The main emphasis of the proposal for dynamic city centers is to promote the ‘people streets’ model and pair it with innovative programming and interactive architectural events. This enables organizations to provide beautiful, useful, and viable public spaces that will benefit their community.

Cyrus Dorbayan
Livable Downtown Retrofit Transition To Permanent Park as Vital Community Center

Mixed Race - (Case Study) Hollywood - Pre Dominantly Hispanic and Black

Latino 56.7% White 2.2% Black 38% Asian 1.6% Other 1.5%

Downtown Los Angeles - Pre-Dominantly Hispanic and Black

Latino 42.2% White 41.0% Black 5.2% Asian 7.1% Other 4.5%

South Los Angeles - Pre-Dominantly White - Students

Latino 85.6% White 4.6% Black 7.2% Asian 1.9% Other 0.8%

Pacoima - Mixed Race

Latino 46.2% White 81.0% Black 3.2% Asian 7.1% Other 4.5%

Westwood - Pre Dominantly White - Students

Latino 62.7% White 15.0% Black 21.2% Asian 21.2% Other 3.5%

1970 City Center Concept Originally Proposed 48 City Centers

29 - Twentynine - City Centers in Los Angeles

Latino 7% White 69.9% Black 2% Asian 23.1% Other 6.6%

South Los Angeles - Pre-Dominantly Hispanic and Black

Latino 36.7% White 16.2% Black 22.3% Asian 21.3% Other 3.5%

Downtown Los Angeles - Pre-Dominantly Hispanic and Black

Latino 7% White 62.9% Black 2% Asian 23.1% Other 4.9%

Fragmented Meetings Collaborate to Energize Cultural Exchange

Community Needs Reflected in Public Space Recapture

Temporary Tourist Attraction Transition To Permanence

Healthy Development - Building Brand Revenues Impact Culture

Mobility - Bike Garage Incentivized Parking

Tech - Data Mining WIFI

Economy - Jobs Found Market Education

Civic - City Council Score Board Of Problems Visualize

Policy

Developer Revenues Impact Culture Age Religion Ethnicity Intrinsic Value Self Identify

Stakeholders For Current Precedent

Hollywood Chamber Of Commerce LGBT Center Director Musicians Institute Board Member Hollywood Farmers Market

Intrinsic Value Age Religion Ethnicity

Self Identify
Hollywood Highland
Highland Avenue and Orange Drive
beginning at 10 p.m. on Sunday, February 15, and remain closed until 6 a.m. on Tuesday, February 24.

City Center Concept - Demographic Prototype
Hollywood Policy Illustrations - Economy

City Center Concept - Prototype

By using a multi-story parking structure allows for a higher amount of users to be at the site as well as create a higher monetization of the space.

By raising the interior signage areas are framed through the city that corresponds with historic trajectories.

By elevating the pendant to create a public space over parking.

Interior signage has social, local, regional, state, and international news available and distinctively illustrates them graphically.

Structural plates will engage out of the walls of the terraces and support the canopies.

This example is showing the site fully engage with multiple platforms being used at the same time the space can produce many different types of public spaces.

Allowing the exit of the parking to be promoted towards the top of the building so users coming into the plaza will move through the public plaza as they enter the third.

Differentiation of temporary tour bus parking and pedestrian access.

Economy Encouter

Economy Encouter

Economy Encouter

Economy Encouter

Economy Encouter

Economy Encouter
Hollywood Policy Illustrations - Public Encounter

Beginning to find opportunities to carve into the building.

Transformable deck platforms can acquire multiple programs that are at a critical point.

Addressing sun sumps and light wells in the roof that can be used as a window down as well to investigate the program.

City Center Concept - Prototype

Tilting the angle of the top platform to match the ramp creates a pedestrian platform which is normally experienced in the city.

Creating a main circulation area in the back to address drop-offs and pedestrian access to elevators and stairs.

By creating an atrium space you can begin to identify all programs between the floor plates.

Creating openings from the parking lot to allow an easier access point from Selma.

Removal of back wall creates a sense of visible security, allowing the public to engage with the area from Selma.

Ramps allow for pedestrian entry to plaza from Hollywood Blvd, as well as radial seating and ramped access from Selma.
DESIGN FROM THE GROUND UP THE CITIES IDENTITY COMES FIRST

USING LOS ANGELES CITY CENTERS CONCEPT AS A PRECEDENT IN CONNECTING THE CITY REGIONALLY, AND EMPLOYING A REVOLUTIONARY ARCHITECTURAL METHOD TO ACHIEVE IT

WHAT IS THE INFORMATION YOU NEED?

1) What are some community needs that you would like to see met in your neighborhood?
2) Why do you think these needs are not met? Cost? Policy?
3) Why do people want to live in your city? What is the unique and perceived value of your city?
4) What are the most used public space in your city?

EXISTING MODELS

KEY POINTS TO THINK ABOUT

1) What are some community needs that you would like to see met in your neighborhood?
2) Why do you think these needs are not met? Cost? Policy?
3) Why do people want to live in your city? What is the unique and perceived value of your city?
4) What are the most used public space in your city?
DESIGN FROM THE GROUND UP THE CITIES IDENTITY COMES FIRST

EXISTING MODELS

WHAT IS THE INFORMATION YOU NEED?
- Health
- Economy
- Civic
- Mobility
- Demographics
- Policy Needs
- Civic Engaged Programs
- Infrastructural Approach
- Architectural Proposal

KEY POINTS TO THINK ABOUT

Andrew Thomas
Westwood

1) What are some community needs that you would like to see met in your neighborhood? – Public gathering space, outdoor destinations, significant public art, entertainment and nightlife.

2) Why do you think these needs are not met? Cost? Policy?
   Night Life - Political Reasoning
   Public Destination - Design and Real Estate
   Public Art - Economic Reasoning

3) Why do people want to live in your city? What is the unique and perceived value of your city?
   Proximity to UCLA
   Very Affluent Neighborhood
   Close To Transportation
   Retail Space

4) What are the most used public space in your city? Broxton Street - Most Potential
DESIGN FROM THE GROUND UP THE CITIES IDENTITY COMES FIRST

EXISTING MODELS

Proposal

Community (Zone Exemption)

WHAT IS THE INFORMATION YOU NEED?

Health
Economy
Civic
Mobility

Demographics
Policy Needs
Civic Engaged Programs
Infrastructural Approach

Architectural Proposal

KEY POINTS TO THINK ABOUT

1) What are some community needs that you would like to see met in your neighborhood?

2) Why do you think these needs are not met? Cost? Policy?

3) Why do people want to live in your city? What is the unique and perceived value of your city?

4) What are the most used public space in your city?

Simon Ha
Downtown Los Angeles

1) What are some community needs that you would like to see met in your neighborhood? –
I would like to see a vibrant 24/7 downtown with a balanced jobs to housing balance. I would like to see more types of housing at different price points so all types of people can afford to live here. I would like to see more family oriented housing. I would like to see a comprehensive plan for DTLA that includes schools, parks/open space, community centers, and other amenities in addition to restaurants, bars, retail, and cultural institutions. I would like to see an end to homelessness.

2) Why do you think these needs are not met? Cost? Policy?
Urban housing is inherently more expensive to produce due to higher land costs and construction costs. Without subsidy, housing typically is not affordable in city centers. There is no process for comprehensive master plan for DTLA or any other community in Los Angeles. Parks and schools are controlled by different departments than planning. CRA used to play a role in rebuilding a community but they are no longer in existence. There seems to be a lack of a grand vision and plans to follow through and execute.

3) Why do people want to live in your city? What is the unique and perceived value of your city?
I think people like the urban lifestyle which offers a unique experience than “Any Town USA” or the suburbs with same chain restaurants, malls, and box retail town centers. DTLA offers a pedestrian and transit oriented lifestyle where owning a car is an option, not a necessity like most other parts of Los Angeles. Imagine living in LA without traffic!

4) What are the most used public space in your city? The sidewalk
POLICY CONCLUSION

USING THE CITY CENTERS CONCEPT AS A PROTOTYPE TO DESIGN FROM THE GROUND UP BY LOOKING AT THE URBAN FABRIC, COMBINING DEMOGRAPHIC AND CIVIC INFORMATION TO DRIVE THE DESIGN PROCESS HAS PROVED THAT IT IS POSSIBLE TO GENERATE PROGRAM FROM CIVIC NEEDS.

CAN WE USE THIS CONCEPT TO INCENTIVIZE TODAY'S PUBLIC POLICY FOR THE CITY AS WELL AS THE DEVELOPERS?
EX)
DEVELOPER CREATES A CIVICLY ARTICULATED PUBLIC SPACE IN RETURN FOR A PROPOSAL THAT IS CONCURRENT TO TODAY'S NORMAL ENTITILMENT PROCESS. (SPOT ZONE, INCREASED FAR, ETC)

CITY AGREES BECAUSE THESE SPACES PROVIDE FREE WIFI WHICH GENERATES USER INFORMATION FROM THE AREA.