



Transit Oriented
Development



La Verne's Transit Oriented Development Legacy

Transit Oriented Development (TOD) in many ways links La Verne's history with its future. The Santa Fe line and its popularity at the turn of the century helped shape La Verne and our Old Town. This area is seen as that crossing between the former successes with new opportunities.

Proposed retail and business developments will offer an industrious destination for commerce, while modern residences will provide the innovation and sustainable comforts that attract and retain a vibrant workforce.

TOD Potential



600,000

Square Feet of Retail



2,500

New Residential Units



\$35,000,000

Public Improvements Planned



300

Hotel Rooms



66,000

Direct and Indirect Jobs from
Construction of Existing and
Planned Development



79,000

On-Going Jobs in New
Retail and Office Space,
and an Influx of Consumers



Making the Most of Transit Oriented Development

The close proximity to the University of La Verne and the Fairplex sets up La Verne Crossings for success. The University campus is home to nearly 5,000 students, and more than one million visitors explore the LA County Fair each year — not to mention the countless other tradeshows hosted on the grounds. Even if these two centers were the only employment dense destinations in the area, the development forecast would be positive. There is also the existing La Verne Business Park, home to nearly 2.5 million square feet of industrial space, including international pharmaceutical company Gilead Sciences, which is adjacent to La Verne Crossings. Abundant employment opportunity in a picturesque foothill setting makes La Verne an attractive destination, and La Verne Crossings will build on and enhance that success.

The outlook for residence-driven transit is just as bright. Employment opportunities associated with retail and tradeshows are expected to increase. Job seekers likely to take on this kind of flex scheduling often depend on proximity to ease the process of transportation logistics. There are new residences planned for La Verne Crossings that bear the potential for new jobs for workers who will appreciate the convenience of a light-rail platform mere steps away from their front door. They will be able to use transit that can take them all the way to Downtown Los Angeles on a day off and still make sure they are home in time to report for work the next day — all while avoiding the doldrums of Southern California traffic.

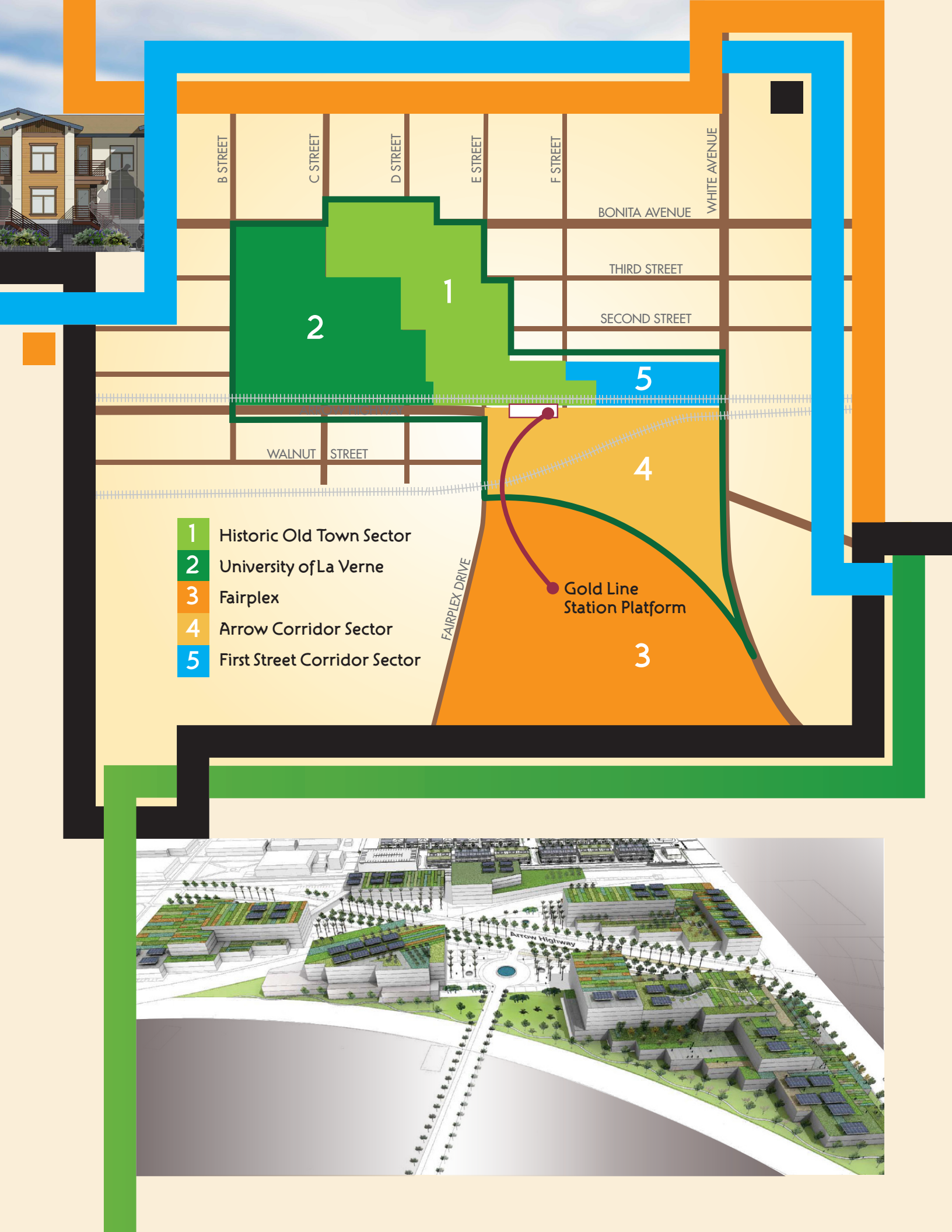
Laying the Groundwork

The City of La Verne's Enhanced Infrastructure Financing District (EIFD) provides vital infrastructure funding through future property tax revenue. Projected property tax increment from development over the next 45 years is expected to repay a major portion of the estimated \$35 million in bond funding needed for infrastructure. Goals of the district will focus on aesthetic improvements, connectivity, and utility capacity. The EIFD propels TOD at La Verne Crossings, as well as the subsequent increases in area jobs, residents, and revenues. The EIFD provides funding for needed infrastructure in advance of development, minimizing costly up-front infrastructure costs.

The 2013-adopted Old Town La Verne Specific Plan provides a vision and blueprint for successful TOD within walking distance of La Verne's Gold Line light rail, extending service from Los Angeles and Pasadena through La Verne and points east by 2025. The Specific Plan has received State recognition through the American Planning Association. It is noteworthy for:

- Providing adopted zoning for TOD in a range of 40-70 dwelling units per acre, with heights up to 6 stories with mixed-use and hotel opportunities; and
- Providing connections and continuity between the Gold Line station, Fairplex, the University of La Verne, and the Old Town La Verne business district; and
- Providing simple, "clear path" direction for development, with City Council and community endorsement already in place.





- 1 Historic Old Town Sector
- 2 University of La Verne
- 3 Fairplex
- 4 Arrow Corridor Sector
- 5 First Street Corridor Sector

Gold Line
Station Platform

The Fabric of Today

La Verne is home to dynamic neighborhoods and a thriving university community that weave together to create a rich and diverse City. Its brand identity leverages the crossings of transportation, progress, and tradition. Over the years development has adapted and the needs of residents and visitors from various socioeconomic groups continue to be met. Three of La Verne's prominent sectors provide evidence of the power of impactful development.

1 HISTORIC OLD TOWN SECTOR

- Keeps money local
- Keeps both millennial and senior target demographics engaged
- Historical and cultural points of interest attract visitors
- Promotes a civic pride critical to neighborhood preservation

2 UNIVERSITY OF LA VERNE

- Maintains innovative structures and support facilities
- Draws millennials
- Creates a built-in workforce for both retail and professional developments

3 FAIRPLEX

- Provides a 365-day per year magnet for over 3 million visitors over a 480 acre campus
- Serves as an economic engine through significant employment, hotel occupancy, conference center, and business development
- Landmark for identification that is familiar throughout the region and within the State of California
- National exposure through events such as the Los Angeles County Fair, the NHRA Winternationals and Finals, and concerts



The Promise of Tomorrow

La Verne Crossings will incorporate all of the features needed to secure top TOD benefits identified by the Center for Transit Oriented Development: reduced household driving; walkable communities; increased transit ridership for trips to work; added property value; access to jobs; and improved mobility choices.

4 LA VERNE CROSSINGS - ARROW CORRIDOR SECTOR

- New Development: Residential, Walking Bridge, Office, Retail, Hotel, Possible Cultural, Gold Line Platform
- Leverages Mixed-Use Districts 1 and 2 to create bi-level spaces that blend residential and commercial into modern, innovative, efficient units
- Centralizes the everyday comforts and resources of modern living

5 LA VERNE CROSSINGS - FIRST STREET SECTOR

- New Development: Residential
- Provides support for retail and business developments by establishing neighborhoods that draw target employees
- Short walking distance to the Old Town La Verne business district and the University of La Verne
- Designed to maximize development potential while respecting the adjacent neighborhoods



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