

**MEETING AGENDA**

**CITY OF LOS ANGELES  
DEPARTMENT OF RECREATION AND PARKS  
FACILITY REPAIR AND MAINTENANCE COMMISSION TASK FORCE**

**Thursday, August 7, 2025 at 10:00 A.M.  
or soon thereafter as the Board of Recreation and Park Commissioners  
adjourns its Regular Meeting noticed for 9:00 A.M.**

**EXPO Center  
3980 S Bill Robertson Ln, Los Angeles 90037**

**Please Note: Public Comment Will be Taken In-Person Only**

**To listen to the meeting via Teleconference,  
Use this link: <https://us02web.zoom.us/j/88594145368>**

**Or Dial (669) 900-6833 to Join the Meeting  
Then Enter this Webinar ID: 885 9414 5368 AND PRESS #**

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**LUIS SANCHEZ, CHAIR  
MARIE LLOYD, COMMISSIONER**

**Staff:**

**Jimmy Kim, General Manager  
Cathie Santo Domingo, Assistant General Manager  
Darryl Ford, Superintendent  
City Attorney Representative**

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TO LISTEN TO THE MEETING VIA TELECONFERENCE, YOU MUST DIAL (669) 900-6833, AND ENTER 885 9414 5368 AND THEN PRESS #, OR USE THE LINK <https://us02web.zoom.us/j/88594145368>. PUBLIC COMMENTS WILL BE TAKEN IN PERSON ONLY. EACH SPEAKER WILL BE GRANTED A MAXIMUM OF TWO (2) MINUTES FOR PUBLIC COMMENTS.

NOTICE TO PAID REPRESENTATIVES – IF YOU ARE COMPENSATED TO MONITOR, ATTEND, OR SPEAK AT THIS MEETING, CITY LAW MAY REQUIRE TO REGISTER AS A LOBBYIST AND REPORT YOUR ACTIVITY. SEE LOS ANGELES MUNICIPAL CODE 48.01 ET SEQ. MORE INFORMATION IS AVAILABLE AT <https://ethics.lacity.org/lobbying/>. FOR ASSISTANCE, PLEASE CONTACT THE ETHICS COMMISSION AT (213) 978-1960 OR [ethics.commission@lacity.org](mailto:ethics.commission@lacity.org).

THIS AGENDA AND ITS REPORTS ARE AVAILABLE ONLINE AT: <https://www.laparks.org/commissioners/facility-task-force>.

**1. CALL TO ORDER**

August 7, 2025

2. CURRENT BUSINESS

A. MacArthur Park – MacArthur Lake Stormwater Capture Project  
Discussion of Project Update

B. Reseda Park – Reseda Park North (Triangle) Project  
Discussion of Proposed Project

C. First and Broadway Park - AltaMed Museum Project  
Discussion of Proposed Project

3. PUBLIC COMMENT

Comments by the Public on Matters within Task Force Jurisdiction

4. NEXT MEETING

The next Facility Repair and Maintenance Commission Task Force Meeting is tentatively scheduled for Thursday, September 4, 2025 at 10:00 A.M. or soon thereafter as the Board of Recreation and Park Commissioners adjourns its Regular Meeting noticed for 9:00 A.M.

5. ADJOURNMENT

Additional Information

Under the California State Ralph M. Brown Act, those wishing to make audio recordings of the Commission Task Force Meetings are allowed to bring tape recorders or camcorders in the Meeting.

Sign language interpreters, assistive listening devices, or any auxiliary aides and/or services may be provided upon request. To ensure availability, you are advised to make your request at least 72 hours prior to the meeting you wish to attend. For additional information, please contact the Commission Office at (213) 202-2640.

Information on Agenda items may be obtained by calling the Commission Office at (213) 202-2640. Copies of the Commission Task Force Agenda may be downloaded from the Department's website at [www.laparks.org](http://www.laparks.org).

CITY OF LOS ANGELES  
DEPARTMENT OF RECREATION AND PARKS  
FACILITY REPAIR AND MAINTENANCE COMMISSION TASK FORCE BRIEFING  
AUGUST 07, 2025

**Project Name:**

MacArthur Lake Stormwater Capture Project

**Requested Action:**

Provide updates on the Measure W MacArthur Lake Stormwater Capture Project to the Commissioners and seek input to further refine the project.

**Project Location:**

The Project is located at MacArthur Park (Park) and on adjacent streets south of the Park. MacArthur Park is a public park located at 2230 W. 6th Street in the Westlake neighborhood of Central Los Angeles and within Council District 1 (CD 1). The proposed project would occur in the section of the Park south of Wilshire Boulevard, with additional underground improvements outside of the Park on 7th Street, Grand View Street, and Lake Street.

**Project Scope:**

The MacArthur Lake Stormwater Capture Project (Project) is a Safe, Clean Water multi-benefit project mainly funded by the Measure W Safe, Clean Water Program in its Round 1 applications. The Project is led by the City of Los Angeles Sanitation and Environment (LASAN) in partnership with the City of Los Angeles Department of Recreation and Parks (RAP) and the Bureau of Engineering (BOE). The Board of RAP Commissioners conceptually approved the Project on October 1, 2020 and LASAN provided project updates to the Facility Repair and Maintenance Commission Task Force (Task Force) on June 16, 2022 and February 1, 2024.

The Project will divert a portion of dry and wet weather stormwater flows from a 200-acre drainage area adjacent to the Park and treat the stormwater before discharging it into MacArthur Lake. The stormwater will be treated with a pretreatment unit and secondary stormwater treatment units to remove trash, sediment, heavy suspended solids, and pollutants. The diversion of stormwater from the storm drain system into the lake will decrease the amount of potable water that is used to maintain the lake level (i.e., lake refill). The Project's environmental consultant, CDM Smith, conducted an analysis and confirmed that the diversion of the treated stormwater will have a less than significant impact on MacArthur Lake's water quality. A summary of the lake water quality is included as Attachment 2.

The Project will also include the construction of a cascading water feature at the southwest corner of the Park. This feature is intended to serve as a visual enhancement, adding aesthetic value to the surrounding landscape and provide educational opportunities, such as signage about stormwater management.

**Plants and Trees:**

The proposed Project will remove 2 trees at the location of the water feature, but will be replaced with 10 new trees as recommended by a RAP arborist. The other trees within the Park

CITY OF LOS ANGELES  
DEPARTMENT OF RECREATION AND PARKS  
FACILITY REPAIR AND MAINTENANCE COMMISSION TASK FORCE BRIEFING  
AUGUST 07, 2025

will be protected per the requirements from the RAP tree protection specifications that are included on the Project design plans.

**Community Outreach:**

The Project's community outreach team has been actively engaging the community since the project pre-design started in 2022. The outreach team has participated in several education workshops and community fairs to educate the public about the project. Moving forward, the outreach team will continue to actively engage with the community about the project status and updates. The project team intends to conduct at least one additional community outreach meeting once 100% design has been completed, and once more prior to the beginning of construction. From there, the project team will work with the community as well as key stakeholders and partners at RAP to inform the constituents of project updates, construction progress, and any potential impacts to the Park's use.

**Funding:**

The project was voted into the Round 1 Stormwater Investment Plan (SIP) in Fiscal Year 20-21. The estimated total project cost is \$48,400,000. LASAN has secured \$31,043,718 through Measure W's Safe Clean Water Program Regional funding, \$3,400,000 through Measure W's Safe Clean Water Program Municipal funding, \$550,000 from Prop K for park improvements and an additional \$150,000 from the Stormwater Pollution Abatement (SPA) fund. City staff support for the project is funded through the Measure W Local Return Fund. LASAN management is exploring various options, such as requesting more funding from grants or other City funding sources, to cover the funding gap for the project. It is anticipated that 100% design will be completed by December 2025. It is foreseen that, if all funding is identified, the project will proceed into bid and award by the Winter of 2026 and will start construction in the Summer of 2026. Construction is expected to take two and a half (2.5) years. Operation and maintenance of the project elements is ongoing between LASAN and RAP.

**Attachments:**

Attachment 1 - MacArthur Lake Stormwater Capture Project Update Presentation

Attachment 2 - Summary of the Final MacArthur Lake Water Quality Study



## Memorandum

*To: Jan Green Rebstock, City of Los Angeles Bureau of Engineering  
Cristian Centeno, City of Los Angeles Bureau of Engineering*

*From: Robin Ijams*

*Date: July 1, 2025*

*Subject: Summary of the Final MacArthur Lake Water Quality Study*

The MacArthur Lake Stormwater Capture Project (proposed project) would capture urban stormwater flows from stormwater drains that currently bypass MacArthur Lake, treat the captured water, and either discharge the treated water to the lake or return it to the storm drain system. Additionally, the project would include installation of a water feature and recirculation pumping. The proposed project would capture and treat approximately 244-acre feet per year (AFY) of urban stormwater in the Ballona Creek watershed. Approximately 130 AFY of stormwater that would otherwise be discharged to the storm drain system would be discharged into the lake. The proposed project's goals include incrementally improving water quality in downstream Ballona Creek in a manner consistent with the Ballona Creek Watershed Management Program; reducing potable water demand; and providing community investment benefits such as park space enhancement, public health, and educational features.

A water quality model of MacArthur Lake was constructed to investigate the potential for adverse impacts on lake water quality from the addition of urban stormwater and to quantify the effectiveness of planned stormwater controls. The model focuses on lake nutrients (nitrogen and phosphorus) and the resulting enhanced phytoplankton (floating) algae growth. The model was constructed using CDM Smith's Simplified Lake Analysis Model (SLAM) software, for a daily simulation over a 20-year variable hydrologic period. Two scenarios were developed to determine water quality impacts from the proposed stormwater capture project at MacArthur Lake: (1) No project (existing conditions), and (2) stormwater capture with implementation of proposed project stormwater treatment. In addition, a third scenario, stormwater capture without proposed stormwater treatment, was developed to measure the effectiveness of the proposed treatment systems and was included in the analysis for comparison purposes only. Results of the first two scenarios are shown in Table 1.

Under the No Project Scenario, the model predicts an increase in long-term average nutrient and algae (chlorophyll-a) concentrations within the lake, as well as further nutrient enrichment of lake bottom sediments. Under the Proposed Project Scenario, modeling results show that total phosphorus is expected to increase slightly, as compared to current conditions, while total nitrogen is expected to decrease.

**Table 1. Modeled Average Annual Nutrient and Algae for Existing Conditions/  
 No Project and With Project Implementation Scenarios**

Result	Existing Conditions/ No Project	With Proposed Project <sup>3</sup>
Total phosphorus (mg/L)	0.3 (0.2 - 0.4) <sup>1</sup>	0.4 (0.2 - 0.6) <sup>1</sup>
Total phosphorus sediment flux (mg/m <sup>2</sup> /d)	8 (4 - 12) <sup>2</sup>	14 (7 - 24) <sup>2</sup>
Total nitrogen (mg/L)	5 (3 - 7) <sup>1</sup>	3 (2 - 4) <sup>1</sup>
Total nitrogen sediment flux (mg/m <sup>2</sup> /d)	130 (80 - 190) <sup>2</sup>	110 (60 - 160) <sup>2</sup>
Chlorophyll-a (µg/L)	120 (115 - 125) <sup>2</sup>	130 (129-134) <sup>2</sup>

Source: CDM Smith 2024.

Notes:

1 Values in parenthesis show range of daily model results; 2 Values in parenthesis show range of monthly model results;

3 Values represent stable conditions after simulated initial equilibration period

Key: mg/L = milligrams per liter; µg/L = micrograms per liter

MacArthur Lake is currently a largely stagnant pool, characterized by low inflow loads, even lower outflow loads, and evaporative losses replaced by potable water. Current lake nutrient dynamics are dominated by internal “recycling” of nutrient loads, as the majority of the inflow nutrient load is retained by the lake. Evapo-concentration also plays a role. Other than periodic overflows from direct precipitation, the only nutrient mass removal occurs via settling and burial. Otherwise, mass is retained, accumulates in the lake, and is recycled via sediment nutrient releases. The net result, as demonstrated by the model, is nutrient concentrations that exceed the concentrations of flow inputs (potable water).

The proposed project would change the operation of MacArthur Lake. Currently, rain falls directly in the lake, but any rain that falls in the area surrounding the lake flows directly into storm drains and does not enter the lake. With implementation of the proposed project, approximately 130 AFY of stormwater that would otherwise be discharged to the storm drain system would be discharged into the lake. These changes to the hydrology of MacArthur Lake also mean there would be an increase in the load of nutrients delivered to the lake from the upstream watershed over the 20-year simulation period. However, the modeling also projects an increase in mass flushed *from* the lake. This translates into a decrease in overall lake nutrient mass retention of the total external load.

In conclusion, the proposed project would alter the hydrodynamics of the lake considerably. The lake would move from a relatively stagnant pool to a well-flushed, flow-through system. This change is expected to have a positive impact on lake water quality due to increased flushing of nutrient loads and lower residence times for phytoplankton algae. However, inflow nutrient loads would also increase considerably, due to the stormwater diversion, which would have a negative impact on lake water quality. The model predicts that, with the proposed stormwater treatment, the net impact would be modest increases in total phosphorus and phytoplankton (Chlorophyll-a) concentrations and a modest decrease in total nitrogen concentration. With the proposed treatment components of the project performing as designed, long term lake water quality is not predicted to substantially worsen. The result of these projected changes would be lake phytoplankton (chl-a) levels that are very similar to current conditions and do not represent a discernable change.



# MacArthur Lake Stormwater Capture Project Facility Repair and Maintenance Commission Task Force

August 7, 2025





# PROJECT OVERVIEW

This is a Regional Round 1 Safe Clean Water multi-benefit project funded by Measure W. Implementation of the upcoming Westlake neighborhood MacArthur Park Stormwater Capture Project is led by the City of Los Angeles Sanitation and Environment (LASAN) in partnership with the City of Los Angeles Department of Recreation and Parks (RAP) and the Bureau of Engineering (BOE).

The proposed Project will:

- Improve water quality in the Ballona Creek Watershed
- Reduce potable water use
- Provide community benefits and educational opportunities
- Enhance urban greening

The Board of RAP Commissioners conceptually approved the Project on October 1, 2020. LASAN provided project updates to the Facility Repair and Maintenance Commission Task Force (Task Force) on June 16, 2022 and February 1, 2024.





# PROJECT LOCATION

## General Location of Infrastructure Elements:

- Lake Street from alley south of 7<sup>th</sup> St to 7<sup>th</sup> St
- Grand View Street from alley south of 7<sup>th</sup> St to 7<sup>th</sup> St
- 7<sup>th</sup> Street from Lake St to Grand View St
- South/Southwest corner of MacArthur Park





# PROJECT COMPONENTS

## Project components include:

- Stormwater diversion structure
- Pretreatment unit (CDS)
- Pump stations
- Secondary treatment units (StormFilter)
- In-lake Storage
- Cascading Water Feature





# PROJECT DETAILS

## Pretreatment Unit

- Continuous Deflection Separation Unit
- 100% trash removal
- 80% or more pollutant removal, such as zinc

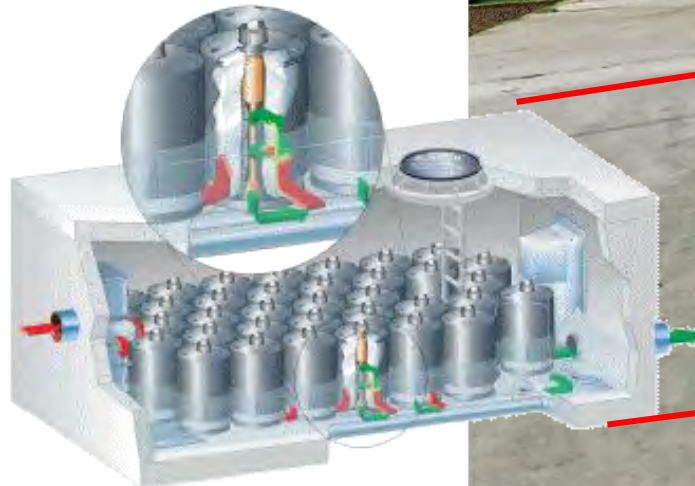




# PROJECT DETAILS

## Secondary Treatment Units

- Two (2) StormFilter Cartridge Units
- Additional removal of Zinc, copper, lead, metals, and bacteria.



Underground Facilities MacArthur Park

Stormwater Treatment Unit





# PROJECT DETAILS

## Water Feature

- Approx. 9,200 SF (including vegetated area)
- 2 tree removals
- 10 new trees under RAP Arborist recommendation

## Proposed Water Feature





# PROJECT DETAILS

## Proposed Water Feature Renderings





# LAKE WATER QUALITY

- Existing Conditions:
  - Largely stagnant pool
  - Low inflow loads and even lower outflows
  - **Results:** nutrients concentrations exceed the concentration of flow inputs (potable water)
- Proposed Project:
  - Increase loads of nutrients
  - However, increased mass flushing
  - **Results:**
    - Decrease in overall lake nutrient mass retention
    - Long term lake water quality is not predicted to substantially worsen

**Table 1. Modeled Average Annual Nutrient and Algae for Existing Conditions/ No Project and With Project Implementation Scenarios**

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Source: CDM Smith 2024.

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# COMMUNITY OUTREACH

## Community Assessment

- Community outreach is led by Carollo Engineers, Inc. in partnership with LASAN's Community Outreach Team

## Past Engagement Highlights

- Love my Community Clean Up and Resource Fair, Pico Union Neighborhood Council
  - February 17, 2024
- Community Resource Fair and Earth Day Celebration
  - April 13, 2024







# PROJECT SCHEDULE & FUNDING

Phase	Start Date	End Date	Duration (months)
Pre-Design	02/2021	08/2022	18
Design	05/2023	12/2025	31
Bid & Award	01/2026	06/2026	6
Construction	07/2026	12/2028	30
Post Construction	01/2029	01/2030	12

## Project Funding Sources

- Measure W: SCW Regional - \$31M
- Measure W: SCW Muncipal - \$3.4M
- Prop K - \$550k
- SPA - \$150k
- Measure W: Local Return (Fund 100) - \$5M for City Staff Support Cost

## PROJECT SCHEDULE

	FY 2022/23			FY 2023/24			FY 2024/25				FY 2025/26				FY 2026/27				FY 2027/28				FY 2028/29				FY 2028/30	
	2023		2024	2024		2025		2025		2026		2026		2027		2027		2028		2028		2029		2030				
	AMJ	JAS	OND	JFM	AMJ	JAS	OND	JFM	AMJ	JAS	OND	JFM	AMJ	JAS	OND	JFM	AMJ	JAS	OND	JFM	AMJ	JAS	OND	JFM	AMJ	JAS	OND	
Pre-Design																												
Design																												
Bid & Award																												
Construction																												
Post-Construction																												





THANK  
YOU



CITY OF LOS ANGELES  
DEPARTMENT OF RECREATION AND PARKS  
FACILITY REPAIR AND MAINTENANCE COMMISSION TASK FORCE BRIEFING  
August 7, 2025

**RESEDA PARK NORTH (TRIANGLE) PROJECT**

The Reseda Park North (Triangle) Project proposes the redevelopment of the portion of Reseda Park located north of the LA River. The Mountains Recreation and Conservation Authority (MRCA) is proposing to partner with RAP on the redevelopment of this portion of the park to include new recreation elements, water quality enhancements, and native habitat. MRCA has been a long-term partner with RAP, and has collaborated with RAP on the development of multiple parks and project in the City.

The MRCA has developed a conceptual plan for the Reseda Park North (Triangle) Project. The conceptual plans were developed with input from the local community and stakeholders.

**REQUESTED ACTION**

- Review and consider the Reseda Park North (Triangle) Project conceptual plan
- Recommend RAP staff bring the Reseda Park North (Triangle) Project to the Board for consideration.
- Recommend RAP staff be instructed to negotiate an Agreement with MRCA for the design, development, funding, and construction of the Reseda Park North (Triangle) Project.
- Recommend RAP staff initiate discussion with LASAN regarding the O&M of the proposed stormwater capture elements of the Reseda Park North (Triangle) Project

**PROJECT LOCATION**

- Reseda Park
- Council District 3

**SCOPE OF WORK**

- The conceptual design of the Reseda Park North (Triangle) Project is described in the **May 2, 2025 Memorandum** from the MRCA and the **December 6, 2024 "100% Landscape Concept Package"**.



## **MOUNTAINS RECREATION & CONSERVATION AUTHORITY**

Los Angeles River Center & Gardens  
570 West Avenue Twenty-Six, Suite 100  
Los Angeles, California 90065  
Phone (323) 221-9944 Fax (323) 221-9934

### **MEMORANDUM**

**DATE:** May 2, 2025

**TO:** Darryl Ford, Superintendent  
Planning, Maintenance, and Construction Branch

**FROM:** Isabela Noriega, Project Manager  
Park Development and Watershed Planning Division

**RE: Reseda Park Triangle Improvement Project**

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The Reseda Park Triangle project aims to create a multi-benefit natural park adjacent to the Los Angeles River, the first of its kind. The Mountains Recreation and Conservation Authority (MRCA) seeks to formally partner with the City of Los Angeles, Department of Recreation and Parks to continue advancing project planning, design and future implementation. Key takeaways of this project include:

1. The project is located directly adjacent to the north bank of the Los Angeles River. Its location allows for the integration of multiple benefits including recreation, water quality enhancements and native habitat.
2. The proposed stormwater management system will maximize ecological and public benefits. The project will design and implement water conservation measures to improve water quality and reduce the trash within the L.A. River.
3. The project's location is adjacent to and will serve a disadvantaged community. This project brought meaningful participation from the local community; MRCA and Landscape Architect SWA held community design workshops to inform the conceptual design work and enhance the recommended final concept.

### **BACKGROUND**

Reseda Park is owned and operated by the City of Los Angeles Department of Recreation and Parks (RAP) and is in the West San Fernando Valley. The park is bisected by the Los Angeles River with a pedestrian bridge that connects the two sections of park. The 6.5 acres that make up the north triangle portion of the park and the current amenities are poorly defined for use by the local community. The project site extends to Kittridge St. to the north, Etiwanda Ave to the east, and Los Angeles River to the south.

There are improvements that can be made to existing amenities by providing dedicated play and gathering spaces along with critical amenities such as restrooms, access paths, and safety improvements. The project is an opportunity to further expand the native

habitat and the potential for stormwater capture, making it a true multi-benefit facility. Reseda High School is directly across the street, offers an opportunity for joint use or partnerships. This section of the River has a trapezoidal channel and an opportunity to remove, or modify, the fence currently separating the park from the River. Over the past years, MRCA has developed a final design concept that proposes a phased capital improvements scope throughout the north triangle section of Reseda Park.

### TIMELINE & STATUS

2018-2019	Awarded a grant from Santa Monica Mountains Conservancy to support initial pre-improvement planning. Contract awarded to SWA Group Inc for concept design.  Staff conducted community surveys and development of initial concepts. 97 surveys were received, overall concern with lack of park elements and programming  Review of concepts in preparation for stakeholder and community meetings at the beginning of 2020.
2020	Project on hold due to COVID-19 Pandemic and reduced staff capacity.
2022	Community engagement on three concept designs during the summer.
2024	Increased staffing capacity and finalized concept. SWA presents Final Concept.
2025	Review of Final Concept with City of Los Angeles (February 2025) Restart MOU with RAP for Reseda Triangle Project.

### PROJECT FUNDING

Santa Monica Mountains Conservancy (SMMC) <i>Proposition 1 grant, term expires December 31, 2027</i>	\$350,000
City of Los Angeles <i>Capital and Technology Improvement Expenditure Program Budget</i>	\$500,000
<b>Total</b>	<b>\$850,000</b>

### DESIGN HIGHLIGHTS

The project will implement watershed adaptations to reduce the impact of climate change on California's urban communities and ecosystems. Potential improvements under consideration include but are not limited to: storm drain diversion for groundwater infiltration, underground stormwater infiltration and drywells for storm water cleansing, and efficient irrigation. The design seeks to protect and restore urban watershed health through stormwater treatment that will reduce the number of pollutants presently draining into the River untreated. This will further be accomplished through design elements that

incorporate surface flows from the adjacent streets into the site, primarily off Etiwanda Ave. Project components will assist in the recovery of native flora and fauna through native habitat development that connect along the LA River. The project's goal is to promote environmental stewardship and highlight the River's proximity through its multi-use amenities such as walking paths, observation vistas, play areas, open fields, and interpretative signage.

### **PARTNERSHIP**

MRCA seeks to continue our long tradition of working with LA City Recreation and Parks through the establishment of a MOU for future improvements at Reseda Park Triangle. Veritas staff were hired in December 2021 to focus on developing a MOU agreement with RAP. RAP has provided a working draft, which MRCA reviewed internally and submitted the proposed revisions in June 2022. Conversations between MRCA and RAP paused in 2023 while the concept development was being refined. An MOU agreement is now sought to be completed following the development of a final concept.

# ***Reseda Park North Annex***

*100% Landscape Concept Package*

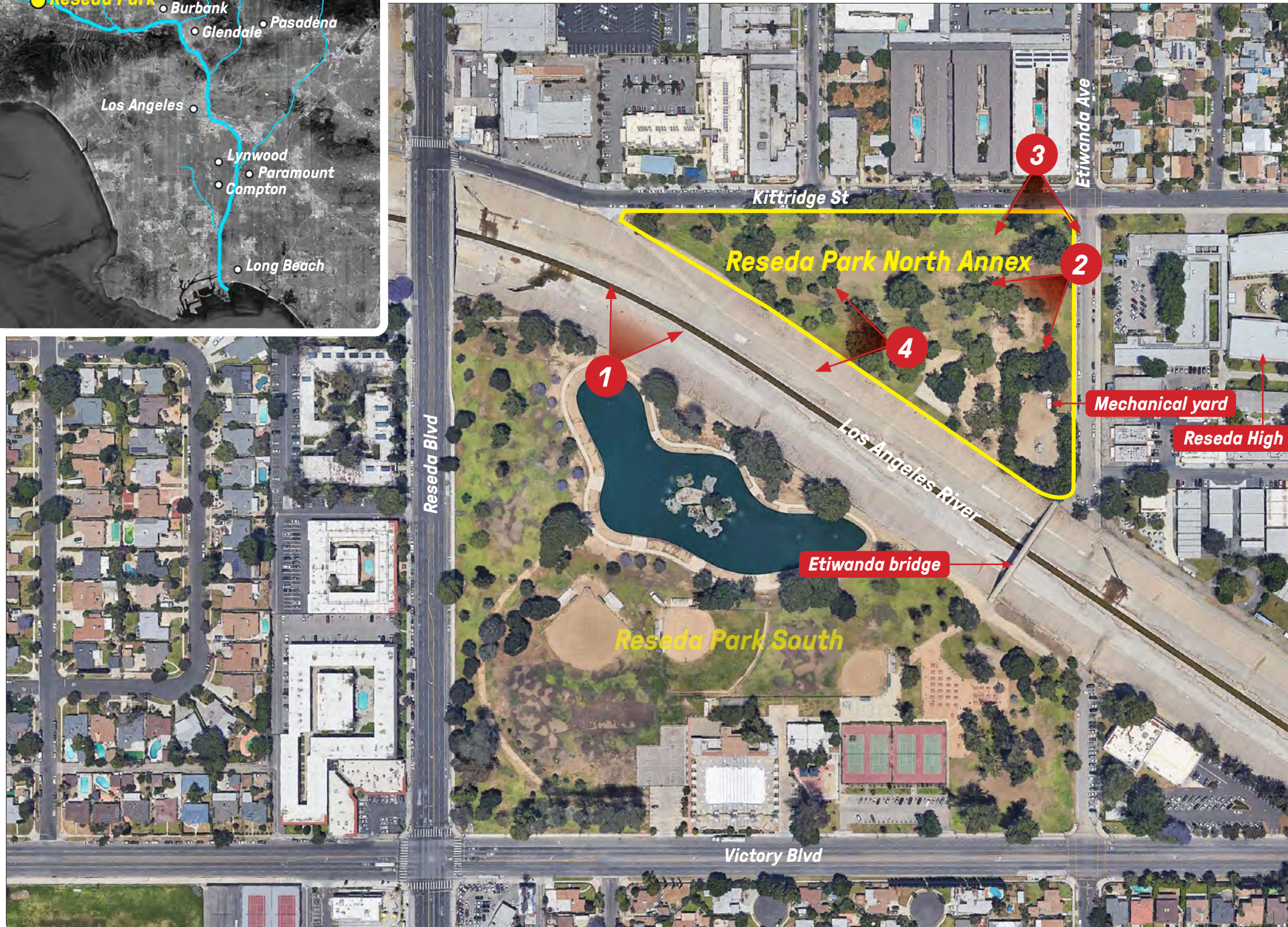
*Reseda, California  
91335*

*December 6, 2024*

**swa**



# Existing Site Context



1



2



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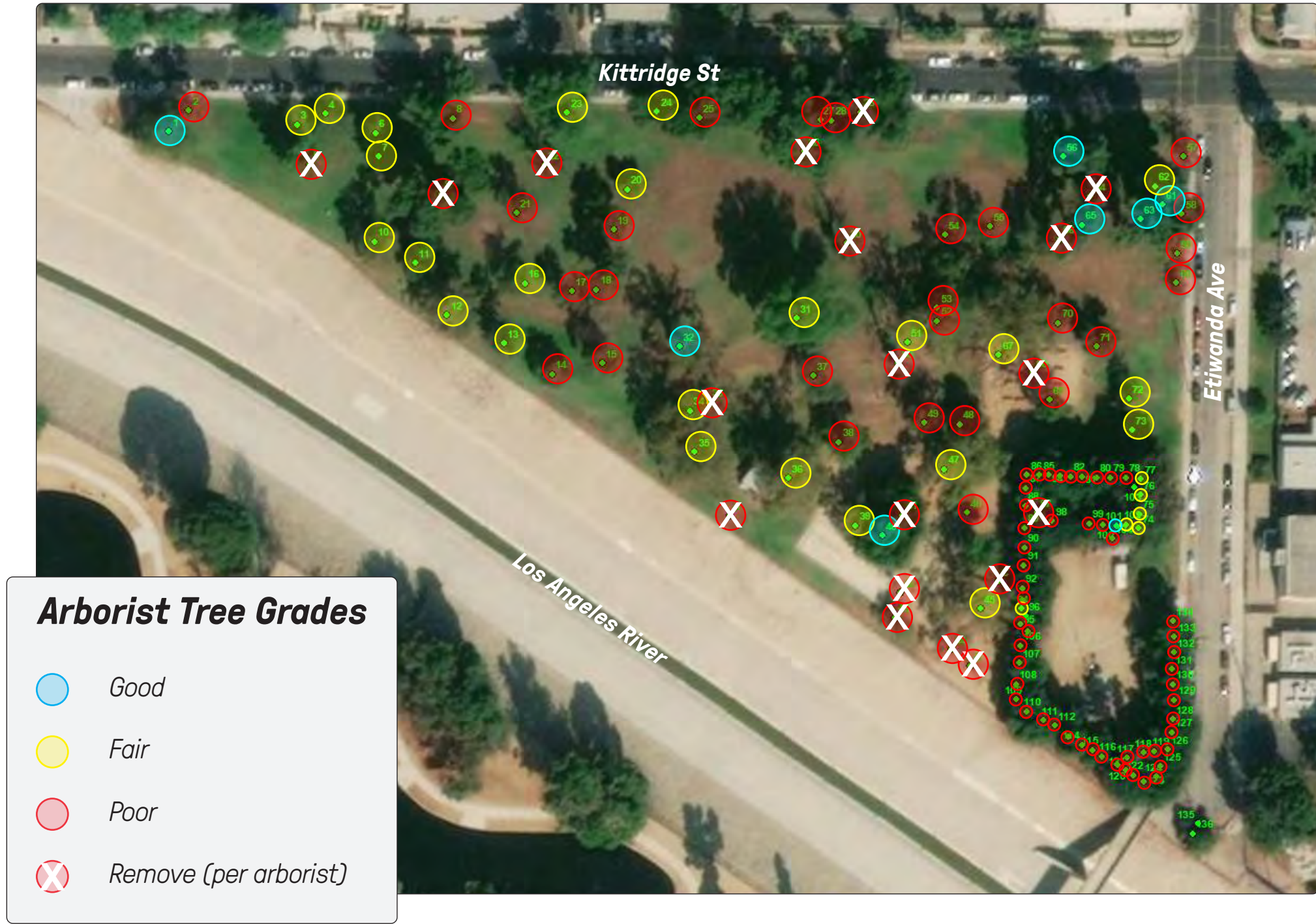


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# Tree Assessment

Arborist report (2020) & SWA updated markup (current)



# Key Community Input

Outreach Effort Results, August 2022

### Waterfront Terrace

Reseda Park North Annex

**Waterfront Terrace**  
The Waterfront Terrace aims to connect the community with the Los Angeles River with a shared Arroyo Terrace and seating areas, allowing the public to interact with an otherwise inaccessible space.  
The park's design will highlight educational moments regarding climate, water, and recreation.  
A variety of casual elements such as art, artwalks, bridge walkways, picnic gathering areas, playground, dog park, and fitness equipment would be incorporated with this concept to enhance the visitor experience.

**Cast Your Vote!**

<p><b>1</b> Bridge Walkways</p> <p>Learn about the history of the Los Angeles River and the importance of water in the region. This walkway will provide a safe and scenic route for visitors to enjoy the river's beauty.</p>	<p><b>5</b> Multipurpose Lawn</p> <p>Learn about the importance of green spaces in urban environments. This lawn will provide a versatile area for recreation, community events, and relaxation.</p>
<p><b>2</b> Stormwater Detention Basins</p> <p>Learn about the science of stormwater management and the role of detention basins in reducing flooding and improving water quality.</p>	<p><b>6</b> Fitness Equipment</p> <p>Learn about the benefits of regular exercise and the importance of maintaining good health. This equipment will provide a convenient and accessible way for visitors to stay active.</p>
<p><b>3</b> Seating Opportunities</p> <p>Learn about the importance of providing comfortable seating for visitors to enjoy the park's amenities and take a break during their visit.</p>	<p><b>7</b> Seating Area</p> <p>Learn about the benefits of providing a dedicated seating area for visitors to relax and enjoy the park's views and amenities.</p>
<p><b>4</b> Picnic Barbecue Areas</p> <p>Learn about the importance of providing picnic and barbecue areas for visitors to enjoy a meal outdoors and spend quality time with family and friends.</p>	<p><b>8</b> Riverfront Overlook</p> <p>Learn about the history and significance of the Los Angeles River and the importance of preserving this natural resource for future generations.</p>

swa Reseda Park Waterfront Terrace Concept 1/9/2020

### Boardwalks

Reseda Park North Annex

**Boardwalks**  
The Boardwalks concept introduces a series of boardwalks circulating throughout the park at the edge of wetland planting beds, and extending into the Los Angeles River for visitors to interact with the "front".  
Learning opportunities focus on wetland habitats and reflect on the benefits of all ecological systems within urban environments.  
The interconnected boardwalk and trails will lead users to various areas that feature a fitness lawn, picnic/barbecue areas, nature play elements, and a dog park.

**Cast Your Vote!**

<p><b>1</b> Boardwalk Riverfront</p> <p>Learn about the importance of boardwalks in providing a safe and accessible way for visitors to enjoy the river's beauty and the surrounding wetland habitats.</p>	<p><b>5</b> Play Area</p> <p>Learn about the benefits of providing a dedicated play area for children to enjoy and the importance of creating safe and inclusive play spaces.</p>
<p><b>4</b> Wetland Habitats</p> <p>Learn about the science of wetland ecosystems and the importance of preserving these habitats for their ecological and recreational value.</p>	<p><b>6</b> Restorative Fitness Area</p> <p>Learn about the benefits of restorative fitness and the importance of providing a dedicated space for visitors to engage in physical activity.</p>
<p><b>3</b> Seating Opportunities</p> <p>Learn about the importance of providing comfortable seating for visitors to enjoy the park's amenities and take a break during their visit.</p>	<p><b>7</b> Seating Area</p> <p>Learn about the benefits of providing a dedicated seating area for visitors to relax and enjoy the park's views and amenities.</p>
<p><b>4</b> Picnic Barbecue Areas</p> <p>Learn about the importance of providing picnic and barbecue areas for visitors to enjoy a meal outdoors and spend quality time with family and friends.</p>	<p><b>8</b> Boardwalk Overlook</p> <p>Learn about the history and significance of the Los Angeles River and the importance of preserving this natural resource for future generations.</p>

swa Reseda Park Boardwalks Concept 1/9/2020

### The Arroyo Experience

Reseda Park North Annex

**The Arroyo Experience**  
The Arroyo Experience engages the neighborhood with an activated arroyo place along the Los Angeles River.  
Play features placed along the arroyo and an outdoor classroom aim to provide educational opportunities focused on streamwater management and urban impacts on the watershed.  
This concept provides seating areas throughout the arroyo, bridge decks, a dog park, fitness and play equipment, a bike path, and overlooks with seating at the riverbank for visitors to enjoy the scenery.

**Cast Your Vote!**

<p><b>1</b> Bridge Walkways</p> <p>Learn about the history of the Los Angeles River and the importance of water in the region. This walkway will provide a safe and scenic route for visitors to enjoy the river's beauty.</p>	<p><b>5</b> Picnic Play Area</p> <p>Learn about the importance of providing picnic and play areas for visitors to enjoy a meal outdoors and spend quality time with family and friends.</p>
<p><b>4</b> Arroyo Experience</p> <p>Learn about the science of streamwater management and the importance of preserving these habitats for their ecological and recreational value.</p>	<p><b>6</b> Fitness Equipment</p> <p>Learn about the benefits of regular exercise and the importance of maintaining good health. This equipment will provide a convenient and accessible way for visitors to stay active.</p>
<p><b>3</b> Seating Opportunities</p> <p>Learn about the importance of providing comfortable seating for visitors to enjoy the park's amenities and take a break during their visit.</p>	<p><b>7</b> Seating Area</p> <p>Learn about the benefits of providing a dedicated seating area for visitors to relax and enjoy the park's views and amenities.</p>
<p><b>4</b> Picnic Barbecue Areas</p> <p>Learn about the importance of providing picnic and barbecue areas for visitors to enjoy a meal outdoors and spend quality time with family and friends.</p>	<p><b>8</b> Riverfront Overlook</p> <p>Learn about the history and significance of the Los Angeles River and the importance of preserving this natural resource for future generations.</p>

swa Reseda Park The Arroyo Experience Concept 1/9/2020

## Community programming priorities:

- Multipurpose lawn(s)
- Gathering areas
- Play areas
- Fitness areas
- River engagement: **Boardwalk**

## Issues and concerns (existing park):

- Excessive dumping on sidewalks
- Removal of trees with no replacement/replanting plan
- Excess speeding by cars
- Closing of the restrooms
- Limited and congested street parking



*Reseda Park*  
***Landscape Concept***

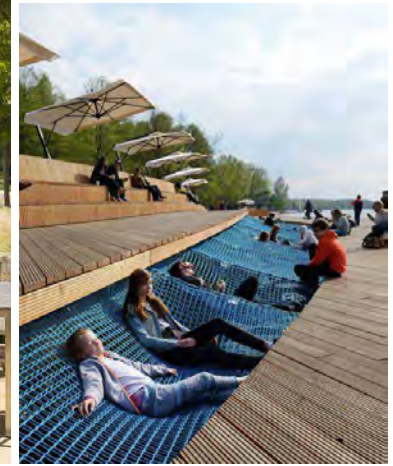
# Mood Imagery

Connection & Stewardship

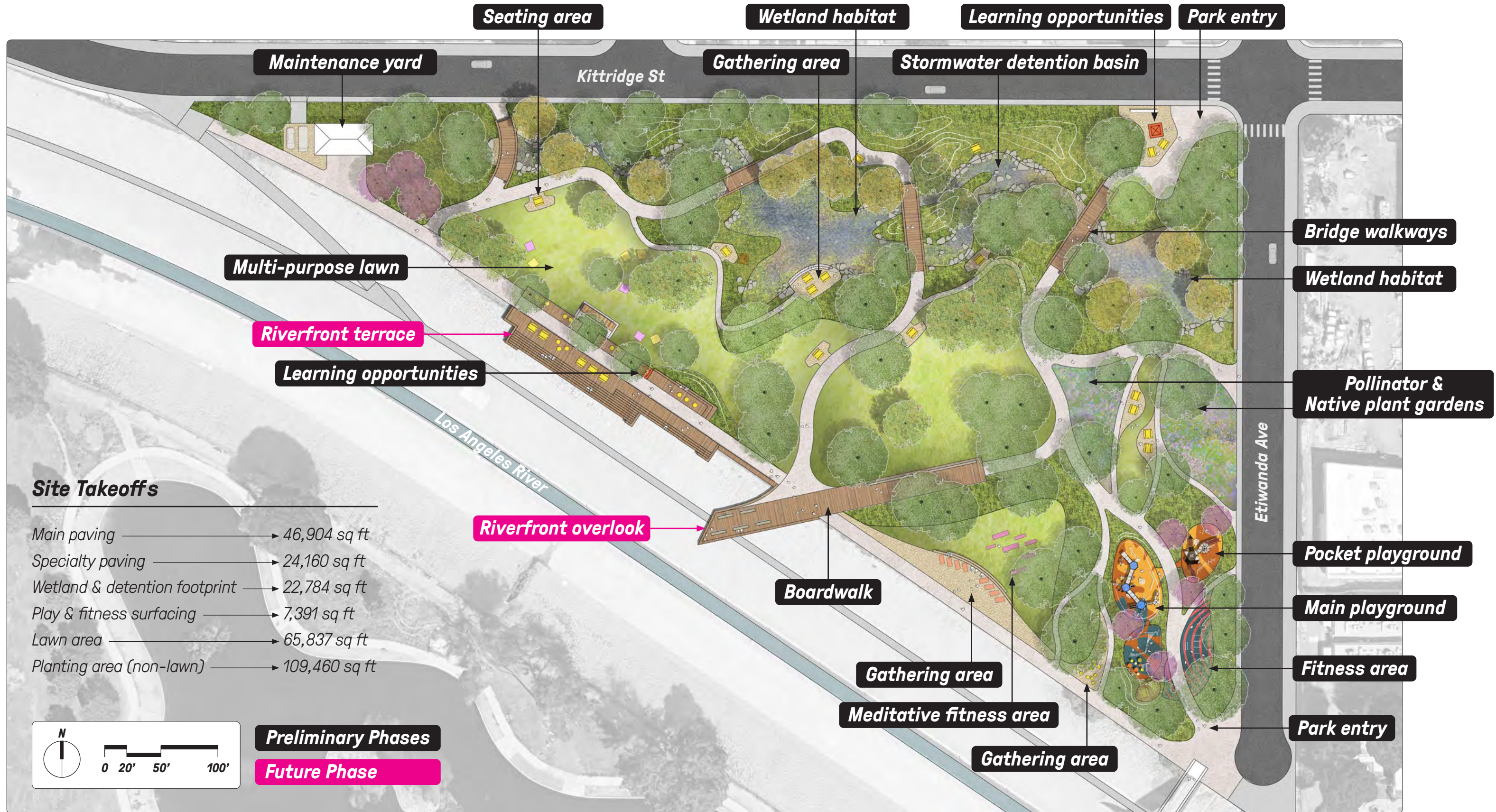


# Mood Imagery

Relax & Engage



# Landscape Concept Plan



# Zoning Diagram

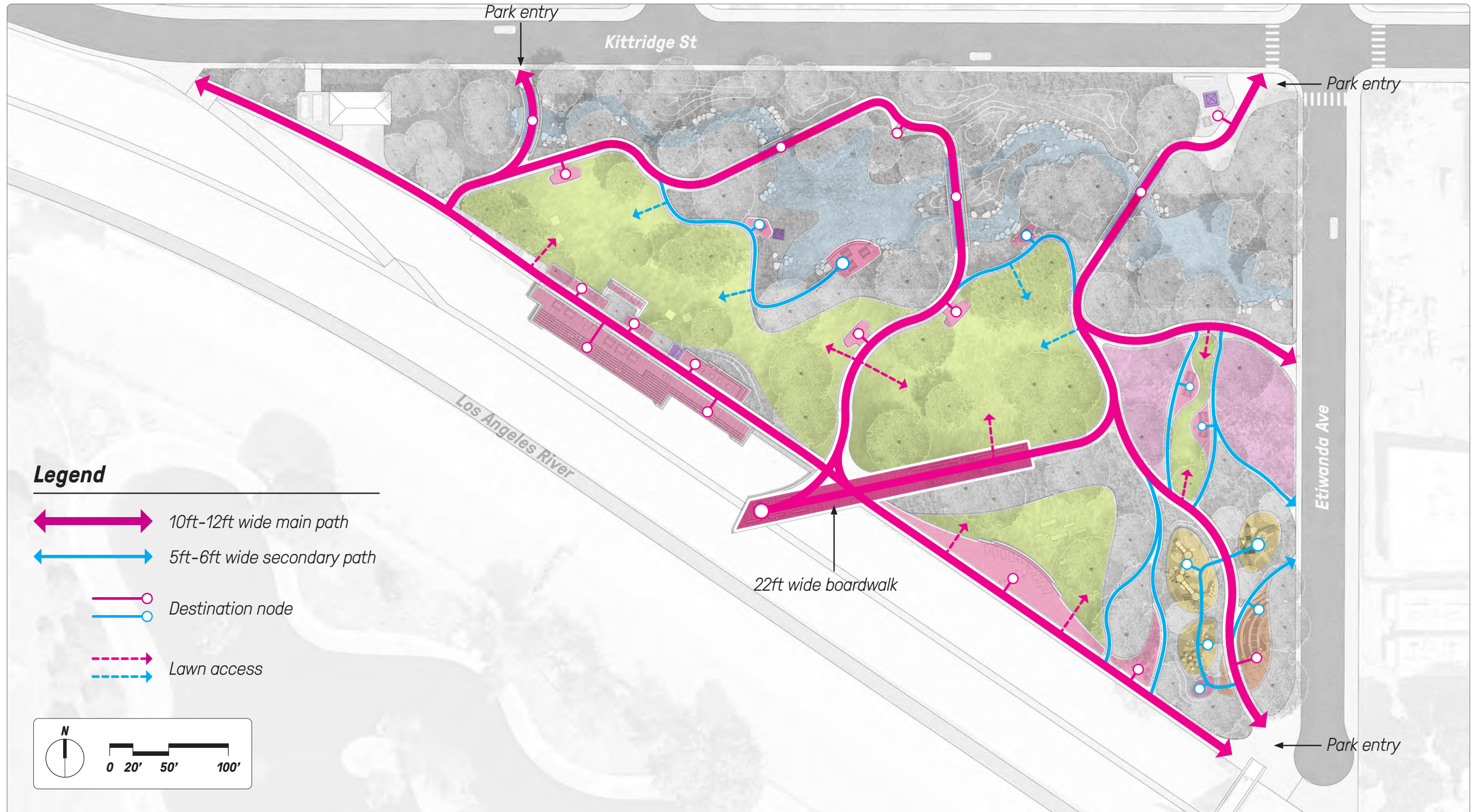


### Legend

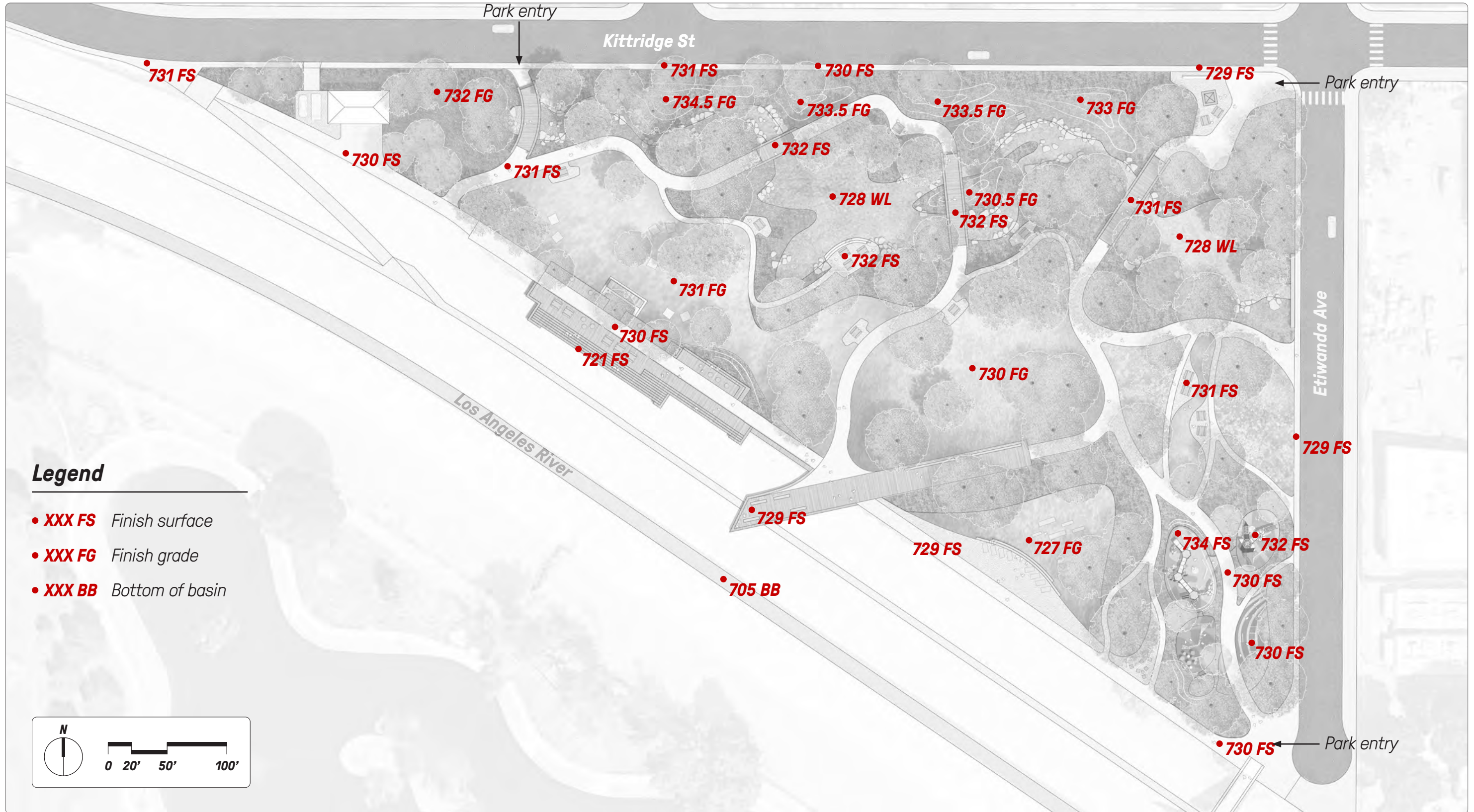
- Native garden → 10,489 sq ft
- Gathering & seating area → 21,210 sq ft
- Fitness area → 2,080 sq ft
- Play area → 5,311 sq ft
- Lawn area → 65,837 sq ft
- Bridge → 2,949 sq ft
- Educational activity → Type & space req. TBD



# Circulation Diagram

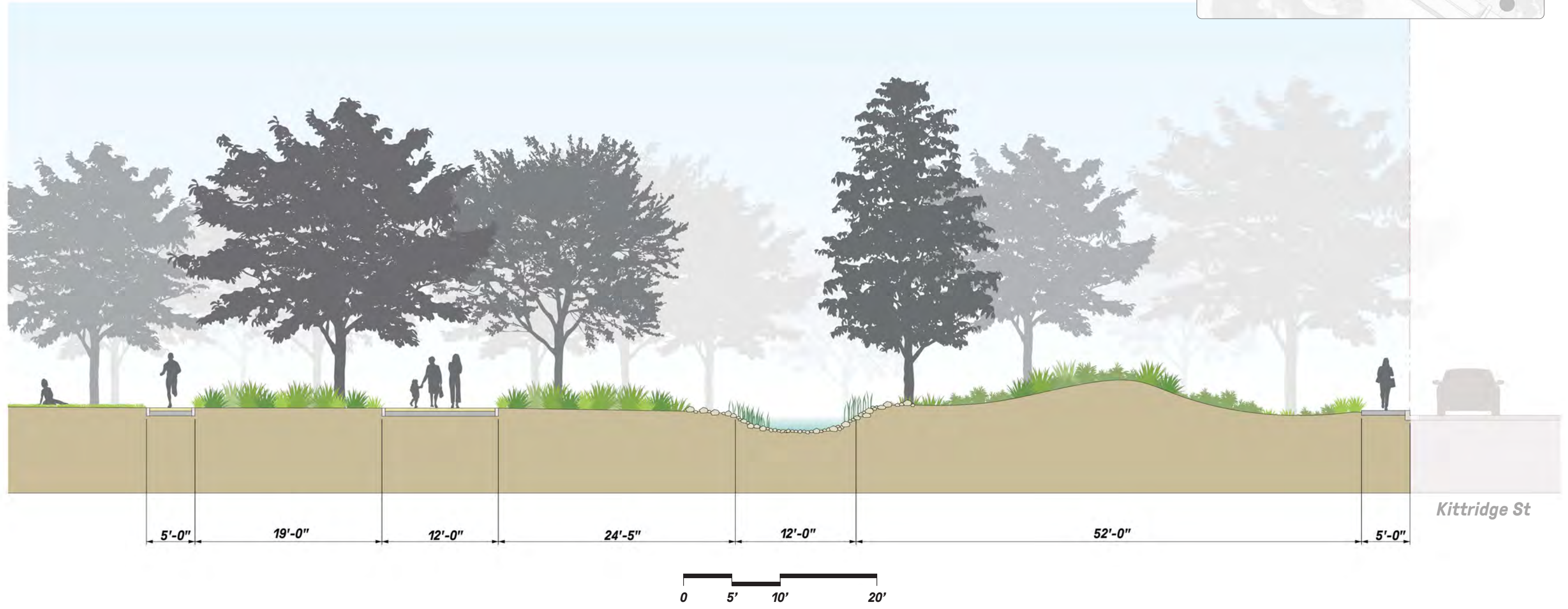
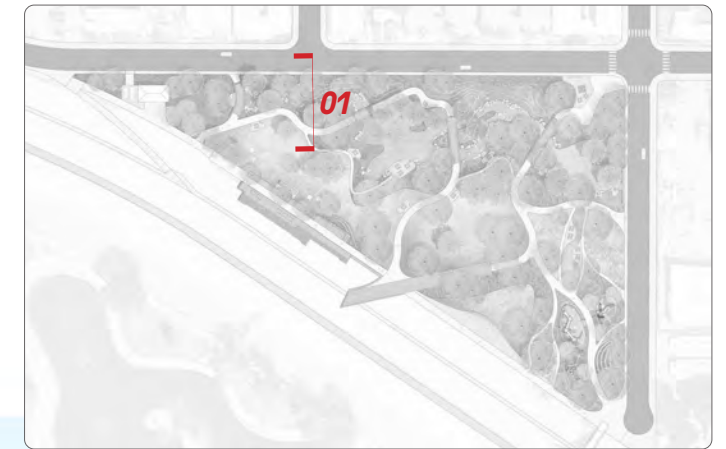


# Concept Grading



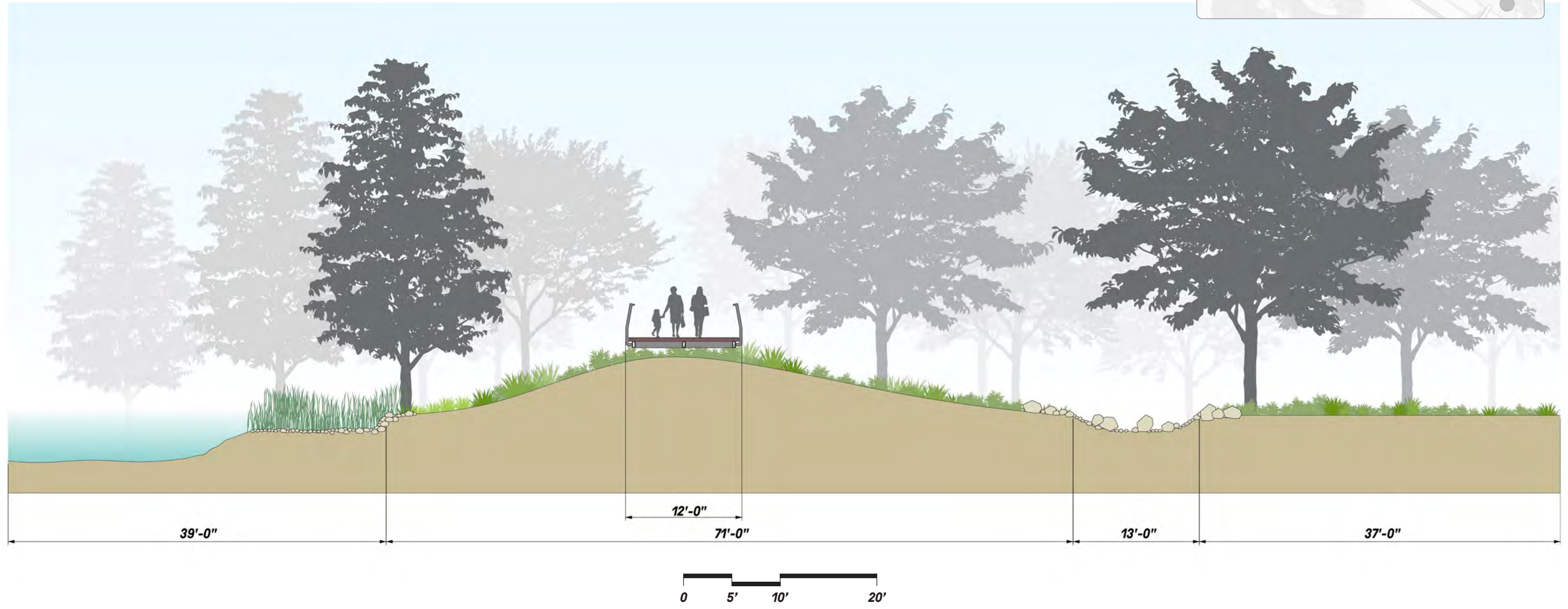
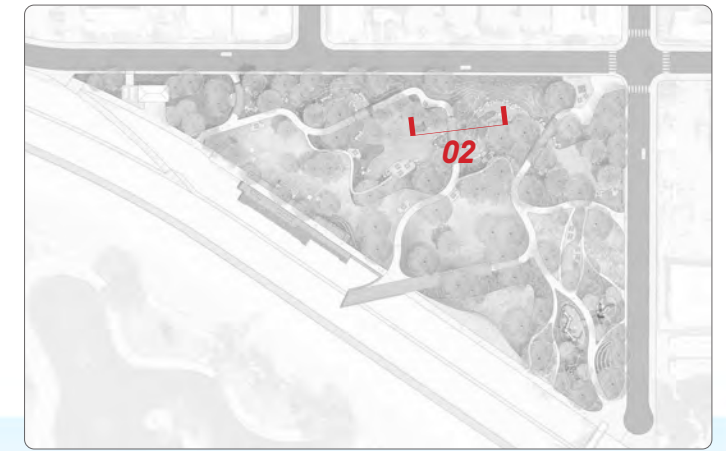
# Site Section 01

Keymap



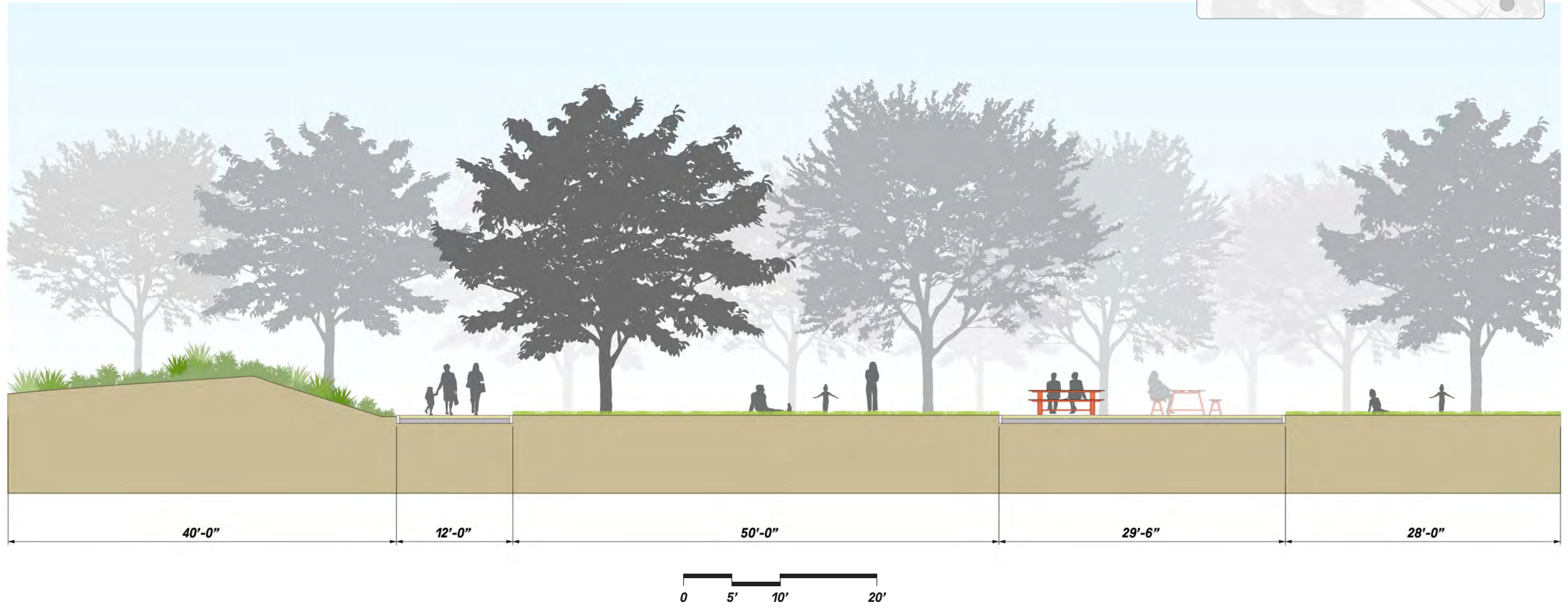
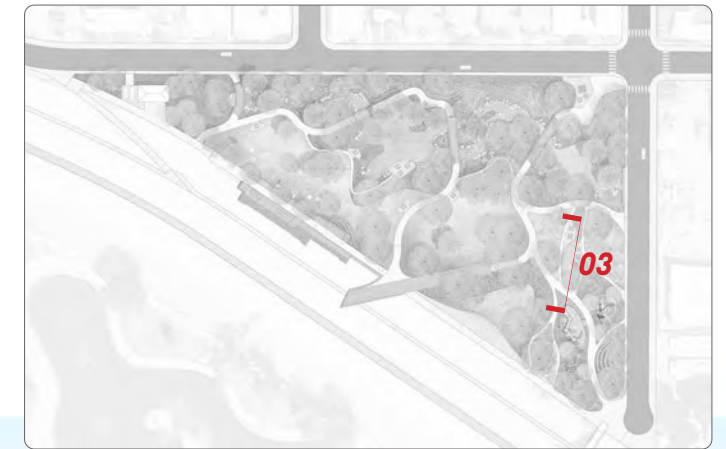
# Site Section 02

Keymap



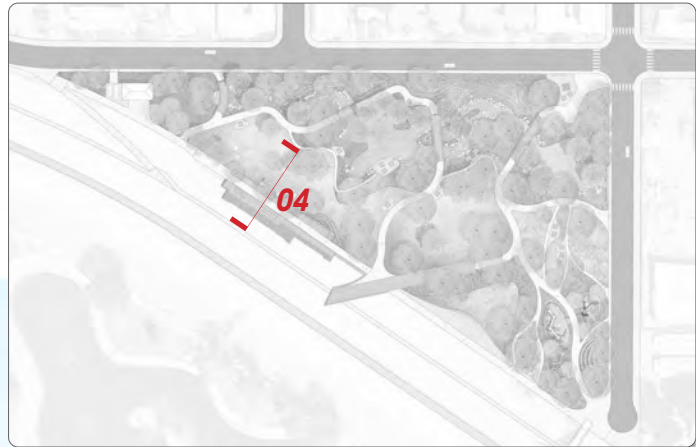
# Site Section 03

Keymap



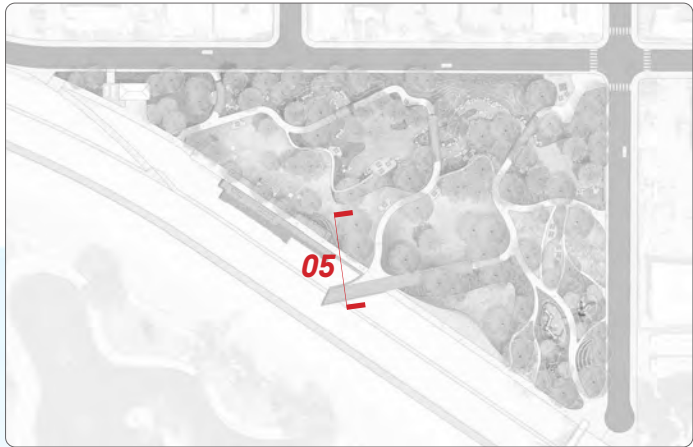
# Site Section 04

Keymap



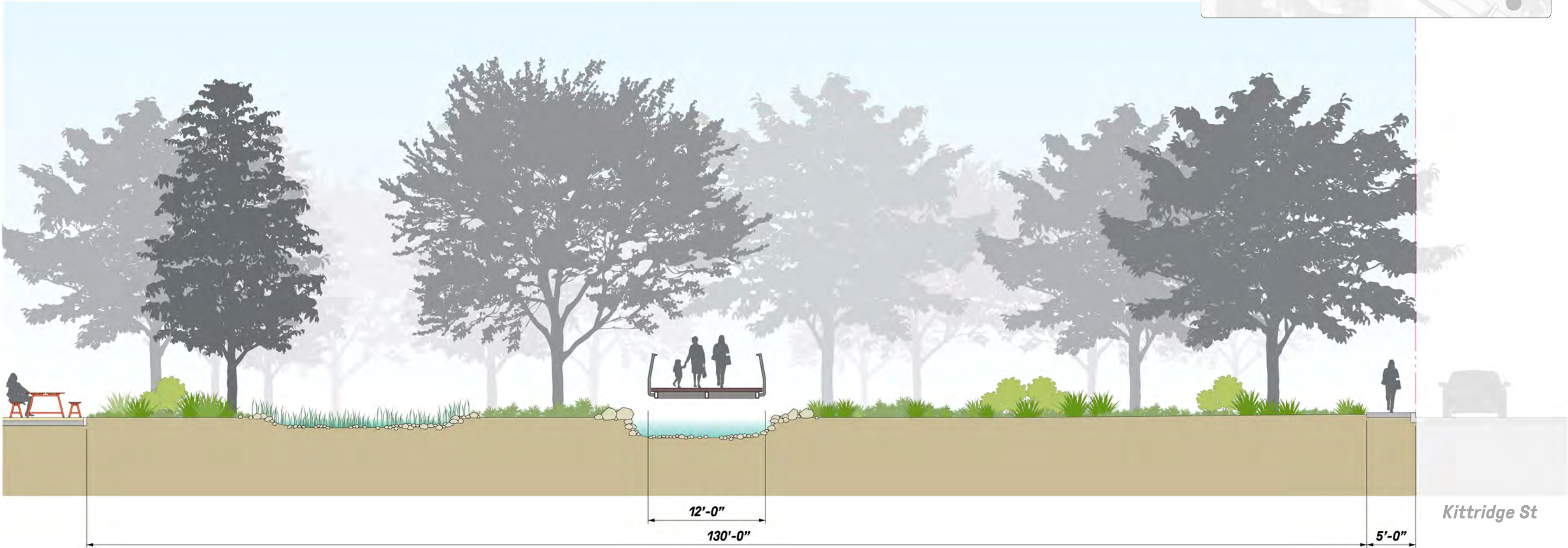
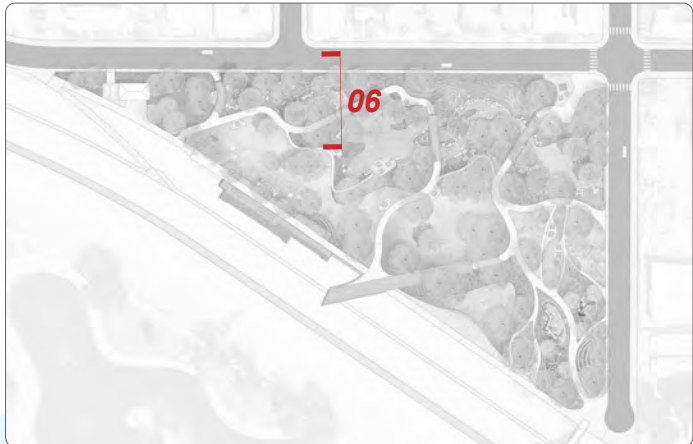
# Site Section 05

Keymap



# Site Section 06

Keymap



# Hardscape Materials

**P1**

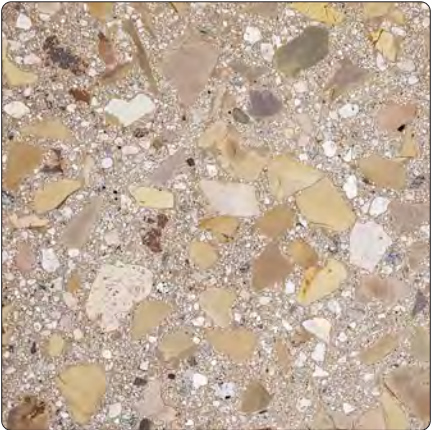
*Pathways & Gathering Spaces*



**Cast in Place Concrete**  
*Topcast 03 & 05 finish  
 Integral color*

**P2**

*Specialty Gathering Spaces*



**Cast in Place Concrete**  
*Hand-seeded aggregate  
 with grind finish  
 Integral color*

**P3**

*Bridges & Deck Areas*



**Faux Wood Decking**  
*Cast in place concrete  
 with specialty wood finish  
 6" joint spacing, typ.*

**P4**

*Pathways & Breakout Spaces*



**GraniteCrete**  
*Permeable aggregate surfacing  
 Natural stone with proprietary binder  
 "Desert Sand"*

**P5**

*Park Breakout Spaces*



**Decomposed Granite**  
*Stabilized  
 "Palm Springs Gold"*

**P6**

*Natural Areas*



**Crushed Stone**  
*"Apache Sunset"*  
 3/4"  
 1"-3"  
 2"-4"  
 4"-12"

**P7**

*Play & Fitness Areas*



**High Density Rubber Surfacing**  
*0.5-1.5mm particle size  
 Upcycled content  
 Custom graphic*

**P8**

*Educational Areas & Pathways*



**Etched C.I.P. Concrete**  
*Cast in place with color sealant  
 Sandblast etch graphic*

# GraniteCrete Paving: Product Information

GraniteCrete is a combination of pre-consumer recycled aggregate, gypsum by-product, fine clays and colorant. The exact components and mixing ratios are proprietary technology and are protected by the company's trade secret policy.

## Permanent

GraniteCrete looks like decomposed granite, but it stays in place – *no erosion, spreading, no maintenance*. Small cracks self-heal with the fines from the GraniteCrete surface.

## Permeable

GraniteCrete allows water to pass through at over an inch per hour– reducing runoff and aiding groundwater reservoirs.

## Natural

When installed, GraniteCrete is mostly decomposed granite, a natural stone, with a proprietary binder that acts like cement – *no leaching, no added chemicals*. And *GraniteCrete provides a natural look – like a DG path but it stays where you put it*.

- GraniteCrete can be mixed with local decomposed granite or crushed aggregate sieved to specifications
- No oils, resins, polymers, or enzymes to leach into the environment
- Solar Reflectance Index (SRI): 48
- Exceeds ADA compliance
- Firm, stable, and slip-resistant
- Smooth enough for ambulatory devices, yet slip-resistant
- Meets coefficient of friction standards
- Permeability reduces standing water
- GraniteCrete is more durable than other stabilizers on the market, with existing installations of 15+ years
- Minimal to no maintenance costs
- Permeability rate of over 1" per hour
- Lower installation costs, since underground piping and storm drains are not needed
- Minimal to no annual maintenance costs with existing installations lasting 15+ years
- Reduces storm water runoff rate and volume
- Reduces water pollution by trapping pollutants in the pavement
- Replenishes groundwater, which can in turn be used by plants surrounding the pavement
- Reduces surface temperatures since permeable pavement doesn't produce a "heat island"




# Landscape Boulders


Distance from source:

- 50-100 miles
- 101-300 miles
- 301-475 miles


Primary Selection



**Apache Sunset**  
Color: Translucent white-gray with burnt orange  
Geology: Quartzitic




**Baja Cresta**  
Color: Rust-red with bronze  
Geology: Granitic



**Black Canyon Onyx**  
Color: Layers of black and white  
Geology: Travertine-banded calcite




**Coco Flats Premium Slab**  
Color: Deep brown with a darkened patina  
Geology: Sandstone




**Desert Marble**  
Color: Dark and light gray tones  
Geology: Granitic


Highlight Selection



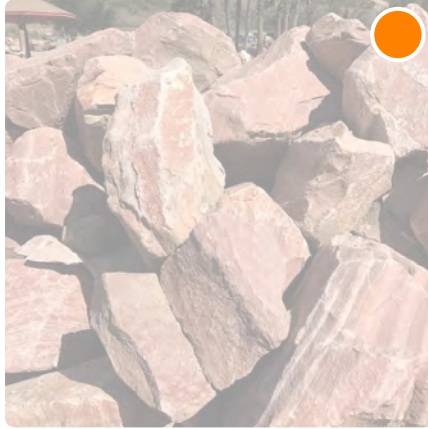
**Gambler's Gold**  
Color: Pink and gold shades  
Geology: Granitic




**Grand Canyon Onyx**  
Color: Layers of rust and creams  
Geology: Travertine-banded calcite




**Mexican Gold Onyx**  
Color: Deep gold with white marbling  
Geology: Calcitic in origin



**Pale Sunset**  
Color: Varies from pink to warm purple blush  
Geology: Sandstone



**Sierra Select**  
Color: Dark and light gray tones  
Geology: Granitic



**Topanga**  
Color: Soft brown with a gray interior  
Geology: Sandstone



**Wine**  
Color: Burgundy to reddish-mauve  
Geology: Rhyolitic

Educational Selection

# Garden Story of Local Plant Communities

## Native California

- Cultural significance
- Drought tolerance
- Site appropriate
- Educational opportunity



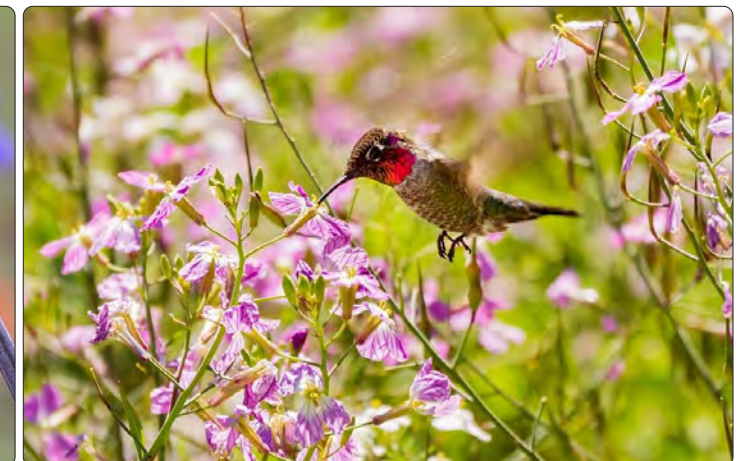
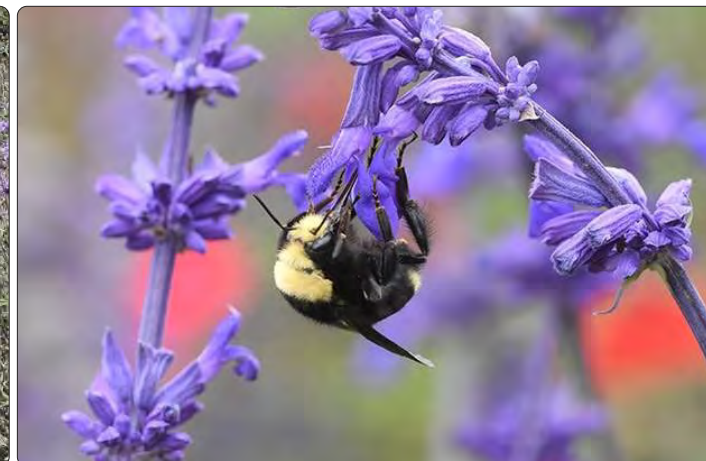
## Stormwater Infiltration

- Replenish groundwater
- Reduce runoff
- Ordinance & code compliance
- Educational opportunity



## Pollinator Species

- Support local biodiversity
- Exceptional visual interest
- Educational opportunity



# Planting Palette

## Foundational Tree & Understory Species

- CA native species
- Adapted and/ or low water use
- Bioswale function

### Tree Species



**Arctostaphylos manzanita 'Dr. Hurd'**  
Dr. Hurd Manzanita  
● ●



**Cercis occidentalis**  
Western Redbud  
● ●



**Prunus ilicifolia ssp. lyonii**  
Catalina Cherry  
● ●



**Platanus racemosa**  
Western Sycamore  
● ●



**Quercus agrifolia**  
Coast Live Oak  
● ●



**Umbellularia californica**  
California Bay Laurel  
● ●

### Reeds & Grasses



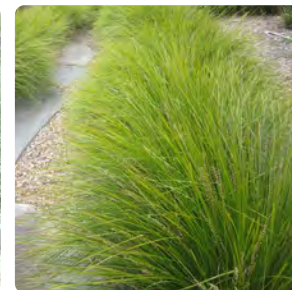
**Carex pansa**  
California Meadow Sedge  
● ● ●



**Juncus patens 'Elk Blue'**  
Elk Blue California Gray Rush  
● ● ●



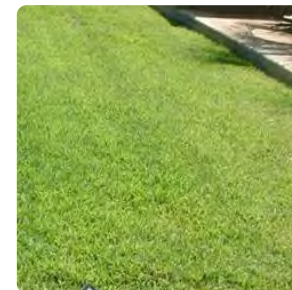
**Leymus condensatus**  
Giant Wild Rye  
● ● ●



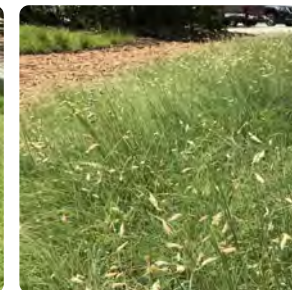
**Lomandra longifolia 'Breeze'**  
Dwarf Mat Rush  
●



**Muhlenbergia rigens**  
Deergrass  
● ● ●



**Platinum TE Paspalum**  
Turf grass  
●



**Buchloe dactyloides**  
UC Verde Buffalo Grass  
● ●

### Hedge & Specialty



**Laurus nobilis**  
Sweet Bay  
● ●



**Asclepias fascicularis**  
Narrow-leaf Milkweed  
● ●

### Shrubs & Groundcovers



**Achillea 'Moonshine'**  
Moonshine Yarrow  
● ●



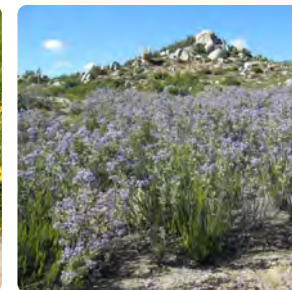
**Arctostaphylos 'Pacific Mist'**  
Pacific Mist Manzanita  
● ●



**Baccharis pilularis 'Pigeon Point'**  
Dwarf Coyote Bush  
● ●



**Encelia californica**  
Bush Sunflower  
● ●



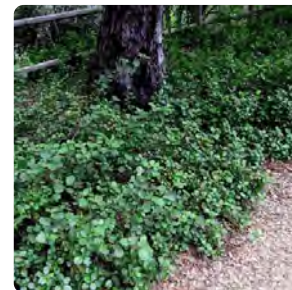
**Eriodictyon crassifolium**  
Thickleaf Yerba Santa  
● ●



**Rhamnus californica**  
Coffeeberry  
● ●



**Rhus ovata**  
Sugar Bush  
● ●



**Ribes viburnifolium**  
Evergreen Currant  
● ●



**Salvia chamaedryoides**  
Germander Sage  
● ●



**Salvia spathacea**  
Hummingbird Sage

CITY OF LOS ANGELES  
DEPARTMENT OF RECREATION AND PARKS  
FACILITY REPAIR AND MAINTENANCE COMMISSION TASK FORCE BRIEFING  
August 7, 2025

**ALTAMED CHICANO & MEXICAN ART MUSEUM PROJECT**

AltaMed is one of the nation's largest community health networks. AltaMed began more than 50 years ago as the East LA Barrio Free Clinic on Whittier Boulevard. Today, AltaMed provides medical care and services to more than 300,000 individuals throughout the Southland every year.

**AltaMed is proposing to develop a Chicano and Mexican Art Museum in Los Angeles at RAP's First and Broadway Park site.**

The proposed Museum would include Exhibition Galleries, Learning Spaces, Lobby, Retail Store, Study Center/Library, Movie Theater, Art Storage (short term), Wellness Center, Entrances (Park, Parking), Street level Café, Rooftop Restaurant Bar, Parking Lot, Public Art, Outdoor Spaces, Special Event Spaces, and a Residency Program.

The proposed Museum would be Free for Everyone, Physically Accessible for Everyone, and Fully Bilingual in Spanish and English

**AltaMed estimates the total projected cost at \$335M.**

The Preliminary budget includes: Endowment (\$20M), Two years of operating expenses (\$20M), Art commissions and public art (\$10.5M), Construction of Underground parking, storage, theater, library (\$218M), Architect and landscape fees (\$18.6M), and Consultants, surveys, reports, permits, and other fees (\$13.6M). Fundraising will be conducted through the AltaMed Foundation, a new nonprofit created for the museum and a new nonprofit created in Mexico called AltaMx, that will target individuals, corporations, foundations, and public agencies in Los Angeles, the state of California, the federal government, and Mexico. Other potential sources of funding include a binational membership program, naming opportunities, tax credits and bonds.

**AltaMed is requesting RAP provide long term ground lease of the site at a minimal cost.**

Additionally, as an interim proposal, AltaMed is offering to develop the site as a temporary parking lot and would partner with an external parking company to generate revenue for the City. AltaMed estimates that development of the temporary lot would take 3 month and would generate \$200K in annual revenue to the City.

## REQUESTED ACTION

- Review and consider the AltaMed Chicano and Mexican Art Museum Project
- Recommend RAP staff bring the AltaMed Chicano and Mexican Art Museum Project
- to the Board for consideration.
- Recommend that, as part of the Project, that AltaMed be requested to develop the entire site with a temporary park, including appropriate landscaping, tree, irrigation, and park amenities.
  
- **Recommend RAP staff be instructed to negotiate two (2) separate Agreements with AltaMed for the Chicano and Mexican Art Museum Project:**
  - First Agreement:
    - Three (3) Year Agreement
    - Allow AltaMed to complete fundraising, complete the design of the Museum,
    - Require AltaMed to develop the site with a temporary/interim public park.
  - Second Agreement:
    - Thirty-Five (35) Year Lease Agreement
    - Allow AltaMed to construct, manage, operate, and maintain the Museum.

## PROJECT LOCATION AND HISTORY

- First and Broadway Park, Council District 14
- The First and Broadway Park site was acquired by RAP from the State of California in 2013.
  - Property is dedicated Park property.
  - Property is encumbered with a Grant Deed. Per the Grant Deed the property is required to be used for “parks or open-space purposes” for not less than 25 years after the close of escrow or the property reverts back to the State. In the Grant Deed "open space" is specifically defined in this grant deed as "...public recreation, enjoyment of scenic beauty or conservation or use of natural resources." **Any/All development of the property (including the proposed Museum project, if implemented) must comply with the Grant Deed restriction.**
  
- **RAP spent approximately \$10.8M in Quimby Fees, Park Fees, and Special Funds to acquire the site**, secure the site and provide on-site security, conduct preliminary investigations, complete remediation and removal of the contaminated soil and standing water in the underground parking structure, demolish and excavate the remnants of the former building, and backfill, grade, and level the site. (Reports Nos. 12-264, 13-072, 14-085, 17-188).
- **RAP subsequently expended approximately \$2.9M in Quimby Fees and Park Fees on the Project on design consultant fees** and plan check and permit fees to other City departments.
- While a final design for the 1st and Broadway Civic Center Park was completed, ultimately there was not support from City to make available the necessary funding to move forward with the project. The Board suspended the 1st and Broadway Civic Center Park in 2023 (Report No. 23-043).



# Fast Facts | AltaMed by the Numbers

\$2.7 Billion



revenue across AltaMed and Affiliates

647,749



patients served annually

2.34 Million



annual visits in clinic and virtual

5,080



PACE Members

89,381



# of patients are uninsured or private pay

1 in 5



Medi-Cal patients in LA County receive their care at AltaMed

1 in 10



Medi-Cal patients in CA receive their care at AltaMed



5,665

Employees



12

Health Plan Contracts



55

Hospital Contracts

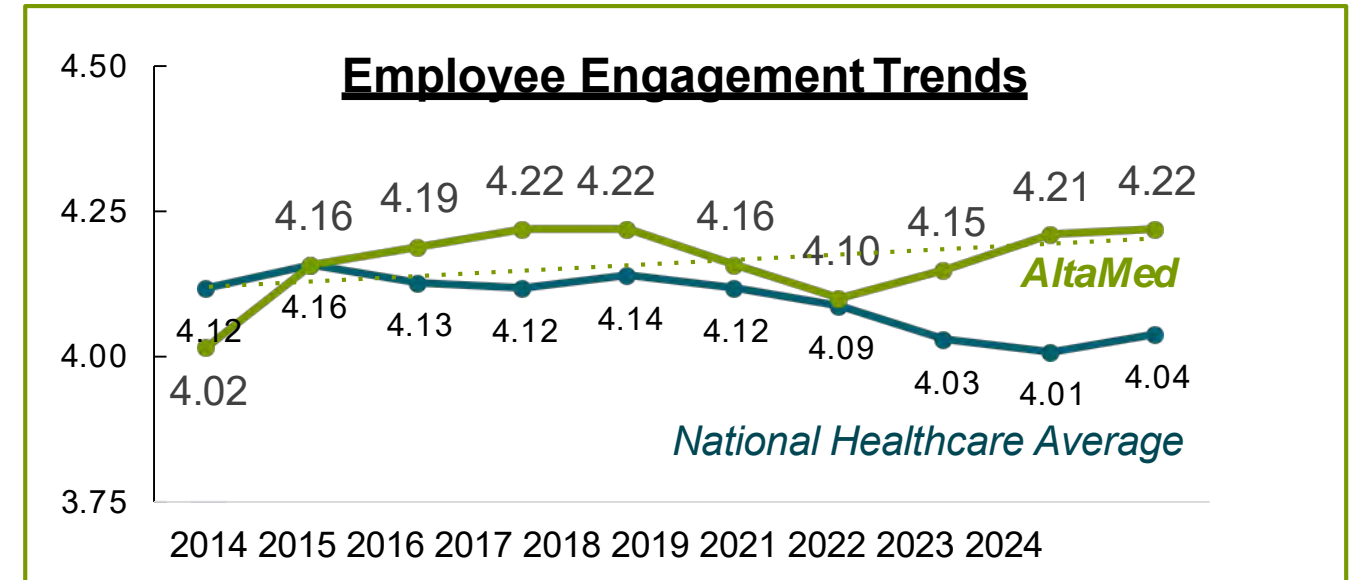


381,540

Managed Care Lives

# Workforce Engagement

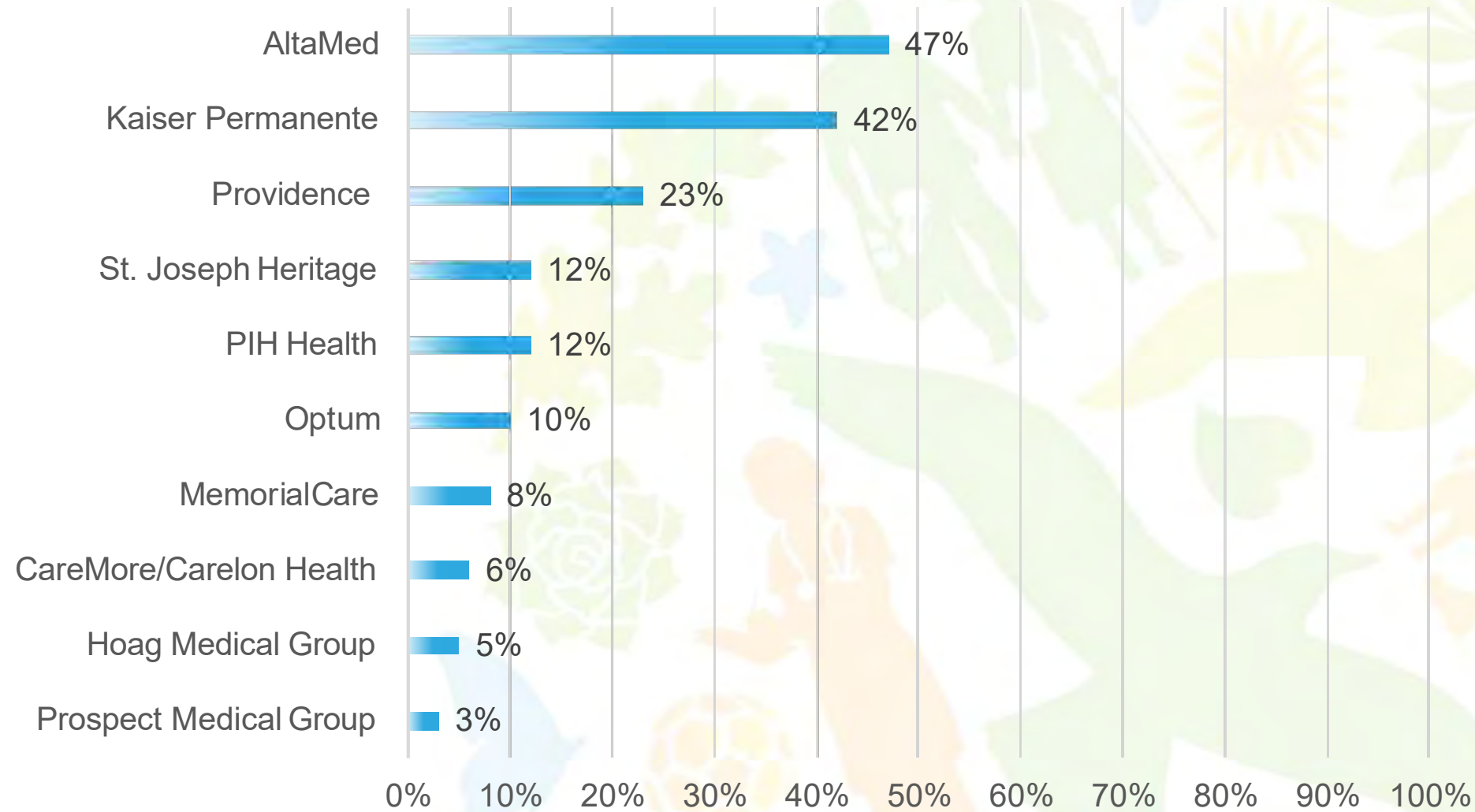
AltaMed's impact on the communities we serve goes beyond providing health care services to our members. We also provide meaningful employment for our many team members who were born, raised and still live in these communities. The deep connection between our workforce and our mission is evidenced by our engagement survey results, which have shown year-over-year improvement and remain significantly higher than the national average for health care organizations. The message conveyed in these scores is simple – we have experienced challenges and have risen to the occasion together for our organization, our members, and our communities.



### 2024 Press Ganey Survey Results

- Employee Engagement: 4.22**  
82nd percentile in National Healthcare Average
- Nursing Engagement: 4.20**  
79th percentile in National Healthcare Average
- Dental (Employee) Engagement: 4.14**  
71st percentile in National Healthcare Average
- Provider Engagement: 4.05**  
54th percentile in National Physician Average

# Brand Strength

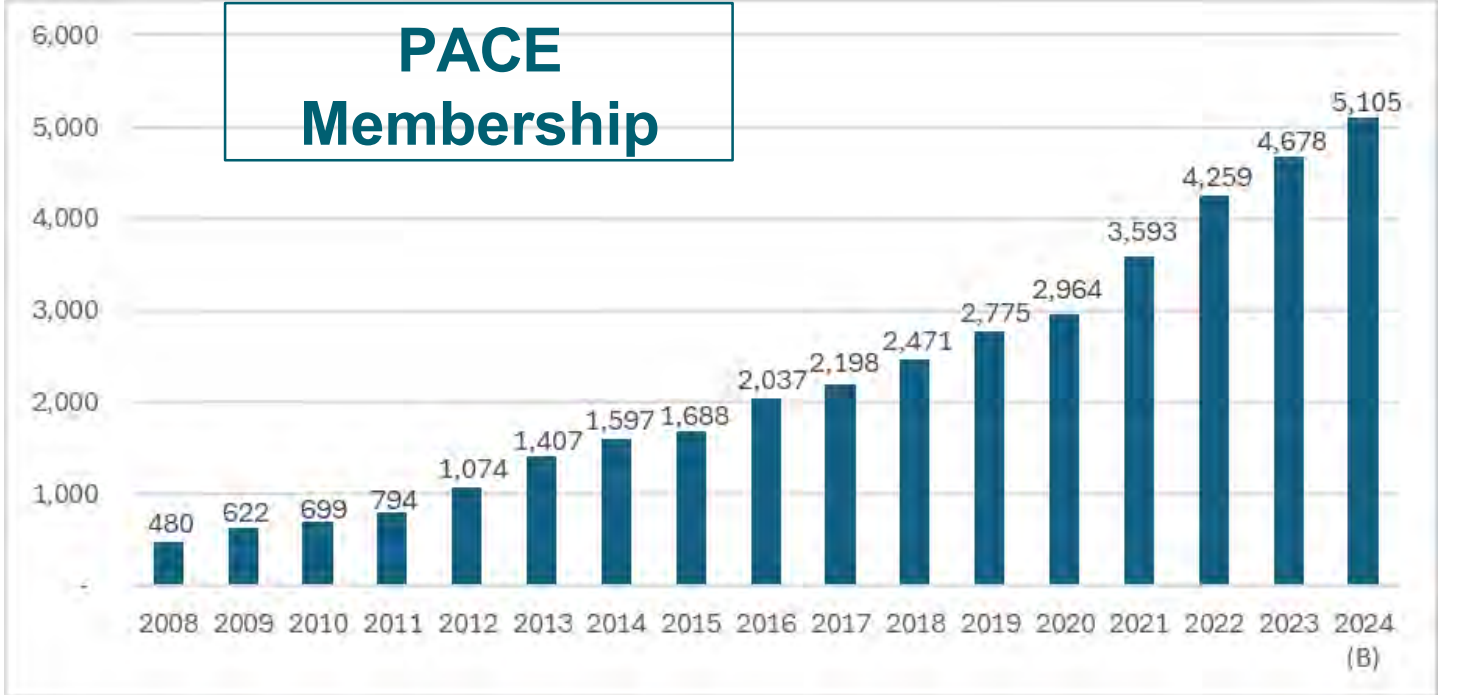
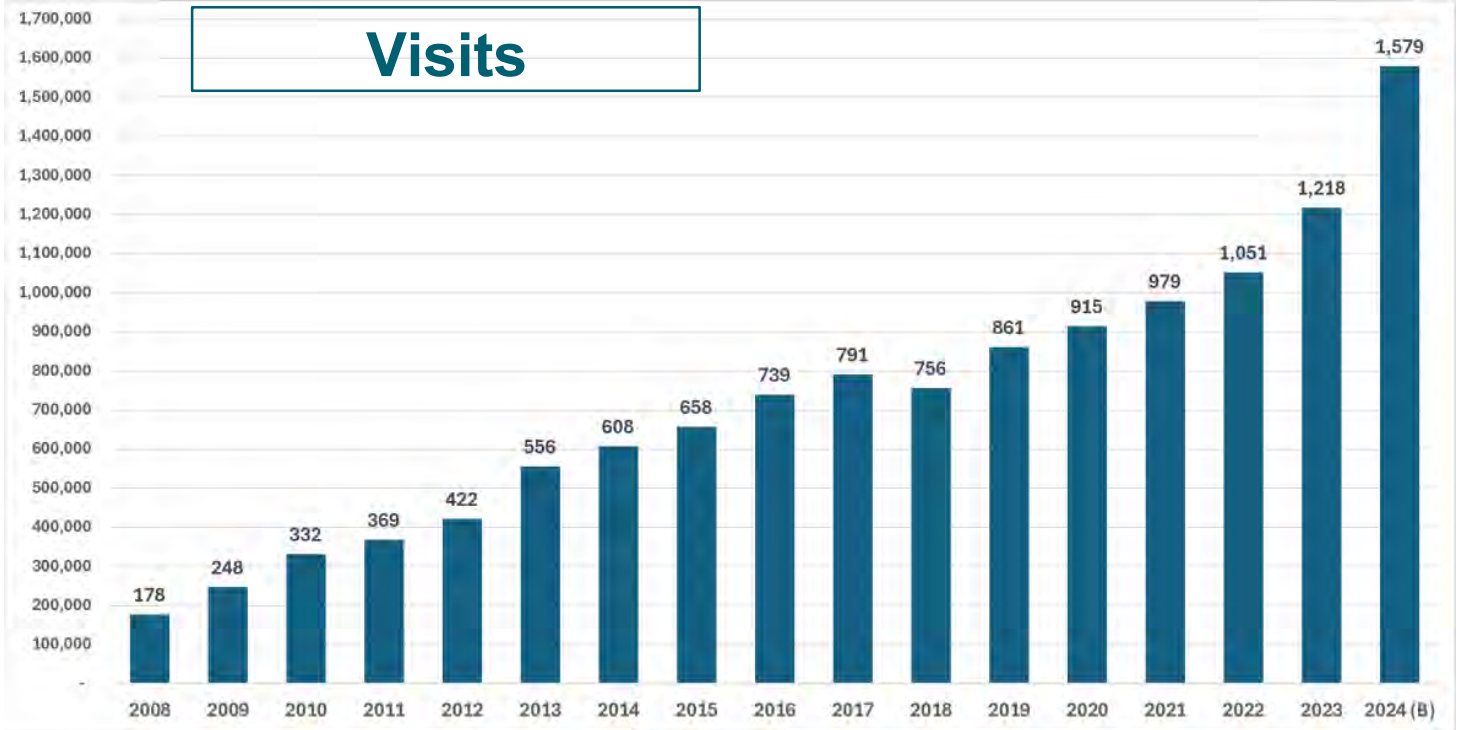
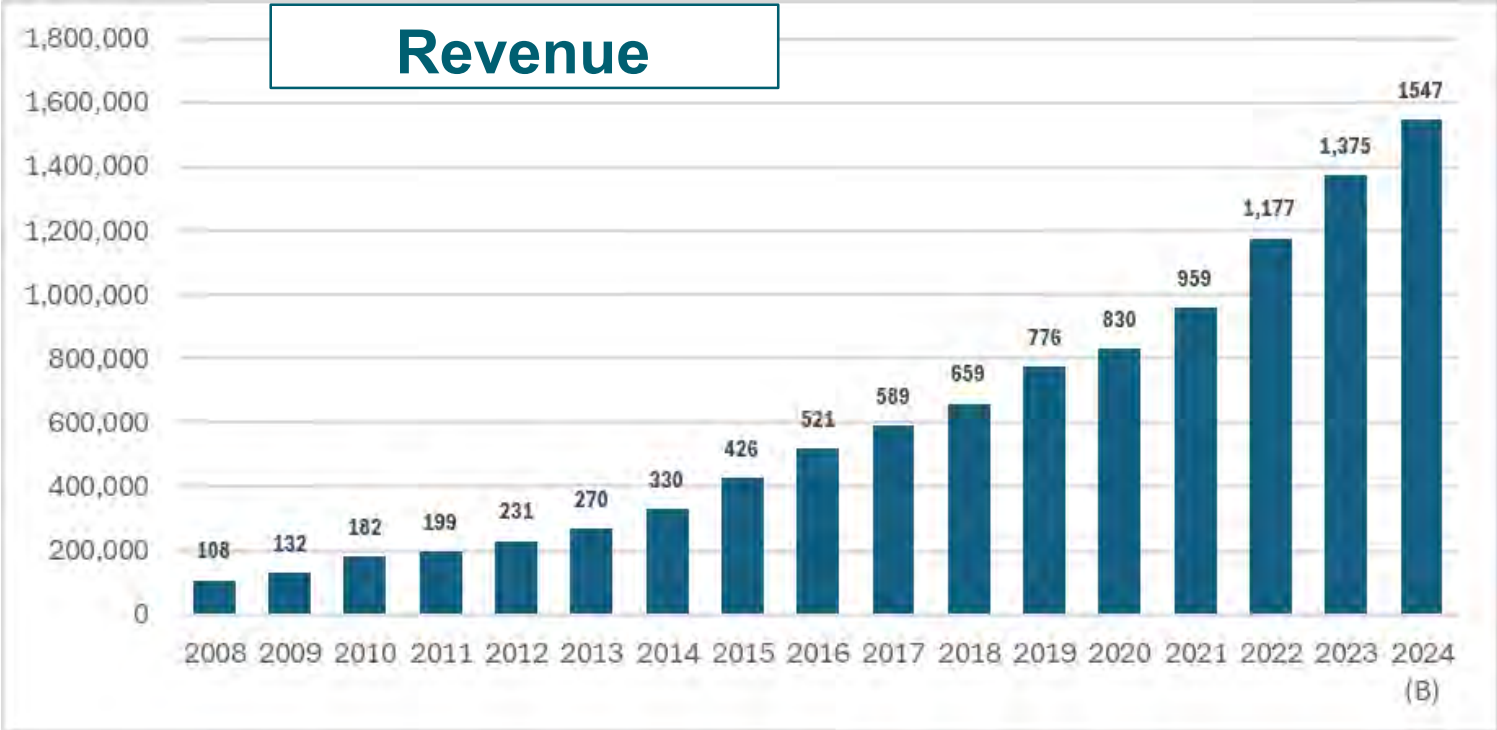


AltaMed's aided brand recall remains slightly higher than that of Kaiser Permanente, with all other providers continuing to register much lower awareness profiles.



Aided: List of organizations provided to consumers to prompt awareness, comprising "AltaMed" and names of relevant competitors in each region

# 15 Year Growth Trends



# Recent Real Estate Expansion | 2019-2024

---

## **Program for All-Inclusive Care for the Elderly (PACE) Expansion**

- 9 PACE Centers | ~225,000 sf | LA, OC, San Gabriel Valley, San Fernando Valley, Inland Empire
- 6 Alternative Care Setting sites | ~90,000 sf | LA, San Gabriel Valley

## **Health Service Expansion – Medical, Dental, Pharmacy**

- 26 locations | ~400,000 sf | LA, OC, San Gabriel Valley, San Fernando Valley, Inland Empire



# AltaMed Impact on the Community

Not only has AltaMed stepped in to provide vital health care services to underserved populations, but it has also become a significant contributor to economic resilience through health care provision, job creation, and community investment.

## Healthcare Impact:

- Preventive care programs yield a substantial return on investment (ROI), with **each \$1 spent on prevention generates up to \$10 in health care savings, equaling more than \$1.4 billion in impact from 2020-2024.**
- AltaMed's emphasis on preventive and chronic disease care significantly reduces health care costs, particularly emergency and hospital utilization.
- Enhanced workforce productivity through comprehensive health care and behavioral health services.

## Direct Economic Impact:

- Employment impact: one of Southern California's largest employers with thousands of health care professionals and support staff.
- AltaMed employees more than **5,600 people** in Southern California, providing services to approximately 8% of the population of Los Angeles.
- Capital expenditures significantly stimulate the local economy through construction, renovation, and technology investments.

## Indirect Economic Impact:

- Generated approximately **\$3.9 billion** in indirect economic impacts from 2019 to 2024.
- AltaMed's business transactions sustain local Southern California suppliers, vendors, and service providers.

## Induced Economic Impact:

- AltaMed's operations generated **\$3.25 billion** in induced economic impacts between 2019-2024, driven by employee and contractor household spending.
- Employment and wage growth boosted local consumer demand, supporting retail, housing, transportation, and other community businesses.
- Annual induced economic impact projected at \$819 million in 2024, reflecting steady growth and broader community economic stimulation.

Direct  
Economic  
Impact  
**\$6.5B**

Indirect  
Economic  
Impact  
**\$3.9B**

Induced  
Economic  
Impact  
**\$3.3B**

Health-Related  
Impact  
**\$1.4B**

**TOTAL IMPACT: \$15.1B**





For all people, as with individuals, the time comes when they must reckon with their history.

- El Plan de Santa Bárbara, 1969

“The building is surely a site to behold... but what makes this occasion so special is the larger story it contains, because the museum is an essential part of our American story.”

- President Barack Obama, at the dedication ceremony of the National Museum of African American History and Culture, 2016



# The establishment of the FIRST Chicano and Mexican Art Museum in Los Angeles.

Chicanos and Mexicans are not a burden or a stain on this country.

They ARE the United States...  
Past, Present, and Future!

This museum will serve as a catalyst for healing, community empowerment, and economic growth.

By amplifying marginalized voices and honoring overlooked narratives with art, we aim to create a space for reflection and understanding.



Photo by Oscar Castillo

La Clinica Familiar Del Barrio, founded 1969  
Transitioned into AltaMed Health Services in 1985

## HISTORY OF AltaMed AND ITS ART COLLECTION

“Back in the 1980s, we started giving more thought to how visual art could play into our care environment and remind our community members—employees and patients alike—of the ideas and concerns that gave rise to the movement for community health. We carefully select the art that decorates the walls of our clinics to provide a sense of comfort and familiarity. As Southern California evolves and our service areas see demographic shifts, we place extra care into making sure that the foundation of our organization, the people who gave us reason to open in 1969, are never forgotten.”

– Cástulo de la Rocha, President & CEO  
Founder of the AltaMed Art Collection



## **VISION**

- *Instill pride in the Chicano and Mexican communities of the United States;*
- *Bring together Mexicans in both the United States and Mexico;*
- *Build the most comprehensive collection of Chicano art that can be shared publicly, researched and published;*
- *Have Chicano art recognized as part of mainstream American art; and*
- *Provide a welcoming space for all to learn, gather, converse, and heal.*

## **WHY LOS ANGELES NEEDS A CHICANO & MEXICAN ART MUSEUM**

- To address the gap in the City's already rich cultural offerings that include the California African American Museum, Japanese American National Museum, Chinese American Museum, Italian American of Los Angeles, Armenian American Museum, Museum of Latin American Art, and USC Pacific Asia Museum.
- As one of the most multicultural cities in the world, Los Angeles is the place to build this foundation that will make global connections with artists, museums, curators, scholars, and visitors.
- In the heart of Los Angeles, this museum will stand as a beacon of unity, healing, empathy, social justice, and cultural exchange.

# SOCIAL AND CULTURAL IMPACT TO LOS ANGELES

The arts can bring communities together, fostering a sense of belonging and social cohesion, where people from different backgrounds can connect, build new relationships, and create a common ground for celebrating diversity and pursuing equity.

- Almost 5 Million Latinos live in Los Angeles County
- 1.2 Million Mexicans live in the City of Los Angeles
- Spanish is the second most spoken language at home in Los Angeles County (38% of residents, age 5 and older, or 3.55 Million people)
- 36% of immigrants from Mexico in the United States live in California, the highest of any State

Involvement in the arts can improve academic and social outcomes for youth across socio-economic status, teaching them critical thinking skills and building technical capacity for expression.

LAUSD is the second largest school district in the United States.

- 59% of students are economically disadvantaged
- 91% of students are English learners
- 74% of students identify as Latino



# TARGET DEMOGRAPHIC

- Chicanos And Latinos From The Los Angeles Region
- Chicanos And Latinos From The Rest Of The United States
- Visitors To Los Angeles (Domestic and International)
- Downtown Los Angeles Residents And Workers
- Local Businesses (Los Angeles/Orange County/Inland Empire Region)
- Mexican Businesses In The United States And Mexico
- Mexicans From Mexico, The United States, And Around The World
- College Students (Chicana/o Studies, Ethnic Studies, Latin American Studies, Art History)
- Local Families, Multi-Generational (L.A./O.C./I.E. Region)
- Middle And High School Students (L.A./O.C./I.E. Region)
- Chicano Artists
- Chicano Art Collectors
- Dedicated Art Audiences, Multi-Generational (L.A./O.C./I.E. Region)

# MUSEUM COMPONENTS

- Exhibition Galleries
- Learning Spaces
- Lobby
- Retail Store
- Study Center/Library
- Movie Theater
- Art Storage (short-term)
- Wellness Center
- Entrances (Street, Park, Parking)
- Street level Café
- Rooftop Restaurant / Bar
- Parking Lot
- Public Art
- Outdoor Spaces
- Special Event Spaces
- Residency Program

## Art Heals!

AltaMed has a long history of healing with art, based on our core belief in a holistic approach to medicine tied with a commitment to underserved communities of color.

This museum will continue to support AltaMed's mission and practice of healing through an on-site wellness center, programs for creative aging, mindfulness programs, art as a prescription, and arts training for healthcare providers.

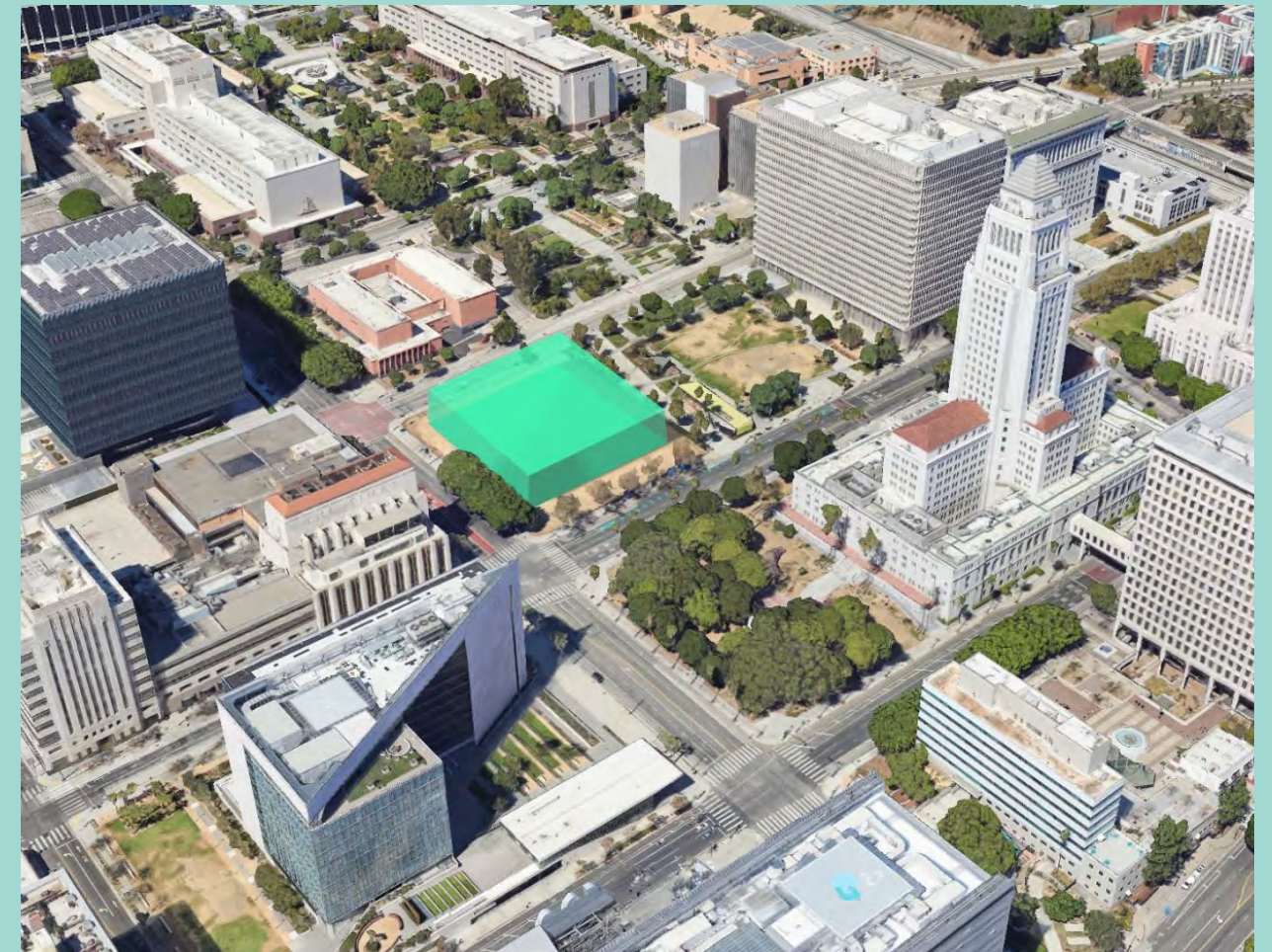
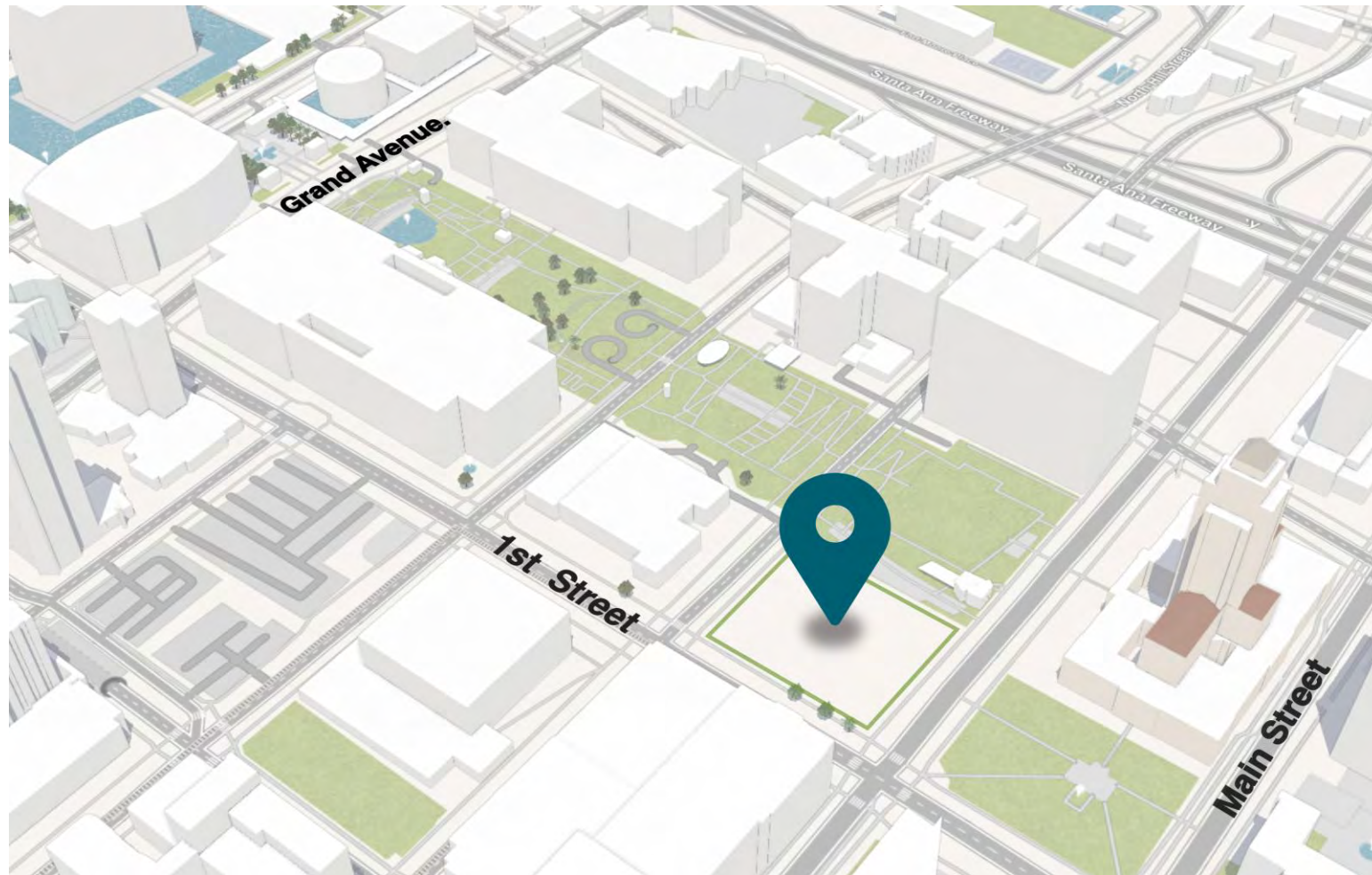


# PROPOSED SITE

Located in Civic Center, Downtown

Owned by City of Los Angeles / RAP

Buildable Area 512,262 sf (1.962 acres)



In the Center of Downtown Cultural Corridor

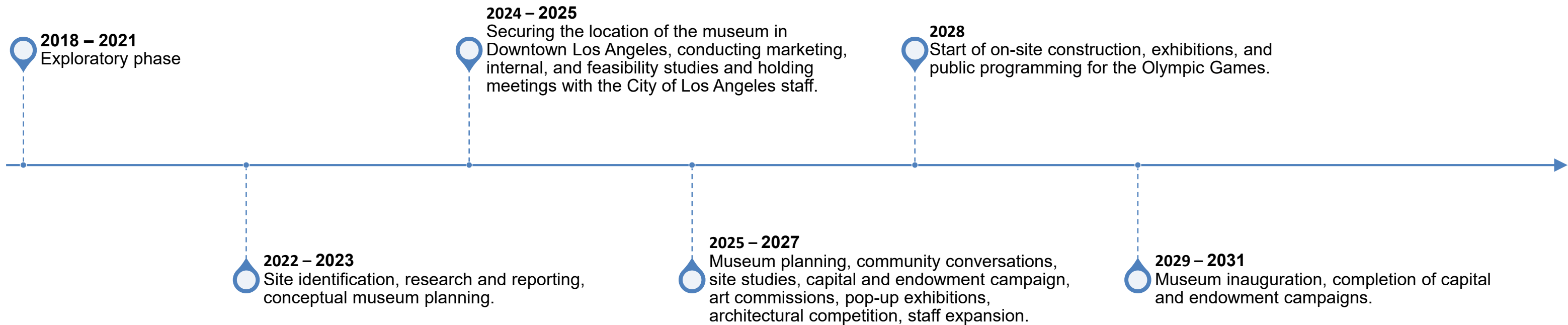
No Height Restriction

Zoned for Museums (Public Facilities)

Adjacent to Gloria Molina Grand Park and City Hall

2 blocks from a Metro Station

# PROJECT TIMELINE



Reports and research to date: Preliminary Study of the Available Capacities of Storm Drain, Sewer, Domestic and Fire, Water, and Electrical Utilities (IMEG), Site Analysis (SRK Architects), Feasibility Study (ACG), Land Grant Deed, CEQA, SLA, Downtown Community Plan, RAP City Charter.

Meetings to date: Mayor Karen Bass, Mayor Bass hosted meeting with Smithsonian Secretary Lonnie Bunch, Chief of Staff Carolyn Webb de Macias, Councilmember Ysabel Jurado, Deputy Mayor for Business and Economic Development Rachel Freeman, Deputy Mayor of Neighborhood Services Jacqueline Hamilton, Recreation and Parks Commission President Renata Simril, General Manager for Recreation and Parks Jimmy Kim, Director of Planning Policy and Development Will Lamborn, LAFD Captain Kevin Easton, Bureau of Engineering (Dale Williams), Department of Building and Safety (Armen Jivalagian), and LA DWP (George Nino).

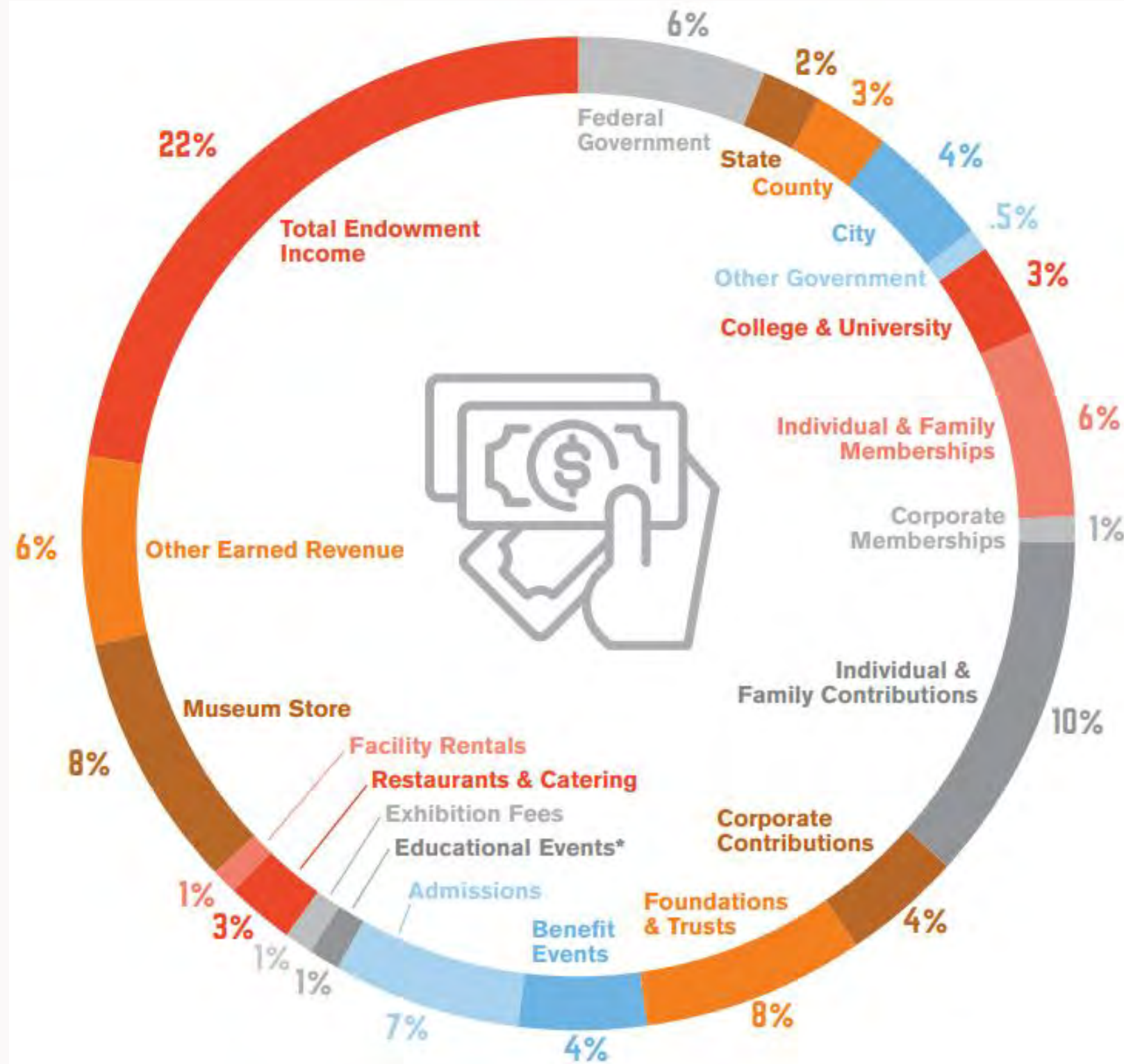
# COST

Total projected cost: \$335,695,000.

Preliminary budget includes:

- Endowment (\$20M)
- Two years of operating expenses (\$20M)
- Art commissions and public art (\$10.5M)
- Construction: Underground parking, storage, theater, library (\$218M)
- Architect and landscape fees (\$18.6M)
- Consultants, surveys, reports, permits, and other fees (\$13.6M)

Fundraising will be conducted through both the AltaMed Museum of Chicano and Mexican Art, a new nonprofit created to operate the museum, and AltaMx, a new nonprofit created in Mexico, that will target individuals, corporations, foundations, and public agencies in Los Angeles, the state of California, the federal government, and Mexico. Other potential sources of funding include a binational membership program, naming opportunities, tax credits and bonds.



## EARNED REVENUE PLAN 30%

- Special Exhibition Tickets
- Membership Programs
- Retail and Merchandising
- Food and Beverage Services
- Venue Rentals
- School Tours
- Workshops and Classes
- Travel Packages
- Traveling Exhibition Fees
- Professional Training/Consulting
- Parking Fees

Source: AAMD Art Museums By the Number 2018

# ECONOMIC IMPACT TO LOS ANGELES

Based on data from comparable museums in the region, we estimate that our first year will have:

*Total economic impact of \$25 Million*

150,000 visitors

200 jobs (wages and benefits) and 200 vendors

Contribution to state and local taxes of \$2 Million

In addition, we estimate that our 4-year construction phase will add:

65 - 100 construction-related jobs per year (local companies)

\$20.8 million in associated labor income

\$59.4 million in total output (sales)

- Museum Direct Spending (payroll, sales, vendor purchases)
- Visitor Direct Spending (outside museum on lodging, meals, and other purchases (local hotel taxes – 12% TOT)
- Museum Indirect and Induced Spending (additional downstream spending by suppliers and by re-spending of employee income)
- Alcoholic beverage license fees and other licenses

## NON-QUANTIFIABLE IMPACTS

These non-quantifiable impacts have become even more important in communities like Los Angeles with a strong concentration of creative and technology-based industries.

1. *Enhancing the Quality of Life*, in order to attract skilled workers and businesses to the downtown area. Contributes to maintaining a vibrant arts and cultural environment attractive to the emerging young workforce in the City's civic and cultural center.
2. *Enhancing the City's Creative Economy*, by providing opportunities for local artists, raising the national and international visibility of Los Angeles as an important center of arts and culture, and serving a vital role in building our City's creative workforce.
3. *Helping to Build Community*, by continuing to partner with many community-based organizations, conducting community outreach activities and staying involved in a wide range of community-building activities in Los Angeles such as voter registration, vaccine clinics, and food drives.
4. *Creating an international image of Los Angeles as a diverse cultural center*, as an international distributor of arts and culture by loaning our permanent collection and organizing exhibitions around the United States, Europe, and Mexico.

# SERVING LOS ANGELES

## POTENTIAL PUBLIC PARTNERSHIPS

LA County Department of Arts and Culture: Illuminate LA, Civic Arts Program, Arts Internship Program, Arts and Health Week Summit, ArtsEd Collective, Department of Mental Health, Arts for Healing and Justice Network

Department of Cultural Affairs, City of Los Angeles: Citywide Mural Program, Arts and Cultural Centers, Department of Aging, Economic and Workforce Development

California Arts Council: Arts Administrators Pipeline Fellowship, California Creative Corps

The Museum will be:

- Free for Everyone
- Physically Accessible for Everyone
- Fully Bilingual in Spanish and English

# PRECEDENTS

## Autry Museum of the American West

Located in Griffith Park, Los Angeles

Council District 4

2.5 acres

1986 signed a 50-year lease with RAP

\$1 a year

Gene Autry Western Heritage Museum Foundation



## Heritage Square Museum

Located in Arroyo Seco Park, Los Angeles

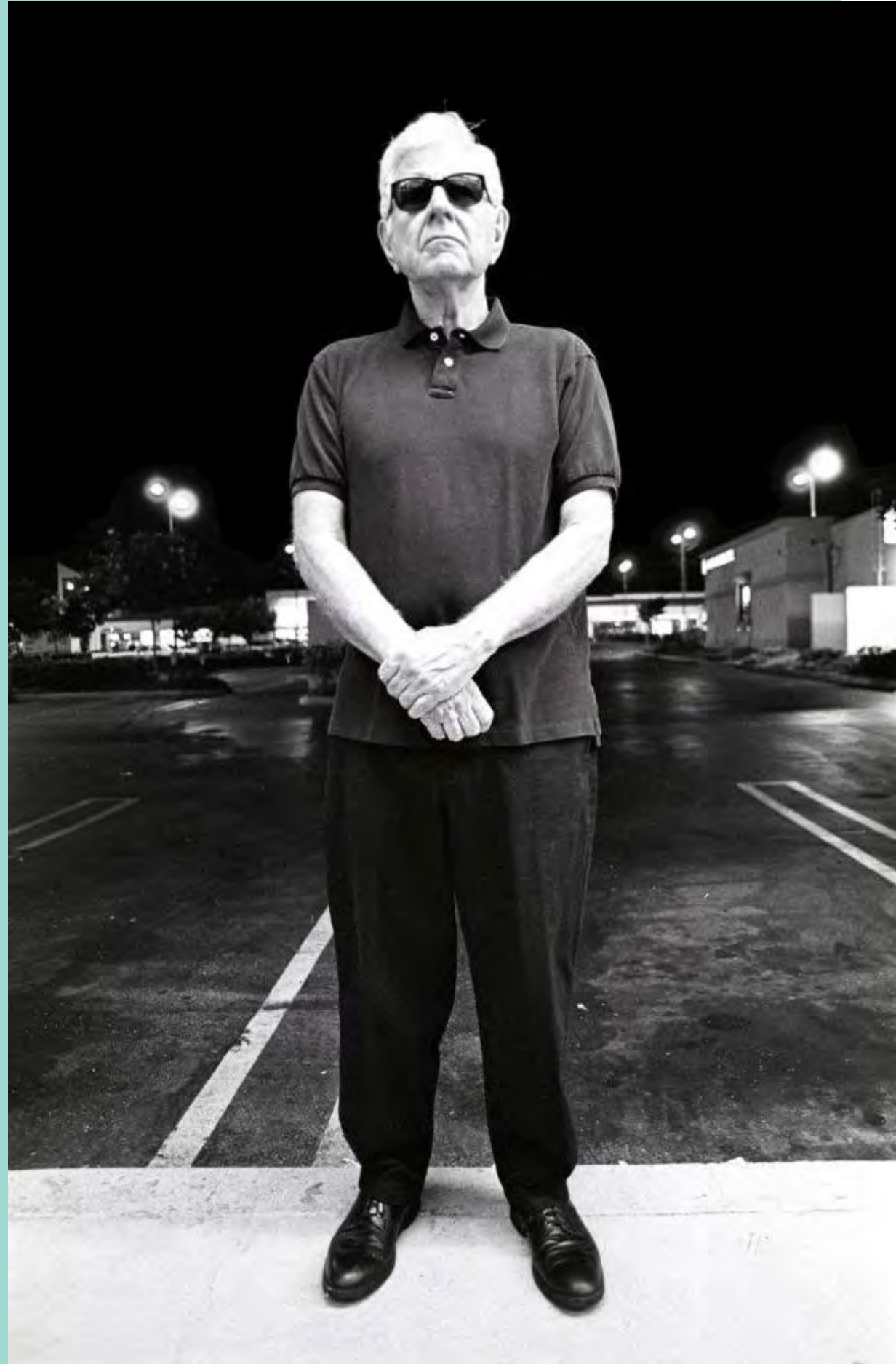
Council District 1

10.23 acres

1974 signed a 50-year lease with RAP

Cultural Heritage Foundation, Inc.





# The Time Is Now, The Place is Here.

The Chicano and Mexican Community has played an integral role in shaping the identity of Los Angeles, and continues to contribute to the rich diversity of its art, music, literature, theater, film, and activism.

Now is the time to honor this legacy and to provide a permanent space for the Chicano and Mexican narrative to be celebrated, explored, and shared with the world. Los Angeles is the place to build this foundation that will connect with artists, museums, curators and scholars, and visitors around the world.

*Respectfully, we request from the City of Los Angeles  
and the Department of Recreation and Parks:*

A long-term ground lease of the site at a minimal cost.

**AltaMed**  
Art Collection

[TheArtCollection@AltaMed.org](mailto:TheArtCollection@AltaMed.org)

[www.altamedart.org](http://www.altamedart.org)



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