

# ECONOMIC DEVELOPMENT STRATEGIC FRAMEWORK:



# DEMOGRAPHIC PROFILES AND LAND USE ASSESSMENT



# CENTRAL CITY

## DEMOGRAPHIC PROFILE



<b>Population</b>	<p>The resident population of the Central City focus area is 609,635, third (out of eight) largest in the city. The area has experienced slight residential growth, 3.11%, from 1990-2000 increasing its population from 591,241 to 609,635. The average household size is 2.5 with a median income level of \$32,403, in 2000.</p>
<b>Ethnic/Race</b>	<p>Latinos are the predominant ethnic group within the Central City area. Latinos account for 45% of the total resident population. Whites, Asians and African Americans follow with 28%, 17%, and 6% respectively. The area has seen notable changes from 1990-2000 in both the Asian population with a 14% increase and the White resident population with a 10.3% decrease in residents.</p>
<b>Education</b>	<p>Fifty-one percent of the Central City area resident population over age 24 has an educational attainment level at or below high school level. Twenty-nine percent have received either a Bachelor or Advanced degree. Over the period of 1990-2000, there has been an positive gain in educational attainment with increases in the number of Bachelor's degrees, 33%, and advanced degrees, 16%, holding residents.</p>
<b>Employment Rate</b>	<p>According to the Census 2002, the Central City area has an average unemployment rate of 9.89%. The area's workforce participation rate is moderate with 60.5%.</p>
<b>Crime</b>	<p>From the period of 2003 - 2004, the number of Part 1 crime offenses (violent crimes and robberies) has seen a 9.3% decrease.</p> <p>(Please note that the police department combines Central (less Hollywood), Downtown and Eastside regions, as defined by this report, into the Central Bureau)</p>



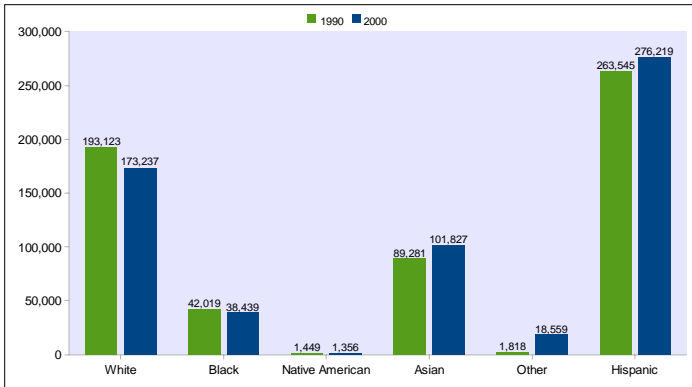
# CENTRAL CITY

## DEMOGRAPHIC PROFILE



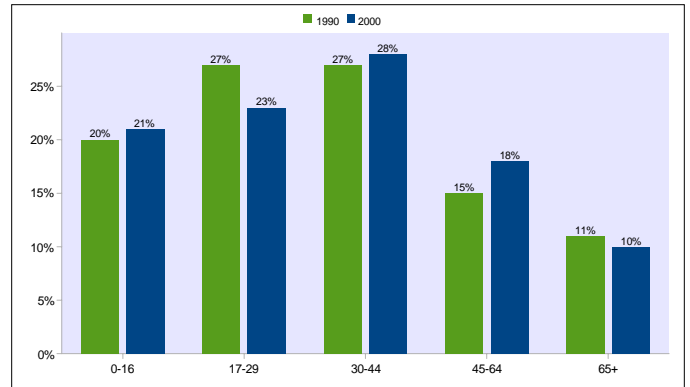
<b>Population</b>	<b>609,635</b>	<b>Median Income</b>	<b>\$32,403</b>	<b>Avg. Household Size</b>	<b>2.5</b>
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**Ethnic Profile (1990 & 2000)**

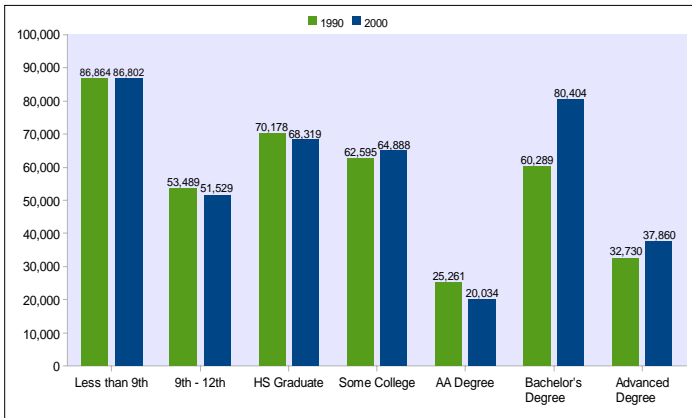


Asian includes: Asian, Indian and Pacific Islander  
 Other Includes: Other and Multi-racial.

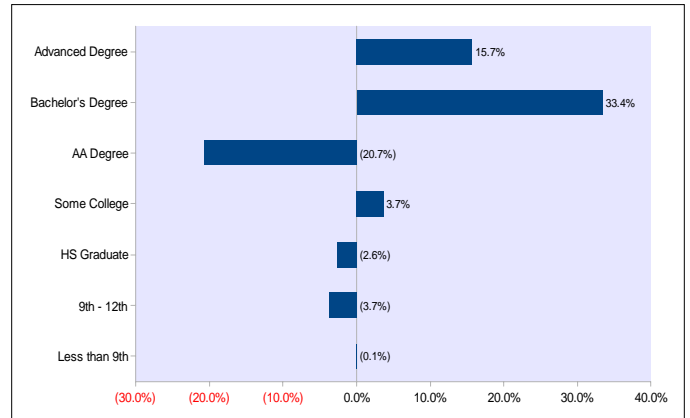
**Age Distribution (% of Total Area Population)**



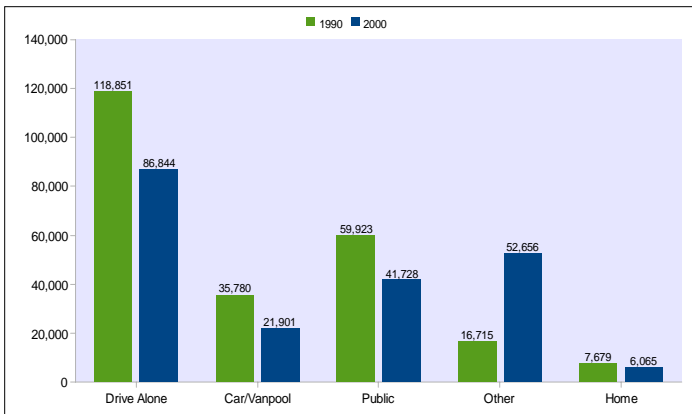
**Educational Attainment (Total Number of Residents)**



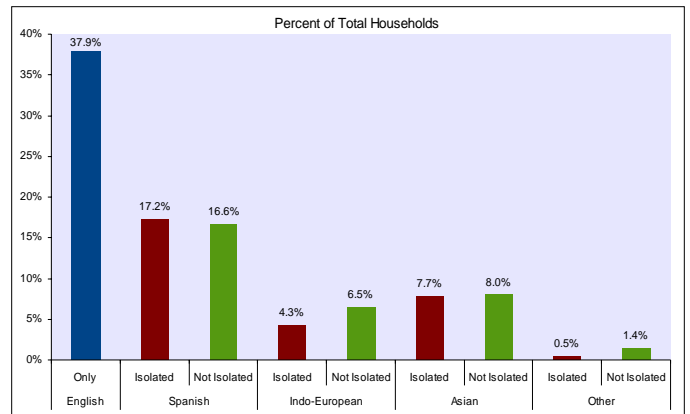
**Educational Attainment (% Change 1990-2000)**



**Mobility: Transportation to Work 1990-2000**



**Language Spoken At Home 2000**



**All Data – Source:** Department of Planning, City of Los Angeles, 2000 US Census



## CENTRAL CITY

### LAND USE ASSESSMENT OVERVIEW



<b>Land Use</b>	The predominant land use within the Central City area is in the commercial category with roughly 1,100 net acres and more than 40 million square feet. Industrial and institutional land use accounts for roughly 10M and 13M square feet respectively. This spread should continue given the very limited supply of sites for development in Central City during FY 2006.
<b>New Construction</b>	New building permits for commercial office development demonstrated a significant increase from FY 2004 climbing from roughly 130,000 sf. to 400,000 sf. for FY 2005. A majority of this permit activity is associated with the development along both the Hollywood and Wilshire Corridors. Given the continued tightness of the Class A segment, it is anticipated that the trend of building permits for this segment will continue. Industrial permits remained restrained given the limited land available for industrial development.
<b>Major Developments</b>	The trend for higher density mixed-use projects will continue as the availability of land continues to be scarce for all types of development in the Central City. In addition, there are many transportation oriented development opportunities that are being explored around the Metro Red Line portals. Recent developments include: <ul style="list-style-type: none"><li>➤ <b>Wilshire –Vermont</b> \$75M - Mixed Use and Cultural Center</li><li>➤ <b>Mid-Town Plaza</b> \$155M- Commercial Activity</li><li>➤ <b>Hollywood &amp; Vine</b> \$400M - Mixed Use with a 'W' Hotel, retail and restaurant space, grocery store, 150 condos, and 375 rental units</li></ul>

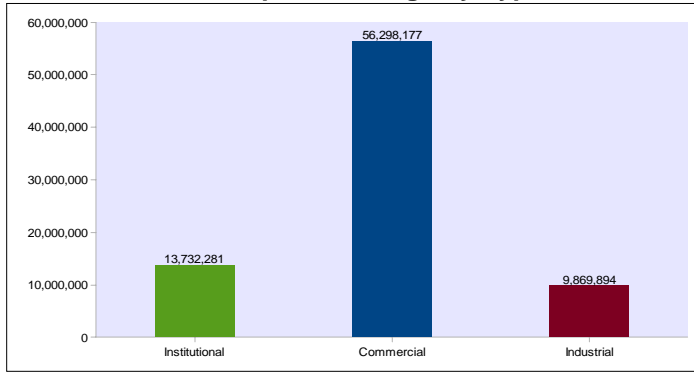


# CENTRAL CITY

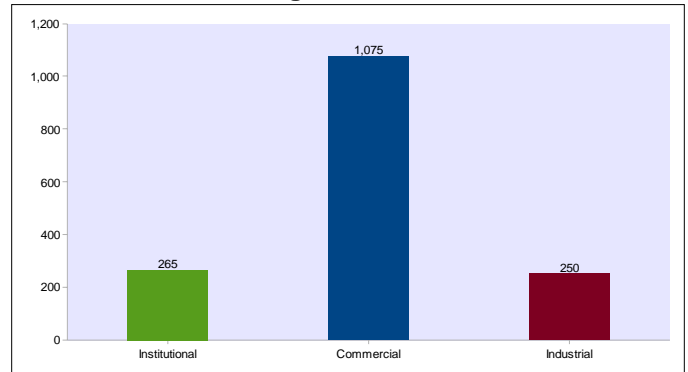
## LAND USE ASSESSMENT OVERVIEW



**Total Gross Square Footage by Type: 2002**



**Land Use Net Acreage: 2002**

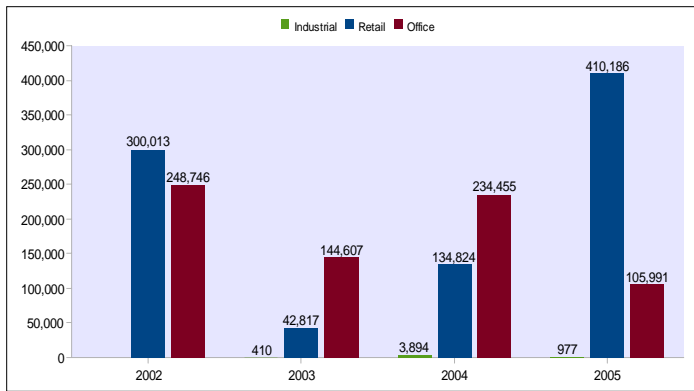


**Source:** Department of Planning, County Assessor Report 2002.

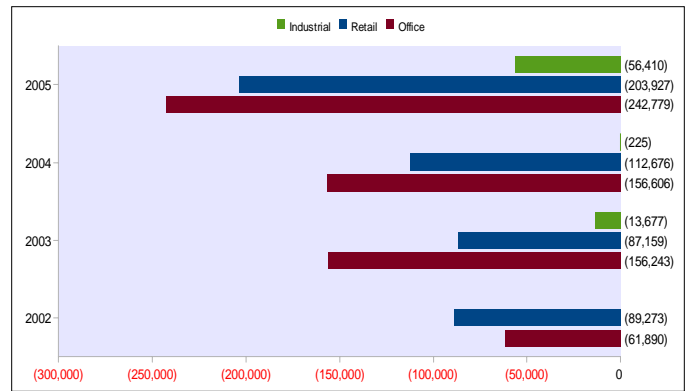
**Note:** gross Square Footage includes total surface area including stairwells, cafeterias and utilized office facilities. Commercial includes Retail, Office, Food, Amusement and Hotel/Motel, Institutional Healthcare and Institutional facilities.

Gross Square Footage indicates density of building facilities. A building with multiple floors will have a larger gross square footage. Net Acreage indicates the total parcel space.

**New Building Permit by Square Footage: FY 2002-05**

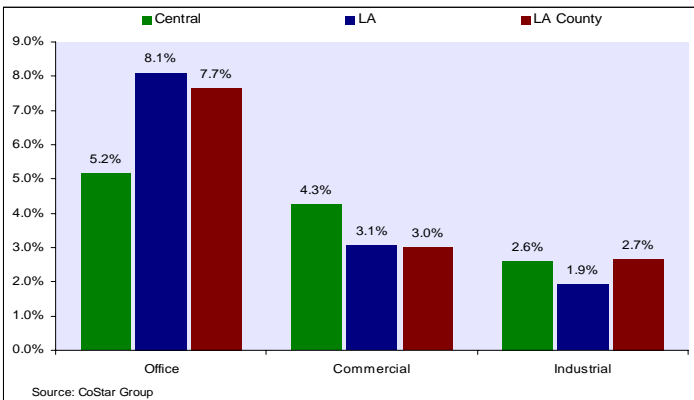


**Demolished Building Permit Request by Square Footage: FY 2002-05**

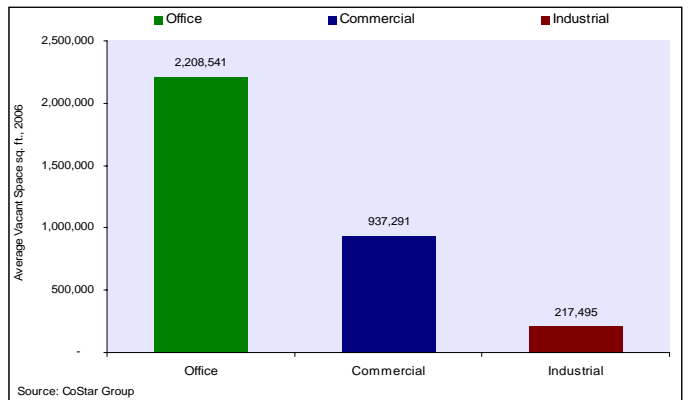


**Source:** Department of Planning, New building Permit Reports 2001-2005

**Average Vacancy Rates 2006**



**Central Average Vacant Space (sq ft) 2006**



**Note:** Average vacancy data for 2006 includes direct and sublet vacancies.



## DOWNTOWN CORE

### DEMOGRAPHIC PROFILE



<b>Population</b>	According to the 2000 US Census, the resident population in Downtown Los Angeles totals 49,279 ranking it eighth (out of eight) in terms of population. From the period of 1990-2000, Downtown has experienced a resident increase of 16.3% moving it from 42,367 in 1990. As the least populated area of the City, the average household size is 1.9, with a median family income of \$14,132.
<b>Ethnic/Race</b>	At present, the Downtown Core region is predominately Latino and Asian, both accounting for 34% and 29% respectively. African Americans follow with 21% and Whites account for 14% of the total population. The ten-year time period from 1990-2000 has shown more notable increases in the Asian and Black resident population, with 28% and 29% increases respectively.
<b>Education</b>	Seventy-one percent of the Downtown Core resident population over age 24 has an educational level at or below a high-school diploma with 7% having no formal education of any kind. The ten-year census change has shown increases in all categories of education, including a 51% increase in the number of residents with a 9-12th grade educational level with no high school graduation. Additionally, sustainable changes have been seen in the areas of some college and Bachelor's degrees with a 50% and 38% increase respectively.
<b>Employment Rate</b>	According to the Census 2002, the Downtown Core has a workforce participation rate of 34.1%, the lowest in the City. Against the City's rate of 9.6%, the unemployment in this area is the highest with 28.3%.
<b>Crime</b>	From the period of 2003- 2004, the number of offenses for Part 1 crimes (violent crimes and robberies) has seen a 9.3% decrease.  (Please note that the police department combines Central (less Hollywood), Downtown and Eastside regions, as defined by this report, into the Central Bureau)

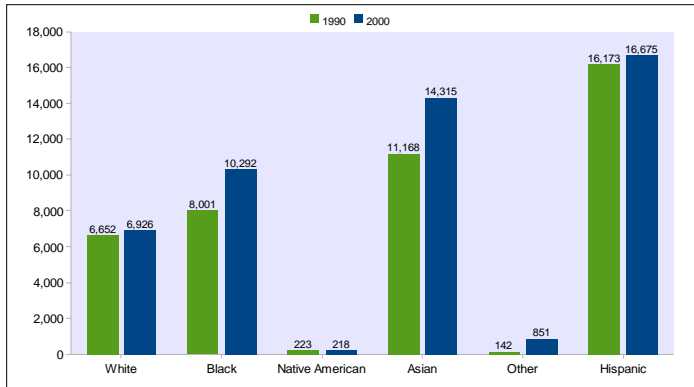


# DOWNTOWN CORE DEMOGRAPHIC PROFILE

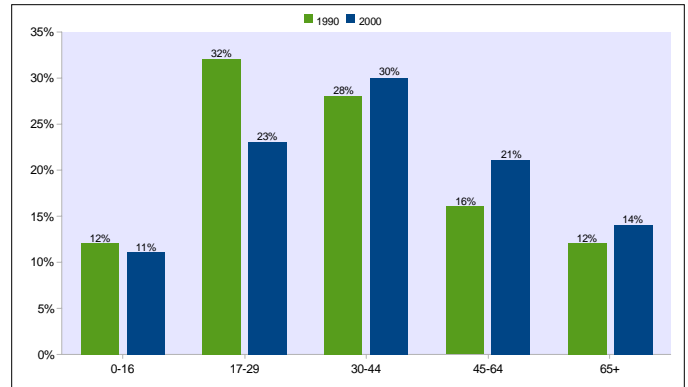


<b>Population</b>	<b>49,279</b>	<b>Median Income</b>	<b>\$14,132</b>	<b>Avg. Household Size</b>	<b>1.9</b>
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**Ethnic Profile**

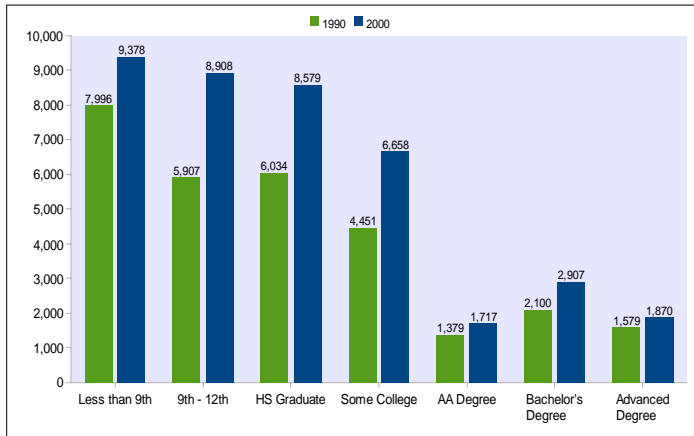


**Age Distribution (% of Total Area Population)**

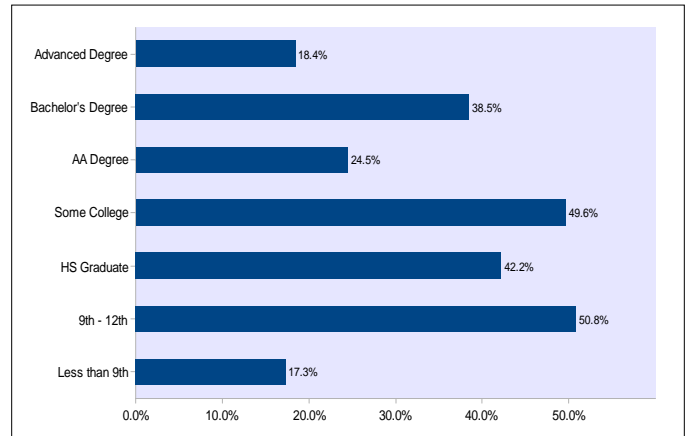


Asian includes: Asian, Indian and Pacific Islander  
Other Includes: Other and Multi-racial

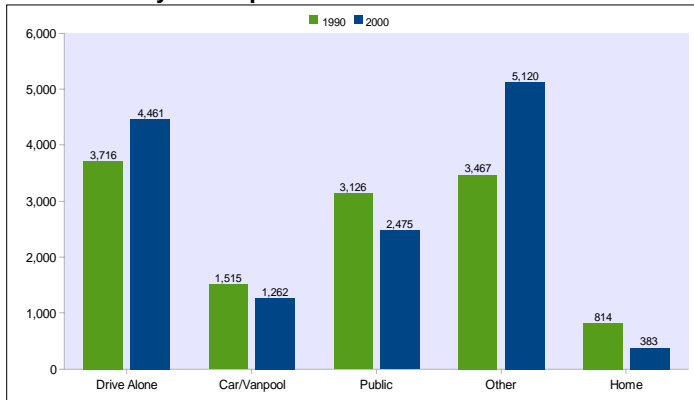
**Educational Attainment (Total Number of Residents)**



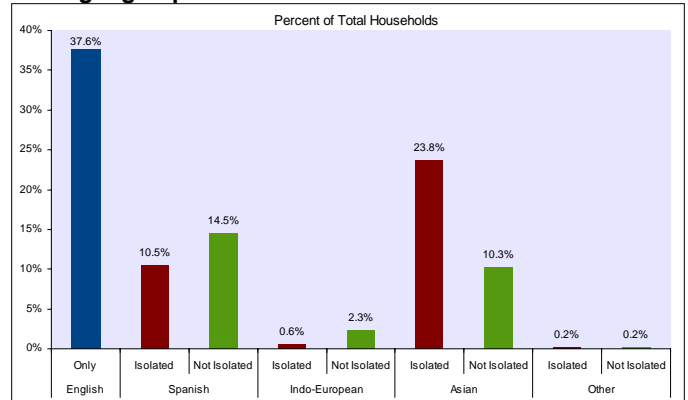
**Educational Attainment (% Change 1990-2000)**



**Mobility: Transportation to Work 1990-2000**



**Language Spoken at Home 2000**



**All Data – Source:** Department of Planning, City of Los Angeles, 2000 US Census



## DOWNTOWN CORE

### LAND USE ASSESSMENT OVERVIEW



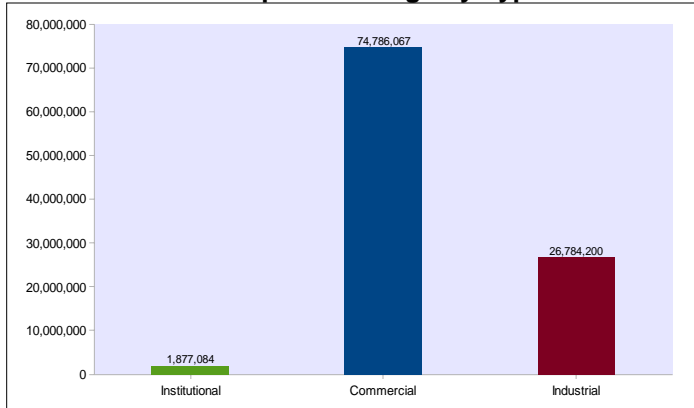
<b>Land Use</b>	<p>The predominant land use within the Downtown area is industrial usage which makes up roughly 570 acres occupies 27M square feet. This is followed by commercial land usage that covers roughly 430 acres and occupies 75M square feet. Given the recent trend of adaptive reuse transforming the area, it is anticipated that commercial usage will close the gap between industrial and commercial usage over the next two years.</p>
<b>New Construction</b>	<p>In comparison to prior year permit requests; during FY 2005 there was very little building permit activity. It is anticipated that there will be an increase in this area as the number of new permits requests increase during FY 2006 as a variety of larger projects move through the entitlement process in the City.</p>
<b>Major Developments</b>	<p>Recently, due to an expanding housing market, Downtown has been transformed into a high-end residential and professional services area. Progressive housing trends have created an inward movement of live-work and residential space. Additionally, developments in retail, hotels, dining and cultural/entertainment venues have emerged in anticipation of the residential and tourist growth. A large number of transformational small to mid-sized developments are underway in the educational, civic, and cultural industries. These projects serve to complement the major downtown projects, which include:</p> <ul style="list-style-type: none"><li>➤ <b>LA Live</b> \$1.3B – a mixed-use entertainment/retail district</li><li>➤ <b>Grand Avenue Project</b> \$1.8B – mixed-use commercial and residential development</li><li>➤ <b>Metropolis Project</b> \$900M – mixed-use project with 2.1M square feet of commercial, residential, and retail space.</li></ul>



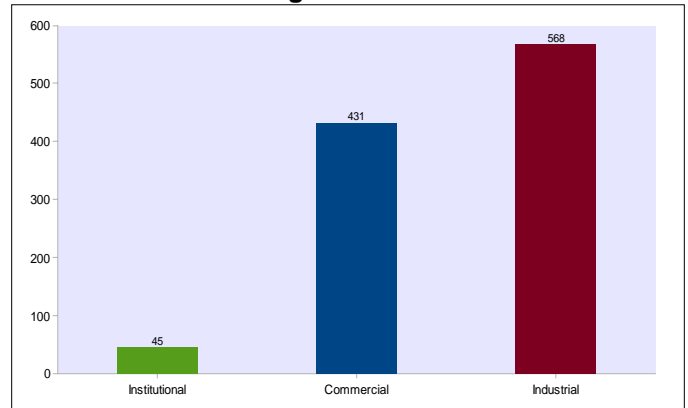
# DOWNTOWN CORE LAND USE ASSESSMENT OVERVIEW



**Total Gross Square Footage by Type: 2002**



**Land Use Net Acreage: 2002**

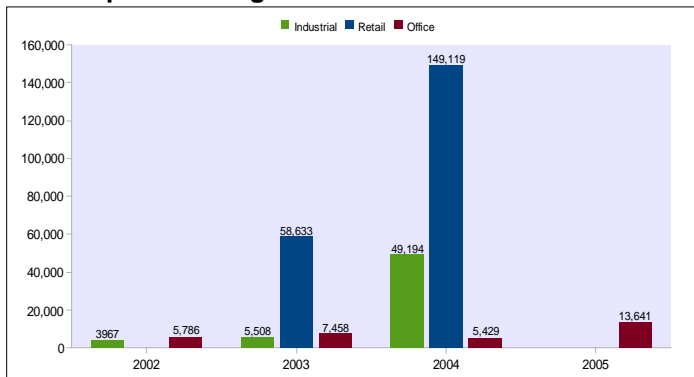


**Source:** Department of Planning, County Assessor Report 2002

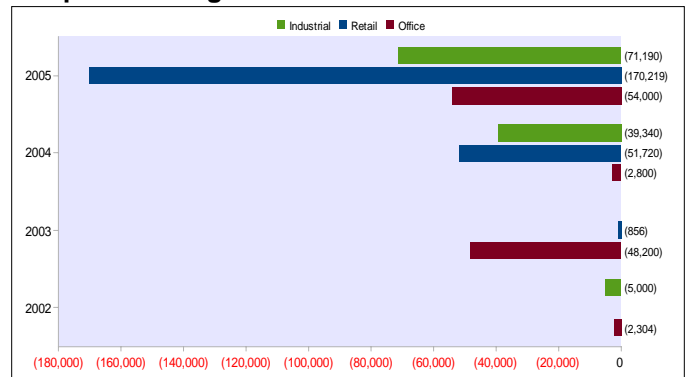
**Note:** gross Square Footage includes total surface area including stairwells, cafeterias and utilized office facilities. Commercial includes Retail, Office, Food, Amusement and Hotel/Motel. Institutional Healthcare and Institutional facilities

Gross Square Footage indicates density of building facilities. A building with multiple floors will have a larger gross square footage. Net Acreage indicates the total parcel space

**New Building Permit by Square Footage: FY 2002-05**

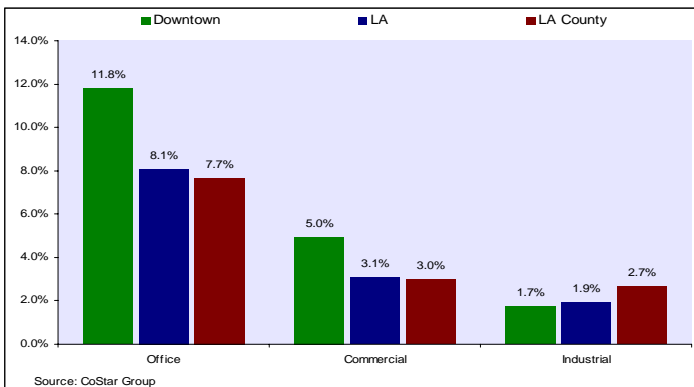


**Demolished Building Permit Request by Square Footage: FY 2002-05**

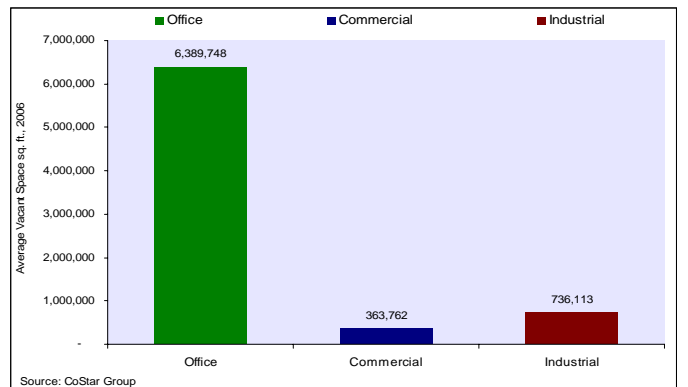


**Source:** Department of Planning, New building Permit Reports 2001-2005

**Average Vacancy Rates 2006**



**Downtown Average Vacant Space (sq ft) 2006**



**Note:** Average vacancy data for 2006 includes direct and sublet vacancies.



## EASTSIDE DEMOGRAPHIC PROFILE



<b>Population</b>	<p>The Eastside has the fourth largest (out of eight) resident population in the City of Los Angeles with 405,126 residents. This is a 1.3% decrease from 1990's 410,425 resident population total. The average household size of 3.3 is one of the densest in the City while the median income, \$31,993, places it slightly below the Central region area.</p>
<b>Ethnic/Race</b>	<p>Relative to other areas of the City, the Eastside has a substantially homogenous population with Latinos accounting for 71% of the total resident population. Asians and Whites follow with 14% and 12% respectively. The largest trend has been seen in the White and Black ethnic groups with a 19% decrease in White residents and a 13% increase in Black residents from the period of 1990-2000. The Latino population has grown in this region modestly by 1.6%.</p>
<b>Education</b>	<p>Sixty-five percent of the Eastside resident population over age 24 has an educational level at or below a high school diploma. Of the remaining 35%, 17% have obtained a Bachelor degree or higher with the remaining 19% having some college (AA degrees included). Strong improvement in educational attainment with 12% increase in Advanced degrees and 16% in Bachelor's degrees from 1990-2000.</p>
<b>Employment Rate</b>	<p>According to the Census 2002, the Eastside's unemployment rate of 10.42% is just below the average. Additionally, its workforce participation rate is moderate with slightly more than half of all working age residents participating in the labor force, 57.1%.</p>
<b>Crime</b>	<p>From the period of 2003 - 2004, the number of offenses for Part 1 crimes (violent crimes and robberies) has seen a 9.3% decrease.</p> <p>(Please note that the police department combines Central (less Hollywood), Downtown and Eastside regions, as defined by this report, into the Central Bureau)</p>



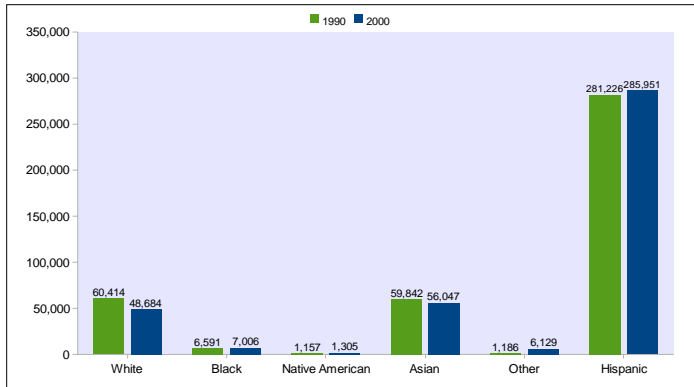
# EASTSIDE

## DEMOGRAPHIC PROFILE

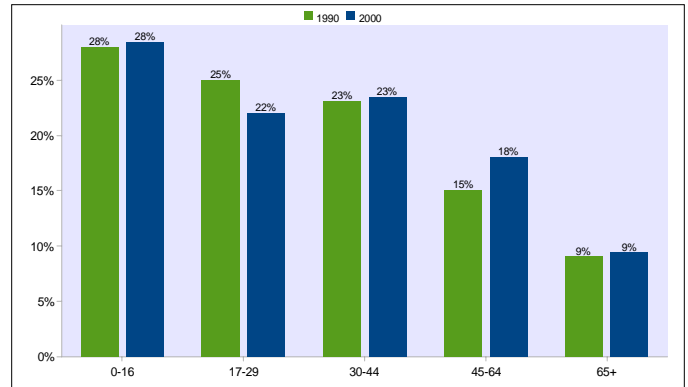


<b>Population</b>	<b>405,126</b>	<b>Median Income</b>	<b>\$31,993</b>	<b>Avg. Household Size</b>	<b>3.3</b>
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**Ethnic Profile**

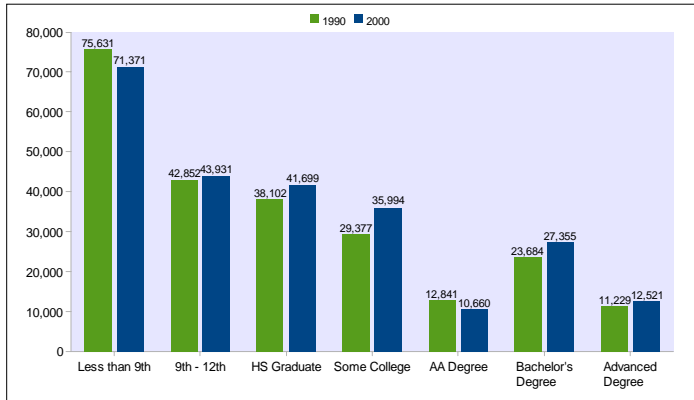


**Age Distribution (% of Total Area Population)**

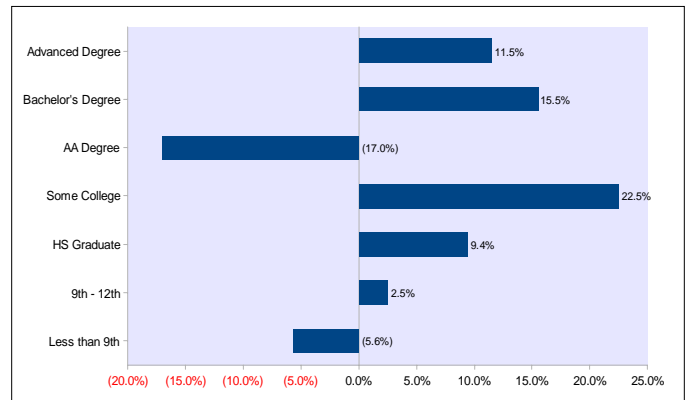


Asian includes: Asian, Indian and Pacific Islander  
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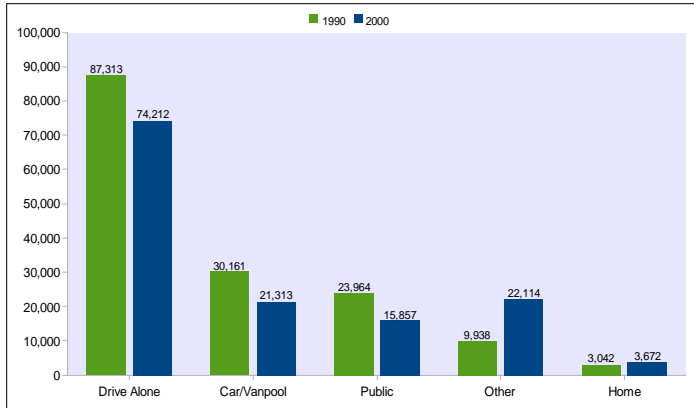
**Educational Attainment (Total Number of Residents)**



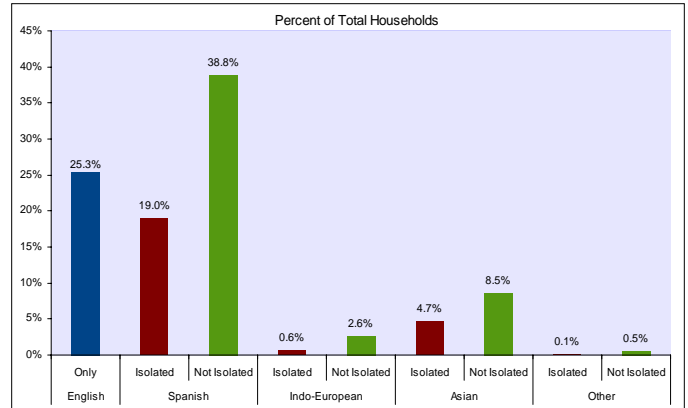
**Educational Attainment (% Change 1990-2000)**



**Mobility: Transportation to Work 1990-2000**



**Language Spoken at Home 2000**



All Data – Source: Department of Planning, City of Los Angeles, 2000 US Census



# EASTSIDE

## LAND USE ASSESSMENT OVERVIEW



<b>Land Use</b>	The Eastside commercial land usage comprises 11,000 acres and occupies 42M square feet. This is followed by institutional land usage that covers 3,800 acres land occupies roughly 5.2M square feet. Industrial land usage covers 1,300 acres. It is anticipated that the joint effort presently underway between the City and County to develop a Bio-Med research park will provide additional commercial and industrial usages during the next two to three years.
<b>New Construction</b>	During FY 2005 there was relatively little new building permits pulled in the Eastside. This should change during the later half of FY 2006 as new projects begin to emerge around the Sears and Bio-Medical Tech Park and begin the entitlement process in the City.
<b>Major Developments</b>	<p>Bio-Med has become a major development area on the Eastside. Plans for USC’s Biotech Park have accelerated to include Boyle Heights and encompass aspects of medical services and job training programs for low-to-moderate income residents of the community. Additionally, the expansion of the Gold Rail Line is projected to aid in the inward flow of businesses. There are a number of projects that are already in progress in order to bring large opportunities to the Eastside. Such projects include the “new build” industrial and commercial properties at the Taylor Yard, the Gold Line light rail extension into Highland Park, Lincoln Heights, and the Eastside Light rail in Boyle Heights. Additional developments include:</p> <ul style="list-style-type: none"> <li>➤ <b>BioMedical TechPark</b> \$1.0B – life sciences research and development park</li> <li>➤ <b>Sears Olympic Adaptive Reuse</b> \$450M- mixed-use, retail, senior housing, affordable and market rate condos</li> <li>➤ <b>Metro Gold Line Eastside Extension</b> \$900M – 6 mile extension of the Metro Gold Line from Union Station through Boyle Heights to East L.A.</li> <li>➤ <b>Colorado Terrace Senior Apartments</b> \$24M – 70 unit senior housing development project.</li> </ul>

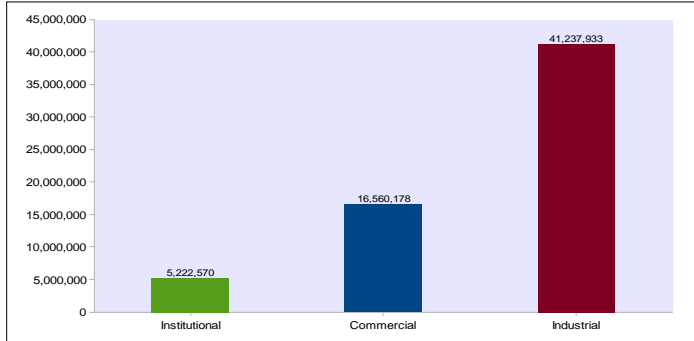


# EASTSIDE

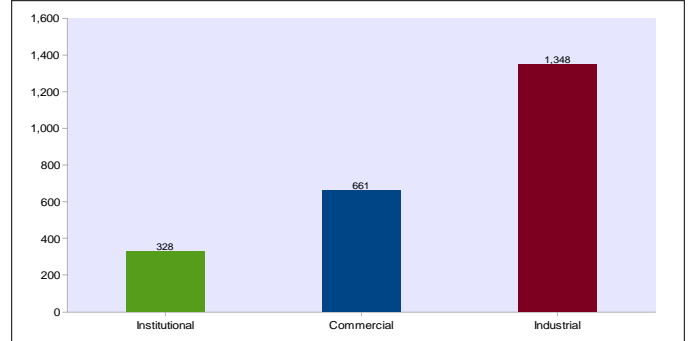
## LAND USE ASSESSMENT OVERVIEW



**Total Gross Square Footage by Type: 2002**



**Land Use Net Acreage: 2002**

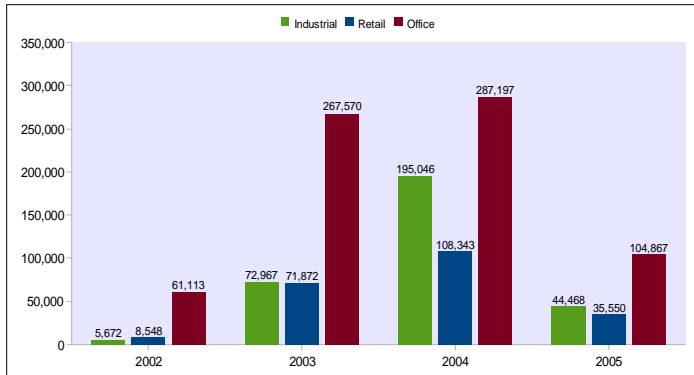


**Source:** Department of Planning, County Assessor Report 2002

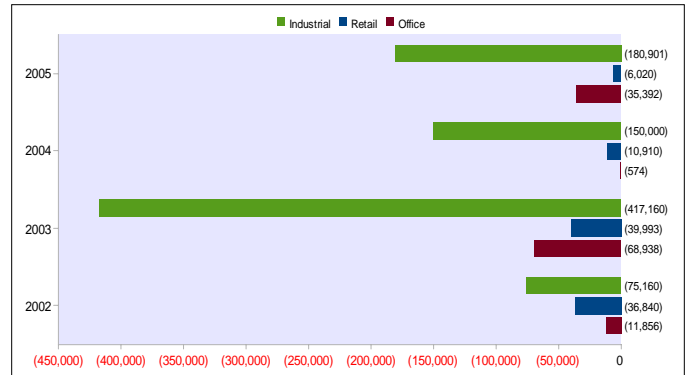
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**New Building Permit by Square Footage: FY 2002-05**

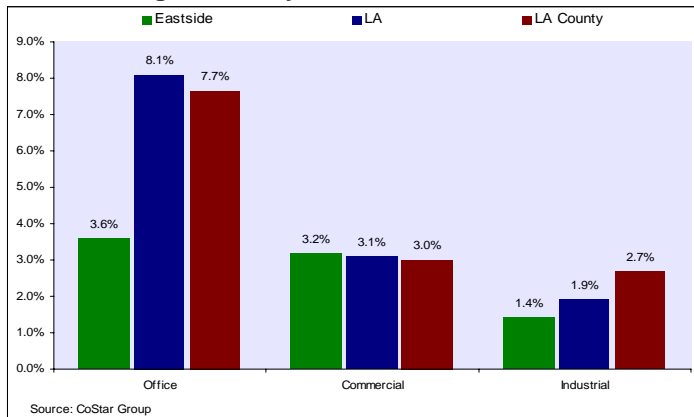


**Demolished Building Permit Request by Square Footage: FY 2002-05**

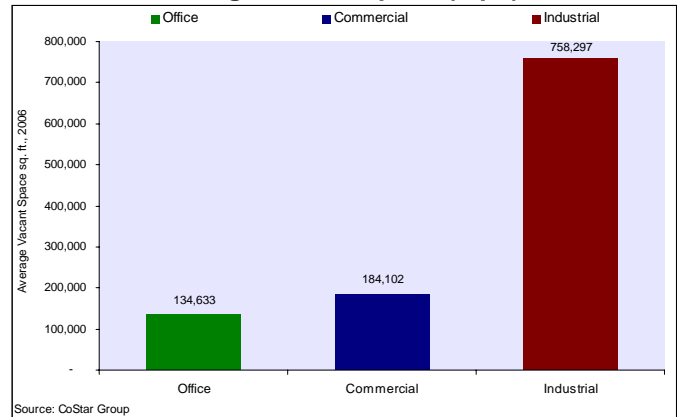


**Source:** Department of Planning, New building Permit Reports 2001-2005

**Average Vacancy Rates 2006**



**Eastside Average Vacant Space (sq ft) 2006**



**Note:** Average vacancy data for 2006 includes direct and sublet vacancies.



# HARBOR

## DEMOGRAPHIC PROFILE



<b>Population</b>	<p>The Harbor has the sixth largest (out of eight) resident population in the City of Los Angeles totaling 193,168 for 2000. The Harbor's population has increased by 6.1% between 1990 and 2000. The average household size in this market area is 3.1 with a median income for the area of \$35,288.</p>
<b>Ethnic/Race</b>	<p>Latinos account for the largest ethnic group with 56% of the total resident population, followed by Whites with 25%. Blacks and Asians both account for roughly 8% each. The area has seen a substantial change in the number of white and Latino residents. White residents have decreased by 25% while Latino residents have increased to 108,966 from 86,938 in 1990 for a 25% change.</p>
<b>Education</b>	<p>Sixty percent of the Harbor resident population over age 24 has an educational attainment level at or below a high-school diploma. An additional 5% have no formal education of any kind. Over the last ten year time period, the largest change has occurred in the number of residents with advanced degrees with a 23% increase.</p>
<b>Employment Rate</b>	<p>The Harbor has an unemployment rate of 8.79%, less than the citywide average of 11.65%. The workforce participation rate is moderate with slightly more than half of all working age residents participating in the labor force, 59.3%.</p>
<b>Crime</b>	<p>From the period of 2003 - 2004, the number of offenses for Part 1 crimes (violent crimes and robberies) has seen a 10.5% decrease.</p> <p>(Please note that the police department combines Central (less Hollywood), Downtown and Eastside regions, as defined by this report, into the Central Bureau)</p>



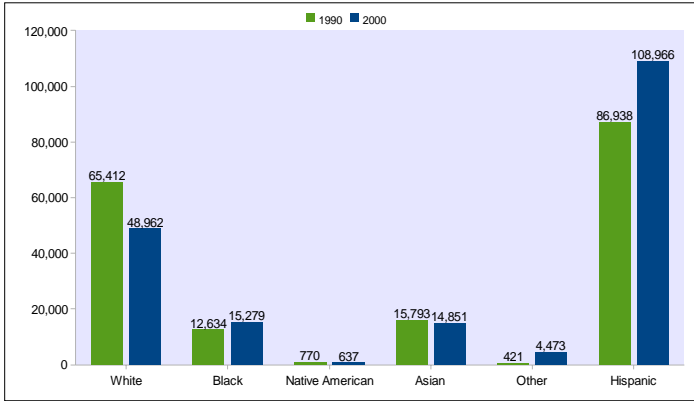
# HARBOR

## DEMOGRAPHIC PROFILE



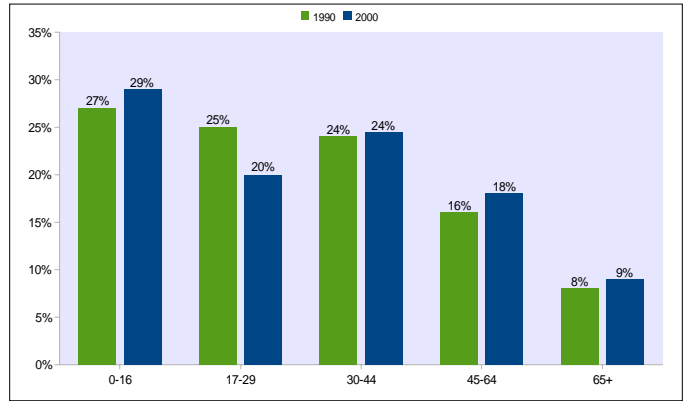
<b>Population</b>	<b>193,168</b>	<b>Median Income</b>	<b>\$35,288</b>	<b>Avg. Household Size</b>	<b>3.1</b>
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**Ethnic Profile**

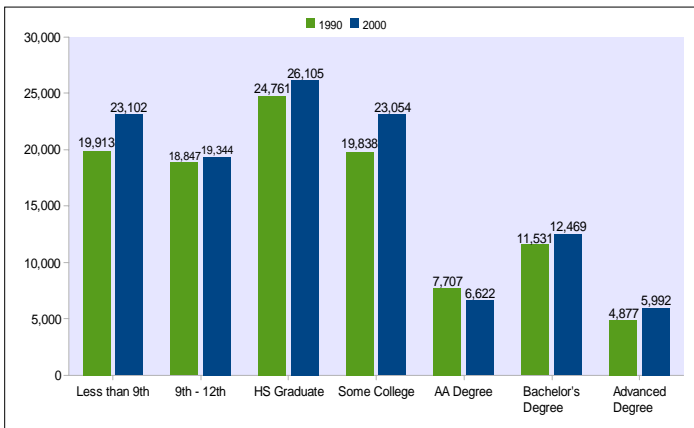


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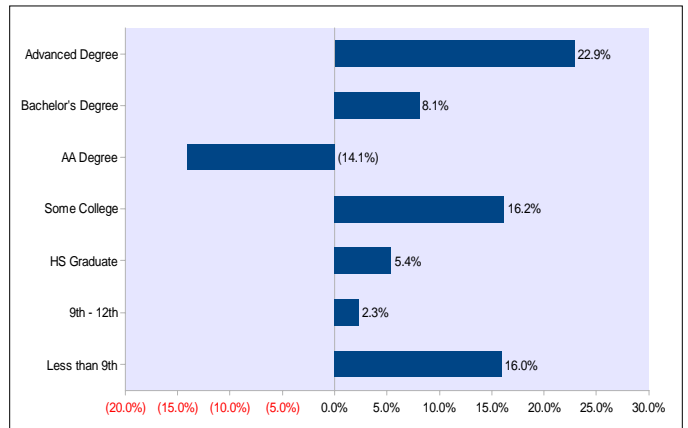
**Age Distribution (% of Total Area Population)**



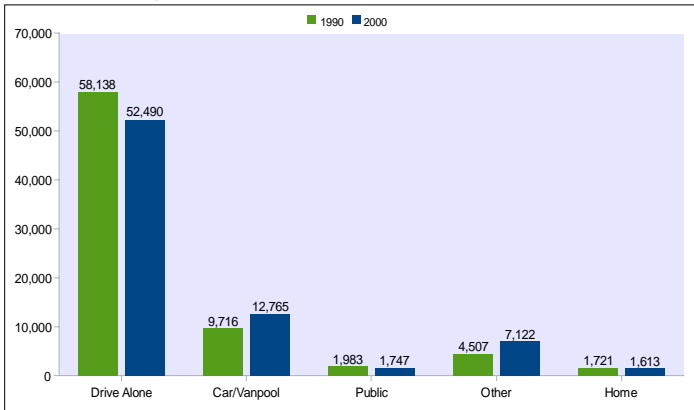
**Educational Attainment (Total Number of Residents)**



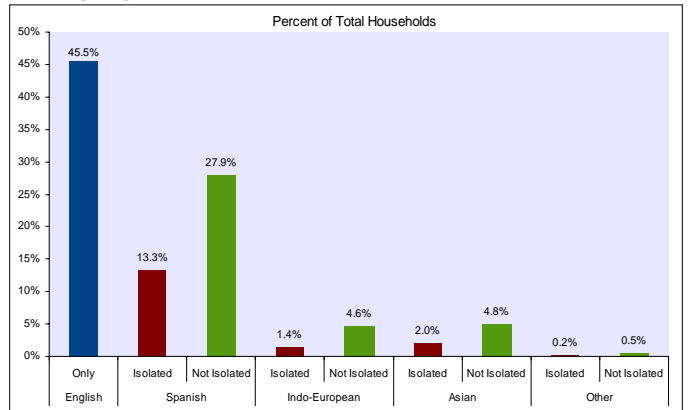
**Educational Attainment (% Change 1990-2000)**



**Mobility: Transportation to Work 1990-2000**



**Language Spoken at Home 2000**



All Data – Source: Department of Planning, City of Los Angeles, 2000 US Census



# HARBOR

## LAND USE ASSESSMENT OVERVIEW



<b>Land Use</b>	The predominant land use within the Harbor area is industrial and covers 875 acres occupying 23M square feet. This is followed by commercial land usage that covers 500 acres and 12M square feet.
<b>New Construction</b>	New building permit activity was limited during FY 2005 to roughly 200,000 square feet of office and retail developments. As evidenced by land use and the limited supply of land sites available for usage, industrial did not incur permit request for new developments.
<b>Major Developments</b>	<p>The Alameda Corridor – a \$2.4 billion development project constitutes a major expansion of the area’s infrastructure. The high-speed 20-mile transportation corridor links San Pedro Ports with key transcontinental rail yards near Downtown Los Angeles. This corridor is expected to have a direct impact on the Harbor area’s growth in international trade.</p> <ul style="list-style-type: none"><li>➤ <b>San Pedro Transit Center</b> - \$6M – two story parking structure and transit center providing bus bays and inter-line transfers.</li><li>➤ <b>Union Ice Company</b> - \$15M – expansion of cold storage facility by 80,000 square feet and environmental remediation of site.</li></ul>

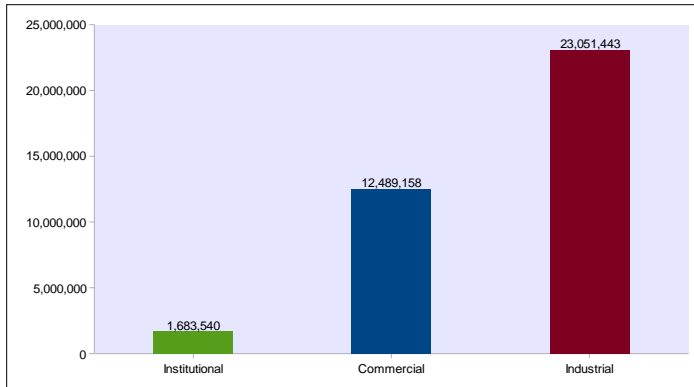


# HARBOR

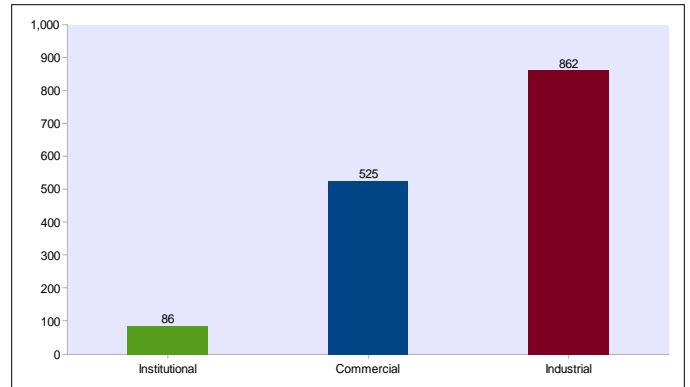
## LAND USE ASSESSMENT OVERVIEW



**Total Gross Square Footage by Type: 2002**



**Land Use Net Acreage: 2002**

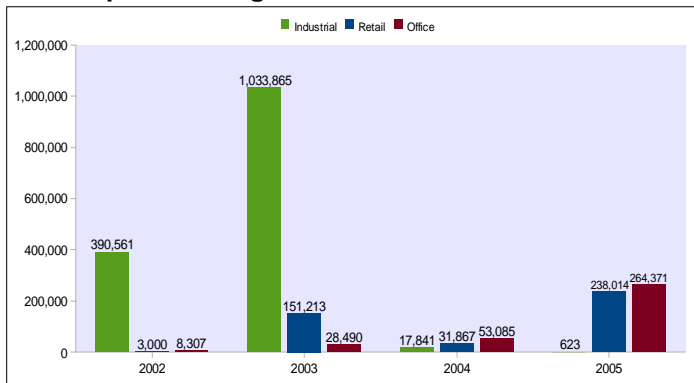


**Source:** Department of Planning, County Assessor Report 2002

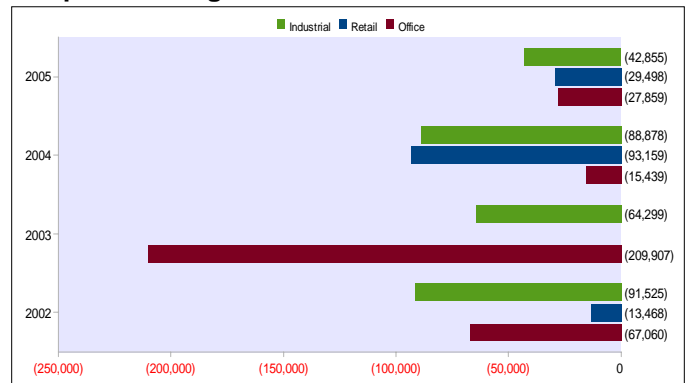
**Note:** gross Square Footage includes total surface area including stairwells, cafeterias and utilized office facilities. Commercial includes Retail, Office, Food, Amusement and Hotel/Motel. Institutional Healthcare and Institutional facilities

Gross Square Footage indicates density of building facilities. A building with multiple floors will have a larger gross square footage. Net Acreage indicates the total parcel space

**New Building Permit by Square Footage: FY 2002-05**

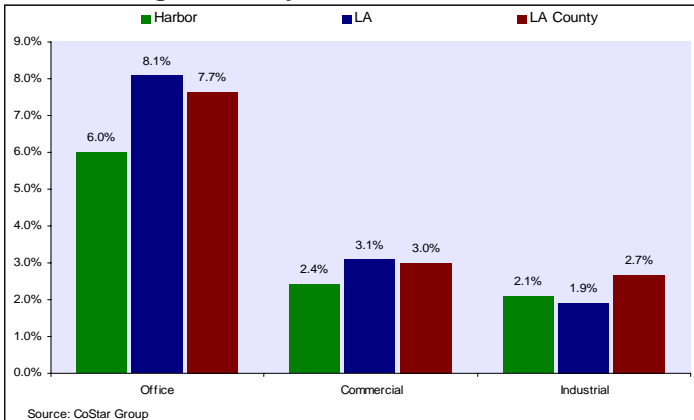


**Demolished Building Permit Request by Square Footage: FY 2002-05**

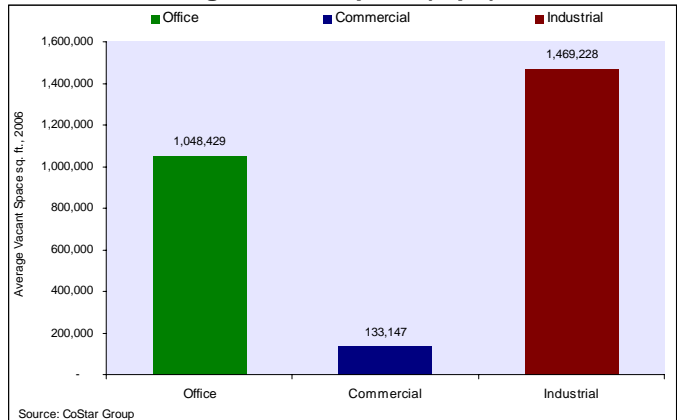


**Source:** Department of Planning, New building Permit Reports 2001-2005

**Average Vacancy Rates 2006**



**Harbor Average Vacant Space (sq ft) 2006**



**Note:** Average vacancy data for 2006 includes direct and sublet vacancies.



# LAX

## DEMOGRAPHIC PROFILE



<b>Population</b>	LAX has the second to last resident population in the City of Los Angeles with a total population of 51,372 in 2000. The area population has increased by 7.02% from 48,003 in 1990. The average household size is 2.2 with a median income of \$62,264.
<b>Ethnic/Race</b>	Whites account for 56% of the total LAX population with Blacks and Latinos totaling in at 15% each. The Asian population accounted for 9% of the 51,372 residents. LAX has seen a 116% increase in the number of Black residents moving from 3,494 in 1990 to 7,552 by 2000. Additionally, the area has also seen increases in all ethnic groups with a resident decline of 16%, found in the White resident population.
<b>Education</b>	LAX is characterized by a large proportion of residents with advanced educational attainment. Sixty-eight percent of the population aged over 24 have obtained a high school diploma or higher degree including 46% of which have Bachelor's degrees or higher. Educational trends show that the area has increased the number of residents with bachelors and advanced degrees by 16% and 11% respectively during the period of 1990-2000.
<b>Employment Rate</b>	Compared to the rest of the City, LAX has a significantly low unemployment rate of 6.86%. This rate is second to the Westside. The LAX area has the highest workforce participation rate, 70.8%.
<b>Crime</b>	<p>From the period of 2003 - 2004, the number of offenses for Part 1 crimes (violent crimes and robberies) has decreased 12.9 percent.</p> <p>(Please note that the LA Police Department combines the Hollywood and LAX regions into West, as defined by this report, into the West Bureau)</p>



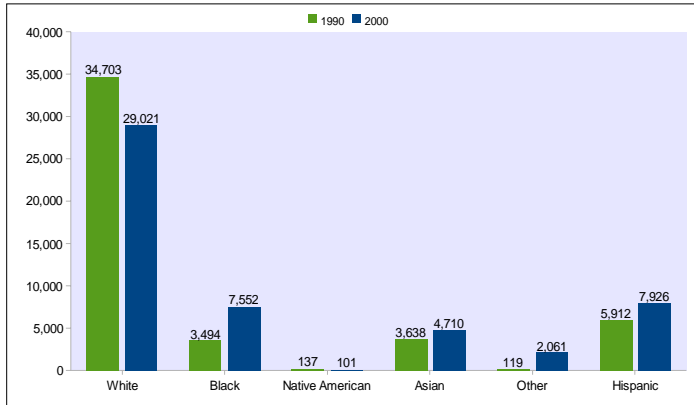
# LAX

## DEMOGRAPHIC PROFILE



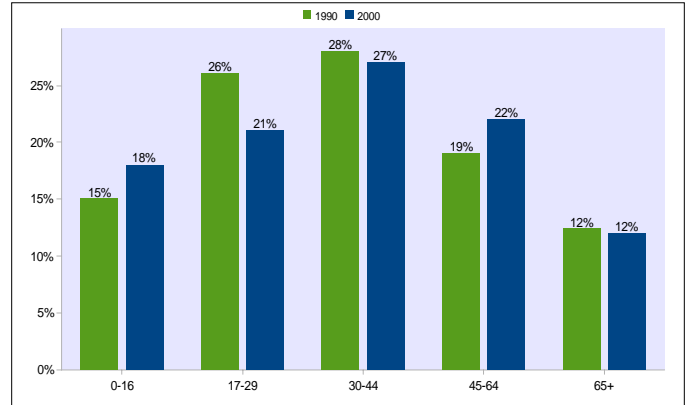
<b>Population</b>	<b>51,372</b>	<b>Median Income</b>	<b>\$62,264</b>	<b>Avg. Household Size</b>	<b>2.2</b>
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**Ethnic Profile**

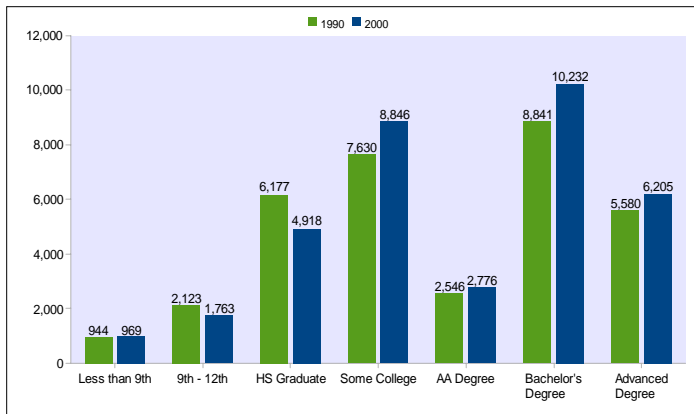


Asian includes: Asian, Indian and Pacific Islander  
 Other Includes: Other and Multi-racial

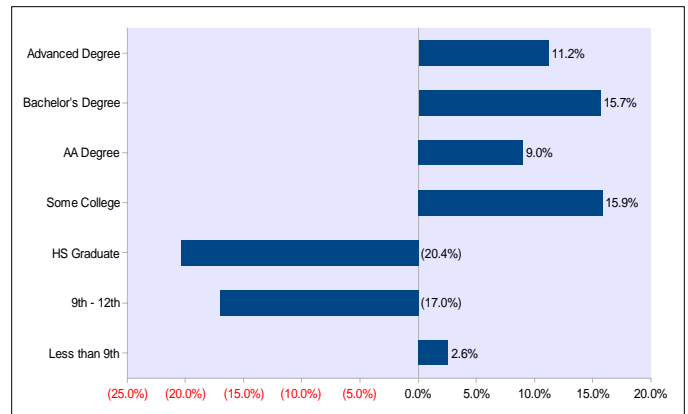
**Age Distribution (% of Total Area Population)**



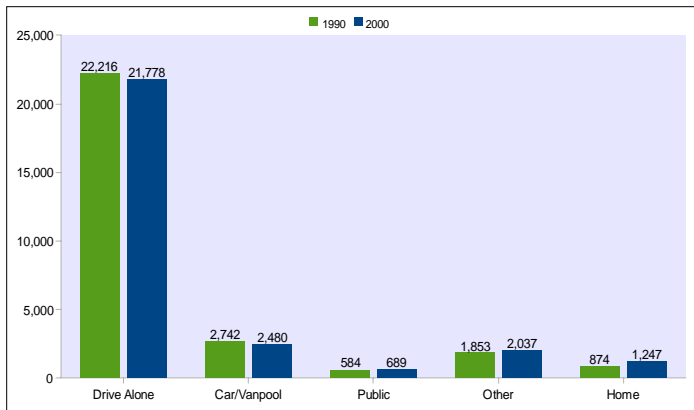
**Educational Attainment (Total Number of Residents)**



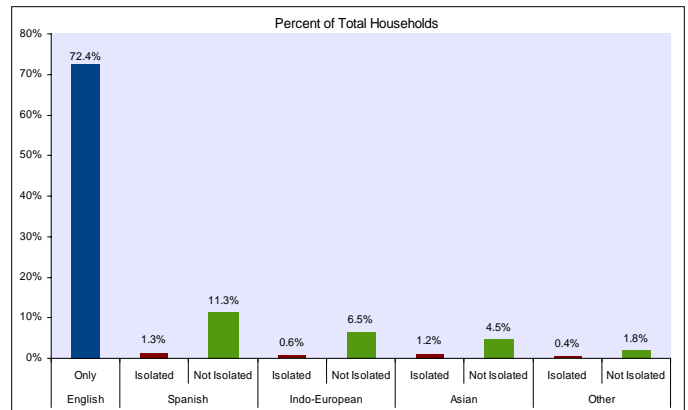
**Educational Attainment (% Change 1990-2000)**



**Mobility: Transportation to Work 1990-2000**



**Language Spoken at Home 2000**



**All Data – Source:** Department of Planning, City of Los Angeles, 2000 US Census



# LAX

## LAND USE ASSESSMENT OVERVIEW



<b>Land Use</b>	The predominant land use in the LAX area is industrial use that comprises 800 acres and occupies 4M square feet. This is followed by commercial land use that comprises 200 acres and occupies 16.5M square feet. With demand continuing to remain strong and very limited sites of developable parcels available this segmentation should remain fairly constant.
<b>New Construction</b>	Since FY 2002 there have been relatively few building permits requests with the total for all classes being less than 25,000 square feet in aggregate. This pattern is a due to a limited supply of industrial sites available for development and commercial vacancy rates that have run at a rate of 31.7%, the highest in the County. This trend is expected to continue into FY 2006.
<b>Major Developments</b>	<p>LAX will be moving forward with a scaled down expansion project to enhance public safety and operations at the international gateway airport. This will include the South Airfield Improvement Project and the development of new plans for future airport construction consistent with the Mayor's plans. LAX accounts for an annual economic impact of \$21B to the City and is estimated to create 59,000 jobs in or near the airport. With one in 20 jobs in the region attributable to LAX it serves as a vital entry point into the region behind only the Harbor<sup>1</sup>. In 2005, LAX set a new record for passenger volume by serving 61.5M passengers, handling 2.08M tons of airfreight and 2.1M tons of airmail and cargo. Major development in the LAX area include:</p> <p><b>LAX Expansion</b> - \$241M Runway relocation project</p> <p>[1] Los Angeles World Airports web site <a href="http://www.lawa.org">www.lawa.org</a> Los Angeles Business Journal, January 2006</p>

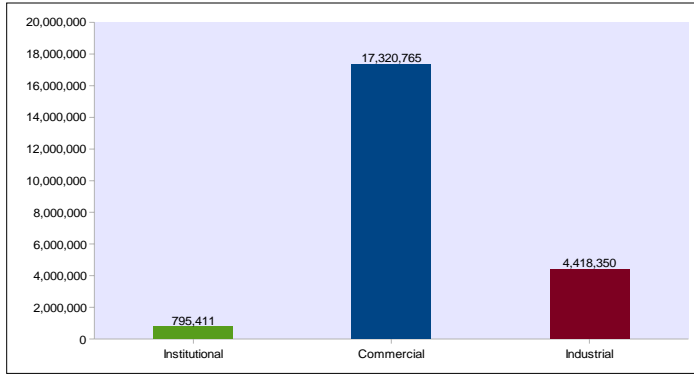


# LAX

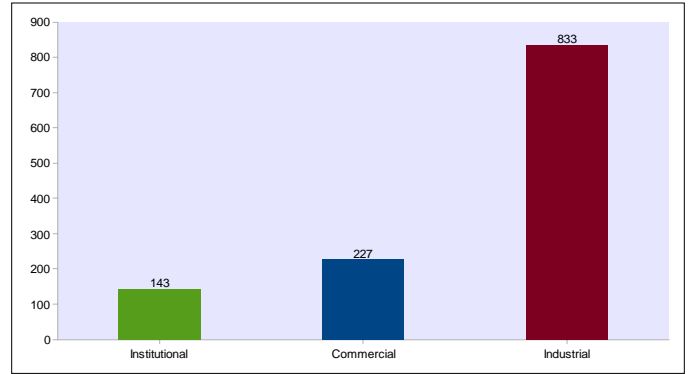
## LAND USE ASSESSMENT OVERVIEW



### Total Gross Square Footage by Type: 2002



### Land Use Net Acreage: 2002

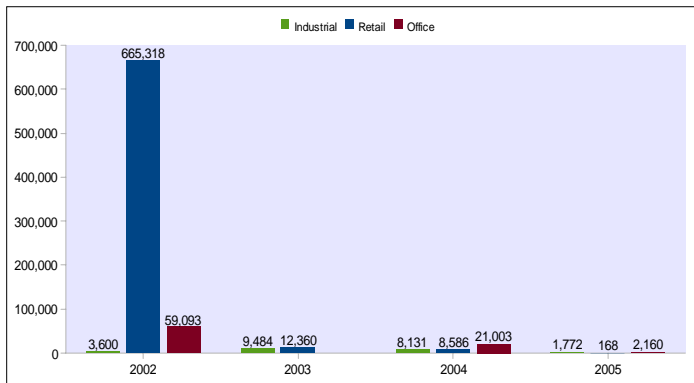


**Source:** Department of Planning, County Assessor Report 2002

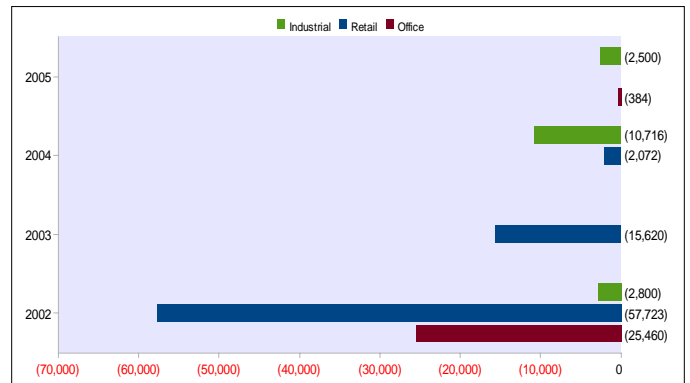
**Note:** gross Square Footage includes total surface area including stairwells, cafeterias and utilized office facilities. Commercial includes Retail, Office, Food, Amusement and Hotel/Motel. Institutional Healthcare and Institutional facilities

Gross Square Footage indicates density of building facilities. A building with multiple floors will have a larger gross square footage. Net Acreage indicates the total parcel space

### New Building Permit by Square Footage: FY 2002-05

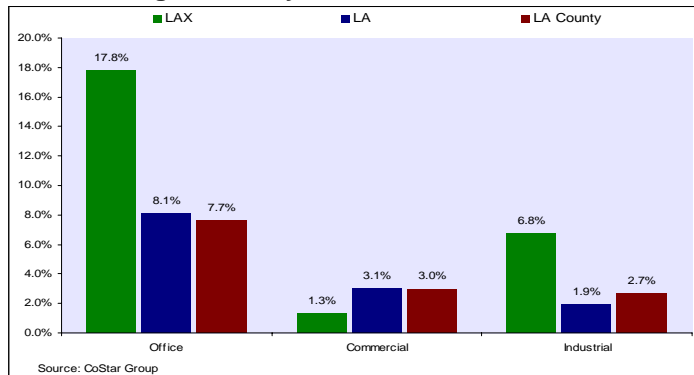


### Demolished Building Permit Request by Square Footage: FY 2002-05

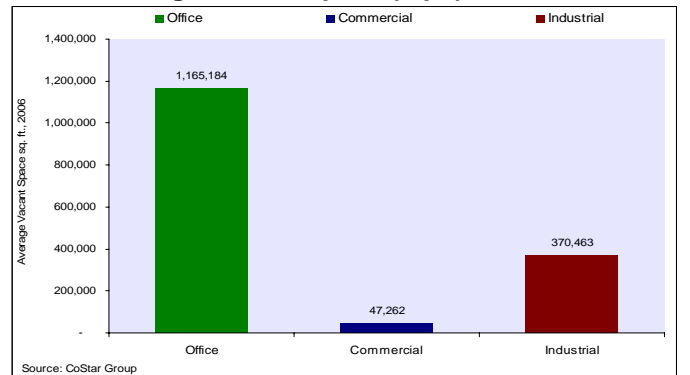


**Source:** Department of Planning, New building Permit Reports 2001-2005

### Average Vacancy Rates 2006



### LAX Average Vacant Space (sq ft) 2006



**Note:** Average vacancy data for 2006 includes direct and sublet vacancies.



# SAN FERNANDO VALLEY

## DEMOGRAPHIC PROFILE



<b>Population</b>	<p>The San Fernando Valley has the largest population in the city with more than 1.4 million people. Between 1990-2000 the area has experienced growth of 7.8% up from roughly 1.3 million in 1990. According to the 2000 US census, the number of people per household in the San Fernando Valley was 2.9 with an average household income of \$45,822.</p>
<b>Ethnic/Race</b>	<p>In 2000, the San Fernando Valley's Latino and White population accounted for 83% of the resident total, with 42% and 41% of the total population respectively. Latino majority is a recent shift due to a large Latino population growth and steady White decline. Since 1990 the Latino population has grown 47% while the White population has declined 22%. The Asian population has seen an increase of 27% making it the third largest ethnic group in the area with African Americans following with roughly 4.2% due to an increase of 12%.</p>
<b>Education</b>	<p>Fifty-three percent of the San Fernando Valley resident population over age 24 has an educational attainment of some college (including an Associate Degree) or higher. The Valley has seen an increase in the number of residents with educational attainments at less than the 9th grade level, 14% since 1990. The number of high education degree holding residents has increased moderately. Residents with bachelor's degrees have increased by 14% and Advanced degrees 17%.</p>
<b>Employment Rate</b>	<p>The workforce participation rate of the San Fernando Valley is 63.3%. The current unemployment rate hovers over 8.22%, which is less than the Citywide rate of 9.61%.</p>
<b>Crime</b>	<p>The Valley has seen a 10.7% decline in the number of offenses for Part 1 crimes (violent crimes and robberies) from the time period between 2003 and 2004.</p>



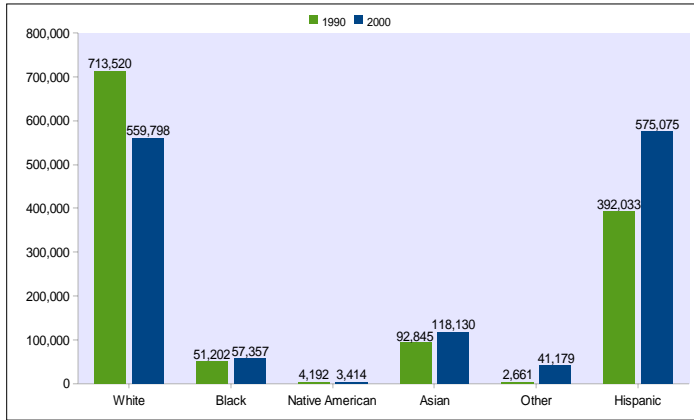
# SAN FERNANDO VALLEY

## DEMOGRAPHIC PROFILE

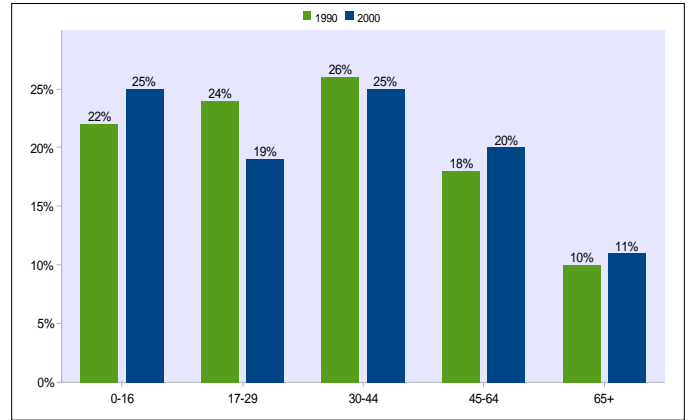


<b>Population</b>	<b>1,354,957</b>	<b>Median Income</b>	<b>\$45,822</b>	<b>Avg. Household Size</b>	<b>2.9</b>
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**Ethnic Profile**

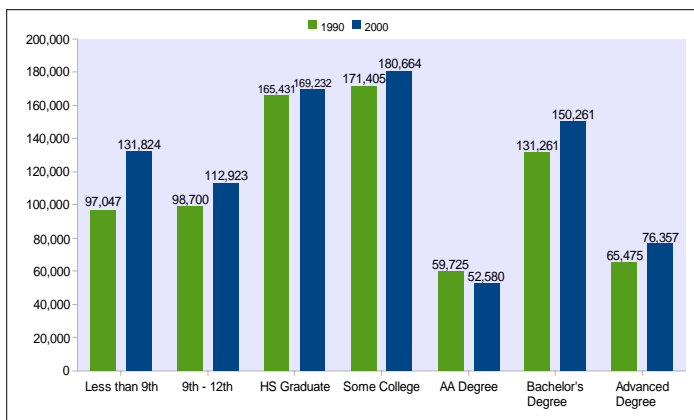


**Age Distribution (% of Total Area Population)**

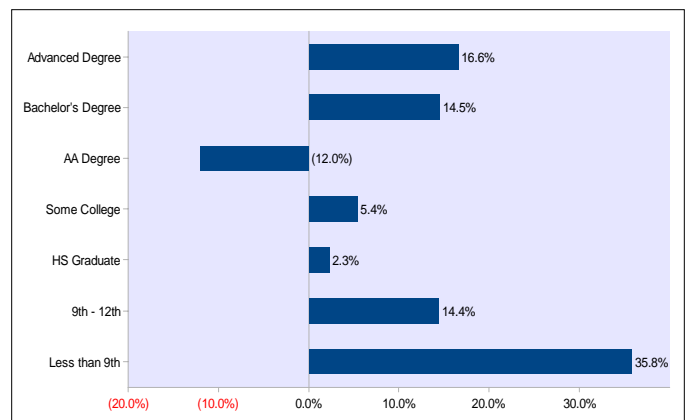


Asian includes: Asian, Indian and Pacific Islander  
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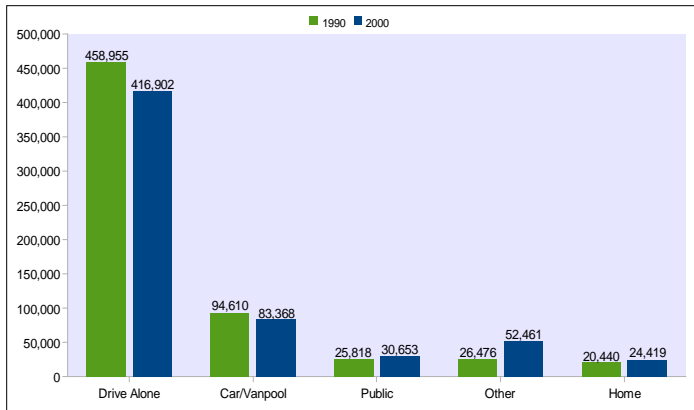
**Educational Attainment (Total Number of Residents)**



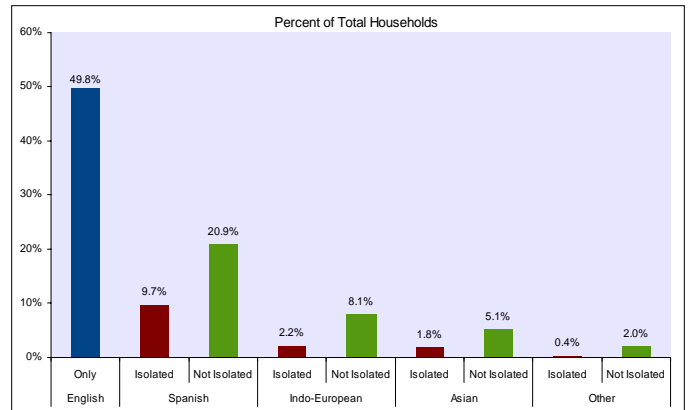
**Educational Attainment (% Change 1990-2000)**



**Mobility: Transportation to Work 1990-2000**



**Language Spoken at Home 2000**



All Data – Source: Department of Planning, City of Los Angeles, 2000 US Census



# SAN FERNANDO VALLEY

## LAND USE ASSESSMENT OVERVIEW



<b>Land Use</b>	The predominant land use in the Valley is for commercial usage that covers 4,500 acres and occupies 108M square feet. This is followed by the industrial category that covers 3,800 and occupies 84M square feet. Institutional uses occupy 20M square feet. This would include California State University, Northridge; Pierce Junior College; Valley College and the Los Angeles Unified School District facilities.
<b>New Construction</b>	New building permit activity continued at an aggressive pace in FY 2005 fueled by a strong economy and the willingness of businesses to commit to new space. More than 750,000 square feet of office development and 500,000 square feet of retail development were requested for new development in the Valley. It is anticipated that this activity level will be somewhat restrained in 2006 given the limited supply of developable sites. However, redevelopment opportunities offer the ability for continued healthy rates.
<b>Major Developments</b>	<p>The steep ascent of housing prices in the Valley caused a surge in residential permits during 2004. However, signs of changing housing market conditions are emerging that will most likely dampen the residential impact during 2006. Non-residential construction remained fairly stable during 2004 and early signs from 2005 are similar. Major Developments in the San Fernando Valley include:</p> <ul style="list-style-type: none"><li>➤ <b>NoHo Commons</b> \$190M – mixed-use project consisting of 200,000 square feet of commercial office, 132,000 square feet of retail, and 716 apartments.</li><li>➤ <b>Valley Plaza Shopping Center</b> \$200M – redevelopment of a 25-acre regional shopping center that contains 850,000 square feet of retail and office space.</li><li>➤ <b>Pacoima Center Retail</b> \$36M – retail shopping center on 24-acres that will consist of 140,000 square ft (Lowe’s and other retail users).</li></ul>

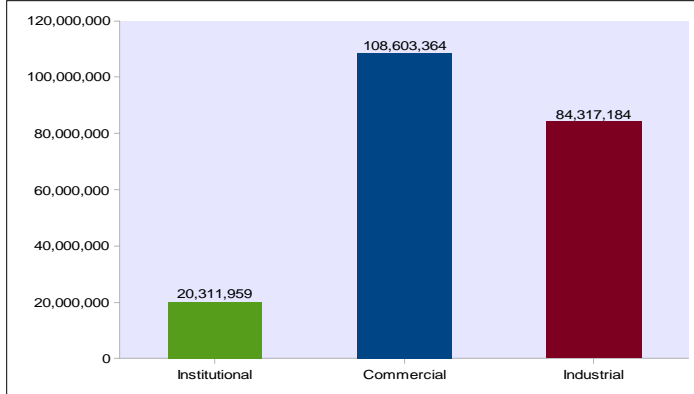


# SAN FERNANDO VALLEY

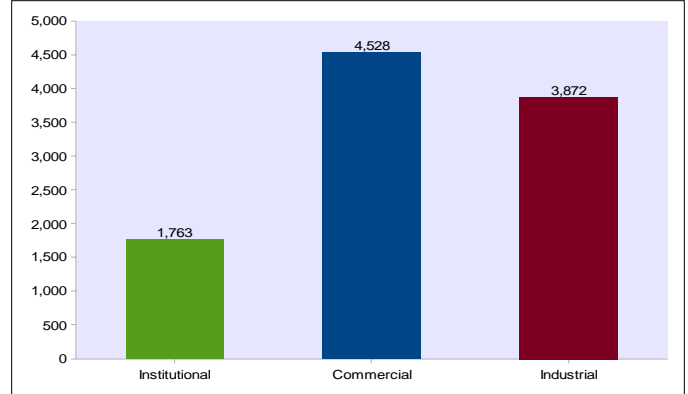
## LAND USE ASSESSMENT OVERVIEW



**Total Gross Square Footage by Type: 2002**



**Land Use Net Acreage: 2002**

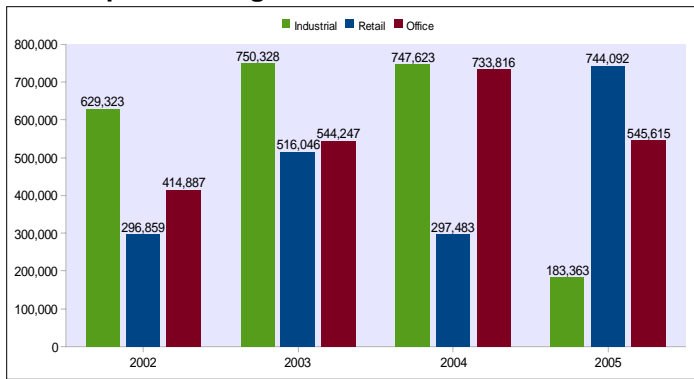


**Source:** Department of Planning, County Assessor Report 2002

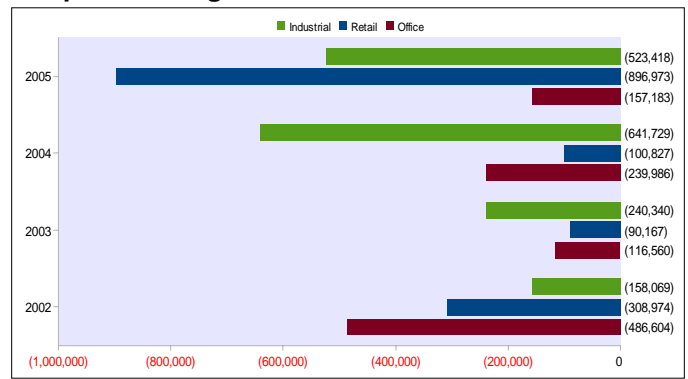
**Note:** gross Square Footage includes total surface area including stairwells, cafeterias and utilized office facilities. Commercial includes Retail, Office, Food, Amusement and Hotel/Motel. Institutional Healthcare and Institutional facilities

Gross Square Footage indicates density of building facilities. A building with multiple floors will have a larger gross square footage. Net Acreage indicates the total parcel space

**New Building Permit by Square Footage: FY 2002-05**

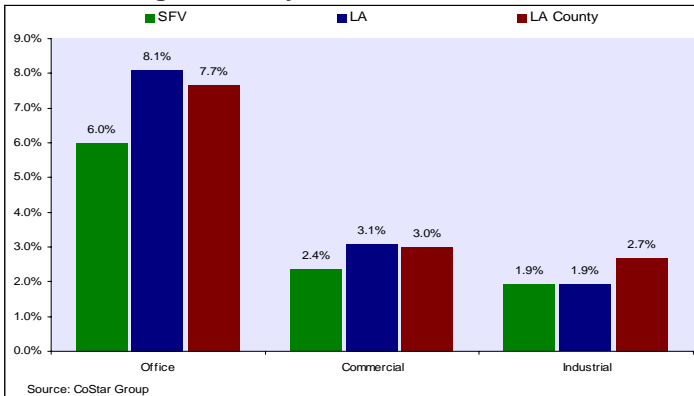


**Demolished Building Permit Request by Square Footage: FY 2002-05**

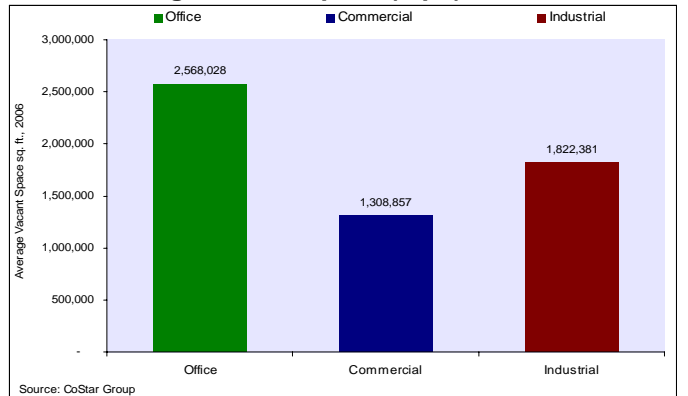


**Source:** Department of Planning, New building Permit Reports 2001-2005

**Average Vacancy Rates 2006**



**SFV Average Vacant Space (sq ft) 2006**



**Note:** Average vacancy data for 2006 includes direct and sublet vacancies.



# SOUTH LOS ANGELES

## DEMOGRAPHIC PROFILE



<b>Population</b>	South Los Angeles has the second largest resident population of 687,984. The resident population in this area has grown slightly by 3.1% from 1990. The average household size in South LA is 3.4, the highest density in the city. The area's median income is, \$21,511.
<b>Ethnic/Race</b>	Latinos account for the largest percentage of residents in South Los Angeles, 57%, followed by Blacks accounting for 37%. During the time period of 1990-2000 the Black population has seen a decline of 21% while the Latino population has grown by 28% contributing to the recent shift in demographics. The Asian and White populations' account for 2% and 3% respectively with resident declines seen in both ethnic groups.
<b>Education</b>	Seventy-one percent of the South Los Angeles resident population over age 24 has educational attainment at the high school or below level. Of this, 9% of the population is with no formal education of any kind, the largest percentage in the city. Educational trends show modest growth in the number of residents with less than 9th grade educational levels, 9.6%, which is offset by growth in the number of residents with some college and bachelor's degrees, both at 8%.
<b>Employment Rate</b>	South Los Angeles' unemployment is 14.54%, the second highest rate in the city. The workforce participation rate of 52.6% is slightly lower than other city market areas such as the San Fernando Valley, the Harbor and the Eastside.
<b>Crime</b>	South Los Angeles has seen a 10.7% decline in the number of offenses for part 1 crimes (violent crimes and robberies) from the time period between 2003-2004.  (Please note that the LA Police Department combines South LA and the Harbor market areas, as defined by this report into South, into the South Bureau)



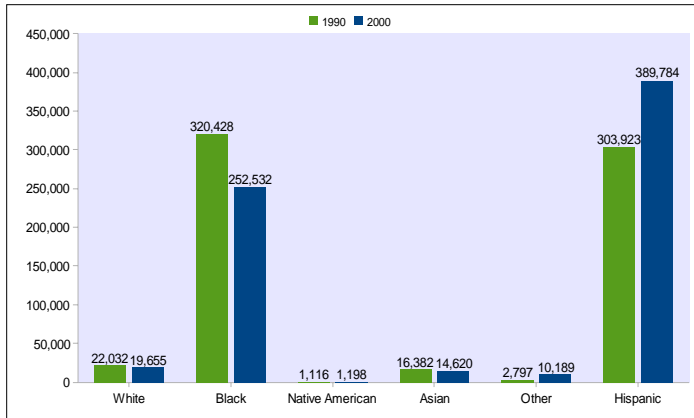
# SOUTH LOS ANGELES

## DEMOGRAPHIC PROFILE

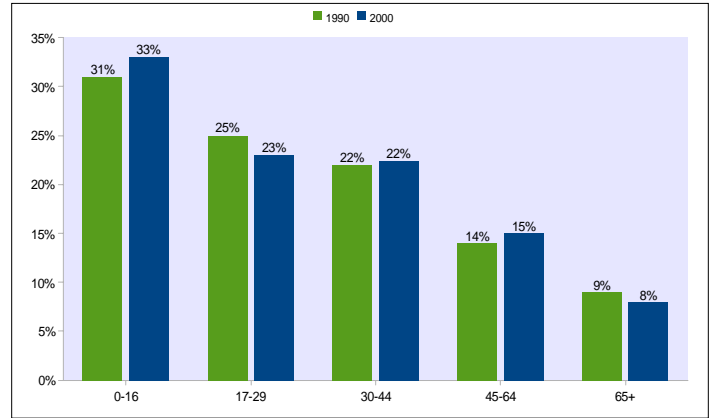


<b>Population</b>	<b>687,984</b>	<b>Median Income</b>	<b>\$21,511</b>	<b>Avg. Household Size</b>	<b>3.4</b>
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**Ethnic Profile**

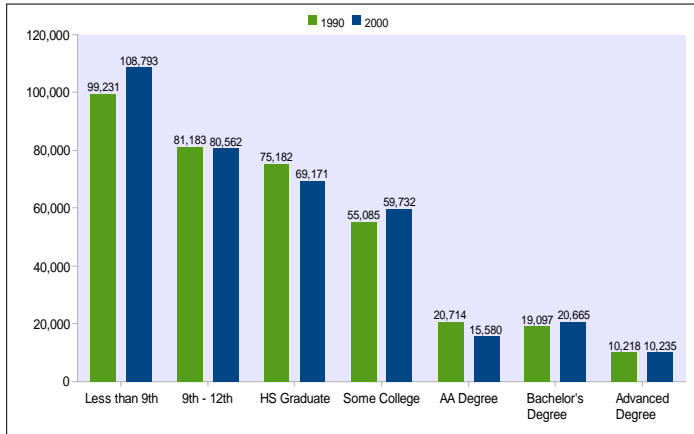


**Age Distribution (% of Total Area Population)**

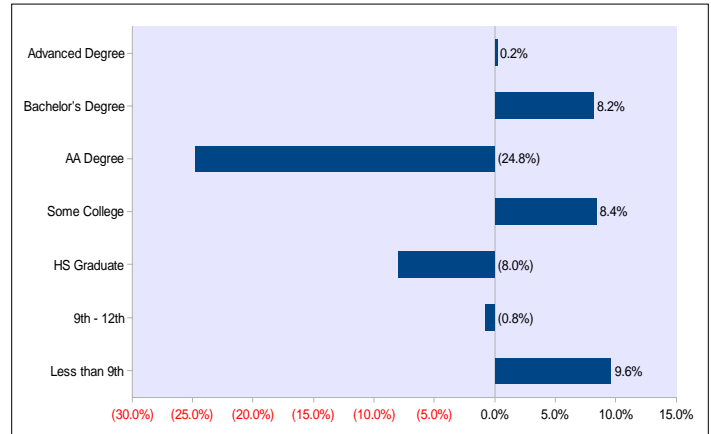


Asian includes: Asian, Indian and Pacific Islander  
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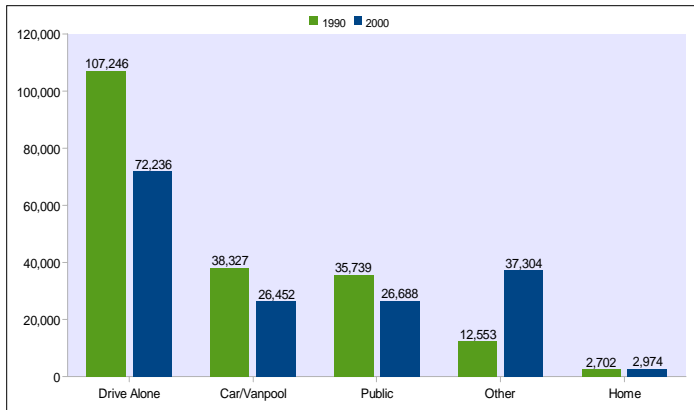
**Educational Attainment (Total Number of Residents)**



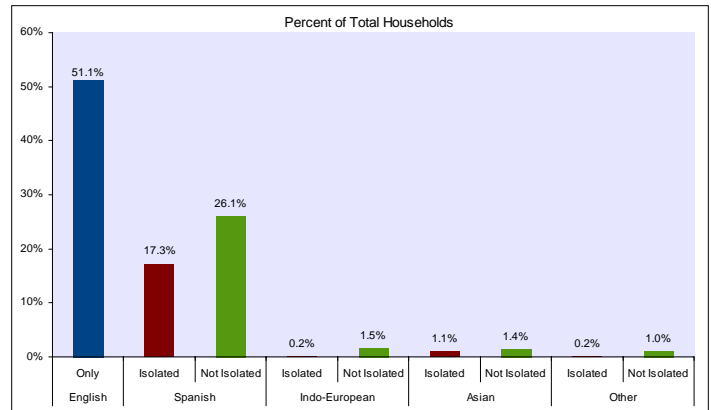
**Educational Attainment (% Change 1990-2000)**



**Mobility: Transportation to Work 1990-2000**



**Language Spoken at Home 2000**



All Data – Source: Department of Planning, City of Los Angeles, 2000 US Census



# SOUTH LOS ANGELES

## LAND USE ASSESSMENT OVERVIEW



<b>Land Use</b>	The predominant land use in South Los Angeles is industrial usage that covers 1,100 acres and comprises 40M square feet. This is followed closely by commercial usage that covers 900 acres and comprises 25M square feet. Institutional usage covers 400 acres and comprises 8.5M square feet.
<b>New Construction</b>	During FY 2005 South Los Angeles saw a consistent growth trends in requests for new office building permits by square footage. In contrast, there was a steep decline in the overall new commercial building square footage usage requests. This was followed by even smaller number of permits for retail and industrial usage in South Los Angeles. Overall, South Los Angeles' new construction continues to substantially under perform adjacent markets given the amount and number of building permits and given that a large proportion of space was built prior to 1980.
<b>Major Developments</b>	<p>South Los Angeles is predominately residential and recently the real-estate market has experienced growth. The impact of the high-end real-estate boom in Downtown Los Angeles may significantly affect the South Los Angeles region as displaced low to moderate-income residents search for affordable housing. In 2005 the major South Los Angeles developments include:</p> <ul style="list-style-type: none"><li>➤ <b>Marlton Square</b> \$156M – a 22-acre mixed-use retail shopping plaza to redevelop a major commercial site at Santa Barbara Plaza</li><li>➤ <b>County Administrative Office Building</b> \$110M – Four-story 220,000 square foot office building and 6,000 square foot childcare center/play area with a 4,000 square foot retail center</li><li>➤ <b>University Gateway</b> \$140M- mixed-use retail and residential project along Figueroa Street to meet the demands of USC students</li></ul>

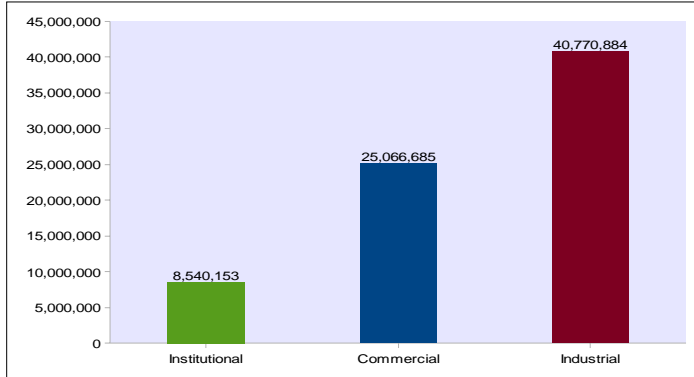


# SOUTH LOS ANGELES

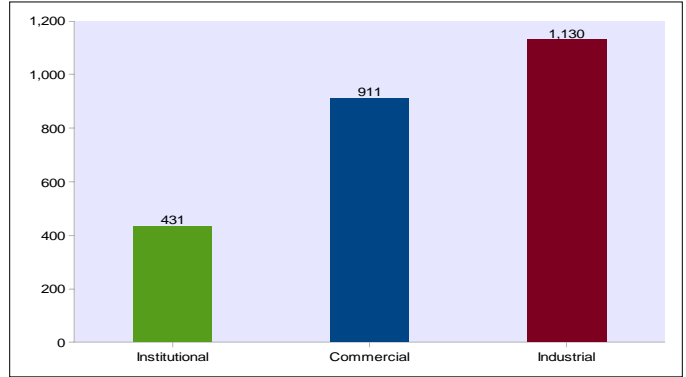
## LAND USE ASSESSMENT OVERVIEW



**Total Gross Square Footage by Type: 2002**



**Land Use Net Acreage: 2002**

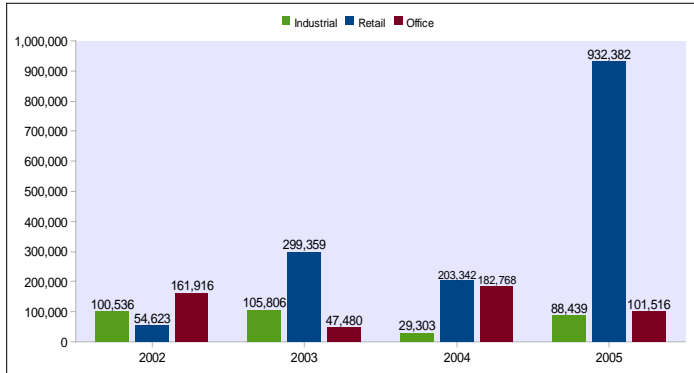


**Source:** Department of Planning, County Assessor Report 2002

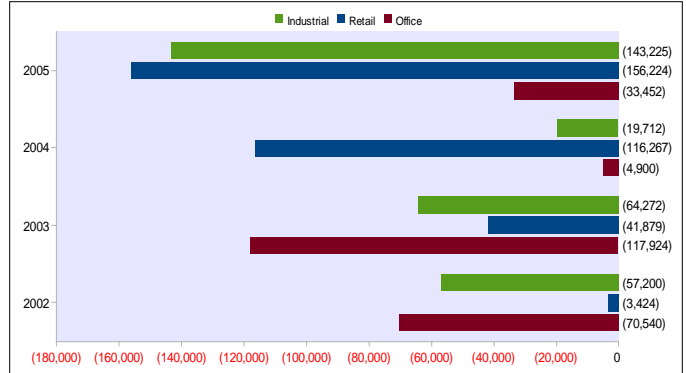
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Gross Square Footage indicates density of building facilities. A building with multiple floors will have a larger gross square footage. Net Acreage indicates the total parcel space

**New Building Permit by Square Footage: FY 2002-05**

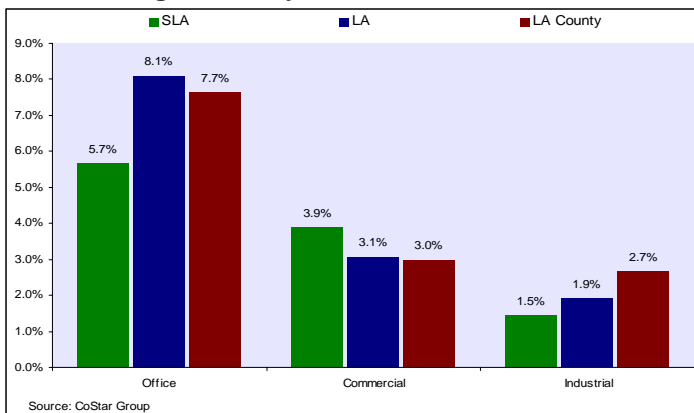


**Demolished Building Permit Request by Square Footage: FY 2002-05**

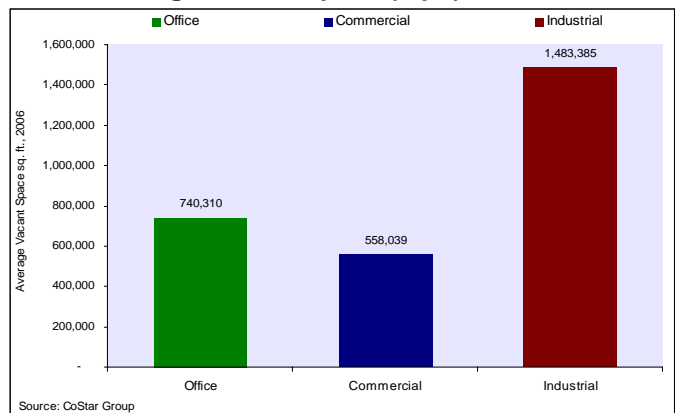


**Source:** Department of Planning, New building Permit Reports 2001-2005

**Average Vacancy Rates 2006**



**SLA Average Vacant Space (sq ft) 2006**



**Note:** Average vacancy data for 2006 includes direct and sublet vacancies.



## WESTSIDE DEMOGRAPHIC PROFILE



<b>Population</b>	The resident population in the Westside totals 343,299, ranking it fifth (out of eight) in terms of size of total population. The area has seen moderate increase, 19.4% in the number of residents, bringing the total up from 287,375 in 1990. The Westside has the one of the smallest average household size of 2.1 with an average household income of \$56,849
<b>Ethnic/Race</b>	The predominate ethnic group within the Westside is White accounting for 62% of the total resident population. Latino and Asian represent the next largest ethnic groups with 17% and 13% respectively.
<b>Education</b>	Fifty-four percent of the Westside resident population over age 24 has a Bachelor degree or higher. The area has seen increase in the number of residents with Bachelor and advanced degrees, 21% and 17% respectively, further offsetting declines in the number of residents with below a high school diploma. These trends from 1990-2000 show that the resident population continues to be well educated.
<b>Employment Rate</b>	The Westside has the second highest workforce participation rates in the City, 66.7% participation rate and the lowest unemployment rate in the City of 6.18%.
<b>Crime</b>	<p>From the period of 2003 - 2004, the number of offenses for Part 1 crimes (violent crimes and robberies) has decreased 12.9 percent.</p> <p>(Please note that the LA Police Department combines the Hollywood and LAX regions into West, as defined by this report, into the West Bureau)</p>

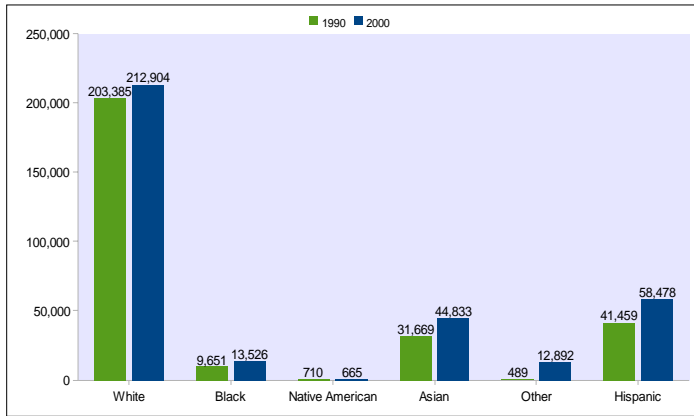


# WESTSIDE DEMOGRAPHIC PROFILE



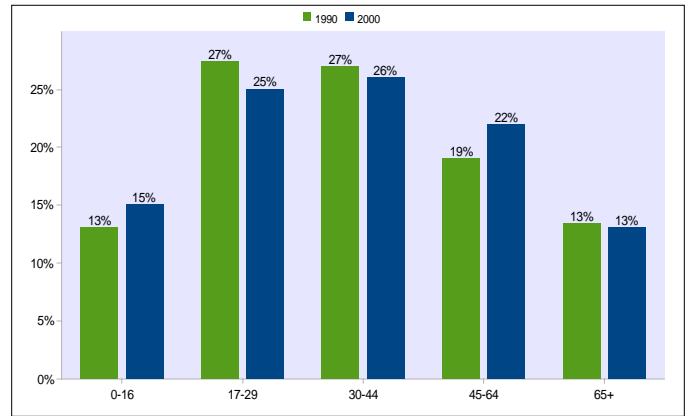
<b>Population</b>	<b>343,299</b>	<b>Median Income</b>	<b>\$56,849</b>	<b>Avg. Household Size</b>	<b>2.1</b>
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**Ethnic Profile**

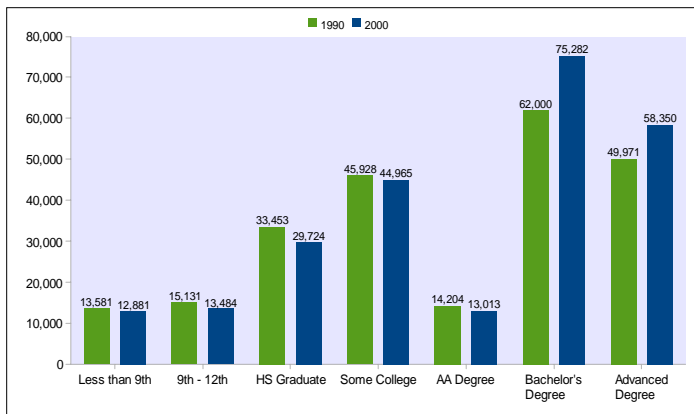


Asian includes: Asian, Indian and Pacific Islander  
Other Includes: Other and Multi-racial

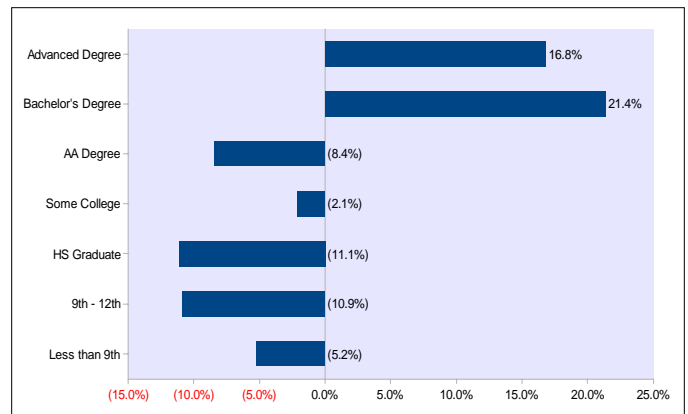
**Age Distribution (% of Total Area Population)**



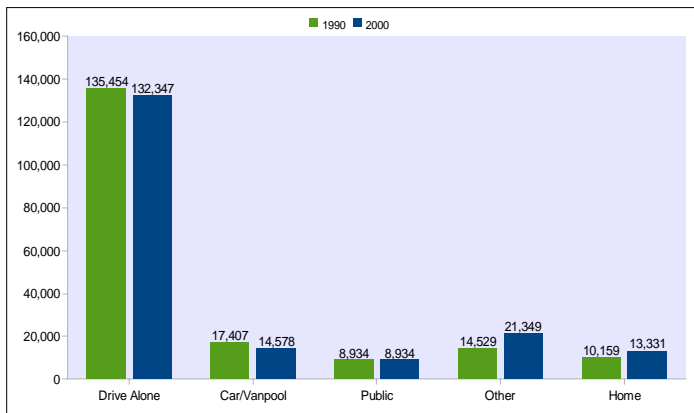
**Educational Attainment (Total Number of Residents)**



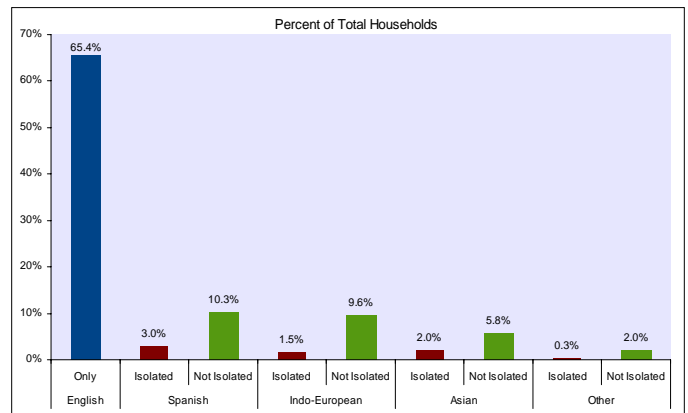
**Educational Attainment (% Change 1990-2000)**



**Mobility: Transportation to Work 1990-2000**



**Language Spoken at Home 2000**



All Data – Source: Department of Planning, City of Los Angeles, 2000 US Census



## WESTSIDE

### LAND USE ASSESSMENT OVERVIEW



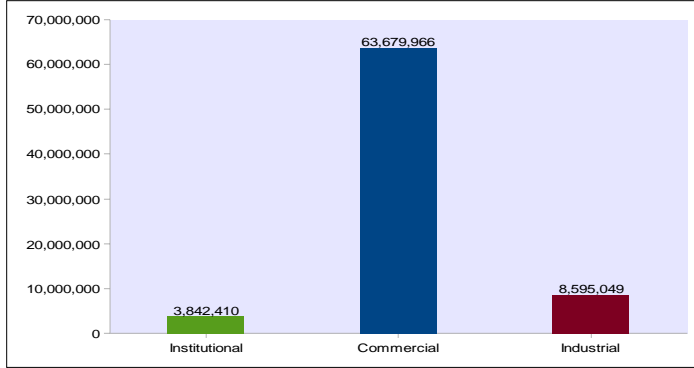
<b>Land Use</b>	The predominant land use on the Westside is commercial usage that covers 2,000 acres and comprises 52M square feet. This is followed by industrial usage that covers 350 acres and comprises 9M square feet. Institutional usage covers 450 acres and comprises 3.8M square feet and primarily includes the University of California, Los Angeles and the Veteran's Administration Site, both located in Westwood.
<b>New Construction</b>	In FY 2005, 100,000 square feet of office development permits were issued during FY 2005. With industrial and retail combined there is less than 100,000 square feet of permits issued. It is anticipated that this activity level will continue to be constrained in 2006 given the limited supply of developable sites. One site that could assist in providing sufficient activity is the redevelopment of the Veteran's Administration site that is currently being proposed for a large mixed-use development.
<b>Major Developments</b>	Given the scarcity of developable sites there has been limited non-residential construction opportunities and even few residential development in FY 2005 on the Westside. Major future developments include: <ul style="list-style-type: none"><li>➤ <b>Veteran's Administration Site</b> \$300M – a mixed-use redevelopment of large portion of the site that could include commercial, retail and residential space</li><li>➤ <b>Westfield Century City</b> \$600M – mixed-use commercial and retail development that is underway and includes a redevelopment of the present regional shopping center.</li></ul>



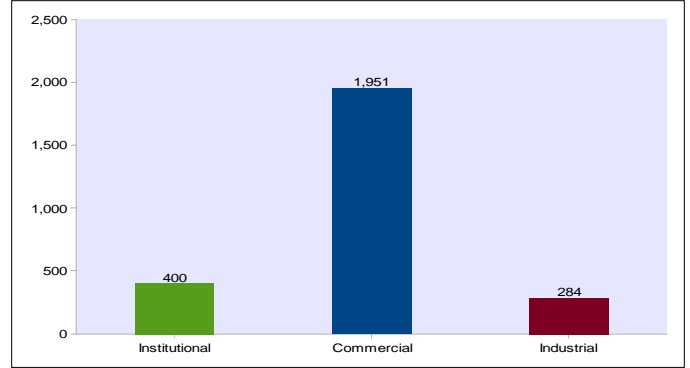
# WESTSIDE LAND USE ASSESSMENT OVERVIEW



**Total Gross Square Footage by Type: 2002**



**Land Use Net Acreage: 2002**

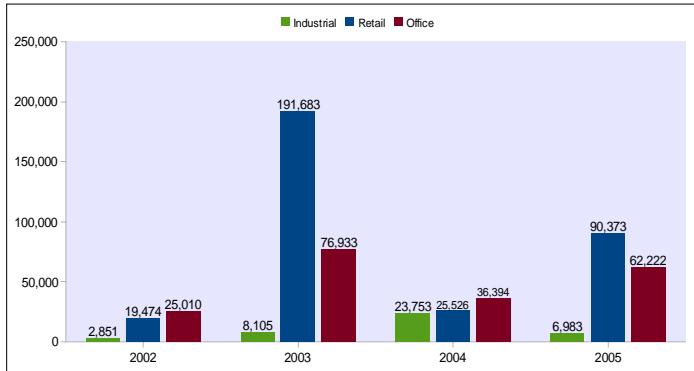


**Source:** Department of Planning, County Assessor Report 2002

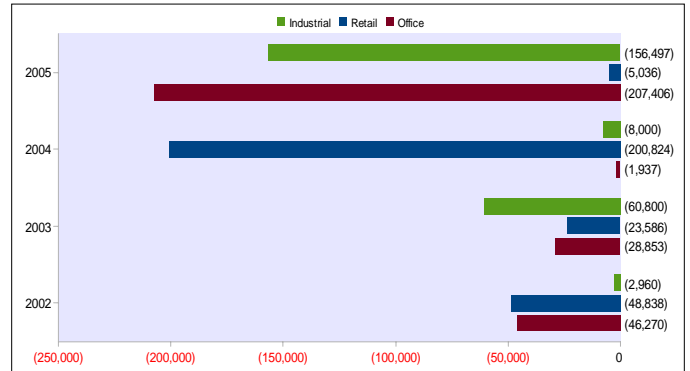
**Note:** gross Square Footage includes total surface area including stairwells, cafeterias and utilized office facilities. Commercial includes Retail, Office, Food, Amusement and Hotel/Motel. Institutional Healthcare and Institutional facilities

Gross Square Footage indicates density of building facilities. A building with multiple floors will have a larger gross square footage. Net Acreage indicates the total parcel space

**New Building Permit by Square Footage: FY 2002-05**

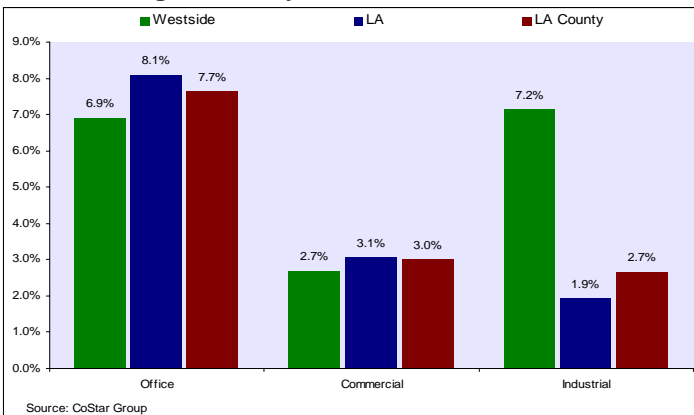


**Demolished Building Permit Request by Square Footage: FY 2002-05**

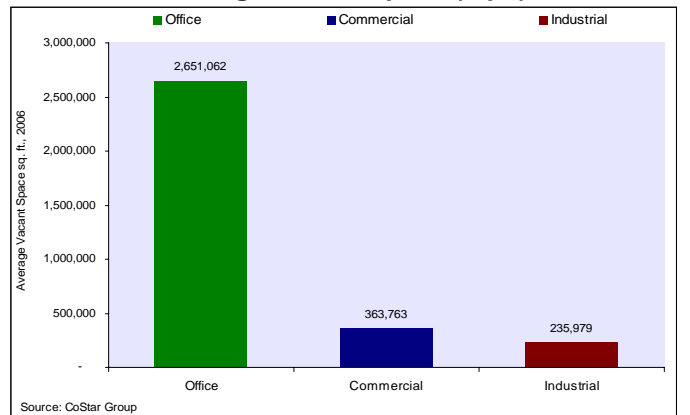


**Source:** Department of Planning, New building Permit Reports 2001-2005

**Average Vacancy Rates 2006**



**Westside Average Vacant Space (sq ft) 2006**



**Note:** Average vacancy data for 2006 includes direct and sublet vacancies.