

A string of large, green, block letters spelling "VENICE" is suspended across the top of the image. The background shows a street scene with buildings and a clear sky.A yellow graphic element on the left side of the slide, consisting of a series of vertical bars of varying heights and a white circle with a black outline.

# Next stop: building communities.

## Division 6 Joint Development

Workshop #2: Refining The Vision-  
What we've heard from you so far.

December 1, 2018



# Welcome and Agenda

Thank you for joining us!

10:00am	Welcome & Sign-In
10:10am	Introduction
10:15am	Division 6 Presentation/Survey
10:30 am	Group Exercise 1: Trade Offs
11:00 am	Group Exercise 2: Table Mark Up
11:25 am	Report Back
11:40 am	Q&A / Final Survey/Next Steps

# Today's Goals

- Brief review of project and purpose.
- Review outcomes of Phase One Outreach: What did we hear from the community?
- Refine feedback:  
Did we capture your priorities and concerns?
- Discuss physical characteristics, future site uses, & development tradeoffs.

# Metro Joint Development

- Joint Development (JD) is the real estate management program through which Metro collaborates with qualified developers to build transit-oriented developments on Metro-owned properties.
- JDs are opportunities to leverage public land to support community goals -- this requires your feedback and strong partnerships with other public agencies and community-based organizations.



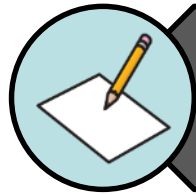
# Metro Joint Development Process



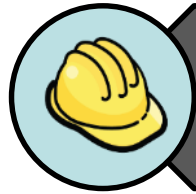
Initial Community Outreach



Developer Solicitation/Selection



Project Refinement, Joint Development Agreement (JDA) and Ground Lease (GL) Negotiations




Permitting and Construction

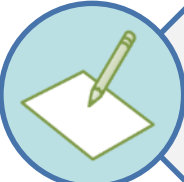
# Metro Joint Development Process




Initial Community Outreach



Developer Solicitation/Selection



Project Refinement, Joint Development Agreement (JDA) and Ground Lease (GL) Negotiations



Permitting and Construction

## Actions

- Community Meetings
- Creation of Development Guidelines

## Results

- Board approves Development Guidelines

## Timeframe

- 6-8 months

# Metro Joint Development Process

- Shade structures like awnings or canopies and construct shelters for shade and inclement weather should be provided.
- Pavement, street furniture, lighting, and fences should utilize high quality and sustainable materials. Variations in materials, street furniture, and tree and plant species are encouraged if they add to the character and quality of the streetscape.
- Hardscape materials should be selected to reduce the reflection and re-radiation of heat.



Photo: La Citta Vitta



Photo: Frances Dinkelspiel

## BUILDING FRONTAGES

### Development Recommendations

- The street frontage should be designed to activate the development edge and create a playful and enjoyable environment.
- Along Lankershim Boulevard and Chandler Boulevard, ground floor space for retail and cultural uses should be oriented to the street. Storefronts and entrances along in order to sustain street level traffic.
- Buildings should be designed to be viewed from multiple sides to provide secondary entrances for building pathway, or paseo as well as on the street.
- Support should be provided to building owners for signage, interiors, and design to the unique and eclectic identity of the neighborhood.

## PUBLIC ART

### Development Requirements

- The North Hollywood Redevelopment Plan and the Design for Development require that 1% of the development cost must be set aside for public art. Refer to [http://www.crala.org/internet-site/Other/Art\\_Program/](http://www.crala.org/internet-site/Other/Art_Program/) for more details.
- The City of Los Angeles requires that a commercial or industrial building for which the total value of all construction or work is \$500,000 or more, is required to pay an arts fee. Refer to the Arts Development Fee Ordinance Summary (Municipal Code 91.107.4.6.) for specific details.
- Metro staff is conducting research to determine if the art fees referenced above are overlapping or, instead, independent of each other and therefore to be considered cumulative. Metro will issue an addendum to this Guide for Development as soon as this information is confirmed.

## BUILDING FRONTAGES

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# Metro Joint Development Process

- Underground parking is encouraged where it is physically and economically feasible.
- Parking structures should be architecturally compatible in terms of size, scale, and bulk as it relates to adjacent properties and the overall design of the project.
- Parking structures should be placed behind buildings and should not face on to Lankershim Boulevard or Chandler Boulevard.
- Any exposed parking structure façade that faces a street should either be wrapped with active uses, designed with a high-quality, layered façade, or incorporate public art.
- Above-ground parking structures should be placed in the center of the block and wrapped with occupiable space.
- Exposed roof areas should be used as open space and at least 50% shaded through the use of landscaping (5 years from construction photovoltaic trellises, or any other appropriate reflective shading techniques).
- Vehicular entrances to parking structures along secondary street should be provided. Vehicular access and parking should respect pedestrians and public spaces and contribute to the pedestrian quality of the neighborhood.
- Parking structure entrances should be designed for natural surveillance and maximum visibility with views into the structure from adjacent public areas.



Photo: Xavier de Jaureguiberry



## AFFORDABLE HOUSING Development Recommendations

- Consistent with Metro's Joint Development Policy, we encourage the developer to include 35% of housing units at levels affordable to households earning 60% or less of Area Median Income.
- Community stakeholders expressed a strong interest in workforce, senior, and artist housing types.
- Affordable housing is encouraged to be integrated with market rate housing rather than segregating by income targets, where possible and feasible.
- Options to provide a variety of housing types to families at a variety of income levels, including home ownership, should be explored.

## AFFORDABLE HOUSING

### Development Recommendations

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# Metro Joint Development Process



## Actions

- Issue Request for Information and Qualifications (RFIQ) and/or Request for Proposals (RFP)
- Evaluate proposals
- Community update

## Results

- Metro Board authorizes Exclusive Negotiation Agreement (ENA) with recommended developer(s)

## Timeframe

- 6-8 months

# Metro Joint Development Process



## Actions

- Developer progresses architectural design
- Developer-led community outreach and input – several iterations
- Entitlements and CEQA process
- Negotiation of financial terms

## Results

- Metro Board approves JDA and GL

## Timeframe

- 12-24 months

# Division 6 Phase One Outreach

- 3 Focus Group meetings
- 6000 hand-delivered flyers
- Workshop #1 October 25th
- Venice Farmers Markets
- “Virtual Workshop” with over 1000 participants
- Comments through our website
- Facebook forum comments



# What does the community like most about Venice?

A word cloud visualization of responses to the question 'What does the community like most about Venice?'. The word 'beach' is the largest and most prominent, centered in the middle. Other words are arranged around it in various sizes and colors. 'diversity' is large and blue, positioned to the left. 'character' is green and positioned above 'beach'. 'culture' is black and positioned above 'beach'. 'neighborhood' is black and positioned to the right of 'beach'. 'art' is black and positioned to the left of 'beach'. 'community' is green and positioned below 'art'. 'restaurants' is green and positioned to the right of 'beach'. 'people' is blue and positioned below 'beach'. 'vibe' is black and positioned to the right of 'people'.

diversity culture character  
art neighborhood  
community beach restaurants  
people vibe

# What are the things folks do NOT like?

crime traffic trash  
homeless encampments  
parking  
gentrification  
dirty cost of housing  
drugs

# What are some of the things that be good for the community on this site?

parks

mixed-use development  
live/work spaces

homeless services/housing

community spaces

art

housing

retail

services

# What are some of the things people do NOT want to see on this site?

expensive  
homeless services  
homeless housing  
Bridge housing  
shelter  
condos  
retail  
development  
parking

# What makes a successful development?

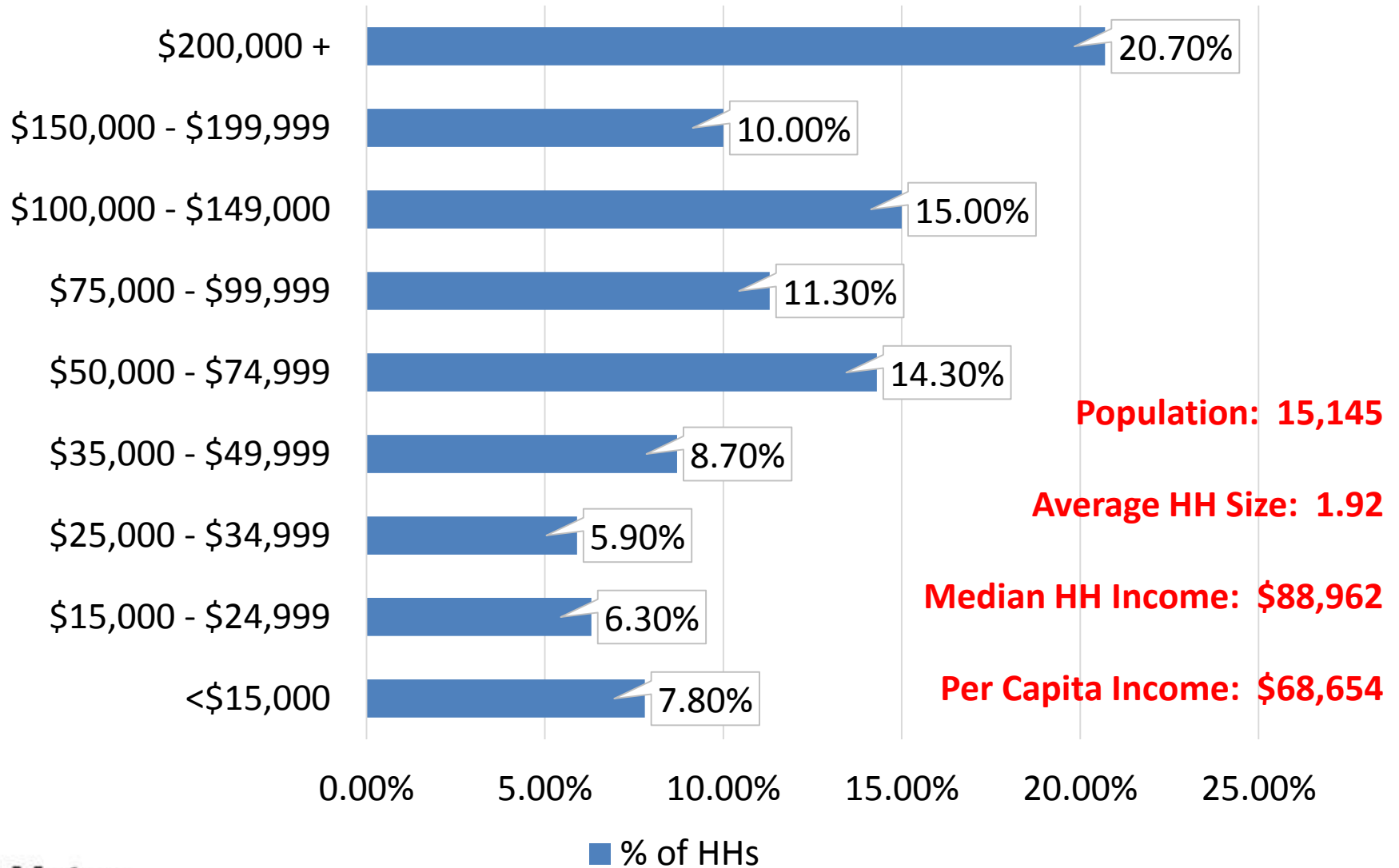




# Elements that work together!

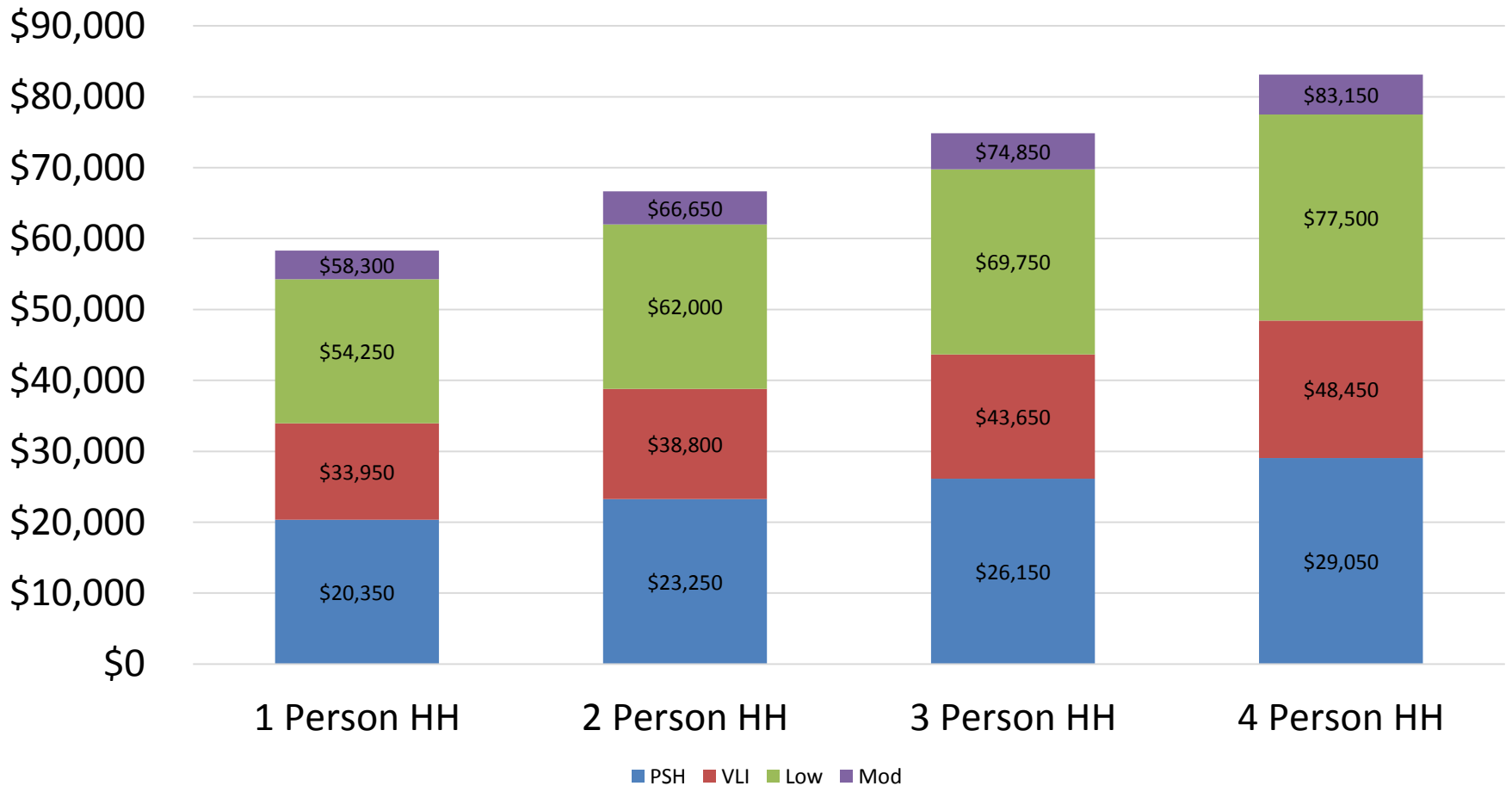
- Community Interests
- Development Standards
- Physical connection to existing community fabric
- Financial Feasibility

# Venice Household Income Distribution (2018)



# Affordable Housing Income Ranges

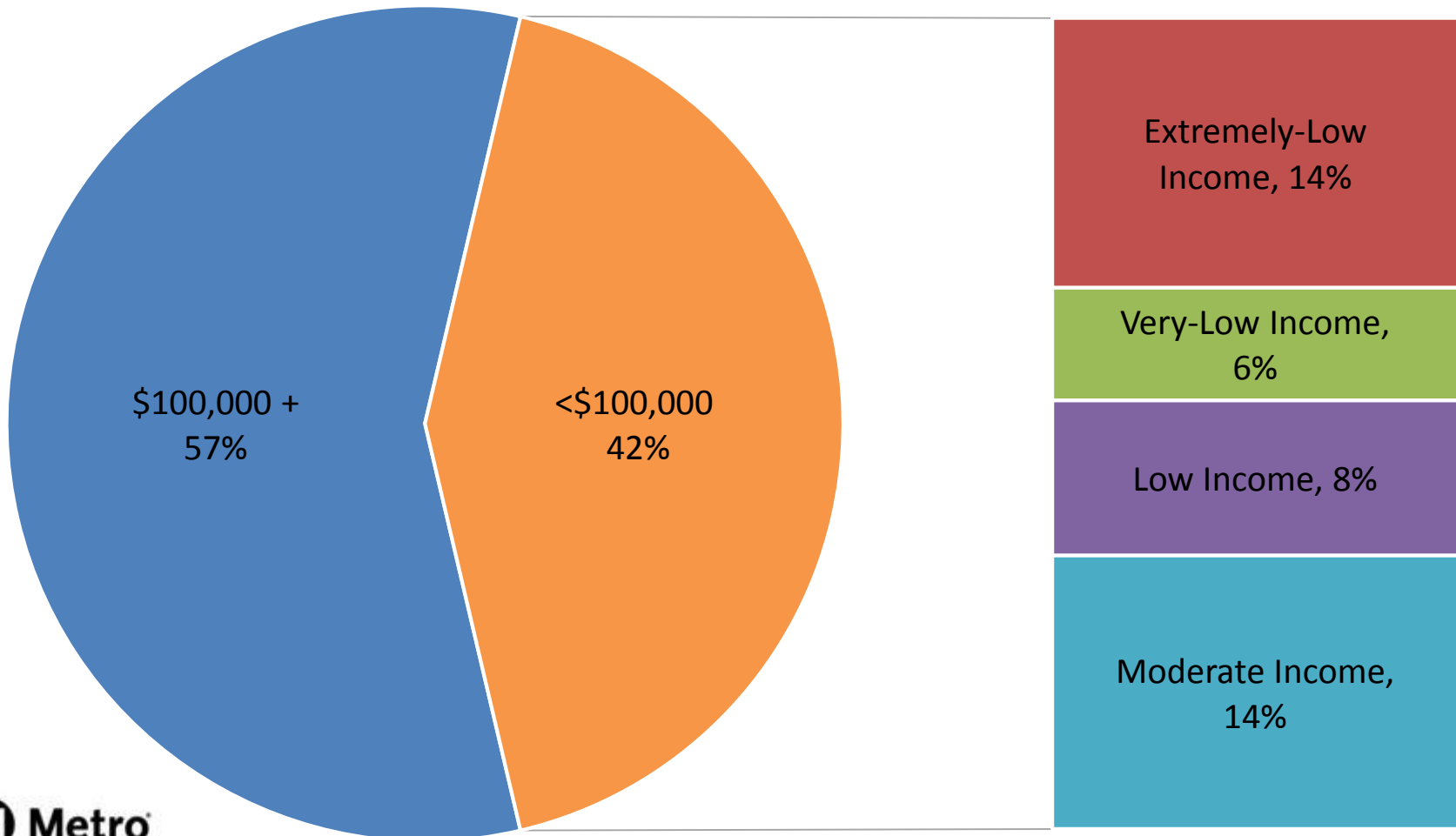
Los Angeles County - 2018



**54.3% OF VENICE HHs EARN BELOW \$100,000/YEAR**

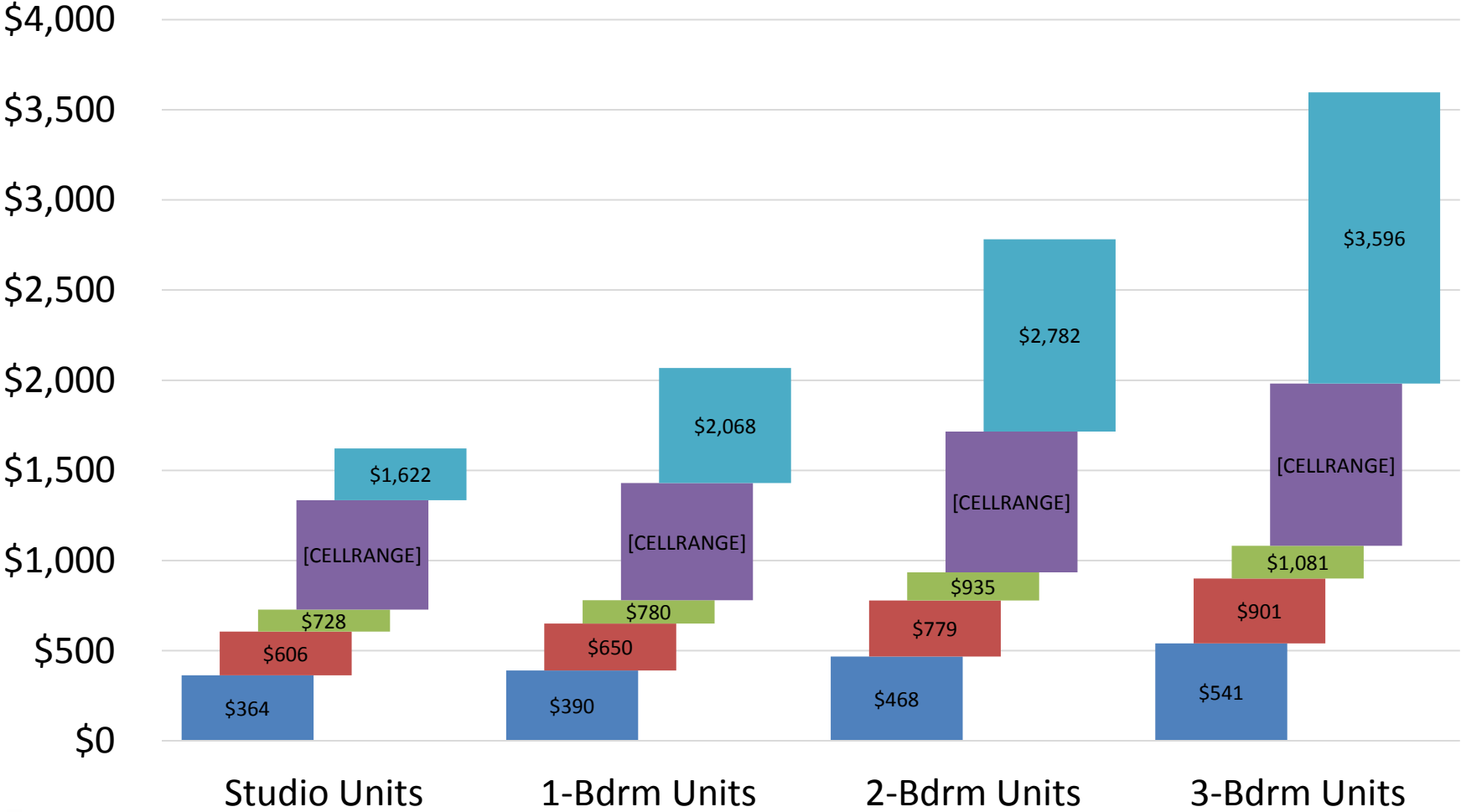
# Venice Households by Income Category

% of Households



# Apartment Rent Ranges

Venice Market - 2018



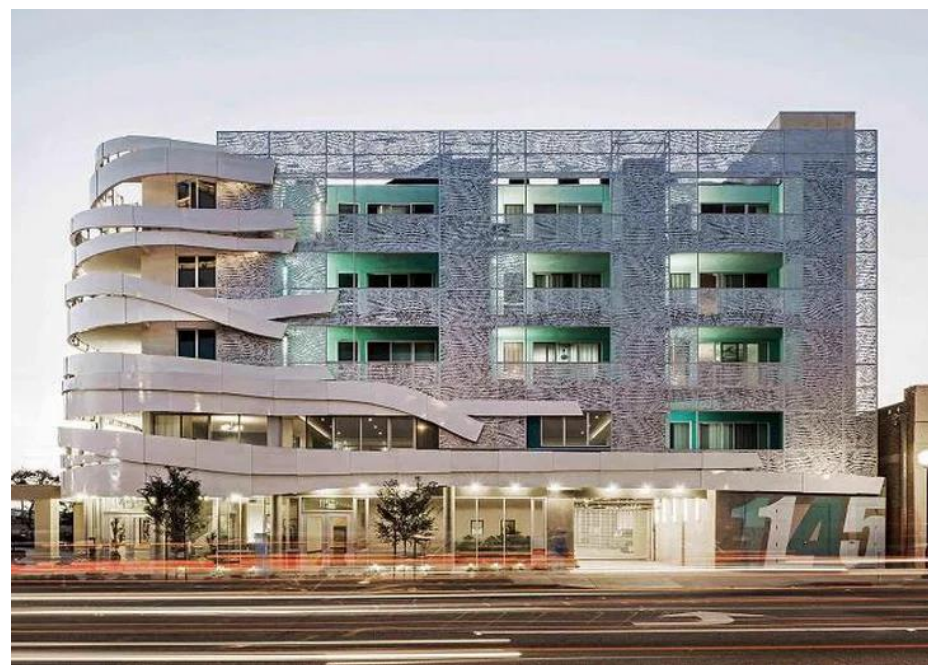
# Affordable Housing Types

## Permanent Supportive Housing

- Up to 30% of Area Median Income:

*An individual earning up to \$20,350/year would pay \$364 for a studio*

- Intensive on-site services
- Typical tenants: Individuals
- Funding Sources:
  - Federal (Tax Credits)
  - State
  - Local



- The Courtyard at La Brea, West Hollywood
- 31 Units
- 100% Extremely-Low Income

# Affordable Housing Types

## Very Low-Income Housing

- Up to 50% of Area Median Income:  
*A family of three earning up to \$43,650/year would pay \$779 for a 2-bedroom apartment*
- Some on-site services
- Typical tenants: Seniors, Families
- Funding Sources:
  - Federal (Tax Credits)
  - Minimal State / Local



- Belmar Apartments, Santa Monica, CA
- Developer: Related California
- 100% affordable; 160 rental units
- Contains live/work studios with roll-up storefronts, as well as apartments in one-to-three-bedroom floorplans

# Affordable Housing Types

## Low-Income Housing

- Up to 80% of Area Median Income:

*An couple earning up to \$62,000/year would pay \$780 for a 1-bedroom apartment*

- Some on-site services
- Typical tenants: Seniors, Families
- Funding Sources:
  - Federal (Tax Credits)
  - Minimal State / Local



- Long Beach Senior Arts Colony (Meta Housing)
- 161 senior rental units:
  - 67 very low-, 131 low-income
- Includes art studios, an art gallery, and a 99-seat performance theatre



# Affordable Housing Types

## Moderate/Workforce Housing

- 80 to 120% of Area Median Income:

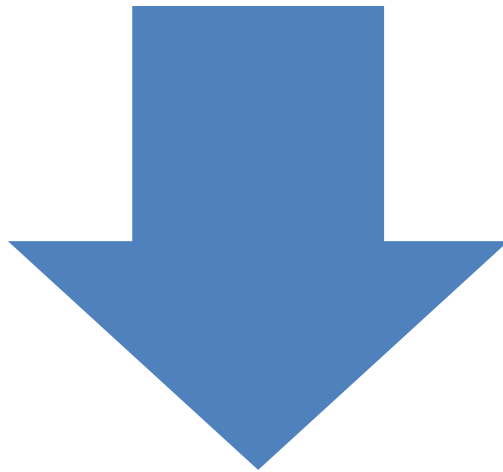
*A family of four earning up to \$83,150/year would pay \$1,982 for a 3-bedroom apartment*

- Minimal on-site services
- Typical tenants: Families
- Funding Sources:
  - None



- Residences at Pacific City, Huntington Beach
- 516 luxury units, ranging from studios to three-bedroom penthouses
- 20% reserved for Moderate Income households

# Trade-Offs that Impact Land Value



## Decreases Land Value

- Open Space
- Affordable Housing
- More Parking
- Ground Floor Retail
- Community Space

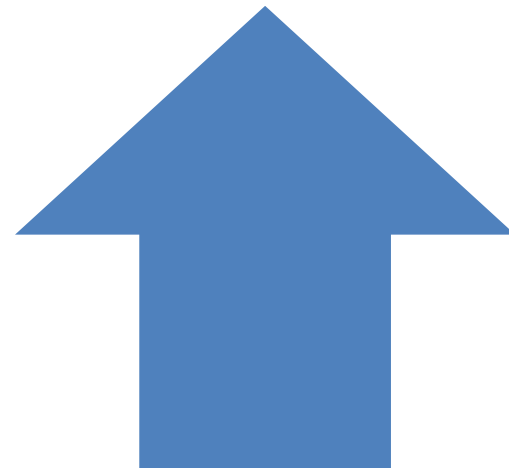
Developer's Goal: Maximize Land Value



Feasibility  
threshold

## Increases Land Value

- High-End Residential
- Higher Density
- Less Parking



# Group Exercises



# Group Exercises

## Remaining Workshop Agenda:

10:30 am	Group Exercise 1: Trade Offs
11:00 am	Group Exercise 2: Table Mark Up
11:25 am	Report Back
11:40 am	Q&A / Final Survey/Next Steps

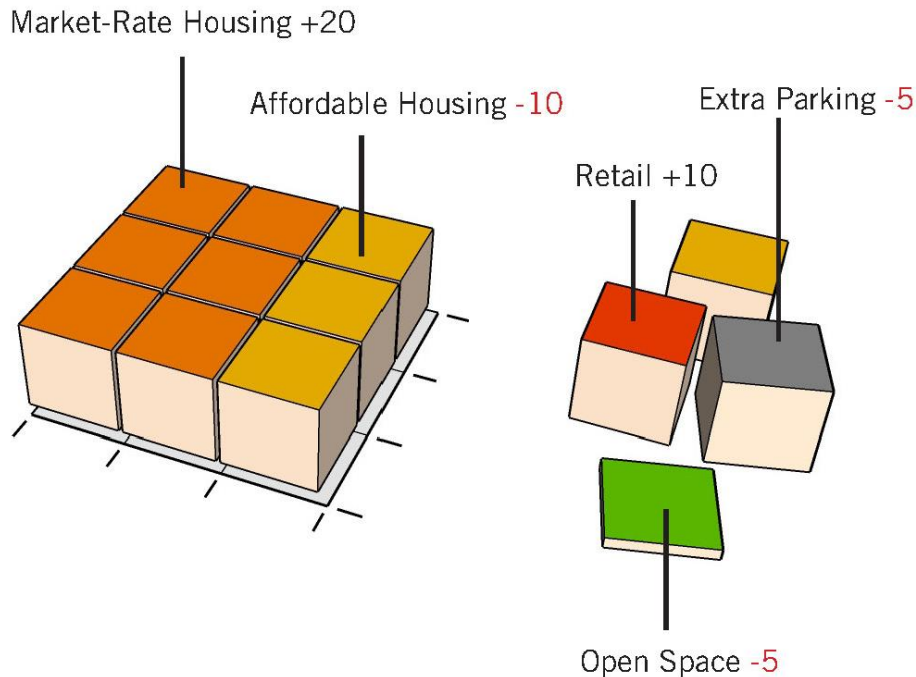
## Table Rules:

- Respect other peoples ideas
- Allow everyone to speak
- Please be brief
- Keep focus on the program as we have a lot of material to get through

# Group Exercise: Table Discussion

- Physical Characteristics
  - Design Principles
  - Program
  - Massing and Density
- Streets and Connections
  - Sidewalk and street improvements (where possible)
  - Street pattern and integration into neighborhood context

# Group Exercise 1: Trade Offs Game



## Revenue Generating

Market-Rate Housing

Hotel

Retail

## Cost

Affordable Housing

Community

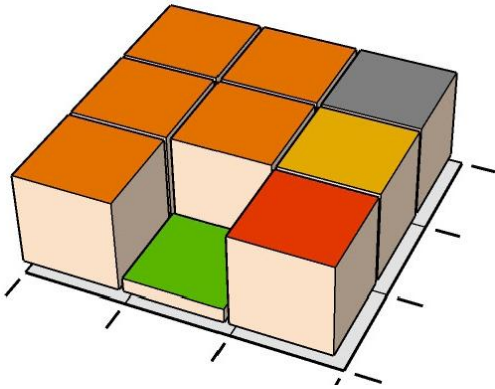
Amenities

Public Parking

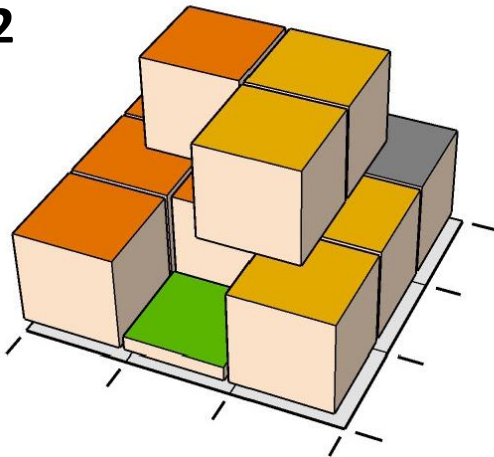
Open Space

# Group Exercise 1: Trade Offs Game

Example 1



Example 2



## Rules

- Trade cubes
- Stack cubes
- Write in uses
- Make conditions

Point total must equal 90 or greater

# Wrap-Up

Stay tuned for our upcoming workshop in early 2019

Keep in touch!

[metro.net/projects/jd-division6/](http://metro.net/projects/jd-division6/)

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