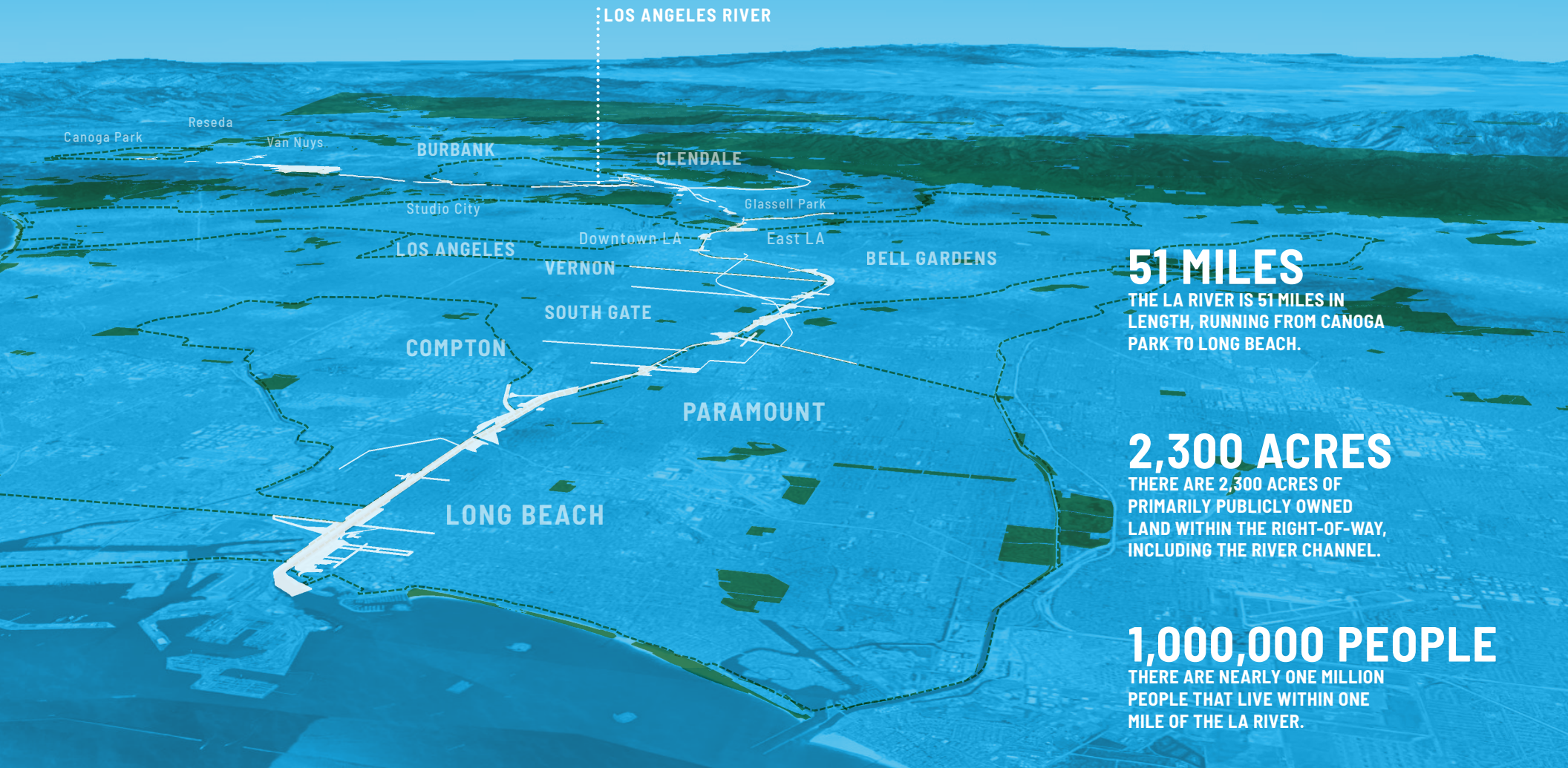


THE ICONIC LOS ANGELES RIVER



The LA River Master Plan builds on over two decades of planning to reimagine the LA River. Nearly one million people live within one mile of the LA River, and nearly half of LA County residents live within its watershed.

COMMUNITY-DEFINED NEEDS COME FIRST



1,650

Completed Online and
In-Person Surveys

800

Youth Summit Participants

1,306

Participants Across 13
Community Meetings

359

Attendees at Virtual
Public Draft Meeting

5,592

Participants in 2 LARMP
Telephone Town Halls

981,898

Digital Ad Impressions

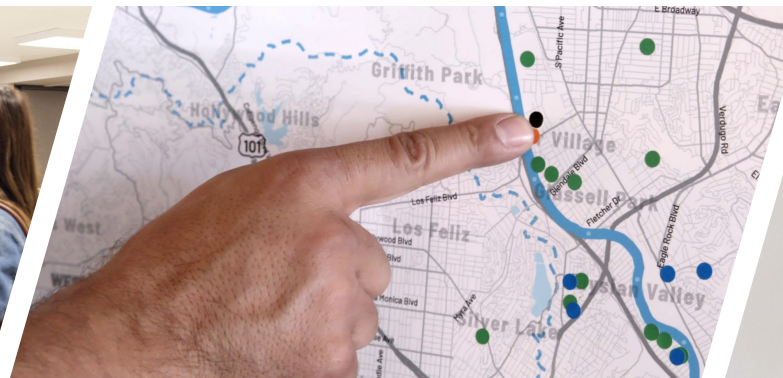
A cornerstone of the engagement strategy was community meetings and surveys. Events led by community partners, such as the Native Communities Discussion, provided opportunities for deeper listening and forming stronger relationships with stakeholders throughout LA County.

WHERE DO YOU LIVE? ¿DÓNDE VIVE?

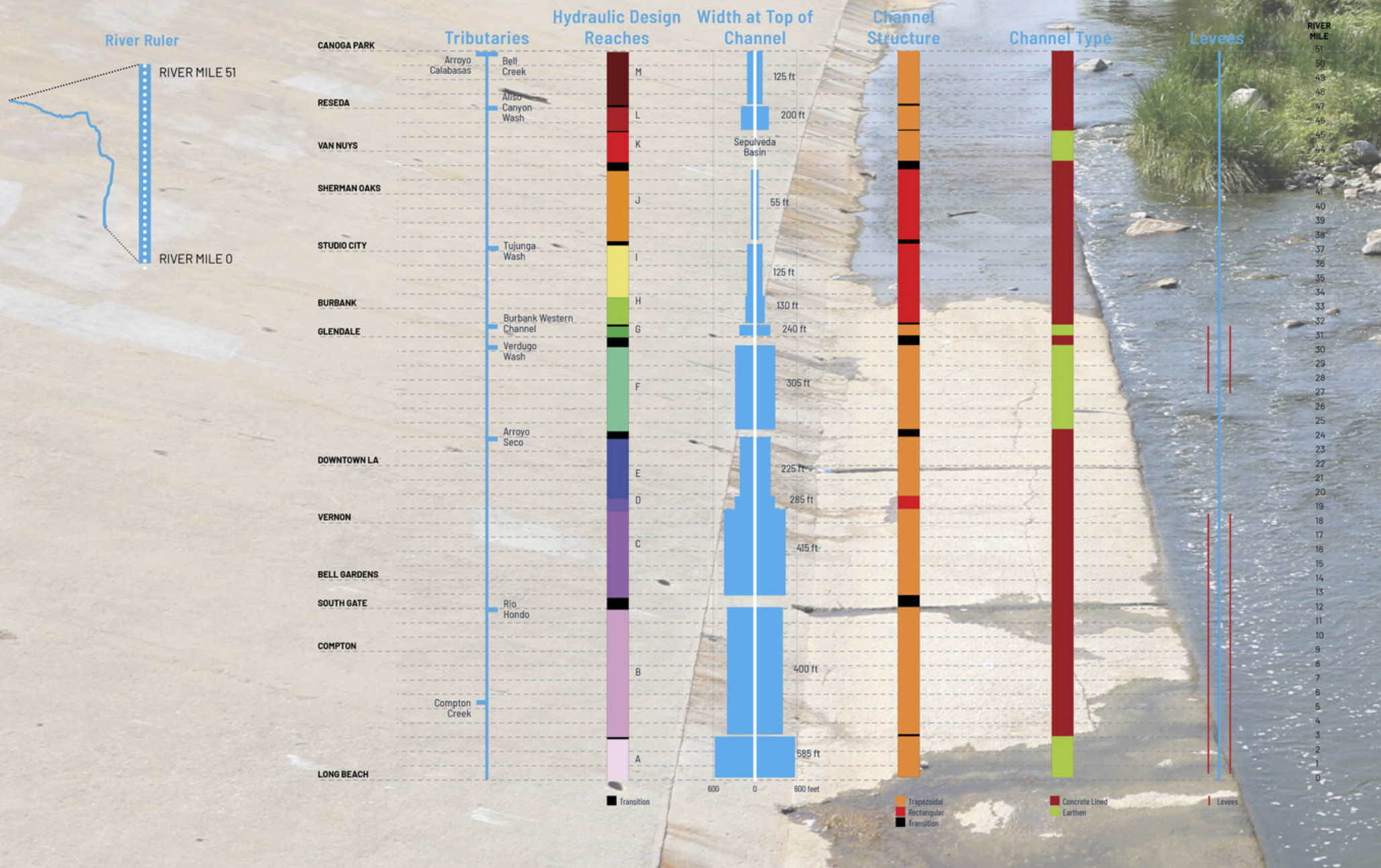
MEETING ATTENDEES & SURVEY RESPONDENTS
ASISTENTES A LA REUNIÓN & PERSONAS QUE RESPONDIERON

- Canoga Park
- Cudahy
- Friendship Auditorium
- Long Beach
- Studio City / North Hollywood
- West Valley
- South Gate
- Compton / E Rancho Dominguez
- Pacoima
- Glendale
- Youth Survey
- Digital Survey Round 1
- Digital Survey Round 2

Source: Community Meetings, Survey, and Youth Summit



Interactive media such as this “Where Do You Live?” map allowed the team to collect location-specific feedback and track the strength of engagement efforts from community meetings.



The river ruler is a vertical, straight-line representation of the 51 miles of the LA River. Over 200 river rulers were created from hundreds of datasets throughout the development of the plan.



Nearly half of the population of LA County is Hispanic / Latino. To reach as many residents as possible, the master plan's main document, as well as several key supporting pamphlets, were produced in both English and Spanish.

CREATIVE ENGAGEMENT



FOR THE FIRST TIME SINCE 1996, LA COUNTY HAS UPDATED ITS MASTER PLAN FOR THE LOS ANGELES RIVER! COUNTY OFFICIALS WORKED WITH COMMUNITY MEMBERS AND DESIGNERS LIKE LANDSCAPE ARCHITECTS, ARCHITECTS, AND ENGINEERS TO IMAGINE THE LA RIVER OF TOMORROW.

HOW CAN THE LA RIVER CONNECT OUR COMMUNITIES, PROVIDE SPACES FOR PLAY, SUPPORT ECOSYSTEMS, AND PREVENT FLOODING THROUGHOUT THE WATERSHED?

THE 2020 MASTER PLAN IS HELPING TO REIMAGINE THE FUTURE OF THE LA RIVER!

Long ago, the LA River was a natural waterway that carried water from the mountains to the ocean. Floods were common, and the river carried silt and debris that made it difficult to navigate. Today, the river is a man-made canal that carries water from the mountains to the ocean. It is important for the river to keep doing this job, but as we create new parks and greenways for the people of LA County, we can also help to support flood and animal life. Too, the LA River is a place that creates jobs and small businesses that can call their home.

AS YOU EXPLORE THE PAGES IN THIS BOOK, SHARE WHAT YOU LEARN AND IMAGINE WITH YOUR FAMILY AND FRIENDS.

LARiverMasterPlan.org

DESIGN YOUR OWN MURAL!

How does the LA River inspire you? From the time when Indigenous Peoples first lived along the river, the LA River has inspired artists, creators of all kinds. It has provided the backdrop for beautiful scenes, books, and has been the setting for famous films. The Master Plan is making sure that the river will continue to be a canvas where communities and individuals express themselves through murals, installations, and performances. **If you could design this portion of a wall, how would it look?**

PLAN GOALS

The Master Plan describes five major goals for the future of the LA River. These goals were developed with the help of community members who expressed what they thought the LA River should be and what they would want to change. **Can you find words related to the nine Master Plan goals in this word search?**

**FLOOD RISK
PARKS
ECOSYSTEMS
ACCESS**

**TRAILS
ARTS
CULTURE
HOUSING**

**EDUCATION
ENGAGEMENT
WATER SUPPLY
WATER QUALITY**

LARiverMasterPlan.org

LA GESTIÓN DE AGUAS PLUVIALES

¿DE DÓNDE VIENE EL AGUA DEL RÍO DE LOS ANGELES? DURANTE EL CLIMA LLUVIOSO, EL AGUA QUE SE VEE EN EL CANAL ES PRINCIPALMENTE ESCORRENTÍA O LLUVIA QUE NO PUEDE ABSORBERSE EN EL SUELO. AL CONTRARIO, EL AGUA EN EL CANAL EN DÍAS CALLOSOS Y SECOS POR LO GENERAL PROVIENE DE LAS PLANTAS DE TRATAMIENTO DE AGUA. EN AMBOS CASOS, EL RÍO GUÍA SU AGUA HACIA LONG BEACH. ALLÍ, SE DESAGUA HACIA EL OCEANO PACÍFICO.

INICIO

FIN

LARiverMasterPlan.org

ESTA ES UNA VISIÓN IMAGINADA DE LOS CAMPOS FERRARO, UNO DE LOS PROYECTOS DE EJEMPLO INCLUIDOS EN EL PLAN MAESTRO. EL ÁREA SE VERÍA COMO UN LECHO SECO, ARROYO ROCOSO LA MAYOR PARTE DEL AÑO, EN DÍAS MUY HÚMEDOS, SI EL RÍO SE INUNDABA. SU AGUA PODRÍA DESBORDARSE EN EL ÁREA DEL HÁBITAT, LLENANDO EL ARROYO.

¿CUÁNTAS GARZAS PUEDES ENCONTRAR?

LARiverMasterPlan.org

FAUNA DEL RÍO DE LOS ANGELES

¿PUEDES ENCONTRAR Y COLOCARLES 20 AVES, 8 INSECTOS, Y 10 REPTILES Y ANFIBIOS?

LARiverMasterPlan.org

You can read the full plan in both English and Spanish and learn more by visiting LARiverMasterPlan.org

LARIVER MASTER PLAN

Engaging LA County residents across geographic, language, and accessibility spectrums was critical to every step of the process to update the LA River Master Plan. Materials such as this kids' activity book were designed and distributed in English and Spanish.



51 miles
The L River flows to length, connected from Orange Park to Long Beach.

2,300 acres
The L River's riparian habitat is protected and within the riparian zone, including for river channel.

1,000,000 people
The L River riparian habitat is home to one million people in the L.A. River.

VISION
The Reimagined River
The iconic L.River flows through a 50-mile connected public open space that is seamlessly woven together with neighboring communities. It is an integral part of daily life in L.A. County, a place to enjoy the outdoors and to get exercise, from a jog to a bicycle ride. It also serves as a place to connect a thriving urban habitat and vibrant community, a place to learn from the past and to shape the future.

DISPLACEMENT RISK IN LA COUNTY

Communities along the river between Downtown LA and Compton are particularly vulnerable to displacement, while others are already in a state of advanced displacement. To improve neighborhoods without causing negative effects of displacement, a proactive approach is imperative.

Advanced Displacement: High Displacement Risk
All-Displacement: Moderate Displacement Risk
Not Vulnerable: No Risk

Source: LA County Housing Policy Task Force, 2019. Data from the U.S. Census Bureau, 2019. Map by LA County Housing Policy Task Force, 2019.

Since 2000, the median owner-occupied home value in LA County has risen by over 80%. Renters in the county spend an average of 34% of their household income on rent. About a third (32%) of renters are severely rent burdened, meaning they spend 50% or more of their income on rent.

AFFORDABLE HOUSING SHORTFALL IN LA COUNTY, 2014-2019

Year	Affordable Housing	Shortfall
2014	~100,000	~100,000
2019	~100,000	~150,000

Source: LA County Housing Policy Task Force, 2019. Data from the U.S. Census Bureau, 2019. Map by LA County Housing Policy Task Force, 2019.

Example Site Based Project: Central Elements

Common elements are located at set intervals along the L.River. To provide safety, comfort, and ease of use, the construction and maintenance of various elements of the experience elements where one can see the water, wash their hands, take a shower, and dispose of trash will have a corresponding positive impact on the health, dignity, and general wellbeing of all people along the river, as well as the health and safety of the river itself.

- Handwashing Station
- Shower
- Public Restroom
- Trash Enclosure
- Public Art
- Public Seating
- Public Lighting
- Public Safety
- Public Storage
- Public Water
- Public Wi-Fi
- Public Art
- Public Seating
- Public Lighting
- Public Safety
- Public Storage
- Public Water
- Public Wi-Fi

There are nearly 70,000 people experiencing homelessness throughout LA County. About three-quarters of this population is unsheltered. Approximately 8,500 persons experiencing homelessness are living in neighborhoods adjacent to the river.

PERMANENT SUPPORTIVE HOUSING IS LESS EXPENSIVE THAN HOMELESSNESS

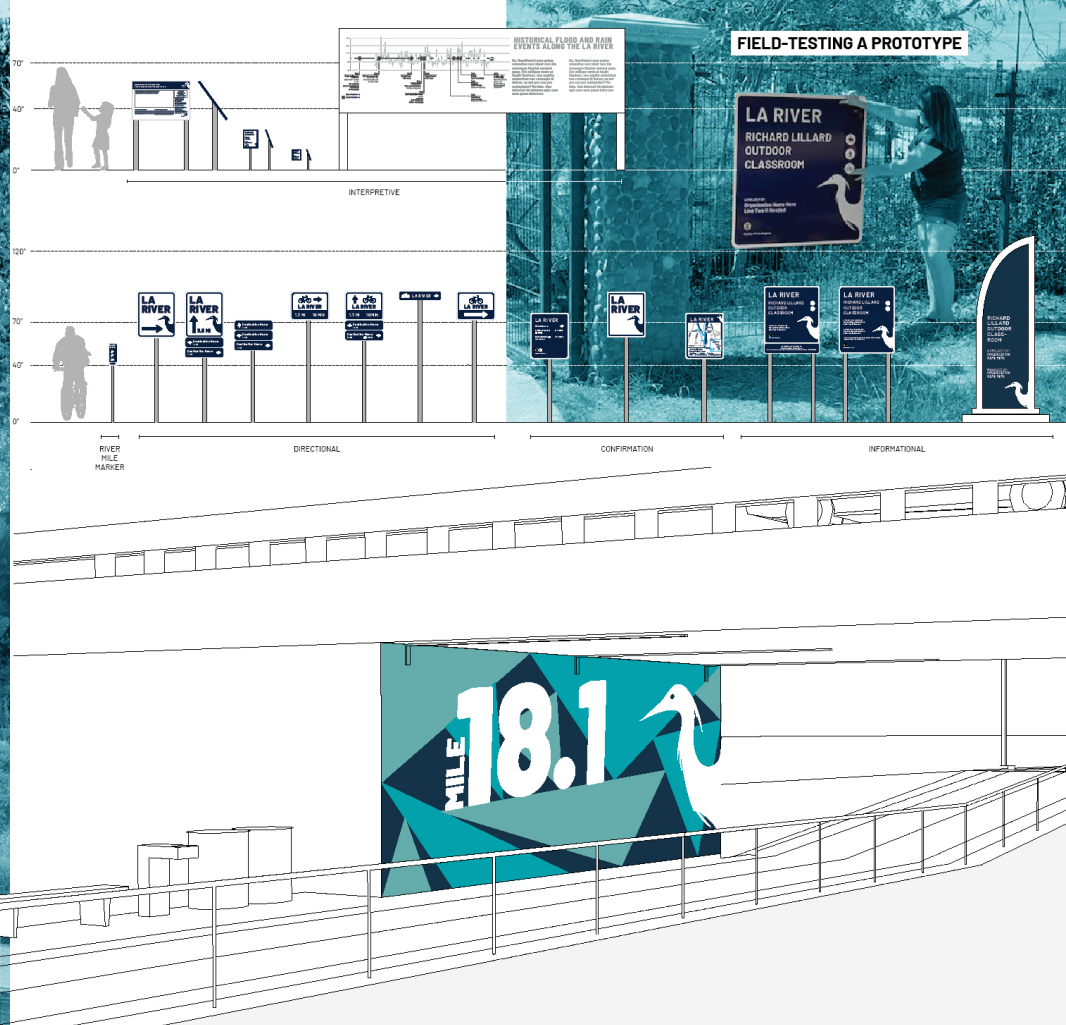
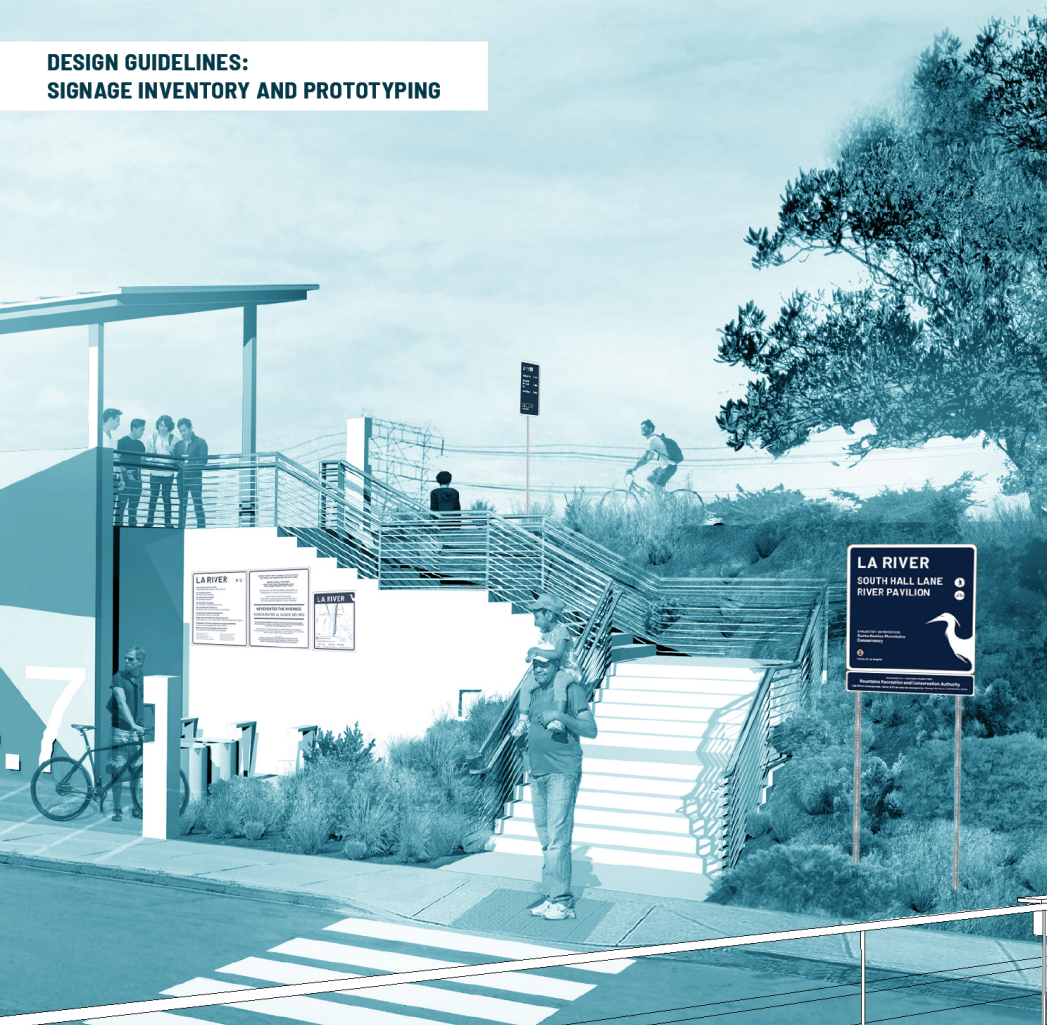
Category	Cost
Homelessness	\$64,037
Permanent Supportive Housing	\$22,458

Source: LA County Housing Policy Task Force, 2019. Data from the U.S. Census Bureau, 2019. Map by LA County Housing Policy Task Force, 2019.

Housing Affordability Need
Areas with a high displacement risk have a high need for tools to address housing affordability.

Pocket-sized topical fact books distill thematic information from the master plan around five topics for easy reference: arts and culture; ecosystems, parks, and open space; flood, water supply, and water quality; housing and displacement; and operations and maintenance.

**DESIGN GUIDELINES:
SIGNAGE INVENTORY AND PROTOTYPING**



The Design Guidelines present a unified, cohesive identity while promoting best practices and resiliency for the river corridor. They ensure a standard for design and facilitate decision-making in a multi-jurisdictional context.



YOUR VOICE MATTERS.

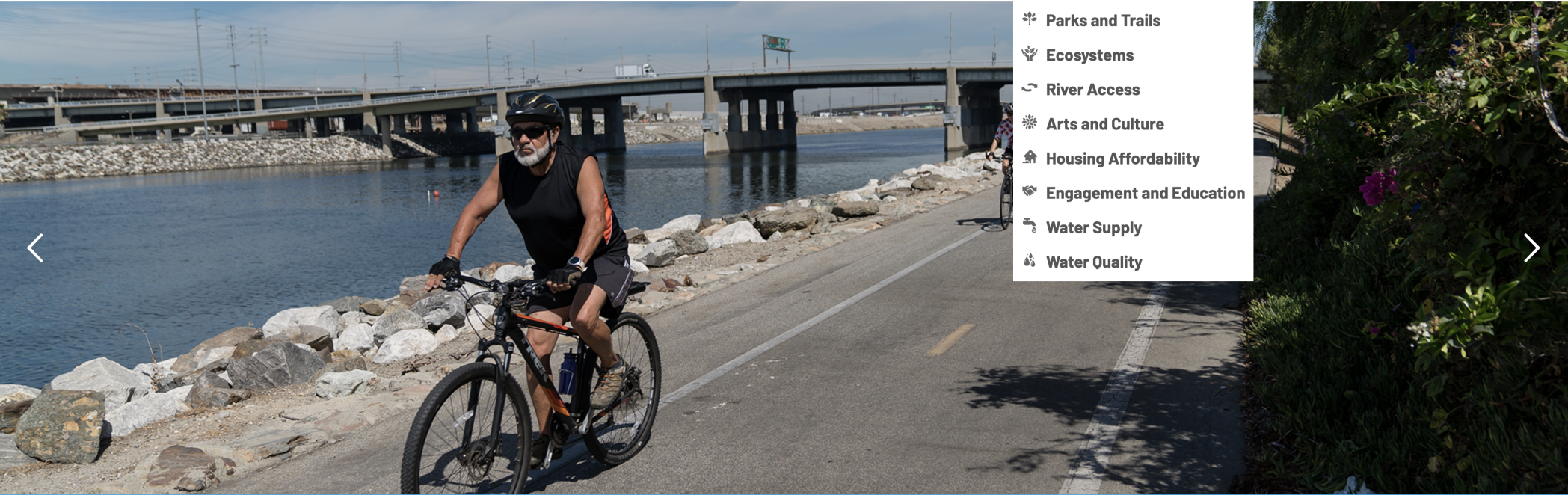
Attend one of our upcoming community meetings, take a quick survey, and sign up for more information about the project.

Sign Up

Throughout the planning process, an engagement-specific LA River Master Plan website functioned as a digital archive, bulletin board, and portal to surveys. It also served as one of many forums for the public to share comments with the consultant team.



- Flood Risk Reduction
- Parks and Trails
- Ecosystems
- River Access
- Arts and Culture
- Housing Affordability
- Engagement and Education
- Water Supply
- Water Quality



**THE ICONIC LA RIVER
 FLOWS THROUGH A 51-MILE CONNECTED
 PUBLIC OPEN SPACE THAT IS SEAMLESSLY
 WOVEN TOGETHER WITH NEIGHBORING
 COMMUNITIES.**

A final master plan website at www.larivermasterplan.org provides access to interactive plan content and research tools. Here, users can also download PDFs of the master plan's three volumes as well as high-resolution graphics.

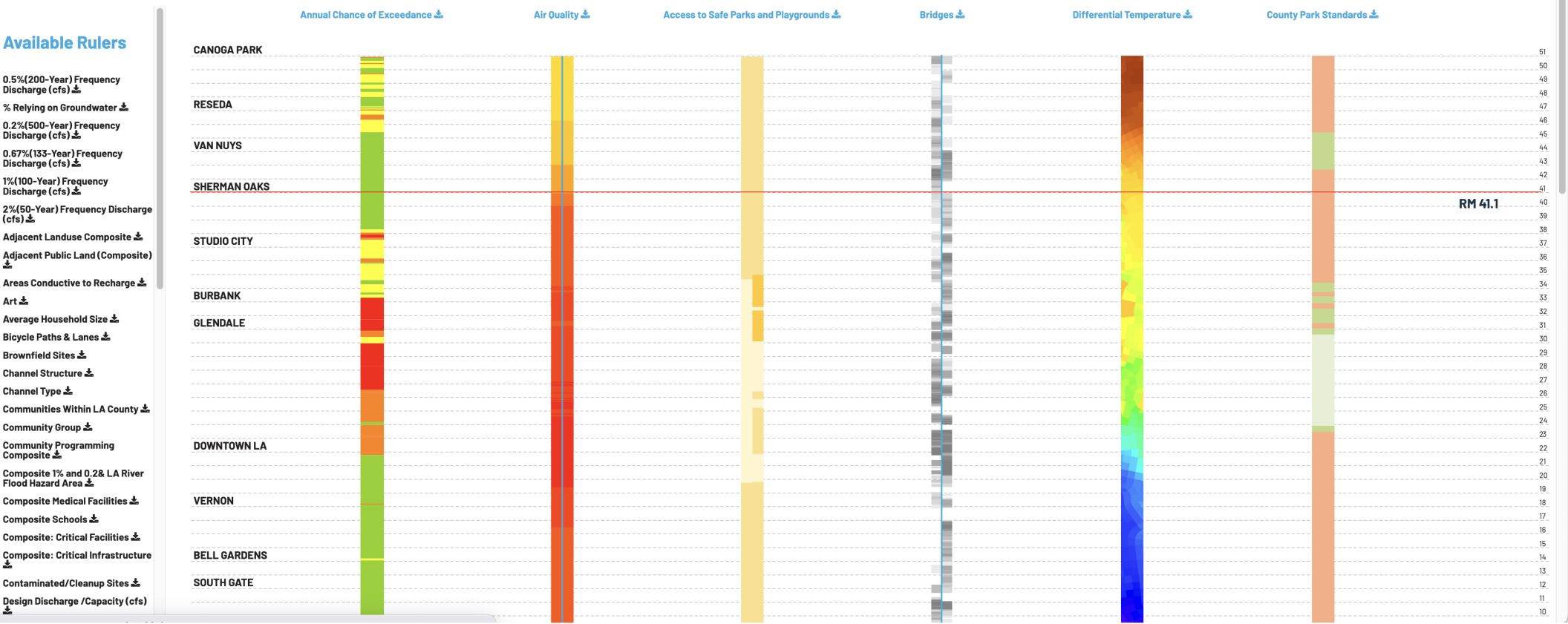


River Conditions Comparison Tool

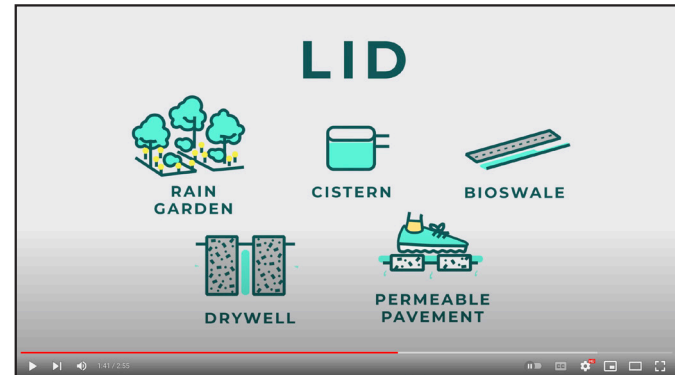
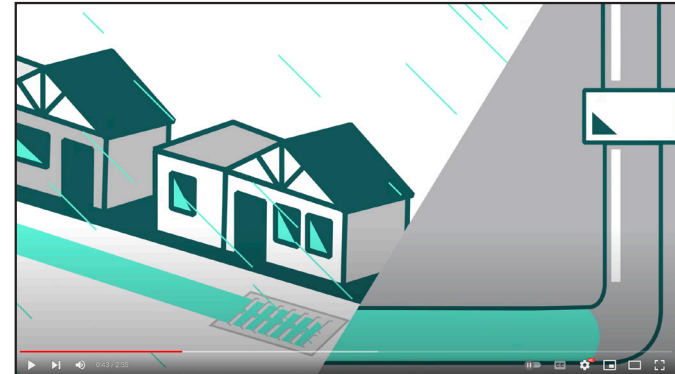
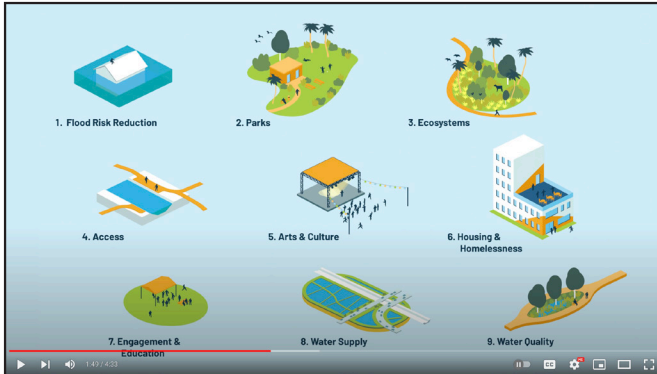
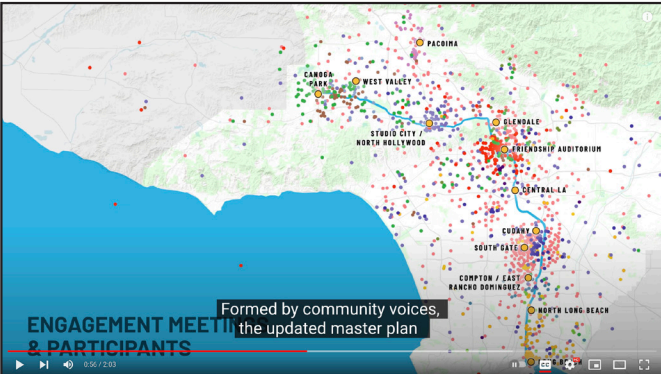
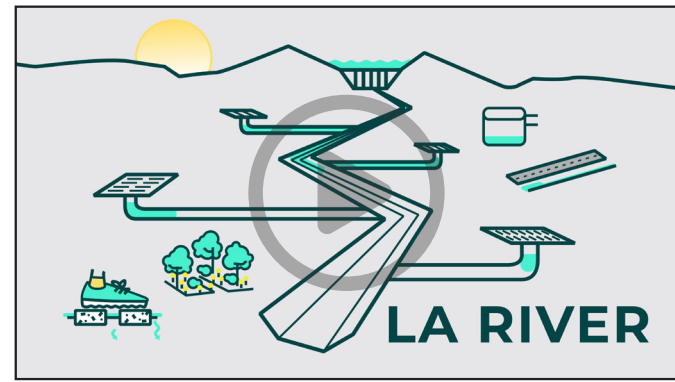
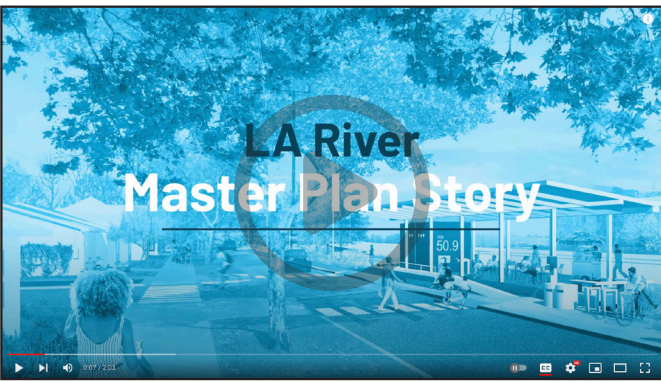
This tool can be used by community members and designers to compare river conditions related to people, water, and the environment side by side in river ruler format.

Drag a title from the left side of the screen onto the grid to the right to add a ruler. Drag rulers on the right to reorder them. And drag rulers from the right side of the screen to the left to remove them.

As you mouse over the rulers, a line with the current river mile will follow your cursor. Double click to make one of the lines stay. Single click to remove one.



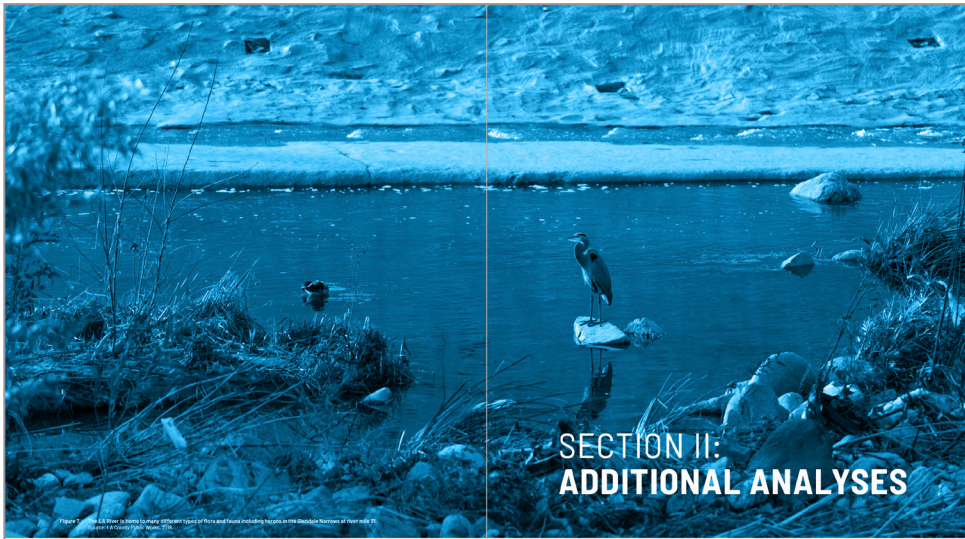
The River Conditions Comparison Tool on the master plan website allows users to drag and drop “river ruler” representations of datasets onto a single grid to compare conditions across geographies and along the river’s full length.



In addition to print media, communications during the planning process included a series of videos that animated information about water management, flood safety, and master plan content.



The final LA River Master Plan is contained in three volumes. These include a main document, published in English and Spanish, as well as two appendix documents containing design guidelines and technical backup information.



SECTION II: ADDITIONAL ANALYSES

Figure 377. The LA River is home to many different types of birds and fish including species in the Southern California of West Nile. © David A. Cooper/Earth Works, 2016.

VISION STATEMENT:

THE ICONIC LA RIVER

The iconic LA River flows through a 51-mile connected public open space that is seamlessly woven together with neighboring communities. It is an integral part of daily life in LA County—a place to enjoy the outdoors and to get across town, a place to appreciate the serene and to bring all people together, a place to celebrate a thriving urban habitat and understand infrastructure, a place to learn from the past and to shape the future.

12 VISION STATEMENT

LA RIVER MASTER PLAN 13



SITE-BASED
FRAME 6, PM 30.9

Figure 378. During flood events, the Ferraro Side Channel could play an infrastructural role, transporting water downstream around this area of higher flood risk.

With heavy rains, the dry arroyo fills with water—a combination of surface flow and, on occasion, overtopping from the LA River. The side channel helps to convey that water downstream, where it rejoins the river's main flow. Except in extreme events, the site and trails remain accessible to the public.



Figure 378. In this design example, the Ferraro Side Channel accommodates large, infrequent storm events by filling up with flood waters and downstream through a side channel that bypasses the bend in the river near Shandera.

SITE-BASED
FRAME 8, PM 30.9

FERRARO FIELDS SIDE CHANNEL

Recent USACE floodplain modeling (USACE, 2018) shows extensive flooding during the 1% and 0.2% flood events originating upstream of the Ferraro Fields (see page 304) before the river makes its bend to the south. These flows that overtop the channel walls flow overland, along Highway 104 and the 5 Interstates, eventually returning to the channel downstream of the Ferraro Fields. By planning for these overtopping moments and creating room for the river in reaches such as this, the overall capacity of the river system can be increased by possibly 5,000 to 10,000 cfs while keeping a portion of this important emergency transportation route open. Additional benefits from this concept include increased habitat connectivity from the adjacent Griffith Park to the river channel, improved linkages to the Verdugo Wash, and increased educational opportunities while accommodating most of the site's existing recreation areas.

382 THE FUTURE OF THE LA RIVER // PROJECT EXAMPLES

LA RIVER MASTER PLAN 39

Cultivating an editorial look and feel, the master plan is filled with artful illustrations and mappings intended to make complex information accessible and interesting to the average reader and expand the audience beyond that of a typical master plan.



The master plan celebrates the role of the LA River in daily life. Highlighting the heron, the master plan mascot, and limited runs of hats, tote bags, water bottles, and mugs brought that celebration directly into planning and engagement processes.