

TOWN & COUNTRY

A Neighborhood Oriented Project
at 3rd & Fairfax

Visit: TownAndCountryLA.com



**Eat.
Live.
Shop.**

The Town & Country project will re-envision an outdated shopping center into a thoughtfully-planned and neighborhood-oriented property. Robust community feedback on initial project concepts resulted in a new design that will be both functional – featuring a blend of housing, retail, and open space – and representative of the iconic neighborhood surrounding it.

Existing Property Conditions



Functionally Obsolete



Minimal Open Space



Poor Parking Configuration



Inconsistent with Surrounding Neighborhood



The Vision



Elegant Mid-Rise Building



Up to 331 New Housing Opportunities



Community Serving Retail



Enhanced Parking Configuration



Public Gathering Spaces



More Greenery and Landscaping

Neighborhood Benefits



Improved Local Experience

- Wider sidewalks with a focus on connectivity and activation
- Pedestrian-only spaces
- Bike paths and approximately 250+ new bike stalls
- Landscaping with a focus on greenery and shade



Visual Enhancements

- Open-air gathering spaces
- New building facade designed to enhance the character of the shopping center
- New outdoor furniture and communal seating options
- More than 75 new trees and visual appealing landscaping



Improved Parking and Traffic Circulation

- Reconfigured parking with improved entrances and exits
- Designed to avoid significant traffic impacts
- Better configured for bike mobility and walkability - including new crosswalk

Contact Us: Email: info@townandcountryla.com Project Hotline: 323-804-5696

TOWN & COUNTRY

Yes, I support Town & Country Center, a new addition to 3rd & Fairfax.

Yes, You can list my name as a supporter of Town & Country Center.

Yes, I want to be kept informed about the progress of Town & Country Center.

Signature _____

Name _____

Address _____

City/State/Zip _____

Phone _____

Email _____

Engaging the Community

A Collaborative Approach

Community engagement has been a core component of the redevelopment of Town & Country. That is why the project team continues to proactively meet with local stakeholders, including residents, business owners, Hancock Park Elementary School administrators and parents, local elected officials and more to ensure the project helps meet the neighborhood's current and future wants and needs.

Year in Review

15+

WORKING GROUP SESSIONS WITH LOCAL STAKEHOLDERS & THE COUNCIL OFFICE

700

INDIVIDUAL SUPPORTERS CULTIVATED

You Spoke We Listened

As a result of community outreach, the team made alternations and enhancements to the project design, including:

- ✓ Mid-rise building
- ✓ No tower
- ✓ Advocated for full EIR
- ✓ Reduced reflective glass
- ✓ Set back from 3rd Street
- ✓ Storefront retail to Ogden
- ✓ No short-term stays
- ✓ Increased open space
- ✓ Improved traffic circulation
- ✓ Enhanced pedestrian & biker access
- ✓ Expanded walkways & bike lanes
- ✓ Refurbished landscapes

Analyzing Environmental Impacts

The project team heard the community's request for a more robust review and proactively advocated that the City prepare a full Environmental Impact Report (EIR) instead of the less thorough Mitigated Negative Declaration that was legally required. The additional time needed to prepare the EIR enabled Holland to continue engaging in meaningful collaboration with the community and allowed for a comprehensive analysis of the project's potential impacts. Initial results from the Draft EIR analysis indicate that there will likely be no significant impacts on the surrounding community:

- ✓ **Air Quality:** Emissions from the project's construction and operation will not exceed the strict standards established by the air quality regulators.
- ✓ **Traffic:** Forecasting the generated trips taken during the grading/excavation and the building constructions phases shows less than significant impacts at all studied intersections, both during construction and after the project is complete.
- ✓ **Population Density:** Consistent with the zoning and land use designations, the project will not induce substantial unplanned population growth.
- ✓ **Environmentally Sensitive Materials:** Strict regulatory compliance and project mitigation measures ensure that all construction materials will be handled by professionals and will not impact the community.
- ✓ **Noise:** Building of a temporary noise barrier along Ogden Drive will help to ensure noise impacts will be mitigated to the extent feasible.



Support Town & Country

Stay up-to-date on the latest news for this neighborhood-oriented project coming to 3rd & Fairfax.

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