

Section Three:
VISION,
GUIDING
PRINCIPLES,
GOALS AND
STRATEGIES

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A. VISION

At the time the Original Plan was adopted in 2002, the City and the community envisioned that the development of the Downey Landing Site would provide the City of Downey with high quality commercial businesses, and a medical center that would be an asset to the Gateway Cities region. The vision has been realized in substantial part by the successful redevelopment of Downey Landing Retail Center and the Kaiser Downey Medical Center. This vision continues in the Amended Plan and will be fully realized by the development of the mixed-use scheme known as the Tierra Luna Marketplace.

Mobility in Downey will be Enhanced

Land uses and buildings have been and will continue to be developed around a circulation network that includes open space and sidewalks. This internal mobility network links to region-serving transportation networks outside the Site including a Metro Green Line Station and the bicycle network accessible along the San Gabriel, Rio Hondo, and Los Angeles Rivers.

Downey will Grow more Beautiful

At the time the Original Plan was adopted, the City envisioned landscaping replacing barren parking lots. Downey Landing Retail Center was also envisioned as a haven of shade and tranquility in the midst of a bustling city. This vision has been realized by the development of Downey Landing Retail Center at the northern end of the Site, which is framed by landscaped parkways. Also, the new, state-of-the-art Kaiser Downey Medical Center is a modern and invaluable asset to the City. The Tierra Luna Marketplace will benefit the City and region by its tree-lined streets, new open spaces, landscaped pedestrian corridors, and local services aesthetically designed to meet the needs of the local residents, visitors and employees.

Downey will Grow more Prosperous

Downey Landing has already added approximately 1.2 million square feet of commercial, business, and medical enterprises to the City's tax base. Demand for goods and services in the immediate and surrounding areas has grown, spurring new startup businesses. The economic jump-start provided by Downey Landing Retail Center and Kaiser Downey Medical Center has added to the quality of life for Downey citizens. The City and community expect that the development of the Tierra Luna Marketplace, with slightly more than 1.5 million square feet of additional commercial and office uses, will also be a tremendous addition to the City's tax base, as well as an amenity for both City residents and visitors.

The details, in brief:

- The Downey Landing Retail Center provides region-wide shopping opportunities and additional tax revenue to the City. Buildings have been designed and sited to create visual interest and to facilitate pedestrian movement. This portion of the site has a remaining, unbuilt entitlement of approximately 30,000 square feet.
- A mixed-use development is proposed for the middle 77 acres (Central Portion) and provides a distinctive business address for the region. This portion of the Site has operated as Downey Studios since 2004. Redevelopment of the Central Portion will become the mixed-use project known as the Tierra Luna Marketplace.
- Kaiser Downey Medical Center has constructed a \$390 million new hospital, a medical office building and central plant on the south end of Downey Landing. Kaiser is also entitled to develop a second 4-story, medical office building (173,616 square-feet) and a multi-story 742 space parking structure.
- The Discovery Sports Complex and the Columbia Memorial Space Center, a museum dedicated to aerospace exploration and a learning center for the community's benefit, was developed on the west side of Site.

B. GUIDING PRINCIPLES

Guiding Principles are the set of assumptions or fundamental rules guiding the planning at Downey Landing. Guiding Principles serve to guide the development of Downey Landing over a period of years, to provide a level of quality consistent with the image of the City of Downey, and to create a workplace that attracts and retains companies and workers. The Guiding Principles establish the framework to achieve the vision.

The Guiding Principles include the following:

- Within Downey Landing there will be a diversity of land uses, building types, and open spaces.
- Development of the Site will promote sustainability by use and placement of appropriate landscape materials and by providing transportation alternatives to the automobile for both commuter and internal trips.
- As required by the MOA, a portion of Building 1 will be preserved in place.
- Economic and environmental benefits will be balanced to provide a safe, efficient, healthy and attractive development project.
- With respect to the Tierra Luna Marketplace, the documentation gathered as part of the Secretary of the Interior's Guidelines process and the development of the Columbia Memorial Space Center will preserve the rich history of the Site.

C. GOALS

Project goals provide a glimpse of the end state of the planning process. During the project application process, it is advisable for the City and the developers to compare what is being built or proposed with the stated goals. If the proposed development is compatible, it should then proceed.

Project goals, many of which have been met by the Downey Landing Retail Center and Kaiser Downey Medical Center, include the following:

- A development with a variety of users, responding to market conditions and community needs (Economic Vitality).
- A mix of uses that maximizes fiscal benefit to the City (Economic Vitality).
- A development that is compatible with surrounding land uses. (Design).
- A distinct place created by diligent use of a cohesive and integrated set of land uses and design guidelines (Design).
- A pedestrian-oriented environment that reduces the amount of internal and external vehicle trips (Design).
- A street network serving local land uses and not as a conduit for through trips (Design).
- A development that serves as the institutional memory of an important era in Downey's history by preserving a portion of Building 1, documenting the Site's potentially historic structures, and developing the Columbia Memorial Space Center.
- Concurrence between and among the City's regulatory requirements (Regulatory).
- Adequate infrastructure is provided concurrent with development (Infrastructure).
- Providing comprehensive, state-of-the-art healthcare to meet the community's needs.

The majority of these goals will be furthered by the development of the Tierra Luna Marketplace. In particular, the development of the Tierra Luna Marketplace will preserve in place those portions of Building I required to be preserved by the MOA.

D. STRATEGIES

Strategies are specific plans or methods of achieving goals. Specific strategies are stated below:

Economic Vitality

- Create employment opportunities to replace jobs previously lost at Boeing.
- Increase retail opportunities within the City and enlarge the City's share of regional commerce.
- Strengthen the City's economic base through additional business development.
- All of these strategies have been utilized to accomplish the goals achieved so far and will continue to be used to achieve the development of the Tierra Luna Marketplace.

Design

- Allow for a mix of land uses that enhance the character of the City of Downey and create a sense of place to uniquely distinguish the City.
- Use design guidelines to address compatibility issues with surrounding neighborhoods.
- Implement a comprehensive land use strategy that ensures development occurs in a unified manner, rather than a series of independent, unrelated projects.
- Ensure a high quality design to help strengthen the image of the City.
- Use good planning, urban design, and architecture design principles to ensure high-quality development.
- Provide a pedestrian-oriented environment that provides internal linkages, encourages the minimization of vehicle trips, and provides a pleasant and healthy work place.
- Ensure that development under the Amended Plan provides adequate parking for customer and employees.
- All of these strategies have been used so far and will continue to be used to achieve the development of the Tierra Luna Marketplace.

Preservation

- Preserve and adaptively reuse those portions of Building I required to be preserved in place by the MOA.
- Recognize the role this site played in America's aviation and space programs.
- This strategy has particular relevance to the Central Portion and the Tierra Luna Marketplace.

Regulatory

- Design a mixed-use project that meets the City General Plan's Goals and Policies.
- Replace existing zoning with a mixed-use Specific Plan. This strategy was successfully implemented in connection with the Original Plan and will continue to be used to fulfill the goals of the Amended Plan.

Infrastructure

- Provide public services to attract businesses and employees to the area.
- Maintain public safety through site design.
- Provide infrastructure improvements to maintain high levels of water quality.
- All of these strategies have been utilized to accomplish the goals achieved so far and will continue to be used to achieve the development of the Tierra Luna Marketplace.

