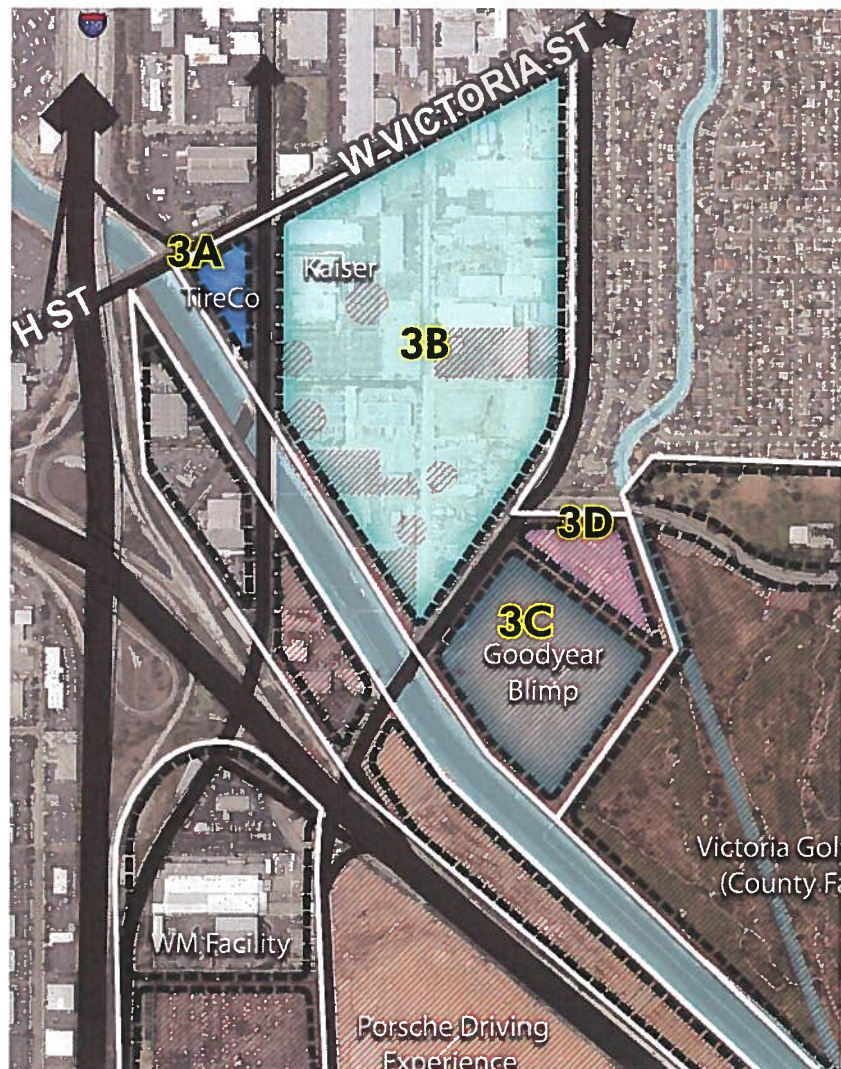


Planning Area 3

Planning Area 3 is 146 gross acres and is comprised of a mix of environmentally constrained and clean sites. Most of this Planning Area is developed and there is very limited vacant land. As a result, most new development in this Planning Area is expected to occur as existing uses transition over time. Key existing uses in Planning Area 3 include Kaiser Medical Offices, TireCo, Metro storage, automotive storage and repair, Phantom Carriage Brewery, and the Goodyear Blimp. To the east of the Planning Area (across Main Street) are single-family homes, and to the north of the Planning Area (across Victoria Street) are similar light industrial uses.



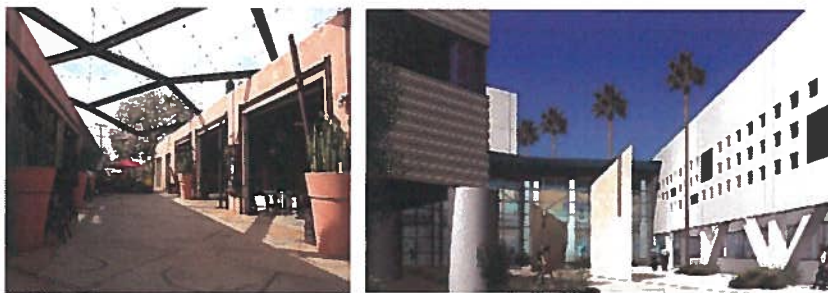
Proposed Vision 3A: Professional Office, 7 net acres

Subarea 3A is home to the TireCo building, one of the community's most recognizable office developments. The vision for this subarea is to encourage the continued presence of high-rise iconic professional offices uses, perhaps in partnership with medical office uses across Figueroa Street. Construction of a parking structure may open up new development potential.



Proposed Vision 3B: Flex Industrial, 89 net acres

The area between Figueroa Street, Victoria Street, Main Street, and the Dominguez Channel is comprised of a mix of light industrial and medical uses (including Kaiser). There are some environmental constraints. The plan for this area is to support medical office uses, allow industrial uses (including "makers"), and also allow medium- and high-residential uses, especially as a transition to SFD along Main Street.



Proposed Vision 3C: Special Use Facility, 30 net acres

This area is home to the Goodyear Blimp facility.

Proposed Vision 3D: Light Industrial, 9 net acres

Subarea 3D allows for a range of light manufacturing uses and auto and truck related businesses. Proximity to the Goodyear Blimp may require height limits for future development. The site is environmentally constrained.

3A Current Zoning:

Manufacturing, Light

3A Implementation Tool:

Development Code update to refine allowable uses and intensity standards

3B Current Zoning:

Manufacturing, Light
Manufacturing, Heavy

3B Implementation Tool:

Specific Plan or Overlay Zone to provide flexibility and higher standards for building design and landscaping, tailor uses to compliment other areas of the Vision Plan, and to address transition between residential and nonresidential uses.

3C Current Zoning:

Special Use

3C Implementation Tool:

No change

3D Current Zoning:

Manufacturing, Light

3D Implementation Tool:

No change