

# LA AGRICULTURA

LOS ANGELES' URBAN  
FARMING DISTRICT  
OF THE PEOPLE,  
BY THE PEOPLE,  
FOR THE PEOPLE

Los Angeles is most iconically known for its diverse and distinguishable urban context, especially relating to design, innovation, transportation, and high-tech industries. Visitors and residents alike excite over celebrities, sports teams, and the glamour of 70-degree weather... all while repeating a shared mantra about being stuck in traffic. Our Los Angeles Block site sits within the South Park Neighborhood, which has recently undergone mainly rapid and luxurious redevelopment. Directly next to the site is the world-famous Los Angeles Sports and Entertainment District, home to notable developments including Staples Center, L.A. Live, and Convention Center. Despite these successes, we aspire to tackle some existing juxtaposing social challenges and barriers often ignored or hidden away from plain sight. Partnering with United Way Greater LA, we seek to better comprehend how to meet community needs, especially relating to poverty.

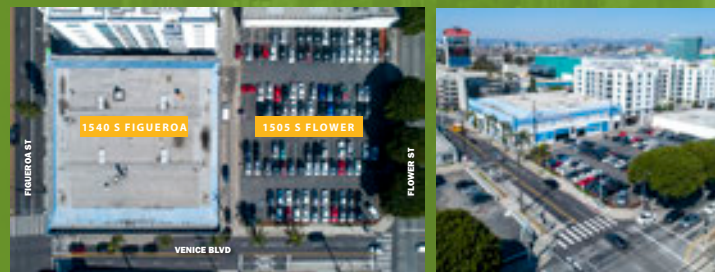
"La Agricultura" translates to "The Farming." This project is a historical retrospect of the city from the early Spanish beginnings in the late 1700s when its rich lands started of as a small farming community (El Pueblo de la Reina de Los Angeles) up to the early 1900s when it became the most prolific farming county in the whole nation. Our proposal is to establish a self-sustaining urban farming district intended to invest in people, while also strengthening the local economy through food, job, and housing security. The district occupants include both the consumer as well as the resident/employee (former and current homeless individuals) base responsible for the production, processing and manufacturing of plant-based food. We see Los Angeles as a beautiful melting pot of entrepreneurship, cultures, ethnicities, flavors and identities, and we are eager to tap into that potential to advance the city into a more prosperous and equitable future.

In the early part of the 20th century, Los Angeles was the largest farming county in the nation. Today, the closest traditional farmland that exists is 60 miles north of Downtown Los Angeles. Like many urban environments, this means that residents must rely on non-local farms to source fresh produce. According to the Los Angeles Food Policy Council, Los Angeles County nationally ranks #1 in food insecurity and accommodates a significant percentage of people living in poverty. With the growing number of food deserts across the county, it is critical for more people to understand how to grow and secure fresh food.

COVID-19 pandemic has forced Los Angeles to adjust to a new abnormal. The city's glowing appeal still exists, but it has been quieted by factors such as reductions in the number of tourists, an increase in those working from home, changes in travel, business closures, unemployment, and environmental concerns. Additionally, social distancing evolved to become social awareness as streets usually crowded with cars and buses were reclaimed and occupied by Black Lives Matter demonstrations. Today, more than ever, Los Angeles population has been speaking up about its struggles. With a growing understanding of some significant challenges, there is also a strong desire to focus on community needs and to ensure that people are treated equitably and with dignity.

The city presents a glorious history of nearly 240 years to weave together and build upon. This is the perfect time to promote Los Angeles as a region of unparalleled diversity, technology, entertainment, media, venture capital, environmental consciousness, creativity, and social capital. With social unrest and vital elections, as well as the honor of hosting the Super Bowl and Olympic games before the end of the decade, global eyes will be on Los Angeles as it moves into the future. The city will play a key role as a testing ground for forward-thinking opportunities and a massive coming together in a post-pandemic world. We believe *La Agricultura* is a concept that has great potential to be a template for future city block developments around the world.

## THE SITE INTRODUCTION



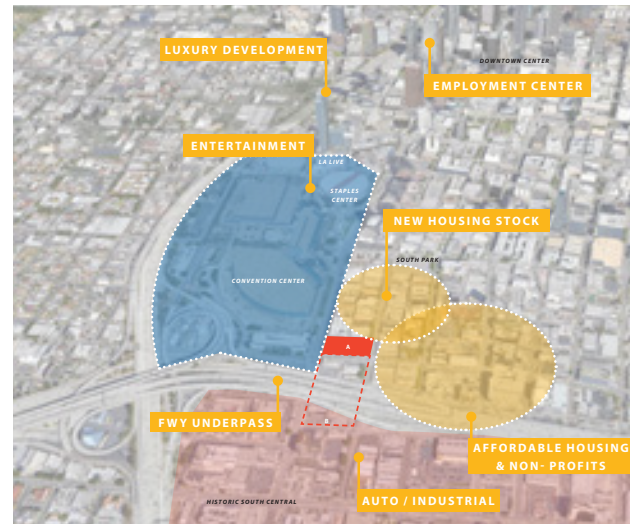
Our L.A. Block is a former Honda car dealership (1540 S. Figueroa St.) with outdoor parking lot/supply space (1505 S. Flower St.). The building is ready for an adaptive reuse conversion originally marketed for cannabis retail or boutique hotel. Across Venice Boulevard are smaller, but similar concrete and steel buildings with open lots for car sharing, rental, and parking. Part of these lots are directly under the I-10 Freeway. Currently groups of homeless individuals and families reside in makeshift tents lining up both sides of the sidewalks of Figueroa Street.

## LA ISSUES

Per Los Angeles Homeless Services Authority (LAHSA)'s 2020 Greater Los Angeles Homeless Count, 66,436 people in Los Angeles County are experiencing homelessness, which is a 12.7% rise from 2019. Over the last several years, LAHSA based Housing Central Command increased the speed of annual housing placements. Currently, there is also a huge effort to move the most vulnerable homeless individuals from COVID-19 into housing or shelters. However, the data shows that "an average of 207 people exit homelessness every day—while 227 people become homeless."

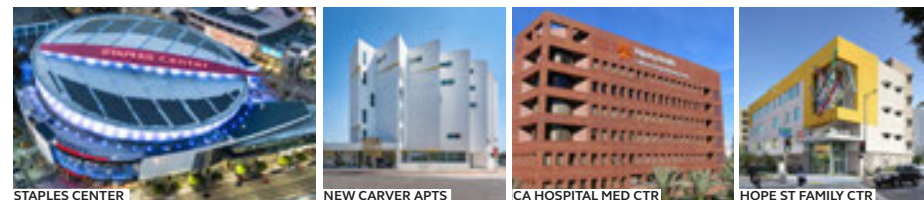
Economic hardship is a huge reason why people become homeless. The current pandemic is making situations even worse as more businesses gradually shut down and workers suddenly lose jobs. Without income, many households are unable to pay rent and eventually at risk of eviction. *La Agricultura* aims to become a solution to this underreported crisis by emphasizing employment and housing for former and current homeless individuals.

## URBAN CONTEXT

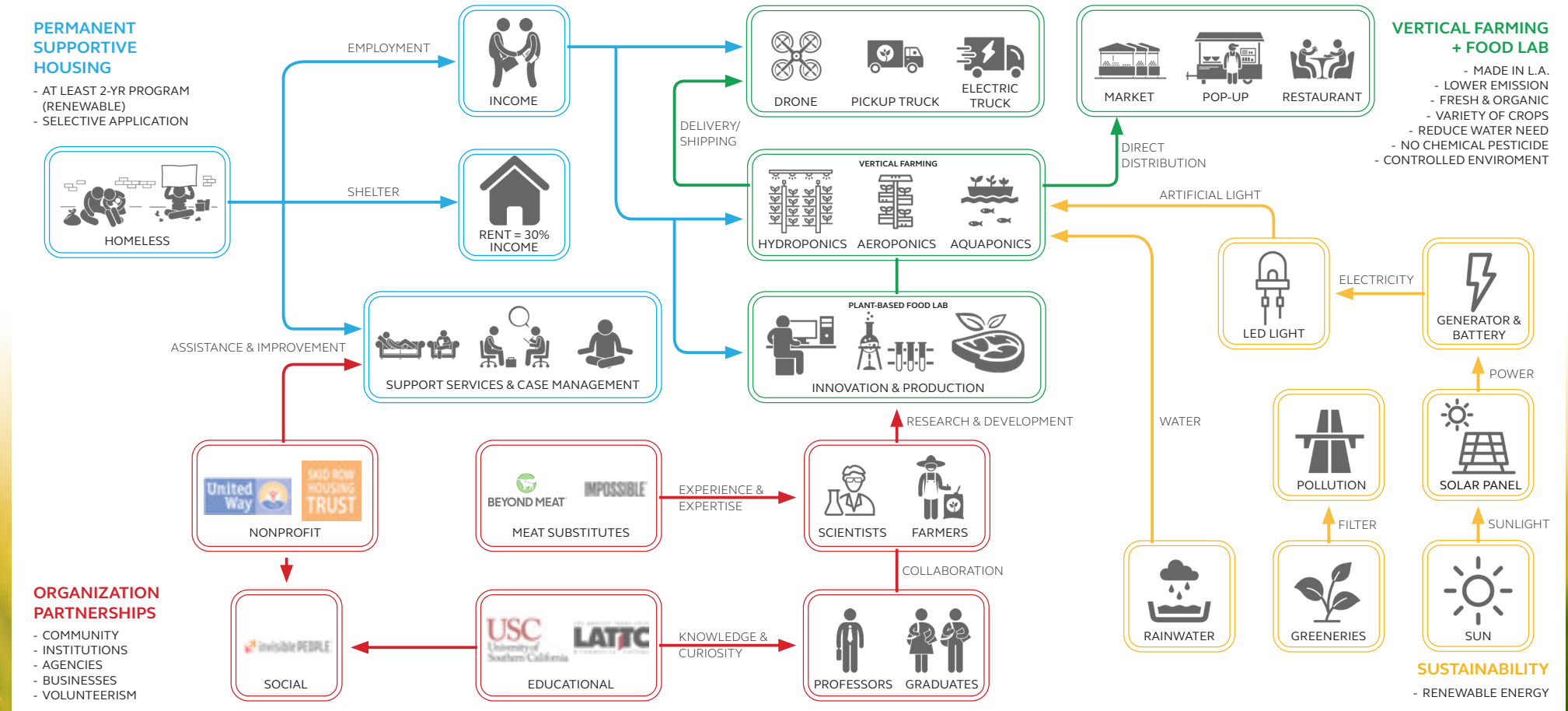


The site is currently well served by connection modes and nodes. Being surrounded by the My Figueroa Bike Corridor, Metro Expo line, various bus routes, I-110 & I-10 Freeways, the area can truly be defined as a multi-modal destination. Planning for the near future, we suggest locating a Tesla Boring Company Tunnel Stop underneath as a transportation hub for direct destination.

There are many iconic and distinct architecture around. Most notably are the Staples and Convention Centers buildings. Several blocks away is Michael Maltzan's New Carver Apartments, a 97-unit affordable housing structure. The California Hospital Medical Center is "the first building in California especially invented for medical purposes" featuring noticeable bright-red brick facades. Many recently constructed and remodeled buildings also feature interesting modern architecture characteristics.



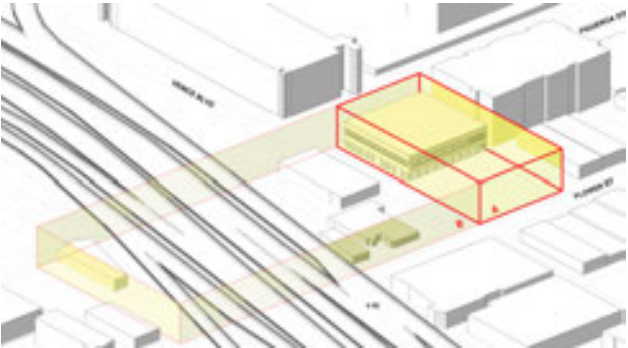
## PROPOSED COOPERATION PROGRAM





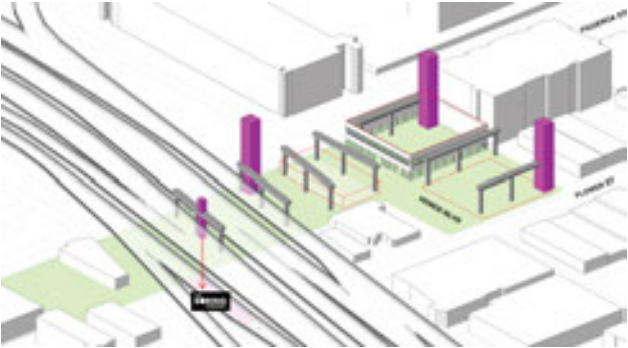
# ARCHITECTURE DEVELOPMENT

- Pedestrian-Friendly Area
- Vertical Circulation
- Urban Farm/ Food Factory/ Education
- Retail/ Dining/ Retailtainment
- Residential
- Office / Service



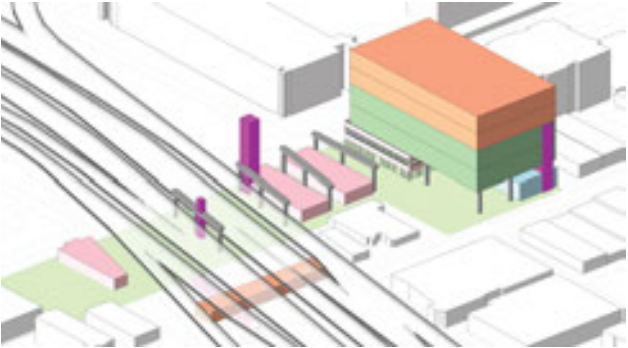
## 1 LOCAL CONTEXT

The site is composed of two segments (“A” and “B”). Segment “A” is positioned at the edge of the South Park neighborhood abutting the My Figueroa Bike Corridor, Metro Expo Line, and five-plus-story mixed-use developments along Figueroa St. and Flower St. Segment “B” spans across the I-10 highway and into the Historic South-Central neighborhood. This segment is challenged by the lack of investment, physical freeway barriers, poverty and an unhoused community that inhabits the area. Stitching together these areas will help to achieve cohesion along the Figueroa corridor and into South LA, while also catalyzing investment, services and amenities into an area that has long been overlooked.



## 2 CONNECTIONS

*La Agricultura* seeks to make as many connections as possible, which informs the decision to close part of Venice Boulevard to allow for the creation of a pedestrian-friendly environment at the ground-level. Structurally, the intention is to make a connection across the street. To achieve a seamless connection, structural members are shaped and placed similarly to the highway structure while vertical circulation is placed at the corners of the site. The facade of the current building on Segment “A” and the buildings on Segment “B” have been demolished. One vertical shaft specifically serves as connection to Tesla’s Boring Company tunnels for product delivery and future transportation hub.



## 3 INVESTING IN PEOPLE

*La Agricultura*’s Urban Farm is driven by the success of its supportive programming. The focus is and always will be on the people. The intention is to create opportunities for residents while ensuring that they can attain essential well-being services within the South Park and Historic South-Central neighborhoods. While residents bring the concept to life, visitors support the area by frequenting the retail, dining and retailtainment uses that satellite off the Sports and Entertainment District’s sphere of influence.



## 4 MODULARITY

Instead of recreating what exists and developing a typical mid-to-high-rise building, *La Agricultura*’s design intends to extend elements toward the highway. Rather than treating the highway as a barrier, the design embraces it and offers enhanced planning of the urban farm. The 20’x40’ modular grid system serves as both an organizational and form-shaping system.



## 5 SUSTAINABLE & GROWING

*La Agricultura* works as a future-forward collection of networks working together to achieve product distribution throughout Los Angeles County. The modular typology above the urban farm offers the opportunity to grow the site’s residential capacity to meet the changing needs of the area. Over time, if other developments start to utilize a modular design approach, there could be possibilities to invest in elevated pedways that connect people to services and amenities that may exist above ground.

## INSPIRATION FROM LOS ANGELES FEATURES



### SUBURBAN HOUSING



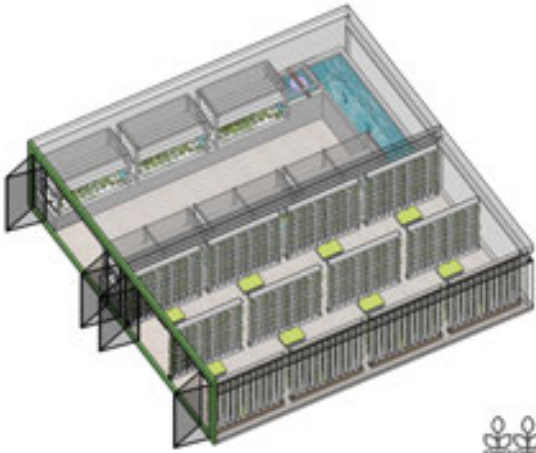
### STREET ARTWORK



### HIGHWAY INTERCHANGE

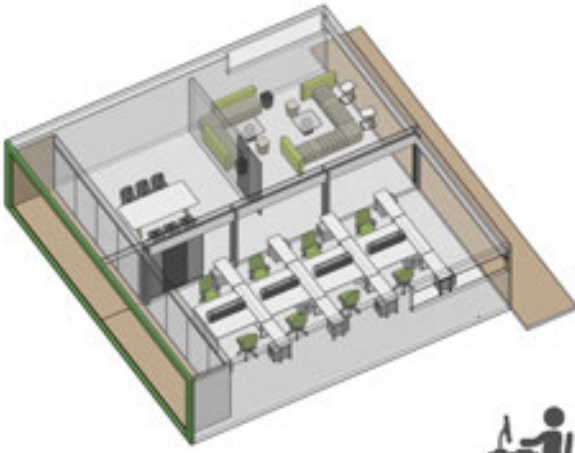


### PUBLIC SPACE



### URBAN FARMING

FLEXIBLE ARRANGEMENT  
SUSTAINABILITY GROWTH CULTIVATION EDUCATION



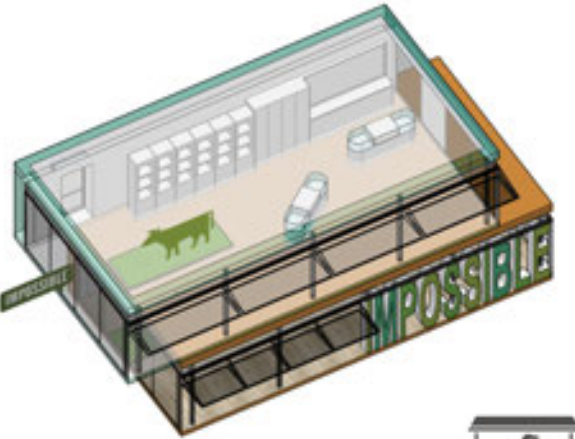
### OFFICE / SERVICE

FLEXIBLE ARRANGEMENT  
CUSTOM FACADE & INTERIOR SUPPORT PROGRAMS



### 2-BEDROOM UNIT

1 COMMON ENTRIES  
REST COOK BATH WORK STORE COMMUNAL



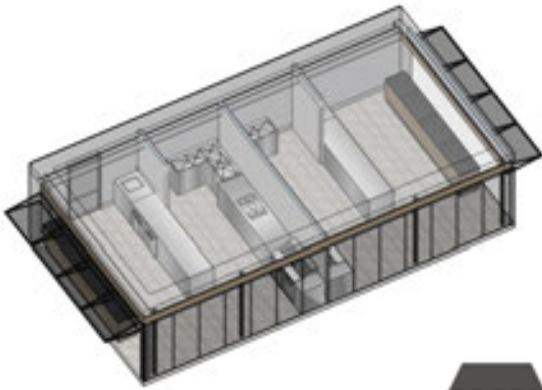
### POP-UP STORE

MULTIPLE ENTRY POINTS  
DISPLAY SELL CUSTOM FACADE & INTERIOR TEMPORARY



### 2 STUDIOS

2 SEPARATE ENTRIES  
REST COOK BATH WORK STORE PRIVATE



### RETAIL

2 SEPARATE ENTRIES  
CUSTOM FUNCTION CUSTOM FACADE & INTERIOR TEMPORARY

# TYPICAL MODULES





1 VERTICAL FARMING



2 THE VILLAGE (RESIDENTIAL)



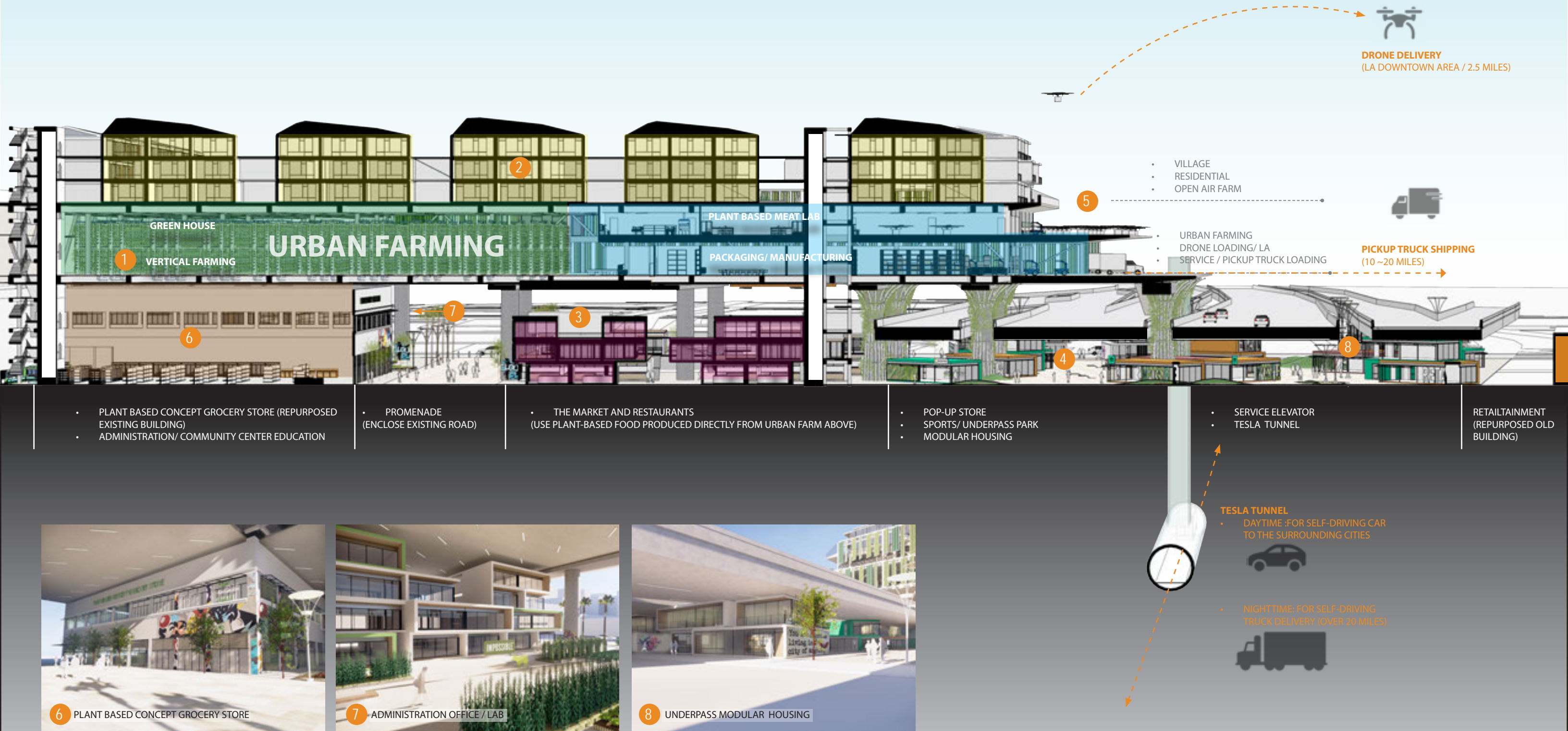
3 THE MARKET AND RESTAURANTS



4 UNDERPASS POP-UP STORE



5 SERVICE/ DRONE LANDING/ LOADING



6 PLANT BASED CONCEPT GROCERY STORE

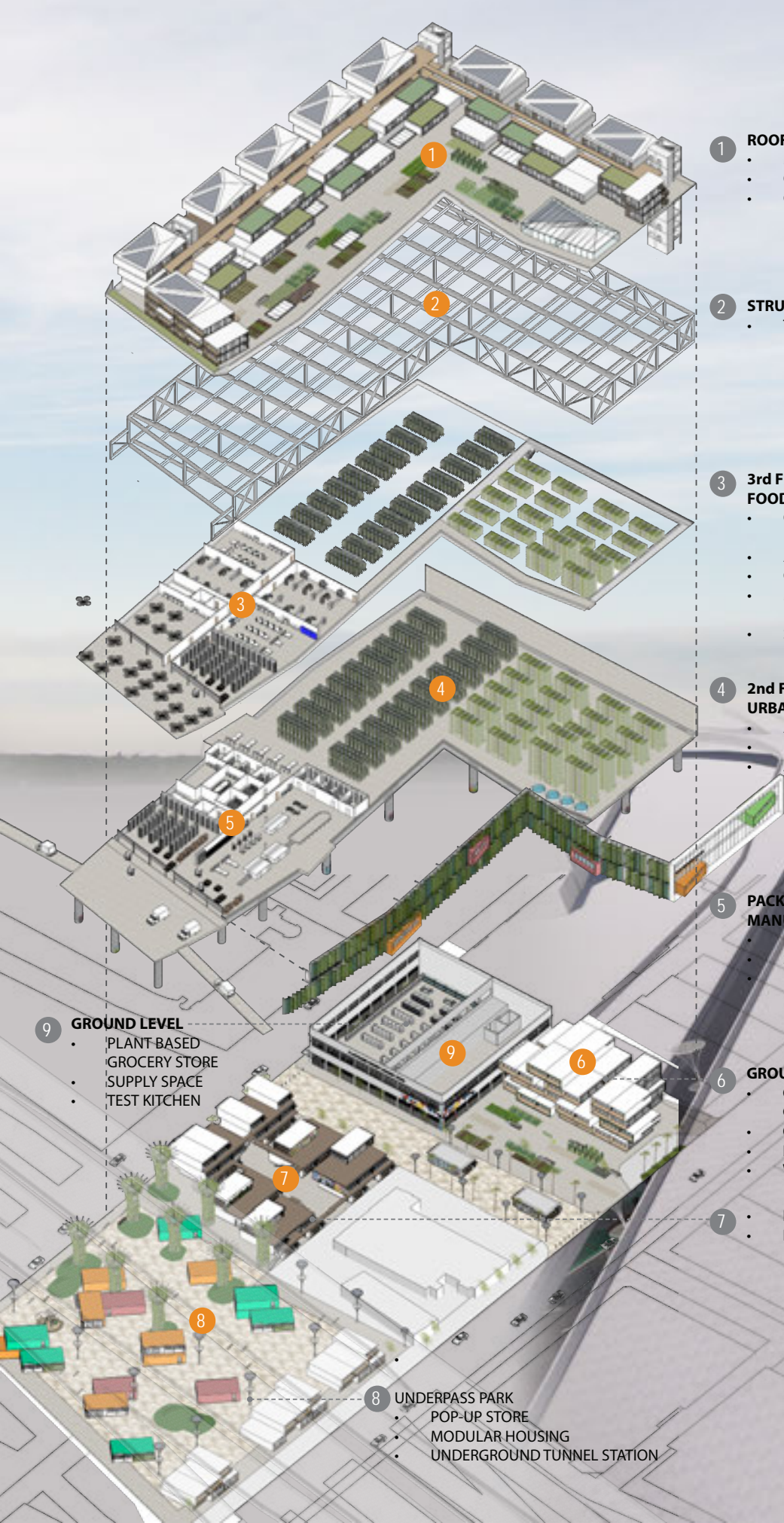


7 ADMINISTRATION OFFICE / LAB



8 UNDERPASS MODULAR HOUSING





- 1 ROOF VILLAGE**
- MODULAR HOUSING
  - ON AIR FARMING
  - GREENHOUSE

- 2 STRUCTURE**
- TRUSS STRUCTURE.

- 3 3rd FLOOR  
FOOD INNOVATION LAB**
- COLOR ENCAPSULATION LAB
  - ANALYTICAL LAB
  - CHEMICAL LAB
  - MICROBIOLOGY/ FERMENTATION LAB
  - STORAGE

- 4 2nd FLOOR  
URBAN FARMING SYSTEM**
- AEROPONICS
  - HYDROPONICS
  - AQUAPONICS

- 5 PACKAGING/  
MANUFACTURING**
- PILOT PLANT
  - STORAGE
  - LOADING DECK

- 6 GROUND LEVEL**
- COMMUNITY FARM GARDEN
  - OFFICE
  - EDUCATION
  - WORKSHOP

- 7**
- LOCAL MARKET
  - RESTAURANTS

- 8 UNDERPASS PARK**
- POP-UP STORE
  - MODULAR HOUSING
  - UNDERGROUND TUNNEL STATION

