



The SORO Community Foundation won Los Angeles Mayor Eric Garcetti's 2016 Great Streets Challenge, which will bring up to \$500,000 in street improvements to South Robertson next year. The area on South Robertson Boulevard's commercial corridor, from Cadillac to Kincardine, is situated to become the heart of the SORO community. Join the conversation and give us YOUR input on what you want to see come to South Robertson.

## How can I get involved?

Help us determine what improvements should be installed on Robertson next year. Join us at the following events, and check [soroblvd.com](http://soroblvd.com) for surveys and the latest updates.

- 1 PROJECT KICKOFF & WORKSHOP 1**  
**SUNDAY, MAY 21 • 1-4PM**  
 Topic: Visioning and design opportunities  
 Simon Wiesenthal Center, 1399 Roxbury Drive, 90035
- 2 SORO FESTIVAL**  
**SUNDAY, JUNE 4 • 11AM-4PM**  
 Great Streets booth with street design examples  
 Along South Robertson Boulevard
- 3 MOVIES IN THE PARK**  
**FRIDAY, JUNE 30 • 6-7:30PM**  
 Great Streets booth with street design examples  
 Reynier Park
- 4 WORKSHOP 2**  
**SUNDAY, JUNE 25 • 1-4PM**  
 Topic: Preferred concept development  
 Simon Wiesenthal Center, 1399 Roxbury Drive, 90035
- 5 COMMUNITY MEETING**  
**AUGUST 15-30 • DATE & TIME TBD**  
 Topic: Prioritizing improvements  
 Location TBD
- 6 FINAL COMMUNITY MEETING**  
**WEDNESDAY, SEPTEMBER 27 • TIME TBD**  
 Topic: Final design demonstration  
 Location TBD



# About Great Streets South Robertson

In early 2017, Mayor Eric Garcetti announced South Robertson as the recipient of a Great Streets grant, with specific focus on the area between Hillsboro/Cadillac and Kincardine. The grant came with an initial \$13,000 for community outreach to help build and shape a shared vision for the street, together with in-kind services provided by technical consultants, City partners and more. The goal is to create a new, community-led vision for SORO by engaging local residents, businesses, and organizations. Once complete, the resulting vision must be feasible and vetted by the City. They have committed to a \$500,000 investment to get the implementation ball rolling and will help secure additional funding sources, as needed.

This is a rare opportunity for change on South Robertson, one our community has been demanding for many years. Your voice should be part of it and we'd love you to get involved. Count on hard work, big thinking, compromise, and consensus-building as we get to know each other better and work through what this street means to us all.

In the first phase (May–September 2017) we will be conducting a number of meetings in the neighborhood: with passionate residents, with business operators along South Robertson, with landlords who own those commercial properties, and with an array of City and private sector planning and design experts to help us develop a common vision. While there are some limits, we should think big. Ideas like traffic calming, parking, medians, areas for outdoor dining, façade improvements, beautification, lighting, street furniture, etc. are all in the realm of possibility. In the second phase (October–February 2018) the consultants and experts at the City will help refine and shape our ideas. Moving into the summer of 2018, the first of those ideas should start coming to fruition on the street. Remember, the City's initial \$500,000 will likely only cover some of what we plan to do. We'll need to find City, County, State and Federal funding for the larger, more expensive ideas, so this project is something we will be working to fully implement for years to come.

## WHAT IS “GREAT STREETS”?

You can read about the Mayor's Great Streets program at [lagreatstreets.org](http://lagreatstreets.org). The idea is that every neighborhood needs a great main street that is an accessible and engaging public space for people. Using a toolkit of “complete streets” ideas, the focus is on restoring a more healthy balance on the street between cars, bikes and people. Ultimately, the program hopes to revitalize Great Streets around the city, with thriving economic corridors, enhanced neighborhood character, and more closely connected communities using their local public spaces to their best advantage.

## SOUNDS INTERESTING. HOW CAN I GET INVOLVED?

If you are interested in the transformation of South Robertson Blvd., and would like to stay on top of developments, **please sign up for emails now** at [soronc.org/updates](http://soronc.org/updates) and follow SORO NC at [facebook.com/soronc](https://facebook.com/soronc) and [twitter.com/soronc](https://twitter.com/soronc). We want to make sure we've done everything we can to ensure that your voice has a chance to be heard—so we need you to sign up for information.

## IT'S HARD FOR ME TO ATTEND MEETINGS IN PERSON

No worries. We will be distributing community surveys as the process moves along, seeking your input, and we'll also be running various activities on Facebook such as polls, Facebook live events etc. Make sure you sign up to follow SORO NC on social media as outlined above, and check in regularly at [soroblvd.com](http://soroblvd.com).

## WHO CAN I CONTACT WITH QUESTIONS?

You can always contact us at [info@soroblvd.com](mailto:info@soroblvd.com).