

2017 Winner  
Most Business  
Friendly City  
Award

22<sup>nd</sup> ANNUAL  
**EDDY**  
AWARDS

# DOWNTOWN **ARCADIA**



HISTORIC DISTRICT. NEW DESTINATION

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Historic Downtown Arcadia is actively revitalizing into a vibrant, mixed-use district. New business-friendly zoning, infrastructure investments, and a shared community vision are helping to transform the area into an exciting, pedestrian-oriented destination.



**Shared Vision** | There is a shared vision in the community of Downtown Arcadia as a pedestrian friendly place with active day and night uses and smart growth opportunities.



**Transit-Oriented Development Opportunities** | Much of the area surrounding the Metro Gold Line station has been rezoned to permit mixed-use commercial-residential development.



**Business Friendly Zoning** | Arcadia's new business-friendly zoning code eliminates parking as an obstacle, allowing restaurants, gastropubs, and retail to fill existing commercial spaces by-right in much of the Downtown Arcadia District.



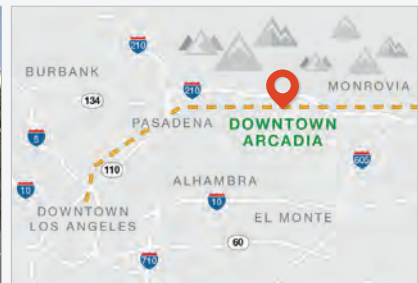
**Metro Gold Line Station** | The Metro Gold Line station's central location in the historic core of Downtown Arcadia provides significant Transit Oriented Development opportunities, and a direct, high volume mass transit connection to Downtown Los Angeles and Pasadena.



**New Infrastructure Investments** | Recent public improvements include rebuilt right-of-ways, updated landscaping, new wayfinding signage, historic monuments and placards, pedestrian and bicycle improvements, and district branding.



**Public Parking** | Three city-owned surface parking lots provide over 300 spaces of public parking for use by shoppers and other visitors to the area. An additional 300 structured parking spaces are available for Metro Gold Line riders.



# VISION FOR DOWNTOWN ARCADIA

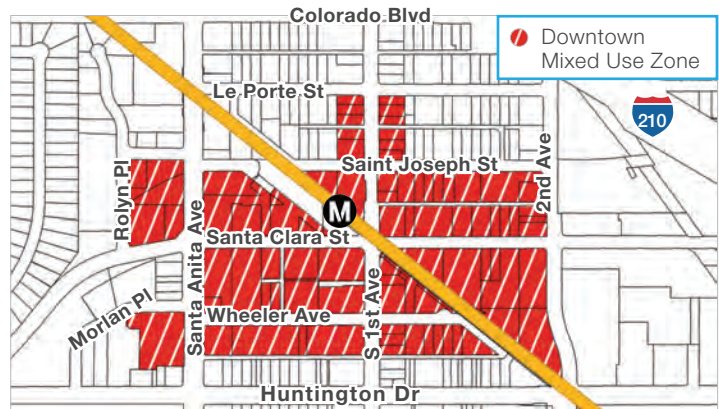
There is a shared community vision of Downtown Arcadia as a pedestrian-friendly, lively mixed-use district with a sizable residential population centered around the Metro Gold Line Station. The intact historic downtown provides excellent “bones” and a solid building stock along with plentiful mixed-use development opportunities.



# TRANSIT-ORIENTED DEVELOPMENT OPPORTUNITIES

**Transit-oriented mixed-use development** is the premier opportunity for new construction in Downtown Arcadia. Zoning and parking requirements have been tailored to incentivize new, high-quality mixed-use development.

**Downtown Mixed-Use Zone:** Much of the area around the Metro Gold Line Station has been up-zoned to DMU, Downtown Mixed Use, which allows for up to 60' tall, mixed-use development and 80 dwelling units/acre.



**Reduced Parking Requirements for Mixed-Use:** The close proximity of the Arcadia Metro Station allows mixed-use projects in Downtown Arcadia to receive a 25% reduction in the number of required parking spaces.



**Opportunity Sites:** The area zoned Downtown Mixed-Use consists predominately of light industrial uses and small-scale commercial buildings, providing many excellent opportunity sites for in-fill development.



# BUSINESS FRIENDLY ZONING CODE

Arcadia's new business-friendly zoning code allows for easy, by-right adaptive reuse of existing buildings, flexible parking arrangements, and a fast, straightforward approval process.

**By-right Restaurants & Gastropubs:** To promote an active and vibrant mixed-use district, restaurants and gastropubs (type 41/47 liquor license) are now allowed by-right within the DMU zoned area of Downtown Arcadia. Outside of the DMU zone, the approval process for restaurants and gastropubs has been simplified and streamlined by replacing the standard Conditional Use Permit requirement with a Minor Use Permit approved at staff-level.



**Parking Requirement Waived for Existing Buildings:** A Downtown Parking Overlay Zone has been added to the historic central core of Downtown Arcadia, eliminating the need to provide additional parking when converting ground floor commercial space to more parking intensive uses.



**Zoning that encourages active ground floor uses:** To promote a synergy of vibrant, street-level businesses in Downtown Arcadia, new medical and professional office uses are now restricted to the upper floors only for the majority of the district. Meanwhile, city approval of retail, restaurants, gastropubs, and other activity-generating uses has been simplified and expedited.



# NEW INFRASTRUCTURE INVESTMENTS

**Significant new investments in transportation and public infrastructure** have been completed in Downtown Arcadia with more scheduled in the coming years. Additional district improvements and marketing are funded by the Downtown Arcadia Improvement Association, a business improvement district for the historic central core of the area.



## METRO GOLD LINE STATION



The Arcadia Metro Gold Line Station opened in March of 2016, providing a direct, high volume mass transit connection to Pasadena and Downtown Los Angeles.

## DOWNTOWN PARKING



Three city-owned parking lots provide over 300 public parking spaces for use by shoppers and visitors to the area, in addition to 300 Metro Station parking spaces.



## STREETSCAPE ENHANCEMENTS



The City of Arcadia has completed significant streetscape enhancements and public infrastructure improvements in Downtown Arcadia, with more planned in the coming years.



## DOWNTOWN ARCADIA IMPROVEMENT ASSOCIATION (DAIA)



The DAIA is a business improvement district that funds streetscape and sidewalk enhancements, district marketing, and special events in Downtown Arcadia.



## THOROUGHBRED WALK OF CHAMPIONS



The Walk of Champions recognizes famous horses, owners, trainers, and jockeys associated with the history of Santa Anita Park and Downtown Arcadia.



# GROWING COMMERCIAL SECTOR

**Downtown Arcadia's commercial sector** features a growing mix of independent retail shops and services, local and national-brand restaurants and gastropubs, and high-occupancy rate hotels. New mixed-use commercial space is beginning to come online providing exciting new opportunities for tenant placement in Downtown Arcadia.

## CURRENT TENANTS:



## HOTELS:



10 hotels with over 1,200 total rooms within a 1/2 mile radius of Downtown Arcadia



New 220 room hotel development fully entitled and coming soon to Downtown Arcadia

## Business Friendly City

The City of Arcadia was named the 2017 Most Business Friendly City in Los Angeles County by the Los Angeles County Economic Development Corporation (LAEDC). Knowledgeable city staff and elected officials are committed to a business friendly approach, and an easy, convenient permitting process for new businesses and new development in Downtown Arcadia.



### **Arcadia Economic Development**

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## *Hyperlink to Downtown Arcadia Video*

