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**REVITALIZATION STRATEGY FOR DOWNTOWN HUNTINGTON PARK
COMPLETION OF PHASE II: COMMUNITY OUTREACH, REBRANDING, & RETAIL ANALYSIS**

OCTOBER 15, 2013

a certified Minority Business Enterprise

PHASE II OVERVIEW

- Community Questionnaire
 - Formal Community Outreach Meetings
 - Survey Team
 - Survey Results (1,132 Responses)
- Rebranding
 - New Name
 - New Logo (Inspiration)
- RFP for Design Team (Phase III)





COMMUNITY OUTREACH



OUTREACH MEETINGS



Meetings held on August 24th and 29th.

Priority Retail Uses:

- All groups wanted a modern movie theatre
- All groups wanted a big-box store
- 5 of 7 groups wanted restaurants and clothing stores



Priority Improvements:

- 4 of 7 groups wanted a public shuttle
- 3 of 7 groups wanted plazas with events
- 3 of 7 groups wanted more trees and greenery
- 3 of 7 groups wanted more parking
- 3 of 7 groups wanted increased security



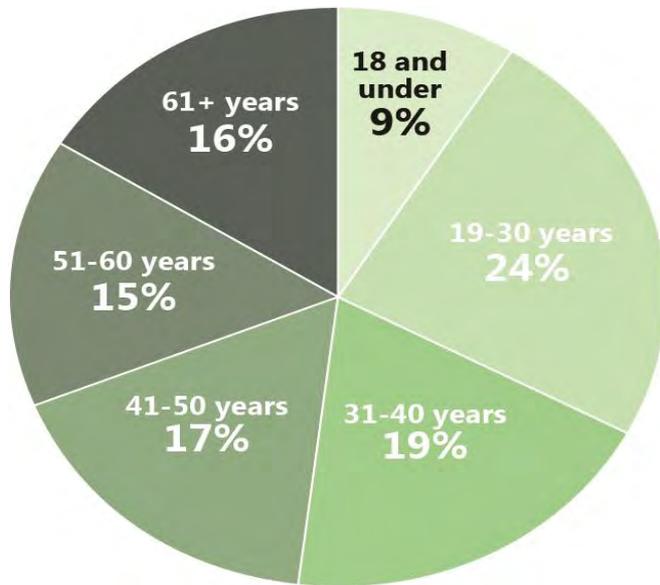
-  Canvas Area
-  Community Questionnaire
-  Canvas Area

STREET TEAM SURVEY AREA

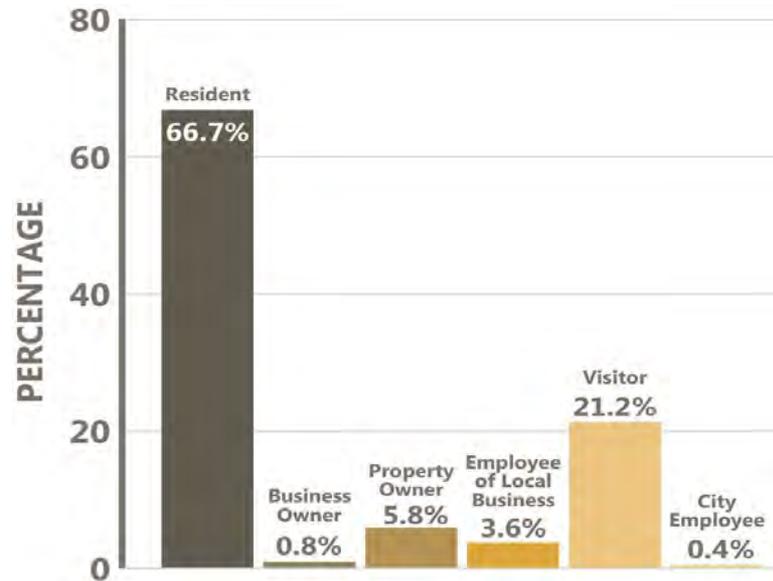
Huntington Park

SURVEY RESULTS: WHO RESPONDED?

Surveys were completed by a balanced cross-section of residents and visitors to Pacific Boulevard



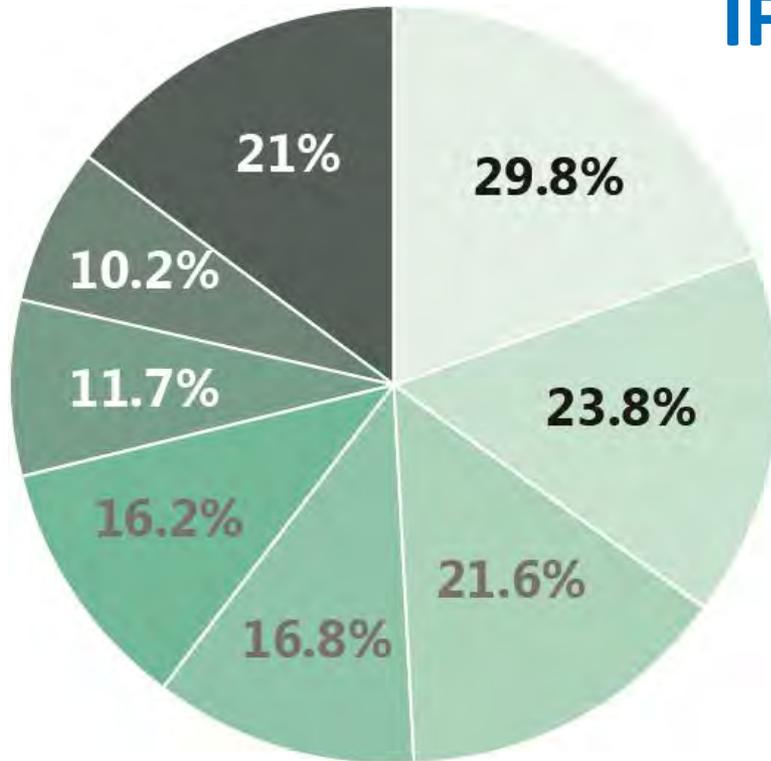
Q21: AGE GROUPS



Q22: AFFILIATION

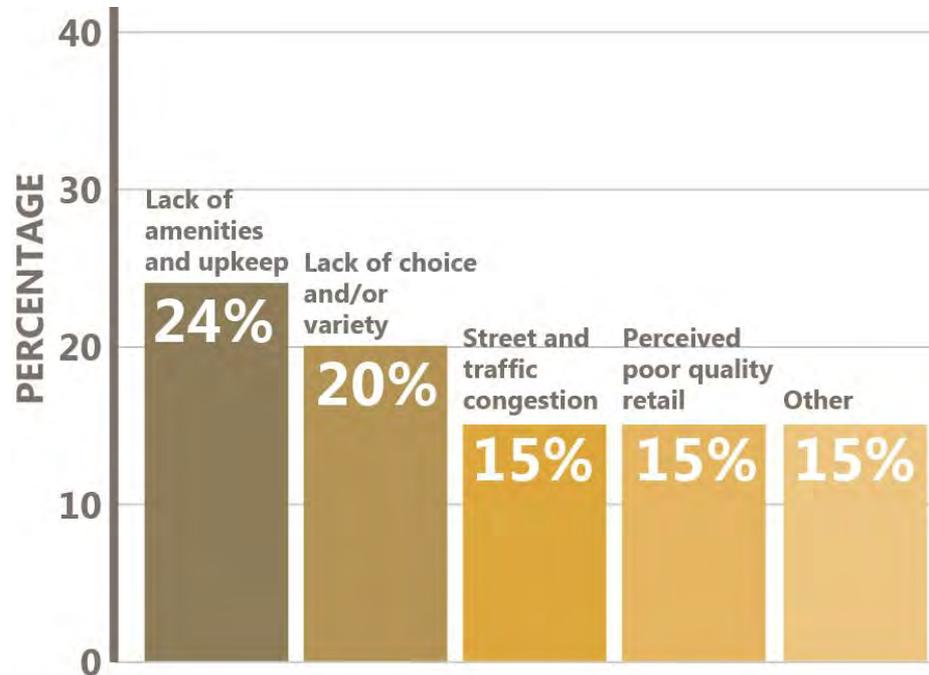
SURVEY RESULTS: DO YOU SHOP ON PACIFIC?

IF YES, WHERE?



<u>Retail Categories</u>	<u># of People</u>
Department Store	160
Dollar Store	128
Clothing	116
Shoe Store	80
Drug Store	87
Furniture	63
Grocery Store	55

SURVEY RESULTS: IF YOU DON'T SHOP, WHY NOT?



The top four (4) reasons for not shopping on Pacific were:

- 24% Lack of Amenities and Upkeep
- 20% Lack of Choice and/or Variety
- 15% Street and Traffic Congestion
- 15% Perceived poor quality retail

SURVEY RESULTS: WHERE DO YOU SHOP?

The top three (3) locations or cities to shop for English-preference respondents:

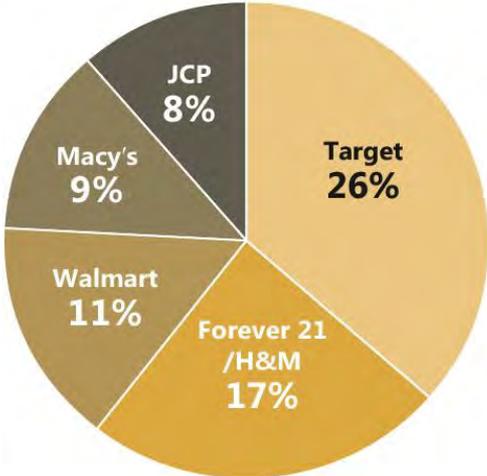
- 43% Downey
- 19% Huntington Park
- 10% Lakewood

The top three (3) locations or cities to shop for Spanish-preference respondents:

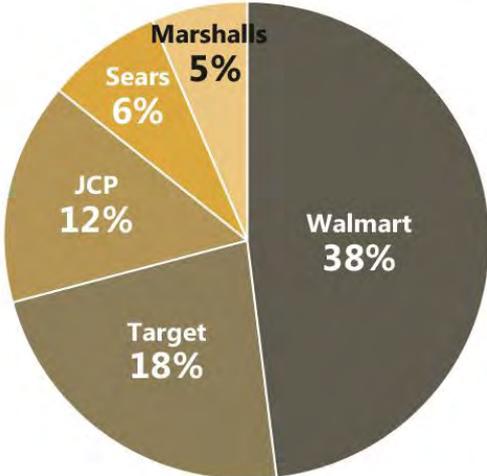
- 41% Huntington Park
- 20% Pico Rivera
- 16% Downey

**WHICH
TENANTS ?**

English Preference



Spanish Preference



SURVEY RESULTS: WHERE DO YOU GO TO THE MOVIES?

The top locations for English-preference respondents:

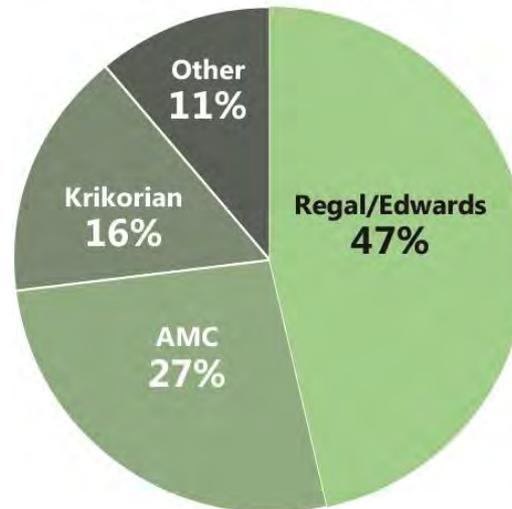
South Gate (55%)
Downey (12%)
Norwalk (12%)

The top locations for Spanish-preference respondents:

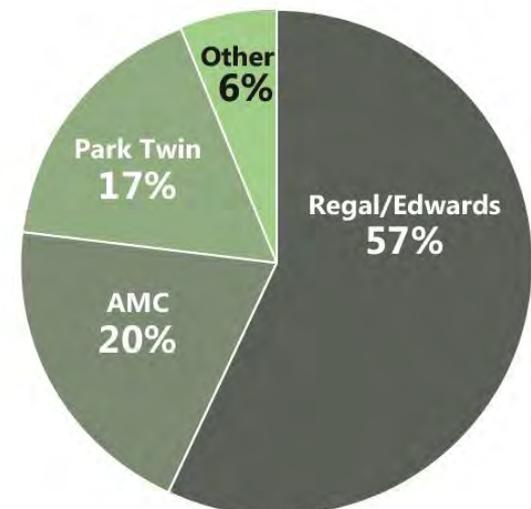
South Gate (55%)
Huntington Park (32%)
Norwalk (6%)

**PREFERRED
THEATRE?**

English Preference



Spanish Preference



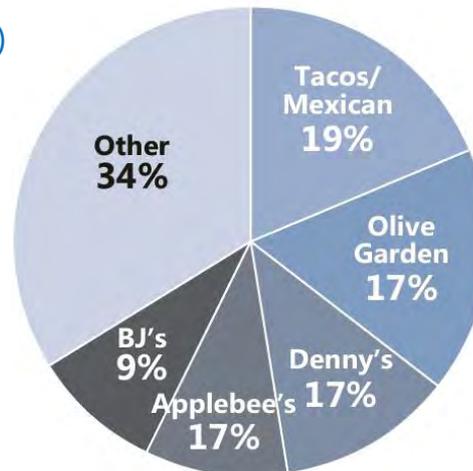
SURVEY RESULTS: WHERE DO YOU DINE?

Huntington Park was the first choice for **41% of Spanish Preference** Respondents but only **16% of English Preference** Respondents choose HP first

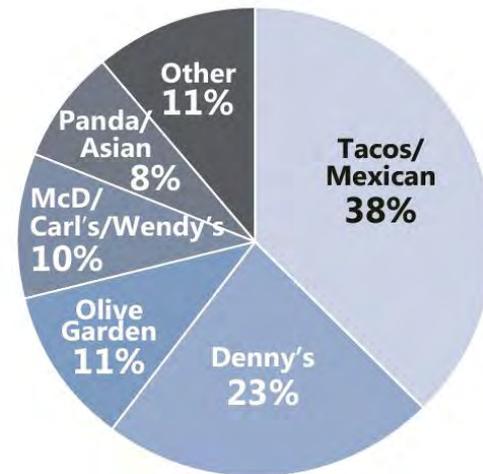
The top four (4) locations to dine out were:

- Downey
- Huntington Park
- Los Angeles
- Lynwood
- Other (a variety of areas throughout Southern CA)

**English Preference
Top 5**



**Spanish Preference
Top 5**

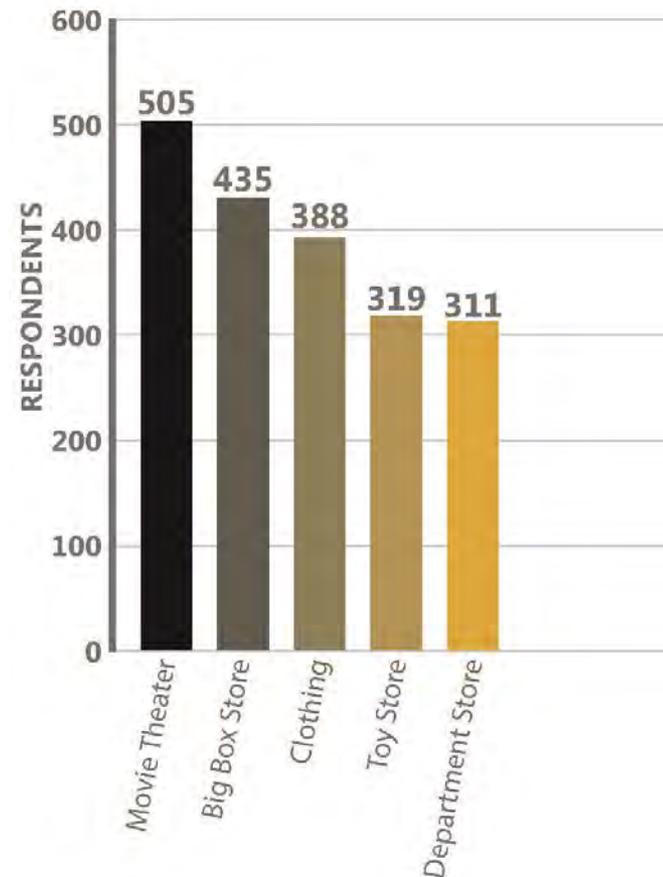


SURVEY RESULTS: TOP 5 RETAIL?

802 people responded to this question.

The top 5 most requested types of retailers were:

Movie theater	505 people/63%
Big Box Store	435 people/54%
Clothing	388 people/48%
Toy Store	319 people/40%
Department Store	311 people/39%

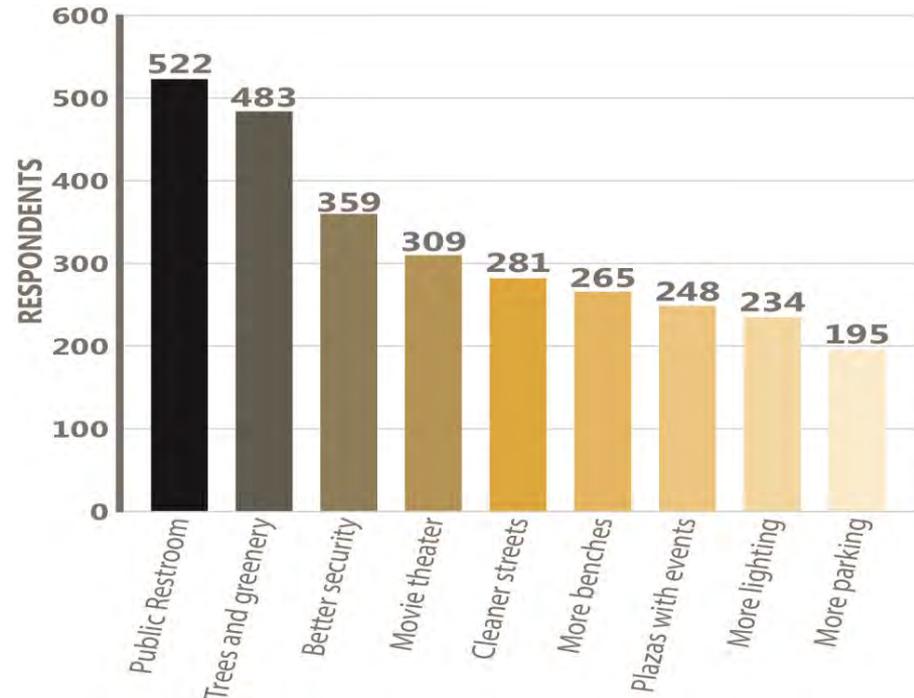


SURVEY RESULTS: TOP 5 IMPROVEMENTS?

822 people responded to this question.

The top 5 most requested improvements were:

Public Restrooms	522 people/64%
Trees and greenery	483 people/59%
Better Security	359 people/44%
A movie theatre	309 people/38%
Cleaner Streets	281 people/34%





REBRANDING



REBRANDING DOWNTOWN HUNTINGTON PARK

How do you refer to the shopping area on Pacific Boulevard in Huntington Park?

319 English-preference individuals responded to this question:

41% answering “HP”

49% responding “La Pacific”.

The vast majority (88%) of the 458 Spanish-preference respondents chose “La Pacific”.

La Pacific got significant negative comments during the outreach meetings and in open responses on the survey



NEXT STEPS



PHASE III – CONCEPTUAL DESIGN

PHASE III: OCTOBER 2013 TO JANUARY 2014

- Conceptual design of streetscape/landscape improvements
- Develop a Phasing strategy



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