

GROWING GROUNDS

Cultivating Opportunity

Along the Lincoln Avenue Corridor by Graham Goldich



GROWING GROUNDS

Cultivating Opportunity

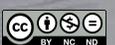
Along the Lincoln Avenue Corridor by Graham Goldich

2021 Master of Landscape Architecture Capstone Project

Department of Landscape Architecture

California State Polytechnic University, Pomona

Faculty Advisors
Kyle D. Brown, PhD, ASLA
Claire Latané, MLA, ASLA, SITES AP



ACKNOWLEDGMENTS

Foremost I would like to express my indebtedness to my faculty advisors Prof. Kyle Brown and Asst Prof. Claire Latané, for without their patience, understanding, insight and boundless support, this publication would not have been possible. Your guidance through this process was invaluable and my growth under your mentorship is something I will bring with me for the rest of my life.

Besides my advisors I would like to give special thanks to Prof. Weimin Li for her rigor as both our graduate coordinator and professor, working tirelessly to improve our graduate experience and building in us the skills necessary to approach regional challenges. Her GIS expertise and tutelage were essential to this capstone project.

I thank my fellow cohort family - Colleen Cochran, Robert Douglass, Sarah Fisher Philip Gann, Linley Green, Jose Gutierrez, Michelle Shanahan and Adrian Tenney - whose brilliance, support, inspiration, laughter, tears and joy, have made this program and culminating experience all the richer and more rewarding. I am humbled being part of such a group of compassionate juggernauts and I have no doubt that each and every one of you will leave the Earth a more beautiful, caring and livable world.

Thank you to Dan Allen, and Cal Poly Alumni, Matthew Geldin of Farmscape Gardens LLC, without whose advice and support, I would have never found my way to this program. I am truly indebted to you both for helping me find my feet in this field.

Finally, thank you to my best friend and partner, Brigitte Bailey, without whose love, support and confidence, this journey would not have been possible.

ABSTRACT

In this era of racial reckoning, this capstone project explores “redlining reconciliation” as a site selection framework, investigating its merits in identifying communities that warrant reparative investments. Although a history of redlining is not a perfect litmus for identifying present-day disadvantaged communities, these analyses can benefit site selection processes aimed at reconciling legacies left by unjust policies.

Historical redlining maps offer researchers spatial representations of racist policies across the landscape and these maps integrate seamlessly with geospatial analysis techniques used within the landscape architecture discipline. Geospatial inventory and analysis of Altadena and Northern Pasadena suggests that the ink from redlining maps has bled into the present, polluting many of the metrics we use to evaluate community performance today. These policies have structured the community fabric along Lincoln Avenue, impacting socio-economic, environmental and food-access indicators. Geospatial understandings, paired with historical research corroborate that redlining and other racist policies have inflicted multigenerational harm, revealing the Lincoln Avenue Corridor of Altadena and Pasadena, as a clear candidate for restorative investments. This racist legacy demands well-funded and targeted reconciliation efforts, with strategies that address the particular needs of the community.

Design and policy interventions outlined in this document target the confluence of challenges identified along the Lincoln Avenue Corridor. These strategies address gaps in access to both fresh food and public open-space, an inhospitable streetscape dominated by industrial land uses, and a depressed commercial presence lacking the goods and services desired by the community.

A series of public infrastructure prescriptions outlined in this document aim to address the intersection of these challenges while creating hospitable venues for community driven commerce. By reimagining public infrastructures as opportunity sites for both private and public sector job creation, development projects address the accessibility gaps to goods, services and amenities present along the Corridor, while cultivating economic opportunity for the surrounding community.

The privatized food truck park model is reimagined as a public park infrastructure that expands access to public open-space and facilitates an ecosystem of food and entertainment entrepreneurs. Affordable housing developments are integrated with urban farm infrastructures, safeguarding the community against gentrification pressures while also expanding fresh food access. Urban orchards serve as expansive galleries for community generated artworks. Permanent parklets are integrated into road-dieting efforts, transitioning an automobile dominated streetscape into a walkable commercial district inviting patronage.

Along Lincoln Avenue amid the industrial land uses, you’ll pass murals depicting scenes of a vibrant street life. You’ll pass images of fruit and flower vending painted on the boarded-up windows of a local business. Images of farmers’ markets and lively lemonade stands that allude to the food needs of the community. Images that couldn’t be further from the reality of a corridor dominated by industrial land uses and limited access to healthy food. It is the intention of this project to make manifest these latent images of a vibrant street life, and transition this largely industrial corridor, into a walkable and comfortable culinary destination that cultivates opportunity for the surrounding community.



TABLE OF CONTENTS



INTRODUCTION

INTRODUCTION..... 1

ANALYSIS

SITE SELECTION.....3
ECONOMIC JUSTICE.....4
RACIAL JUSTICE.....8
FOOD JUSTICE.....12
ENVIRONMENTAL JUSTICE...16

COMMUNITY CONCEPT

CONCEPT OVERVIEW.....21
GOAL 1.....23
GOAL 2.....29
GOAL 3.....37
GOAL 4.....41

REFERENCES.....46



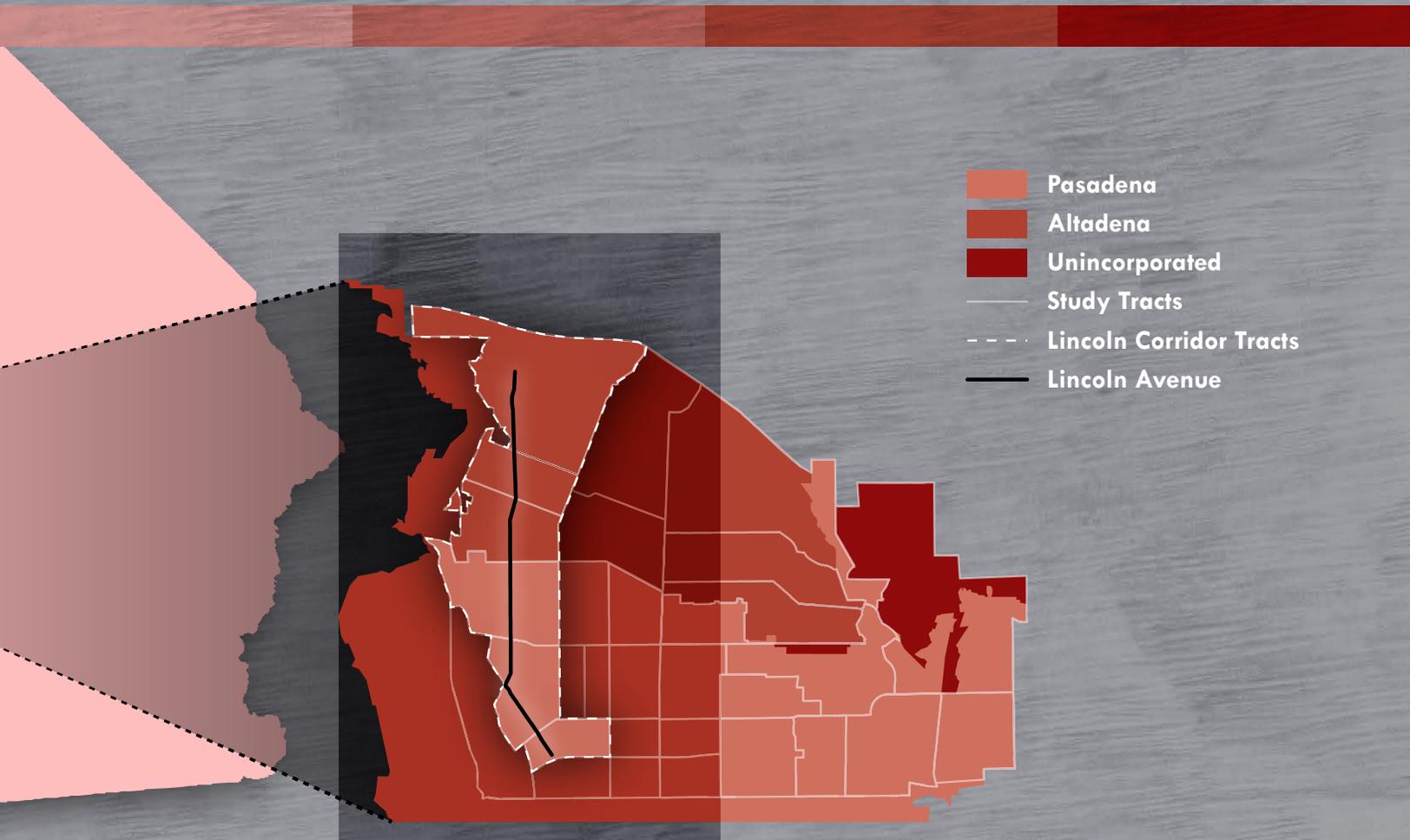
INTRODUCTION

The tradition of GIS (Geographic Information Science) in the discipline of landscape architecture has been used to great effect in improving site analysis efforts, empowering designers with more robust site inventory tools. The technology enables spatial representations of statistical data in map form, making complex and often latent relationships legible across the landscape.

Geospatial analysis using GIS was used extensively within this effort and through this process was able to render a deeper understanding of the socio-economic disparities exhibited within my study area. The maps below illustrate the geographic boundaries of my study area which encompasses Altadena and a large portion of Northern Pasadena. These two foothill communities at the base of Angeles National Forest have an affluent reputation, however through geospatial understandings, large disparities within their neighborhoods are revealed.

The communities along the Lincoln Avenue Corridor spanning both Altadena and Pasadena were identified as exhibiting a confluence of socio-economic and environmental challenges that demand redress. In combination with site visits, interviews, and other research, a clearer picture of the antecedent histories that shaped the region both physically and socio-economically became visible.

A racist history of redlining and other discriminatory policies was found to have severely compromised the welfare of those living along the Lincoln Avenue Corridor. Orienting the readers eye to the geographic boundaries of the tracts encompassing the Lincoln Avenue Corridor, the following geospatial exercises will clearly illustrate the longitudinal impacts this history has had on the community.



THOMAS BROS.

Map of

PASADENA.

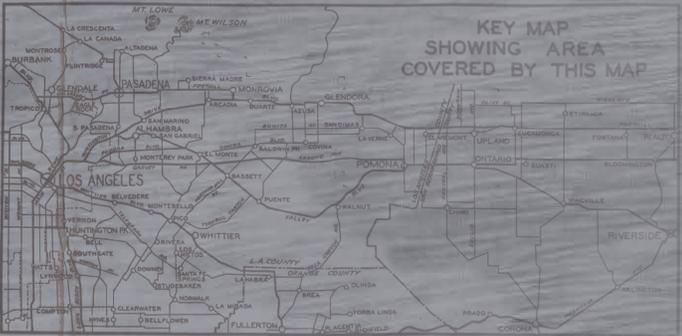
ALHAMBRA, POMONA,
 SOUTH PASADENA, ON TARIO,
 MONROVIA, SAN GABRIEL, ARCADIA,
 AZUSA, UPLAND, SAN MARINO, ALTADENA,
 SIERRA MADRE, EL MONTE, LA VERNE,
 COVINA, GLENDORA, CLAREMONT, ROSEMEAD,
 SAN DIMAS, BALDWIN PARK, DUARTE, TEMPLE CITY,
 WILMAR, WEST COVINA, AND VICINITY

SCALE
 0 500 1000 2000 4000 FEET
 0 1/2 1 2 MILE

COMPILED, PUBLISHED
 AND FOR SALE BY
 THOMAS BROS. 21
 237 S. SPRING ST. LOS ANGELES
 ALL RIGHTS RESERVED
 341 1/2 W. 10TH ST. PASADENA
 © BY GEO. C. THOMAS

SECTION-3

ALTADENA



SECTION 2 ATTACHES HERE

SECTION 1 ATTACHES HERE

IMAGE SOURCE: MAPPINGINEQUALITY.COM

ANALYSIS

SITE SELECTION

Redlining Reconciliation: A Site Selection Framework

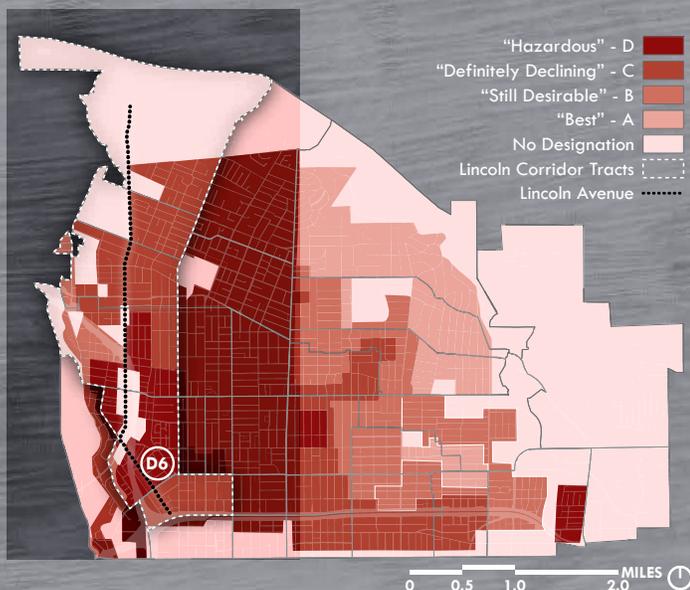
The structural roots of housing segregation, and the race-wealth gap in America were fomented through a series of Post War Era policies and actions. The National Housing Act of 1934, empowered low-income whites with new routes to homeownership, while categorically refusing those same benefits to communities of color.

Residential Security Maps developed by the nationally sponsored Home Owners Loan Corporation (HOLC), restricted borrowing power of entire communities on the basis of race and ethnicity. The explicitly racist language that guided this national housing agenda designated minority populated areas a “red grade” on security maps, to serve as a warning for prospective lenders. While white communities were bolstered by low fixed interest loans and reduced barriers to building home equity, these “redlined” communities of color faced a protracted history of disinvestment.

Although redlining is now prohibited under the Fair Housing Act of 1968, the stains left from this practice lingers in the present, with geospatial mapping revealing the multigenerational impacts of redlining on communities of color. These redlining maps may now serve as a potential tool for policy makers in

identifying candidate communities for reparative investments. Although historically redlined areas are not a perfect litmus for identifying candidates for investment, these areas often experience greater levels of economic hardship and face structural artefacts of a discriminatory past.

The Lincoln Avenue Corridor of Altadena and Pasadena, California is one such region that bares the stain of redlining on the community fabric. It is a community where the red ink from security maps has bled into the present, polluting many of the mapped metrics used to evaluate community performance: (Poverty, Median Household Income, Housing Burden, Park Access, Tree Canopy Cover, Food Access etc.). Geospatial understandings of the communities surrounding the Lincoln Avenue Corridor reveal an imperative for community reinvestment. In an era of racial reckoning, the revitalization of communities baring the stain of redlining can be an important step towards reconciliation.



Historical Redlining Map

D6

HOLC DESIGNATION

The following excerpt is lifted directly from the Home Owner's Loan Corporation Residential Security Maps and contains explicitly racist language

"This old unrestricted area has long been inhabited by the servant class who were employed by wealthy families in the higher grade areas to the west and south. This district was originally much smaller but constant infiltration into other sections as deed restrictions expired has created a real menace which is greatly concerning property owners of Pasadena and Altadena. Population, improvements and maintenance are all highly heterogeneous. Many parts of the area zoned for business are honeycombed with single family dwellings, many of them of the "shack" variety, which are occupied by Negroes and other subversive racial elements. The adjoining blue area to the west is protected from the subversive elements by deed restrictions. The area is blighted and its future is a matter of concern and doubt. A movement is on foot to re-restrict in perpetuity adjacent areas which are not as yet affected. The area is accorded a 'medial red' grade".¹

ECONOMIC JUSTICE

In the wake of the Civil Rights Act of 1964, Lincoln Avenue experienced a turbulent decline of its economic outlook. The protracted impacts from redlining, freeway construction and white-flight divestment ensured that “commercial vibrancy has never really returned” to the community. In a piece on *Altadena’s Commercial History* it is described how “The most obvious commercial casualties of all the disruption were businesses along the Lincoln and Fair Oaks corridors”.⁶ The legacy of redlining and the long-term divestment from the community along Lincoln Avenue has adversely impacted the economic outlook of this community and demands proactive reconciliation on behalf of policy makers.

ECONOMIC JUSTICE

“These [redlined] areas have suffered from a legacy of divestment and deserve attention from policy makers”⁷

- Brookings.edu

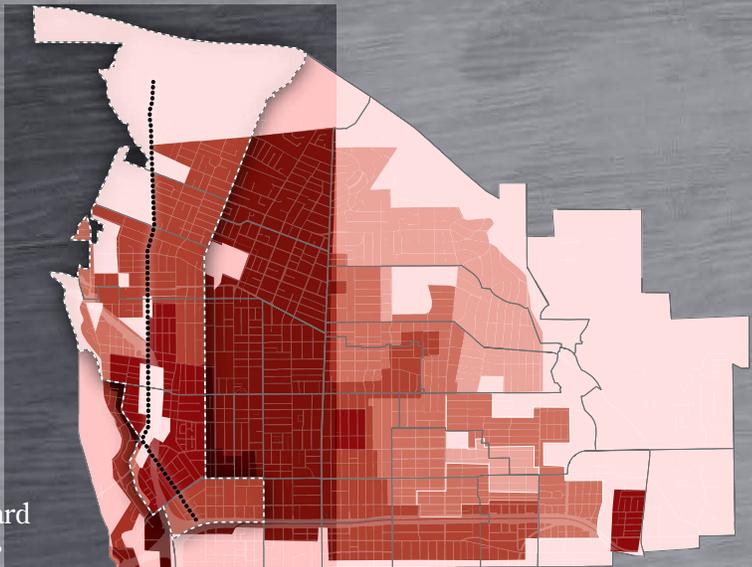
HISTORICAL REDLINING

Metric: Home Owners Loan Corporation (HOLC) loan risk designation for prospective lenders in the year 1934

Legend

- D - “Hazardous”
- C - “Definitely Declining”
- B - “Still Desirable”
- A - “Best”
- No Designation
- Lincoln Avenue Corridor Tracts
- Lincoln Avenue

Data Source: Robert K. Nelson, LaDale Winling, Richard Marciano, Nathan Connolly, et al., “Mapping Inequality,”



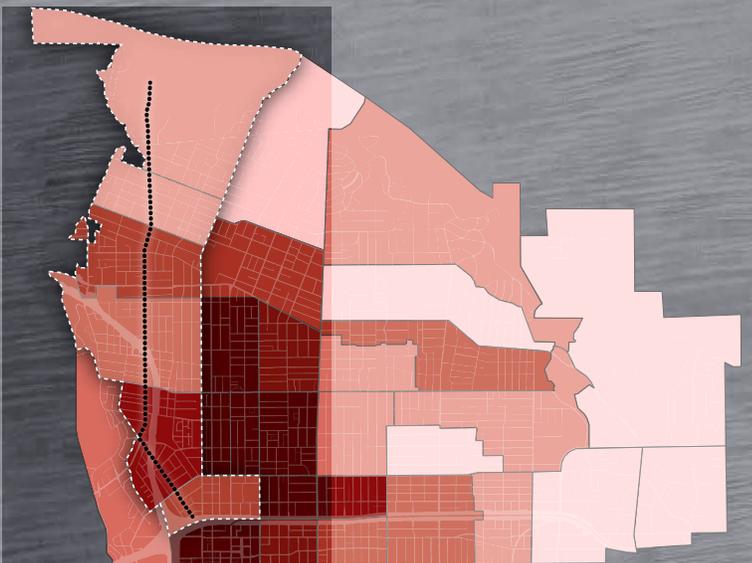
POVERTY RATE

Metric: The indicator is the percent of the population with incomes less than two times the federal poverty level.

Legend

- 10.8 - 14%
- 14 - 28%
- 28 - 36.4% Below State Average
- 36.4 - 46% Above State Average
- 46 - 58.2%
- Lincoln Avenue Corridor Tracts
- Lincoln Avenue

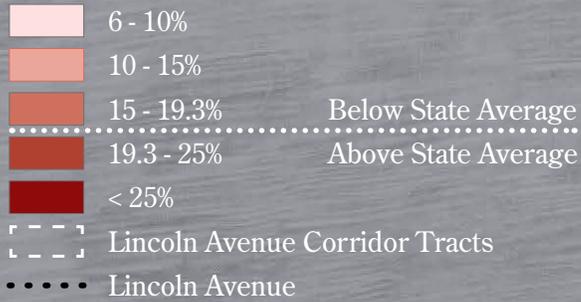
Data Source: American Community Survey (ACS) 2014-2018 (5 Year Estimates)



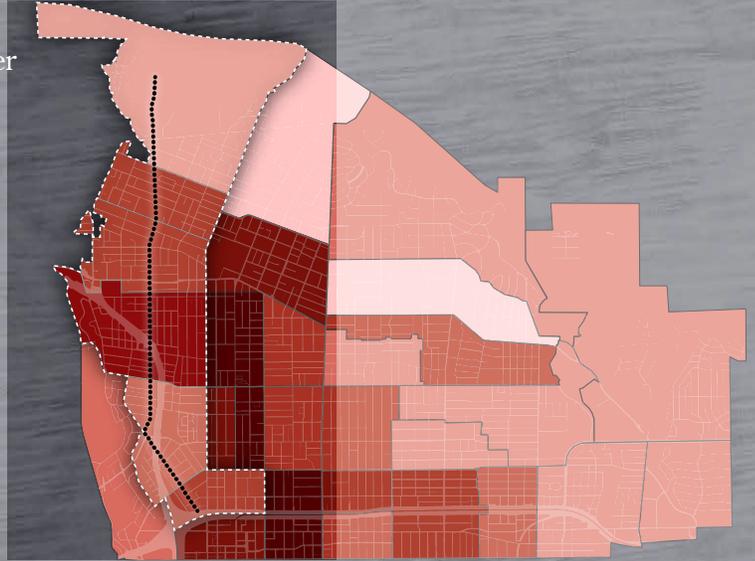
EXTREME HOUSING BURDEN

Metric: The indicator is the percent of households in a census tract that are both low income and paying greater than 50% of their income for housing costs

Legend



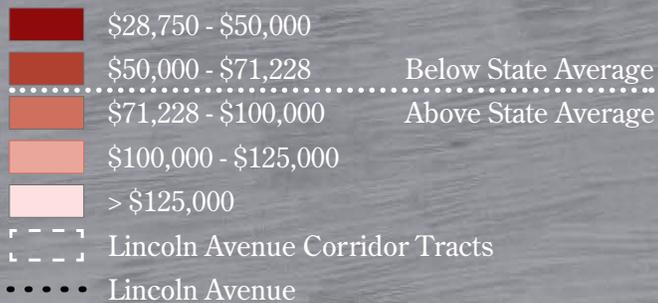
Data Source: Housing and Urban Development (HUD) (CHAS) 2013-2017 (5 Year Estimates)



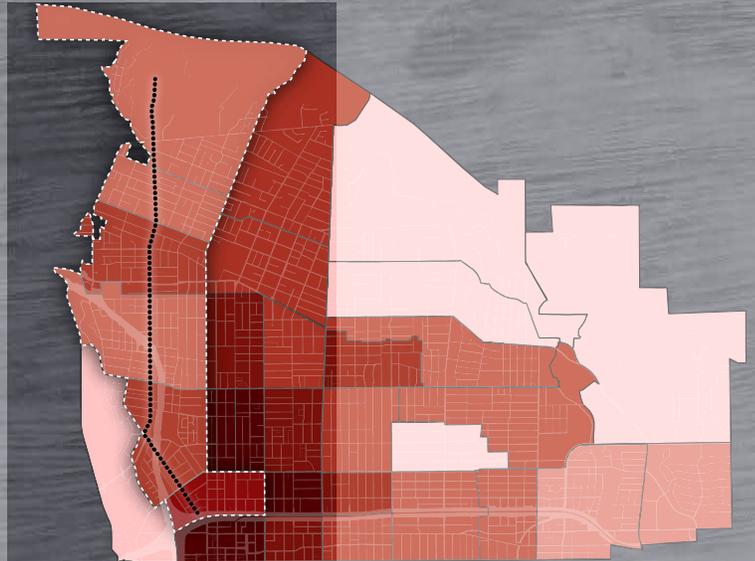
MEDIAN HOUSEHOLD INCOME

Metric: This includes the income of the householder and all other individuals 15 years old and over in the household

Legend



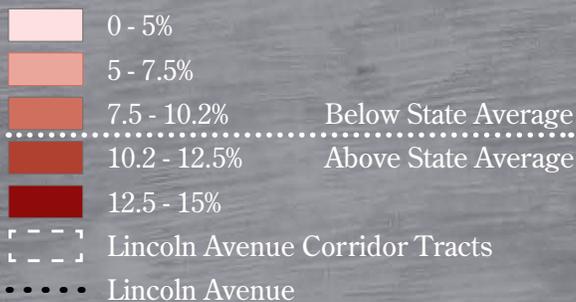
Data Source: American Community Survey (ACS) 2014-2018 (5 Year Estimates)



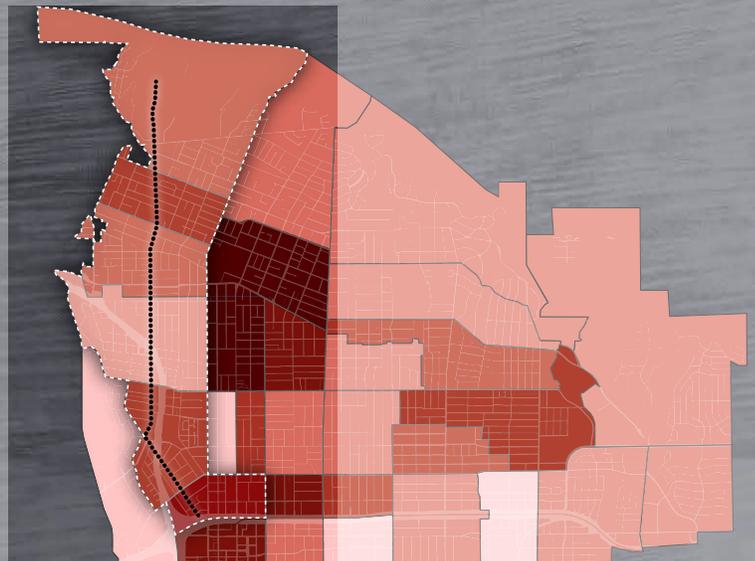
UNEMPLOYMENT RATE

Metric: The indicator is the percent of the population over the age of 16 that is unemployed and eligible for the labor force.

Legend



Data Source: American Community Survey (ACS) 2014-2018 (5 Year Estimates)

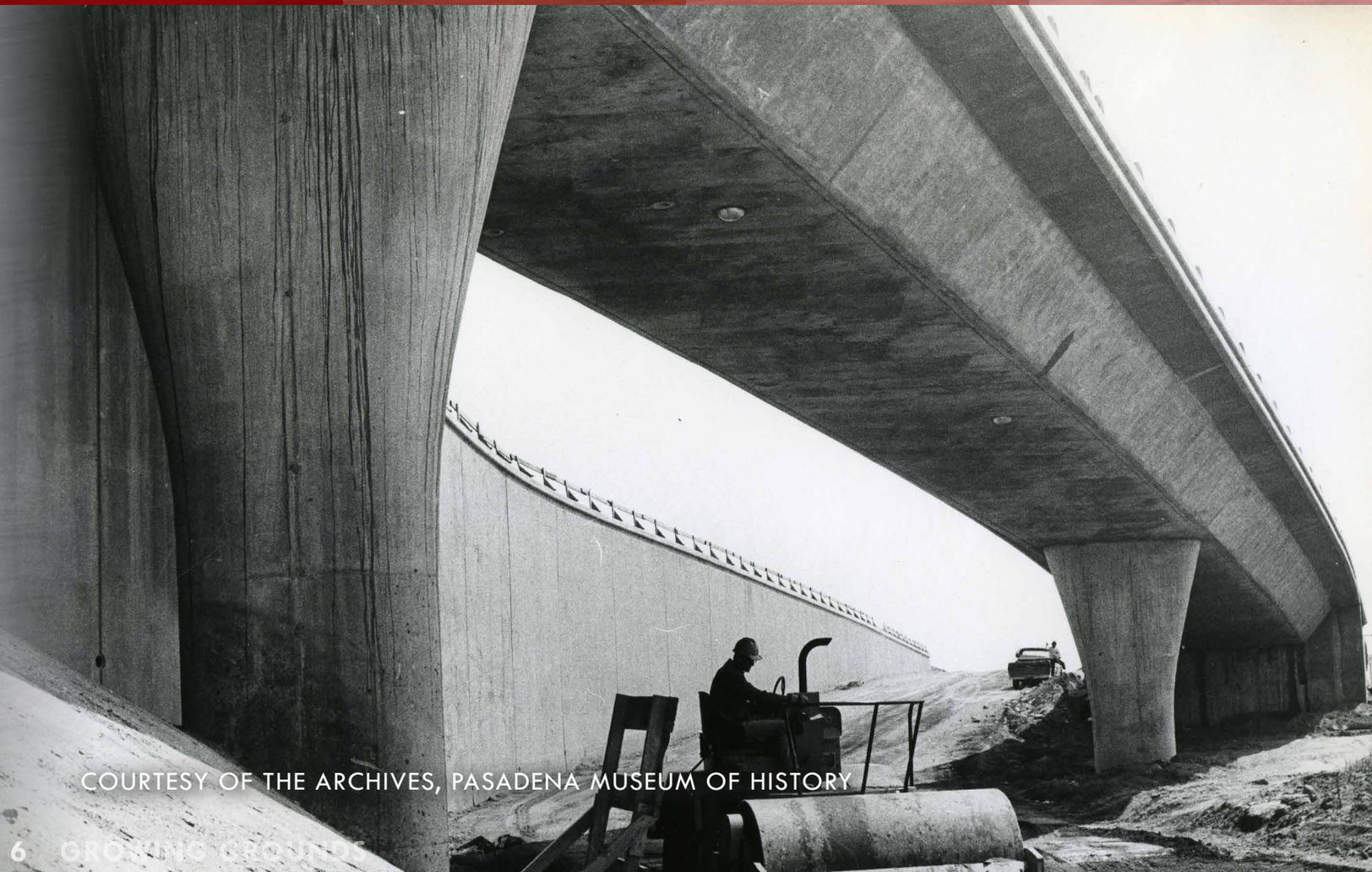
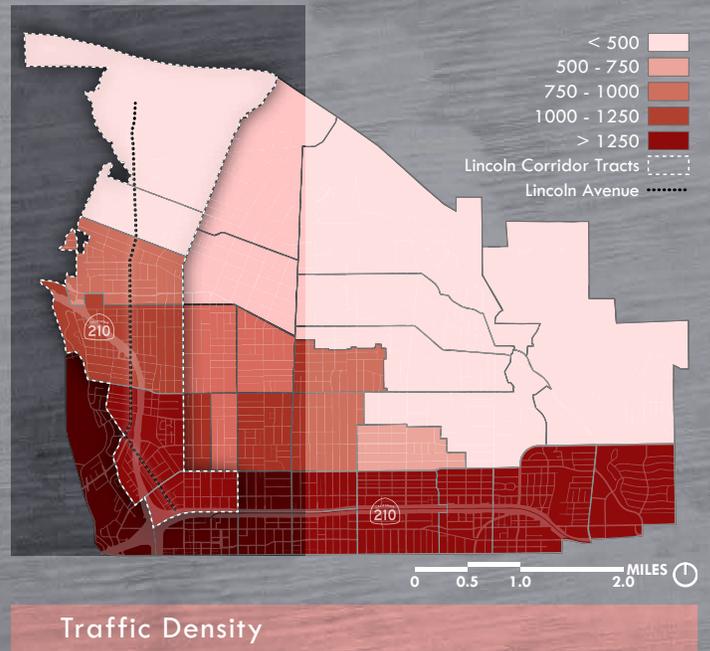


The Racist Legacy of the 210-Freeway

The 1944 Federal-Aid Highway Act funded 1,938 miles of freeways in California, allocating revenues that when locally administered were often used to target racially diverse neighborhoods for demolition. This history led the LA Times to deem the LA Freeway system “the most noxious monuments to racism and segregation in the country”.² Beginning in the 1950’s and continuing through the 1970’s the construction of the 210-Freeway “sliced through the middle of a vibrant African American business district on N. Lincoln that has never fully recovered”.³ To make way for this freeway development, residents of color along Lincoln Avenue were displaced and inadequately compensated, discounting the value of their homes and properties by 8% or more.³

While the wealthier and predominantly white neighborhood of Southeast Pasadena was able to leverage their political influence to prevent the original

proposed freeway route through their community, the 210-Freeway construction was rerouted through the redlined district in Northwest Pasadena, scarring the community along Lincoln Avenue.



COURTESY OF THE ARCHIVES, PASADENA MUSEUM OF HISTORY

The Racial Roots of Zoning Legislation

Predating redlining practices, exclusionary zoning laws were a primary legal apparatus for excluding racial and ethnic minorities from high value and predominantly white neighborhoods. Found to be unconstitutional by the Supreme Court in *Buchanan v. Warley* (1917), exclusionary zoning was swiftly superseded by “expulsive zoning,” which permitted “the intrusion into Black neighborhoods of disruptive incompatible uses that have diminished the quality and undermined the stability of those neighborhoods.”⁴ During 1980’s under Reagan Era sentiments and policies, these expulsive zoning practices were amplified “allowing for uses incompatible with the surrounding, long-established residential neighborhoods.”⁵

The concentration of industrial land uses along Lincoln Avenue today exists as an artefact of this malicious history. A confluence of industrial externalities impacts the community, creating an inhospitable pedestrian

experience and an environment ill-suited to support community-oriented commerce. Offering little in the way of fulfilling the basic needs of residents, these industrial businesses provide little incentive to visit Lincoln Avenue as a commercial or public destination.

The Lincoln Avenue Specific Plan

The dearth of neighborhood-oriented land uses along Lincoln Avenue is echoed in the public comments collected in the Lincoln Avenue Specific Plan (2013):

COMMUNITY INSIGHTS

“Many residents discussed the opportunity for new neighborhood-serving uses to meet their everyday needs, such as a market, gas station, bank or ATM, and personal services and retail establishments. The desire for a sit-down restaurant was also often voiced. People noted the need for more park space. The desire for arts and cultural uses was discussed by multiple groups, as well as destinations for the youth. Many participants were interested in the potential for mixing uses, specifically commercial and residential, in a single building or block, and a concentration of desired uses on the corridor. Shared public parking was mentioned in the context of expanding uses and accommodating a parking shortage. The importance of sustainability features was also mentioned. Other desires voiced included entertainment venues. Many participants discussed their unhappiness with existing industrial and auto-oriented uses and the related pollution, noise, and unattractive appearances.”⁵

COMMUNITY VISION

“To repurpose the Lincoln Avenue corridor from an industrial and limited commercial area into a vibrant neighborhood-oriented district, with new housing options and a complement of local-serving retail and service businesses, office spaces, and community uses, all tied together with public improvements that create a vibrant and enjoyable pedestrian environment.”⁵

These residents describe in detail the artefacts of an oppressive past. A past that demands reconciliation and a well-funded commitment to rectifying discriminatory policies. The vision outlined by the Lincoln Avenue Specific Plan is :

The design strategies and policy recommendations explored within this document are intended to work in tandem with the broad vision outlined within the Lincoln Avenue Specific Plan. The restorative investments necessary to achieve this vision ought to be guided by economic, environmental and food justice principles.

RACIAL JUSTICE

The de facto re-segregation of John Muir High School since the 1980's is mirrored in the demographic isolation exhibited by its surrounding neighborhoods. This phenomenon is commonplace for historically redlined areas which "generally remain more segregated and more economically disadvantaged, with higher Black and minority shares of population than the remainder of the city".⁷ A history of redlining, restrictive covenants, and white-flight has culminated in a de facto resegregation of the area along Lincoln Avenue.

RACIAL JUSTICE

"redlined areas today generally remain more segregated and more economically disadvantaged, with higher Black and minority shares of population than the remainder of the city"

- Brookings.edu

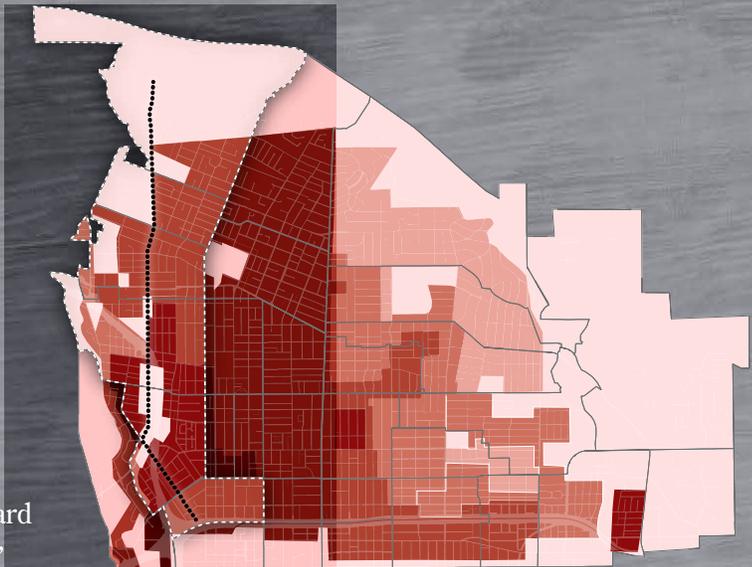
HISTORICAL REDLINING

Metric: Home Owners Loan Corporation (HOLC) loan risk designation for prospective lenders in the year 1934

Legend

- D - "Hazardous"
- C - "Definitely Declining"
- B - "Still Desirable"
- A - "Best"
- No Designation
- Lincoln Avenue Corridor Tracts
- Lincoln Avenue

Data Source: Robert K. Nelson, LaDale Winling, Richard Marciano, Nathan Connolly, et al., "Mapping Inequality,"



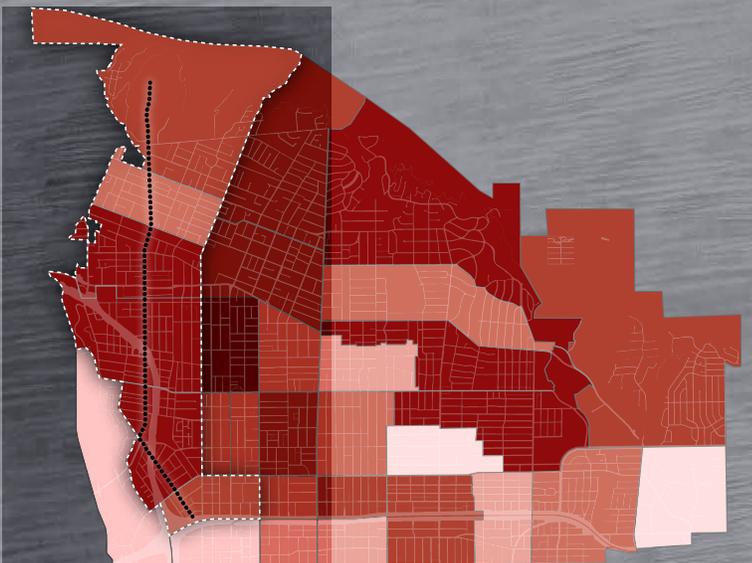
POPULATION

Metric: The indicator is the raw population count found within each census tract

Legend

- < 2,500
- 2,500 - 3,500
- 3,500 - 4,500
- 4,500 - 5,500
- > 5,500
- Lincoln Avenue Corridor Tracts
- Lincoln Avenue

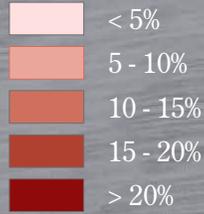
Data Source: American Community Survey (ACS) 2014-2018 (5 Year Estimates)



POPULATION BLACK

Metric: The indicator is the percent of tract population identifying as Non-Hispanic Black alone

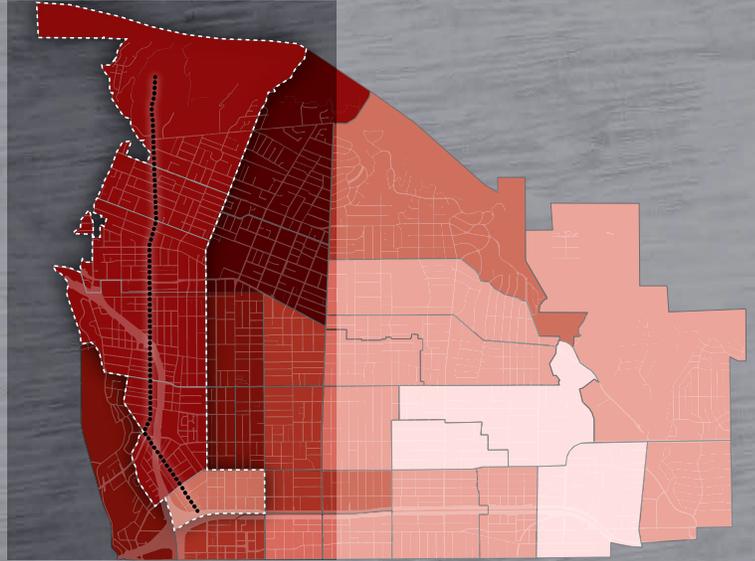
Legend



[- -] Lincoln Avenue Corridor Tracts

••••• Lincoln Avenue

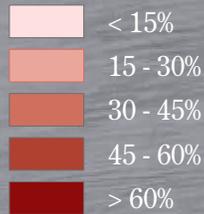
Data Source: Housing and Urban Development (HUD) (CHAS) 2013-2017 (5 Year Estimates)



POPULATION HISPANIC

Metric: The indicator is the percent of tract population identifying as Hispanic

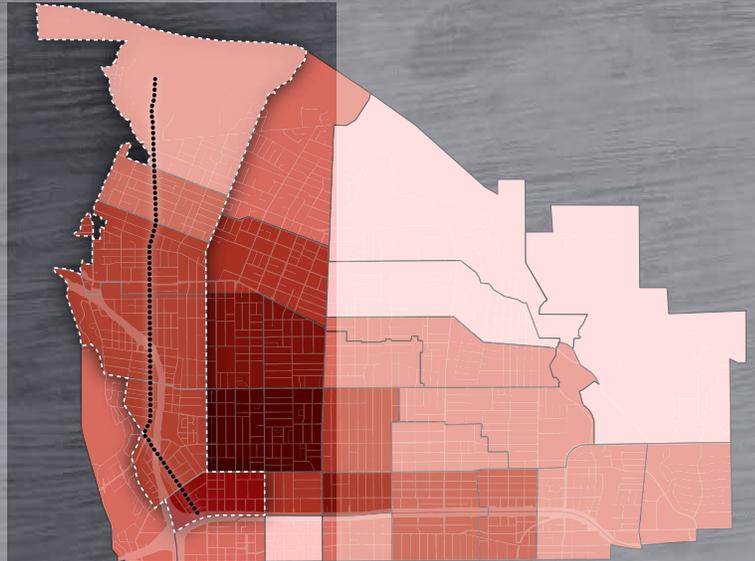
Legend



[- -] Lincoln Avenue Corridor Tracts

••••• Lincoln Avenue

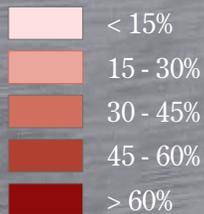
Data Source: American Community Survey (ACS) 2014-2018 (5 Year Estimates)



POPULATION WHITE

Metric: The indicator is the percent of tract population identifying as White

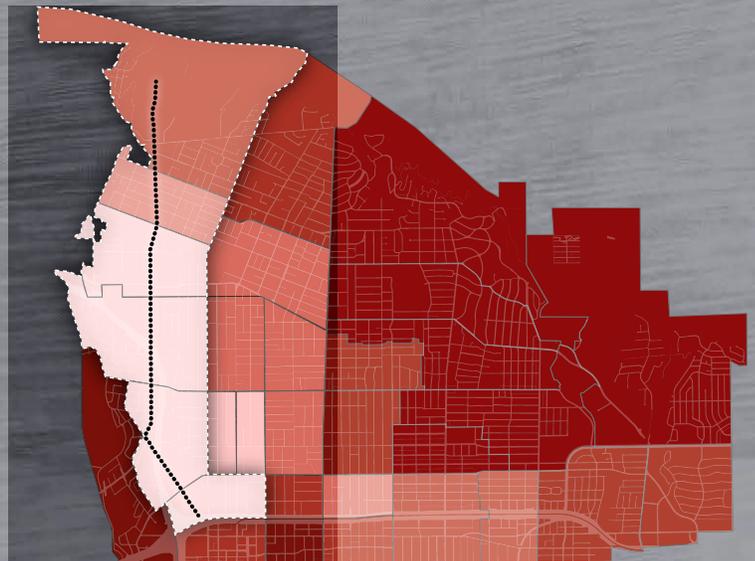
Legend



[- -] Lincoln Avenue Corridor Tracts

••••• Lincoln Avenue

Data Source: American Community Survey (ACS) 2014-2018 (5 Year Estimates)

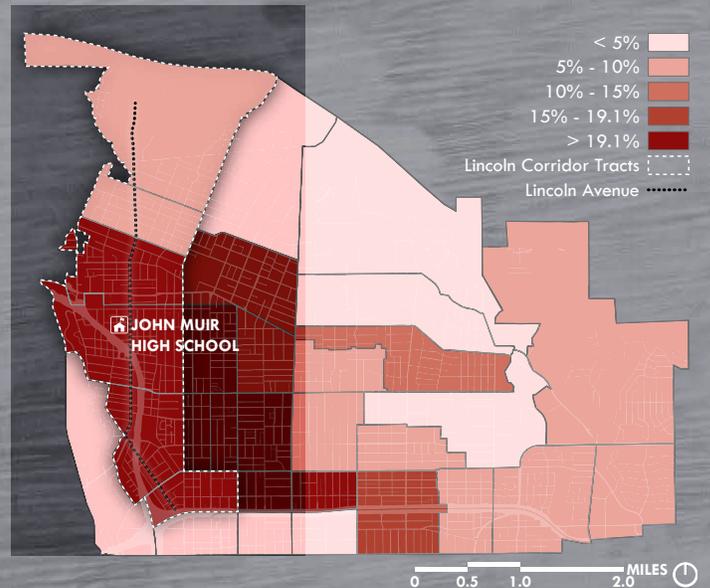


John Muir High School

John Muir High School is an institution at the heart of the Lincoln Avenue Corridor, as well as, global discourses on race equity. Among its famed alumni are figures pivotal to global conversations on race including both Jackie Robinson, the first African American Major League Baseball athlete, and Rodney King, victim of a globally recognized police brutality case that sparked the 1992 Los Angeles Riots.

Less widely known but possibly more illustrative of the regions race-driven divestment is John Muir High School's complex demographic history of the past 50 years. This history is the topic of the documentary film *Can't We All Get Along*, by John Muir High School Alumnus Pablo Miralles. The documentary describes how John Muir High School in 1970 was among the first public schools outside of the South to undergo federally mandated integration. The film gives special attention to the role the newly established busing

program played in integrating Pasadena schools, sharing images of a diverse and vibrant student body. However, beginning in 1980 under Reagan era policies and attitudes, the termination of the busing program - among other integration efforts - caused John Muir High School to undergo a de facto resegregation.



Adults without a High School Education



PHOTO BY GRAHAM GOLDICH

This era set the stage for mass divestment from the school district by wealthy white families who were opting to relocate their children to the burgeoning new ecosystem of private schools in Pasadena and La Cañada. This history exists as yet another chapter in the legacy of historical divestment from the Lincoln Avenue community.⁸

Cleveland and Franklin Elementary

The recent closures of two elementary school campuses along the Lincoln Avenue Corridor illustrates the impacts of white-flight divestment from the local school district. The closure of Cleveland and Franklin Elementary Schools, have come as “part of a round of \$10.1 million in long-term cuts mandated by Los Angeles County” and a means to keep afloat the school district that has been “previously described by the county as being at risk of financial insolvency”.⁹

These campuses reside within access gaps for both fresh food and open space. The repurposing of these

sites to fill these service gaps will be essential to a more equitable vision for the Lincoln Avenue Corridor.

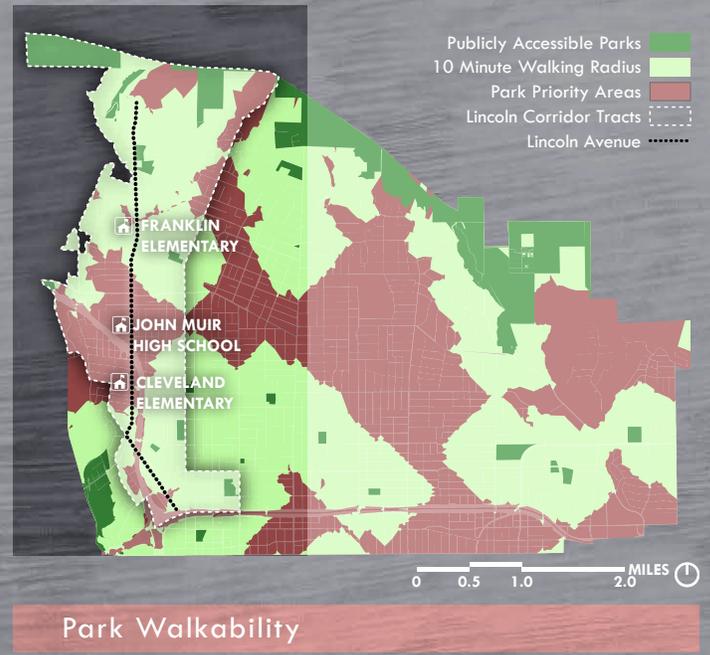
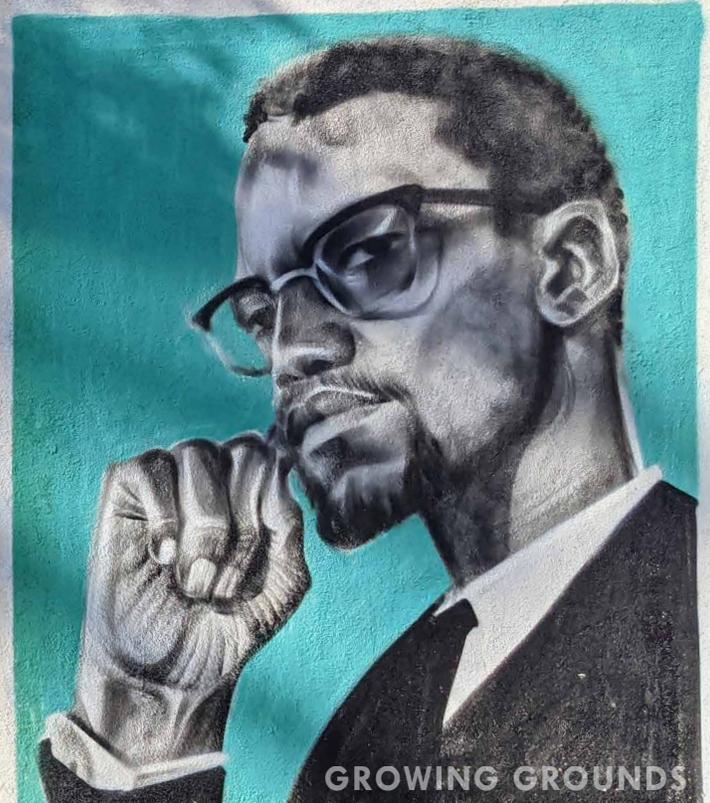


PHOTO BY GRAHAM GOLDICH

ENOUGH



FOOD JUSTICE

In recent years, food access discourse has begun to increasingly contextualize accessibility with the discriminatory policies that have shaped the food access landscape. The term "food apartheid" is used to elucidate that food access today exists as an artefact of racially discriminatory policies, and demands structural reconciliation.¹⁴ Food access is characterized as a multi-dimensional challenge, with both spatial and economic barriers. Interventions to expand food access must dually address these challenges if they are to produce a more equitable food system for the community. The Lincoln Avenue Corridor bares the burden of both greater travel distances to access fresh food and economic barriers

FOOD JUSTICE

“‘Supermarket redlining’ [...] highlights how the locational decisions of food retailers are evidence of intentional disinvestment in low-income neighborhoods and communities of color”¹⁵

- AtlantaStudies.org

with higher proportions of the population who qualify for SNAP (Supplemental Nutrition Assistance Program) benefits.

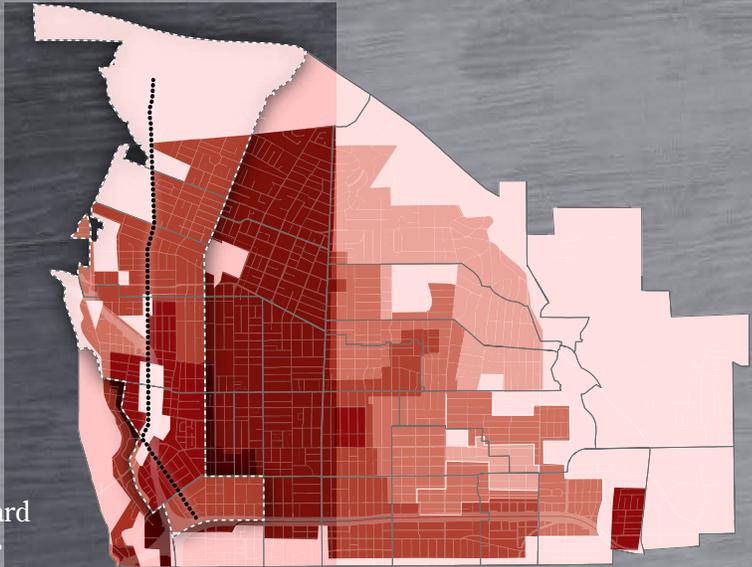
HISTORICAL REDLINING

Metric: Home Owners Loan Corporation (HOLC) loan risk designation for prospective lenders in the year 1934

Legend

- D - “Hazardous”
- C - “Definitely Declining”
- B - “Still Desirable”
- A - “Best”
- No Designation
- Lincoln Avenue Corridor Tracts
- Lincoln Avenue

Data Source: Robert K. Nelson, LaDale Winling, Richard Marciano, Nathan Connolly, et al., “Mapping Inequality,”



SUPERMARKET REDLINING

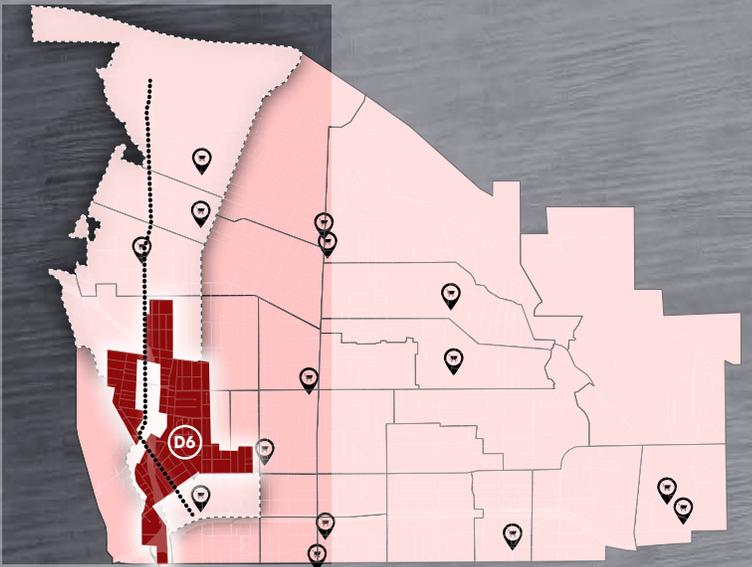
Metric: Locations of local supermarkets with respect to the historically redlined D6 district.

Findings: No supermarkets reside within the historically redlined D6 district

Legend

- Study Tracts
- D6 Redlined District
- Supermarket Locations
- Lincoln Avenue Corridor Tracts
- Lincoln Avenue

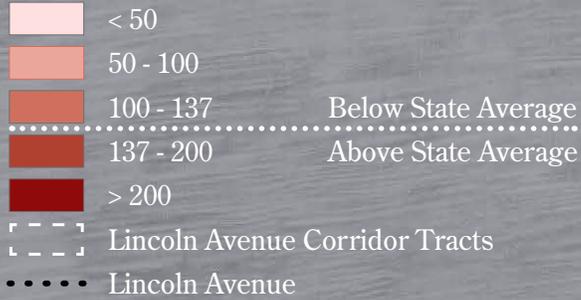
Data Source: Google Maps



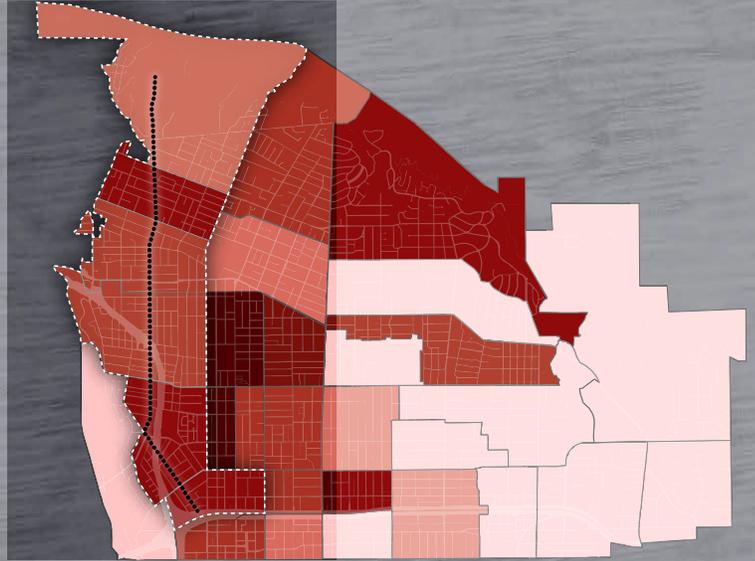
SNAP BENEFICIARIES

Metric: Total count of housing units receiving SNAP benefits in tract

Legend



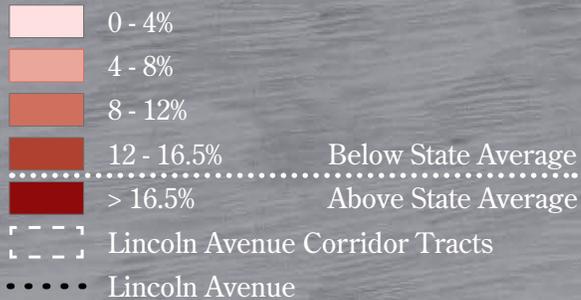
Data Source: Housing and Urban Development (HUD) (CHAS) 2013-2017 (5 Year Estimates)



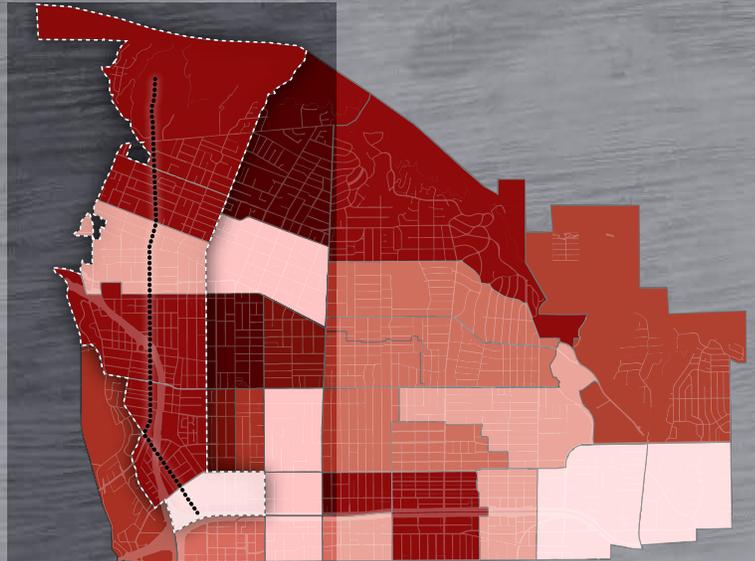
LOW INCOME FOOD ACCESS

Metric: Share of tract population that are low income individuals beyond 1/2 mile from supermarket

Legend



Data Source: Food Access Research Atlas (2015) - USDA



REGISTERED FOOD DISTRIBUTION SITES

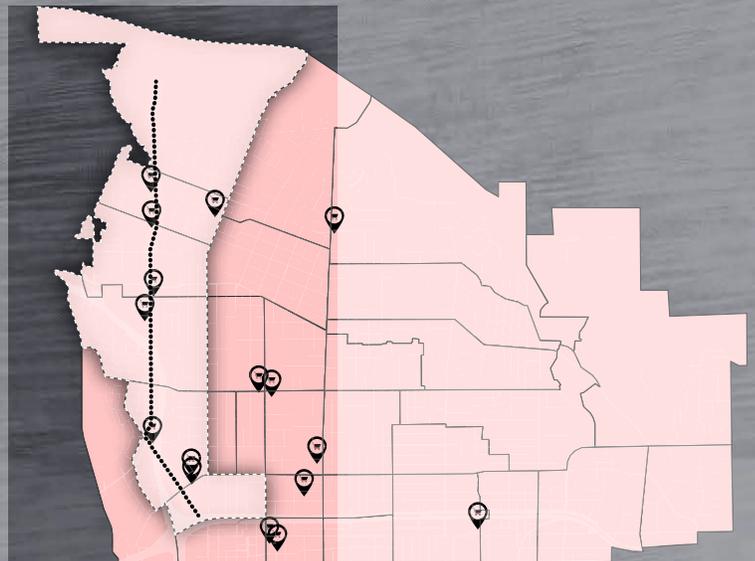
Metric: Registered food distribution sites with respect to Lincoln Avenue

Findings: A concentration of registered food distribution sites reside along Lincoln Avenue to compensate for poor access along the corridor.

Legend



Data Source: Google Maps



Supermarket Redlining

An all-too-common feature of historically redlined communities today is what researcher Elizabeth Eisenhauer coined “supermarket redlining”.¹⁰ This phenomenon describes when supermarket retailers strategically withhold investment within low-income communities of color – A practice leaving already disenfranchised communities burdened with even greater hurdles to fresh food access. The redlined neighborhood that encased much of the land along Lincoln Avenue, remains to this day without supermarket investments leaving gaps in accessibility to fresh and healthy food.

The Altadena Farmers’ Market

The Altadena Farmers’ Market is located at the crown of Lincoln Avenue in Loma Alta Park. Servicing the community on Wednesdays, the market offers a venue for local producers, craftspeople and artisans to vend their products. Locally owned and operated, the

Altadena Farmers’ Market is a powerful community presence with broad partnerships working towards local food security and zero-waste food events. Black-owned, woman-owned and sponsored by the Altadena Community Garden, the market and its partners are essential agents in the conversations on food access along the Lincoln Avenue Corridor.

The Entrepreneurial Spirit of Lincoln Avenue

Lincoln Avenue and its surrounding communities, harbor an entrepreneurial spirit with the potential to imbibe any reinvestment effort with the strength of community driven commerce. During a community conversation on *Reparations in Altadena and Pasadena*, Altadena Chamber of Commerce councilmember, Dr. Sandra E. Thomas reported an outgrowth of home-based and minority-owned businesses amid the pandemic.¹¹ This entrepreneurial vibrancy was echoed by CultureHoney.com suggesting “Pasadena is definitely experiencing a small renaissance period [with] new start-up businesses, brands, and creatives



PHOTO BY GRAHAM GOLDICH

who have turned their passions into businesses”.¹² Development strategies ought to encourage and cultivate this commercial energy with approaches that reduce barriers to entry for new entrepreneurs, build resiliency for existing businesses, and democratize wealth generation throughout the community.

Perry Bennet, a seasoned food entrepreneur and owner of popular Lincoln Avenue based craft-sandwiches restaurant: Perry’s Joint, in a recent interview described the challenges of building a business in the community. Bennet “outlined that lack of resources is the biggest milestone found in building a business in the African American community”¹³ and likened the experience of starting his business to “jumping off the cliff and never getting the resources to build an airplane on the way down, hitting the ground, and hoping you don’t die, and then getting up and trying to start a business”.¹³ Empowering local food entrepreneurs to overcome business challenges will be essential to a new vision for the Lincoln Avenue Corridor,

A Latent Culinary Culture

Murals found along Lincoln Avenue depict scenes of vibrant street life. One such mural is shared below, with an image of floristry and produce vending painted on the boarded-up windows of a local business. To make these latent images of a vibrant food culture manifest along Lincoln Avenue can help rebrand the industrial corridor as a vibrant culinary destination.

This latent culinary culture present within the Lincoln Avenue Communities provides the raw material for the Lincoln Avenue Corridor, which historically has served as a primarily industrial corridor, to become a vibrant culinary and crafts destination. The formalization of informal economies and raising community awareness of burgeoning micro-businesses may offer a unique commercial character to the Corridor.



ENVIRONMENTAL JUSTICE

Public access to open space and environmental assets along the corridor exhibits patterns that are commonplace for historically redlined areas. In a recent study headed by the USDA Forest Service that evaluated urban tree canopy density in 37 US cities, it was found that historically redlined areas have on average -23% less tree canopy coverage today than their non-redlined counterparts.¹⁷ In a similar vein, a recent study by the Trust for Public Land “revealed that public parks serving nonwhite communities are on average half the size of those serving majority-white populations, and serve five times as many people per acre”.¹⁸ Contributing to poor public access to open space along the Lincoln Avenue

ENVIRONMENTAL JUSTICE

“The ranking system used to assess loan risk in the last century parallels the rank order of average percent tree canopy cover today”¹⁹

- AmericanForests.org

Corridor is the privatized access to the Brookside Golf Course, which inhabits prime riparian habitat along the Arroyo Seco.

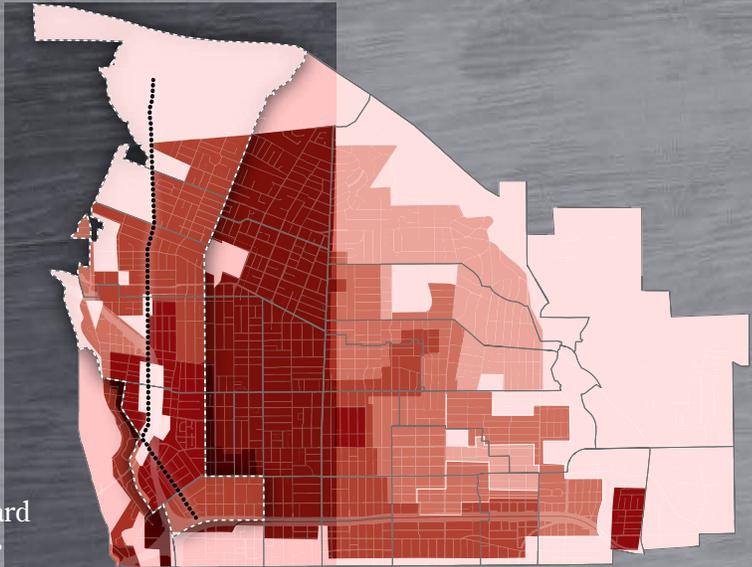
HISTORICAL REDLINING

Metric: Home Owners Loan Corporation (HOLC) loan risk designation for prospective lenders in the year 1934

Legend

- D - “Hazardous”
- C - “Definitely Declining”
- B - “Still Desirable”
- A - “Best”
- No Designation
- Lincoln Avenue Corridor Tracts
- Lincoln Avenue

Data Source: Robert K. Nelson, LaDale Winling, Richard Marciano, Nathan Connolly, et al., “Mapping Inequality,”



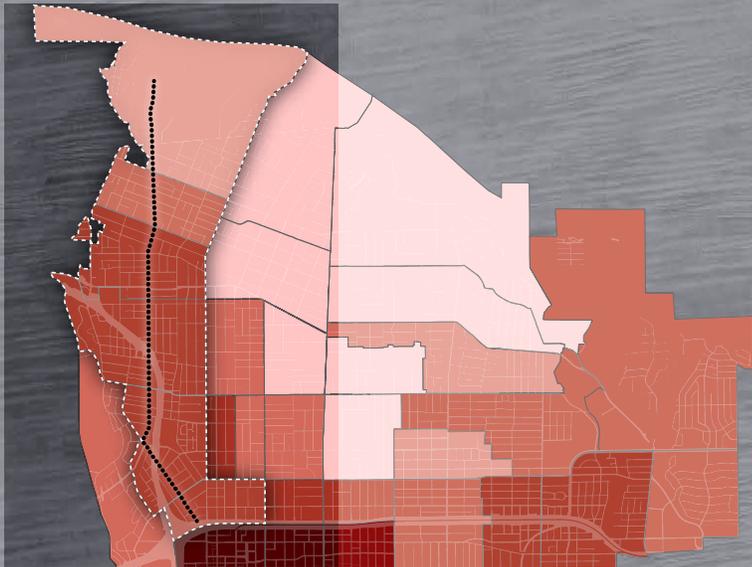
URBAN TREE CANOPY

Metric: This indicator is the percent coverage of tree leaves, branches, and stems that provide tree coverage of the ground when viewed from above.

Legend

- 0 - 4%
- 4 - 6%
- 6 - 8%
- 8 - 10%
- > 10%
- Lincoln Avenue Corridor Tracts
- Lincoln Avenue

Data Source: National Land Cover Database - UCGS (2016)



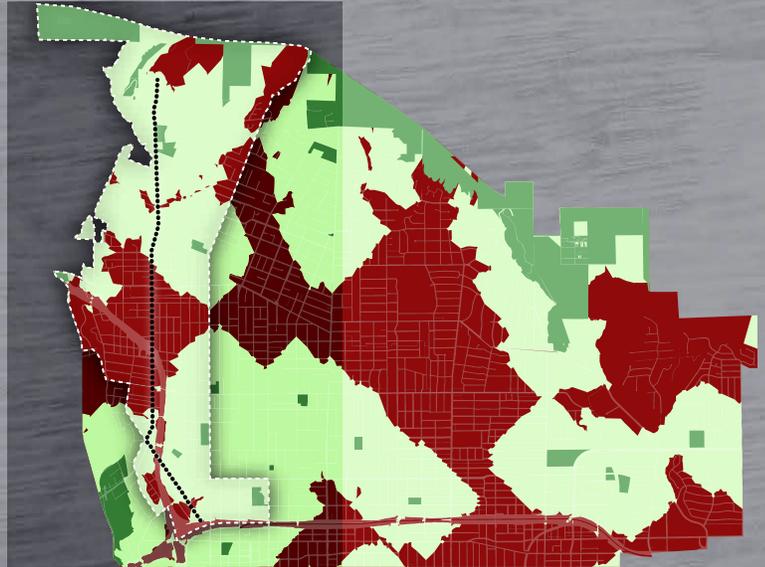
PARK WALKABILITY

Metric: Publicly accessible parks with 10 - minute walk park service area buffer

Legend

- Publicly Accessible Parks
- 10 - Minute Walk Park Service Area
- Park Accessibility Gaps
- Lincoln Avenue Corridor Tracts
- Lincoln Avenue

Data Source: Trust for Public Land - ParkServe Database - (2018)



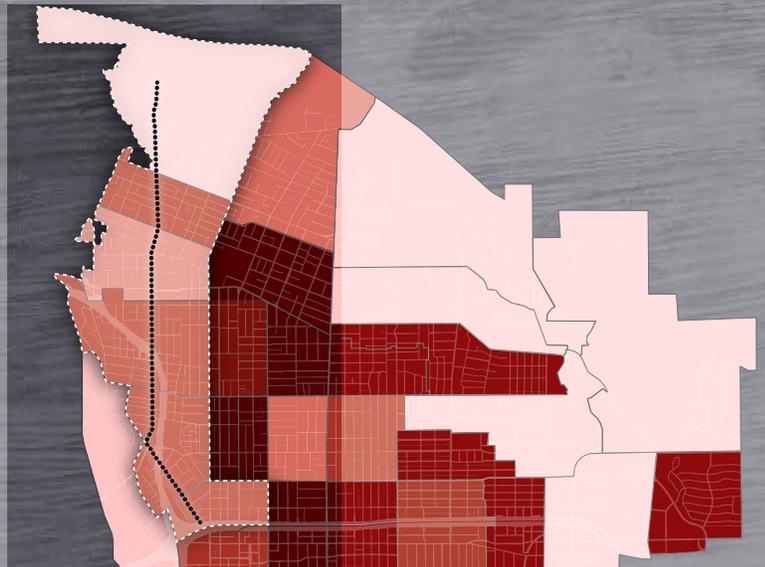
PARK PRESSURE

Metric: This indicator is calculated as park acres per 1,000 residents per tract

Legend

- 0 - 2
 - 3 - 4
 - 5 - 8
 - 9 - 16
 - 17 - 98
 - Lincoln Avenue Corridor Tracts
 - Lincoln Avenue
- Below County Average
- Above County Average

Data Source: Trust for Public Land - ParkServe Database - (2018)



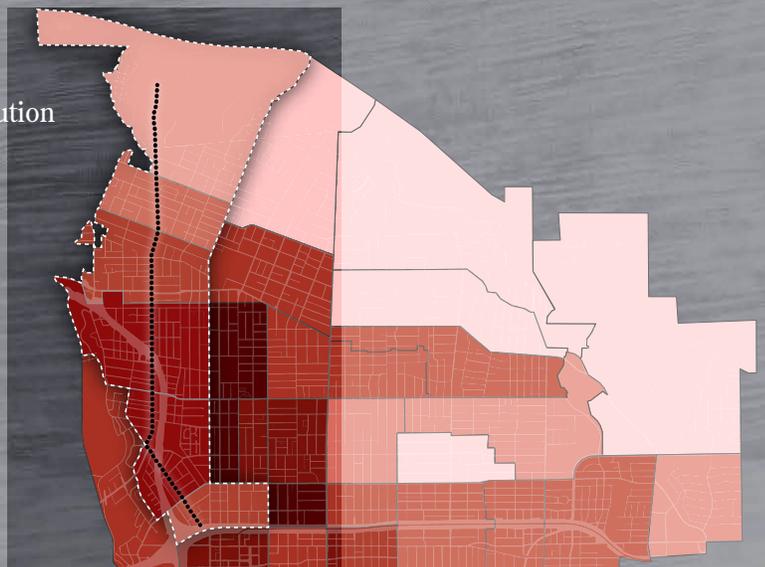
CalEnviroScreen3.0

Metric: CalEnviroScreen identifies California communities by census tract that are disproportionately burdened by, and vulnerable to, multiple sources of pollution

Legend

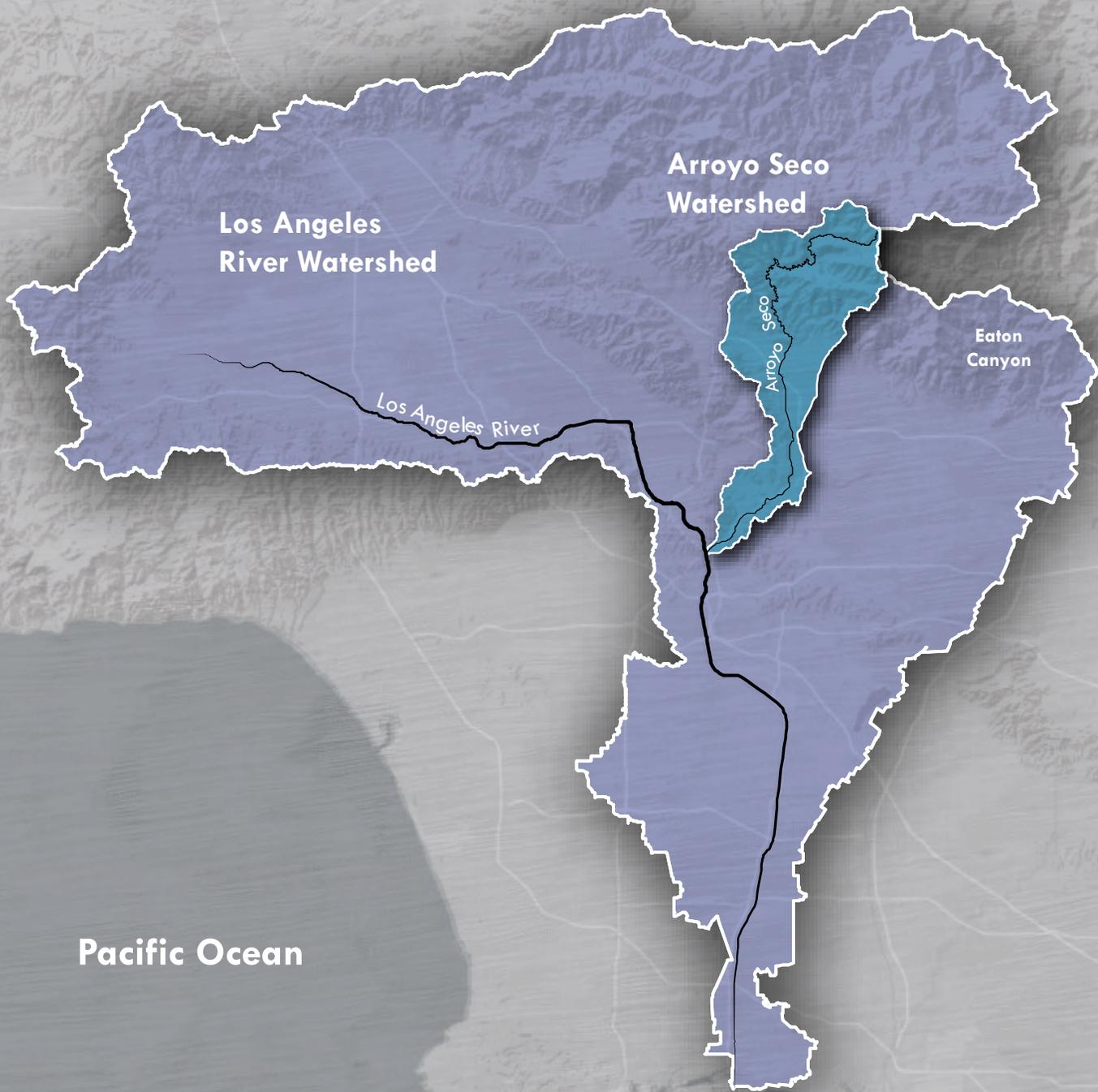
- > 30
- 25 - 30
- 20 - 25
- 15 - 20
- < 15
- Lincoln Avenue Corridor Tracts
- Lincoln Avenue

Data Source: Office of Environmental Health Hazard Assessment (OEHHA) - (2018)



WATERSHED CONTEXT MAP

Angeles National Forest



A Lack of Rapport with Nearby Ecology

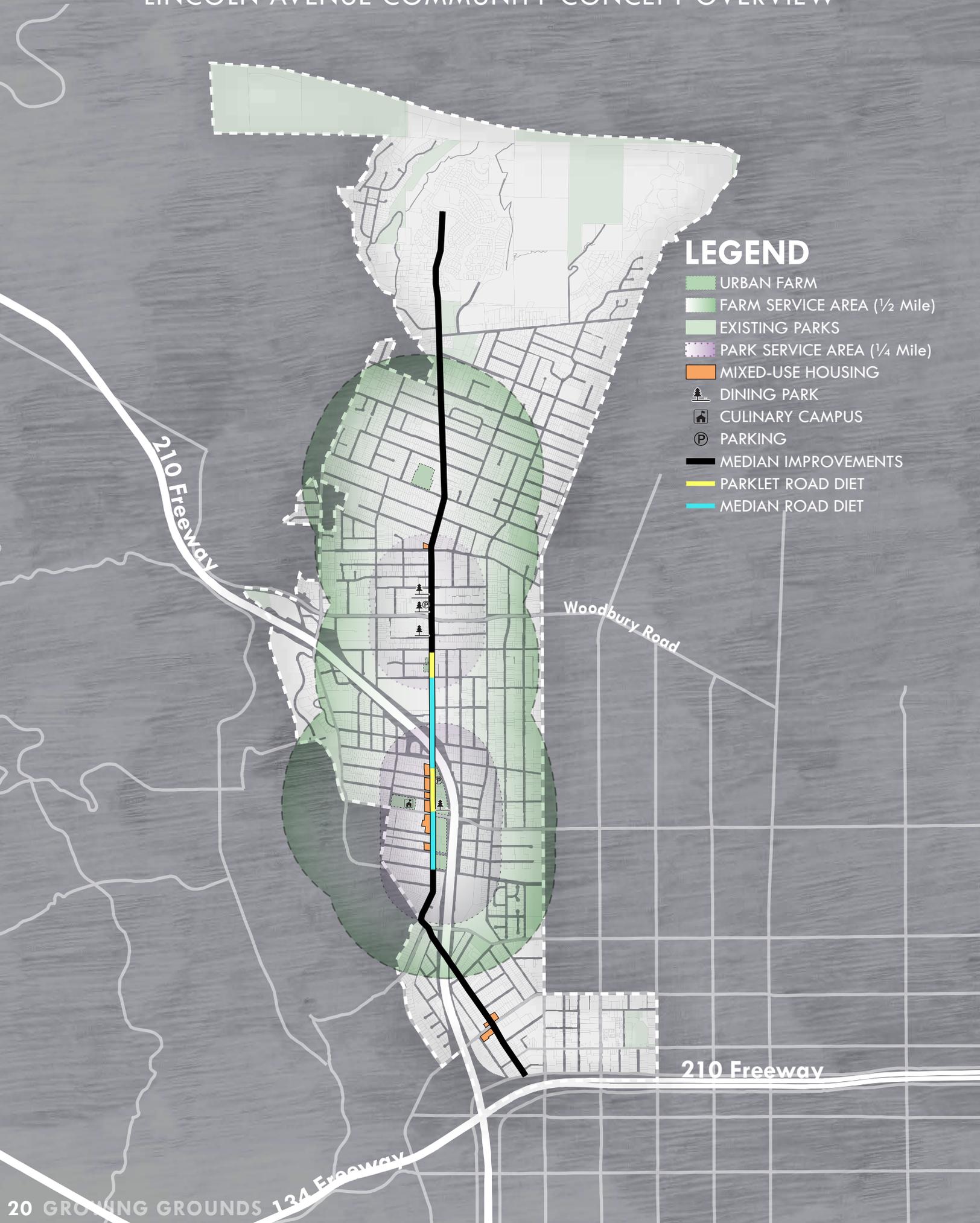
Although bordered by ecological assets on the Eastern, Northern and Western reaches, the streetscape ecology along Lincoln Avenue is both sparse and placeless. Nested between the Arroyo Seco to the West, the Angeles National Forest to the North and Eaton Canyon to the East, the only vestige of the ecological heritage of this region are few remaining legacy Coast Live Oak trees.

Although the Lincoln Avenue Corridor resides within the Arroyo Seco Watershed, the street shares no rapport with the nearby arroyo. The dominant street tree species along Lincoln Avenue is the use of the invasive fan palm *Washingtonia robusta*, which threatens nearby riparian ecology. Despite its adverse impact on native ecology, the Mexican fan palm is lauded by the Lincoln Avenue Specific Plan for its impact framing views of the mountains for drivers traveling north.

The Arroyo Seco watershed was the cultural center for the indigenous Tongva peoples, existing as an essential asset to their culinary heritage.¹⁶ The productive alluvial soils of this region supported diverse food crops including wild grape, elderberry, native blackberries, currants, wild rose, manzanita berries and the staple acorn crop, while the stream supported salmon and steelhead trout. “Arroyo Seco” translated from the Spanish “dry stream”, reflects the largely ephemeral stream conditions characteristic of the foothill riparian areas. Under Spanish colonization, these indigenous food ways were supplanted for Spanish agrarian systems that erased native ecosystems and ways of life. Agriculture has long been used as a vehicle for indigenous erasure and discussions on food sovereignty would be deficient without due reverence for the Tongva and the food ecosystems they maintain. A restoration of indigenous food plants within the landscape is single step in the long path to reconciliation.



LINCOLN AVENUE COMMUNITY CONCEPT OVERVIEW



LEGEND

- URBAN FARM
- FARM SERVICE AREA (1/2 Mile)
- EXISTING PARKS
- PARK SERVICE AREA (1/4 Mile)
- MIXED-USE HOUSING
- DINING PARK
- CULINARY CAMPUS
- PARKING
- MEDIAN IMPROVEMENTS
- PARKLET ROAD DIET
- MEDIAN ROAD DIET

210 Freeway

Woodbury Road

210 Freeway

COMMUNITY CONCEPT

CONCEPT OVERVIEW

A vision for the Lincoln Avenue Corridor

As outlined in the previous chapter, a protracted history of racialized divestment has compromised the outlook of the Lincoln Avenue Corridor. This legacy has produced a confluence of economic, environmental and food-access challenges along Lincoln Avenue that demand recourse. The interventions explored in this document outline design and policy recommendations that address these challenges, taking care to reimagine the character of the corridor to better serve the surrounding neighborhoods.

It is the intention of this project to make manifest the latent images of a vibrant street life depicted in murals

found along Lincoln Avenue, and transition this largely industrial corridor, into a walkable and comfortable culinary destination that cultivates opportunity for the surrounding community.

GOAL #1

Expand fresh-food accessibility

- Establish community-supported Urban Farm Sites to address food access gaps and generate local employment.
- Subsidize SNAP benefits (30%) when used at community supported Urban Farm Sites to improve economic access to fresh foods.

GOAL #2

Establish an accessible network of open space that caters to community living and local entrepreneurs

- Identify opportunity sites for park developments that expand access to open space along the corridor
- Develop Dining Park Concepts that support a robust local economy
- Conceptualize a Culinary Campus to support local food entrepreneurs

GOAL #3

Embrace anti-displacement strategies to safeguard the community against gentrification

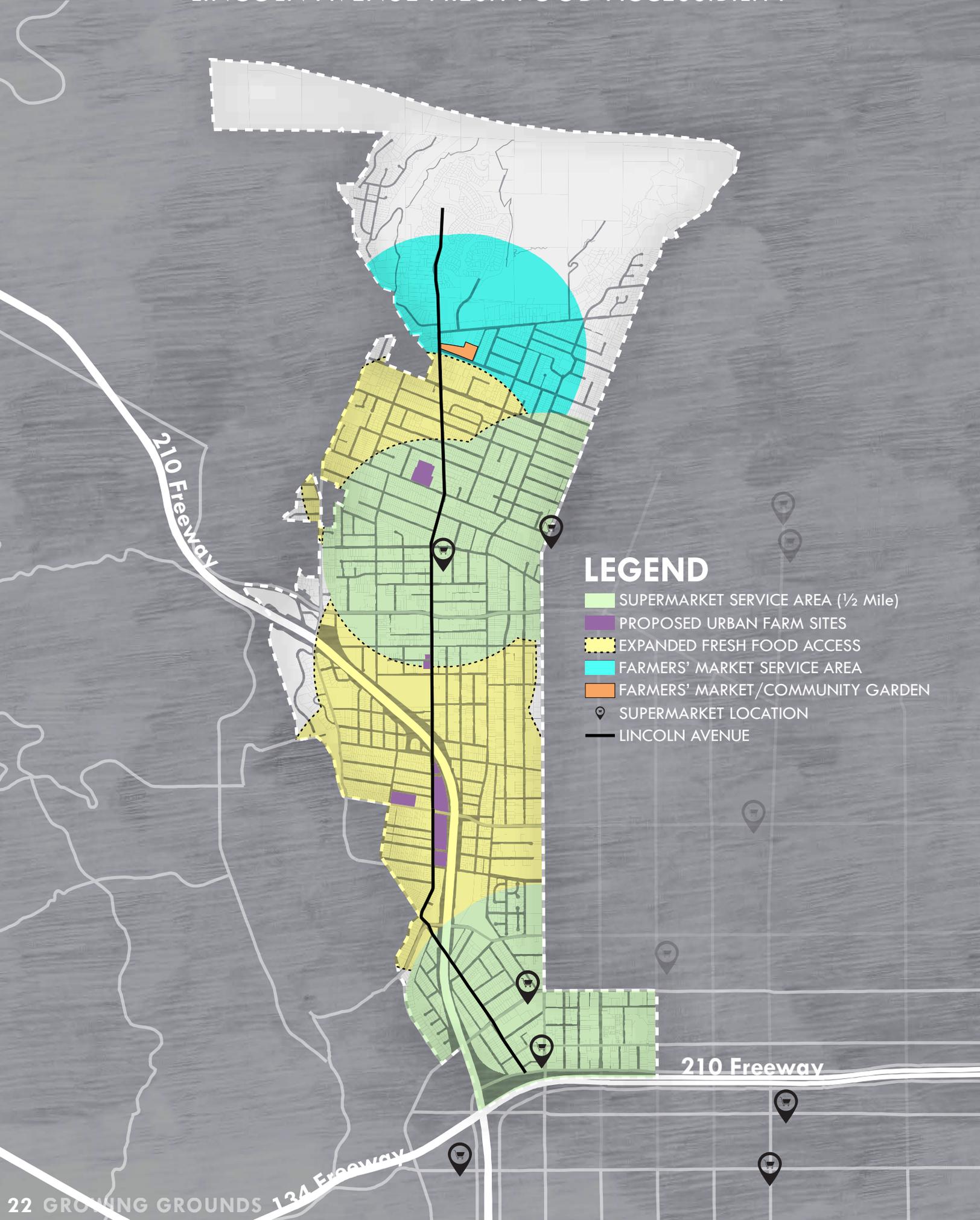
- Expand affordable housing stock using mixed-use developments that cater to the needs of the community.
- Expand renter protections through rent control and just-cause eviction policies

GOAL #4

Reimagine the Lincoln Avenue Corridor as both destination and connection, with a comfortable, walkable and vibrant experience for both visitors and residents.

- Implement road dieting to enhance pedestrian experience and support neighboring businesses
- Increase tree canopy cover along Lincoln Avenue to create a comfortable and varied experience
- Incentivize the Relocation of Legal Non-conforming Uses
- Reimagine the 210-Freeway underpasses with community generated artwork

LINCOLN AVENUE FRESH FOOD ACCESSIBILITY



LEGEND

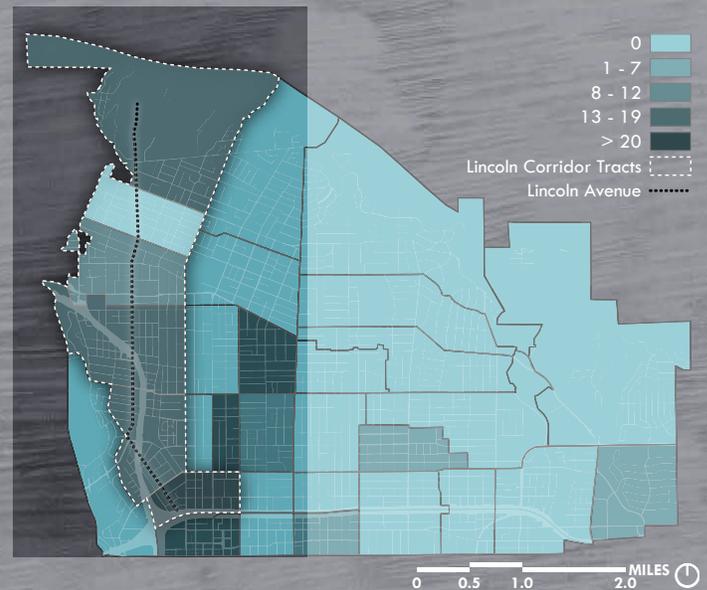
- SUPERMARKET SERVICE AREA (1/2 Mile)
- PROPOSED URBAN FARM SITES
- EXPANDED FRESH FOOD ACCESS
- FARMERS' MARKET SERVICE AREA
- FARMERS' MARKET/COMMUNITY GARDEN
- SUPERMARKET LOCATION
- LINCOLN AVENUE

GOAL 1: EXPAND FRESH FOOD ACCESSIBILITY

Objective 1: Establish community-supported urban farm sites to address food access gaps and generate local employment

The redlined neighborhood that encased much of the land along Lincoln Avenue, remains to this day without supermarket investments. Seeking to bridge these food access gaps, this plan outlines strategic locations for publicly managed urban farms. These proposals fill key access gaps along the Lincoln Avenue Corridor that serve low-income populations residing beyond one half mile from supermarkets, and prioritize sites that may offer secondary educational and recreational benefits to community members.

Employees at Urban Farm Sites can be reaped from the wealth of agricultural expertise found within the neighborhoods along the Lincoln Avenue Corridor. Prioritizing employment from the community can further support the retention of wealth generated within the commercial ecosystem of Lincoln Avenue, as well as reduce emissions associated with longer commutes experienced by many within the community.



Agricultural Professionals

Objective 2 : Subsidize SNAP benefits (30%) when used at community supported Urban Farm Sites to improve economic access to fresh foods.

Efforts must address the multi-dimensional character of food access, seeking not only to bridge physical gaps in accessibility, but also addressing economic barriers to affordable fresh food. Economic hardship of those living along the Lincoln Avenue Corridor is reflected in the high proportion of SNAP (Supplemental Nutrition Assistance Program) beneficiaries concentrated along the corridor. Integrating this well-established program into new interventions may streamline adoption among community members presently relying on SNAP for additional support.

SNAP beneficiaries are subject to the price-structure of local food systems that currently incentivize the consumption of nutrient-poor and calorie-dense food options. Amplifying the buying power of SNAP beneficiaries when used at city-supported urban farms

can help shift local price-structures, incentivizing healthier food options. Research findings suggests that subsidizing fresh food options by 30% can shift dietary choices in favor of nutrient dense food options.²⁰

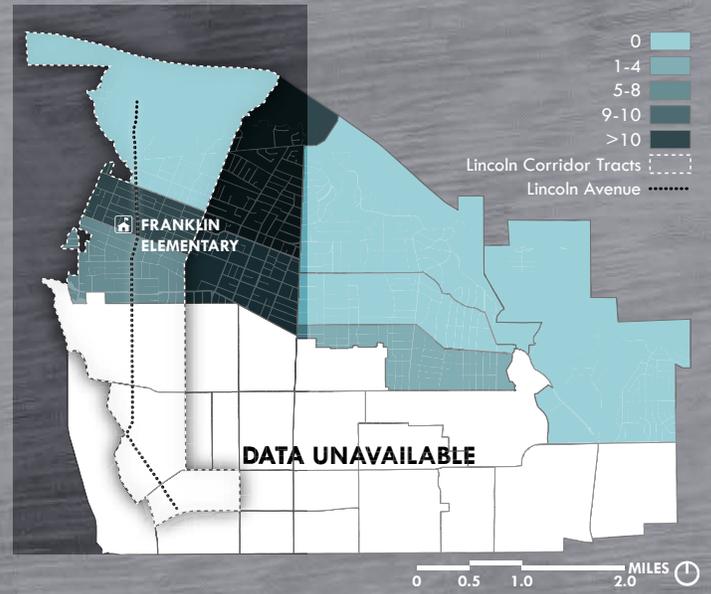
Subsidizing the purchasing power of SNAP Beneficiaries at publicly managed urban farm sites by 30% can incentivize nutrient-dense diet options for low-income community members while simultaneously recapturing national and local funds for continued farm maintenance and improvements. Capturing revenue to offset expenditures of urban farm sites is essential for the longitudinal success of these programs. Urban Farm Site operation demands expenditures in the form of permanent employment positions, equipment, and capital improvements, that must be supported to ensure the long-term success of the farm.

Franklin Elementary Farm Site and Compost Facility

This opportunity site is a 5.4-acre lot of the recently closed Franklin Elementary School. The site resides within an important food access gap in the northern stretch of Lincoln Avenue serving a low-income population living beyond a half mile from a supermarket. The site is neighbored by the registered food distribution site: Seventh Day Adventist, offering key linkages to the food pantry presence along Lincoln Avenue, and providing an immediate outlet for unsold product to benefit an area of Altadena that has among the largest populations of unsheltered homeless.

The large site is well suited to pilot a local composting program that can divert compostable material from the landfill. Diverting organic materials to this site can support soil building for the farm operations, generate soil amendment for new prospective parklands and

reduce greenhouse gas emissions associated with anaerobic landfilling of organic material.



Unsheltered Homeless Population

People's Care Learning Garden and Farm

This prospective location is a 1.25-acre site that spans two legal non-conforming uses: L.A. Steelcraft Products Inc. and a commercial stone yard. The site resides within an important food access gap, serving a large low-income population living beyond a half mile from a supermarket. The site is neighbored by the registered food distribution site: Young and Healthy located on the grounds of John Muir High School, offering key linkages to the food pantry presence along Lincoln Avenue, and providing an immediate outlet for unsold product to benefit an area heavily reliant on SNAP benefits.

This site is adjacent to the *People's Care Community Center*, an institution on Lincoln Avenue that “provides supportive services and programs for adults with intellectual and developmental disabilities”. The farm will serve this organization as a supportive green space for those learning new skills, as well as create an opportune venue for vending vegetable and flower products to neighboring residents, restaurants, and shops. This new farm can conveniently source vegetable and flower seedlings from neighboring Kettle's Nursery, providing more consistent demand for the business that often experiences poor product turnover and derelict nursery stock.

Cleveland Elementary Culinary Campus and Urban Farm

This prospective location is a 1-acre grow site located within the recently closed Cleveland Elementary School campus. The site serves a large low-income population living beyond a half mile from a

supermarket. An expansion to the existing productive garden at Cleveland Elementary is proposed to occupy the existing 1-acre grass field. For more information see Culinary Campus Section on page 43.

Urban Orchard and Art Park

This prospective location is a 15-acre site presently occupied by a swath of predominantly non-conforming industrial uses. These uses detract from the pedestrian experience and conflict with the long-term land use goals along Lincoln Avenue as detailed in the City of Pasadena: Lincoln Avenue Specific Plan (2013). This site's proximity to the 210-Freeway makes it unsuitable for vegetable production and housing, however orchard fruits less susceptible to automobile related pollutants can be accommodated. The vision adopted in this plan imagines this large industrial site as a long linear park maintained as an urban orchard interspersed with community generated artwork installations. A portion of the site at the northern reach is to be dedicated to a nursery propagating the many street trees necessary to revitalizing the pedestrian experience along Lincoln Avenue. The tree nursery shall also produce native trees for both restoration efforts of the nearby Arroyo Seco and for densifying the urban tree canopy for private residences.

The Lincoln Avenue Specific Plan designates this district to be zoned for “publicly owned properties and allows for large public or semi-public land uses and limited public-type uses that may not be appropriate in other zoning districts”.⁵ Across the street from a proposed stretch of multi-family mixed use development, this food forest gallery will serve as a buffer from the nearby 210-Freeway and offer residents/visitors a green space to draw commerce to what is currently a forlorn industrial district.

A vibrant artist community resides in Altadena and Pasadena, with many art organizations exploring the intersection of racial and environmental justice. This orchard gallery will serve as a showcase for these many organizations, creating a cultural destination for the community. Potential partner organizations include the *Side Streets Project*, *Altadena Arts*, *Compassionate Arts* and the *Pasadena Society of Artists*.





210-Freeway

Urban Orchard
&
Art Park



Tree
Nursery

Parking

Dining
Park

LINCOLN AVENUE

W. Washington Blvd

URBAN ORCHARD & ART PARK | SCULPTURE GALLERY EXPERIENTIAL VIEW

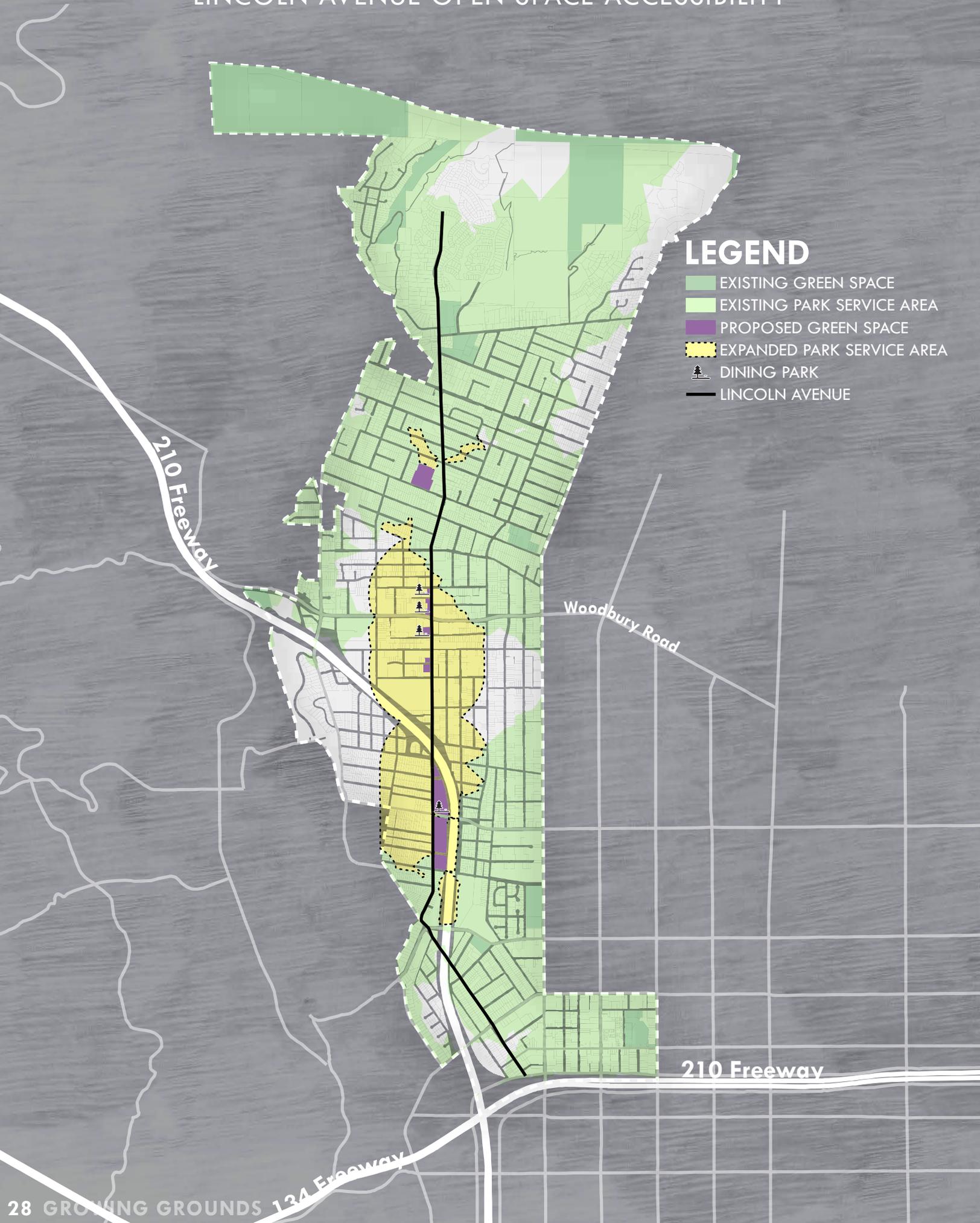
Urban Orchard and Art Park (continued)

These food forest galleries are also intended as an exhibit space for specimen indigenous food plants. Reserving gallery spaces for native foods such as Manzanita, Yucca, Prickly Pear Cactus and Oaks, guests are encouraged to build associations with native plants as works of art in and of themselves. Fomenting a cultural appreciation for native species and indigenous

food ways can be a critical step in reconciling the cultural and ecological erasure of the Tongva peoples and their landscape. Maintenance and educational contracts for these exhibits ought to be reserved for native Tongva, with potential partnerships with the nearby *Haramokngna American Indian Culture Center*.



LINCOLN AVENUE OPEN SPACE ACCESSIBILITY



LEGEND

- EXISTING GREEN SPACE
- EXISTING PARK SERVICE AREA
- PROPOSED GREEN SPACE
- EXPANDED PARK SERVICE AREA
- DINING PARK
- LINCOLN AVENUE

210 Freeway

Woodbury Road

210 Freeway

GOAL 2 : ESTABLISH AN ACCESSIBLE NETWORK OF OPEN SPACE THAT CATERS TO COMMUNITY LIVING AND LOCAL ENTREPRENEURS

Objective 1: Identify opportunity sites for park developments that expand access to open space along the corridor

Prospective parcels with the potential to fill park access gaps along Lincoln Avenue are identified in the Open Space Accessibility map on the previous page. Select Urban Farm Sites in the previous section are included within this “open-space” designation, rationalized as

semi-public developments that support public access to open space. Many of these prospective locations are designated for development as “Dining Parks” that can dually serve to provide open space and provide infrastructures that support local business ventures.

Objective 2 : Develop "Dining Park" concept designs that can support a robust local food-driven economy

Food truck parks, are outdoor dining venues that cater to the needs of food truck operators and their patrons. These parks are often home to amenities that include, picnic tables, restrooms, games, live music, art installations and even movies in the park, making them vibrant spaces that support a diverse ecosystem of commerce and culture.

This model has been employed by many private investors across the country, capitalizing on the burgeoning food truck trends observed over the last decade. Transitioning the privatized food truck park concept to a public infrastructure offers a way for cities to both expand public park access while also supporting local entrepreneurs.

The market conditions created by the COVID-19 pandemic leave some market analysts to speculate on a potential new wave of food truck entrepreneurship in the coming years. Food trucks offer new food entrepreneurs facing a notoriously challenging market, a low-barrier-to-entry model of bringing a food concept to fruition. However, restrictive ordinances are expected to slow the growth of this important dining sector unless cities choose to embrace their potential.²¹ Revising ordinances prohibiting business operation for food trucks in designated park locations can usher in a new era of Public Private Partnerships and support the next wave of food entrepreneurs.

Site selection criteria for prospective food truck park locations are limited to sites that fulfill a gap in access to public green space, and also provide clear opportunities for patron engagement. Consideration was also given to whether prospective sites could dually serve as a picnic venue for nearby brick-and-mortar restaurants when food truck programming isn't present.

The sites identified reside within the LASP-CG1 zoning of the Lincoln Avenue Specific Plan. This zoning designation explicitly advocates these districts provide “suitable space and opportunities for start-up and smaller-scale businesses”.⁵ Food trucks and food vendors represent popular food microbusiness modalities that certainly fulfill this criterion.

The food truck park design concepts explored in this publication cater specifically to reducing barriers to entry for entrepreneurs while also fulfilling the public need for quality green space. These designs explore centralizing the infrastructures needed in food truck and food vendor operations within the food truck park location itself. Locating commissary kitchen operations on site allows food truck operators to prep and vend their products within the same venue, reducing commute distances and extending the lifetime of their sizeable truck investments.

It is common practice for food truck operations to use gasoline powered generators to supply the shore power

LINCOLN AVENUE DINING PARK CONTEXT MAP



Parking

Tree
Nursery

Urban Orchard
&
Art Park

Dining
Park

LINCOLN AVENUE DINING PARK ENLARGEMENT PLAN

LEGEND

- 1-12 Vendor Sites and Shaded Cue Lines
- * Outdoor w/Dining Sets

Orchard/
Art Park

LINCOLN AVENUE

Orchard Stand/
Art Sales

Parking

Stormwater Catchment

Subsurface
Catchment

Subsurface
Catchment

Commissary Kitchen

Bathroom/
Projection Room

Performance Stage/
Projection Wall

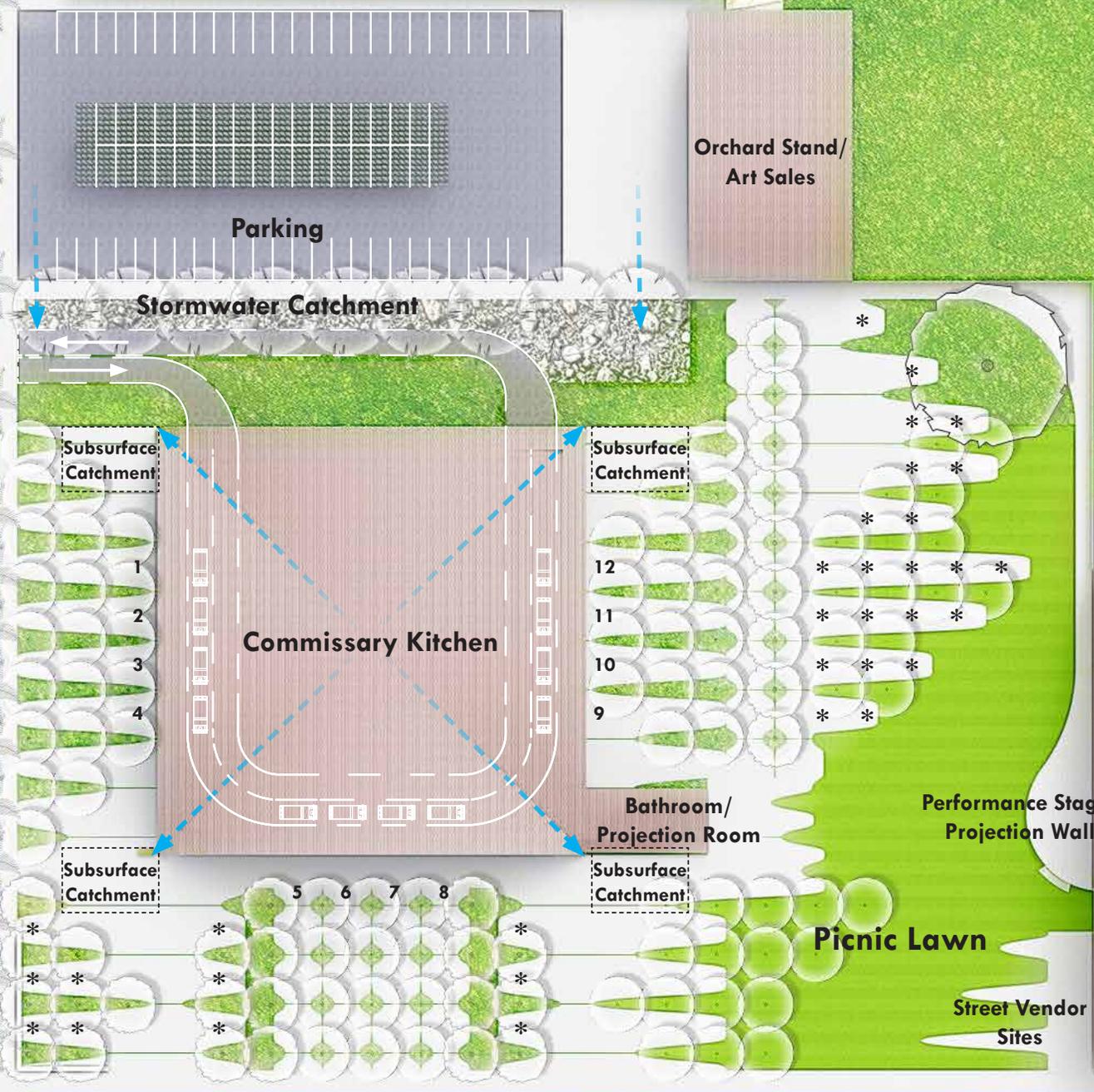
Subsurface
Catchment

Subsurface
Catchment

Picnic Lawn

Street Vendor
Sites

W. WASHINGTON BLVD.



Objective 2: (Continued)

that run their appliances. These generators can detract from consumer experience with both noise and exhaust pollution while also representing an added operational cost to the business owner. Supplying solar generated on-site power to Altadena and Pasadena based vendors can lower overhead costs to local businesses and reduce GHG emissions while improving patron experience.

To cultivate a lively atmosphere and expand the commercial potential of these parks beyond that of food and beverage vendors, other cultural amenities are to be included within designs. These food truck parks will employ stages for local performers and designate areas to showcase the wares of local crafters and artists. A rendered wall of an adjacent business will be designed to serve as a projection screen for movie in the park events.

Leasehold excise taxes, commissary revenue and vendor permit fees will fund permanent staffing that support park maintenance and security. Public restrooms in parks have long been considered an exceptionally high-maintenance park amenity, however they are essential for sites that cater to food and beverage centered gatherings. Public Private Partnerships can help generate revenue necessary to support the maintenance and staffing needed for public restrooms and other services.

These sites will pilot a composting program with a waste disposal attendant during high traffic events, aimed to improve public awareness and adherence to waste disposal protocols. The organic wastes diverted from these sites shall be rendered into a finished product at a local composting site, and returned to the park to support the long-term health of the plant material.



DINING PARK | SHADED DINING EXPERIENTIAL VIEW

Objective 3 : Conceptualize and site a Culinary Campus concept to support local food entrepreneurs

Equipping local residents with the tools necessary to build a successful food business is essential to cultivating culinary opportunity along the Lincoln Avenue Corridor. To this end, a Culinary Campus Concept is proposed in the vacancy left by the decommissioned Cleveland Elementary School campus. This concept repurposes the site into a multi-faceted facility for educating and supporting the next wave of culinary entrepreneurs.

Located in a neighborhood that exhibits lower than average educational attainment, this facility may serve as a hub of educational opportunities for adults working to navigate this challenging industry. Courses will be tailored to accommodate both English and Spanish speakers as the surrounding community experiences linguistic isolation and is predominantly Hispanic.

A working urban farm on campus will supply fresh food options to the surrounding neighborhood flagged for poor food access and will serve the nearby densified housing proposed along Lincoln Avenue.

Courses offered will focus on practical lessons and certifications: Food Handling Certification, Food Business Courses, Cooking and Nutrition Courses, Urban Farm Maintenance Training.

The 4-acre site shall feature a variety of facilities to support students and business owners:

- 1.) Commissary Kitchen Facilities
- 2.) Urban Farm Site and Floristry Garden
- 3.) Budding Business Test Site
- 4.) Horticultural Day Care



DINING PARK | SHADED QUEUE EXPERIENTIAL VIEW

CULINARY CAMPUS &

URBAN FARM

(REPURPOSED CLEVELAND ELEMENTARY SCHOOL SITE)

MIXED-USE HOUSING

COMMISSARY KITCHEN &

SHADED DINING

W. WASHINGTON BLVD.

LINCOLN AVE. & WASHINGTON BLVD. INTERSECTION CONCEPT | AERIAL VIEW

210-FREEWAY
OVERPASS

TREE NURSERY

ORCHARD/ART PARK

SOLAR COVERED PARKING

ORCHARD STAND/
ART SALES

& VENDING SITE

SHADED DINING

BATHROOM /
PROJECTION ROOM

PICNIC LAWN

STAGE

STREET VENDOR SITE

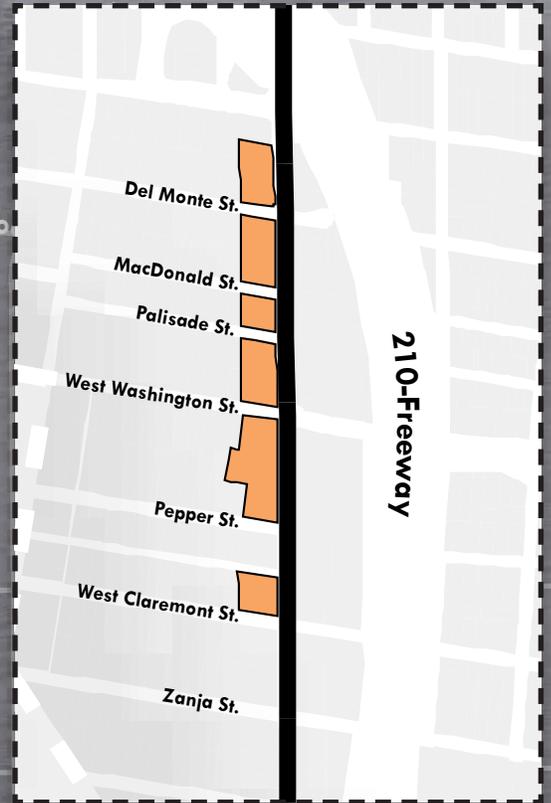
LINCOLN AVENUE AFFORDABLE HOUSING OPPORTUNITIES



LEGEND

- MIXED-USE HOUSING
- LINCOLN AVENUE

FOCUS AREA



GOAL 3 : EMBRACE ANTI-DISPLACEMENT STRATEGIES TO SAFEGUARD THE COMMUNITY AGAINST GENTRIFICATION

Objective 1: Legislate renter protections for residents along Lincoln Avenue through rent stabilization and just-cause eviction policies

The bulk of gentrifying areas today were once redlined, leading to displacement of residents and further exacerbating a history of disenfranchisement. Developers taking advantage of depressed home values in redlined areas infuse capital into these communities at the expense of residents who are ill-equipped to combat rental rate hikes, inflated price of local goods/services and legal eviction pressures. Although historically redlined areas demand reinvestment, approaches to revitalization must prioritize local inhabitants if they are to avoid inflicting further harm.

The *Urban Displacement Project* outlines several safeguards that can be employed to support local investments without displacement. **Protections** for tenants, **Production** of sufficient affordable housing

and **Preservation** of existing affordable housing stock, if implemented in tandem are suggested to build greater resistance to urban displacement.²²

Strategies for protecting tenants from volatile rent hikes and other forced mobility tactics can be supported by combining rent stabilization and just-cause eviction policies. In the 2018 research publication *Rent Matters: What are the Impacts of Rent Stabilization Measures* through the USC Dornsife Program for Environmental and Social Equity, researchers suggest that the California housing crisis demands that “rent regulations be combined with robust efforts to promote housing supply, particularly of affordable units, and job training and economic development programs that can lift incomes and promote mobility.”²³

Objective 2 : Expand affordable housing stock using live-work developments that support a vibrant local economy

Expanding affordable housing stock is the primary strategy through which this community concept seeks to counteract gentrifying pressures that may accompany community investment. These developments will be concentrated on the west side of Lincoln Avenue in an area south of the 210-Freeway that is presently dominated by legal non-conforming uses and bares an inhospitable streetscape. This concept aims to transform this industrial stretch into a vibrant neighborhood-oriented district with mixed use developments that support a lively streetscape and a robust local economy.

This stretch is zoned within the Lincoln Avenue Specific Plan as a limited commercial district intended “to promote innovation and creativity in the development of pedestrian scale commercial and residential uses that complement and serve the needs of surrounding neighborhoods.”²⁵ The surrounding

neighborhood faces a multitude of challenges- high population, poor physical and economic access to fresh foods, high unemployment rates, extreme housing burden, high poverty rate and a community character that is inhospitable to businesses and services aimed at meeting basic needs. To address the intersection of these challenges, this concept proposes mixed use supportive housing developments that cater explicitly to the needs of businesses that supply vital goods and services to the public. These infrastructures will be designed to support an open-air market character along the streetscape, with affordable living lofts for families and singles above. A proportion of these developments will cater to grower’s lofts with attached micro-farms that enable small-scale growers to produce and vend agricultural products from the comfort of their homes. These grower’s lofts will facilitate a supplemental income for horticulturally inclined residents while expanding fresh-food access within the community.

LEGEND

2,000 sq ft of Raised Bed Production

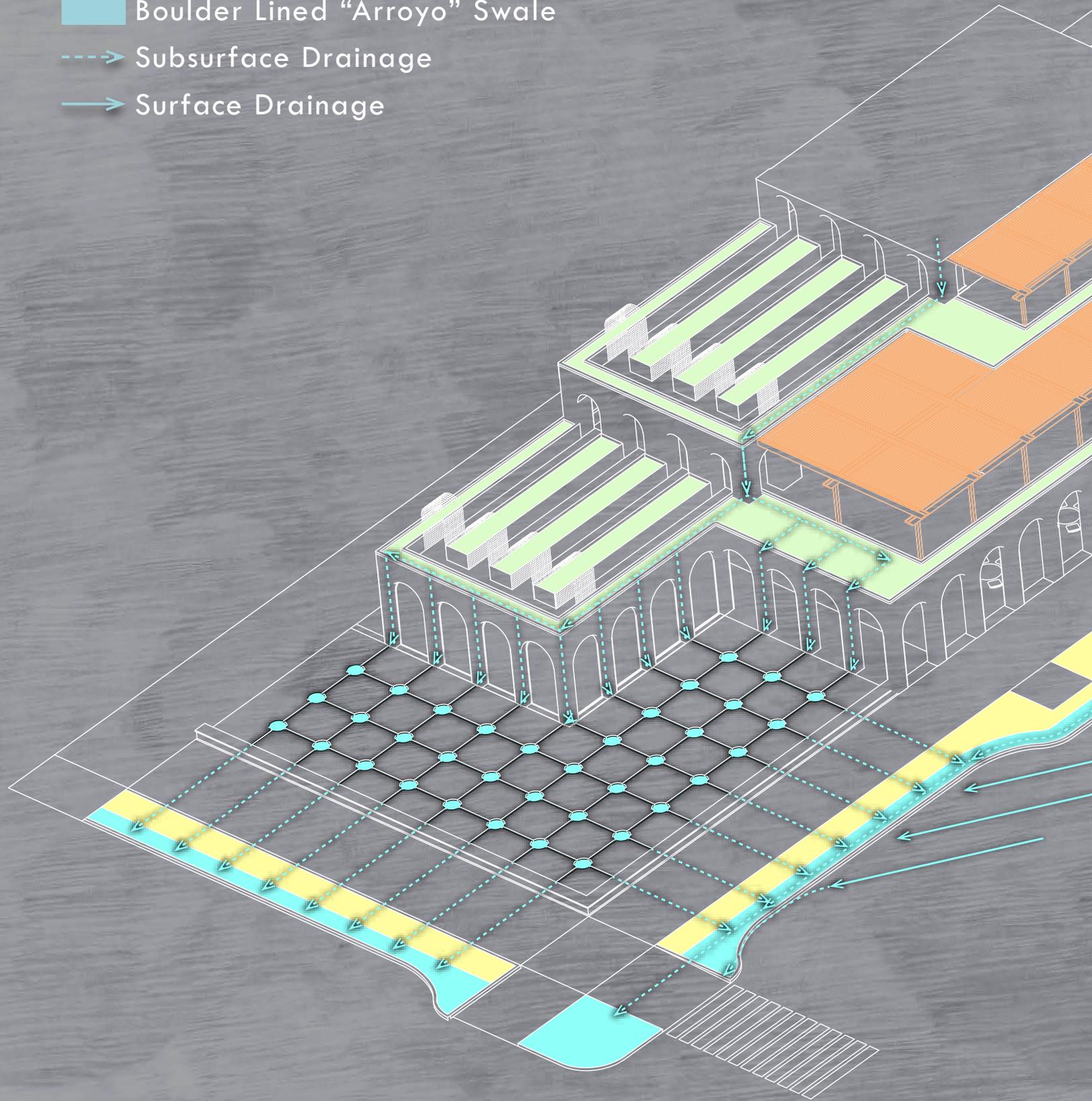
2,850 sq ft of Production Trellis

Parkway Planting

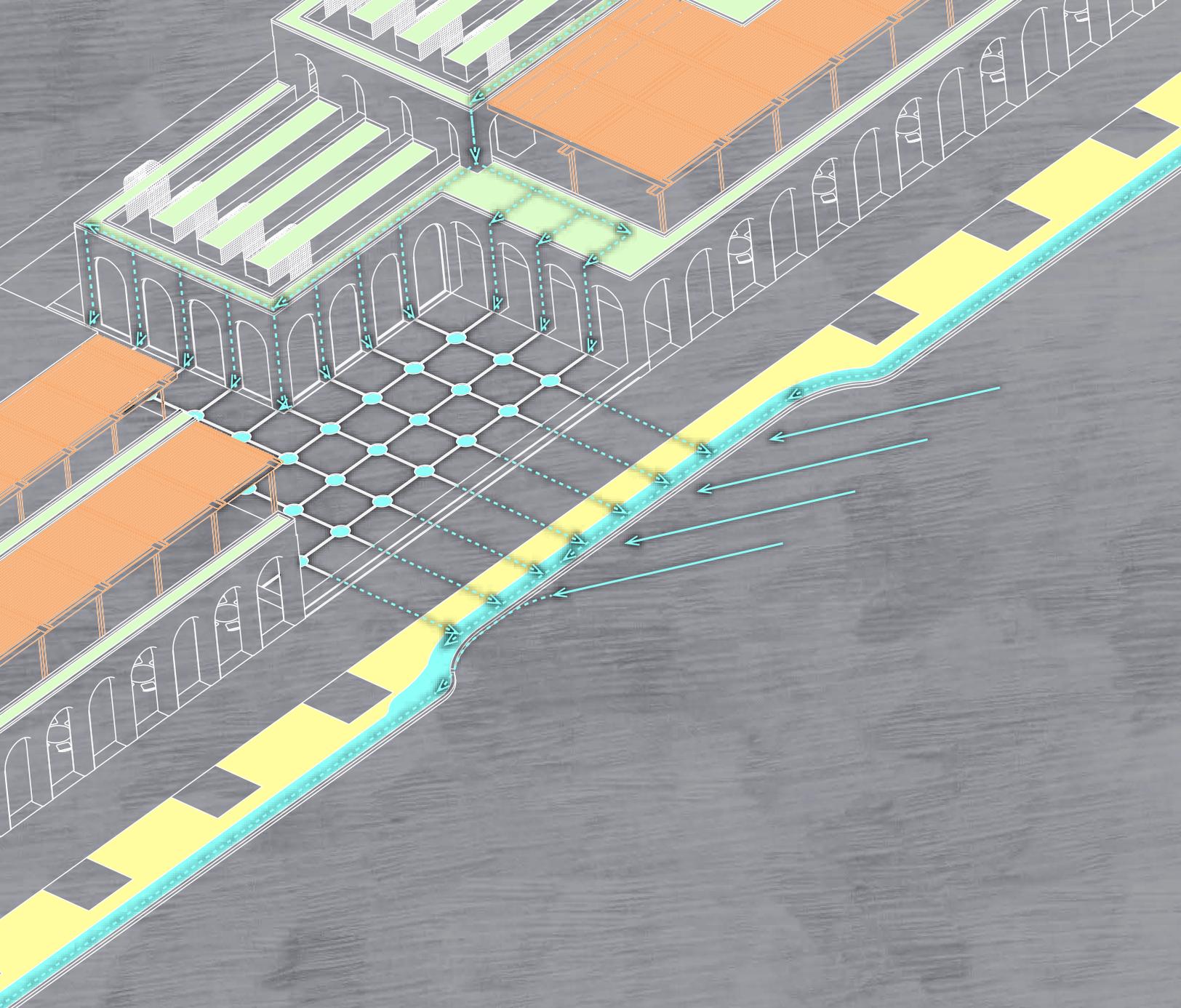
Boulder Lined "Arroyo" Swale

Subsurface Drainage

Surface Drainage



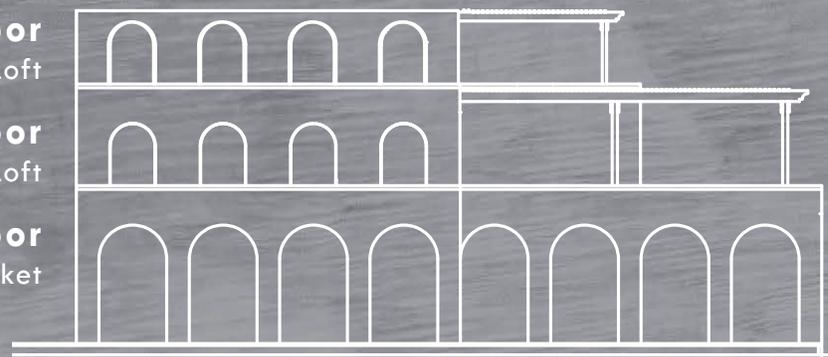
FARMERS' LOFTS | GREYWATER DIAGRAMATIC VIEW



GREYWATER ORCHARD SYSTEM

Shower, laundry and vegetable processing greywater from second and third floor farmer's lofts are gravity fed through archway features into a channelized matrix of tree wells. Able to support 32 semi-dwarf fruit trees, this greywater orchard provides a foliage partition for diners within the first floor restaurant.

- Third Floor**
Single/Couple Farmer Loft
- Second Floor**
Family Farmer Loft
- First Floor**
Restaurant / Farmer's Market



LINCOLN AVENUE STREET IMPROVEMENTS



LEGEND

- MEDIAN IMPROVEMENTS
- PARKLET ROAD-DIET
- MEDIAN ROAD-DIET

FOCUS AREA



210 Freeway

210 Freeway

134 Freeway

GOAL 4 : REIMAGINE THE LINCOLN AVENUE CORRIDOR AS BOTH DESTINATION AND CONNECTION, WITH A COMFORTABLE, WALKABLE AND VIBRANT EXPERIENCE FOR VISITORS AND RESIDENTS

Objective 1: Implement road-dieting to enhance pedestrian experience and support neighboring businesses

As expressed in the Lincoln Avenue Specific Plan, “many participants complained about the lack of businesses that people desire to accomplish everyday errands in the neighborhood.” Creating a hospitable environment for commercial uses that complement the needs of the surrounding neighborhood is essential to making Lincoln Avenue a destination for residents and visitors.

Designing streetscape improvements aimed at business retention and welcoming new entrepreneurs is explored within this plan. Presently many businesses and restaurateurs are faced with the challenges that accompany an inhospitable street experience. The heart of the dining presence along Lincoln Avenue just south of Woodbury, faces an automobile dominated streetscape catering to 4 traffic lanes. Road dieting is advocated in the Lincoln Avenue Specific Plan to amend this issue favoring 2 traffic lanes and a median planting; however, road diets can be better tailored to support adjacent land uses.

Road dieting that transforms one or both traffic lanes into formalized parklet seating areas can create street conditions that are more favorable to pedestrians, while also facilitating patronage of nearby restaurants and shops. Providing areas for open-air dining can build a more resilient infrastructure for restaurants that continue to struggle from the whiplash of regulatory volatility of the pandemic. The conditions of the COVID-19 pandemic highlight a dire need to build resiliency for local businesses facing new challenges.

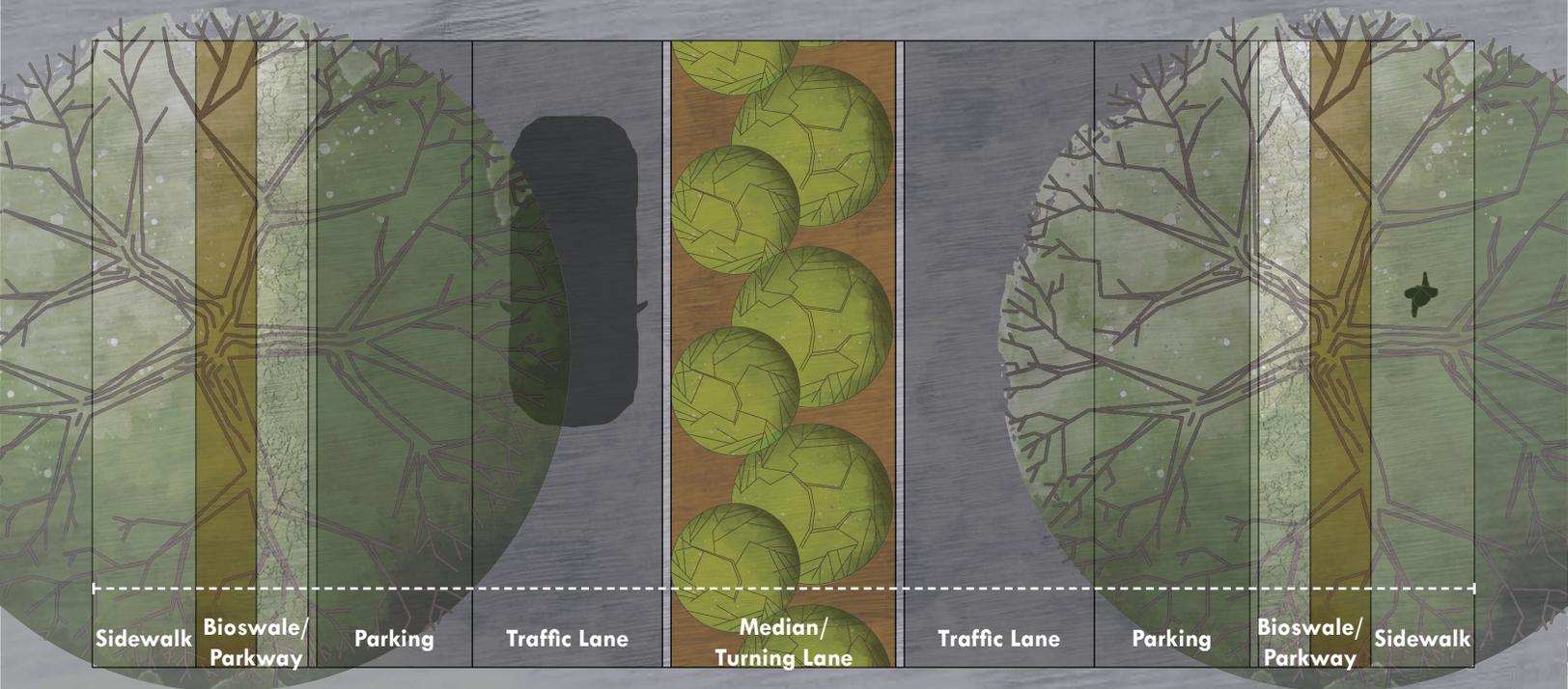
The strategy of converting curbside parking into public seating platforms, or “parklets”, has been providing an indispensable resource for restaurants operating under Covid-19 restrictions. This interim strategy

to supplement limited indoor accommodations has been wildly popular among restaurateurs, quickly exhausting resources allocated through Public Works and with many establishments advocating for their permanence.

Parklets as a phenomenon predate the pandemic by more than a decade, however their roots are far more egalitarian than the private seating spaces popping up amid the pandemic. Originally conceived as a public amenity, parklets sought to enliven underutilized streetscapes that offered little to pedestrian passersby. Most widely implemented in San Francisco, public life studies undertaken to evaluate the impacts of parklets suggest that even publicly owned parklets incentivize patronage of nearby businesses. These studies found 90% of parklet users expressed having spent money whilst using a parklet, with dining accounting for the largest share of usership.²⁴ This community concept seeks to formalize parklets within the streetscape infrastructure along two key stretches along Lincoln Avenue.

MEDIAN ROAD DIET | LINCOLN AVENUE

Typology for single-family detached housing areas



PARKLET ROAD DIET | LINCOLN AVENUE

Typology for mixed-use development areas



Objective 2 : Increase tree canopy cover along Lincoln Avenue to create a comfortable and varied experience

As outlined in the Lincoln Avenue Specific Plan “the streetscape [of Lincoln Avenue] continues to lack a comfortable pedestrian feel”.⁵ Contributing to this discomfort are walkways with poor tree canopy cover and intermittent maintenance regimes.

The Lincoln Avenue Specific Plan codifies the planting of Mexican Fan Palms (*Washingtonia robusta*) along the commercial oriented districts of the corridor. This palm species although presently offering a grand character along Lincoln Avenue and framing the San Gabriel Mountains for motorists heading north, it is a Southern Californian invasive species adversely

impacting orchards, landscaped areas, and riparian ecosystems. The neighboring Arroyo Seco running along the western edge of the Lincoln Avenue Corridor represents an important recreational and ecological asset to the community and is already adversely impacted by damming, pollution, and channelization. Planting palettes that further exacerbate the ecological degradation of the Arroyo Seco, must be disbanded for more suitable alternatives.

Date Palms (*Phoenix dactylifera*) offer a lower canopy height and over double the canopy span to that of the Mexican Fan Palm. The date palm growth habit can



PARKLET ROAD DIET & FARMERS' LOFTS | EXPERIENTIAL VIEW

offer pedestrians a comfortable street experience conferring high quality shade on what is presently an overly exposed and inhospitable walkway. This plan proposes densifying the tree canopy over 300% in commercially oriented areas, increasing the tree planting frequency of palms from 75' to 25', providing a consistent dappled experience for pedestrians.

Date palms tolerate high salinity soils making them suitable for greywater irrigation strategies (as exhibited in the "Farmers' Lofts Concept"). Female fruiting date palms are proposed for stretches along Lincoln Avenue that share adjacency with proposed "Farmers' Lofts" and should be contractually maintained by the resident farmers. Female fruiting date palms if properly maintained can yield 300 lbs of fruit annually

that can be ripened within paper bags in-situ, making the fruit ideal for growth adjacent to road ways that would otherwise deposit exhaust on less-suitable fruit species.

Beyond date palms, opportunities to increase tree canopy cover along Lincoln Avenue ought to adopt tree planting palettes that strengthen a sense of rapport with the nearby Arroyo Seco. This plan outlines street design strategies that reimagine stormwater management along Lincoln Avenue in the form of riparian bioswales that connect to the ecological heritage of the foothills and support street trees adapted to ephemeral stream conditions. Native Sycamores, White Alder and Coast Live Oak trees are proposed for stretches of Lincoln Avenue that support single-family detached housing.

Objective 3 : Incentivize the relocation of legal non-conforming uses

Shifting this industrial and limited commercial corridor into a neighborhood-oriented district demands a transition away from present land uses that detract from the human experience. Although the Lincoln Avenue Specific Plan in 2013 codified land use changes that favor a pedestrian and neighborhood-oriented vision, grandfathered non-conforming uses still dominate the corridor to this day. Incentivizing the relocation of non-conforming industries to hasten this transition will be essential to reclaiming the character of this corridor to better serve its residents.

Predating the implementation of redlining, racialized zoning laws were used by local governances to segregate communities across the United States and concentrate unfavorable land uses within communities of color. Addressing this discriminatory past demands

a more proactive approach and different incentive strategies ought to be employed to relocate industries with unfavorable externalities.

Development contracts for the proposed investment projects outlined in this document can serve as leverage for relocating the many construction and construction material industries that line Lincoln Avenue. These contracts would be issued with the stipulation that revenue garnered would finance the non-conforming use's relocation to a more suitable area, and where applicable be used to recoup that business's investment. More traditional forms of subsidy and tax-credits can also be employed to relocate non-conforming businesses with little potential for public works contracts.

Objective 4 : Reimagine the 210-Freeway underpass with community generated artworks

The 210-Freeway underpass is to be beautified with community generated artworks, reimagining the unsightly infrastructure as a gateway into the newly designed community. This threshold will attempt to reclaim the racist legacy of the 210-Freeway and signal to visitors and residents that they are entering a

space of expression and community. A complimentary feature to the *Orchard and Art Park* to the South, this project will provide more opportunities for the robust artist communities within Altadena and Pasadena to gain employment contracts with the city.

REFERENCES

- 1.) Robert K. Nelson, LaDale Winling, Richard Marciano, Nathan Connolly, et al., "Mapping Inequality," American Panorama, ed.
- 2.) Fleischer, M. (2020, June 24). L.A.'s freeways might be the most racist monuments in California. Retrieved May 10, 2021, from <https://www.latimes.com/opinion/story/2020-06-24/bulldoze-la-freeways-racism-monument>
- 3.) Ramirez, B. (2021, March 15). Black History in Pasadena. Retrieved May 10, 2021, from <https://www.anoisewithin.org/black-history-in-pasadena/>
- 4.) Silver, C. (1991). The racial origins of zoning: Southern cities from 1910–40. *Planning Perspectives*, 6(2), 189-205. doi:10.1080/02665439108725726
- 5.) Lincoln Avenue Specific Plan (Rep.). (2013, October 21). Retrieved May 10, 2021, from City of Pasadena website: <https://www.cityofpasadena.net/planning/wp-content/uploads/sites/30/Lincoln-Avenue-Specific-Plan-1.pdf?v=1612116056282>
- 6.) Zack, M. (n.d.). Altadena's Commercial History. Retrieved May 10, 2021, from <https://altadenaheritage.org/altadenas-commercial-history/>
- 7.) Perry, A. M., & Harshbarger, D. (2019, October 14). America's formerly redlined neighborhoods have changed, and so must solutions to rectify them. Retrieved May 10, 2021, from <https://www.brookings.edu/research/americas-formerly-redlines-areas-changed-so-must-solutions/>
- 8.) Miralles, P. (Director). (2019, April 10). Can't We All Get Along?: The Segregation of John Muir High School [Video file]. Retrieved May 10, 2021, from <https://www.getalongfilm.com/>
- 9.) California News Wire Services (2018, October 31). Pasadena Unified To Close Cleveland Elementary School. Retrieved May 10, 2021, from <https://patch.com/california/pasadena-ca/pasadena-unified-close-cleveland-elementary-school>
- 10.) Eisenhower, E. In poor health: Supermarket redlining and urban nutrition. *GeoJournal* 53, 125–133 (2001). <https://doi.org/10.1023/A:1015772503007>
- 11.) Thomas, Sandra (2021, February 19). Reparations in Altadena and Pasadena [Verbal Presentation]. Reparation in Altadena and Pasadena: A Community Conversation <https://ucr.zoom.us/j/91304578092>
- 12.) Bautista, E. (2021, February 17). Series: Roses of Color, Black & Brown Owned Businesses in Dena - Pasadena & Altadena, CA: PASADENA CLSC & LAFOI Clothing. Retrieved May 10, 2021, from <https://culturehoney.com/series-roses-of-color-black-brown-owned-businesses-in-dena-pasadena-altadena-ca-pasadena-clsc-lafoi-clothing/>
- 13.) Halsell, B. (2021, April 01). Perry's Joint: Sandwiches Crafted with Love for the Community . Retrieved May 10, 2021, from <https://lasentinel.net/perrys-joint-sandwiches-crafted-with-love-for-the-community.html>
- 14.) Lu, I. (2021, April 06). Food Apartheid: What Does Food Access Mean In America? Retrieved May 10, 2021, from <https://nutritionstudies.org/food-apartheid-what-does-food-access-mean-in-america/>
- 15.) Newman, A. P. (2020, January 29). From Food Deserts to Supermarket Redlining: Making sense of food access in Atlanta. Retrieved May 10, 2021, from <https://www.atlantastudies.org/2018/08/14/jerry-shannon-from-food-deserts-to-supermarket-redlining-making-sense-of-food-access-in-atlanta/>

16.) Arroyo Seco Foundation (n.d.). The Arroyo Seco Watershed. Retrieved May 10, 2021, from <https://www.arroyoseco.org/watershed.htm>

17.) Locke, D., Hall, B., Grove, J. M., Pickett, S. T., Ogden, L. A., Aoki, C., ... O'Neil-Dunne, J. P. (2020, January 6). Residential housing segregation and urban tree canopy in 37 US Cities. <https://doi.org/10.1038/s42949-021-00022-0>

18.) The Heat is On: A Trust for Public Land Special Report (Rep.). (n.d.). Retrieved May 10, 2021, from https://www.tpl.org/sites/default/files/The-Heat-is-on_A-Trust-for-Public-Land_special-report.pdf

19.) Redlining—and Greening—of Cities. What's the Connection? [Web log post]. (2020, January

16). Retrieved May 10, 2021, from <https://www.americanforests.org/blog/redlining-and-greening-of-cities-whats-the-connection/>

20.) Harnack L, Oakes JM, Elbel B, Beatty T, Rydell S, French S. Effects of Subsidies and Prohibitions on Nutrition in a Food Benefit Program: A Randomized Clinical Trial. *JAMA Intern Med.* 2016;176(11):1610–1619. doi:10.1001/jamainternmed.2016.5633

21.) Hendrix, M., & Bowdish, L. (n.d.). Food Truck Nation (Rep.). Retrieved May 13, 2021, from U.S. Chamber of Commerce Foundation website: <https://www.foodtrucknation.us/wp-content/themes/food-truck-nation/Food-Truck-Nation-Full-Report.pdf>

22.) Cash, A., & Zuk, M. (2019, July 12). Investment Without Displacement: From Slogan to Strategy. Retrieved May 13, 2021, from <https://shelterforce.org/2019/06/21/investment-without-displacement-from-slogan-to-strategy/>

23.) Pastor, M., Carter, V., & Abood, M. (2018, October). Rent Matters: What are the Impacts of Rent Stabilization Measures? (Rep.). Retrieved May 13, 2021, from USC Dornsife Program of Environmental and Regional Equity website: https://dornsife.usc.edu/assets/sites/242/docs/Rent_Matters_PERE_Report_Final_02.pdf

24.) Panganiban, J., & Ocubillo, R. A. (2014, September). CITYWIDE ASSESSMENT OF PARKLETS & PLAZAS (Rep.). Retrieved May 13, 2021, from San Francisco Planning Department website: https://groundplaysf.org/wp-content/uploads/JP_RAO_Citywide-Assessment-Report_Report_2014.pdf

GIS DATA REFERENCES

Historical Redlining Map:

Robert K. Nelson and Edward L. Ayers, accessed May 14, 2021, <https://dsl.richmond.edu/panorama/redlining/>

Traffic Density/

Adults without a High School Education:

CalEnvironScreen 3.0. (2018). California Office of Environmental Health Hazard Assessment. from <https://oehha.ca.gov/calenviroscreen/report/calenviroscreen-30>

Park Walkability:

ParkServe Database. (2018). Trust for Public Land from <https://www.tpl.org/parkserve/downloads>

Unsheltered Homeless Population:

2020 Homeless Count by Community/City. (2020). Los Angeles Homeless Services Authority from <https://www.lahsa.org/data?id=45-2020-homeless-count-by->

