

## UNION STATION MASTER PLANNING MARKET ANALYSIS

Los Angeles, California



### Project Areas

- Affordable/Workforce Housing
- Corridor Planning
- Design Economics
- Downtown Revitalization
- Economic Development
- Economic & Fiscal Impact
- Industrial City Turnaround
- Metropolitan Growth Strategy
- Neighborhood Planning
- Public-Private Partnerships
- Transit-Oriented Development

*Los Angeles County  
Metropolitan Transportation  
Authority (METRO)*

### Scope of Work

- Cluster Analysis
- Economic Impact
- Financial Modeling
- Fiscal Impact
- Implementation
- Market Analysis
- Partnership Structuring
- Public Financing
- Public Outreach
- Regional Economics
- Retail Tenanting
- Strategy Planning

### The Challenge

METRO LA selected RCLCO to conduct the economic and market analysis for the proposed Union Station master plan. This analysis will lay the groundwork for the development of 8 million square feet of additional commercial and residential space at the 40-acre site in Downtown Los Angeles. Our challenge is to provide reasonable forecasts of future demand for relevant land uses at a location that has been left largely underdeveloped, despite its superior transit connectivity and proximity to the downtown core.

### Solution

RCLCO is currently conducting a comprehensive market analysis that characterizes current market conditions of the residential, office, retail and hospitality sectors, while considering the macro-economic conditions that will impact the future prospects of the site. With input from public and private sector experts and after utilizing local and national data, RCLCO will forecast future demand for each relevant land use, which will serve as inputs to the planning firms that will envision the future build-out of this site.

### Impact

RCLCO's market analysis and demand forecast will inform the planning efforts leading to the full build-out of the Union Station area. With the potential to become one of Downtown Los Angeles newest, most dynamic nodes, RCLCO's work is essential to shaping the future of one of Los Angeles most important redevelopment sites.