



City of Huntington Park **Revitalization Strategy for Downtown Huntington Park**



REVITALIZATION STRATEGY:

- *Development Plan*

- Destination Shopping
- Entertainment Component
- Increased Density / Mixed-use (Housing)

- *Attract New Tenants*

- Younger Buyers & More Diverse Store Mix
- Upscale & Current Products

- *Create a “brand”*

- Latino Heritage & Identity
- Pedestrian & Family Friendly
- New logos for the City & Pacific Blvd.



PROJECT BOUNDARIES

Pacific Boulevard from *Slauson* to the north and *Florence* to the south.



Winchell's



Dearden's



Sprint



THE CHILDREN'S PLACE

Bank of America



Payless SHOESOURCE

3HERMANOS



metroPCS
Permission to speak freely.™

Tutti frutti



at&t

CHASE



Walgreens



SKECHERS

andrea
En el nombre del diseño



GameStop



WILSHIRE STATE BANK



verizon



at&t



metroPCS
Permission to speak freely.™

Don Roberto JEWELERS

WARNER THEATER BUILDING

PARK THEATER



Foot Locker

Daniel's jewelers

SATURN AVE.

T-Mobile

metroPCS
Permission to speak freely.™

citibank



a certified Minority Business Enterprise



VISION

Latino Culture

- Historic retail center
- Family – oriented (multi-generational) shopping experience

Entertainment Hub

- Warner Theatre
- Latino Artist Walk of Fame
- Community Events

Transportation – Oriented Development

- OLDA
- Pedestrian friendly
- 1,200 free parking spaces



DEVELOPMENT STRATEGY

Enhance Retail Shopping Experience

- Attract younger shoppers (more disposable income)
- Create a “sense of place”
- Entertainment Component
- Pedestrian (Family) Friendly

Latino Culture: Multi-Generational Households & Family Focused

Organic Growth

- Plan provides guidelines
- Market dictates development
- Stores retain diversity of facades
- Street Spaces provides unifying theme

Change Land-Use

- Increase Density
- Mixed Use (Retail / Housing)
- Store Clusters



PROJECT ELEMENTS

- Create Civic Space / Destination
- Parking & Circulation
- Signage
- Landscape & Pedestrian Amenities
- Tenant Mix
- Highlighting Dynamic Mixed-use Development Opportunities



PRIMESTOR DEVELOPMENT

- *City selected Primestor as partner in developing Revitalization Plan*
 - *Planning firms – produce big-budget planning documents*
 - *Brokerage firms do not provide needed vision and coordination*
- *Required firm that understood project & how to market the Latino sector*
 - *Track record in Latino Communities*
 - *Contacts with major retailers*
 - *Produce deliverables / results*



Real Estate is our First Language™



PROJECT IMPLEMENTATION

PHASE 1

FOCUS

- Data Collection
- City and Stakeholder Interviews
- Physical Inventory and Team Organization

DELIVERABLES

- Maps and Graphics
- Community Outreach Plan
- Project Schedule
- Retail Plan (tenants, integration of entertainment uses and marketing, redevelopment options)



PROJECT IMPLEMENTATION

PHASE 1

PHASE 2

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- City and Stakeholder Interviews
- Physical Inventory and Team Organization

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- Property ownership analysis
- Community input
- Rental Analysis
- Branding

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DELIVERABLES

- Core Branding (identity and logos)
- Retailer Analysis/marketing Strategy
- Community Outreach results
- Needs Assessment



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PHASE 3

FOCUS

- Architectural and Landscape Design
- Economic Feasibility Analysis
- Plan Implementation

DELIVERABLES

- Architectural, Landscape and Signage Concept Plans
- Retail Economic Analysis and Plan
- Phasing of Implementation
- Final Report



PROJECT IMPLEMENTATION

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City of Huntington Park

THANK YOU

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