly/WMallplan>