

### 3.1 Introduction

The purpose of this chapter is to establish goals and policies for the Tweedy Boulevard Specific Plan. The goals and policies set the framework for realizing the vision for the Specific Plan area, serving as guidelines for decision-making and providing direction for the future. The goals and policies were derived from input received from the community, stakeholders, Steering Committee, and City staff during the community engagement process as described in Chapter 2.

The goals and policies are also consistent with those contained in the City's General Plan, as well as with "Smart Growth" principles. Smart growth can be defined as growth that is economically sound, environmentally friendly and supportive of community livability. Smart growth is also a key component of creating sustainable and resilient communities. Sustainable and resilient communities are healthier, safer, greener, more livable, and more prosperous.

The goals and policies are also intended to strengthen the economy, promote equity, protect the environment, and promote public health and safety in the Specific Plan area.

### 3.2 Goals and Policies

The following major goals have been identified for the Tweedy Boulevard Specific Plan area:

1. Create a compelling and unique vision for Tweedy Boulevard.
2. Establish Tweedy Mile as a local and regional shopping destination, improving its economic viability.
3. Preserve and enhance the character of Tweedy Mile.
4. Improve economic vitality and employment opportunities in the Specific Plan area.
5. Create a range of housing opportunities and choices along the Boulevard.
6. Encourage good design and high-quality development within the Specific Plan area.
7. Preserve and enhance the surrounding single-family neighborhoods.
8. Improve the pedestrian experience in the public realm for current and future residents and visitors.
9. Promote pedestrian and bicyclist safety.

10. Promote active transportation and reduce vehicle miles traveled.
11. Explore options for improving parking in Tweedy Mile.
12. Promote sustainable practices and “green” streets.
13. Take advantage of the proximity of several regional open space resources.

**Goal 1: Create a compelling and unique vision for Tweedy Boulevard.**

*Policy 1.1:* Make Tweedy Boulevard an attractive place for shopping, dining, working, recreating and living.

*Policy 1.2:* Build on Tweedy Mile’s history, diversity and intimate scale as the historic “main street” in South Gate.

*Policy 1.3:* Create a unique physical environment along Tweedy Mile that attracts visitors, shoppers and residents to the Boulevard.

*Policy 1.4:* Take advantage of the various activity anchors along the Boulevard (schools, South Gate Park, County Library, etc.).

**Goal 2: Establish Tweedy Mile as a local and regional shopping destination, improving its economic viability.**

*Policy 2.1:* Improve the retail tenant mix in Tweedy Mile by focusing targeted retail recruitment efforts.

*Policy 2.2:* Encourage a mix of regional chains, national brands, and local merchant businesses in Tweedy Mile.

*Policy 2.3:* Require active retail uses along the ground floor Tweedy Mile street frontage.

*Policy 2.4:* Attract additional daytime uses along Tweedy Boulevard in order to increase the customer base for the retail stores in Tweedy Mile while also improving the City’s job base.

*Policy 2.5:* Limit non-retail uses to upper floors or behind active retail uses along Tweedy Mile.

*Policy 2.6:* Draw on the high number of residents and visitors to South Gate Park to also bring in additional customers to Tweedy Mile.

*Policy 2.7:* Consider the formation of a Property-based Business Improvement District (BID) to provide enhanced services, such as marketing, beautification signage and property owner coordination and representation.

**Goal 3: Preserve and enhance the character of Tweedy Mile.**

*Policy 3.1:* Preserve, rehabilitate, reuse and maintain, whenever possible, the existing retail storefront buildings within Tweedy Mile.

*Policy 3.2:* Reinforce the historic building pattern along Tweedy Mile by locating buildings at the sidewalk line and place the building mass towards the front of the property.

*Policy 3.3:* Require design of new buildings to reflect and respect the scale of the corridor.

*Policy 3.4:* Use innovative design strategies to create a unique street environment along Tweedy.

*Policy 3.5:* Restore the Allen Theater and its marquee.

*Policy 3.6:* Implement a façade rehabilitation program that improves the appearance of the existing storefronts.

**Goal 4: Improve economic vitality and employment opportunities in the Specific Plan area.**

*Policy 4.1:* Encourage service commercial, office and medical office uses to improve the City's job-housing balance.

*Policy 4.2:* Preserve existing industrial jobs along Atlantic Avenue in the Tweedy East subarea.

*Policy 4.3:* Coordinate marketing efforts that help establish Tweedy Boulevard as a strong regional presence with property owners and businesses.

**Goal 5: Create a range of housing opportunities and choices along the Boulevard.**

*Policy 5.1:* Implement mixed use zoning along Tweedy Boulevard to promote residential uses along with retail and employment uses.

*Policy 5.2:* Introduce higher density housing products for efficient use of land, to offer housing choices for current and future residents, and to support the retail services in Tweedy Mile.

*Policy 5.3:* Preserve existing stock of affordable housing.

*Policy 5.4:* Promote housing affordability through diversification of housing choices (ownership, rental, single-family, multifamily) for varied income groups.

*Policy 5.5:* Incentivize lot consolidation where appropriate to facilitate the development of cohesive projects along the corridor.

**Goal 6: Encourage good design and high-quality development within the Specific Plan area.**

*Policy 6.1:* Implement development and design standards that result in attractive developments of high quality construction.

*Policy 6.2:* Through design review, ensure that new development enhances the character of the Specific Plan area by requiring design and architectural elements that support high quality development.

*Policy 6.3:* Encourage the inclusion of amenities such as plazas, walkways, landscaping, and appropriate water features within all projects through development regulations.

*Policy 6.4:* Encourage new development to include public open space as a community benefit by making incentives available to developers for such provisions.

**Goal 7: Preserve and enhance existing single-family neighborhoods.**

*Policy 7.1:* Preserve the character and density of existing residential neighborhoods.

*Policy 7.2:* Protect existing residential neighborhoods by transitioning the height, massing and scale of new buildings along Tweedy Boulevard towards the front of the property (i.e. Tweedy Boulevard).

*Policy 7.3:* Establish design standards and guidelines that encourage well-designed homes that are compatible with the surrounding residential architecture.

*Policy 7.4:* Enhance existing neighborhoods with additional street amenities such as canopy street trees.

*Policy 7.5:* Explore the possibility of undergrounding overhead electrical facilities.

**Goal 8: Improve the pedestrian experience in the public realm for current and future residents and visitors.**

*Policy 8.1:* Enhance the public realm with additional street amenities, and sidewalk and bicycle improvements.

*Policy 8.2:* Plant additional street trees along Tweedy Boulevard to create a consistent canopy of shade trees, and provide seasonal color.

*Policy 8.3:* Provide pedestrian-scaled lighting to improve safety and enhance pedestrian environment.

*Policy 8.4:* Expand the existing sidewalk bulb-outs to create additional space for pedestrian amenities such as benches, trash receptacles and bicycle racks.

*Policy 8.5:* Encourage outdoor dining and seating areas and other pedestrian-friendly uses in retail and mixed-use areas.

*Policy 8.6:* Use streetscape improvements, a comprehensive signage and wayfinding system, and public art to connect the various activity centers along the Boulevard and with the surrounding neighborhoods, while at the same time identifying Tweedy Boulevard as a unique destination.

*Policy 8.7:* Consider building pocket parks and community gardens on City-owned vacant lots.

*Policy 8.8:* Consider innovative financing techniques to construct the capital improvements recommended in the Specific Plan.

**Goal 9: Promote pedestrian and bicyclist safety.**

*Policy 9.1:* Expand the connectivity of the current pedestrian and bicycle networks.

*Policy 9.2:* Calm traffic along Tweedy Boulevard, especially in the Tweedy Mile subarea, in order to enhance pedestrian safety and experience.

*Policy 9.3:* Enhance safety by improving crosswalk visibility, adding pedestrian countdown signals, and providing supplemental lighting.

*Policy 9.4:* Implement a signage and wayfinding system that clearly delineates pedestrian and bicycle routes.

*Policy 9.5:* Implement a “Safe Routes to Schools” program to improve safety for students walking to the many schools in the Specific Plan area from the surrounding neighborhoods.

**Goal 10: Promote active transportation and reduce vehicle miles traveled.**

*Policy 10.1:* Establish Tweedy Mile as an Active Transportation Plan regional corridor.

*Policy 10.2:* Implement Tweedy Boulevard as a “Complete Street” that serves all transportation modes with convenient access from the adjacent neighborhoods.

*Policy 10.3:* Provide a connected pedestrian and bicycle network that links the retail and new mixed uses in Tweedy Mile with the various schools along the length of Tweedy Boulevard, South Gate Park and Los Angeles River Bike Path, and the adjacent residential neighborhoods.

*Policy 10.4:* Promote bicycle access and use along Tweedy Boulevard by providing bicycle parking and amenities.

*Policy 10.5:* Facilitate mixed use development that maximizes pedestrian connectivity and minimizes the need for vehicle travel.

**Goal 11: Explore options for improving parking in Tweedy Mile.**

*Policy 11.1:* Provide sufficient parking to ensure the economic viability and success of Tweedy Mile.

*Policy 11.2:* Efficiently manage the supply and demand of parking in a manner that supports a walkable and pedestrian-friendly environment in Tweedy Mile.

*Policy 11.3:* Encourage the use of shared parking where possible.

*Policy 11.4:* Upgrade the existing City-owned parking lots with better signage and lighting. Consider re-striping to increase parking spaces, wherever feasible.

*Policy 11.5:* Improve access to rear parking lots by adding mid-block access corridors and plazas.

*Policy 11.6:* Provide improved parking supply information for visitors and employees with on-street directional and informational signage and/or web-based information systems.

**Goal 12: Promote sustainable practices and “green” streets.**

*Policy 12.1:* Emphasize environmental sensitivity and sustainable development practices throughout the Specific Plan area.

*Policy 12.2:* Implement standards and guidelines for sustainable development based on best management practices and available and emerging technologies in the design, construction and long-term maintenance of projects.

*Policy 12.3:* Promote adaptive reuse of older buildings, especially along Tweedy Mile, where feasible.

*Policy 12.4:* Through the development review process, encourage building orientations conducive to utilizing available solar energy.

*Policy 12.5:* Encourage the use of renewable and alternative energy systems for new buildings.

*Policy 12.6:* Provide incentives for projects to achieve the Leadership in Energy and Environmental Design (LEED) Certification – (Green Building Rating System) - or other similar certification.

*Policy 12.7:* Enforce Low Impact Development (LID) practices for all new development, which will provide for conservation of water quality for area waterways.

*Policy 12.8:* Encourage conversion of turf to drought-tolerant landscaping in the residential parkways.

**Goal 13: Take advantage of the regional open space resources located in and adjacent to the Specific Plan area.**

*Policy 13.1:* Attract users of and visitors to South Gate Park, Los Angeles River, Los Angeles River Bicycle Path and other adjacent open space resources to visit Tweedy Mile retail with a comprehensive signage and wayfinding system.

*Policy 13.2:* Expand the bicycle network to improve connectivity to and from South Gate Park, Los Angeles River Bicycle Path and other nearby open space resources.

*Policy 13.3:* Improve pedestrian connectivity to South Gate Park, Los Angeles River Bicycle Path and other open space resources in the area with improvements to crosswalks and sidewalks.