

## NCWP CPU Ad Hoc Committee Handout

Q: Playa Vista's Impact since 2005 CPU (Employees Commuting to/from PV?)  
 Data from Compass/PV Fall 2022 travel survey recently conducted with PV employees

Total employee count	3245
Response rate	<b>37%</b>

	Response Count	Proportion of Respondents	Extrapolated Count	Average Commute Distance (miles)
Onsite (live outside of 90094)	715	60%	1953.0	14.6
Offsite (live outside of 90094)	437	37%	1193.7	135.8
Onsite (live in 90094)	27	2%	73.8	4.0
Offsite (live in 90094)	9	1%	24.6	3.9
Total Survey Respondents	1188			

### Notes:

- Response rate pretty low (37%)
- Extrapolated #s more significant.
- ~ 2000 employees commuting
- Housing costs not in line with employee comp.
- Put more people on the road, but small impact compared to LAX expansion.

## General

- 460 Acres / 1.3 sq miles
- The mix: 8081 residential units, 3M sq ft commercial, 200K sq ft retail and “community serving facilities” (library, fire station, etc)
- 29 neighborhood parks (157 acres)
- Approx. 63% of the residents live in renter-occupied homes.
- Lifestyle & Transit
  - Walking Score: 74 (Very Walkable)
  - Biking Score: 82 (Very Bikable)
  - Transit: 45 (Some Transit)
- Playa Vista Compass: transportation planning office for PV employers, employees

## Residential

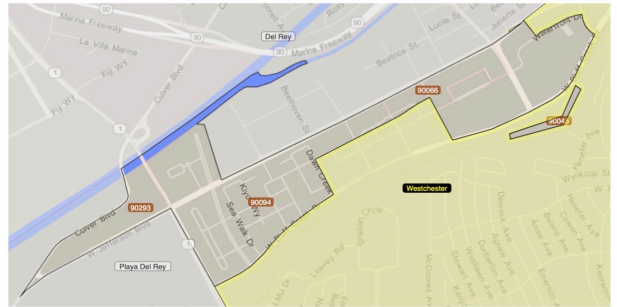
- 21,950 residents
- Median age of 38
- February 2023, avg apartment rent: \$3,403 for a studio, \$3,009 for one bedroom, \$4,840 for two bedrooms, and \$4,233 for three bedrooms.

## Commercial

- ~6,000 people work in PV
- 40+ companies on PV “Campus”
- *Google, Yahoo, 72andSunny, USC Institute of Creative Technologies, LMU School of Film and Television, California Pizza Kitchen Corp HQ, IMAX HQ LA Chargers and LA Clippers*
- 2017 (old data): 6% of PV employees lived there. 28% of PV employees lived in a 3-mile radius of PV

## Sources

<https://grnroomla.com/neighborhoods/playa-vista>  
[\(https://naturallygreencleaning.com/locations/playa-vista/\)](https://naturallygreencleaning.com/locations/playa-vista/)  
<https://playavista.com/the-campus/>  
<https://www.point2homes.com/US/Neighborhood/CA/Los-Angeles/Playa-Vista-Demographics.htm>  
<https://playavista.com/shared/2017/04/PlayaVistaSustainabilityCaseStudy.pdf?x31669>  
<https://labusinessjournal.com/real-estate/workers-silicon-beach-find-coast-costly/>  
<https://playavista.com/shared/2017/04/PlayaVistaSustainabilityCaseStudy.pdf?x31669>  
<https://www.apartments.com/playa-vista-ca/#guide>  
<https://maps.latimes.com/neighborhoods/population/density/neighborhood/list/>



**11 Is a three day commute from Silverlake to Playa Vista doable?**

I'm moving to Los Angeles and from my research it seems like the Hipster 3 areas (Los Feliz, Silverlake etc) tick all my boxes. However, I'll be working in Playa Vista and I wanted to see how doable the commute is.

I maybe able to avoid rush hour but let's assume I'll be coming to the office for 8:30 am.

How bad would the traffic be? If it's terrible what alternative neighbourhoods would you recommend that have a similar vibe (diverse, affordable and good night life brunch spots)?

My budget for an apartment is \$2.5K

24 Comments Share Save Hide Report 82% Upvoted

**Dommichu · 5 mo. ago**

I currently go into the office several days a week in the Playa Vista Area. It will be awful. There is no avoiding traffic into PV either because most of the employers like mine are still flex, morning traffic is 7a-10a and evening traffic is 3p-8p. If you end up in a place in Silverlake without parking (which is very likely), you will be completely SOL in finding a spot by the time you get home. It's just a frustration that isn't worth it.

With your budget I would suggest Mar Vista, Playa del Rey and Palms. It would most likely be an older building, but so are most places in in Silver Lake/Echo Park/Los Feliz and you have the benefit of cooler weather.

Good luck.

26 Reply Share ...

## Density Comparison in “Planning the Westside” Geography

Planning the Westside	LA Times Mapping Data	Density*		
CPU 1	Palms	21,870	15,183	Avg for CPU area
	Mar Vista	12,259		
	Del Rey	11,420		
CPU 2	West LA (Sawtelle)	13,319	13,319	
CPU 3	Venice	11,891	11,891	
CPU 4	Westchester	3839	3,080	Avg for CPU area
	Playa Del Rey	3,542		
	Playa Vista	1,859		
* people per sq mile				
<a href="https://maps.latimes.com/neighborhoods/population/density/neighborhood/list/">https://maps.latimes.com/neighborhoods/population/density/neighborhood/list/</a>				

[02/27/23]