

Broxton Plaza: A Strategy for Community Revitalization in Westwood

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June 2025

Technical Report Documentation Page

1. Report No. N/A	2. Government Accession No. N/A	3. Recipient's Catalog No. N/A	
4. Title and Subtitle Broxton Plaza: A Strategy for Community Revitalization in Westwood		5. Report Date June 2025	
		6. Performing Organization Code UCLA-ITS	
7. Author(s) Eisha Shakeel		8. Performing Organization Report No. LAS2502	
9. Performing Organization Name and Address Institute of Transportation Studies, UCLA 3320 Public Affairs Building Los Angeles, CA 90095-1656		10. Work Unit No. N/A	
		11. Contract or Grant No. N/A	
12. Sponsoring Agency Name and Address UCLA Institute of Transportation Studies www.its.ucla.edu		13. Type of Report and Period Covered Final	
		14. Sponsoring Agency Code UC ITS	
15. Supplementary Notes DOI:10.17610/T6960X			
16. Abstract <p>This study evaluates the impacts of pedestrianizing a segment of Broxton Avenue in Westwood Village, Los Angeles. Broxton Plaza was developed as a through-block pedestrian plaza to promote walkability, support local businesses, and revitalize Westwood's identity as a pedestrian-oriented college town, especially in lieu of the upcoming Metro D Line, and 2028 Summer Olympic and Paralympic Games.</p> <p>For this research, a variety of methods were used including surveys, interviews, counts, and field observations between January 2025 to May 2025. The analysis focused on the plaza's impacts on pedestrian activity, business engagement, traffic and delivery logistics, design and accessibility, transit and traffic patterns, event programming, and overall community perception.</p> <p>Key findings include strong support for the plaza with survey respondents rating its impact on Westwood an average of 4.45 out of 5, which indicates a highly positive perception of its contribution to the neighborhood. There is a significant increase in foot traffic and observed families. The community feedback highlighted the need for more seating, shade, signage, seasonal decorations, sidewalk improvements for wheelchair users, public art, a loading zone or rideshare location, and public restrooms on event days. Businesses and community members called for stronger events programming, marketing, and UCLA engagement. There is also a need to consider long-term impacts like reducing vacancies, and the potential displacement of smaller businesses. An "Entertainment Zone" under SB969 is also under consideration as a promising activation tool that allows monitored outdoor drinking.</p> <p>Recommendations are grouped into policy reform, design improvements, community programming, business support, and marketing strategies, including the planned northward expansion of the plaza ahead of the 2028 Olympic/Paralympic Games. Broxton Plaza represents a critical step towards a more walkable and community-focused Westwood Village. With continued investment, responsible governance, and collaboration with UCLA and Westwood organizations, the plaza has major potential to become a model for pedestrian-first urban revitalization in Los Angeles.</p>			
17. Key Words pedestrian planning, land use, parking, program evaluation, program design, mobility, Los Angeles, transit-oriented development, streets		18. Distribution Statement No restrictions.	
19. Security Classif. (of this report) Unclassified	20. Security Classif. (of this page) Unclassified	21. No. of Pages 130	22. Price N/A

Acknowledgments

The Institute of Transportation Studies at UCLA acknowledges the Gabrielino/Tongva peoples as the traditional land caretakers of Tovaangar (the Los Angeles basin and So. Channel Islands). As a land grant institution, we pay our respects to the Honuukvetam (Ancestors), 'Ahihirom (Elders) and 'Eyoohiinkem (our relatives/relations) past, present and emerging.

I would like to extend my deepest thanks to Michael Russell at the Westwood Village Improvement Association (WVIA) for being an engaged and supportive client throughout the course of this research. His vision and responsiveness were critical to this project's success.

Special thanks to Megan Furey and Jen Yonda from the WVIA marketing team, whose insights and coordination helped me increase my outreach at the plaza.

I am grateful to my supervisor, Madeline Brozen, for her thoughtful mentorship and steady encouragement. Her guidance helped shape the analytical framework of this report.

This research was made possible in part through a grant from the Institute of Transportation Studies, enabling me to hire a team of dedicated researchers. Thank you to Abigail Bentley, Ingrid Fan, and Quincie Bump for your invaluable contributions to survey administration, data collection, and field observations.

To my colleague Cristhian Lin, thank you for being a reliable source of encouragement throughout this process. Finally, I am especially thankful to my family for their constant support throughout my time in this program.

Disclaimer

This report was prepared in partial fulfillment of the requirements for the Master in Urban and Regional Planning degree in the Department of Urban Planning at the University of California, Los Angeles. It was prepared at the direction of Michael Russell as a planning client. The views expressed herein are those of the authors and not necessarily those of the Department, the UCLA Luskin School of Public Affairs, UCLA as a whole, or the client.

This document was created with assistance from a number of artificial intelligence tools for data cleaning, analysis, coding support, imaging tools, citation software, and research like Gemini, DeepSeek, ChatGPT, Grammarly AI detector, Microsoft 365 CoPilot, Microsoft AI grammar checks, Canva AI generator tools, Microsoft Bing, Zotero AI, and Anaconda Navigator's built in AI feature for Python coding. The content has been reviewed and edited by a human, the author of this report.



Broxton Plaza: A Strategy for Community Revitalization in Westwood

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Project Assistants: Quincie Bump, Abigail Bentley, Ingrid Fan

UCLA Institute of Transportation Studies

A comprehensive project submitted in partial satisfaction of the requirements for the degree
Master of Urban and Regional Planning.

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Executive Summary

This study evaluates the impacts of pedestrianizing a segment of Broxton Avenue in Westwood Village, Los Angeles. Broxton Plaza, as part of a tactical urbanism and placemaking approach, was developed as a through-block pedestrian plaza to promote walkability, support local businesses, and revitalize Westwood's identity as a pedestrian-oriented college town, especially in lieu of the upcoming Metro D Line, and 2028 Summer Olympic and Paralympic Games.

For this research, a variety of methods were used including surveys, interviews, counts, and field observations between January 2025 to May 2025. The analysis focused on the plaza's impacts on pedestrian activity, business engagement, traffic and delivery logistics, design and accessibility, transit and traffic patterns, event programming, and overall community perception.

Key findings include strong support for the plaza with survey respondents rating its impact on Westwood an average of 4.45 out of 5, which indicates a highly positive perception of its contribution to the neighborhood. There is a significant increase in foot traffic and observed families. The community feedback highlighted the need for more seating, shade, signage, seasonal decorations, sidewalk improvements for wheelchair users, public art, a loading zone or rideshare location, and public restrooms on event days. Businesses and community members called for stronger events programming, marketing, and UCLA engagement. There is also a need to consider long-term impacts like reducing vacancies, and the potential displacement of smaller businesses. An "Entertainment Zone" under SB969 is also under consideration as a promising activation tool that allows monitored outdoor drinking.

Recommendations are grouped into policy reform, design improvements, community programming, business support, and marketing strategies, including the planned northward expansion of the plaza ahead of the 2028 Olympic/Paralympic Games. Broxton Plaza represents a critical step towards a more walkable and community-focused Westwood Village. With continued investment, responsible governance, and collaboration with UCLA and Westwood organizations, the plaza has major potential to become a model for pedestrian-first urban revitalization in Los Angeles.

Introduction

This project investigated the development and impact of a through-block pedestrian plaza on lower Broxton Avenue, Westwood, Los Angeles. Initially part of Los Angeles Department of Transportation's (LADOT) People St program, the project's application was filed in 2015, approved in 2018, experienced significant delays due to the COVID-19 pandemic in 2020, acquired permits by 2023 to proceed, then finally resumed construction and reached completion with a soft launch by October 2024, and its grand opening in February 2025 (City of Los Angeles, 2024b; Gabby Jamall, 2023). The methodology utilized surveys, interviews, field observations, pedestrian counts and a traffic study with a specific focus on its use by residents, students, tourists, business owners, and transit users. The research examined the plaza's role in the region's broader mobility goals, particularly in the context of the 2028 Olympics/Paralympic Games and its promise of a "transit-first" Games, the implementation of the Entertainment Zone under SB969, as well as the upcoming Metro D (purple) line.

In this evaluation, this project asks the questions: How has the pedestrianization of Broxton Avenue impacted traffic patterns, local businesses, and public space usage in Westwood Village? What design, safety, and accessibility elements contribute to its success? How will upcoming developments, such as the 2028 Olympic/Paralympic Games and the Metro D Line extension, affect the plaza? What is the Westwood community's feedback on the plaza, and how can it be improved?

To answer these questions, this report first examines the historical and planning context of Westwood Village and the Broxton Plaza project. It then presents the mixed-methods research findings across four key areas: 1) Demographics and plaza usage, 2) Accessibility, Design & Safety, 3) Transit, Traffic, and Parking, and 4) Business, Community Engagement & Events Programming. Finally, recommendations are provided for the plaza's design, programming, operations, and future.

Westwood

History

Westwood is located in a commercial and residential section of West Los Angeles. The area has a strong architectural identity, filled with retail, dining, movies and cultural attractions. Westwood Village was originally developed in the 1920s by the Janss Investment Corporation, which played a pivotal role in shaping the area into a thriving commercial and entertainment hub. Janss ensured a careful mix of uses, and strategic growth, including securing UCLA's location to the north. This approach allowed Westwood Village to flourish for decades as a shopping and entertainment destination on the Westside of Los Angeles (York Consulting Group LLC., 2014).

However, the Village began to decline in the late 1980s, facing challenges like fragmented ownership, rising competition from newer retail districts, lack of safety, and management issues. Chronic vacancies, empty storefronts, and deteriorating public spaces further tarnished its reputation. Today Westwood Village retains significant strengths, including its desirable location, proximity to UCLA, unique architectural character, and a supportive community of residents and students.

Westwood is largely managed by the Westwood Village Improvement Association (WVIA) and the Business Improvement District which are defined as *"a 501(c)3 non-profit organization with a mission to make Westwood Village a clean, safe, and friendly place for the community through maintenance, security, and enlivening programs. The Business Improvement District (BID) is a property-based assessment district, meaning owners of property pay assessments based on the size of their parcels, the square footage of their buildings, street frontage, and zone"* (WVIA, 2024).

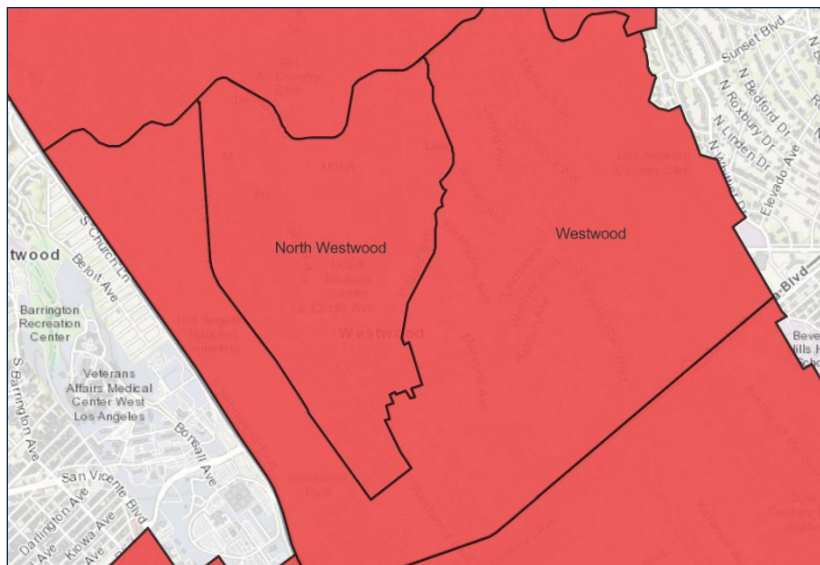


Figure 1. Westwood and North Westwood Neighborhood Council

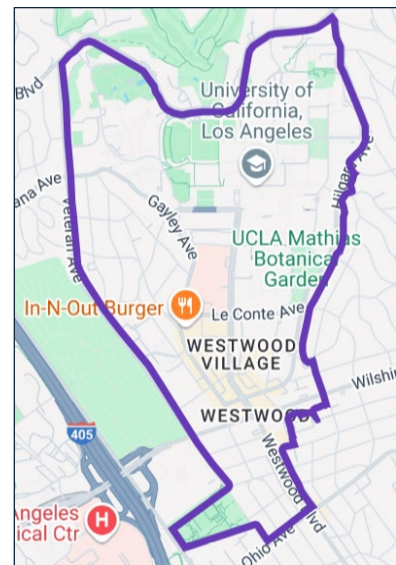


Figure 2. NWWNC Boundary

In addition to the BID, Westwood was represented by the Westwood Neighborhood Council (WNC) up until 2018, when a coalition was formed of business owners, students, and faculty, called Westwood Forward. Their complaints were that the WNC, which was one of 97 councils in LA, largely represented a demographic of older white homeowners who imposed restrictive regulations on nightlife, entertainment, affordable housing, and new business development. Westwood Forward, a movement to form a new neighborhood council, succeeded in forming the North Westwood Neighborhood Council (NWWNC), the 98th council of LA, which now represents UCLA and Westwood Village (NWWNC, 2022). The boundaries are showcased in **Fig. 1** and **Fig. 2**. This council better reflects the interests of students and business owners who look towards the revitalization of Westwood Village, similar to before the 1980s when the college town was active and vibrant (Schneider, 2019).

The NWWNC played an instrumental role through resolutions and funding whilst advocating for initiatives like the proposed Entertainment Zone to increase foot traffic, reconnect UCLA to the village, and attract business to the area. The annual 2024 report of Westwood Village states that it has a local community of over 200,000 residents, cultural attractions like Geffen Playhouse and Hammer Museum, with consistent food traffic every day (WVIA, 2024). They maintain 155 lit trees on Broxton Avenue. They run an outreach team in contact with social services and regularly work on sidewalk repairs. Their communications outreach primarily consist of newsletters, Instagram, Facebook, and their website.

The creation of the NWWNC marks a pivotal moment in Westwood's governance, shifting priorities to be more student oriented and diverse, and with tons of economic potential that directly aligns with the goals of the Broxton Plaza initiative.

Zoning Plans and Transit

Westwood village itself, specifically the red zone around the Broxton area in **Fig. 3**, is zoned as **C4**, which means it is designed to support commercial developments with high density and tall buildings up to 4.5 times the lot's area (City of Los Angeles, 2010). Given its proximity to the University of California, Los Angeles (UCLA), the area includes high density multi-family housing as university dormitories. However, there are also large swaths of low-density residential zones, as shown in **Fig. 3**. The **high retail vacancy rate in Westwood Village approaching 40%** according to the City of LA, Westwood Business Improvement District and UCLA, stands in stark contrast to the area's low residential vacancy rate, driven by strong housing demand from students (City of Los Angeles, 2022a; Shilian, 2024; UCLA, 2021). City-owned properties (like the one Splatterz' tried to lease, see Appendix E) took months to be processed. According to an interview with a NWWNC representative, this problem may stem from limited incentives for quick action due to Prop 13, minimal property tax burdens, and long-term lease expectations (LA County, 1978).

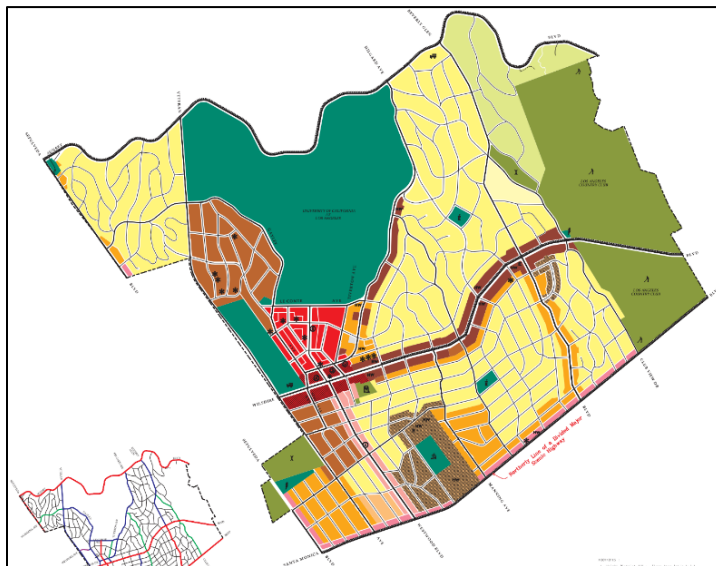


Figure 3. Westwood zoning map (bright red: Westwood Village).

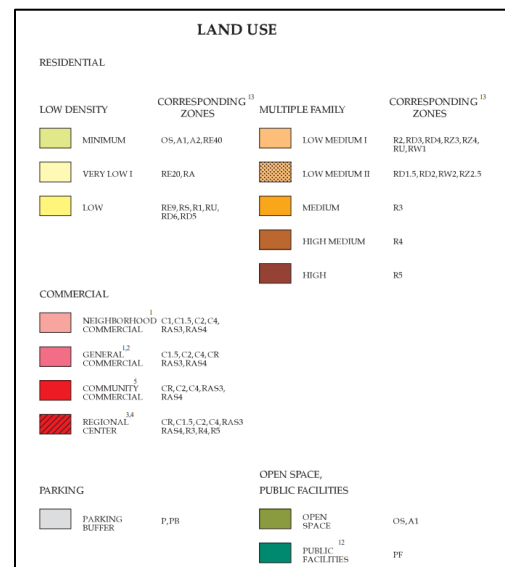


Figure 4. Westwood zoning map legend.

The **Westwood Community Plan Update** from 1989, with an amendment added in 2016, designates Westwood village as a Community Center (City of Los Angeles, 1999). It is pedestrian-oriented, historic, low rise, and protected under the **Westwood Village Specific Plan** (City of Los Angeles, 2022b). The Community Plan identified improvements like installing a public parking structure in the village, a study for a freeway connecting Westwood and San Diego, more mixed-use development, transit stations, expanding the DASH buses to Westwood, & installing and improving bicycle lanes etc. Most of these improvements were installed, except for DASH and the San Diego freeway study. In conjunction with the Westwood Business Improvement District, a streetscape program was implemented which included the public parking structure on Broxton with a validation system, providing accessible and affordable short-term parking.

According to zoning document no. 2452, Westwood is identified as a Transit Priority Area, which means issues like parking, aesthetics, lighting glare etc., are not considered an environmental impact under CEQA. This designation is important because it has implications for streamlining transportation and pedestrian-focused projects, which is relevant due to the Mobility Plan 2035.

On August 11, 2015, the Mobility Plan 2035 was approved and added to the Los Angeles City's General Plan Transportation Element (City of Los Angeles, 2016). This plan requires the City of LA to implement street modifications outlined in the Mobility Plan 2035. This includes, but is not limited to, the installation of bike lanes or pedestrian & transit safety improvements.

Given concerns that the plan wouldn't be properly implemented, it was introduced as an initiative called Los Angeles Measure HLA on the Los Angeles Ballot and was approved on March 5th, 2024, winning by 65.5% voting to approve Measure HLA. The initiative eliminates prior discretionary delays by requiring departments like LADOT and Public Works to coordinate upgrades on streets categorized under the Bicycle Enhanced Network (BEN) and Transit Enhanced Network (TEN). They also must maintain dashboards for the public to track progress for transparency and accountability. This applies to some of Westwood's bus lane and bike improvements as outlined below.

Bicycle lanes were also implemented along Le Conte, and Westwood Plaza, with parts implemented by LADOT and others likely by UCLA Transportation on UCLA property. However, bicycle lanes have yet to be implemented along Westwood Boulevard next to Broxton; and on Gayley Avenue, which is one street over from Broxton. **Fig. 5** shows a projected image from Westwood Connected, of what Westwood village could look like with the bike lanes installed in proximity to Broxton Plaza on Gayley Avenue (Westwood Connected, 2023).

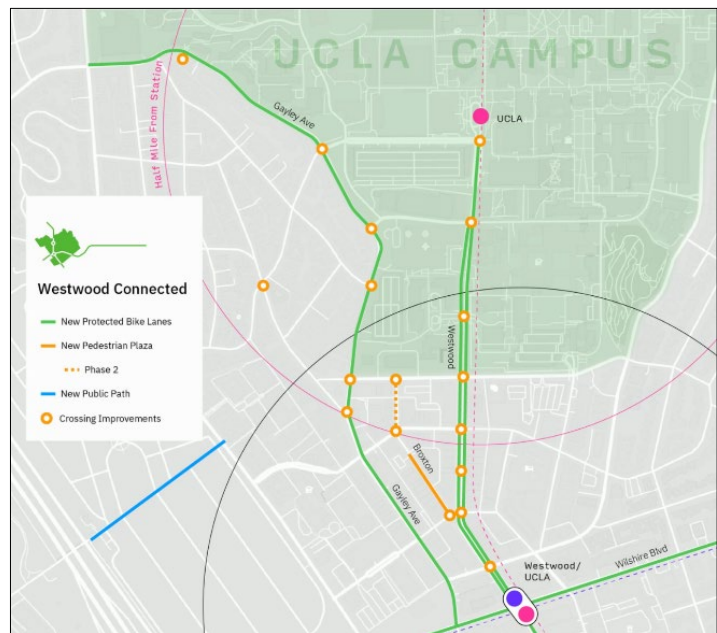


Figure 5. Projected Bicycle lanes, called for by Westwood Connected¹³ (Not yet implemented on ground).

The upcoming Metro D (Purple) heavy-rail Line Extension is expected to significantly impact Westwood's accessibility and urban environment. The Westwood/UCLA station, currently under

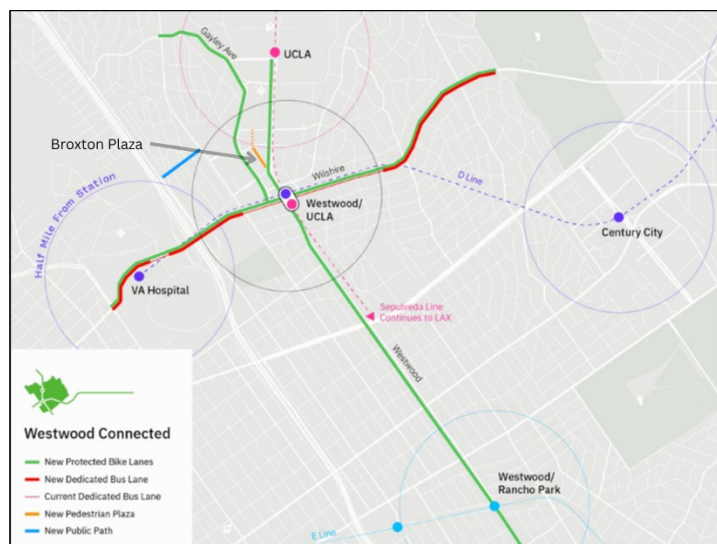


Figure 6. Heavy rail stops upcoming through the Metro D line.

construction, will be located less than half a mile from Broxton Plaza, offering residents, students, workers, and visitors a direct connection to Downtown Los Angeles and other major destinations, as shown in **Fig. 6.**

This increased transit access is anticipated to bring more foot traffic into Westwood Village, especially with the upcoming 2028 Olympic and Paralympic Games since Westwood Village is expected to host the Olympic athletes (School Construction News, 2017; UCLA, 2025). LA's entire transportation sector; spanning consultancies,

public agencies, and nonprofits; have been ramping up efforts for major transit upgrades. A NYTimes article highlights LA setting its 'car-free Olympics,' goal which transitioned into a 'transit-first' approach (Cowan & Karlamangla, 2024; Davis, 2024; Walker, 2025) They highlight that LA Metro and local leaders are prioritizing transport infrastructure projects to facilitate sustainable, accessible public transport options for athletes and visitors alike.

Broxton Plaza is situated within half a mile of the new station under the Westwood Community Plan, which supports Westwood's pedestrian-oriented vision since the area is poised to benefit from greater transit ridership, improved bicycle lanes, reduced car dependency, and new opportunities for economic revitalization.

When the COVID-19 pandemic hit in 2020, Zoning Information File No. 2498, provided some temporary regulatory relief measures which are still valid through February 2026 (Local Emergency Temporary Regulations, 2021). These measures include extensions for Conditional Use Permits (CUPs) and relaxed parking requirements for changes of use and outdoor dining, which have the successful activation of Broxton Plaza by easing parking and permitting burdens for local businesses. One of those permits was the AI Fresco program, as outlined in ordinance No. 188,073, Zoning Information File No. 2517 adopted by the City of Los Angeles (AI Fresco Ordinance, 2023). This allows outdoor dining on private property and in the public right-of-way. For Westwood Village, establishing outdoor dining areas no longer requires design review or project compliance under Specific Plans or zoning overlays, as long as the work is limited to tables, chairs, shade structures, or planters. However, other work unrelated to dining, like building alterations, signage, or change of use, must still comply with the Westwood Village Specific Plan.

In this context, Westwood's designation as a Transit Priority Area coupled with Measure HLA and the allowances post COVID-19, allows for an acceleration of transformative street improvements in Westwood in time for the upcoming 2028 Olympic/Paralympic Games. With its pedestrian oriented nature and upcoming Metro D line, the plans can now prioritize businesses, pedestrians, cyclists, and transit users, without being hindered by traditional CEQA challenges or design overlay regulations.

Broxton Plaza

In Fall 2024, 14,000 sq. feet of Broxton Avenue between Weyburn and Kinross Avenue, was converted into a through-block pedestrian plaza with its grand opening taking place on February 22nd, 2025 (GDCI, 2025a; Huang, 2025).

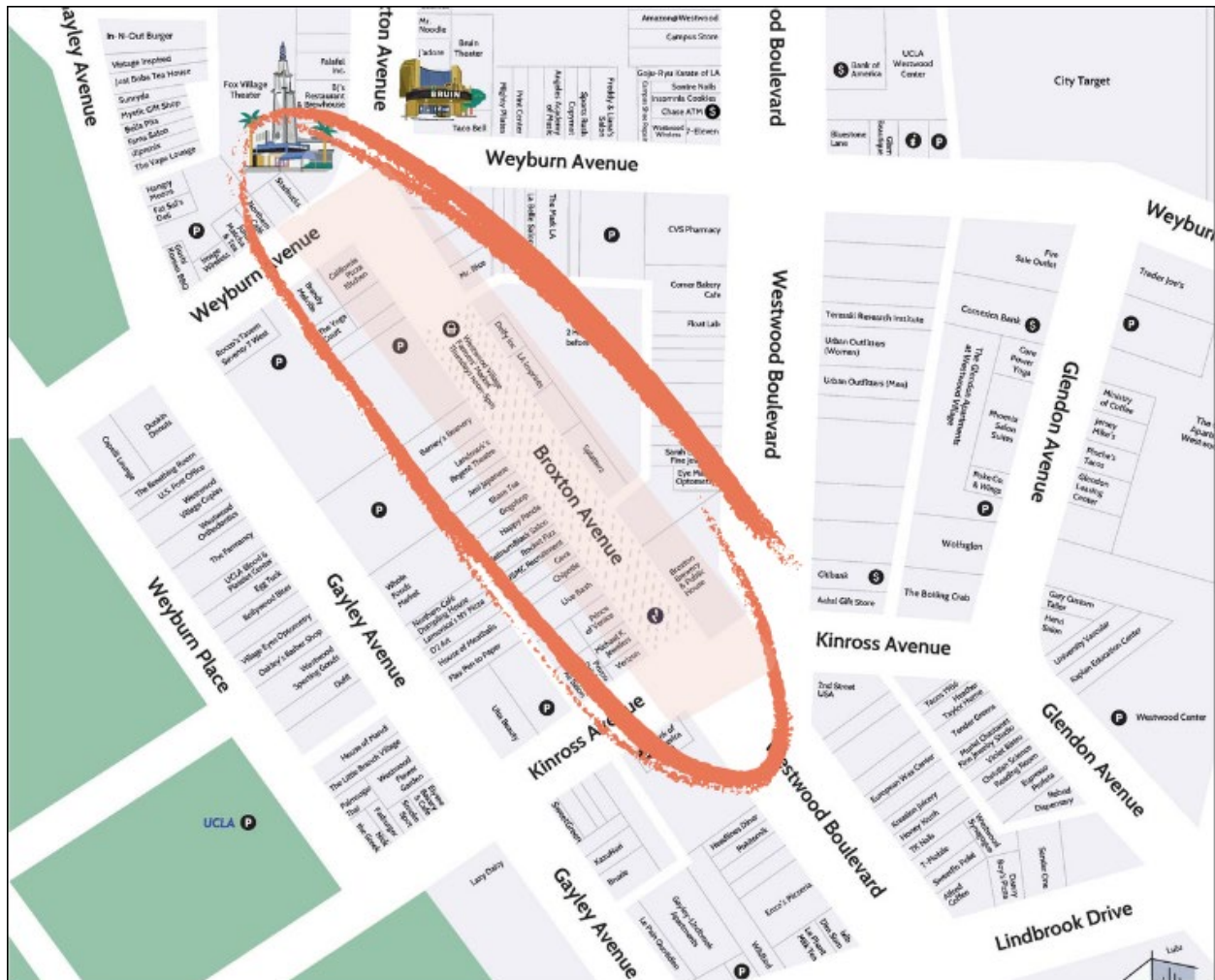


Figure 7. A map taken from WVIA showing Broxton Plaza and nearby amenities like parking (Westwood Village Map, 2025).

Originally part of LADOT's People St program, the WVIA applied for a plaza in 2015, and the application was approved in 2018 by the LA City Council (Gabby Jamall, 2023). The project experienced significant delays due to the COVID-19 pandemic in 2020. They acquired permits by 2023 to proceed with construction and reached completion by 2024 with a soft launch in October and its grand opening in February 2025. Broxton Plaza serves as a unique opportunity to study pedestrianization within a rich historical and regional context as it is located in the heart of Westwood, near the University of California, Los Angeles (Sharp, 2024). With its pedestrian-friendly design and potential as a community gathering space, it represents an opportunity to address some of the Village's longstanding weaknesses, such as the lack of central open

spaces, vacant leases, traffic congestion, and limited activation of public areas. To combat these, they introduced a Transportation Improvement and Mitigation Program (TIMP) to encourage pedestrian circulation and reduce car dependency within the Village (City of Los Angeles, 2019). As part of larger efforts to revitalize Westwood Village, Broxton Plaza has already helped reestablish the area as a small but active commercial and social hub for the locals.

Fig. 8, 9 and 10 showcase the plaza at different stages of its implementation.



Figure 8. Before Broxton's pedestrianization (2023).



Figure 9. Soft Launch phase of Broxton's pedestrianization in October 2024.



Figure 10. Current plaza setup with roadbed graphics (pattern on the ground) - May 2025.

Process

The People St program provides an overview of the Plaza application involving 4 phases: Application and Selection with public outreach and community group feedback. With approval, the Design & Development phase begins with public meetings, community input, and a schematic design. Following approval, there is the installation phase with LADOT's oversight, a budgetary review of maintenance costs, and an opening ceremony. Following all this, the plaza is still considered to be in its testing phase, as is Broxton before the decision to make it permanent is reviewed (City of Los Angeles, 2024a; LADOT, 2018).

According to an interview with an NWWNC representative, the NWWNC released a Community Impact Statement supporting Broxton Plaza and transferred city funds to support the plaza's implementation like purchasing street furniture. Unfortunately, there were many city staffing

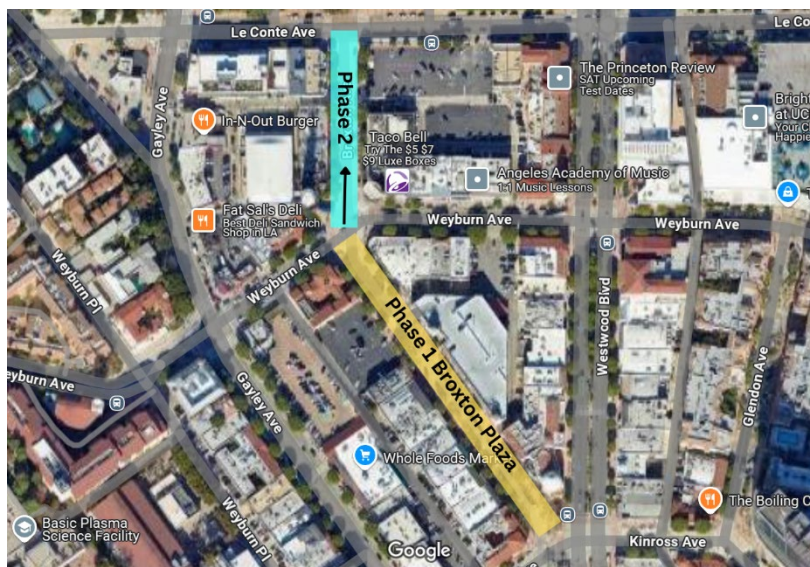


Figure 11. Phase 2 extension plans for Broxton Plaza.
2025).

The plaza implemented identity signage, surface treatment of the plaza with roadbed graphics as shown in **Fig. 10**, planters on the perimeter, flexible bollards to designate the boundaries, and bicycle parking according to LADOT's plaza kit of parts (LADOT, 2020).

issues in LADOT and Public Works due to which there were major delays in tasks like installing the gates or repaving surfaces. The pandemic also significantly delayed the plaza for several years. These delays are common with infrastructure installation and leasing commercial vacancies. The original plan for the plaza also includes a phase 2 extension of the plaza northwards, as discussed by the NWWNC representative and shown in **Fig. 11** (Mahan & London,

Parking and Transit

There are multiple public transit options to reach within a half mile of Broxton Plaza. The [Los Angeles Metro](#) lines 2, 20, 302, 305, Metro Rapid 720, 761, [Santa Monica Big Blue Bus](#) lines 1, 2, 3, 8, 17, R12, and the [Culver City Bus](#) line 6 all pass by within a half mile radius of Broxton Plaza (WVIA, 2025a). Additionally, there are Metro bike docks located at the plaza itself along with multiple scootering options like Bird, Veo, and Lyft. Ride hailing options include Metro Micro, Waymo, Uber, Lyft, and other Taxicab services. This robust variety of transportation modes highlights how many visitors arrive via public transit, bikes, or shared mobility, reinforcing Westwood Village's role as a major hub for residents, students, employees, and visitors.

The Broxton Avenue Public Parking Structure at 1036 Broxton Ave remains a central parking facility for plaza visitors. It offers the first two hours free before 5 p.m., with a \$5 flat rate after 5 p.m. However, the structure's design (with only one exit and two floors) can lead to major traffic congestion, especially during peak hours and events. To address this, the WVIA, in collaboration with the LADOT, plans to upgrade the parking equipment later this year to streamline the parking experience (Post, 2025). Additionally, the WVIA is launching a new Public Parking program that will utilize surplus off-street parking in several private lots after 5 p.m. and on weekends. This initiative aims to alleviate parking shortages during high-demand periods (WVIA, 2024).

The upcoming Metro D Line extension presents significant opportunities for Broxton Plaza's accessibility and economic vitality. The new Westwood/UCLA Station is expected to bring an influx of potential tourists to the plaza, particularly in 2026 with the FIFA World Cup, and in 2028 with the Olympic/Paralympics. This improved connectivity could spur economic revitalization through increased property values and greater customer traffic for local restaurants and retailers. The extension also creates opportunities to enhance last-mile connectivity solutions, including expanded bike/scooter share programs, and improved pedestrian pathways between the station and plaza.

Amenities and Programming

Broxton Plaza has become a vibrant community hub in Westwood Village, featuring artificial grass, and a range of amenities. These amenities, available at the plaza from 11 AM to 7 PM daily, include games, tables & chairs, a piano, some helpful kiosks, and occasional umbrellas for daily public use. The Westwood ambassadors are also present on the plaza at those times. The plaza regularly hosts family-friendly weekend activities, such as kids' crafts, and is home to popular events like the *Cinema Under the Stars* outdoor movie series, the *Weekly Farmers' Market*, the *Westwood Village UCLA Block Party*, *Pop-Up Shoppes*, *UCLA First Thursdays*, and the monthly *Bruin Flea*; all of which have significantly increased foot traffic and community engagement according to most businesses on the block.



Figure 12. Westwood Ambassador support kiosk.

Westwood Village also has an ambassador program that has been running for several years, and has now expanded to operate at Broxton Plaza (ABC30, 2013). The Ambassador teams are in the district seven days per week picking up trash, removing graffiti, engaging with the businesses, pressure-washing sidewalks, assisting Westwood visitors, and completing special projects (WVIA, 2025b). They are available from 11 AM to 7 PM, bringing out temporary street furniture including recreational games, tables, chairs and occasionally other materials like a stage. Some funds from the WVIA have been devoted to setting up an ambassador office directly onto the plaza so that plaza users' needs can be addressed on ground. In the interviews conducted for this study, each business explicitly praised the ambassador program for contributing to the plaza's safety and creating a welcoming inclusive environment.

Olympics/Paralympics

As Los Angeles prepares to host the 2028 Olympic and Paralympic Games, Westwood Village is poised to play a pivotal role as the hosting village and community for athletes, with Broxton Pedestrian Plaza positioned to serve as a potential hub for gathering. There is a case for increased media and foot traffic towards Broxton Plaza with potential to showcase L.A.'s pedestrian-first urbanism featuring screening events and athlete meet and greets. This presents both an opportunity and a challenge: while the Olympics will bring global attention, the surge of visitors near Westwood (including athletes, media, and tourists) will also test the plaza's capacity, safety, infrastructure, and more. The influx of visitors could strain resources or create post-Games vacancies if businesses become overly reliant on temporary Olympic traffic.

Many cities, specifically villages built to accommodate Olympic athletes, struggle in the aftermath of the Olympics (Porterfield, 2021). Research highlights how the Olympics are highly influential in drawing visitors but have also been known to drown out the voices of local community groups. Security increases during the Olympics at the Queen Elizabeth Olympic Park, for example, led to an aftermath of a lack of trust in the safety of the public park for the local youth (Dawson, 2017). Additionally, many structures built for the Olympics face challenges with establishing consistent long-term use (Zamora, 2024).

The plaza's success during this period will depend on balancing plaza activation with long-term community needs. This means ensuring that upgrades, such as temporary stages or lighting, are designed for permanent use, and that local stakeholders, like community groups, small businesses, and UCLA, have a voice in shaping the plaza's role during and after the Games. Broxton Plaza's integration into the Olympic experience could solidify Westwood as a destination location, and the plaza's reputation as a model of urban placemaking. However, Westwood needs to prepare for this moment by addressing gaps in infrastructure, launching pilots fast to solidify an attempt at extending the plaza before 2028, and ensuring regular programming.

Entertainment Zone

A current objective of the WVIA is to set up an “entertainment zone” at the plaza. An “Entertainment Zone” is a legal and regulatory designation authorized under Senate Bill 969 (SB 969) (SB 969 - Alcoholic Beverage Control Act, 2025). This state legislation enables cities or counties in California to designate specific areas as “entertainment zones,” allowing licensed alcohol-serving establishments to permit open-container consumption within clearly defined, managed public spaces. For Broxton Plaza, the adoption of this designation would support the plaza’s activation and result in increased revenue for nearby businesses through increased foot traffic.

Under **Section 5: 25690 of SB 969**, several operational requirements would need to be met:

- The City of Los Angeles or LA County must **authorize Broxton Plaza** as an entertainment zone via an ordinance which is to be clearly displayed at the plaza and inside participating licensed business establishments.
- Clear signage must define the **days, times, and physical boundaries** of the entertainment zone, and should be prominently posted with **signage** and **well-lit**.
- An **age verification system**, like wristbands, must be deployed.
- Only **non-glass, non-metal containers** (preferably compostable) are permitted within the zone.
- Each participating establishment (i.e., Barney’s Beanery and Broxton Brewery) must submit an **annual notice of intent** to participate and post the ordinance on-site.
- Customers must **exit directly into the entertainment zone** when carrying alcohol to ensure compliance with the spatial operational zones, which means Broxton Brewery must regulate their customers to ensure they exit through the plaza exit only.

The three Front Street Entertainment Zones in San Francisco resulted in substantial economic revenue for local businesses, street parties, and drew in major crowds unseen before since the pandemic (Tara Campbell, 2025). The City of Santa Monica will also be launching an entertainment zone on the Third Street Promenade for which Barney’s Beanery has comprehensive feedback as outlined in the interviews (Hall, 2025).

San Francisco introduced a highly structured framework for managing events, permits, and public services. Their “Ordinance and Management Plan” coordinated efforts across city departments, including Planning, Police, Fire, Sanitation, Public Works, Building & Safety, and Economic Development (SF OEWD, 2025). It clearly outlines their community partnerships, signature the allowance for signature events and programming, design and art improvements, the lead agency point of contact, the participating businesses, hours, days, defined zone boundaries, website transparency, health safety and security measures, permits, and insurance guidelines. This plan must be carefully recreated for Westwood, which will help it solidify as a vibrant, activated, cultural and entertainment-focused district. If the plan can be piloted, launched, and perfected in time for the 2028 Olympics/Paralympics, Westwood could majorly be amplified as a destination location for Los Angeles within the decade.

Literature Review

Utopiad, an organization dedicated to public way improvements, states that the People St. is a program by the LADOT that was launched to enable communities to provide feedback and transform underutilized streets of LA into pedestrian oriented public spaces. There is a list of steps involved in the process of initiation, design, and installation with the community groups in partnership with the city (Utopiad, 2014).

The transformation of urban streets into pedestrian plazas has become an increasingly popular idea city planning. In practice, however, American cities have a long way to go in comparison to other cities across the world (Gunn, 2018). The goals of transforming underutilized urban streets like Broxton Avenue, into pedestrian plazas, include promoting local businesses by increasing foot traffic, and fostering a space for community engagement and events by activating the public space.

This section is divided into 4 parts consisting of "Design and Approach, Trends in Urbanism, Impact, and Conclusion of the Literature Review.

Design and Approach

Kevin Lynch in his book, *Image of the City*, focuses on the methods that city planners can utilize when they plan for the people living there (Lynch, 1992). He emphasizes the role of environmental images, representation of a city from one's conception to what it is in grounded reality; the importance of landmarks, street signs, and visual scope. He argues that the essence of the city as a temporal phenomenon depends on the observer. The observer forms mental maps of their surroundings based on five basic elements: Paths, edges, districts, nodes, and landmarks. Following this, Wessel, Karduni and Sauda build upon Lynch's concepts in today's world of digital access (Wessel et al., 2018). Their research compared GPS users with pedestrians on ground, showing that their participants retained better memories of locations with proper wayfinding, signage, and memorable landmarks.

For planners like Raymond Isaacs, contemporary urban design is actively meant to encourage pedestrian activity (Isaacs, 2000). His work on planning for pedestrians combined the historic focus on picturesque aesthetics in urban form, with the focus on environmentalism in urban form of the 2000s. He writes, "Physical design is only one of the factors involved in the transactional relationship between pedestrians and their environment. Social and economic issues, urban infrastructure and individual life-style choices have much to do with drawing people to a particular urban location" (Isaacs, 2000, p. 145). He showcases how many urban theorists discussed the significance of aesthetics in attracting people but also aspects like stimulation on ground. People want to see vegetation, people, activities, movements, storefronts. He quoted Chermayeff & Alexander, "the spaces between buildings are as important to the life of urban man as the buildings themselves" (Chermayeff & Alexander, 1965, p. 66). Thus, he found that while aesthetics are important, other factors attracting people include having 1) open spaces with clear pathways, 2) beginning and end points, 3) controlled views into spaces, well-defined spaces with clarity and enclosures, 4) specific features or landmarks as visual focal points, and 5) a coherency in the architecture along the path.

Hanife Vardi Topal writes that parks, squares, memorials, markets and more have always played a crucial role in contributing to the quality of urban planning and meeting a variety of people's needs (Topal, 2023). Topal explains that while parklets are 2-3 meter spaces built on wooden platforms, pedestrian plazas are typically built on the roads, usually becoming a permanent part of the road after a temporary testing phase, one that Broxton has had for the past year. The plaza is designated as such through roadbed graphics treatment (LADOT, 2020). Moreover, she writes that pedestrian plazas are created through partnerships between city agencies, community groups, and organizations. They repurpose former roadways for pedestrian use, incorporating elements like movable furniture, planters, and greenery. The development and upkeep of pedestrian plazas relies on formal partnerships between city governments and sponsor partners, often local organizations providing funding and management support. Thirdly, Topal writes "pedestrian plazas are created through an incremental design process, featuring a temporary phase before turning them into permanent plazas" (Topal, 2023, p. 55). This involves multiple planning organizations, research, and documentation to install a plaza starting with temporary installations to test feasibility and gather community feedback before transitioning into permanent spaces. New York's NYC Plaza

Program started with parklets and inspired other cities to initiate similar programs that eventually led to pedestrian plazas (NYCDOT, 2025b, 2025a). San Francisco had their 'Pavement to Plaza' program (GDCI, 2025a). Topal writes that some city transportation departments today are willing to shift from their auto centric approaches to pedestrian centric ones with community-based design practices though they do face challenges like maintenance, limited funding, safety concerns, and design restrictions (Topal, 2023, p. 56).

According to the Global Designing Cities Initiative, 2016, pedestrian plazas are created in four configurations: reclaimed plazas (residual street space, empty parking lots, areas under elevated structures etc.), intersection plazas (redesigning intersections to be more compact leaving residual space for pedestrians), sidewalk-extension plazas (widening sidewalks for pedestrian space), and through-block plazas (closing streets or blocks), the latter being like Broxton plaza (GDCI, 2025b). Through-block plazas are typically created by closing off street traffic through a block, usually around a heavy pedestrian volume area such as urban center lined with planters and furniture. These can also be part of Pedestrian Enhanced Districts, which Westwood is according to the Los Angeles City Planning website (City of Los Angeles, 2024b). Pedestrian-Enhanced Districts (PEDs) are areas where pedestrian improvements are prioritized to create safe and enjoyable walking connections to key community destinations. These districts are chosen based on factors like safety, public health, equity, accessibility, and social or economic benefits. Common enhancements include wayfinding signage, street trees, pedestrian-scale lighting, improved crosswalks, shorter crossings with features like bulb outs and refuge islands, scramble intersections, wider sidewalks, and public seating. The kit of parts by LADOT also outlined features like identity signage, perimeter planters, flexible bollards and surface treatment of the plaza to designate it as such (LADOT, 2020).

The City of Los Angeles Complete Streets Design Guide outlines how streetscape and wayfinding are highly important for the public right of way since signs can convey crucial information to cyclists and pedestrians, like street names, directions to transit stops and destinations. Too many signs, however, can create a cluttered street environment (City of Los Angeles, 2024a, p. 62). Signage guidelines need to reference the Americans with Disabilities Act (ADA) accessibility requirements, and the Manual on Uniform Traffic Control Devices (MUTCD) guidelines (City of Los Angeles, 2024a, p. 63). Transit agencies should minimize poles by consolidating their signs onto existing poles, away from landscaping, without blocking the path. The signage should also reflect the neighborhood's identity through design and provide clear accessible information with tactile features for the visually impaired, relying on numbers and signs rather than the English language. Kiosks at transit stops should offer maps and community announcements. Bicycle signage must also follow MUTCD guidelines and be distinct from vehicle signage.

Public seating is another aspect that activates sidewalks, fosters social interaction, and supports economic vitality, particularly in high-pedestrian areas. Seating should maintain clear walkway widths and be shaded, or clustered to encourage socialization (City of Los Angeles, 2024a, p. 65). Outdoor dining also helps with activating sidewalks and providing visual interest. Tables and chairs should avoid obstructing ramps and visibility. Diverters and enclosures, such as low walls or planters, guide visually impaired pedestrians and define dining spaces. Fully enclosing dining areas is discouraged to preserve public space, with low planters under 42 inches

encouraged. Furniture should be durable, weather-resistant, and removable after hours, ensuring clear walkways (City of Los Angeles, 2024a, p. 68).

Street trees are another element of planning for pedestrians and can offer benefits such as reducing stormwater runoff, improving air quality, and providing shade to combat the heat-island effect. Street trees can enhance property values and business revenues, though they require maintenance to prevent root damage to sidewalks. Thus, if implementing more greenery, it is important to consider selecting climate-adapted, drought-tolerant and disease resistant plants and trees with non-invasive roots which reduces maintenance needs and supports sustainability. Planting considerations must ensure clear walkways, spacing for growth, and avoiding conflict with utilities or infrastructure. Tree selection should also prioritize canopy size for shade (City of Los Angeles, 2024a).

Permeable paving is another aspect for pedestrian plazas and plays a significant role in reducing stormwater runoff and improving urban sustainability. Types of permeable materials commonly used include porous concrete, permeable asphalt, and modular paver systems. These materials allow water to filter through. Porous asphalt, for example, allows water to pass through the surface and infiltrate into an underlying gravel base, where it is either absorbed into the soil or slowly released into the storm drain system. This helps reduce puddling, improves water quality by trapping contaminants, and supports tree health (City of Los Angeles, 2024a, p. 78).

In addition to permeable paving, stormwater treatment in pedestrian plazas can be achieved through various Best Management Practices (BMPs), such as vegetated swales, filter strips, and infiltration trenches. These features capture and treat runoff, allowing pollutants to settle before water infiltrates the ground or is directed to the storm drain system. Infiltration trenches, typically used along sidewalks or medians, store and filter water before it enters the soil. These stormwater management practices not only reduce the impact of runoff but also contribute to creating a more sustainable and ecologically integrated public space, making pedestrian plazas healthier and more resilient to urban challenges like flooding and pollution (City of Los Angeles, 2024a, p. 73).

Trends in Urbanism

While plazas are a useful design intervention, they can be costly and take a longer duration to deliver. Therefore, more approaches are turning to Tactical Urbanism, defined as quick, low-cost, creative projects to improve the livability of towns and cities. They often begin at a smaller scale, focusing on streets, blocks, or buildings. These incremental and small-scale improvements are increasingly recognized as effective methods to lay the groundwork for more substantial investments. This strategy allows local stakeholders to experiment with new approaches in its testing phase before making significant political or financial commitments. In the case of Broxton, the plaza was advocated for by local business owners and the neighborhood council before acquiring approval for its testing phase and is now poised to make a political commitment to SB969, the entertainment zone discussed in this research (Gohringer, 2017; Lydon et al., 2015).

LADOT defines tactical urbanism as a practice using low-cost materials to design temporary street changes with community feedback (LADOT, 2019). Lydon writes that it is a deliberate and structured method of city making, and is characterized through five key principles: 1) “Deliberate, phased approach to instigating change”, 2) “An offering of local ideas for local planning challenges”, 3) “Short-term commitment and realistic expectations”, 4) “Low-risks, with a possibly a high reward”, 5) “The development of social capital between citizens, and the building of organizational capacity between public/private institutions, non-profit/NGOs, and their constituents.” This deliberate framework not only helps address immediate urban challenges but also builds the foundation for long-term improvements by empowering local actors and fostering meaningful connections. Cases studies across USA showcase how long-term change starts with small intentionality and interventions.

Tactical urbanism highlights the power of starting small, allowing cities and communities to test ideas in real-time and measure their impact. This incremental approach transforms urban spaces into laboratories for experimentation, where outcomes can be observed, adjusted, and improved without the commitment of substantial financial resources upfront. It also incorporates community feedback, future collaborations and connections between municipal governments and community members (Lydon et al., 2015). Lydon, in his chapter Pavement to Plazas, states that the purpose is to “reclaim underutilized asphalt as public space without large capital expenditure.” Plazas can appear overnight with minimal investment. He provides an example of Times Square where the Times Square Alliance invested in 376 folding chairs for the Greenlight for Midtown street improvement project, and saw immediate usage by pedestrians having a new way of enjoying the city (Lydon et al., 2015, p. 19).

The City of LA’s Complete Streets Design guide further highlights how a pedestrian plaza as an outdoor public space with amenities can contribute to fostering community by repurposing an existing roadway and hosting community events. The benefits include creating a sense of space and identity, providing opportunities for public art, community programming, and increased neighborhood activities.

Placemaking is broadly defined as the process of creating quality places where people want to live, work, play, and learn. It is inherently collaborative, requiring broad stakeholder engagement to shape public spaces that reflect local needs and identities. Wyckoff (2014) outlines four key

types of placemaking (Standard, Strategic, Creative, and Tactical) each serving distinct goals. While standard placemaking incrementally improves spaces over time, tactical placemaking uses short-term, low-cost interventions to test ideas. Strategic placemaking aims to attract talent and spur economic development, and creative placemaking integrates arts and culture to animate and reimagine neighborhoods. All four types work toward strengthening a community's sense of place through intentional design, activity, and social opportunity. (Wyckoff, 2014)

Public art can serve as a placemaking tool and should be planned during the development phase to align with other streetscape elements. It can also be incorporated into utilitarian features like benches, utility boxes, or landscaping, offering aesthetic and practical value. Interactive art encourages play and recreation and should aim to benefit people of all ages while fitting within ADA requirements without posing a distraction hazard (City of Los Angeles, 2024a).

Impact

Early American cities like Boston are great examples of cities being shaped with dense compact neighborhoods and extensive sidewalks that made it easy to live and work in close proximity. This began to change in the 1950s when cars became more affordable and popular during the post-war economic boom. With cars making travel faster and easier, people moved out of cities to the suburbs, enabling urban sprawl. Suburbs were spread out, which made people dependent on cars to reach grocery stores, workplaces, and other necessities. This period of growth focused heavily on car-centric urban planning (Baobeid et al., 2021).

In more recent decades, interest in walkable cities has grown again, especially as concerns about health, the environment, and quality of life have increased. Insights from the Global Research and Consulting Group showcases cities like Sydney, Madrid, and Boston which share a major urban trait: Walkability (Sarah Gama, 2023). Their focus on walkability shows benefits for environmentalism, health, equity, and economic development. Their requirements include that streets must be walkable for cyclists, accessible by transit, have affordable housing nearby, and have public spaces for community gatherings like parks.

Zumelzu and Herrmann-Lunecke discuss found six thematic axes for the built environment that favor mental health and well-being: walkability, density, spatial design, environmental noise, green areas and social interaction (Zumelzu & Herrmann-Lunecke, 2021). Prioritizing walkability has become more crucial than ever, and it includes the importance of active frontage, streets with windows, good lighting, street activity, and the scale of the streets. Green spaces and fresh air can reduce mental fatigue and has positive long-term effects on mood, social behaviors, and memory of pedestrians, or plaza users (Nguyen et al., 2021). Higher vegetation is also associated with lower crime rates and increased tree cover can help with the feeling of safety in denser neighborhoods (UN, 2019; Zumelzu & Herrmann-Lunecke, 2021). High mixed uses, like the potential of bringing retail diversity in the plaza, can promote greater social interactions though it needs to be well-planned for night uses to avoid noise pollution. Ambient noise is another factor: young people may welcome music, but older residents often prefer quiet peace.

U.S. governments have also stepped in to support the urban planning shift towards walkability. For example, the 1998 Transportation Equity Act for the 21st Century aimed to improve transportation infrastructure, and the 2015 U.S. Surgeon General's Call to Action encouraged cities to promote walking-friendly spaces. These efforts show a growing recognition that walkable cities play a key role in creating healthier and more sustainable urban communities (Southworth, 2005). Federal policy is shifting towards pedestrian and bicycle access according to Southworth who points to 6 criteria for a successful pedestrian network: (1) connectivity; (2) linkage with other modes; (3) fine grained land use patterns; (4) safety; (5) quality of path; and (6) path context. Connectivity is achieved by having a continuous, barrier-free network of sidewalks and paths, with dense intersections and small block sizes that improve accessibility. Linkage with other modes ensures seamless connections between pedestrian paths and public transit options, reducing dependence on cars. Fine-grained and varied land use patterns make daily destinations like shops, schools, and parks accessible within a 10–20-minute walk. Safety is measured with traffic calming, clear crosswalks, and street lighting. Path quality focuses on creating wide accessible pathways, with elements like street trees, proper lighting, and minimal

obstructions for a good walking experience. Path context is an interesting one because it discusses engaging pedestrians visual and social interest of the surroundings through diverse architecture, public art, active street life, and accessible views, specifically depending on the spatial, historical, and cultural context of the area (Southworth, 2005).

The health benefits of walking are numerous. Walking is a low-intensity, accessible physical activity associated with numerous health benefits, including lower rates of obesity, diabetes, cardiovascular diseases, and improved mental health. Other factors to analyze include social interaction, air quality, thermal stress, and urban density (Baobeid et al., 2021).

Crucial factors to consider also include gentrification and displacement. Charlie Simpson builds on this by stating that Tactical urbanism also deals with issues of social inequality and gentrification (Lydon et al., 2016; Simpson, 2015). Urban interventions can often be catalysts for gentrification. Gentrification is defined by Simpson as “the process of neighborhood change in which higher-income outside residents move into an area, displacing existing lower-income residents. Property values rise, rents increase, and the commercial area changes, all to cater to the incoming residents with more money” (Simpson, 2015, p. 4). Once city governments formalize plaza projects, there is a risk of the projects not reflecting underserved community needs so the question for how municipal governments can counteract that for residents, is crucial to address.

Pedestrianization projects also come with risks for the displacement of small businesses due to rising property values and rents. This phenomenon, often leading to commercial gentrification, replaces diverse, independent shops with chain stores and restaurants, diminishing the character and identity of the area. Research in Kadıköy Historic Centre, Istanbul, highlights how pedestrianization boosted economic activity but also resulted in the displacement of smaller businesses by larger retailers who could afford increased rents. This dilemma highlights the need for planning authorities to implement preventive measures such as rent controls, grants, or incentives to support small businesses and protect retail diversity. Conducting thorough pre- and post-implementation analyses, involving local stakeholders and CBOs can ensure pedestrianization projects balance economic benefits with social equity, preserving the area’s long-term identity while protecting its businesses and residents (Özdemir & Selçuk, 2017; U-Mich, 2024).

Conclusion of Literature Review

In recent years, major cities across the USA have increasingly embraced pedestrian plazas as a way to transform streets and create more **livable public spaces**. These projects, which involve converting underutilized streets into spaces for pedestrians, cyclists, and community events, are implemented using low-cost materials and low-risk strategies. Known as "Lighter, Quicker, Cheaper" (LQC), these plazas often feature movable furniture, vibrant colors, greenery, and public events (Peterson, 2017). Successful examples include Los Angeles' Sunset Triangle, which became a permanent fixture after successful events like farmers' markets; and New York's Times Square, where the transformation of Broadway into a pedestrian space dramatically reduced injuries and boosted retail activity.

Pedestrian plazas offer several communal, economic, environmental, and health benefits. They make it easier for people to walk and cycle, improving their **health**. They enhance **community engagement** by providing spaces for social interaction, fostering a sense of belonging and pride. These plazas also contribute to **economic revitalization** by boosting foot traffic and attracting new businesses through store frontages. Additionally, they promote **environmental sustainability** by reducing car traffic, improving air quality, reducing pedestrian injuries, and reducing noise pollution (SchoolTube Community, 2024). These projects are often seen as a trial run for permanent transformations, with communities and businesses reaping the benefits of increased foot traffic and activated public spaces. By reallocating space from cars to people, pedestrian plazas can improve the health, safety, and economic vitality of cities.

The biggest challenges in planning for pedestrian plazas include the pre-planning process that considers **gentrification**, risk of **displacement** of low-income citizens, ensuring community engagement, design servicing pedestrians being ecologically viable through porous surfaces to accommodate urban flooding, tree placement on sidewalks, and stormwater treatments. Moreover, planning for **signage**, parking for cars and bicycles, transit stops, outdoor dining on narrow sidewalks, and ensuring **ADA accessibility requirements** on crosswalks, walk path maintenance and smoothing for wheelchair access, and accessible curbs with truncated domes. Moreover, the emphasis on **safety, visibility, waste and recycling, public art, community events, and landscaping** are crucial elements of planning for a pedestrian plaza that feels safe, active, well programmed, accessible, fosters a sense of identity and community, is environmentally sustainable, and is welcoming.

Methodology

To assess the impact of the Broxton Pedestrian Plaza, a mixed methods approach was utilized with both qualitative and quantitative research methods as outlined in **Table 1**.

Table 1. Methodology overview

Methodology Type	Number	Time period (2025)	Purpose
Surveys	124	Feb 6 th - Apr 10 th	Community feedback
In-depth Interviews	10	Feb 17 th – Mar 20 th	Businesses and NWWNC council feedback
Intersection traffic counts	322	Jan 30 th – Mar 20 th	Traffic/Parking evaluation of Broxton/Weyburn intersection
Plaza Activity Counts	73	Feb 11 th - Mar 20 th	Quantitative data on pedestrian/plaza activity
Qualitative observations	38	Feb 11 th - Mar 20 th	Qualitative data on pedestrian/plaza activity

In addition to these, a keyword analysis was conducted of all open-ended responses in surveys via python.

Surveys

Between February 6th and April 10th, 2025, a total of 124 surveys were collected. For this research, 4 comprehensive surveys were designed to target plaza users, passersby, pedestrians, cyclists, local students, employees, residents, and families (see [Appendices section](#)). Each survey was tailored to capture feedback from different types of visitors and levels of engagement with Broxton Plaza as outlined in **Table 2**.

Table 2. Survey Types

Survey Type	Audience	Key Features
Digital Survey (Appendix A)	Broad public (social media)	Branched for different respondents; captures past/current/non-visitors.
On-Site QR Survey (App B)	Active Plaza visitors	Real-time plaza experience feedback; emphasis on accessibility and group needs.
Researcher Assisted (App C)	Busy/occupied/passing plaza users	Short interviews; flexible for groups; oral qualitative insights.
Paper Surveys (App D)	Visitors preferring paper/offline options (e.g. elderly people)	Bilingual (English/Spanish); simplified for quick completion.

The surveys collected information across several key areas related to visitor experience, accessibility, safety, usability, and the plaza’s community impact. Respondents were asked about their demographics, frequency of visits to Broxton Plaza, their connection to the area (such as whether they were students, residents, employees, or visitors), and their mode of transportation to the plaza. They were also asked to rate the plaza on aspects such as overall cleanliness, safety, accessibility, availability of seating, public art and aesthetic appeal, bike parking, event programming, dining and shopping options, recreational features, and the overall atmosphere. Respondents were asked how they typically used the plaza, what improvements they would like to see (such as additional seating, greenery, shade, or events), and whether they experienced any challenges accessing the plaza, including issues with parking, signage, or transit connectivity. They were also asked to suggest additional activities or amenities they would like to see offered, such as live performances, outdoor fitness classes, pop-up markets, family-friendly activities, or expanded food options. Finally, the surveys asked respondents to reflect on how they felt the plaza had impacted the broader Westwood Village community, to provide any additional comments or feedback, and, optionally, to share their interest in receiving future updates or events information related to Broxton Plaza.

The first survey was collected **on-site** via a QR code set up on a frame with the support of WVIA as shown on **Fig. 13**. This survey specifically included questions assuming the respondent was at the plaza at the time of filling out the survey, with questions like “Are you visiting the plaza today with anyone?”



Figure 13. Framed QR code of on-site survey at Broxton Plaza.

collection process was as comprehensive and inclusive as possible to capture a wide range of experiences, perspectives, and suggestions. Each survey was timestamped and standardized into a dataset with a total of **124 survey** responses taken from February 6th, 2025, to April 10th, 2025. These surveys continued to be available and accrue responses afterwards but for the purpose of this research, the cutoff was set for April 10th. Python's Pandas library, artificial intelligence, and Microsoft Excel was used to clean and analyze the data and conduct keyword analysis for open ended questions.

The second survey, a google form, was a **digital survey** and was distributed via social media and the Westwood Village website, directing respondents to a set of questions based on whether they had recently visited the plaza, such as “How do you typically use the plaza? (Select all that apply).”

The third were **researcher-assisted surveys** where researchers approached visitors, asked survey questions verbally, and recorded the responses on a digital form. This method also allowed for gathering feedback from groups of visitors at once.

Finally, a **paper survey** was distributed at the plaza in both **English** and **Spanish**. This option ensured that visitors who preferred a non-digital format, or who were more comfortable responding in Spanish, could still participate.

Together, these four survey methods, which are about 70% similar across all surveys, ensured that the data

Pedestrian and Activity Counts

In addition to survey data collection, **73 pedestrian and activity observations** were collected on an app called **Tally** from February 11th 2025 to March 20th 2025, to assess Broxton Plaza’s usage. A team of 3 field researchers funded by the **Institute of Transportation Studies** under this project lead’s supervision, collected quantitative data to capture a broad range of plaza activity patterns, including carried out pedestrian counts at different times of day and on different days of the week to. Each count cycle was timestamped and later cleaned and analyzed.

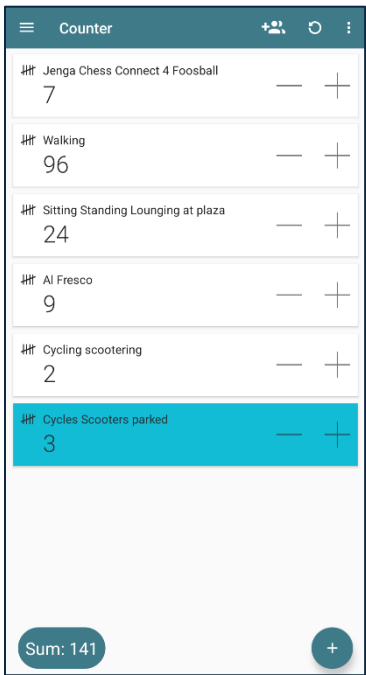


Figure 14. Tally Counts screen.

The researchers kept track of their hours and days on a shared excel sheet to ensure they avoid repeating the times and days. Using the **Tally** app on their mobile devices, they recorded the number of pedestrians, cyclists/scooter users, amenity users (any individuals using the piano or playing the recreational games provided at the plaza), or any pedestrians passing through or stopping within the plaza during specified observation periods. **A total of 73 count cycles were conducted, averaging 11-minute periods** of count collections. The researchers began their estimated 10-minute observation periods in which they walked the plaza from one end to the other, counting their observations into the Tally app as shown in **Fig. 14**.

Counts were collected in real time to ensure accuracy and consistency, with researchers completing a cycle, uploading their counts onto a shared google drive, and then restarting an hour later, or at their next plaza visit. This step was taken to ensure these 10-minute cycles reflected the plaza’s usage accurately without missing any users.

Field observations

In addition to the quantitative counts and surveys, the researchers also collected **38 qualitative field observations** on a shared excel sheet from February 17th, 2025, to March 20th, 2025.

These observations noted the time, weather, demographic variations like gender, or more families observed, restaurant popularity with regards to Al Fresco dining, ratings of the nearby surface lot across the city parking structure on a scale of 1-5 on how full it was and counted the number of cycles and scooters parked on the plaza. Events on the plaza were also noted to contextualize activity levels. Excel and Python were used to clean and analyze the data.

The purpose of the field observations combined with collecting pedestrian and activity counts was to complement the survey findings with a physical snapshot of real-time plaza usage, the volume of activity and the quality of engagement and use of public space. This mixed-method approach allowed for a deeper understanding of Broxton Plaza's role as an activated public space fostering pedestrian activity and community engagement within Westwood Village, at varying times of the day and week.

Traffic and Parking Assessment

At the north end of Broxton Plaza, right in front of the exit from the surface parking lot, as well as the city structure parking lot lies a pedestrian scramble crosswalk at the intersection of Broxton Avenue and Weyburn Avenue. A pedestrian scramble, according to SFMTA, is “a type of signal treatment at an intersection that stops all traffic and allows people to cross from all corners at the same time” (LADOT, 2017; SFMTA, n.d.).



Figure 15. A drone image of the Broxton Weyburn intersection, edited by LoopNet (Loopnet, n.d.).

Located at the northern entrance of Broxton Plaza, the intersection connects to high-traffic destinations such as the city parking structure and parking lots, California Pizza Kitchen, Starbucks, Barneys Beanery, Rocco's Tavern, the Bruin Theatre, the now-closed Fox Theatre and more, as shown in **Fig. 15**. This convergence of businesses, parking infrastructure, and pedestrian space occasionally results in major congestion when combined with events such as

the Bruin Flea Market, the Farmers markets, or the UCLA games. Thus, this intersection was important to study traffic and parking movements at Broxton Plaza.



Figure 16. Satellite Google map image of the scramble intersection at Weyburn and Broxton, edited to show cars being lead from the surface parking lot and Broxton Parking. The plaza blockade begins below Broxton parking.

This intersection is the only exit from the parking lots at the plaza as shown in **Fig. 16**. And plays a major role in pedestrian and vehicle movement within the area. During peak hours or large community events such as the weekly farmers market, outdoor movie nights, or UCLA's First Thursdays, stakeholders expressed concerns the intersection often becomes congested, with vehicles queued to exit and pedestrians flowing in from multiple directions.

Structured observational counts were collected throughout February and March 2025 to better understand patterns of pedestrian and vehicular activity at the intersection of Broxton Avenue and Weyburn Avenue. Three trained field researchers were stationed at the intersection, trained to conduct manual counts at the scramble crosswalk on the north end of Broxton Plaza, adjacent to the road leading from the parking exits. These researchers were instructed to vary their observational shifts across different days of the week and time slots to capture a representative sample and avoid repetitive patterns in foot and vehicle traffic.

Over several weeks between 11:00 AM and 7:00 PM on different days, the researchers conducted a total of 322 two-minute counts. The two minutes in between observations accounted for the temporal sync of the scramble intersection at Broxton and Weyburn. There were two minutes in between each walking signal opening to the next walking signal opening. The time in between encompassed the pedestrian crossing, and the 4 car directions. During this cycle, researchers would capture pedestrian crossing activity during the walk signal and vehicular movement once the signal switched, allowing time for noting counts and additional observations between intervals. Each count captured one full cycle of pedestrian and vehicular flow.

During each shift, researchers logged counts of the number of pedestrians crossing the intersection and cars exiting the parking lot or parking structure in a shared excel sheet. Separate counts were collected for people using scooters, bicycles, and skateboards, strollers and carts, wheelchairs, and for other notable observations like crossing jaywalkers, dogs, events happening, or emergency vehicles.

Each count was timestamped and later standardized into a dataset with a total of 322 individual observations, spanning approximately 35 unique dates. After data cleaning, time parsing, and adding columns, Python's Pandas library was used to process, aggregate, and analyze the data for daily trends, hourly spikes, and modal comparisons. This combination of systematic fieldwork and computational analysis enabled us to extract meaningful insights into how Broxton Plaza is being navigated by pedestrians and vehicles over time.

In-depth Interviews

Nine semi-structured interviews were conducted to gather qualitative insights into Broxton Plaza from the business' perspectives. The purpose of these interviews is to gain insights into the plaza's origins and how the pedestrianization of Broxton Avenue has influenced local business operations post-launch.

The interview participants included 9 local business owners and a member of the Westwood Neighborhood Council. Most interviews were recorded with their consent and transcribed for analysis. One business did not want a recording, for whom simple notes were taken and used for this report. The standard list of questions for these semi structured interviews is outlined in Appendix E. Some themes include the economic impact on business revenue, foot traffic, and customer behavior, operational adjustments like changes in delivery access, history and background on Broxton Plaza, perceptions of public space design, and recommendations for future improvements.

Findings and Analysis

This section is divided into four sections analyzing the findings and following analysis.

1. Demographics and Plaza Usage
2. Transit, Traffic, & Parking
3. Accessibility, Design & Safety
4. Businesses, Community Engagement, and Events Programming

These chapters highlight findings from the surveys, counts, field observations, and interviews. The intersection traffic data is included in “Transit, Traffic, & Parking.” Major findings include a need for targeted programming, more collaborations with UCLA, design interventions like the need for restrooms during events, a designated area for rideshares or temporary loading zones, more comprehensive marketing strategies, and insights into the potential for implementing the Entertainment Zone.

Demographics and Usage

This section examines visitor demographics, usage patterns, and briefly touches on community engagement at Broxton Plaza through a mixed-methods analysis, including 124 survey responses and 38 observational field studies.

The data reveals that the plaza primarily serves as a social and recreational hub for UCLA students (49% of respondents aged 18–25), while also attracting families, employees, and occasional tourists. Key findings highlight high satisfaction with the plaza's community role. There are disparities in foot traffic distribution and feedback from non-visitors suggests many opportunities to enhance the programming, accessibility, and marketing of the plaza.

The observational data further underscores the plaza's uneven spatial use, with 71% of activity concentrated on the restaurant-lined side, and identifies peak visitation times for families and students. Together, these insights inform recommendations to strengthen the plaza's activation strategies, and perceived inclusivity felt by visitors.

Findings

This section highlights the findings of the surveys and the observational data relevant to Demographics and Plaza Usage.

Surveys

Amongst the 124 survey responses, some of whom were counted as groups in the Researcher-

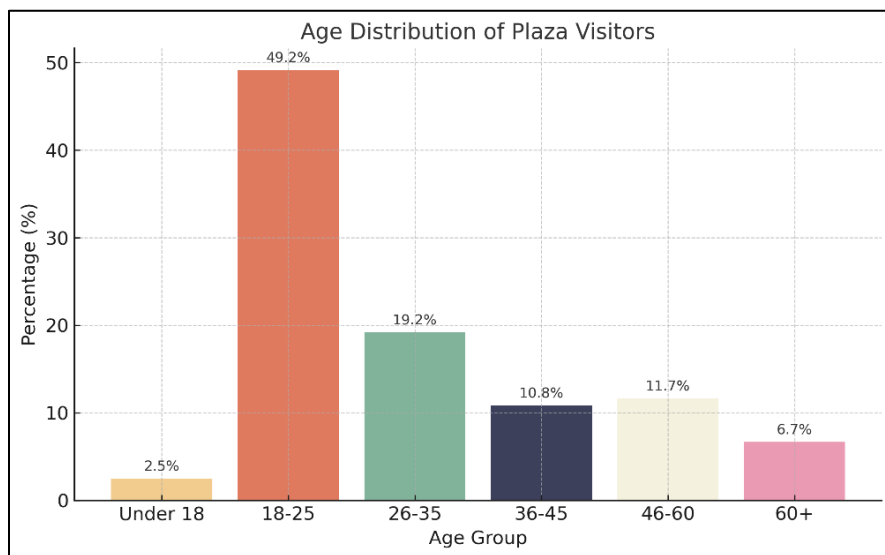


Figure 17. Age breakdown of survey respondents.

including 'nonbinary', 'genderfluid', and 'genderqueer'. 8.5% chose not to identify their gender and are not included in **Fig. 18**.

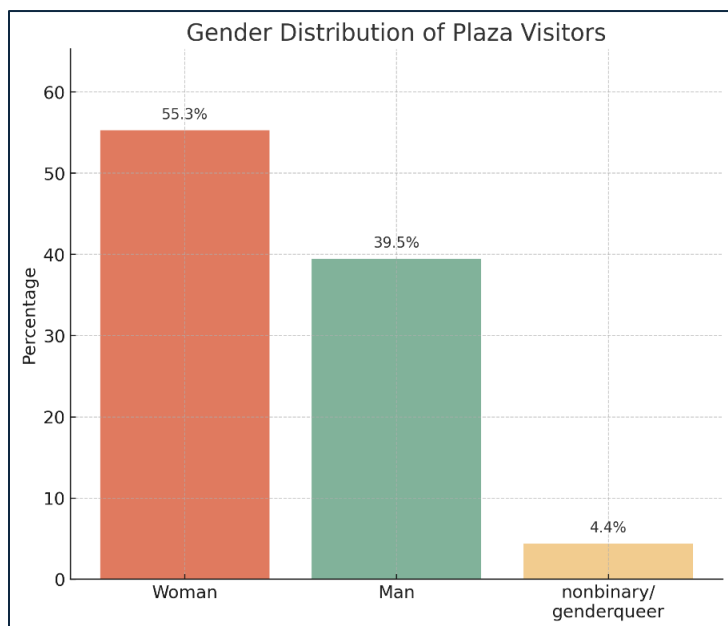


Figure 18. Gender breakdown of survey respondents

Assisted surveys, the age breakdown indicates that 49% of the respondents were aged 18-25, which is consistent with the area's demographics largely being UCLA students, as shown in **Fig. 17**.

In terms of gender, the survey respondents consisted of 55% women, 40% men, and 4% who self-identified as varying terms

Respondents were also asked about their connection to Broxton Plaza.

Fig. 19 shows that 45% of respondents identified as UCLA students reflecting the Plaza's proximity to UCLA campus. Roughly one quarter of respondents identified as local residents though it is unclear if they lived in Westwood, UCLA housing, or within driving/walking distance as their residential information was not collected. Among respondents, 13% identified as employees working nearby, which may include UCLA staff or local business employees. Tourists or visitors made up 11% of responses,

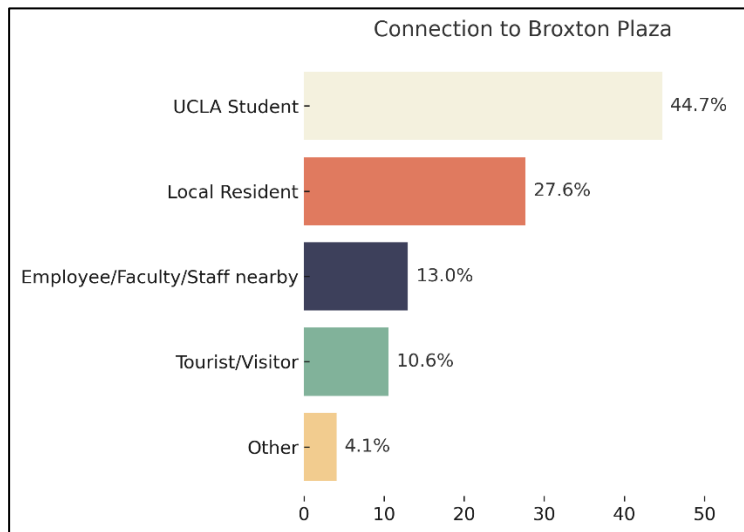


Figure 19. Survey Response breakdown of Relationship to Broxton Plaza.

while 4% selected 'Other' to describe their connection to the area. Of the respondents, 3 stated they were UCLA alumni, 2 respondents were a patient and their spouse from a nearby hospital, 1 was there for research, and 8 identified as a combination of different categories. Though respondents could select more than one option, they were asked to select what best describes their connection to the plaza. In retrospect, the survey could have asked respondents to check all connections that apply to them which is a limitation on the part of

this research. It is likely many more were also a combination, e.g. UCLA student and Local resident, but picked the option most appropriate for them.

Additional survey feedback comments noted:

- “after hearing what the public has to say, i would love to see the plaza embrace its identity as a college town community center”
- “more shops for college students and college vibe for community.”
- “student artists at ucla be highlighted, co-op store/space, more games, more permanent infrastructure”

In terms of the 38 observational counts collected at Broxton Plaza there were minimal observed demographic differences. In most of the field notes, observers did not note any disproportionate

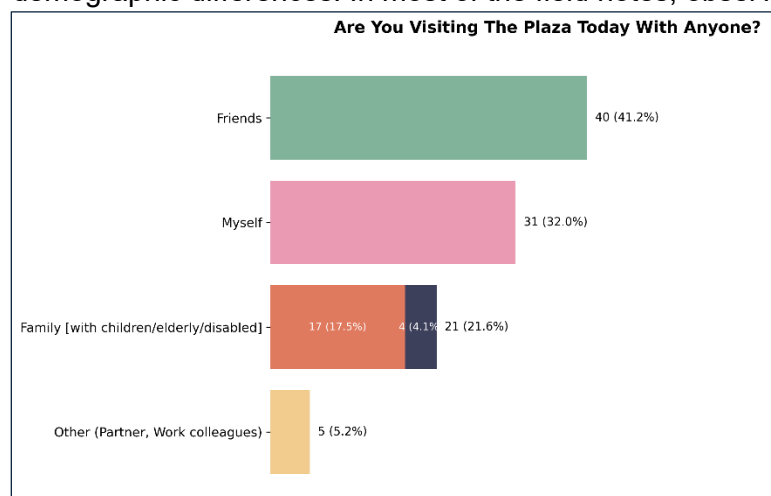


Figure 20. Survey responses: “Are you visiting the plaza today with anyone?”

presence of any perceived gender, age or racial group. However, isolated instances were noted: in two observations each, a slightly greater presence of women and men was mentioned, while one observation noted a higher number of older individuals present. This overall demographic neutrality suggests that Broxton Plaza is perceived as largely an inclusive space for all and that demographic differences may be related to survey response bias rather than actual attendance.

Respondents were asked who accompanied them to Broxton Plaza. As shown on **Fig. 20**, the majority visited the Plaza with friends and about one-third indicated they came by themselves. Of the 22% that came with their families, a small percentage specifically came with children/elderly/disabled. Five responses fell into the "Other" category, combining multiple groups (e.g., partners, work colleagues, and others). Three responses counted twice on account of there being multiple combined selections of respondents visiting with friends and families.

The high percentage of visitors coming with friends or by themselves is consistent with Broxton Plaza's proximity to UCLA, suggesting that students use the space, socially, individually, and

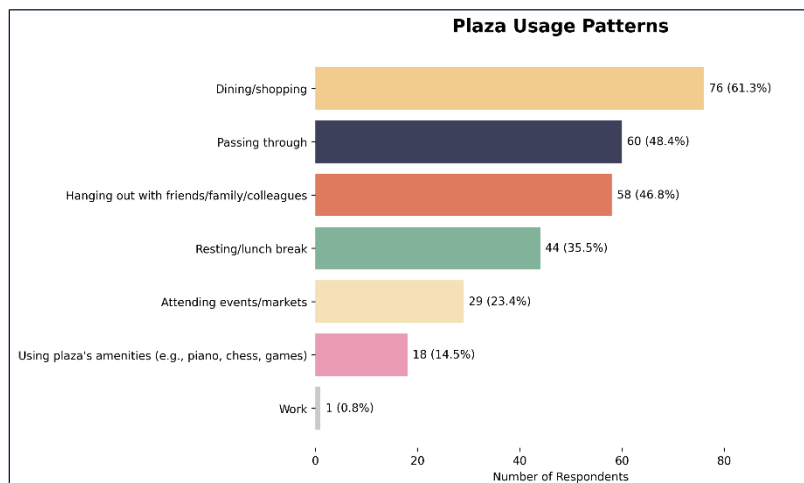


Figure 21. Survey responses of plaza usage patterns.

recreationally for the plaza's amenities. The high number of solo visitors suggests the plaza is a great location for those seeking a place to study, take a break in between work, or eat lunch.

Respondents were asked how they typically use Broxton Plaza as shown in **Fig. 21**. This was a multiple checkbox question where they could select multiple activities, reflecting the diverse ways the plaza is utilized. For this

reason, the breakdown is not in a percentage equaling 100, but is based off collated survey responses where dining and shopping represents 61% of all respondents.

Table 3. Defined survey responses to Fig. 21

Survey Response	Frequency Description
Frequently	Once a week or more
Occasionally	3–4 times a month
Sometimes	1–2 times a month
Rarely	Once a month or less/ Only for events

The most common use of the plaza was dining or shopping, reported by 76 respondents (61%), likely due to Broxton Plaza's proximity to several restaurants. The plaza itself has fewer retail options than in the Westwood area surrounding the plaza. Passing through the plaza was the next most common use, reported by 60 respondents (48%). This indicates that Broxton Plaza

also functions as an important pedestrian walkway, connecting different parts of Westwood Village for everyday commuters and students. Hanging out with friends, family, or colleagues was cited by 58 respondents (47%), highlighting the plaza's role as a social gathering space. Resting or taking a lunch break was reported by 44 respondents (36%), suggesting that the plaza is a great place for short-term relaxation. Attending events or markets such as the Broxton Plaza Farmers' Market on Thursdays, the UCLA Bruin Flea markets on Fridays, Broxton's First Thursdays, and other community events were reported by 29 respondents (23%), demonstrating that community programming efforts are reaching a significant number of people. Using the plaza's amenities (such as the piano, and games like giant Chess, Jenga etc.,) was mentioned by 18 respondents (15%). While this is a smaller proportion, it shows that the plaza's amenities are highly appreciated and well used. The relatively lower percentages for plaza amenities and event participation suggest that better marketing is needed to increase engagement.

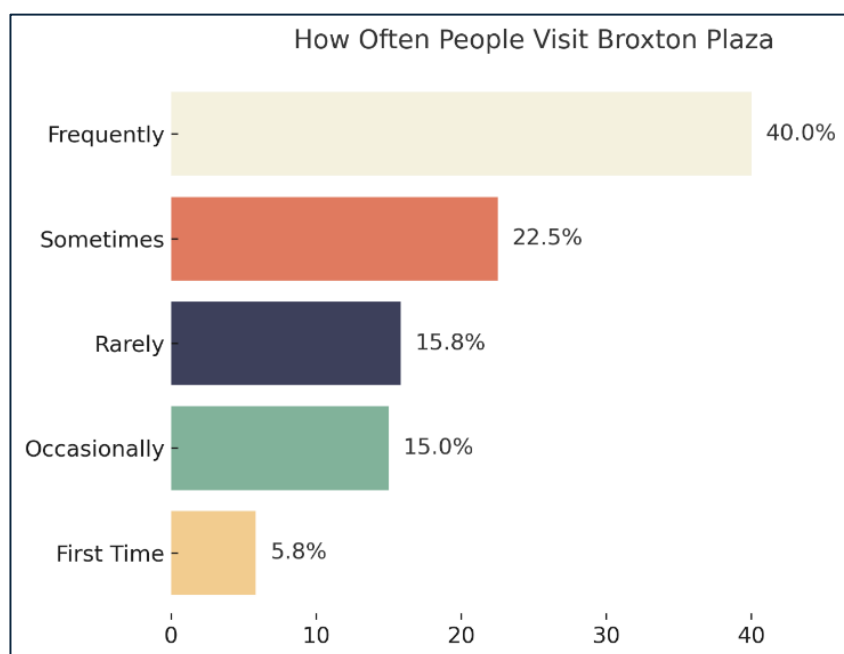


Figure 22. How often do people visit Broxton Plaza

Respondents were asked how often they visit Broxton Plaza. As shown in **Fig. 22** and **Table 3**, 40% visited the plaza 'Frequently (once a week or more).' This indicates that Broxton Plaza is a consistent part of many local students and nearby employees' weekly routines. Occasional (3-4 times a month) comprised of 15% of respondents, 22.5% visited sometimes (1-2 times a month), and 16% reported rarely visiting (Once a month or less/Only for events). First time visitors were 6%, implying that

Broxton is mainly well known amongst the locals. Five responses to the Digital survey came from individuals who had never visited the plaza.

Interestingly, when running a cross tabulation of visit frequency with age and gender, those visiting "occasionally (3-4 times a month)", consisted of 71% women and only 24% men. Of those who visit frequently (once a week or more), 46% are UCLA students. Older age groups (46+) were less likely to visit or more likely to be first-time visitors. First time visitors between 46-60 years old comprised of 29% of respondents. Similarly, 21% of rare visitors (once a month or less) were aged 60+. Frequent visitors (19%) are nearby employees/faculty/staff. Though there are fewer first-time visitors, the constant turnover of UCLA students (due to graduation and new

enrollment), underscores a high need for sustained outreach and marketing efforts and stronger partnerships with university stakeholders to maintain engagement and awareness.

Additional survey comments stated:

- “i like the recent renovations and think it makes the space more foot-traffic friendly.”
- “i love the games around here in westwood plaza”
- “creation of true placemaking events and activities - promotion of same to bring in people.”
- “more small events so it's not so dead feeling when a big event isn't happening-- local live music for example.”
- “co-ops, meeting places, browseable shops, salons, gear, trinkets, travel.”

From the Digital Survey, 5 respondents stated that they had not yet visited the plaza due to time constraints, personal disability, parking difficulties, and feelings of safety. When asked what would encourage them to visit, they highlighted: interest in more events and activities (e.g., live music, movie nights, flea markets), expanded food and drink options, and better accessibility and seating. One respondent noted that the plaza currently feels underdeveloped (“all you've done is place faux grass on the road”), suggesting a need for more permanent features. Addressing these concerns through stronger programming and marketing could help attract more first-time visitors.

Observational Data

As referenced in the Broxton Plaza section, the plaza is flanked on both sides by commercial low-rise buildings like restaurants, bars, and entertainment centers. However, while one side is lined with active restaurants and the popular bar, Barney’s Beanery, the other side is less active with only an art studio called Splatterz, an electronics repair shop, a vacant building that once served students with course materials, and the Westwood Ambassadors office.

The observational study recorded 38 sampling periods, with 71% of these observations showing pedestrians favoring the restaurant-lined side of the plaza. Only 13% of observations showed equal foot traffic on both sides. Some data collection periods were excluded due to special events (farmers markets, Bruin Flea markets, UCLA games) or rainy weather. These results indicate the dining side consistently attracts more pedestrian activity during normal conditions.

One of the observational tasks included observing when there was a higher count of children and pets. As a result, **most families were observed on Sundays at 12 PM – 3 PM, and Saturdays at 3 PM – 6 PM.**

The most popular business on the block was **Barney’s Beanery** between the hours of 12 to 8 PM, followed by **Cava and Sharetea**. Cava was most popular in the mornings between 10 AM to 12 PM.

Additionally, the observational data identified the popularity of lounging on the grass side, though seating on the roadbed graphics area was also common during colder or rainier periods.

This, however, may be due to the higher availability of seating on either side depending on how the Westwood Ambassadors chose to place them each morning.

Analysis

The demographics indicate that Broxton Plaza is more of a *community gathering* space for those who live, work, and study nearby rather than being a tourist destination heavily dependent on outside visitors. It's clear the plaza appeals to a wide variety of visitors including hospital patients, patient visitors, graduated UCLA students and families, faculty/staff, and academic visitors. The strong association with UCLA suggests that future improvements or activations in Broxton Plaza should consider the needs and schedules of the UCLA population, such as aligning events with academic calendars or providing seating and amenities for both students and visitors. Outreach to newer visitors through regular programming like pop up events, seasonal programming, improving transit access, and better marketing could help enhance the plaza's visibility. While tourism is not the primary driver of activity at Broxton Plaza, the presence of other visitors indicates an opportunity for Westwood Village to enhance amenities such as wayfinding signage, visitor information, and local business promotions to support occasional tourism. Since residential addresses were not collected, it is difficult to precisely determine how "local" the resident respondents were. It is likely that many respondents fit into multiple categories (e.g., UCLA student and Westwood resident) but the question may be phrased such that many felt compelled to choose the single most relevant checkbox. As a result, the data may slightly underrepresent the multifaceted relationship many users have with the plaza. Overall, the demographics show that Broxton Plaza fulfills multiple roles: a community plaza, a student study spot, a recreational spot for families, a workplace adjacent lunch and green zone, and a dining and shopping spot.

Some patterns emerged about the customer demographics frequenting Broxton Plaza from the business interviews. The dominant demographic group remains UCLA students, cited by at least 4 businesses. While this student base provides a consistent stream of customers, it also results in seasonal fluctuations; a couple businesses noted that sales and foot traffic decline significantly during academic breaks or finals periods.

More families have been noted as a result of plaza programming and weekend events. Seasonal family-oriented programming like Easter, Christmas, or Farmers markets brought in more families, especially on weekends. One restaurant specifically noted that lines tend to be out the door on farmers market Thursdays. One restaurant observed increased visits from families during events like the Easter celebration and flea markets along with a surge in French tourists in the past few weeks. On the other hand, one restaurant reported that they do not see customers from beyond the immediate area and that tourists tend to visit 'destinations', such as Santa Monica. Several businesses suggested that programming targeted toward families and students, such as weekend events or UCLA collaborations, can enhance both usage and foot traffic diversity.

Overall, the plaza currently draws a mix of UCLA students, nearby employees, and increasingly, families, especially during event days and weekends. Nearly half the respondents were aged 18-25 and primarily UCLA students. Seasonal variations can affect the demographics, like less students during the summer vacations. However, businesses frequently point to higher foot traffic not translating to increased revenue. Many of the interviews, including the NWWNC

representative, emphasized targeted discounts or increased partnerships with UCLA to attract more customers and events.

Accessibility, Design & Safety

This section evaluates how Broxton Plaza's physical design and operational features influence user experience, equitable access, and perceptions of safety. As a pedestrian-first public space in a high-traffic university district, the plaza's success depends on balancing three critical dimensions: Accessibility (How well the space accommodates diverse users like students, families and individuals with disabilities), Design Functionality (Whether amenities like seating, shade, and signage meet community needs), and Safety Perceptions (How the plaza's perception, security, time-of-day, foot traffic and other factors affect visitor's comfort levels).

This analysis draws on three primary datasets: 124 Survey responses, 38 Observational studies and 10 interviews, showcases real time usage, community feedback on design and safety and local employees feedback on operational challenges.

Findings and Analysis

Respondents were asked with reference to the plaza, “What do you think could be improved in the plaza? (Select all that apply)” as shown in **Table 4**. This was a multi response question.

Improvement	Percentage
More seating	16.7%
More frequent events and activities	14.7%
More greenery	14.5%
More public art or murals	12.2%
More shade	9.9%
Cleaner or better-maintained facilities	7.5%
Additional bike racks or parking	7.5%
Improved communication/marketing efforts	6.5%
Improved signage	4.5%
Ramps/Clear Walk paths	3.7%
Better lighting	2.5%

Table 4. What do you think could be improved in the plaza? (Select all that apply)

Most respondents selected *more seating*, suggesting a strong need for more spaces to rest, have lunch, or gather socially. Almost 15% of respondents called for both *frequent events and activities* (15%) and *more greenery* (15%). Thus, plaza activation and environmental improvements seem to be major priorities for plaza users. Aesthetic improvements also featured prominently, with *public art or murals* at 12% and *additional shade* at 10%. Both *cleaner or better-maintained facilities* and *additional bike racks or parking* were at 8%. Fewer respondents mentioned items such as *improved signage* at 5%, *accessible ramps or clear walk paths* at 4%, and *better lighting* at 3%. Overall, the feedback provides a picture of a strong desire for a more well equipped and visually engaging plaza.

Table 5 shows that survey respondents were asked to rate various aspects of Broxton Plaza's infrastructure, amenities, and programming.

Table 5. How would you rate the following aspects of Broxton Plaza?

Category	Excellent	Good	Average	Fair	Poor
Accessibility	36.7%	38.5%	18.4%	6.4%	—
Availability of seating	27%	20.7%	28.8%	15.3%	8.1%
Bike parking availability	19.9%	29.3%	33%	12.3%	5.7%
Dining & shopping options	33.3%	28.7%	25%	10.2%	2.8%
Events programming	30.2%	32.08%	25.47%	10.4%	1.9%
Overall atmosphere	31.5%	<u>40.7%</u>	19.4%	8.3%	—
Overall Cleanliness	27.3%	35.5%	25%	9.1%	3.6%
Public art & aesthetics	24.3%	28.9%	26.1%	15.3%	5.4%
Recreational features	22.6%	29.8%	29.8%	13.1%	4.8%
Safety	31.8%	46.4%	15%	6.4%	0.9%

‘Accessibility’ had the highest share of “excellent” ratings and strong overall approval. This suggests that users generally found the plaza accessible. Safety also had high approval ratings, meaning that the space feels secure to most visitors. This was a similar case with ‘overall atmosphere’, and ‘dining and shopping options’ which reflected a general satisfaction with the plaza’s ambiance and commercial offerings.

However, there were more mixed reviews in other areas. ‘Availability of seating’ and ‘Recreational features’ saw higher shares of “average” and “fair” responses. Similarly, ‘bike parking availability’ had the highest share of “average” ratings (33%) and the lowest “excellent” share (20%), pointing to a potential gap in active transportation infrastructure. However, it can be noted that only 5% of the respondents biked to the plaza as previously shown.

‘Public art and aesthetic appeal’ and ‘events programming’ received moderately positive ratings but also showed opportunities for improvement, particularly in activating the space with more regular, engaging programming. These findings reinforce community feedback calling for improved seating, creative design elements, and expanded public events.

Respondents were asked, “If you came with children, elderly, or the disabled, do you feel the plaza is safe, accessible, and welcoming for them?” The average safety and accessibility rating for Broxton Plaza, as shown in **Fig. 23**, was **4.3 out of 5**, indicating a very strong perception of safety and comfort among visitors. This result suggests that users generally feel the plaza is well-designed and secure. The high average also reinforces a finding from the survey ratings, where over 75% of respondents rated safety and accessibility as either “Excellent” or “Good.” This consistent feedback highlights the plaza’s success in fostering an inclusive and welcoming environment, particularly important for families, elderly visitors, and individuals with mobility needs. These positive perceptions are crucial to ensure repeat visitors and building long-term community trust in the plaza.

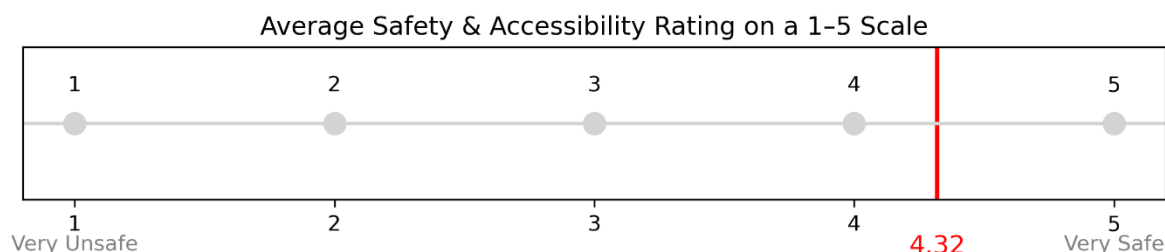


Figure 23. If you came with children, elderly, or the disabled, do you feel the plaza is safe, accessible, and welcoming for them?

As a follow up, respondents were asked, "If "unsafe" or "inaccessible," or "unwelcoming", please explain." Only 6 responses were received where 1 stated **“The plaza is not wheelchair**



Figure 24: A rainy day at Broxton Plaza

accessible enough.”, 1 stated **“The Southern entrance isnt very accessible to bikes.”** And 4 responses referenced homeless individuals in the area.

In the observational notes, more people tended to gather on the grass side during warmer days. At the scramble intersection, there were at least 4 entries recorded of individuals using mobility devices like wheelchairs or walkers who did not have enough time to cross. The plaza’s usage was naturally significantly

reduced during rainy days as shown in **Fig. 24**

Additional survey feedback comments noted:

- “this is a great start. definitely needs more shade and seating for the warmer months.”
- “throw in a couple of proper picnic tables.”
- “more benches and bike racks”
- “more natural lighting, awnings with art”
- “lighting for an inviting after dark experience is a must.”
- “Bathroom and dining choices could be improved”,

Interviews

Design Layout and Amenities

Businesses overwhelmingly supported the plaza's design with multiple establishments emphasizing the need for improved aesthetics and ambiance. Cava and the NWWNC representative advocated for more public art, RocketFizz praised the "European" atmosphere but recommended colorful umbrellas and speakers, while Michael K. Jewelers proposed permanent fixtures like benches, planters, speakers and decorative lights to replace temporary elements removed each evening. Several businesses focused on physical comfort: Group Micro, NWWNC rep, and Rocketfizz wanted shaded seating and central canopies, Chipotle suggested expanding the artificial grass area, and Splatterz independently added outdoor seating with a television, music, and lighting (though noted more foot traffic on the restaurants side). Seasonal activation ideas emerged too, with Barney's Beanery recommending holiday decorations like Pride Month lighting or Christmas trees. However, Splatterz raised concerns about uneven pedestrian distribution and city regulations hindering storefront improvements, particularly given chronic vacancies and restrictive leases. The NWWNC representative further raised the concern about the poor sidewalk conditions in the North Village, and UCLA students on the Council consistently filing 311 reports for broken sidewalks.

Safety and Accessibility

Multiple businesses echoed concerns about time-of-day usage, noting that plaza activation significantly drops in the evenings. One contributor to this discomfort for employees working at the plaza after 7 PM is the absence of Westwood Ambassadors. While ambassadors are described as extremely helpful during the day, frequently checking in and creating a safer atmosphere, their absence in the evening leaves staff, especially those working alone, feeling vulnerable.

Concerns about safety were widespread, particularly regarding the behavior of unhoused individuals. Barneys Beanery emphasized a demographic shift: where previously the unhoused population often consisted of peaceful veterans from the nearby VA, recent individuals have exhibited more erratic or aggressive behavior. AMI Sushi, RocketFizz, Group Micro, and Sharetea all described incidents involving harassment, theft, or individuals entering to use restrooms and refusing to leave. In fact, during the course of an interview with AMI Sushi, yet another customer left without paying.

These encounters disproportionately affect female employees, such as at RocketFizz and Barneys, who often work alone or late hours. While UCLA Police can provide support after hours, Barneys noted that they are not always immediately available due to other more pressing priorities.

Sanitation and restroom access

Barneys Beanery reported that many non-customers enter the restaurant solely to use the restroom. Though this isn't a major issue, it can create operational burdens during events with high foot traffic in the area. One business reported a repeated incident of an unhoused individual occupying the restroom and refusing to leave. They strongly recommended the city

provide public restrooms, at least temporary ones during events. AMI Sushi echoed this, noting that the lack of public restrooms resulted in non-paying visitors entering the restaurant and leaving negative reviews when denied access. Group Micro also mentioned frequently guiding customers to other restaurants on the block with restrooms. Additionally, he mentioned public urination issues in the city structure parking lot, particularly with the exit right behind his store. He strongly advocated for public hand-washing stations and public restrooms. These findings suggest that Broxton Plaza's infrastructure needs to be able to accommodate the high influx of people with their events programming since it can place an unintended burden on the nearby businesses.

Conclusion

In conclusion, the plaza is broadly perceived as highly accessible, safe, and welcoming. However, some suggested improvements include shaded seating, public restrooms, more lighting, better infrastructure for cycling, more greenery and artistic elements, and seasonal decorations. Safety was widely praised in the daytime due to the ambassadors, but the plaza feels less secure after 7 PM when ambassadors leave. There were many concerns about unhoused individuals and restroom access further compounded this issue. Businesses expressed consistent frustration over the absence of public restrooms with an additional suggestion provided for a handwashing station. For design, clearer walk paths for wheelchairs were suggested.

Transit, Traffic & Parking

This section examines how Broxton Plaza's pedestrianization has influenced transportation patterns and parking for cars and multimodal vehicles in Westwood Village for locals, employees and the businesses on the block. As a car-free public space situated in a dense urban environment, the plaza's success depends on balancing pedestrian accessibility with the practical needs of deliveries, loading zones for businesses, transit connectivity, and vehicle parking.

This analysis draws on three primary datasets: 124 Survey responses, 38 Observational studies and 10 interviews documenting primary access modes, operational adaptations to parking/delivery changes, feedback by communities on parking for bikes and cars, and how this can integrate with the upcoming Metro D line.

Surveys and Observational Data

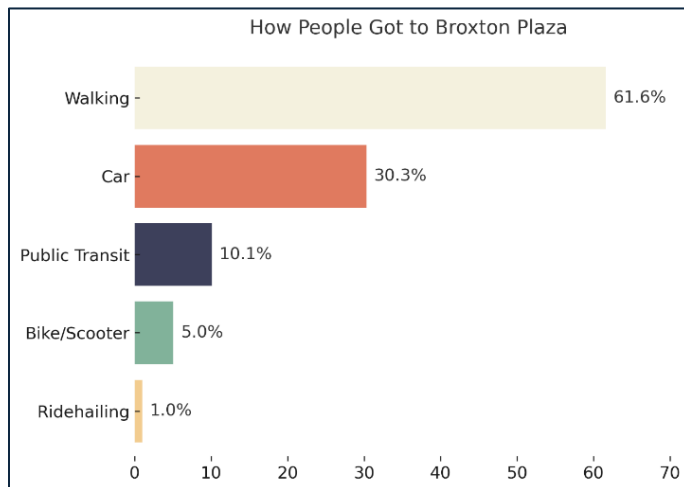


Figure 25. How do people reach Broxton Plaza?

rail, while bike and scooter users comprised 5% of the responses. Ride hailing services (such as Uber and Lyft) accounted for only 1% of trips. These findings show that while Broxton Plaza supports multimodal transportation access, pedestrian access remains its strongest mode of

The survey results revealed that walking was by far the most common mode of access to Broxton Plaza, with 62% of respondents indicating they arrived on foot as shown in **Fig. 25**. This highlights the pedestrian-oriented nature of the plaza and suggests that many users are likely local residents, students, or employees nearby. Driving was the second most common method, with 30% of visitors arriving by car, reinforcing the importance of maintaining nearby parking options. Public transit use stood at 10%, showing that a smaller portion of visitors accessed the plaza via bus or

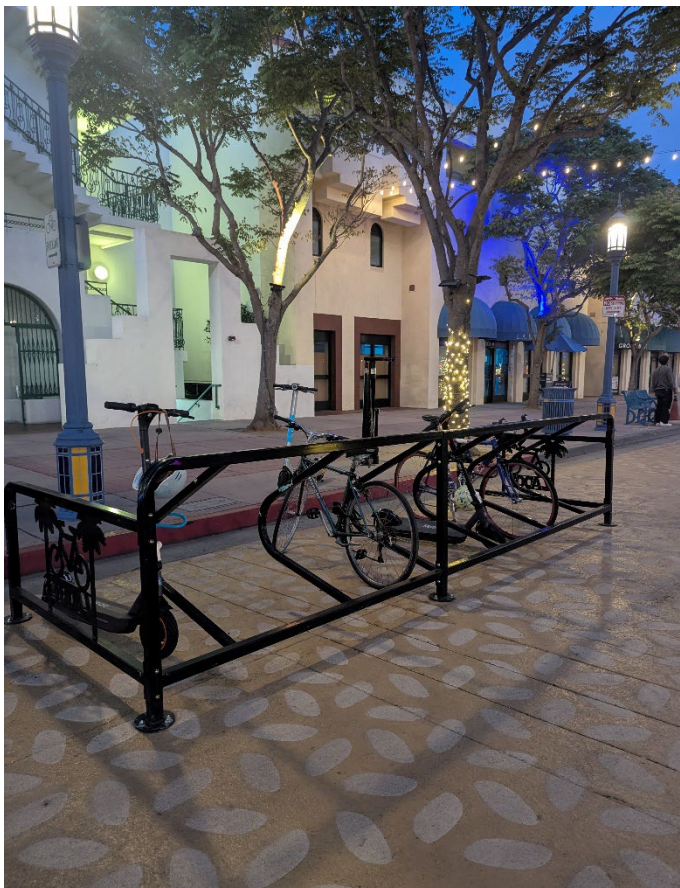


Figure 26. Bike Rack on Broxton Plaza's northern end.

As shown in **Table 4** and **Table 5**, Respondents were asked to rate various aspects of the plaza, including "Bike Rack, and Parking availability." While 49% of respondents rated it positively as either "Excellent" or "Good," a significant 33% found it only "Average," and 18% rated it "Fair" or "Poor," suggesting room for improvement, like a potential bike rack on the Southern end of the plaza.

For "Accessibility," 37% of respondents rated it as "Excellent" and 38.5% as "Good," but 18% considered it only "Average" and 6% rated it "Fair," indicating that the majority found the plaza accessible.

This is echoed when respondents were later asked "What do you think could be improved in the plaza? (Select all that apply)" and 7.5% of respondents specifically selected "Additional bike racks or parking" as a needed

improvement. Other common suggestions included “More shade” at 10%, “Improved signage” at 5%, and “Ramps/Clear Walk paths” at 4%.

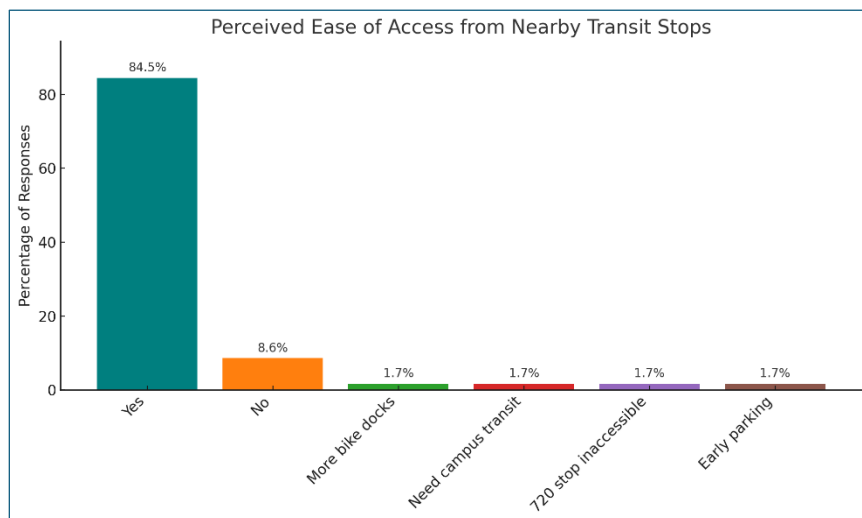


Figure 27. Do you feel it's easy to get to Broxton Plaza from nearby transit stops?

The survey asked: “Do you feel it’s easy to get to Broxton Plaza from nearby transit stops?”, the majority of respondents (49) answered “Yes,” indicating a generally positive experience with transit accessibility. Five respondents answered “No,” while others offered more specific concerns like the Metro bikeshare being full so they could not dock their bike, the 720 rapid bus stop nearby being under

construction, the lack of transit from campus housing, and how one respondent had to get there early for parking. This really suggests that students in apartments and dorms, particularly those living uphill near The Hill, Gayley, Strathmore, and Landfair could particularly benefit from a bus line down to Westwood to better serve students.

Respondents were asked “Did you experience any challenges with parking your car/bike or accessing the plaza?” followed by “If you experienced any challenges with parking/accessing the plaza, please explain (e.g. congestion, delays, wayfinding, clear walk paths etc.)”.

For the former, 95 respondents answered. Of these, 45% reported no challenges, while 36% marked the question as not applicable, likely indicating they walked, lived nearby, or did not use personal vehicles. However, 15% experienced difficulties, and 4% had other ambiguous or inapplicable responses.

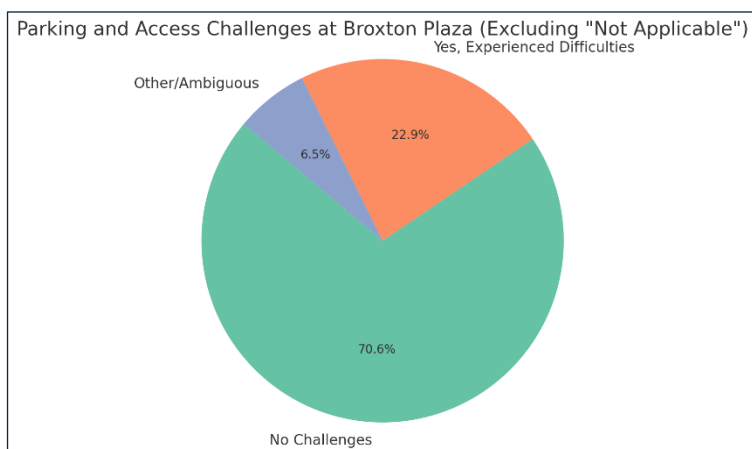


Figure 28. Did you experience any challenges with access/parking?

For the latter, respondents were asked “If you experienced any challenges with parking/accessing the plaza, please explain (e.g. congestion, delays, wayfinding, clear walk paths etc.)”

Seven respondents highlighted barriers related to bike parking, and the ease of biking at the plaza. Four respondents highlighted congestion and delays during event days. Additionally, 2 respondents mentioned the poor condition of

sidewalks impacting pedestrian and biking ease while 1 mentioned homelessness. Despite these issues, some feedback was constructive including signage improvements and improved sidewalks. Overall, while access to Broxton Plaza is functional for many, there is yet work to be done on wayfinding, event logistics and improved bike access.

Additional comments stated:

- “temporary 720 stop on Wilshire is less accessible due to construction”
- “... i didn't have a place to dock because they are all occupied by unused bikes”
- “apartments and dorms could vastly benefit from even a singular bus line connecting the village up the hill.”
- “the southern entrance isn't very accessible to bikes. lack of protected bike infrastructure in the area”
- “there's few places to lock up my bike and riding through the plaza is difficult”
- “exit from the parking structure is sometimes a horrific experience.”
- “the other block of Broxton - from Weyburn to Leconte - should also be pedestrianized. [...] this is important because the businesses on Broxton Ave are struggling, and many have closed, but if they can access outdoor seating space, then they will have more business.”

The average rating for surface lot occupancy (rated from 1–5, with 1 being almost empty and 5 being full) was approximately 1.8. This suggests that parking was generally always available in the lot though it seemed to be closed 17 times out of the 38 observation cycles. However, this data was only collected between the hours of 11 AM to 7 PM potentially overlooking evening peaks or weekend late-night use, such as during UCLA game events. Despite its limited occupancy, the surface lot plays a critical role during event days. It is often rented out for plaza-related events and offers a convenient exit route for drivers looking to avoid congestion in the city-owned parking structure, which has only one exit and is frequently backed up, especially during high-foot-traffic periods. A parking attendant noted that drivers appeared willing to pay extra for the convenience of a faster exit.

To address these bottlenecks, there are two potential solutions: First, the city parking structure could benefit from the addition of a second exit to ease congestion and improve traffic flow. Second, the surface lot, given its strategic location, could be more effectively leveraged through a partnership with its private owner. Opportunities include establishing a designated rideshare or loading zone in the parking lot, converting part of the lot into temporary event space, or even formally integrating it into the broader plaza design. Thus, the city could consider purchasing the lot, or Westwood could initiate this partnership to rent part of the lot for a ride hailing or loading zone purpose.

Additionally, the average number of parked bicycles and scooters during observations was approximately 1 to 2 bicycles/scooters always parked at the plaza, indicating low but steady usage of active transportation modes. This is interesting since only a minority of people arrived at the plaza via bikes or scooters. This means it may be likely that the surveys did not capture as many bikers or scooter users as reflected in the observations. Additionally, many survey users complained about the limited bike parking but they may be referencing the southern end

of the plaza wherein the northern end hosts the bike racks as shown in **Fig. 26**. The total number of cycles and scooters observed over 38 observations were 69 cycles and scooters.

Broxton-Weyburn Intersection Data

The Broxton Weyburn Scramble Intersection is a highly popular one with high foot traffic. As part of this study's broader focus on traffic flow and parking impacts in and around Broxton Plaza, this component was dedicated to examining the use of this pedestrian scramble intersection. We aimed to assess whether its presence effectively serves the high volume of multimodal users and if it remains necessary following the plaza's pedestrianization. The results show that the average number of pedestrians crossing peaked on Sundays at 32.7 and Fridays at 30.5 every 2 minutes when the walking signal opens. Cars were much more prevalent during weekdays, particularly Thursdays and Fridays with an average of 3 to 4 cars every 2 minutes entering and exiting the parking structures. Conversely, weekends consistently had fewer cars on average and slightly higher pedestrian volumes compared to pedestrians on weekdays, suggesting a modal shift toward walkability on weekends. Higher instances of scooters and bikes were observed on weekends, particularly on Saturdays and Sundays, and during afternoon hours on a daily average basis between 3 PM and 6 PM.

The researchers were also told to record their additional observations in a separate "Other observations" column. Not every observation was noted since the observations were typically spaced about two minutes apart, leaving limited time for the researchers to note everything. The "Other observations" column recorded 29 observations, with at least 10 entries explicitly referencing jaywalking, including individuals, families, and scooter riders crossing without a walking signal or right before the walking signal turns on. Vehicle congestion was noted in 6 entries, specifically describing cars backing up, often into the parking garage. They note that traffic coming out of the city parking structure can sometimes cause a bottleneck, particularly when UCLA games occur. Since the city parking structure has 2 floors and 1 exit, the parking exit can get **severely backed up**.

One instance involved a car driving at a red light, forcing pedestrians to halt mid-crossing. Three entries noted a large influx of people and multimodal vehicles like scooters and bicycles due to events like UCLA games, farmers markets and flea markets. Four entries mentioned wheelchairs, strollers, and one case of a person with a walker not having enough crossing time. Additional anomalies included a food delivery robot, animals or pets, and occasional emergency vehicles. This shows the intersection regularly accommodates a wide variety of unpredictable users. These field observational insights revealed that the scramble intersection is not only active but essential, handling a substantially high number of pedestrians, reinforcing the importance of maintaining the Scramble Intersection to safely manage the high-volume crossings.

Interviews

Deliveries and Pickup Logistics

Several businesses noted that the closure of Broxton Avenue disrupted their usual delivery operations, particularly those that previously relied on direct curbside access. Barney's Beanery reported confrontations in the alley now crowded with rideshare vehicles and the issuance of parking tickets to staff and delivery drivers when unloading wares. Without a protected loading zone, receiving large deliveries at 11 AM has become difficult. At least 4 restaurants reported initial issues with deliveries like refusal of orders, inconvenience with hand delivering goods after stopping at the corner. However, each of these adapted and adjusted accordingly. Rocketfizz uses their back entrance, other restaurants use the nearby alleys or the private lots. AMI Sushi hasn't faced operational disruption, though they noted that drivers frequently call for parking guidance.

Parking Availability and Policy Confusion

While Michael K. Jewelers insisted that Westwood has sufficient parking, he noted a persistent perception problem. Many visitors remain unaware of the various garages and validation programs in place and instead expect immediate storefront parking, even though visitors would frequently get ticketed prior to the plaza's implementation. He urged better communication strategies (social media, websites, and even mailed flyers) to improve awareness. The NWWNC representative also stated that past city studies (e.g., the 10-year-old Westwood retail strategy) show there's no actual parking shortage, what's needed is better leasing and occupancy practices (York Consulting Group LLC., 2014). Several businesses, including Cava, RocketFizz, and Ami Sushi, echoed that ticketing was common before the plaza when customers or delivery drivers attempted to park even briefly. Barney's Beanery raised the issue of late-night parking at the Broxton garage, where customers and employees have become trapped after 12 AM due to locked gates, which may deter potential returning customers. Given that surrounding bars like Rocco's and Broxton Brewery stay open late, she proposed either extending staffed hours, installing automated gates, or allowing employee key card access. Group Micro flagged sanitation and safety issues in nearby private lots that frequently become occupied by unhoused persons or people urinating there, given the lack of public restrooms.

Employee Parking

Parking availability and affordability remain an ongoing concern for workers. Ami Sushi pointed out that student employees often have local housing, but staff driving from neighborhoods like Koreatown face high parking costs. Chipotle offers paid parking only for managers; other staff must find their own arrangements. RocketFizz mentioned that some rideshare, and delivery drivers use their small lot to wait. Sharetea and CAVA did not express concern about employee parking or commuting logistics, suggesting these have not significantly impacted operations.

Wayfinding and Traffic Flow



Figure 29. New signage installed in the course of this study, indicating the plaza blockade ahead.

Group Micro and Michael K. Jewelers had both flagged the confusing traffic pattern created by the plaza's closure. Drivers unfamiliar with the layout frequently turned onto Broxton to drive through, only to be forced into a blockade, creating more traffic with an awkward U turn. However, this was before the plaza implemented signage during the course of this study, as shown in **Fig. 29**.

Conclusion (Transit, Traffic & Parking)

In summary, walking is by far the most common mode of access. This research reinforces that wayfinding, bike infrastructure, and deliveries reception need targeted improvements. While most businesses and delivery services have adapted to the new delivery and parking constraints over time, the plaza has exposed gaps in communication, signage, and parking infrastructure. There are issues like ticketing enforcement when restaurants use the alleyway as a loading zone after the removal of the initial loading zone, differing opinions over parking availability and its marketing, wayfinding issues at Broxton and Weyburn, late-night garage access and visitor confusion. Despite these friction points, the steady use of alternative transportation, strong pedestrian counts, and growing foot traffic suggest the plaza is succeeding in its multimodal intent, but further refinement in transportation and access infrastructure, mainly bike parking, loading zone management, and wayfinding is crucial for long-term success.

Business, Community Engagement & Events Programming

This section evaluates Broxton Plaza's role as a social and economic hub, analyzing how it affects businesses and communities.

For businesses, the plaza's transformation has created both opportunities and challenges. While the pedestrianization has increased foot traffic significantly, interviews reveal this doesn't always translate to proportional revenue gains. Businesses must navigate new operational realities; from delivery logistics in a car-free zone to managing customer flows during popular events. The student-dominated demographics present unique considerations, like the seasonal fluctuations tied to UCLA's academic calendar.

For communities, the plaza serves as a social gathering space (with 47% of visitors coming to socialize) and a dining and retail corridor (61% primary usage). It has more potential to serve as an events destination with better marketing and more programming of events.

The analysis draws on 124 surveys, 38 observations and 10 in-depth interviews. The data reveal both the plaza's successes in activating public space and remaining challenges for Westwood Village to work towards making the plaza a destination in time for the 2028 Olympics/Paralympics. With a highly positive community impact rating of 4.45/5, there is major potential to further amplify the plaza's role while testing its capacity through pilot launches of programs like the Entertainment Zone.

Findings and Analysis



Figure 30. Bruin Flea Market

When respondents were asked how they typically use Broxton Plaza in **Fig. 21**, 61% of the survey respondents selected Dining and Shopping. In **Table 4** and **Table 5**, **62% rated Dining and Shopping as Excellent or Good** while 13% voted it as Fair or Poor. A similar ratio was observed for **Events Programming with 62% at Excellent/Good** and 12% at Fair/Poor.

Attending plaza events was reported by 23% of the survey respondents with the most popular events being the Farmers Market and the Bruin Flea Market, shown in **Fig. 30**. Many respondents (14.5%) mention coming by the plaza to use the plaza's amenities (such as the piano, and games like giant Chess, Jenga etc.,) as shown in **Fig. 9**, proving that community programming efforts are reaching a significant number of people. There is potential for further growth through more community events.

Survey respondents were asked "How do you feel the plaza has impacted the Westwood Village community?" on a scale of 1 to 5 where 1 was negative and 5 was positive. The average rating was **4.45 out of 5**, meaning respondents overwhelmingly viewed Broxton Plaza as having a positive impact on the Westwood Village community. This high score reflects a general perception that the plaza contributes meaningfully to the Westwood Village. It also underscores its success in revitalizing the area as a pedestrian-oriented destination.

"How do you feel the plaza has impacted the Westwood Village community (scale 1-5)"

4.45 / 5

Respondents were asked, "Have you attended any events at Broxton Plaza? If "yes", then what event(s) and do you have any comments/feedback for them?", 31 responses were received. Many respondents cited positive experiences such as the farmers market, flea markets, movie nights, roller skating, block parties, arts and crafts fairs, and the grand opening. The farmers market, in particular, was mentioned very frequently, and highly praised for its atmosphere. Some respondents expressed concerns about the perception of safety because of the presence of people experiencing homelessness. Despite these concerns, most feedback reflected strong appreciation for the range of events offered, reinforcing the plaza's role as a vibrant, engaging community space.



Figure 31. Picture taken by field researchers on ground of an event day. Survey code is displayed in the corner.

Respondents were also optionally asked “Have you visited other pedestrian plazas in Los Angeles? If “yes”, which ones and what did you like/dislike about them?” 20 responses were received for this question. Many cited the Third Street Promenade as a benchmark standard in terms of lighting and retail options. Others mentioned public spaces that do not constitute as plazas, like The Grove which is a shopping mall, Culver City’s downtown area, and one mentioned Larchmont. Interestingly, multiple comments stated that Third Street Promenade has too many retail vacancies or is too expensive and ‘shopping-driven’. One even stated “This is the best one by far in Los Angeles. More vibrant than 3rd street promenade at times! A great start and it makes me happy to see the village heading in a good direction.” A few responses highlighted Silver Lake, South Pasadena, CityWalk, and Little Tokyo, offering feedback about community feel, cultural diversity, and pedestrian friendliness. One response compared the plaza to Europe and desired more greenery. Overall, many comments compared Broxton Plaza favorably to these spaces; calling it “the best one by far in Los Angeles” or a “great start” toward revitalizing Westwood Village.

Several observations by the researchers explicitly referenced event-driven increases in plaza usage. For example, the Westwood Farmers’ Market and UCLA sports game weekends were consistently mentioned as periods of higher crowd activity. During these events, researchers observed a prominent uptick in foot traffic, and greater numbers of children and pets.

Observers noted that **Barney’s Beanery** was the most popular business on the plaza, followed by **CAVA**, **Chipotle**, and **ShareTea**. During events (such as grand opening or Farmers Market days), most restaurants saw surges in foot traffic though this did not always translate into higher revenue.

Additional survey feedback comments noted:

- “more small events so it’s not so dead feeling when a big event isn’t happening—local live music for example.”
- “outdoor music!”
- “open mic. yoga/tai chi in the plaza. etc.”
- “cinema events”
- “concerts for small artists or even open mic”
- “sustainability measures and workshops, earth month zero-waste plant-based events and food options”
- “student artists at ucla be highlighted, co-op store/space, more games, more permanent infrastructure”
- “timing announcement have not been ideal.”
- “After hearing what the public has to say, I would love to see the plaza embrace its identity as a college town community center, by filling the vacancies with thrift stores, cheap eats, community run stores (cooperatives), and more art installations (murals, mosaic tiles).”
- “The advertised commercial space is pretty skewed towards dining.”
- “Great spot for meeting off campus. Unfortunately I see a lot of “for lease” signs and not enough amenities for gathering and browsing while here. Local affordable art, food, memorabilia, furniture, and floral could help. More Co-Ops needed, urban organic offerings are needed. Its a great place to wait out traffic, but needs more assortment of offerings for students, staff, and families. Give them the space and let them create as demographics demand.”

Keyword Analysis

A keyword analysis was conducted through open ended responses which were collated in a separate excel sheet and processed through python. These responses were collected from the following survey questions.

- “Please leave us any feedback or comments about the plaza here”,
- “Please provide suggestions or feedback for how your selections could be improved”,
- “Do you feel it’s easy to get to Broxton Plaza from nearby transit stops?”,
- “Did you experience any challenges with parking your car/bike or accessing the plaza?”, “If “unsafe” or “inaccessible,” or “unwelcoming”, please explain.”,
- “If you experienced any challenges with parking/accessing the plaza, please explain (e.g. congestion, delays, wayfinding, clear walk paths etc.),” “(Optional)
- Have you visited other pedestrian plazas in Los Angeles? If “yes”, which ones and what did you like/dislike about them?”, “(Optional)
- Have you attended any events at Broxton Plaza? If “yes”, then what event(s), and do you have any comments/feedback for them?”
- “What additional activities or features would you like to see in the plaza? (Select all that apply)”,
- “What ELSE can be improved in the plaza.”



Figure 32. Recurring themes expressed by respondents via a keyword analysis of their self-prompted qualitative responses.

As shown in **Fig. 32**, the responses are largely positive and descriptive of the plaza’s features. The most prominent words are Love and More, highlighting community appreciation for the plaza, and a desire to see more, such as more art, greenery, seating, events, activity etc.

The following words were removed from the word cloud: 'the', 'and', 'to', 'of', 'a', 'in', 'for', 'on', 'is', 'it', 'this', 'that', 'an', 'as', 'with', 'are', 'was', 'be', 'at', 'have', 'has', 'from', 'but', 'or', 'you', 'your', 'we', 'can', 'our', 'i', 'they', 'if', 'not', 'so', 'do', 'will', 'there', 'what', 'about', 'any', 'were', 'let', 'take', 'also', 'these', 'because', 't', 's', 'still', 'them', 'would', and 'S'.

Olympics/Paralympic Games

With the upcoming 2028 Olympics/Paralympics, the Games offer major opportunities for pop-up events, athlete meet n greets, tourism surges, and revenue spikes for local businesses. However, there is a risk of post-Games stagnation if upgrades are not designed for long-term use. Many cities, specifically villages built to accommodate Olympic athletes, struggle in the aftermath of the Olympics (Porterfield, 2021). Temporary event structures could leave the plaza feeling underutilized once the global spotlight fades (Zamora, 2024). To sustain momentum, the plaza will need to leverage the Olympics as a catalyst for permanent improvements. This can include an Olympic Activation Plan with events, clear wayfinding in Westwood to locate the plaza, and safety monitors to manage crowds and investing in sustainable adaptable infrastructure that can be repurposed for community programming.

Interviews (Business, Community Engagement & Events Programming)

Foot Traffic and Revenue Impact

Most businesses reported an increase in foot traffic following the implementation of Broxton Plaza, but according to the restaurants, this does not always translate into increased revenue, an observation noted by most based on overall impressions. Only one restaurant was able to provide revenue proofs, noting a slight increase in profit since the plaza's implementation. Barney's Beanery, CAVA, and Rocket Fizz each stated that events bring in much more foot traffic and customers. For example, CAVA noted "lines out the door" on peak days, and Rocket Fizz stated the plaza "affected our business in a good way," citing children's entertainment and holiday programming as major foot traffic boosters on weekend and at family-oriented events. Student patrons remain the core clientele for most businesses, particularly AMI Sushi, Group Micro, and Sharetea. Multiple establishments noticed an increase in families, particularly during weekends and events. Michael K. Jewelers also observed a positive change: "My business has changed dramatically. There's more traffic on Broxton... they walk around and hang out now."

Similarly, Sharetea reported increased weekend sales during event days and previously contributed by giving away 100 free boba drinks during the grand opening. However, other establishments such as Splatterz and Group Micro reported little to no change in actual clientele. Group Micro stated bluntly, "We receive more people, but no, no client." People frequently enter Group Micro to ask questions but not to make any purchases. Group Micro noted that many passersby are financially constrained students, and proposed offering discounts to better cater to this demographic. Splatterz saw more people pass by but was "unsure whether this increased presence has translated into actual business revenue". AMI Sushi expressed that while he sees potential in community events, his restaurant has not been included in programming efforts and has not seen increased business. Barney's Beanery also stated that the current business mix was too similar and that the plaza could benefit from more variety like attracting retail stores to the plaza, or even more bars.

Programming & Activation

While one-off events like "First Thursdays" or the farmers market offer brief moments of engagement, the Splatterz owner lamented the absence of consistent, student-driven programming and argued that Westwood should leverage UCLA talent through UCLA club partnerships via open mic nights or student performances that could revitalize the Village's atmosphere. The NWWNC representative also felt that the current community engagement frameworks are ones that amplify loud, unrepresentative voices and delay implementation, particularly if they are coming from the downtown Westwood side which are unrepresentative of the UCLA side of the Westwood. This is in the context of the North Westwood Neighborhood Council being formed, separating from the original coalition of the Westwood Neighborhood Council (Schneider, 2019).

The businesses interviewed offered an array of ideas to activate the plaza. Michael K. Jewelers emphasized the plaza's purpose as a "community building intervention," but stressed the need for consistent programming, "reasons to hang out," such as food trucks, movie nights, music on speakers or concerts, improv shows, dance classes, street theatre, youth focused events and

family-friendly activities to make the plaza feel inclusive and welcoming. Barney's Beanery supported more live music and seasonal celebrations, such as Pride Month lighting or other culturally relevant decorations. Rocket Fizz suggested live street performers, pet-friendly programming, and colorful umbrellas to enhance comfort and atmosphere.

Marketing and Communication

Splatterz emphasized that neither his community contributions nor broader plaza activities were sufficiently publicized. His efforts, like offering free painting sessions for children displaced by the Palisades fire, "went largely unnoticed." Michael K. Jewelers called for expanded multi-platform outreach through paid digital ads, flyers, billboards, and physical maps of local businesses. He also proposed stronger partnerships with UCLA and nearby cultural institutions like the Geffen Playhouse and Hammer Museum.

Group Micro and Chipotle noted they were unaware of plaza newsletters or social media pages. Group Micro suggested bringing in marketing experts, maybe sociologists or community specialists, to strategize outreach with discounts targeting students and families. Rocket Fizz offered a contrasting view, praising the Westwood Instagram as "amazing," but noted that their own store lacked professional promotions.

Several business owners criticized the current outreach and promotional strategies. Some believed the marketing was adequate and succeeded in attracting people. Overall, there is a strong call from the business community for a more well-resourced marketing plan.

Deliveries Logistics

Since the loss of the previous dedicated loading zone, Barney's Beanery now relies on the alley despite receiving large shipments like several kegs of beer. According to Barney's Beanery, that alley is frequently blocked by rideshare vehicles. Deliveries after 11 a.m. risk parking tickets, because parking enforcement is more active at that time than earlier around 8 AM when many other restaurants receive their shipments. CAVA and Chipotle described delivery drivers being forced to stop at corners or alleys and hand-carry the goods. AMI Sushi stated that drivers regularly called to ask about parking. In contrast, Rocket Fizz adapted by receiving deliveries from their back entrance.

Most restaurants reported that their delivery and operational logistics have adapted to the changes, but Barney's Beanery still faces issues with lingering rideshare drivers and ticketing. This suggests a need for a coordinated delivery management plan, possibly providing protected loading zones or badges so businesses can avoid ticketing.

Parking and Access

Parking emerged as a critical point of friction for many businesses. AMI Sushi complained that customers and delivery drivers can no longer find storefront parking. Barney's Beanery reported issues with the Broxton parking structure, where gates close at midnight, trapping customers inside. She recommended automated gates or employee keycard systems at least for Thursdays which are popular days for UCLA visitors.

Michael K. Jewelers emphasized that parking supply was more than adequate but under-communicated. "There is plenty [of parking]. People just don't want to walk 2–5 minutes," he

said, noting the need for parking signage and awareness of parking validation. Group Micro warned that unclear parking access deters potential customers: “They are not gonna come. They’re gonna go back and return.” He advocated for city acquisition and cleanup of the nearby private lot.

Entertainment Zone

The proposed entertainment zone was primarily discussed with Barney’s Beanery though some other businesses like RocketFizz expressed cautious optimism. Barney’s Beanery drew from experience operating in Santa Monica’s 3rd Street Promenade, another pedestrianized zone with an entertainment zone to be implemented soon. One of the primary concerns raised was alcohol regulation. Barney’s Beanery suggested restricting open-container permissions to daytime hours (12–8 PM) instead of evening hours like Santa Monica’s (6 PM to 2 AM) to avoid issues with intoxicated behavior when foot traffic diminishes and enforcement presence is reduced. Barneys stressed the zone should remain family-friendly and not undermine the safe atmosphere.

Liability was another key issue. If wristbands identifying purchasers are branded by specific bars, businesses could be held liable for incidents off-premises involving intoxicated individuals. They recommended a standardized wristband system shared between Broxton Brewery and Barneys.

Ultimately, Barneys recommended launching the Entertainment Zone as a pilot (with strict hours, clear signage, and defined boundaries) to test and adapt policies and infrastructure like restroom access before scaling up, in time for the 2026 World Cup and 2028 Olympic/Paralympic Games.

Conclusion (Business, Community Engagement & Events Programming)

The findings demonstrate that Broxton Plaza has successfully been established as an active community space with 61% of visitors using it for dining and shopping and 62% rating these amenities as "Excellent" or "Good." Event programming. The farmers' market has been particularly well-received, and the plaza has an overall community impact rating of 4.45/5. However, while foot traffic has increased, many report that higher foot traffic does not always translate into sales. The businesses highlighted the need for more retail diversity and targeted promotions, especially for financially constrained students.

Key challenges remain in safety perceptions with the unhoused on the plaza, delivery and loading zone logistics, and parking accessibility. Some businesses called for extended ambassador hours, protected loading zones, and improved garage management. The plaza's uneven foot traffic distribution (with one side underutilized due to vacancies) and lack of permanent infrastructure (seating, shade, restrooms) also limit its full potential. Meanwhile, the upcoming pilot for the entertainment zone, and the 2028 Olympics present both opportunities and risks with a need for plans in place to manage the surges.

Solutions to improve plaza engagement included diversifying retail, expanding programming with students, improving physical infrastructure like seating, managing the delivery/parking solutions, and having more marketing collaborations.

Conclusion

The pedestrianization of Broxton Avenue as a tactical urbanism approach represents a transformative step in Westwood Village's revitalization, fostering a more walkable, community-oriented urban environment prioritizing place making. This study with WVIA at UCLA, evaluated the plaza's impact through surveys, interviews, activity and traffic counts, and field observations. It revealed strong public support and increased foot traffic by a wide variety of people, especially UCLA students and families. Most visitors arrive on foot, reinforcing the plaza's pedestrian-friendly nature. Survey respondents rated the plaza at 4.45/5 when asked about its positive impact on Westwood Village.

Design recommendations include more seating, shade, seasonal decorations, improved walk paths, public restrooms, and hand sanitation stations during events. Community feedback desired more events, public art, and collaborations with nearby institutions like UCLA. Though businesses reported higher foot traffic, this does not always translate into revenue. Some highlight the need for targeted promotions and retail diversity. Other suggestions include considerations for a rideshare or loading zone, and improved marketing to attract a wider audience.

The farmer's market is highly popular with calls for even more frequent and varied activations to sustain engagement. Safety at the plaza is highly rated especially with the Westwood Ambassador Program. Several comments raised concerns about individuals experiencing homelessness, though the vast majority of locals and employees feel safe with the ambassadors who also offer homeless outreach services.

The current focus is on ways to further activate the plaza, especially with the upcoming Metro D line, 2026 FIFA World Cup, 2028 Olympics/Paralympics, and the pilot launch of an Entertainment Zone under SB969. Each of these presents a major opportunity for plaza activation but they do require careful monitoring, and proper long-term plans to manage the surges in foot traffic, particularly with ensuring community voices are sufficiently involved. With the proper city coordination to streamline the plans, pilots, and permits, and processes, the plaza could be set for a northward expansion by 2028, in time for the Olympics.

Ultimately, Broxton Plaza has already demonstrated its value as a vibrant public space, reconnecting Westwood Village with its identity as a pedestrian-friendly college town. By addressing community feedback and refining infrastructure, the plaza can serve as a model for sustainable urban revitalization and activation.

Recommendations

Public Space Improvements

- Install more permanent seating such as shaded seating, picnic tables, and benches to make the space usable year-round and in all weather. Add more colorful umbrellas or canopies in central lounging areas to provide shade and visual vibrancy.
- Integrate interactive public art and rotating murals, ideally through collaborations with UCLA/Hammer Museum.
- Install more lighting, speakers in trees, and seasonal decorations (e.g., holiday lights, Pride Month features) to enhance sensory engagement.
- Extend Westwood Ambassador operating hours beyond 7 PM on event days and entertainment zone operating days to improve safety and comfort for plaza users.
- Provide temporary public restrooms during events and develop long-term plans for permanent facilities to reduce pressure on local businesses. Consider installing public handwashing stations near high-traffic areas such as near the parking lot exit or food vendors.

Programming & Community Activation

- Facilitate collaborations between WVIA and [UCLA clubs](#), academic departments, and student government ([USAC](#) and [GSA](#)) to create recurring plaza programming that reflects campus culture. Develop a listserv to update every year, to market Broxton Plaza events and venue availability to the clubs. Offer dance/music classes. Art with Splatterz. Street theatre and improv shows in collaboration with the Geffen playhouse.
- Create programming targeted at families for weekend activities (puppet shows, storytelling, pet-friendly events, and crafts) to build on seasonal surges in family visitors.
- Develop a student artist co-op kiosk or shared vending booth in partnership with UCLA to showcase rotating student-led micro-businesses and creatives (like at Bruin Walk).

Transportation & Access

- Implement distinctive spatial cues (e.g., continuation of Donald Shoup memorial, art poles) to strengthen wayfinding. Establish signage in Westwood to direct pedestrians to the plaza.
- Highlight parking availability and validated parking programs on physical signage and digital platforms (WVIA website, social media), especially targeting non-student demographics unfamiliar with the plaza's offerings.
- Add bike racks at the southern end of the plaza. Ensure they are shaded and visible.

- Maintain clear, navigable walk paths and ADA-compliant curb ramps. Repave uneven sidewalks, especially on the plaza's western and southern edges for wheelchairs, skateboards, and cyclists.
- Provide protected delivery zone signage or temporary vehicle allowances for delivery drivers to avoid businesses being ticketed. Implement grace periods for commercial vehicles.
- Consider exploring options to install a second exit in the city parking structure with its 2 floors and 1 exit, to prevent a bottleneck. Consider petitioning the city to rent or purchase the private parking lot across the city structure to repurpose it as part of the plaza, or implement the loading, delivery, and ride hailing zone within it.
- Designate clear ride-share pickup/drop-off zones near the plaza edge. Consider painting curbs or installing signage to indicate drop-off points.

Marketing & Communication

- Develop a comprehensive outreach strategy involving plaza signage, flyers, clear newsletter sign up QR codes, and a regularly updated webpage.
- Foster stronger collaborations with UCLA Radio, Daily Bruin, Hammer Museum, and Geffen Playhouse for cross-promotional content.
- Deliver marketing materials to nearby residential buildings and offices to reach working professionals and older demographics.
- Hire UCLA student interns to develop and run marketing campaigns via TikTok, Reels, and other youth-centered platforms.

Business Support

- Encourage a diverse mix of businesses to apply for the leases in the vacant properties.
- Set up more food trucks and pop-up options.
- Encourage promotions with businesses (e.g., shared discounts, combo coupons) and create anchor activities or themes to encourage local spending for financially constrained students.
- Support more flexibility in design regulations for local businesses and their storefronts.

Games

- Develop a FIFA/Olympics Activation Plan with safety monitors to manage crowds.
- Plan for events like live screenings of the Olympics, or collaboration with the athletes to plan a meet and greet for specific event athletes.
- Investing in adaptable infrastructure (e.g., modular stages, seating) that can be repurposed for recurring community programming.

Entertainment Zone Implementation (SB 969)

Initiate Ordinance Authorization through the City of LA

- Draft and submitting a formal ordinance to designate Broxton Plaza as an entertainment zone under SB 969.
- Secure City Council sponsorship and coordinate with legal counsel to ensure compliance with Section 25690.

Develop and publicize a clear Ordinance and Management Plan

- Collaborate with departments including LAPD, LADOT, Public Works, Fire, and Building & Safety to design an interagency *Management Plan*.
- Include provisions for trash and recycling collection (specifically compostable cup and wristband disposal)
- Create an entertainment zone committee that includes representatives from WVIA, business owners, and student groups.

Implement Infrastructure and Signage

- Install well-lit signage identifying boundaries, allowed hours (e.g., 12–8 PM), and conduct rules.
- Ensure designated exit from Broxton brewery that leads directly into the plaza.
- Ensure venues display the ordinance and their participation status.

Adopt Safe Alcohol Practices

- Introduce a universal wristband system for age verification that doesn't link customers to specific businesses, reducing liability.
- Prohibit glass and metal containers; promote the use of compostable cups coordinated through WVIA or a shared supplier.

Pilot the Entertainment Zone with Limited Rollout

- Consider launching a pilot for the entertainment zone, testing day timings, and weekend days with family friendly themes to gather community feedback, and monitor nearby entertainment zones for recommendations to expand the program.
- Require participating businesses to submit an annual notice of intent and feedback from pilot participation.

Leverage Events and Cultural Programming

- Combine the Entertainment Zone launch with seasonal events, street performances, or university partnerships to maximize visibility and cultural impact.
- Encourage cross-promotional activities among businesses e.g., food and drink pairings, live music nights, trivia nights, and cultural festivals.

Ensure Bi-Annual Reporting and Community Review

- Require Westwood Ambassadors to produce a bi-annual report evaluating zone operations, including public feedback, economic indicators, and safety data.
- Include community stakeholders and businesses in these reviews to maintain transparency and buy-in.

Policy

- Reestablish and reactivate the People's St program in LADOT.
- Strengthen UCLA partnerships to preserve Broxton's identity as a college-town plaza. Establish connections with active UCLA groups and administrative departments. Develop an annual process to update the UCLA organizations database and send monthly emails like the Westwood newsletter every year to maintain relationships with active organizations despite the high turnover rate of graduating students and evolving organizations.
- Research from Kadıköy Historic Centre ([Impact](#)) shows pedestrianization can result in the displacement of smaller businesses by larger retailers, leading to a higher number of chain stores. Mitigate this impact through rent controls, grants, or incentives to support small businesses and protect retail diversity (Özdemir & Selçuk, 2017).
- Create a regulation maintaining a healthy ratio of small businesses to chain stores.
- Plan for Phase 2 of the plaza's expansion northward past De Neve in alignment with the 2028 Olympic/Paralympic Games and new Metro D Line access.
- Revisit the Westwood Community Plan and Specific Plan guidelines to support temporary installations, artistic signage, and experimental storefront design to provide businesses with more creative flexibility to update storefronts.

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Appendices

Appendix A: Digital Broxton Plaza Survey Instrument

The following digital survey was distributed digitally to the public to collect feedback on the Broxton Pedestrian Plaza via social media and QR code distribution.

After collecting their demographic information, the survey asked a screening question **“Have you visited the Broxton Pedestrian Plaza in the past month or so?”** If the answer was “Yes” or “Yes, but more than a month ago”, the respondents were led to a questionnaire that assumed they were not currently present at the plaza. If they answered “Yes, I am here right now”, they received the same survey as in appendix B, which asks questions assuming the respondent is present at the plaza when filling out the questionnaire. Finally, if they answer no, the respondents are asked questions accordingly inquiring about their barriers to visitation and more. The latter only consisted of 5 respondents.

Ultimately, the responses determined how the survey branched into tailored questionnaires. This design allowed the collection of relevant feedback from current visitors, past visitors, and individuals who had not yet visited the plaza.

The following outlines the full structure of the survey.

Screening Question

- **Have you visited the Broxton Pedestrian Plaza in the past month or so?**
 - Yes
 - Yes, but more than a month ago
 - Yes, I am here right now
 - No
 - Other (please specify)

Section 1: Respondents Who Selected "Yes" or "Yes, but more than a month ago"

(“Broxton Plaza – Recently Visited”)

Visitation Frequency

- How often do you visit Broxton Plaza?
 - Frequently (Once a week or more)
 - Occasionally (3 to 4 times a month)
 - Sometimes (1 to 2 times a month)
 - Rarely (Only for events / Once a month or less)

- Other (please specify)

Experience Rating

(Scale: Poor, Fair, Average, Good, Excellent)

- Overall Cleanliness
- Safety
- Accessibility
- Availability of seating
- Public art and aesthetic appeal
- Bike racks and parking availability
- Events programming
- Dining and shopping options
- Overall atmosphere

Plaza Usage

- How do you typically use the plaza? (Select all that apply)
If this is your first time, how are you using it today?
 - Passing through
 - Sitting/resting/lunch break
 - Dining or shopping nearby
 - Hanging out with friends, family, or colleagues
 - Using the plaza's amenities (e.g., piano, games, etc.)
 - Attending events
 - Other (please specify)

Improvement Feedback

- What do you think could be improved in the plaza? (Select all that apply)
- Please provide suggestions or feedback for how your selections could be improved.

Future Features

- What additional activities or features would you like to see in the plaza? (Select all that apply)

Accessibility and Transportation

- Did you experience any challenges with parking your car/bike or accessing the plaza?
 - Yes
 - No

- Not applicable
- Other (please specify)
- If yes, please explain (e.g., congestion, delays, wayfinding, clear walk paths).

Community Impact

- How do you feel the plaza has impacted the Westwood Village community?
(Scale: 1 – Negatively to 5 – Positively)

General Feedback

- Please leave any additional feedback or comments about the plaza.

Optional Follow-Up

- Would you like to receive updates about Broxton Plaza? (Enter email)
- (Optional) Have you attended any events at Broxton Plaza? (If yes, which ones and feedback)
- (Optional) Have you visited other pedestrian plazas in Los Angeles? (If yes, which ones and feedback)

Section 2: Respondents Who Selected "Yes, I am here right now"

("Broxton Plaza – Currently There")

Visitation Frequency

- How often do you visit Broxton Plaza?
 - Frequently (Once a week or more)
 - Occasionally (3 to 4 times a month)
 - Sometimes (1 to 2 times a month)
 - Rarely (Only for events / Once a month or less)
 - This is my first time
 - Other (please specify)

Transportation to Plaza

- How did you get here today? (Select all that apply)

Visitor Group

- Are you visiting the plaza today with anyone?
- If you came with children, elderly, or disabled individuals, how safe, accessible, and welcoming did the plaza feel? (Scale: 1 – Very Unsafe to 5 – Very Safe)
- If unsafe or inaccessible, please explain.

Experience Rating

(Scale: Poor, Fair, Average, Good, Excellent)

- Overall Cleanliness
- Safety
- Accessibility
- Availability of seating
- Public art and aesthetic appeal
- Bike racks and parking availability
- Events programming
- Dining and shopping options
- Overall atmosphere

Plaza Usage

- How do you typically use the plaza? (Select all that apply)

Improvement Feedback

- What do you think could be improved in the plaza? (Select all that apply)
- Please provide suggestions or feedback for how your selections could be improved.

Accessibility and Transportation

- Did you experience any challenges with parking your car/bike or accessing the plaza?
 - Yes
 - No
 - Not applicable
 - Other (please specify)
- If yes, please explain (e.g., congestion, delays, wayfinding, clear walk paths).

Future Features

- What additional activities or features would you like to see in the plaza? (Select all that apply)

Community Impact

- How do you feel the plaza has impacted the Westwood Village community?
(Scale: 1 – Negatively to 5 – Positively)

General Feedback

- Please leave any additional feedback or comments about the plaza.

Optional Follow-Up

- Would you like to receive updates about Broxton Plaza? (Enter email)

- (Optional) Have you attended any events at Broxton Plaza? (If yes, which ones and feedback)
 - (Optional) Have you visited other pedestrian plazas in Los Angeles? (If yes, which ones and feedback)
-

Section 3: Respondents Who Selected "No"

("Broxton Plaza – Have Not Recently Visited")

Awareness of Broxton Plaza

- Before this survey, were you aware that Broxton Avenue is now a pedestrian plaza?
- How did you first hear about Broxton Plaza?
 - News articles
 - Social media
 - Word of mouth
 - UCLA
 - WVIA
 - Other (please specify)

General Impression

- What is your general impression of Broxton Plaza, even if you haven't visited recently? (Scale: 1 – Very Negative to 5 – Very Positive)

Barriers to Visitation

- What are some reasons you haven't visited Broxton Plaza recently? (Select all that apply)

Encouragement to Visit

- What would encourage you to visit Broxton Plaza? (Select all that apply)

Interest in Future Amenities

- If you were to visit, what types of activities or amenities would you be most interested in? (Select all that apply)

Suggestions for Future Visitation

- What, if anything, would make you more likely to visit Broxton Plaza in the future?
- Please leave any additional feedback or comments about the plaza.

Optional Follow-Up

- Would you like to receive updates about Broxton Plaza? (Enter email)

- (Optional) Have you visited other pedestrian plazas in Los Angeles? (If yes, which ones and feedback)

Appendix B: On-site Broxton Plaza Survey Instrument

In addition to the digital survey, another digital on-site version of the Broxton Plaza feedback survey was administered directly on the plaza through QR codes displayed on-site. This version of the survey specifically targeted active plaza users at the time of their visit.

The purpose of the on-site survey was to gather immediate feedback on visitor experiences, amenities, accessibility, and perceptions of Broxton Plaza's impact on the community.

The following is the full list of questions from the on-site survey.

Demographic Information

- Name (Optional)
- Age
 - Under 18
 - 18–25
 - 26–35
 - 36–45
 - 46–60
 - 60+
- Gender
 - Man
 - Woman
 - Nonbinary
 - Genderfluid/Genderqueer
 - Prefer not to say
 - Other (please specify)

Connection to Broxton Plaza

- What best describes your connection to the Broxton Plaza area?
 - UCLA Student
 - Local resident
 - Employee/Faculty/Staff nearby

- Tourist/Visitor
- Other (please specify)

Visitation and Usage

- How often do you visit the Broxton Plaza?
 - Frequently (Once a week or more)
 - Occasionally (3 to 4 times a month)
 - Sometimes (1 to 2 times a month)
 - Rarely (Only for events/Once a month or less)
 - This is my first time
 - Other (please specify)
- How did you get here today? (Select all that apply)
 - Car
 - Bicycle / E-bike / Scooter
 - Walking
 - Public Transit
 - Ride-hailing app (Uber, Lyft, Waymo, etc.)
 - Other (please specify)

Accessibility and Transportation

- Do you feel it's easy to get to Broxton Plaza from nearby transit stops?
 - Yes
 - No
 - Not applicable
 - Other (please specify)
- Did you experience any challenges with parking your car/bike or accessing the plaza?
 - Yes
 - No
 - Not applicable
 - Other (please specify)

- If you experienced challenges, please explain (e.g., congestion, delays, wayfinding, clear walk paths, etc.)

Visitor Group Information

- Are you visiting the plaza today with anyone?
 - I came by myself
 - I came with friends
 - I came with work colleagues
 - I came with family
 - I came with family (including children/elderly/disabled)
 - Other (please specify)
- If you came with children, elderly, or disabled persons, do you feel the plaza is safe, accessible, and welcoming for them? (Skip if inapplicable)
 - Scale from 1 (Very Unsafe) to 5 (Very Safe)
- If you answered "unsafe," "inaccessible," or "unwelcoming," please explain. (Skip if inapplicable)

User Experience Evaluation

How would you rate the following aspects of Broxton Plaza?

(Rating scale: Poor, Fair, Average, Good, Excellent)

- Overall Cleanliness
- Safety
- Accessibility
- Availability of seating
- Public art and aesthetic appeal
- Bike racks and parking availability
- Events programming
- Dining and shopping options
- Recreational features
- Overall atmosphere

Plaza Usage

- How do you typically use the plaza? (Select all that apply)
If this is your first time, how are you using it today?
 - Passing through
 - Sitting/resting/lunch break
 - Dining or shopping nearby
 - Hanging out with friends, family, or colleagues
 - Using the plaza's amenities (e.g., piano, games, etc.)
 - Attending events
 - Other (please specify)

Feedback on Improvements

- What do you think could be improved in the plaza? (Select all that apply)
 - More greenery
 - More seating
 - More shade
 - Better lighting
 - More public art or murals
 - Additional bike racks or parking
 - Improved signage
 - More frequent events and activities
 - Cleaner or better-maintained facilities
 - Improved communication efforts for promoting events
 - Ramps, clear walk paths
 - Other (please specify)
- Please provide suggestions or feedback for how your selections could be improved.

Future Activities and Enhancements

- What additional activities or features would you like to see in the plaza? (Select all that apply)
 - Live music or performances
 - Outdoor fitness classes or yoga

- More pop-up markets
- Kid-friendly activities
- Art installations or exhibitions
- More dining options or food trucks
- Other (please specify)

Community Impact and General Feedback

- How do you feel the plaza has impacted the Westwood Village community?
 - Scale from 1 (Negatively) to 5 (Positively)
- Please leave us any feedback or comments about the plaza here.

Optional Questions

- Would you like to receive updates about Broxton Plaza? (Enter email below or submit this survey and copy the link to our Instagram page.)
- (Optional) Have you attended any events at Broxton Plaza?
If yes, which event(s) and do you have any comments/feedback for them?
- (Optional) Have you visited other pedestrian plazas in Los Angeles?
If yes, which ones and what did you like/dislike about them?

Appendix C: Researcher-Assisted Broxton Plaza Survey Instrument

In addition to the digital and QR-code surveys, a researcher-assisted survey was administered directly at Broxton Plaza. My field researchers approached visitors, conducted short interviews, and recorded their responses on a Google Form. Occasionally they found themselves approaching a group of people in which case, the researchers collected all names and skipped individual age and gender questions. The goal was to capture quick, real-time feedback from a diverse range of plaza users.

The following is the full list of questions from the researcher-collected surveys.

Respondent Information

- Name (If a group, collect all names; skip age and gender)
- Age (if applicable)
 - Under 18
 - 18–25
 - 26–35
 - 36–45
 - 46–60
 - 60+
- Gender (if applicable)
 - Man
 - Woman
 - Nonbinary
 - Genderfluid/Genderqueer
 - Prefer not to say
 - Other (please specify)

Connection to Broxton Plaza

- Are you a resident, student, or employee around here?

Visitation and Travel

- Do you come here often?

- How did you get here today? (Select all that apply)
 - Car
 - Bicycle / E-bike / Scooter
 - Walking
 - Public Transit
 - Ride-hailing app (Uber, Lyft, Waymo, etc.)
 - Other (please specify)
- Did you experience any challenges with your method of travel?
(Researchers prompted if needed: traffic or parking for cars; broken sidewalks or signage issues for pedestrians.)

Perceptions of the Plaza

- How safe, accessible, and welcoming do you feel the plaza is?
(Scale from 1 – Very Poor to 5 – Excellent)
(Optional: Record any explanations offered without prompting.)

Desired Activities and Features

- What activities or features would you like to see more of in the plaza?
(Researchers prompted with examples if needed: live music, fitness classes, family activities, art exhibitions, food options.)

Community Impact

- How do you feel the plaza has impacted the Westwood Village community?
(Scale from 1 – Very Negative to 5 – Very Positive; researchers could prompt if needed.)

General Feedback

- Do you have any final feedback or comments about the plaza?

Follow-up

- Would you like to receive updates about Broxton Plaza events?
 - If yes, collect email address.
 - Otherwise, refer participants to Westwood Village on Instagram.

Researcher Observations (Completed by Researchers)

Following each interaction, researchers also recorded the following information about the participant(s):

- **Visitor Group**
 - I came by myself
 - I came with friends
 - I came with work colleagues
 - I came with family
 - I came with family (including children/elderly/disabled)
 - Other (please specify)
- **Visit Frequency (based on participant's answer)**
 - Frequently (Once a week or more)
 - Occasionally (3 to 4 times a month)
 - Sometimes (1 to 2 times a month)
 - Rarely (Only for events / Once a month or less)
 - This is my first time
 - Other (please specify)
- **Connection to Area (based on participant's answer)**
 - UCLA Student
 - Local resident
 - Employee/Faculty/Staff nearby
 - Tourist/Visitor
 - Other (please specify)

Appendix D: Paper-Based Broxton Plaza Survey Instrument

In addition to the digital and researcher-assisted surveys, a paper version of the Broxton Plaza feedback survey was developed and distributed directly to visitors on-site.

The paper surveys were made available in both English and Spanish to ensure accessibility for a wider range of participants. Researchers handed out copies of the survey at Broxton Plaza, allowing respondents to fill them out at their convenience. This method helped gather additional input from visitors who preferred a paper format or were unable to complete the digital or QR code versions.

The following is the full list of questions from the paper surveys in English and Spanish.

Edad + Género:

¿Qué describe mejor su conexión con Broxton Plaza?

- ☐ Estudiante de UCLA ☐ Residente cercano
- ☐ Empleado/a cercano ☐ Turista/Otro:
-

¿Con qué frecuencia visita Broxton Plaza?

- ☐ 1+ veces/semana ☐ 3-4 veces al mes
- ☐ Una o dos veces al mes ☐ Solo para eventos
- ☐ Una vez al mes o menos ☐ Esta es mi primera vez

¿Cómo llegó aquí hoy?

- ☐ Automóvil ☐ Bici/Patineta eléctrica
- ☐ Caminando ☐ Transporte público
- ☐ App de transporte (Uber) ☐ Otro:

¿Está aquí con alguien hoy?

- ☐ Amigos ☐ Familia
- ☐ Estoy solo/a hoy ☐ Colegas
- ☐ Familia con niños/anciano ☐ Otro:

¿Cree que la plaza es segura/accesible para niños, mayores y discapacitados?

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

1: Muy insegura 5: Muy segura

¿Cómo suele utilizar la plaza? Si es su primera vez aquí, ¿cómo la está utilizando?

- ☐ Pasando por aquí ☐ Sentado/Comiendo
- ☐ Compras ☐ Relajándome
- ☐ Usando servicios de la plaza ☐ Asistiendo a eventos

¿Qué se puede mejorar en la plaza?

- ☐ Más asientos ☐ Más áreas verdes
- ☐ Más sombra ☐ Más iluminación
- ☐ Más arte público/murales ☐ Mejor señalización
- ☐ Más ciclistas ☐ Eventos más frecuentes
- ☐ Instalaciones más limpias ☐ Mejor promoción
- ☐ Mejor accesibilidad peatonal ☐ Más estacionamiento para autos
- ☐ Otro:

¿Cómo cree que se pueden mejorar sus selecciones?

¿Tuvo problemas con estacionamiento o acceso desde transporte público?

¿Qué más le gustaría ver en la plaza?

- ☐ Música en vivo ☐ Clases de ejercicio
- ☐ Más mercaditos ☐ Actividades para niños
- ☐ Más arte público/murales ☐ Más comida
- ☐ Otro:

Si considera que no es segura, accesible o acogedora, por favor explique:

Evalúe del 1 (Malo) al 5 (Excelente):

Limpieza _____

Seguridad _____

Accesibilidad _____

Disponibilidad de asientos _____

Arte público y estética _____

Estacionamiento de bicis/autos

Espacios recreativos _____

Opciones de comida y tiendas

Programación de eventos _____

Ambiente general _____

¿Cómo cree que la plaza ha impactado a Westwood?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

1: Negativamente 2: Positivamente

Por favor, deje cualquier comentario adicional aquí:

Déjenos su correo para recibir información de eventos en Broxton Plaza:

Broxton Plaza Community Survey

Age + Gender:

What best describes your connection to Broxton Plaza

- ☐ UCLA Student ☐ Local Resident
- ☐ Employee nearby ☐ Tourist/Other
-

How often do you visit the Broxton Plaza?

- ☐ Once a week or more month ☐ 3-4 times a month
- ☐ Once or twice a month events ☐ Only for events
- ☐ Once a month or less first time ☐ This is my first time

How did you get here today?

- ☐ Car ☐ Cycle/Scooter
- ☐ Walking ☐ Public Transit
- ☐ RideApp (Uber/Lyft etc.) ☐ Other
-

Are you here with anyone today?

- ☐ Friends ☐ Family
- ☐ Here by myself today ☐ Colleagues
- ☐ Family with kids/elderly ☐ Other
-

How do you typically use the plaza? If this is your first time, how are you using it today? Select all that apply

- ☐ Passing through ☐ Sitting/resting/lunch
- ☐ Visiting local businesses ☐ Just hanging out
- ☐ Using plaza amenities ☐ Attending events

What can be really improved at the plaza?

- ☐ More seating ☐ More greenery
- ☐ More shade ☐ More lighting
- ☐ More public art/murals ☐ Improved signage
- ☐ Better walk paths/ramps ☐ More frequent events
- ☐ Cleaner facilities ☐ Improved marketing
- ☐ More bike racks ☐ More car parking
- ☐ Other:

How do you think your selections can be improved?

Did you experience any issues with parking bike/car, or accessing plaza from nearby transit stops?

Recreational features _____

Dining and Shopping options _____

Events programming _____

Overall atmosphere _____

If you came with children/elderly/disabled, do you feel the plaza is safe/accessible/welcoming for them?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

1: Very Unsafe 5: Very Safe
If unsafe, inaccessible, unwelcoming, please explain:

Rate the following on a scale of 1 (Poor) – 5 (Excellent)

Cleanliness _____

Safety _____

Accessibility _____

Seating availability _____

Public Art & Aesthetics _____

Bike racks and Parking availability

What else would you like to see at the plaza?

- | | |
|---|--|
| <input type="checkbox"/> Live Music | <input type="checkbox"/> Outdoor fitness classes |
| <input type="checkbox"/> More pop-up markets | <input type="checkbox"/> Kid friendly activities |
| <input type="checkbox"/> More public art/murals | <input type="checkbox"/> More dining options |
| <input type="checkbox"/> Other: | |

How do you feel the plaza has impacted Westwood?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

1: Negatively 2: Positively

Please leave us any additional feedback here

Write email to hear more about events at Brixton!

Appendix E: Interviews

For the purpose of this research, nine businesses located at Broxton Plaza were interviewed. While their insights have been incorporated throughout the thematic chapters above, they are comprehensively compiled and organized by business below for reference.

Interview Questions

What do you think about the plaza? Were you involved in any of the planning to bring this to Westwood village? What do you think it brings to the community in general?

How would you describe the impact of the Broxton Pedestrian Plaza on your business?

Has the plaza brought in more foot traffic to your establishment? Can you share any specific trends or observations?

Could you share any feedback from your customers about their experience at the plaza or how they perceive it?

What do you think of the plaza design overall? Are there any specific design features of the plaza (e.g., seating, lighting, art) that you would change? If so, why? Have positively or negatively affected your business?

Have you visited, operated, or been connected to businesses that operated in areas with similar pedestrian plazas? If so, are there any ideas or features from those places that you think could be implemented here?

Since the plaza has closed the street, I want to ask about any challenges or operational changes your business may have made in order to navigate the street changes.

Have you experienced any challenges with deliveries or operational logistics since the plaza was implemented? How have you coordinated with delivery companies or doordash pick-ups, has it been challenging, if so, how?

Have you heard of any challenges about street changes from your employees? (e.g., commute, parking, shifts in responsibilities)?

Do you feel the plaza has influenced your customer demographics (e.g., more families, students, or tourists)?

Have your hours of operation changed due to changes in foot traffic patterns?

How do you navigate Doordash deliveries now?

Has your business participated in or benefited from any events held at the plaza? Are you considering doing anything in the future? Do you feel the plaza has created more opportunities for community events or public engagement?

Do you have any suggestions for ensuring the plaza continues to thrive as a community and business hub?

What days and hours would you say you get more business? Is this trend the same as before the plaza was implemented?

What additional features or improvements would you like to see in the plaza to better support your business?

Are you aware of the upcoming Metro D Line extension or the 2028 Olympics? How do you think these developments might impact the plaza and your business?

Is there anything else you'd like to share about your experiences or recommendations regarding the Broxton Pedestrian Plaza?

Do you feel the current communication efforts (e.g., the Instagram page, newsletter) are effective in keeping businesses and the public informed about plaza events and activities? What about for your business offers like deals, discounts, or activities/events?

How can we improve our communication and marketing efforts to support your local businesses? Do you feel connected to the WVIA's efforts to upkeep the plaza while supporting your business?

Has the plaza affected your sales in any quantifiable way (e.g., average ticket size, sales volume, customer retention)?

Interviews

Splatterz

Splatterz's owner was drawn to the location in part by the promise of Broxton Plaza and its potential to restore Westwood's as a cultural and entertainment hub. Though the city-owned space he leased had been vacant for over 20 years and needed minimal renovation, it still took the city nine months to get the lease approved and he faced further delays due to the pandemic and permitting restrictions. The pandemic also halted the plaza's implementation. It was finally closed off to cars in October 2024, thanks in part to Splatterz which played a major role in pushing for the plaza through the council meetings.

The Splatterz representative believes Westwood's potential is untapped and that UCLA has significantly reduced its engagement with the Village. Students rarely come down except for one-off events like graduation or "First Thursdays." While some programming like the farmers market brings people in briefly, there's no consistent draw or sense of connection. UCLA should be more involved in activating the space through performances, open-mic nights, or club partnerships. The disconnect between the campus and the village is deeply felt.

Broxton Plaza, in Splatterz's view, brings a sense of community with increased foot traffic, especially on Friday and Saturday nights. Customers mention the convenience of parking and the family-friendly environment, but Splatterz remains unsure whether this increased presence has translated into actual business revenue. Still, he did everything to make his side of the plaza inviting with lights, outdoor TVs, music, and tables. Yet he's noticed that people tend to stay on the opposite side of the street. He suspects part of the issue lies in the underutilized storefronts nearby like the shuttered down printer store, combined with slow city leasing processes and outdated restrictions. Incoming entrepreneurs face delays, long RFP processes and inflexible city design codes. For instance, businesses are not allowed to update their awnings or use creative signage in accordance with the local regulations. He believes this can stifle the vibrancy a college-adjacent commercial district should have.

Westwood is surrounded by amazing assets: UCLA, ample parking, family-owned businesses, arts, entertainment, and more that can support its activation. Unfortunately, vacant properties nearby are slow to lease and fail to capitalize on the momentum, especially when Westwood could be proactively recruiting businesses displaced by disasters, such as those impacted by the fires in the Palisades. He also believes the city fails to care about setting up small businesses. When he acquired his own lease, he was unable to set up his business until the pandemic restrictions let up. In fact, the city even tried to collect rent from the pandemic period despite City Hall itself also being closed.

Marketing: Splatterz notes that the marketing effort needs to be more directed. His efforts for families impacted by the Palisades fire weren't broadly publicized which included offering free painting sessions for children, along with free coffee and Wi-Fi.

With the incoming Olympic/Paralympic Games and Metro D Line, he envisions a marketing campaign showcasing the village as a destination with its diverse mix of shops, art, dining, and

entertainment. But to get there, Westwood needs more freedom for business creativity, real city support in streamlining processes, and a deeper, sustained partnership with UCLA to truly bring the heart of the Village back to life.

Barneys Beanery

Major concerns Barney's Beanery brought up can be categorized in the following categories: Parking and Delivery logistics, Wayfinding, Businesses, Homelessness, Wayfinding, Design, and Entertainment zone.

Wayfinding: There needs to be more signage at the Broxton-Weyburn intersection for cars. People frequently turn onto the road leading to Broxton Plaza, only to realize there are only 3 ways to go: into the city structure, the surface parking lot, or an alleyway before the structure which leads back out onto Broxton. Cars turning onto Broxton with the intent to pass through, find themselves facing a blockade which can exacerbate the traffic issue. Setting up sufficient signage and wayfinding to let cars know they will be running into a blockade, and to only turn if they intend to park, would sufficiently help to avoid worsening traffic.

Deliveries: Barneys Beanery does not deal with doordash deliveries, but they do receive wares like kegs of beers. Since the implementation of the plaza, delivery logistics have become a persistent issue for them. Initially there was a loading zone in front of the restaurant but since the plaza's implementation, the business is forced to use the alleyway for drop-offs. Unfortunately, this alley is now frequently clogged with Ubers and rideshare drivers idling for pickups, leading to delays and occasionally full confrontations. Parking enforcement has also begun issuing tickets to delivery drivers, staff, and even business owners when they attempt to load or unload their wares like kegs in that alley, which can take up to 30 minutes. While other businesses like Whole Foods complete their deliveries early in the morning, the bar receives deliveries after 11 a.m., a time when parking enforcement is more active. Without a designated and protected delivery zone, businesses are left to negotiate with other drivers in a crowded alley and risk fines just to receive essential inventory.

Parking: She also highlighted late-night parking issues at the Broxton garage, particularly after 12 AM when the gates close and cars can become stuck inside. This is a problem for businesses like Barney's, Rocco's, and Broxton Brewery, which remain open well past midnight and rely on customers having good experience and accessible parking. She recommended that the garage either install automated exit gates or create a key card system for employees to exit after hours. Alternatively, she suggested hiring staff to work an additional two hours to complement late-night customers.

Business Mix: Like Splatterz, Barney's Beanery emphasized the need for a stronger retail and dining mix on Broxton. While there are a number of fast-casual food spots, she notes that they're similar, and that the block lacks variety to "draw" business. Ideally, Broxton would attract a mix that includes higher-end coffee shops, recognizable retail brands like Brandy Melville, and additional nightlife options. She expressed openness to having more bars in the area and believes a better assortment of businesses could increase foot traffic and help activate the plaza

throughout the day and night, turning it into a more appealing destination for both locals and visitors.

Homelessness: While Barney Beanery's has coexisted peacefully with many of the unhoused individuals in Westwood for years, particularly veterans tied to the nearby VA, they noted that there has recently been a shift in the demographics of the unhoused. The business has seen a different incoming demographic with an increase in more aggressive and unpredictable behavior. Staff have reported incidents involving yelling, bathroom misuse, and theft (such as food being taken off tables). As an all-female management team, these interactions can be particularly difficult to manage. They shared that while Westwood Ambassadors and UCLA police are helpful, response times can vary, especially after the evening when Ambassadors are no longer on duty.

Design and Amenities: It was noted that the design of the plaza has improved since its initial rollout, like the interactive games, and the resurfacing of the asphalt. She recommended incorporating more seasonal decorations like the Christmas tree from December, such as rainbow lighting during Pride Month, to make the space more engaging. She also recommends more live music, potential performances.

Entertainment Zone: Barney's Beanery has a location on 3rd street promenade, another pedestrianized location with an implemented entertainment zone. She expressed cautious optimism about the proposed Entertainment Zone but stressed that it must be implemented carefully. Drawing from Santa Monica's pilot, she recommended that Westwood should consider daytime hours (noon to 8 p.m.) rather than evening hours (6 to 10 p.m.) for open-container permissions. Her concern is that alcohol-related issues tend to rise later in the night, particularly when fewer people are around and enforcement is limited, especially since one of Westwood's aims is to allow light beers for families enjoying the plaza with their playing children. She also discussed the standard wristbands to identify purchasing customers at the plaza, since she is wary of being held liable for incidents that happen off-premises after a customer leaves with the wristband on, in case the wristbands are not generic but pinpoint the bar. She also suggests the zone be implemented gradually but launched quickly as a pilot to monitor any issues and adjust before launching full-scale. Overall, she felt the Entertainment Zone can contribute positively to the vibrancy of the plaza if executed thoughtfully.

Foot Traffic and Revenue: While foot traffic has increased, especially during plaza events like the farmers markets, this hasn't always translated into increased revenue. Many people come into Barney's simply to use the restrooms. While the owner doesn't mind hoping visitors might return later, it's a recurring issue that places an extra burden on the business. The recommendation is that public restrooms need to be placed at the plaza, at the very least temporary ones during events. Her customer demographics have not changed and are still a mix of local employees, students, hospital workers, and residents.

That said, Barney's beanery *has* seen slightly higher profit margins over the recent months though it's unclear if they can be attributed to the plaza. In February when the plaza's grand opening occurred, revenue increased significantly. Every month since October, it has been similar or seen increased revenue compared to previous years although part of this growth may be attributed to internal staffing changes.

Future Outlook: Barney's Beanery is optimistic that continued investment in plaza programming and infrastructure combined with upcoming events like the 2026 World Cup and the 2028 Olympic/Paralympic Games will create even more momentum for Westwood. She is certain the plaza will have an upwards trajectory over time, though it will require city leaders to firm up plans for the plaza and the Entertainment Zone, so Westwood is prepared to welcome new visitors and maximize the opportunities ahead.

Group Micro

For Group Micro, a computer and electronics repair shop, the business owner Shahriyar was interviewed. His concerns and observations can be grouped under the following categories: Foot Traffic and Demographics, Economic Viability, Parking and Access, Safety and Security, Design and Amenities, and Marketing and Communication.

Foot Traffic and Demographics: Shahriyar noted that while there may be slightly more people walking by the shop since the street was closed off, it has not translated into more clients. "We receive more people, but no, no client," he said, pointing out that passersby often come to use the restroom or ask questions, not to purchase services or products. He observed that most visitors are students who are financially constrained and should be offered more discounts. The presence of families is more noticeable on weekends or when events are hosted nearby, but otherwise, "mostly during the day and week, this is completely empty." Saturdays are not particularly active either, despite being a weekend. Shahriyar believes more attractive and diverse businesses could help draw different customer demographics, especially families.

Economic Viability: When asked about revenue and profits, Shahriyar expressed, "No increase. No decrease. But no increase," he said, explaining that most of his clientele consists of repeat customers who value service warranties and fair pricing. However, he also highlighted similar businesses in Westwood struggling and planning to close down due to poor sales and high rent. He worries that unless foot traffic converts into actual purchases, many businesses may not survive in the long term.

Parking and Access: Parking emerged as a major concern. Shahriyar believes that when cars drive up from Weyburn and see the road closed, they often turn away before realizing that parking options are available. "They are not gonna come. They're gonna go and back return," he said. He advocated for the city to consider purchasing the privately owned lot. He also mentioned cleanliness and safety issues with the lot, including reports of urination and general uncleanliness, suggesting the need for better maintenance and perhaps public hand-washing stations or restrooms.

Safety and Security: While no break-ins have occurred since the plaza was built, Shahriyar emphasized that safety remains a concern. He described frequent encounters with aggressive, potentially unhoused individuals, often experiencing harassment inside his shop. He recounted needing to call security when someone entered and became confrontational. "I had to call Jerry to come kick him out," he recalled. He believes more visible security would help businesses and customers feel safer in the area.

Design and Amenities: Shahriyar’s recommendations included more shaded seating areas, more signage for parking, and better canopies. He believes these amenities could encourage people to linger longer, especially in hot weather. “We need some of the canopies in the middle, or at least some umbrellas,” he said. More thoughtful placement of seating could also help invite people to use the plaza more casually.

Marketing and Communication: He expressed frustration that the plaza is not well-publicized and believes most people don’t know what it is or that it’s open to them. “Most of the people, they don’t know what’s going on,” he explained. He suggested installing a large screen in the plaza for advertising, as well as offering discounts specifically for students and local residents to differentiate the plaza from the rest of Westwood. He also noted WVIA could benefit from more strategic marketing, possibly designed by sociologists or community specialists, which might help attract a broader customer base.

Final Thoughts: Shahriyar is hopeful that the situation will improve as awareness grows. He believes the upcoming Metro D Line could help bring more foot traffic but emphasized that its station is mostly for the UCLA medical plaza and may not have a strong effect on his business. He remains open to future changes but feels the plaza, as it currently functions, has yet to meaningfully support his store or others like it.

Michael K. Jewelers

Plaza as a Community Building Tool: Michael K. Jewelers has been in business on Broxton for decades and helped push for the plaza by collecting signatures for LADOT. He has been deeply involved in community efforts to revitalize Westwood Village, expressing that the area has seen a lot of changes over the decades. He sees the plaza as a community building intervention, not just for beautification purposes. “It’s something new, something to bring the community together.” He also references the high vacancy rates as structural barriers to revitalization where a few major landlords hold substantial commercial space and instead of actively support tenant occupancy, they choose to hold out for higher rents or stricter terms. This is one of the reasons for many of the empty storefronts in Westwood and on the plaza which undermines foot traffic and community engagement.

“Some landlords don’t help with occupancy... they need to let tenants breathe a bit.”

He does see the plaza having long-term potential, but notes that more activity, programming, games, and “reasons to hang out” are needed.

Business Impact & Foot Traffic: For Michael, the Broxton Plaza has positively affected foot traffic around his store, partly because people now linger, explore, and stroll rather than just driving by or parking. He noted that the plaza shifted Broxton from being just a parking corridor to becoming “more of a destination... more like a community... My business has changed

dramatically. There's more traffic on Broxton... they walk around and hang out now." Of course, seasonal fluctuations are significant wherein the plaza and his business is less active when UCLA students/staff have finals or leave for their winter/summer breaks. Winter weather also dampens activity; he expects better engagement in the summer and sunny seasons.

Plaza Design: Michael's criticism of the plaza can be summed up to "It's too boring." His recommendations include permanent fixtures over the temporary ones the ambassadors set up every morning. He suggests Christmas lights on every tree, Permanent benches and planters, speakers for music, and involving restaurants to support with installing more lighting and decorations. He notes that after 6:30–7:00 PM, when chairs are removed, "there's nothing... If someone comes at night, they don't want to hang out."

Parking & Delivery Challenges: Michael acknowledged ongoing challenges around parking perception, though he stressed that parking supply is not the problem; awareness and communication are. Westwood has multiple parking facilities with meters and validation systems (Whole foods, Trader Joe's garage, La Conté garage, city structure, 3 surface lots near Broxton etc.) The problem, he believes, is that many visitors expect immediate storefront parking, which was possible before the plaza but encouraged illegal or short-term use. Cars would very frequently get parking tickets, as noted by the interviewer for RocketFizz and Cava as well. He says "People don't know about validation. They don't know which restaurants offer it. This needs to be advertised... advertised more on social media, websites, even mailed flyers." He acknowledged that parking complaints existed, but he says "There is plenty [of parking]. People just don't want to walk 2-5 minutes."

Programming & Activation Ideas: Michael articulated a strong vision for placemaking through programming. He believes the plaza needs consistent, family-friendly, and youth-focused events to attract diverse visitors. His recommendations include open-air dance, music, and art classes (especially in collaboration with UCLA), street theatre, movie nights, puppet shows for children, and improv comedy, ping pong tournaments, and more food trucks in coordination with local restaurant interests. He praised other models such as Santa Monica's temporary branded installations, like Red Bull booths or sponsored games that were interactive and engaging. He is even personally willing to contribute to these efforts: "I'll donate jewelry for fundraising and tournaments. Let's make it happen."

Marketing & Communication: Michael expressed dissatisfaction with the current communication efforts led by the WVIA or city partners, noting that visibility is limited primarily to those who already follow the plaza's social media, and even then, key updates are often missed. He emphasized the need for a more robust strategy on multiple platforms to promote events, businesses, and amenities like parking maps at Broxton Plaza. His suggestions included paid digital ads, mailers to nearby high-rise buildings, flyers (where permitted by property managers), physical posters in public spaces, and billboards. He also recommended bringing back physical maps of businesses and fostering collaborative events with UCLA or nearby cultural institutions like the Hammer Museum and Geffen Playhouse. These institutions and student partnerships, in his view, are underutilized as anchors that could drive traffic and community events in the plaza.

Safety & Maintenance: While acknowledging mental health and homelessness issues, Michael credited ambassadors for making the plaza feel safer. “They’re super helpful... people are more careful now.”

Chipotle

Business Impact and Foot Traffic: Chipotle reported that the Broxton Pedestrian Plaza caused a brief adjustment period at the start, particularly for delivery drivers unfamiliar with the new layout. During the first two weeks, online orders dipped slightly due to confusion among Uber and DoorDash drivers about where to park. However, once drivers adapted, business returned to normal. They emphasized that overall sales and foot traffic have remained steady, with no major long-term disruptions. While the plaza hasn’t significantly boosted volume, it hasn’t hurt it either, except for some minor complaints from delivery drivers.

Operational Logistics and Deliveries: Some third-party delivery drivers refused orders when they couldn’t park directly out front. Delivery drivers, on the other hand, have expressed frustration about parking limitations, with some asking staff to bring food out the back. Over time, these drivers adjusted, learning to park in nearby alleyways or side streets. Employees have not faced challenges related to the street changes, and parking logistics have remained manageable. Managers are provided with paid parking through their companies, but this benefit is not extended to other employees.

Plaza Design and Amenities: The manager spoke positively about the overall design of the plaza. A recommendation was to extend the artificial grass further down the plaza, which he felt added a more inviting and unified feel to the space.

Community Engagement and Events: The manager confirmed that community events like the farmers’ market and Bruin Flea Market do help bring customers in. He also observed people using the plaza for informal activities, including TikTok dances and games like giant chess.

Marketing and Communication: The manager admitted he was unaware of the plaza’s Instagram page or newsletter. His only communication from Westwood Village was a flyer early on explaining the plaza’s timeline and pilot status. He reported that Westwood Ambassadors, described as friendly and proactive, do frequently check in.

AMI Sushi

Business Impact and Foot Traffic: AMI Sushi’s main manager was interviewed for this study, and he expressed some dissatisfaction with the Broxton Pedestrian Plaza, stating that it has reduced convenient access for customers because they can no longer park directly outside the restaurant. While the restaurant does see some pedestrian activity, many of those people are not paying customers; some enter just to use the restroom, which has resulted in negative reviews when they are denied. Overall, he felt that sales levels are about the same as before, but the experience has become more challenging due to external factors.

Customer Behavior and Demographics: In terms of customer demographics, the core base is still mainly students and has not changed but foot traffic decreases when students are away during academic breaks. He also remarked that their restaurant doesn't attract many customers from beyond the local area, stating, "People won't drive here just for us." He observed that tourists and broader foot traffic tend to favor areas with a greater density of attractive restaurants, like Santa Monica. The plaza has not noticeably diversified the clientele for Ami Sushi.

Design and Safety Concerns: The manager had several issues with the safety aspect of the plaza which he attributes to the visible presence of the unhoused in the mornings, which he felt deterred customers and affected their perceptions of safety. While he acknowledged the presence of ambassadors during the day, he said that after 6–7 PM, their absence leaves the area feeling less safe. He also noted that police response to incidents, such as people dining and walking out without paying; has been indifferent: "It's only \$50 or \$60, so they don't care." It should be noted that in the process of interviewing AMI Sushi, an additional customer left without paying, causing further distress to the manager who specifically approached the interviewer, mere minutes after the interview ended, to relay this information. As a design suggestion, he mentioned that public restrooms would majorly help alleviate issues with non-customers entering the restaurant just to use facilities.

Operations and Parking: Operationally, AMI Sushi has not faced major logistical challenges related to deliveries or pickups, but lack of parking is a persistent complaint. Drivers for food delivery services often call the store asking where to park, adding time and tensions to fulfill orders. While Ami Sushi has some staff parking in the back, he says those commuting from outside Westwood find it costly or difficult to park nearby. He also remarked that there's no free parking. Though this is untrue as there is free parking but only before 5 PM which could be a deterrent if his restaurant is more popular during nighttime.

Community Engagement: The manager emphasized that as a store manager he does not have the authority to initiate community engagement with plaza events and AMI Sushi has not participated in any community events held at the plaza. While he recognized that the events may benefit some businesses, he expressed a general disconnect between the restaurant and broader plaza programming. He suggested that the area could benefit from cross-promotions, such as coupon-sharing or business collaborations (e.g., joint offers with Sharetea), though he noted that Ami Sushi could not give out free items without reimbursement.

Marketing and Communication: The manager admitted that he personally is unaware of WVIA's promotional efforts. He appreciated that while some information is visible online, businesses like Ami Sushi are often left out of these promotional loops. He also raised concerns about safety after hours. He felt that while the daytime plaza operations are manageable, improvements in communication, outreach, and security, especially after dark, are necessary to better support local businesses.

Cava

For CAVA, a senior manager was interviewed to understand the business's perspective on the Broxton Pedestrian Plaza. Key insights and concerns shared during the conversation can be organized into the following categories: Business Impact and Foot Traffic, Customer Demographics, Delivery and Operations, Plaza Design and Aesthetics, Community Events and Activation, and Marketing and Communication.

Business Impact and Foot Traffic: The CAVA manager emphasized that the Broxton Plaza has had a clearly positive effect on their business. Since its implementation, the restaurant has experienced a noticeable uptick in foot traffic, particularly on farmer's market days. He noted that during these peak times, "lines are out the door," meaning an increase in customer volume. He said the plaza's pedestrian-friendly design likely encourages more walk ins, and though this manager stated he did not have access to profits data, it is highly likely it positively impacted Cava's revenue.

Customer Demographics: While the restaurant has always served a steady stream of UCLA students and medical staff nearby, the Cava manager noted that since the plaza's activation, he has seen more families visiting.

Delivery and Operations: Due to the street closure, delivery vehicles can no longer access the front of the store directly. Instead, drivers are forced to stop at the corner, unload their items, and physically bring them to the entrance. This can be inconvenient, particularly since many of the drivers are often on tight schedules. However, the manager emphasized that deliveries are still manageable, and that CAVA has adapted to these logistical constraints without major disruption.

Plaza Design and Aesthetics: The manager said the space could be enhanced with more public art and aesthetic features to make it more visually engaging.

Community Events and Activation: The event days bring energy and foot traffic to the area and were cited as examples of successful community programming.

Marketing and Communication: The manager felt that the current communication and marketing efforts surrounding the plaza were sufficient. He acknowledged that while he does not personally follow the plaza's Instagram or newsletter, he occasionally sees updates and believes that the information is generally well-distributed.

RocketFizz

For Rocket Fizz, an employee's interview can be categorized into the following areas: Business Impact and Foot Traffic, Customer Behavior and Demographics, Plaza Safety and Ambassadors, Design and Amenities, Deliveries and Logistics, Community Events and Activities, and Marketing and Communication.

Business Impact and Foot Traffic: The interviewee reported that the Broxton Plaza has brought in noticeably more foot traffic, especially during event days like the Thursday farmers market, the Friday Bruin flea market, and weekends in general. Friday through Sunday

mornings, families and tourists are more likely to visit. While specific revenue figures weren't available, Seva noted that "it affected our business in a good way," particularly during high-traffic community events such as the Easter celebration, which included live entertainment and children's programming. However, she also acknowledged that not all visitors make purchases, which sometimes creates operational challenges (e.g., monitoring for theft, or product damage when children are around.)

Customer Behavior and Demographics: While students and nearby professionals (like doctors and dentists) remain frequent weekday customers, the employee observed a growing presence of families and international tourists, particularly French visitors in recent weeks. The increase in family-oriented programming outside the store, such as street performers like the Easter Bunny, and weekend activities, has made the area more attractive for parents with children. She also noted more late-night customers, often drawn in by the store's candy selection after visiting nearby bars, though the lack of ambassador presence in the evenings raised safety concerns.

Plaza Safety and Ambassadors: Safety was a major theme for this Rocketfizz employee, especially as a woman being a sole employee at a bright vibrant candy store. She emphasized how safe the ambassadors made her feel, regularly checking in especially in the mornings when she opens the store alone and in situations when unhoused individuals, sometimes under the influence, enter the store. The ambassador's absence at night can feel unsettling for her when working closing shifts.

Design and Amenities: The employee praised the plaza's setup, described the atmosphere as having a more "European" feel when tables are out and people are relaxing outdoors. Her suggestions for improvement included installing more tables and seating, adding speakers for music, and incorporating aesthetic elements like colorful umbrellas for shade protection. Drawing from her experience in Istanbul's Taksim Square, she envisioned the plaza as a livelier public space filled with sights and sounds. "It would be nice if they had umbrellas like we had there - it's so hot every day."

Deliveries and Logistics: While there were initial challenges when the street first closed, particularly with larger trucks not knowing where to unload, the business now receives most of its deliveries from an entrance behind the store that leads onto a street between Broxton and Gayley. The employee uses delivery services like Instacart and DoorDash and noted that drivers either park briefly behind the shop or bike directly to the entrance. Occasionally, rideshare and delivery drivers wait in their private parking area, but this has not created major disruptions for Rocketfizz.

Community Events and Activities

The employee spoke positively about the community events held at the plaza. In addition to the weekly farmers market and flea market, she cited children's entertainment, including puppet shows and a visit from the Easter bunny, as major draws. These events increased foot traffic into her store and created a festive atmosphere that benefited Rocket Fizz's visibility and customer volume. She was enthusiastic about the potential for more events, such as live music, street performers, or even programming focused on pets and animals.

Marketing and Communication: The Rocket Fizz employee described the Westwood Instagram as “amazing” and believes it does a good job keeping people informed. However, she pointed out that Rocket Fizz’s own social media presence is lacking and not professionally run, suggesting that individual business efforts also play a role in visibility.

ShareTea

A manager at Sharetea in Westwood was interviewed. Overall, the manager expressed a positive view of the plaza, especially in terms of ambiance and safety.

Business Impact and Foot Traffic: The Sharetea manager noted that the Broxton Plaza has had a generally positive impact on business. While foot traffic levels have remained mostly consistent with pre-plaza patterns, they observed that weekend sales may have increased slightly, especially from families and people lingering in the area after dining elsewhere. Thursdays and Fridays remain peak days due to the events and large numbers of UCLA students.

Operational Logistics and Deliveries: There were some initial complaints from delivery drivers, particularly DoorDash, who found it difficult to locate parking or access the storefront. However, over time, these challenges diminished as drivers adjusted by using nearby streets or the alley. The manager indicated that operational routines have not required major adjustments and that no current delivery issues persist. Employees and staff have not raised concerns regarding commute or street access.

Customer Feedback and Demographics: Customer patterns have remained stable, with UCLA students as the core clientele. The manager said there hasn’t been a noticeable shift in demographics, although they mentioned seeing more families around the weekends. Feedback from customers has been mostly positive, though there have been some concerns related to homelessness, especially before the plaza was implemented. Overall, the manager feels the plaza is more comfortable and safer thanks to the ambassadors.

Plaza Design and Safety: The manager feels the plaza is more comfortable and secure, particularly with fewer homeless individuals loitering in the area and a visible presence of ambassadors and police doing periodic check-ins.

Community Events and Engagement: Sharetea has previously participated in plaza programming, notably by offering “100 free boba drinks” during the grand opening event. While the manager was unsure about participating in future events; stating that decisions are made by the owner; they acknowledged that plaza events do create more foot traffic and activity, particularly on Thursdays and Fridays.

Marketing and Communication: The manager was satisfied with current communication efforts, noting that Sharetea’s Instagram is linked to Westwood Village’s social media. They also expressed confidence in the communication around plaza upkeep and acknowledged the role of ambassadors in checking on local businesses.

Interview with a NWWNC rep: J.W.

JW, a UCLA employee and elected member of the North Westwood Neighborhood Council (NWWNC) since July 2023, provided extensive insight into Broxton Plaza's history, implementation, and potential.

The NWWNC's Involvement and Support for Broxton Plaza included financial support where the council issued a Community Impact Statement supporting Broxton Plaza, and transferred city funds Broxton Plaza, some of which supported the purchase of street furniture like tables and chairs for Broxton Plaza.

Westwood, as a Pedestrian Oriented neighborhood, thrives on pedestrian and bike traffic. Broxton Plaza was viewed as a way to revitalize the area by making it more attractive via foot traffic. Converting Broxton from a vehicle-heavy space to a pedestrian plaza could help fill vacant storefronts.

There were, however, many city staffing issues in LADOT and Public Works involved in the plaza's implementation due to which there were major delays in tasks like installing the gates or repaving surfaces. The pandemic also significantly delayed the plaza for several years.

These delays are not uncommon in terms of infrastructure installation as well as commercial vacancies. City-owned properties (like the one Splatter's was trying to lease) took months to be processed. He noted this problem may stem from limited incentives for quick action due to Prop 13, minimal property tax burdens, and long-term lease expectations (LA County, 1978). He mentioned that past city studies (e.g., the 10-year-old Westwood retail strategy)(York Consulting Group LLC., 2014) show there's no actual parking shortage; what's needed is better leasing and occupancy practices.

In terms of design and plaza activation, J. supports more permanent public art, murals, and increased shade (e.g., awnings or string lighting) to create a more inviting pedestrian space. He supports more partnerships with UCLA's School of Art for rotating public art exhibits or student-led installations. He noted that the council itself is also exploring the state-approved senate bill 969 "entertainment zone," which would allow outdoor alcohol consumption within a controlled-access perimeter, as a viable plaza activation tool.

The representative mentioned future bike lane improvements on Gayley and Bus Lanes on Westwood Boulevard funded by Measure HLA, as mentioned in the Westwood Chapter. Additionally, he emphasized the need for ADA-compliant infrastructure, especially beyond the BID's boundaries. The sidewalk conditions in the North Village are poor, and UCLA students on the Council are consistently filing 311 reports for broken sidewalks.

In terms of community engagement, he did feel the current community engagement frameworks are ones that amplify loud, unrepresentative voices and delay implementation, particularly if they are coming from the downtown Westwood side which are unrepresentative of the UCL A side of the Westwood area. This is in the context of the North Westwood Neighborhood Council being formed, separating from the original coalition of the Westwood Neighborhood Council (Schneider, 2019).

In terms of the plaza's future potential, he supports a possible Phase 2 expansion of the plaza northward past the De Neve block, as part of the plaza's original implementation plan. This is especially important for the 2028 Olympic/Paralympic Games though he does feel the approach should launch pilot programs like the entertainment zone to assess and adapt to any policy changes needed.

Glossary

- **Al Fresco Ordinance (Zoning Information [ZI] No. 2498 / Ord. No. 188,073):** A Los Angeles ordinance allowing restaurants to provide outdoor dining on public or private property without needing additional design review, significantly supporting plaza activation.
- **Ambassador Program:** A WVIA-managed service in which staff help maintain cleanliness, provide visitor assistance, and deploy temporary plaza infrastructure daily from 11 AM to 7 PM.
- **ADA (Americans with Disabilities Act):** An Act detailing guidelines on implementing accessibility requirements.
- **BB (Barney's Beanery):** A long-standing bar and restaurant located on Broxton Avenue that has provided historical and operational insight into Westwood's changing business environment.
- **BID (Business Improvement District):** A property-based assessment district in which property owners contribute fees based on factors like parcel size, square footage, street frontage, and zoning to fund improvements and services in a designated area.
- **Broxton Plaza:** A pedestrian-only plaza established in Fall 2024, spanning 14,000 square feet along Broxton Avenue. It serves as a key public space for events, dining, and community interaction in Westwood Village.
- **Entertainment Zone (SB 969):** A legal designation allowing cities to create areas where open-container alcohol consumption is permitted under strict regulation. This tool is being explored for Broxton Plaza.

- **ITS (Institute of Transportation Studies):** A research institute based at UCLA (and part of the University of California system) that provided funding support for this project through a student research grant.
- **Measure HLA:** A Los Angeles ballot initiative passed in 2024 that mandates the implementation of complete street elements, such as bike and transit infrastructure, during street improvements.
- **Mobility Plan 2035:** Part of the City of Los Angeles General Plan Transportation Element, this plan mandates prioritization of transit, biking, and pedestrian improvements on designated corridors.
- **MUTCD (Manual on Uniform Traffic Control Devices):** A compilation of national standards for all traffic control devices like signage and parking, by the US Department of Transportation and the Federal Highway Administration.
- **NWWNC (North Westwood Neighborhood Council):** A breakaway neighborhood council formed to more directly represent the interests of UCLA students and stakeholders in the northern part of Westwood Village, including Broxton Plaza.
- **PED (Pedestrian Enhanced District):** A designation used in urban planning and zoning to prioritize pedestrian-oriented design features, often including traffic calming, widened sidewalks, street furniture, and restricted vehicle access.
- **Pedestrian Scramble:** A type of signal treatment at an intersection that stops all traffic and allows people to cross from all corners at the same time, including diagonally.
- **Purple (D) Line Extension:** A Metro heavy-rail project extending the D Line to Westwood/UCLA, set to open by 2027, enhancing regional connectivity and expected to increase foot traffic near Broxton Plaza.
- **SB:** Senate Bill
- **SB969:** Entertainment Zone
- **TIMP (Transportation Improvement and Mitigation Program):** A local initiative aimed at managing traffic congestion in Westwood Village through improved pedestrian circulation and reduced car dependency.

- **Transit Priority Area (ZI No. 2452):** A CEQA designation where parking, aesthetics, and similar issues are exempt from being considered environmental impacts, streamlining pedestrian and transit projects.
- **Westwood Forward:** A coalition of students, faculty, and business owners advocating for more inclusive, youth-oriented representation in Westwood, leading to the formation of NWWNC.
- **Westwood Village Specific Plan (ZI No. 891):** A zoning regulation governing construction, signage, changes of use, and development within Westwood Village, subject to oversight from the Westwood Design Review Board.
- **WNC (Westwood Neighborhood Council):** The original city-recognized neighborhood council representing Westwood. It historically included both residential and university-adjacent areas before the formation of the NWWNC.
- **WVIA (Westwood Village Improvement Association):** A 501(c)(3) non-profit organization dedicated to making Westwood Village a clean, safe, and friendly environment through maintenance, security services, and programming efforts.
- **ZI:** Zoning Information document
- **ZI No. 2452:** A CEQA designation for a Transit Priority Area
- **ZI No. 2498:** Al Fresco Ordinance
- **ZI No. 2517:** Al Fresco dining program.
- **ZI No. 891:** Westwood Village Specific Plan

Poster



LA's biggest Broxton Pedestrian Plaza

Westwood Village Improvement Association | LADOT - People's St. Program

BACKGROUND

People St Broxton Plaza launched via a collaborative effort between **Westwood Village Improvement Association**, and the **People's Street Program** by **LADOT**

Strategy to revitalize Westwood by creating **vibrant public space** to center **community**, support **walkability**, increase occupancy rates, attract business & customers

It is a **Through-Block Plaza** of **14,000 sq. feet**

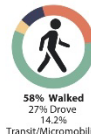
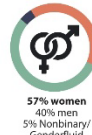
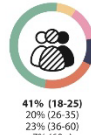
METHODOLOGY

This research analyzes **public opinions** and **attitudes** towards Broxton Plaza through **surveys**, plaza usage through **counts** and **observations**.

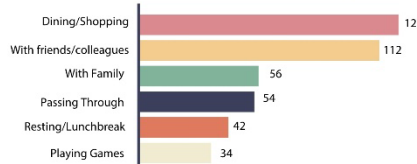
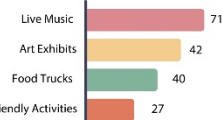
Interviews, Surveys, Counts, Observations

Time Period	Six weeks (from 2/15/25 - 3/31/25)
Survey Responses	111 responses combined
4 Survey Methods	66 plaza surveys, 18 Paper surveys, 17 Digital surveys, 9 Short interviews
Interview responses	14 interviews
Observation Rounds	38 observations
No. of Counts	72 count collections
Count variables	Amenities, Pedestrians, Plaza & AI Fresco Occupants, Cyclists & Scooterists

FINDINGS



"What more do you want to see at the plaza?"



113
Avg. no. of people observed per hour

FUN FACT 1 in 4 plaza users come here at least once a week or more!

Families with children & pets are most seen on weekend afternoons, especially Saturdays at 3 PM

	Excellent/Good	Average	Fair/Poor
Cleanliness	61%	25%	14%
Safety	79%	13%	8%
Accessibility	75%	19%	6%
Seating	45%	31%	24%
Dining/Retail	62%	25%	13%
Recreation	53%	31%	16%
Atmosphere	71%	20%	9%
Events	62%	24%	14%
Art/Aesthetic	50%	27%	23%
Bike/Car Parking	51%	32%	18%



FACULTY ADVISOR: MADELINE BROZEN

CONSULTANT: EISHA SHAKEEL

CLIENT: WESTWOOD VILLAGE IMPROVEMENT ASSOCIATION

Figure 33. Capstone Poster Session with preliminary findings (incomplete) – April 3rd, 2025.

UCLA

Capstone Projects

Title

Broxton Plaza: A Strategy for Community Revitalization in Westwood

Permalink

<https://escholarship.org/uc/item/22c019wj>

Author

Shakeel, Eisha

Publication Date

2025-06-13

DOI

10.17610/T6960X