A hallmark of Downtown’s economy is a range of land uses that support diversified industries that exist and prosper here. Downtown is a local, regional, and international hub for governmental, finance, business, and manufacturing, as well as creative arts, culture, and entertainment, with the ability to support emerging industries and evolving markets.

Expanded transit infrastructure will reinforce Downtown as a primary job center for Southern California and enhance the diverse employment landscape. The Plan will support the physical and functional needs of each of these different industries, as the vitality of each is essential to the continued sustainability of Downtown and the region.

**JOBS ORIENTATION**

**A Vision for Downtown**

**JOB GOALS BY PLACE TYPE**

**TRANSIT CORE**

The primary economic and social focal point of Los Angeles. A center for innovation and a desirable place for businesses and entrepreneurship to locate.

**TRADITIONAL CORE**

A collection of neighborhood shops, amenities, professional and creative offices and regional entertainment destinations, offering a range of employment opportunities.

**MARKETS**

Centers of commercial activity, including wholesale, retail, showroom, design, and professional office, that are welcoming to new industries and commercial models.

**VILLAGES**

Specialty clusters of retail, commercial, and institutional uses at a neighborhood scale with a regional draw.

**TRANSIT EDGE**

Areas with a range of community-scale commercial establishments and professional offices, with opportunities for small businesses.

**HYBRID INDUSTRIAL**

Hybrid industrial places provide space for in-home production, light industry, creative activity, and even industries that encourage innovation and living flexibility in the City economy.

**CIVIC**

A major employment center for local, State and Federal government administration, cultural, and civic jobs. The includes employment opportunities in the commercial services and amenities that support the large base of employees.

**JOBS PRESERVE**

Vibrant centers of employment for industrial sector activities including production, distribution, wholesale, and manufacturing. These areas accommodate shifting and new industry, maintaining efficient use of flexible structures.

**URBAN HILLSIDE**

Rural residential communities are well-connected to neighborhood scale businesses and surrounding job centers that provide employment opportunities, community services, and amenities for the resident population.

**HOW TO REINFORCE JOB ORIENTATION**

- **MAXIMIZE DEVELOPMENT INTENSITY IN THE MOST TRANSIT-SERVED AREAS**
- **EXPAND THE AREAS WHERE MIXED USE IS ALLOWED**
- **ESTABLISH LOCATIONS THAT MAINTAIN A BASELINE OF PRODUCTIVE, JOB-GENERATING FLOOR AREA WHEN INTRODUCING HOUSING**
- **ENCOURAGE MIXING IN SINGLE-USE AREAS**
- **CREATE JOB SANCTUARY**

**DRAFT MATERIALS**
JOBS ORIENTATION

Draft Policy Concepts

RESIDENTIAL, NEIGHBORHOOD COMMERCIAL

STRATEGIES
- Emphasize mixed-use development, combining residential and commercial uses.
- Prioritize development near transit corridors and nodes.
- Encourage small-scale commercial retailers and services.
- Promote pedestrian-friendly streetscape design.

INDUSTRIAL MIXED USE

STRATEGIES
- Support mixed-use projects that combine industrial space with residential units.
- Ensure adequate access to public transit and transportation networks.
- Encourage the development of sustainable industrial buildings.
- Promote the integration of green spaces and recreational areas.

HEAVY COMMERCIAL AND INDUSTRIAL

STRATEGIES
- Focus on large-scale industrial and commercial uses.
- Ensure accessibility to major highways and interstates.
- Promote the development of logistics and distribution centers.
- Encourage the use of clean energy technologies and renewable resources.

SPECIAL

STRATEGIES
- Develop policies that support unique and specialized industries.
- Foster partnerships between businesses and educational institutions.
- Encourage the preservation of cultural heritage and historical sites.
- Promote the integration of social and economic benefits.

COMBINED POLICIES & STRATEGIES

Hybrid industrial mixed use

RESIDENTIAL

MARGO ST

Industrial

GEOGRAPHIC MAP OF COMMUNITIES

• World Class
• Outstanding Academic
• Community Focus
• Matrix
• Diplomatic
• Offshore
• Transon
• Industrial
• Historic
• Special

DOWNTOWN PROFILES

1.0% of total land area in the City of Los Angeles
20.0% of jobs in the City of Los Angeles
7.5% of businesses in the City

Since 1990, over $360 Billion has been invested in DTLA.

DOWNTOWN JOB CLUSTERS

DOWNTOWN EMPLOYMENT PROFILE

By the year 2040

+5.0% in DTLA

+55,000 JOBS

Downtown Development will add approximately

JOBS ORIENTATION TODAY

DRAFT MATERIALS