



Centro Westlake Project Update

March 2023
Project Advisory Task Force (PATF)

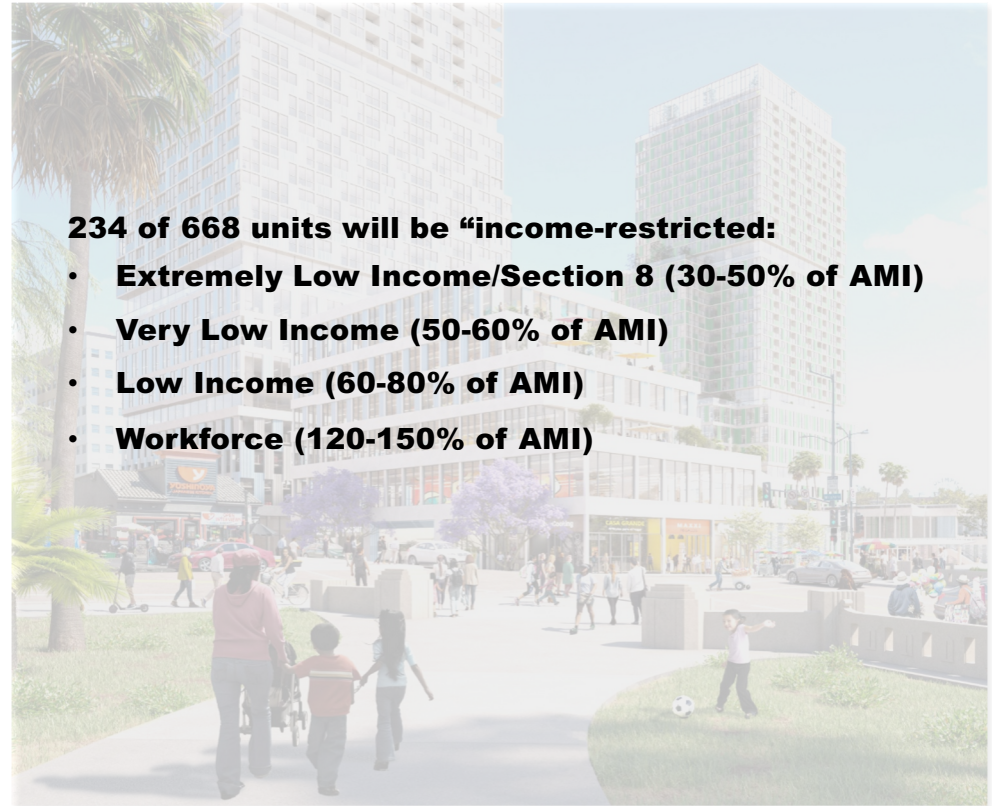
1. Overview | Proposed Project
2. Stakeholder Engagement and Feedback
3. Project Design Updates
4. Project Opportunities
5. Anticipated Entitlement and Approval Process | Next Steps

Proposed Project



Key Project Elements:

- 668 residential units with 234 income restricted housing units
- Hotel and commercial uses
- Enhanced Metro Plaza with, landscaping, seating areas, mid-block crossings, and pedestrian walkways, along with 360-degree connections to the neighborhood
- Open space amenities
- Parking
- Sustainability program that utilizes green building architecture and features to minimize environmental impacts; and
- A mobility hub that maximizes transit ridership and serves to connect the broader community with the Metro station.



Key Project Elements – Site Plan

Centro Westlake



Total of 234 income restricted units

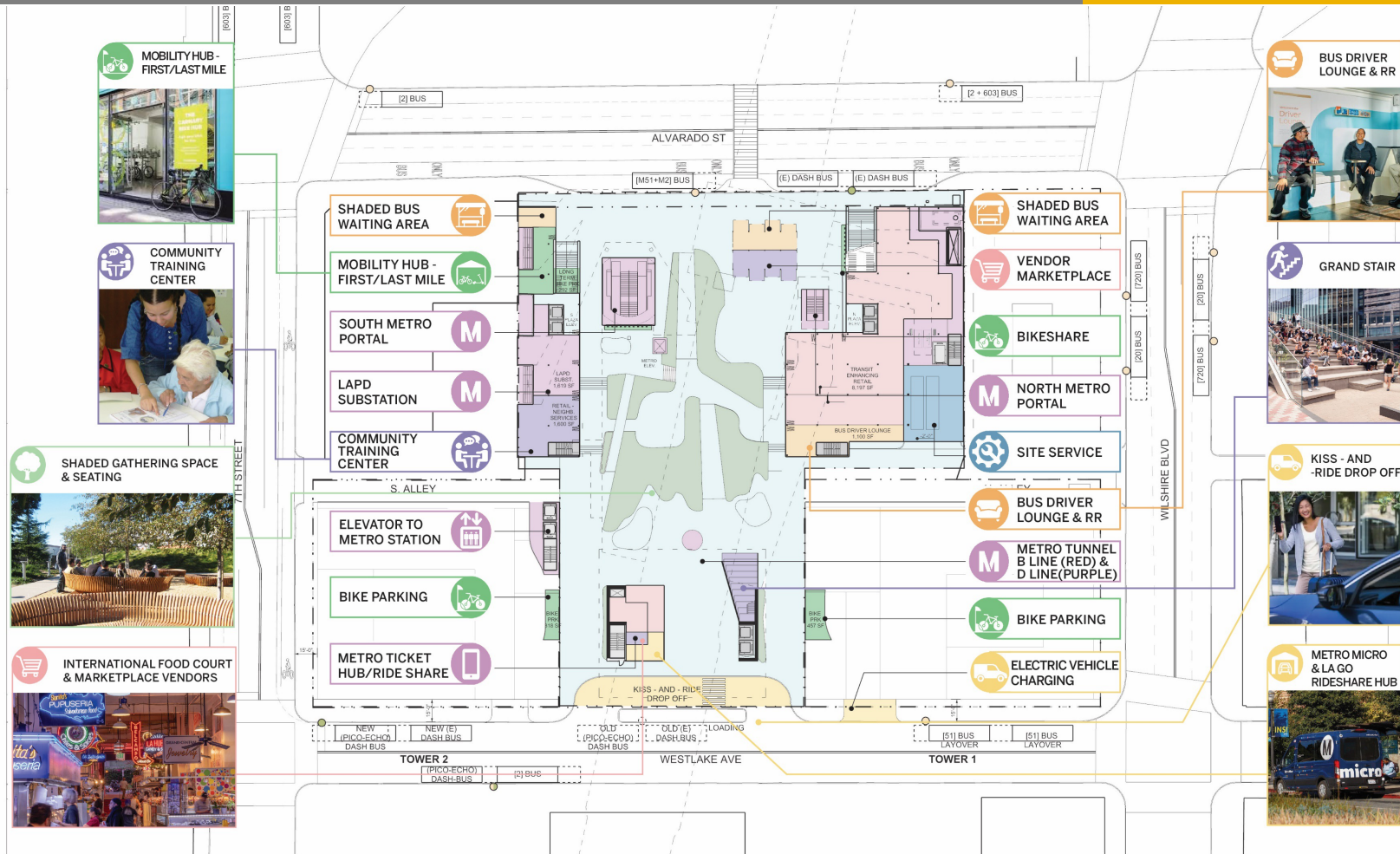
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LA METRO AGENCY - SITE ENHANCEMENTS
NOT TO SCALE

ADJACENT JOINT DEVELOPMENT USES
WESTLAKE MACARTHUR

Key Project Elements – Transit Enhancements

Centro Westlake

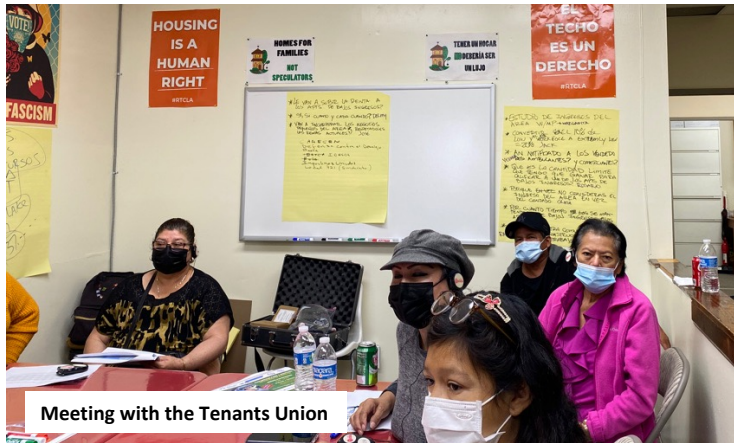


Stakeholder Engagement



Community Outreach and Feedback

Centro Westlake



Meeting with the Tenants Union



Walking Tour of Area & Station



Holiday Food Giveaway

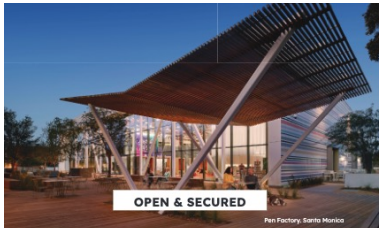


Community Surveys by NEW's Spanish Speaking Outreach Team

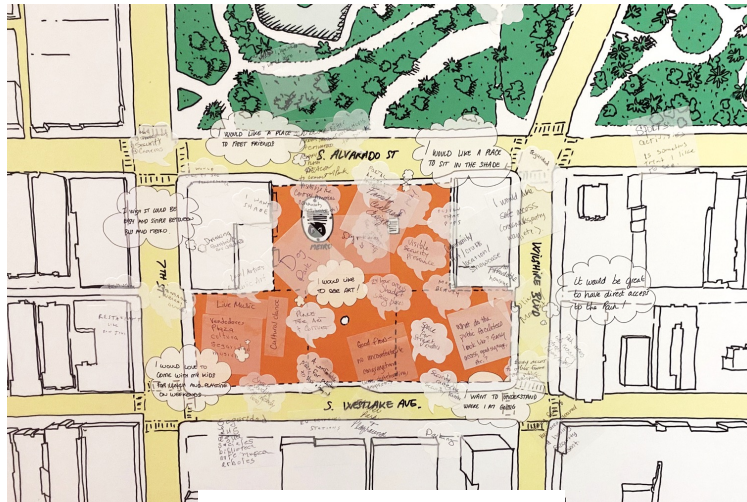


Food Giveaway at Pico Union Project

The outreach team went into the field to conduct surveys, hold giveaways, host site tours and meet with area organizations to listen to their concerns and feedback.



Community members shared their priorities and preferences for the project's design, space usage, amenities, plaza programming, jobs, and retail opportunities. During these meetings, the design team engaged with attendees and listened to their comments and feedback.



Community Workshop – April 6, 2022



Community Workshop – July 11, 2022



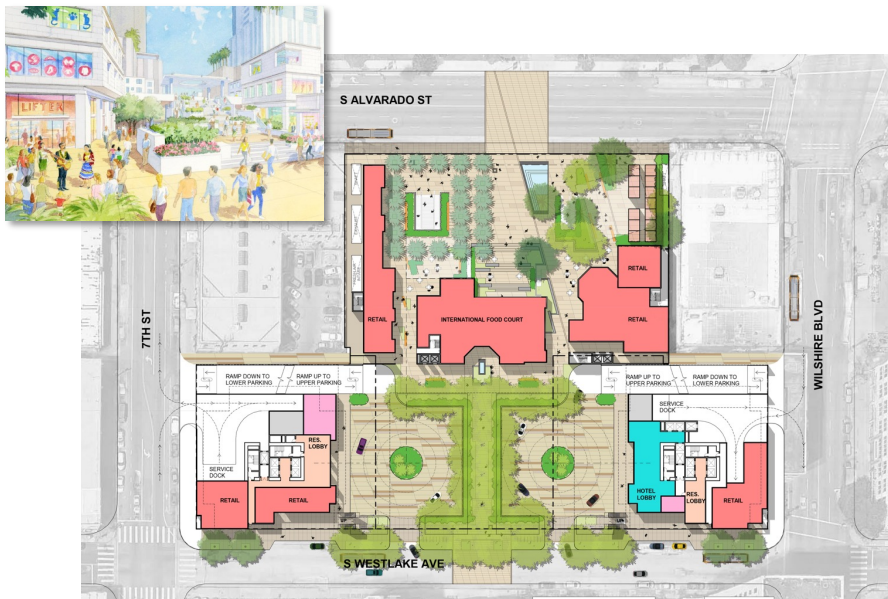
The community was invited to share their thoughts and write-in their ideas for improving the space in and around the Project plaza.

An architectural rendering of a modern urban plaza. The scene is set in a bright, sunny environment with a clear blue sky. In the background, a tall, modern building with a grid-like facade of windows and green accents stands prominently. Several tall palm trees are scattered throughout the plaza, adding a tropical feel. The foreground is a wide, paved area with a pattern of light-colored tiles and yellow stripes. A diverse group of people is engaged in various activities: some are walking, some are standing in small groups, and others are interacting at a market stall on the right. The stall has a sign that reads "WESTLAKE BIKES". The overall atmosphere is vibrant and community-oriented.

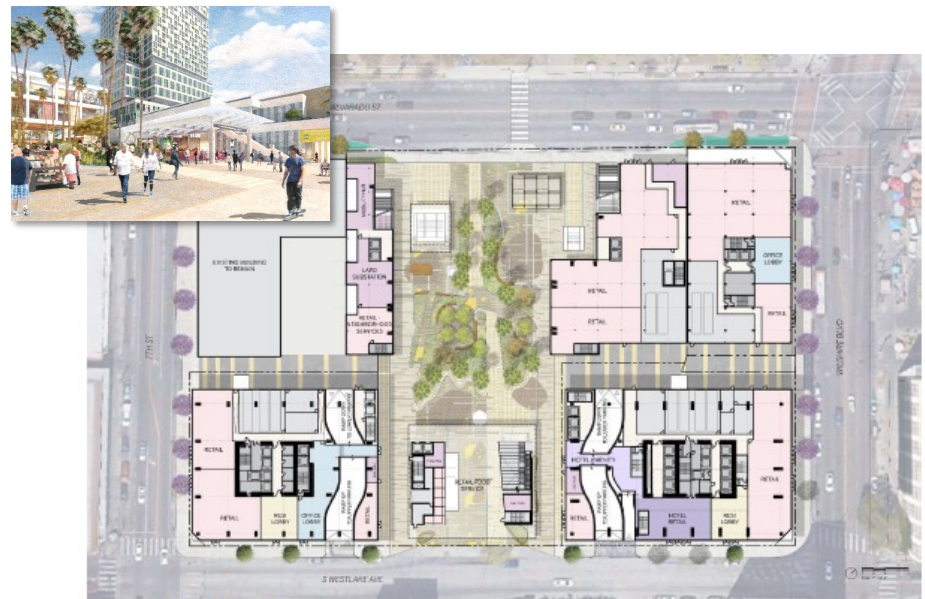
Design Updates

Site Plan updates based on Stakeholder input:

- Enhanced visibility and access to Metro and bus stops from all directions (Metro/DOT)
- Plaza activated with transit-supporting retail and community-serving functions (Metro/Community)
- Clear sight lines and building geometry to support security (Metro/Joint Development)
- Parking/service access contained within buildings with access from Westlake and alleys (DOT/Planning)

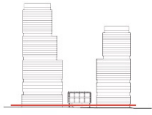


Previous (October 2021)



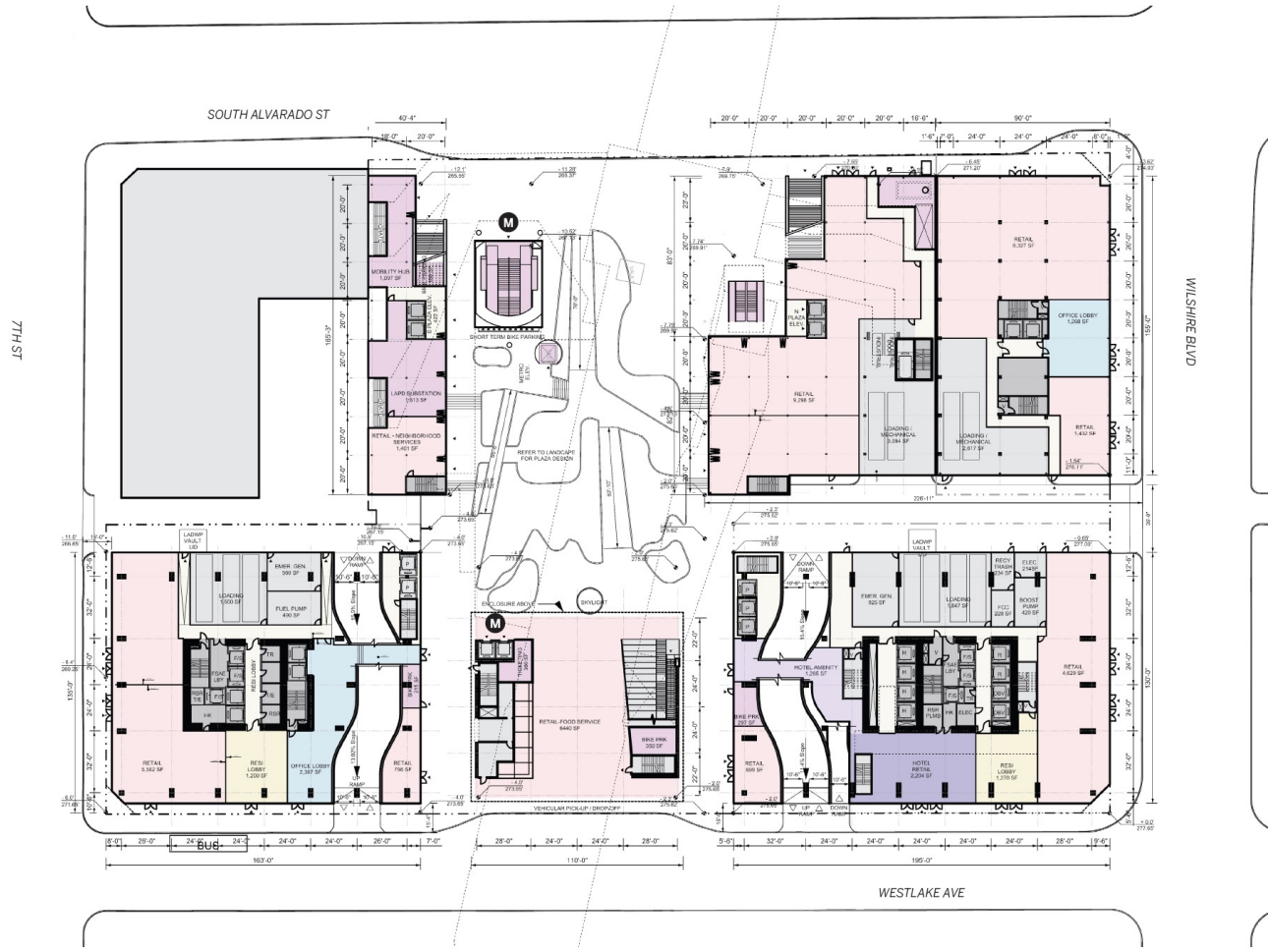
Current (March 2023)

GROUND LEVEL

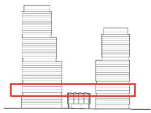


LEGEND

- RETAIL
- RETAIL-FOOD SERVICE
- RESTAURANT
- HOTEL
- HOTEL AMENITY
- RESIDENTIAL
- RESIDENTIAL AMENITY
- OFFICE
- SERVICE
- OPEN SPACE
- TRANSIT
- M ENTRY TO METRO

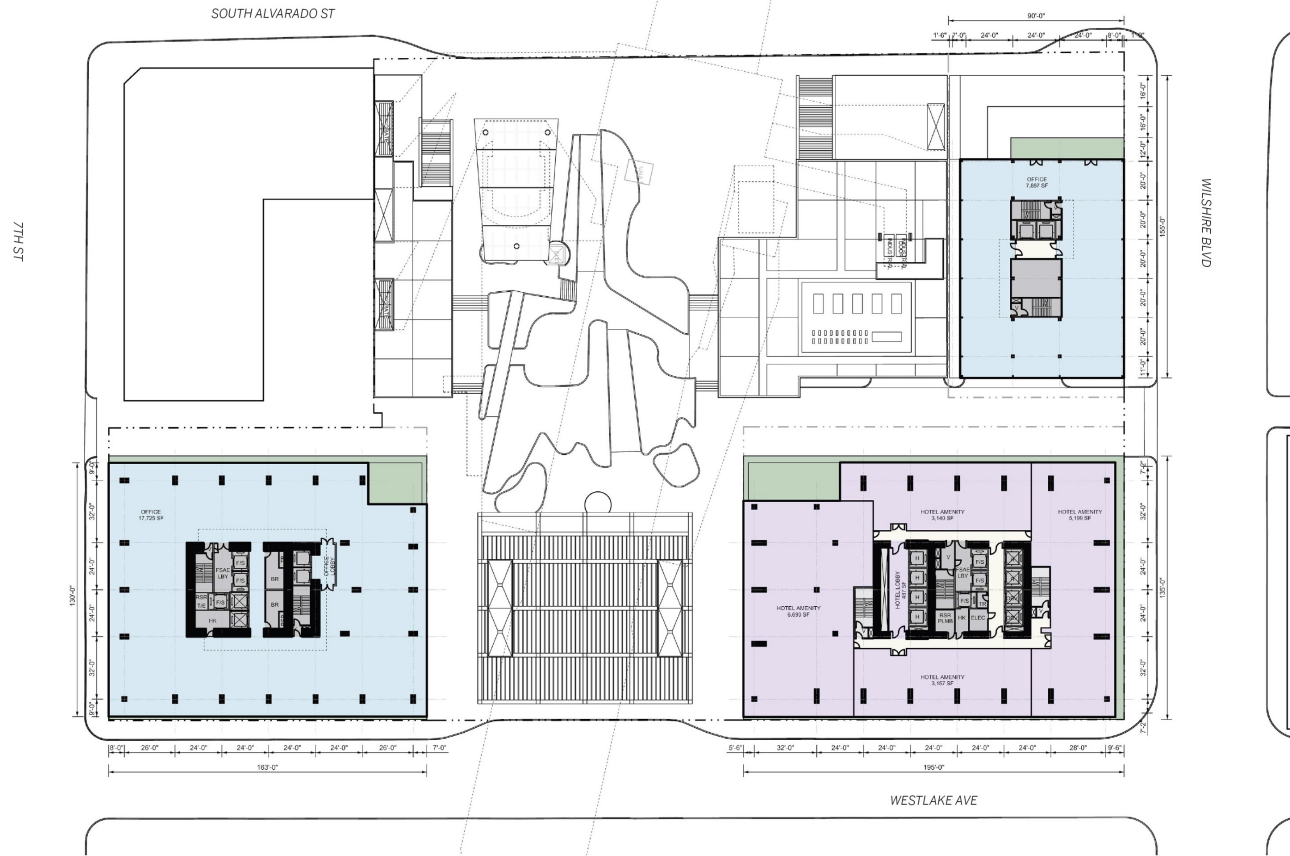


LEVELS 6-9

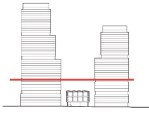


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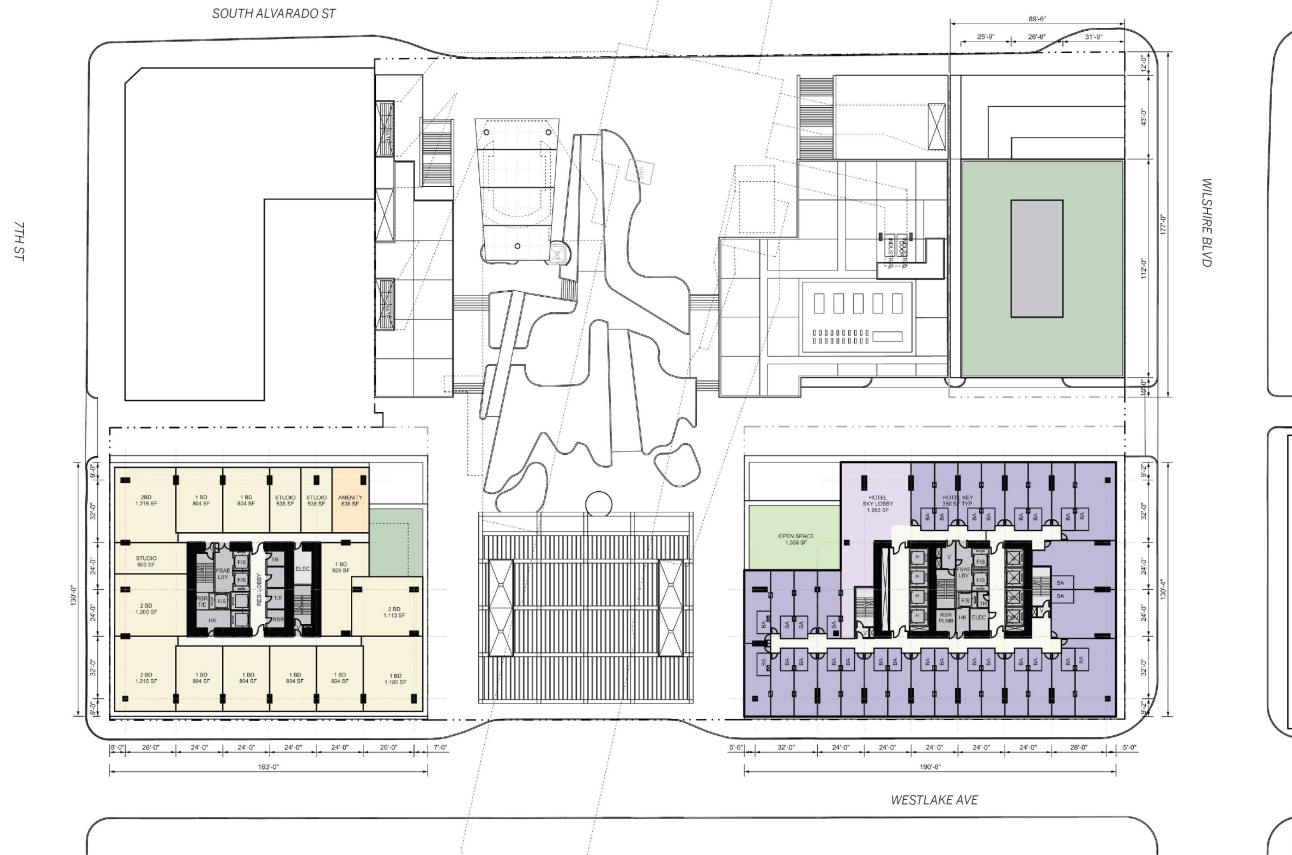


LEVEL 10

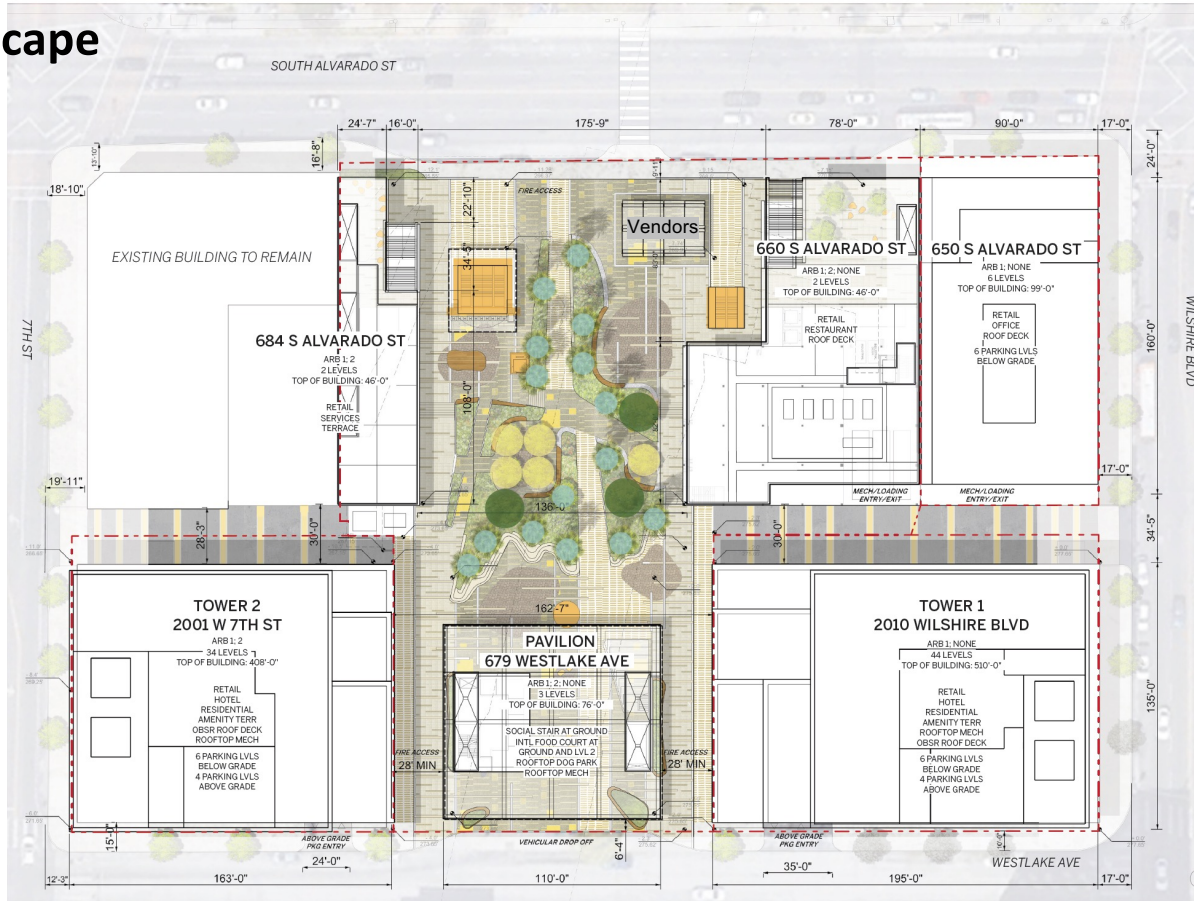


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Landscape Plan



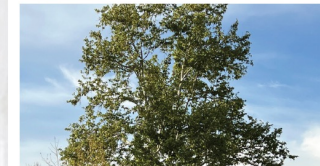
TREE CALCULATIONS	
	TOTAL
EXISTING TREES ON-SITE	29
EXISTING STREET TREES	4
TREES TO BE REMOVED (ON-SITE + STREET)	30
TREES REQUIRED	167
(668 RESIDENTIAL UNITS/4-167)	
TREES PROPOSED	62
<small>PER SEC. 62.177 OF THE L.A. MUNICIPAL CODE, AN IN-LIEU FEE SHALL BE PAID FOR THE REMAINING REQUIRED TREES THAT CAN NOT FEASIBLE BE PLANTED ON-SITE.</small>	



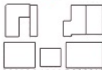
WASHINGTONIA FILIFERA



TIPLUA TIPU

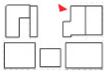


PLATANUS RACEMOSA





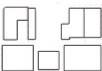
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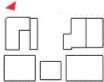


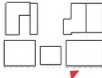
EYE LEVEL FROM PLAZA

PROJECT RENDERING
CENTRO WESTLAKE

For discussion purposes only 18







An architectural rendering of a vibrant urban plaza. In the background, a tall, modern building with a green-tinted glass facade stands prominently. The plaza is filled with people, including a man in a blue jersey in the foreground, a group of women in colorful traditional attire, and others at a market stall. The ground is paved with light-colored tiles and yellow stripes. Tall palm trees are scattered throughout the scene under a clear blue sky. The overall atmosphere is bright and lively.

Project Opportunities

NEW has **extensive experience with creating economic wellness and housing** for low-income families in the local community.

As a key partner, **NEW will provide Property Management Services** for all income restricted housing units in the proposed Project and perform all affordability compliance activities.

NEW will develop an **affirmative fair housing plan** designed to attract local income-qualified residents within Westlake/MacArthur Park, as well as attracting **eligible renters of all majority and minority groups, regardless of nationality, race, sex, handicap, and familial status.**

NEW will also help coordinate with other local community partners to facilitate a program with the **goal of preventing displacement and homelessness by working with families and individuals** in peril of homelessness through eviction prevention, housing stability services, and broader homelessness prevention services.



With little to no knowledge about computers, Linda arrived at NEW's Latino Tech-Net (LTN) course. Once she completed our program, she applied and was hired for a job at a local Joann's Fabrics store.

International Marketplace

- At least 10% of all retail spaces reserved for **minority-owned businesses**.
- $\geq 20\%$ of commercial/retail space reserved for businesses that are owned and operated by **Westlake/MacArthur Park stakeholders**.
- The Metro station plaza will be designed to include **dedicated space for permanent vending stations and kiosks**.
- Cooperative marketplace concept for **local artisans (artesanías) musicians, and performers**.



Greening L.A. at Los Angeles Trade-Tech Community College

- A workforce collaboration that brings together community colleges, universities, municipalities, and designers on a series of urban ecological pursuits to beautify LA



LA/OC Building Trades Apprenticeship Readiness Program (ARPS)

- Construction Health and Safety
- Blueprint Reading
- Green Construction
- Hands-on training
- 10-hour OSHA Certification
- On-the-job training and instruction by industry experts



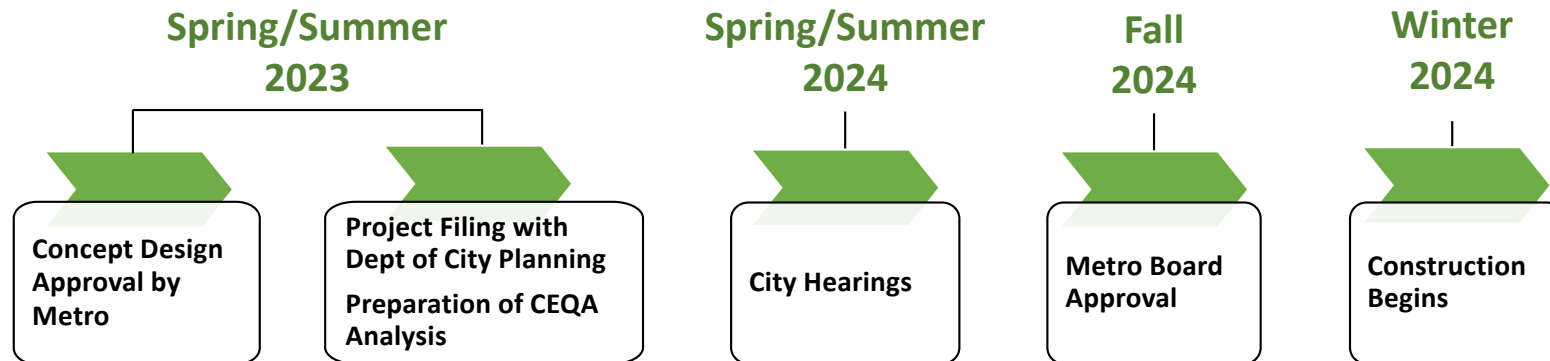
UNITE HERE! Local 11 Hospitality Training Academy (HTA)

- Workforce development and apprenticeship training program for low income, marginalized individuals
- Hospitality industry jobs



An architectural rendering of a vibrant, modern urban plaza. The scene is set on a bright, sunny day with a clear blue sky. In the background, a tall, modern building with a grid-like facade of windows and green accents stands prominently. Several tall palm trees are scattered throughout the plaza, adding a tropical feel. The foreground is a wide, paved area with a pattern of light-colored rectangular tiles and yellow stripes. A diverse group of people is engaged in various activities: a man in a blue shirt is in the lower left, looking towards the center; a group of people is gathered in the middle; and a woman is interacting with a vendor at a table on the right. The table displays various items, including what appears to be a display of small electronic devices or components. The overall atmosphere is one of a lively, community-oriented public space.

Next Steps



- Project Team will prepare a full CEQA analysis. City of Los Angeles will serve as the CEQA Lead; Metro will serve as Responsible Agency.
- Anticipated Entitlements from the City of Los Angeles
 - Vesting Tentative Tract Map
 - Site Plan Review
 - Transit Oriented Communities Development with incentives for FAR/Density and Yard Setback
- Project environmental clearance and approval process is currently estimated to take 30-36 Months

Q&A



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