

For immediate release:
May 27, 2010

Contact: Public Information Office
CRA/LA, 213-977-1951

ULI Panel Provides Guidance for Los Angeles' CleanTech Corridor

CRA/LA and LADWP-funded, Week-long Review Ends with Five Next Steps

Los Angeles — Plans for Los Angeles' four-mile long, CleanTech Corridor should focus on small companies, characterized as innovators/creators and fabricators, and the area upgraded into a 24/7 creative urban location for new-economy entrepreneurs. In addition, the name itself – CleanTech Corridor – perhaps needs to be changed to be attractive to the variety of green and new technology businesses envisioned for the area.

These were some of the findings presented Friday, May 21, after the nationally recognized advisory planning group – the Urban Land Institute – ended a week of study, interviews and meetings. The Community Redevelopment Agency of the City of Los Angeles (CRA/LA) and the Los Angeles Department of Water and Power (LADWP) commissioned the panel. The archived webcast of the ULI public presentation and the PowerPoint presentation are available online at www.crala.org and at www.ULI.org/cleantech. A formal written report will be issued by ULI within six to eight weeks.

“ULI’s recommendations Friday reinforce some of the City’s initial plans for the CleanTech Corridor and provide crucial new insights for revisions,” said newly installed CRA/LA CEO Christine Essel. “The ULI’s work helps ensure that Los Angeles remains in the forefront of creating opportunities for green and clean technology and manufacturing.”

CRA/LA and LADWP shared the \$120,000 advisory panel cost, which brought nine nationally recognized urban development professionals to Los Angeles. They met with community members, community organizations, property owners, business owners, developers, and public officials to review plans for the CleanTech Corridor, which stretches from the Los Angeles State Historic Park south to the CleanTech Manufacturing Center.

ULI panel members suggested that five business types could be drawn to the area – incubators, innovators/creators, fabricators, manufacturers and warehouse. However, the “sweet spot” for the area lies in attracting smaller-scale innovators and creators, plus fabricators, with ties to university and research institutions who are engaged in creation of new products and services. Therefore, the panel suggested that land use descriptions be examined to accommodate these users.

Further, attracting these types of entrepreneurs requires the creation of housing, retail and live-work space, plus an edgy creative environment. Further, key to attracting businesses overall to the area are Los Angeles’ assets, among them universities, the entertainment industry, proximity to Mexico and foreign markets and the city’s identity as a contemporary urban center. The panel dubbed these assets as LA-DNA or “differentiating new economy assets.”

--MORE--

As for the name, CleanTech Corridor, the panel suggested it might not accurately describe the range of businesses that could be attracted to the area. They suggested using a place name or an “evocative” descriptive name.

Overall, the panel suggested five broad steps for work on the corridor: 1) recognizing and embracing assets in the corridor and Los Angeles; 2) defining the types of users for the area; 3) understanding the needs of the users; 4) matching user needs to land uses and physical attributes, and; 5) communicating the overall development plan.

The panel also highly recommended immediate investment in street improvements and encouraged the greening of such streets as part of what they termed “Experimental Urbanism.” Another key component was a better integration of the LA River into the CleanTech Corridor.

Portions of the CleanTech Corridor lie within CRA/LA’s Adelante Eastside, Central Industrial and Chinatown Redevelopment Project Areas. The ULI, headquartered in Washington, D.C., is a nonprofit research and education organization whose members consist of developers, investors, lenders, lawyers, architects, planners and engineers and political representatives from around the country.

About Community Redevelopment Agency of the City of Los Angeles

CRA/LA (www.crala.org) is a public agency regulated by the State of California and operating within the City of Los Angeles. CRA/LA makes strategic investments to create economic opportunity and improve the quality of life for the people who live and work in our neighborhoods. CRA/LA manages 32 redevelopment projects areas and three revitalization areas in seven regions: East Valley, West Valley, Hollywood & Central, Downtown, Eastside, South Los Angeles, and the Harbor.

###