

Los Angeles County  
Metropolitan Transportation Authority

# DEVELOPMENT GUIDELINES FOR DIVISION 6 JOINT DEVELOPMENT



June 2019



Metro®



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# 1. OVERVIEW

The Los Angeles County Metropolitan Transportation Authority (“Metro”) has prepared these Development Guidelines (“Guidelines”) to communicate community stakeholders’ and Metro’s desires for the joint development of the Metro-owned property known as Division 6 (see Figure 1). Division 6 (“Site”) is a 3.12-acre property located at 100 Sunset Avenue in Venice. On January 28, 2016, the Metro Board of Directors adopted a motion calling for a community-based process to determine a new use for Division 6 through Metro’s Joint Development program. This relatively large parcel is located just a few blocks from the beach in the heart of the Venice community.

The Site is a significant opportunity to achieve Metro’s goals for community-led development and transit-oriented communities. The Site is not encumbered by federal requirements to dispose of the property as surplus and operations staff have determined that the Site will not be needed for existing or future transportation needs. Venice’s natural and economic assets and thriving economy make balancing competing demands for scarce land in this area essential. Venice’s popularity has led to rising land values in both the commercial and residential real estate sectors, driving a need for affordable housing and mechanisms to preserve the economic diversity of Venice for small and local businesses.

These Guidelines define a vision for development of the Site based on extensive community outreach initiated in the fall of 2018. The Guidelines identify land use policies and regulations that currently apply to the Site and provide additional specific requirements and objectives for future development of the Site.

This Guide is organized as follows:

- > Overview
- > Vision for Development
- > Regulatory and Policy Framework
- > Program Guidelines
- > Development Guidelines
- > Appendixes

All applicable State, County, and City of Los Angeles regulations and code requirements shall apply.

## 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 stakeholder feedback, strong partnerships with other public agencies, and community-based organizations.

## JOINT DEVELOPMENT PROCESS

The Joint Development (JD) process begins with the creation of development guidelines, driven by a community engagement process. In developing these guidelines, Metro works with the community and local regulatory agencies to identify the kind of development and related infrastructure that can contribute to the creation of transit-oriented communities.

Once development guidelines are adopted, Metro solicits development proposals for JD Sites through a Request for Information and Qualifications (RFIQ) and/or a Request for Proposals (RFP). JD projects are typically completed using a long-term ground lease to a private developer who fully entitles, environmentally clears, designs, finances, constructs, and operates a private development on Metro's property.





The goals of JD include supporting the community's vision for the site, encouraging housing for diverse income levels, and encouraging high quality architecture and urban design.

## What is a Transit-Oriented Community?

Metro's vision to create transit oriented communities (TOCs) focuses on shaping vibrant communities around transit. By connecting communities, destinations, and amenities through improved access to transit, TOCs promote walkable and bikeable communities that accommodate more healthy and active lifestyles; improve access to jobs and economic opportunities; and reduce greenhouse gas emissions.



# Metro Joint Development Process

STAGE	Initial Community Outreach	Developer Solicitation/ Selection**	Project Refinement, Joint Development Agreement (JDA) and Ground Lease (GL) Negotiations	Permitting and Construction
ACTIONS				
	<ul style="list-style-type: none"> <li>&gt;Stakeholder Outreach</li> <li>&gt;Community Meetings</li> <li>&gt;Creation of Development Guidelines*</li> </ul>	<ul style="list-style-type: none"> <li>&gt;Issue Request for Information and Qualifications (RFIQ) and/or Request for Proposals (RFP)</li> <li>&gt;Evaluate Proposals</li> <li>&gt;Community update</li> </ul>	<ul style="list-style-type: none"> <li>&gt;Developers progress architectural design</li> <li>&gt;Community outreach and input - several iterations</li> <li>&gt;Entitlements and CEQA process***</li> <li>&gt;Negotiation of financial terms</li> </ul>	<ul style="list-style-type: none"> <li>&gt;City engineering</li> <li>&gt;Construction documents</li> <li>&gt;City building permits</li> <li>&gt;City-related approvals</li> <li>&gt;On-site construction</li> <li>&gt;Occupancy</li> </ul>
	Board approves Development Guidelines	Metro Board authorizes Exclusive Negotiation Agreement (ENA) with recommended developer(s)	Metro Board approves JDA and GL	Completed project
approximate overall time frame: 42 to 64 months				
	6 to 8 months	6 to 8 months	12 to 24 months	18 to 24 months

\*Staff may undertake preliminary market analysis or related studies prior to the drafting of development guidelines.

\*\*Once the RFIQ/RFP is released, Metro is in a "blackout" period. During this period, Metro cannot discuss the specific content of proposals until staff releases their recommendations for a developer. Metro can do general outreach to keep stakeholders apprised of the process and key dates.

\*\*\*Proposed use requires local jurisdiction approval and may include environmental, zoning, and local plan consistency review and public hearings.

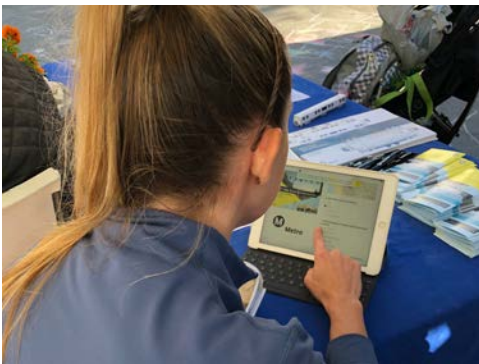
The Metro Joint Development Process includes four stages: (1) initial community outreach; (2) developer solicitation and selection; (3) project refinement, including additional community outreach, Joint Development Agreement ("JDA") and Ground Lease ("GL") Negotiations; and (4) permitting and construction. The process at Division 6 began in August 2018. These Guidelines are the outcome of the first stage of the JD process.

## COMMUNITY OUTREACH

In the fall of 2018, Metro’s JD department initiated an outreach effort including focus groups and workshops to facilitate a community visioning process for the Site. To start, Metro held three focus group meetings on October 16th and 17th at the Venice Skills Center in an effort to help shape the focus of the ensuing community workshops and outreach effort. The focus groups included residents in proximity to the Site, local business interests, and representatives from the local arts community. Each session lasted approximately 90 minutes and was facilitated by the consultant team with assistance from Metro staff.



The first workshop, held on October 25, 2018 at Westminster Elementary School, aimed to identify community concerns and desires for varying program elements. It was a listening session to hear the participants’ general likes and dislikes of the area surrounding the Site and to review opportunities and constraints for the Site. To gather additional feedback from those that were not able to attend the elements of the workshop were made available through a “virtual workshop” and garnered over 1,000 participants.



The second workshop on December 1, 2018, at the Venice Boy’s and Girl’s Club, summarized community concerns heard at the previous workshop and engaged participants in a trade-offs activity using blocks to represent different uses and the associated “value” to the future development. Additionally, a community walk was held after the workshop including the project site and surrounding area. This helped community members express what they desire in the future development and under what conditions certain uses are acceptable.



Metro held a culminating open house on February 20, 2019 at Westminster Elementary School, to summarize what Metro heard through the outreach process and to present and gather feedback on the preliminary elements of the draft Development Guidelines. To close, a “pop-up open house” was held at the Farmers Market on March 1, 2019.





There were approximately 50 participants at the first community workshop plus over 1000 on-line participants, nearly 40 participants in the second community workshop, and about 90 participants at the final open house including the pop-up. Comments were also taken online and accepted by the Metro team via email, social media, and regular mail for those who were not able to attend the meetings. A summary of the feedback received through the outreach process is included in Appendix A.

In addition, representatives from Metro participated in various local events including the Venice Farmers Market on October 19, October 26, November 16, November 30, 2018 and February 15, 2019. Metro also provided opportunities for the attendees to learn more about the project and provide feedback via digital surveys.

## Workshop 1 Photos

Community members shared their concerns and desires for the Site with the project team.



## Workshop 2 Photos

Workshop participants engaged in a hands-on trade-offs exercise. The discussion allowed community members to describe in more detail their desires for development on the Site.



### Workshop 3 Photos

The project team presented draft Guideline concepts. Community members provided direct feedback that was captured on presentation boards.



### Workshop 3 Community Feedback Post-its

More pickup / drop off  
Zones - to improve  
Safety & well-lit

People  
NOT  
CARS

housing  
for people ✓  
who work  
here but  
can't afford to  
live here

More density  
is worth  
to achieve  
for affordable  
units

Allow evening  
Sunset light into  
development,  
lower height  
at Pacific

- indoor space
- night time focus
- music focused  
performance  
theater
- 24 hour use

## SITE DESCRIPTION

The Site is one of the most desirable development locations in Venice. It is three blocks from Venice Beach and within a half-mile radius of Abbot Kinney Boulevard, Windward Circle, and the commercial corridors of Main Street and Venice Boulevard, which both continue north to Santa Monica. The Site is located between Main Street and Pacific Avenue and between Sunset Avenue and Thornton Place.

Formerly a Metro bus maintenance facility and yard and previously a Red Car maintenance yard, the Site fronts Main Street, a commercial street that extends 1.75 miles north-south from Tongva Park in Santa Monica to Windward Circle in Venice. The Site is surrounded by a mixture of single- and multi-family residential buildings, with commercial and office uses north towards Main Street and south towards Abbot Kinney. While the development grid varies throughout Venice, there is a clear underlying orientation of the grid towards to the Pacific Ocean.

Venice hosts an eclectic collection of unique architecture, public art, and street performers. One block north of the Site on Main Street sits the “Giant Binoculars” public art piece by Claes Oldenberg and Coosje van Bruggen. The adjoining building is designed by Frank Gehry. On the corner of Rose Avenue and Main Street, Jonathan Borofsky’s “Ballerina Clown” sits above the CVS Pharmacy, a public art sculpture inspired by the street performers of the Venice Boardwalk. South of the Site, Main Street connects to Abbot Kinney Boulevard, a quintessential Los Angeles retail and restaurant destination.

The Site is approximately rectangular in shape measuring 450 feet deep and 300 feet wide, and with a total of 136,000 square feet. There is an approximately 11-foot grade change between the highest point on the Site at the corner of Pacific and Sunset Avenues and the lowest point of the Site at Main Street and Thornton Place. The size and prominent location of this Site in the Venice community makes it a highly anticipated opportunity for development.

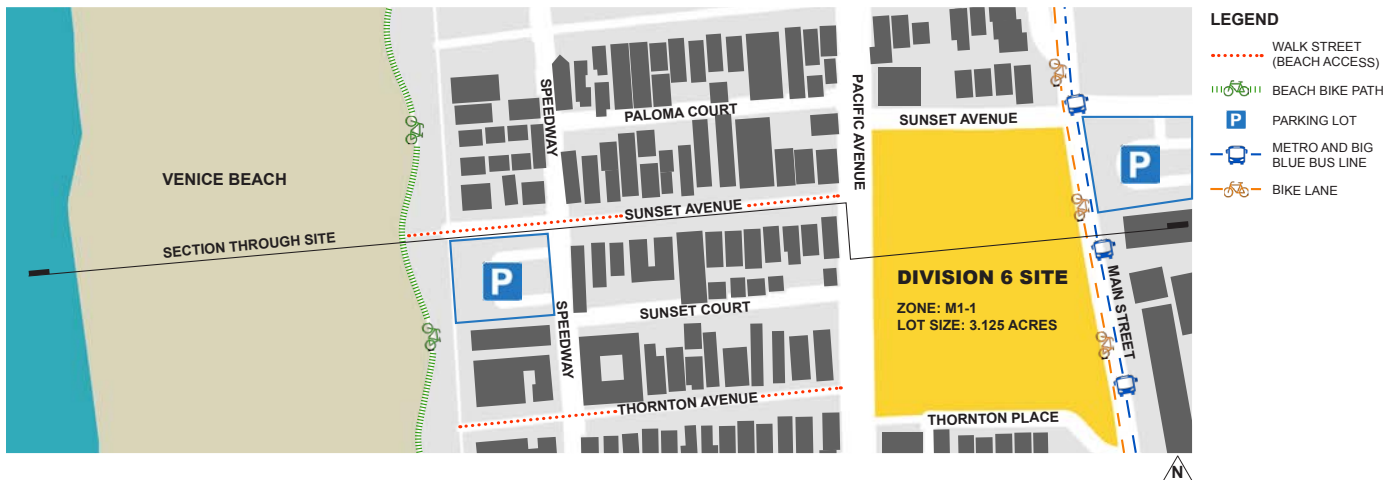
Venice and nearby Marina del Rey and Playa del Rey are among the lowest-lying elevations along the Santa Monica Bay. Elevations near the beach range from 15 feet to 25 feet, with a specific low-lying area approximately bounded by Abbot Kinney Boulevard, Pacific Avenue, and Washington Boulevard with elevations ranging from 3 feet to 6 feet. Over the long term, if sea levels rise by more than 3.3 feet in the next 85 years, there is potential for permanent inundation of large portions of the low-lying areas of Venice. The Site is vulnerable to the overlying environmental concerns of sea level rise facing Venice in the future.



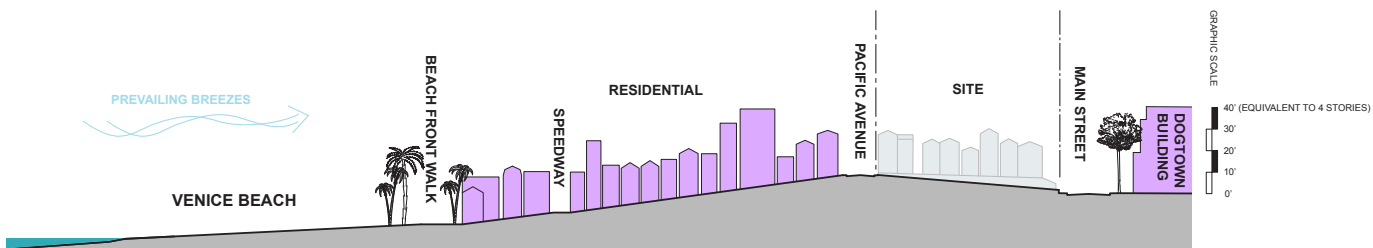
*Ballerina Clown by artist Jonathan Borofsky (2008)*



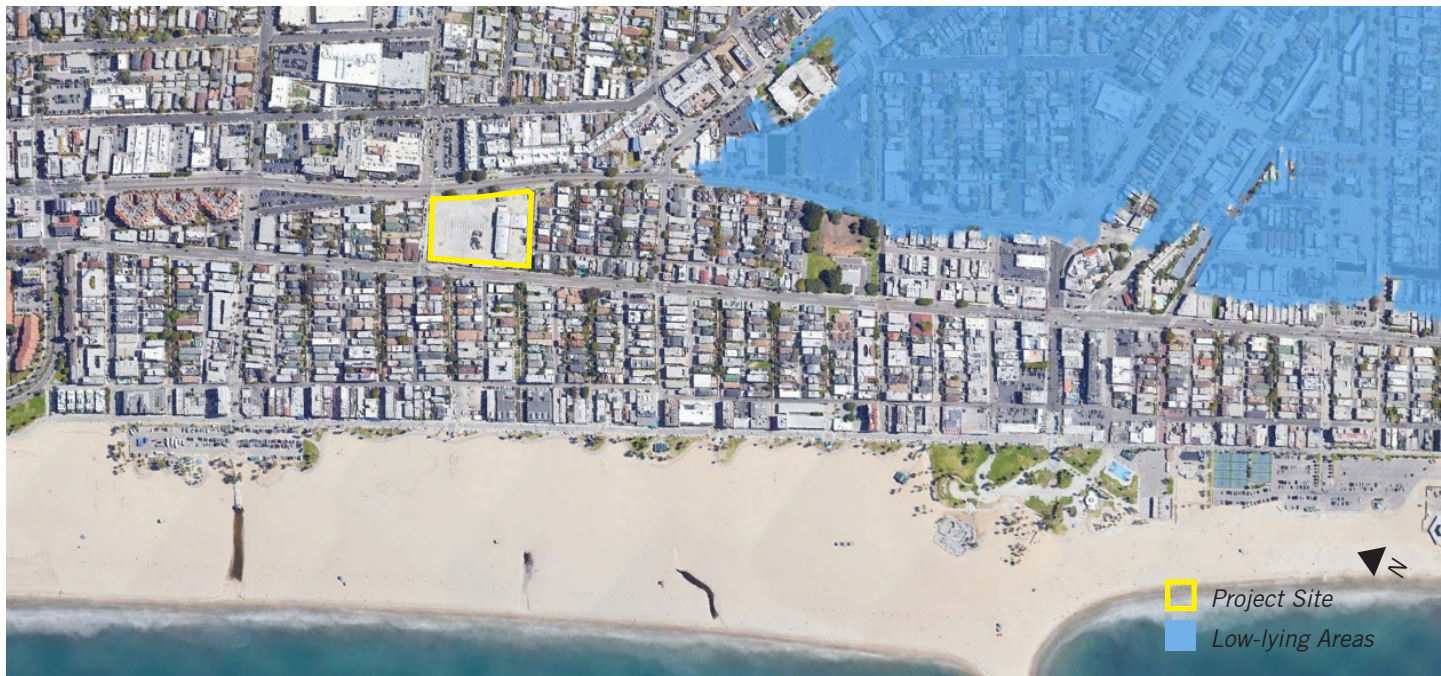
*Giant Binoculars by artists Claes Oldenberg and Coosje van Bruggen (1991)*



Site vicinity map showing the area from Venice Beach to Main Street



Site section looking north. Building heights are exaggerated for clarity.



6 ft Sea Level Rise Map (100 Year Projection)  
 Image Source: Google  
 Sea-level rise data source: NOAA Office of Coastal Management

## 2. VISION FOR DEVELOPMENT

### THE CONTEXT AND VALUE OF VENICE

Venice was founded as a resort town in 1905 and was an independent city until it merged with the City of Los Angeles in 1926. The town's founder, Abbot Kinney, dredged several canals in the former saltwater marshes to drain areas for development. The remaining Venice Canals are a popular attraction for locals and visitors to the area today.

The Site has a strong history of transit with its initial use as a Red Car transit facility. Venice Short Line was constructed in 1897. This line immediately became the heaviest traveled beach line out of Los Angeles and retained that distinction for many years. The route ran from Hill Street in Downtown Los Angeles to Venice City Hall and the connecting Lagoon Line. As the terminus of the line in 1950, Division 6 had already significantly shaped the scale and feel of the surrounding development in the Venice community.

Today, Venice has a unique character that is diverse and artistic. Settled on the west side of Los Angeles, Venice is a 3.1 square-mile neighborhood bound by the City of Santa Monica to the northwest, Mar Vista to the northeast, Culver City and Marina Del Rey to the southeast, and the Pacific Ocean to the west. Venice is known for its beaches, canals, and Ocean Front Walk full of performers, artists, and vendors. Venice is home to the booming tech industry, a strong collective of artists, and some of the most-visited locations in Los Angeles, which include Abbot Kinney Boulevard and the Venice Boardwalk. Venice Boardwalk is the most-visited tourist attraction in Los Angeles and second in Southern California only to Disneyland, with about 16 million visitors in 2017. Venice continues to struggle to find a balance between its small, local community feel and its major national tourist attractions.

The Site adjoins the North Venice Walk Street Historic District on three sides. The original residences within this district were constructed primarily from 1905, when Venice was officially founded, through the 1920s. Walk streets are pedestrian connections from inland areas to the beach. On these walk streets, residences front onto narrow pedestrian walks. The walk streets are largely characterized by fences and mature vegetation. The district conveys a strong sense of time and place as an early Venice beach community.

A population of 36,898 Angelenos call Venice home (2010 US Census Bureau). The neighborhood average household size of 1.92 people is on the lower end for the City of Los Angeles. The median income of \$95,500 is higher than the average of \$65,006 for Los Angeles County. With an average home for sale in Venice listed at \$2,100,000 and average rent for a two-bedroom at nearly \$3,400 (see Appendix D for demographic and market rent analysis) the housing market is geared to the higher end of the income bracket (CoStar). It should be noted that many of the renters are long-term residents of the community. With over 2,700 listings in the Venice neighborhood on Airbnb, pressures from the short-term rental platforms exacerbate the ongoing issue of limited availability and affordability of housing stock (Inside Airbnb).

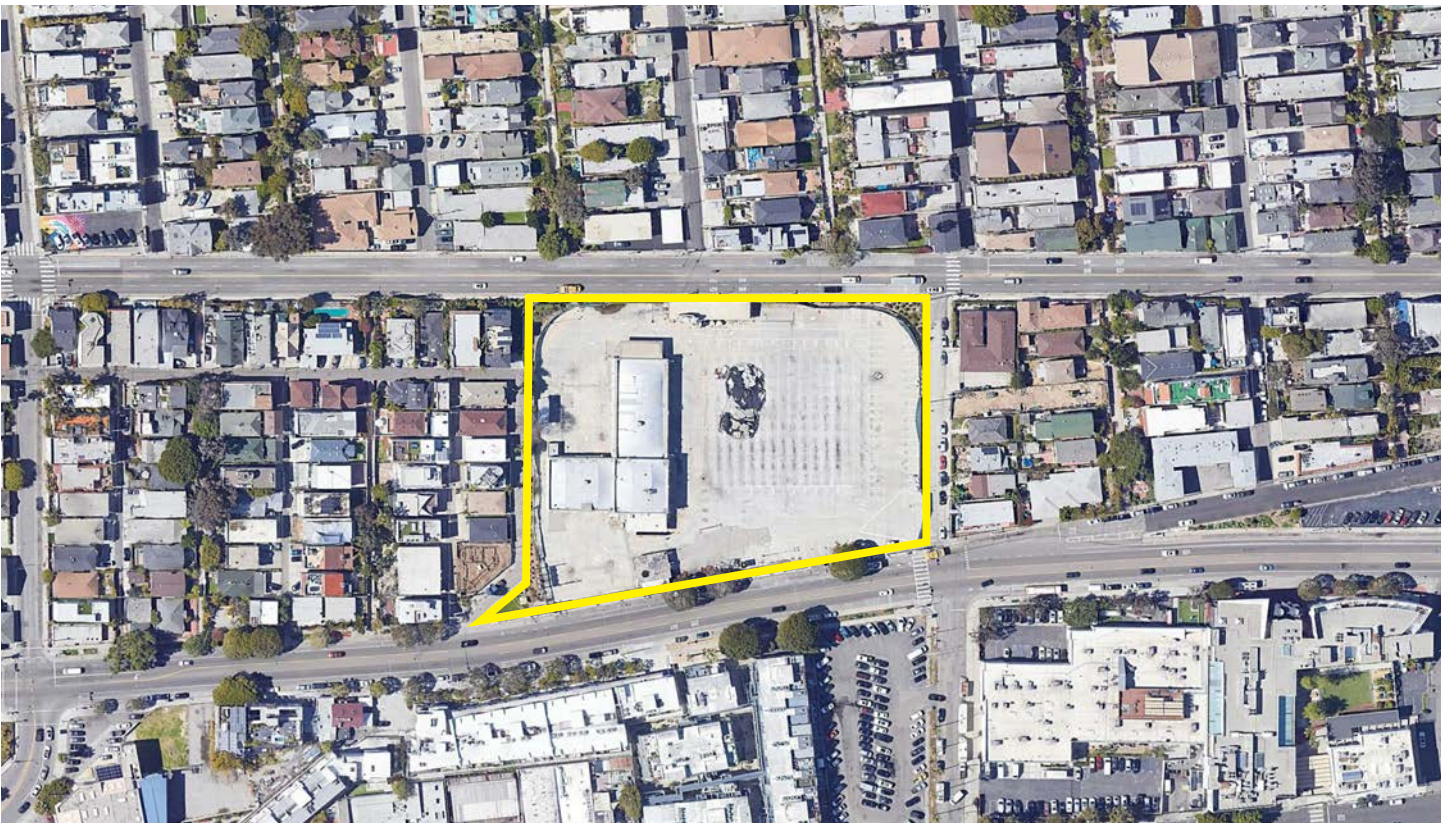


*Aerial Photo of Venice, 1924  
View looking north with the Site at the lower right*

## THE VISION FOR THE SITE

Throughout the engagement process, stakeholders vocalized their vision for the Site: a mixed-use development that seamlessly connects the project to the neighborhood; mixed-income housing; community and visitor-serving retail that activates the site for much of the morning, daytime, and evening; flexible community meeting, performance, and exhibit space; and well-maintained open spaces and pedestrian walk streets that serve the visitors and residents of the development. Community stakeholders were supportive of arts-related uses generally, and there was a strong interest in development that is explicitly oriented around live-work space for artists and other programming designed to engage the visitors and the surrounding community with arts and artists.

Metro has assessed the viability and fit of each of these program elements and given consideration to the Site's current and potential zoning, community fit and vision, and the financial feasibility of the program. Appendix B provides a summary of the scenarios that were evaluated. All scenarios were determined to be financially feasible and consistent with Metro's JD policy.



*Aerial Photo of Existing Conditions, Google Earth, 2018*



## PRIMARY GOALS

There are four primary goals that complement the vision for the Site:

### 1. Recognize that Venice is a Coastal Community

The development should be sensitive to the environmental complexities that come with a coastal site location. It should also anticipate and plan for the impacts of sea level rise. Similarly, this coastal community's special character, lifestyle, and diversity should be supported and celebrated in the development. California's coast is a public resource to be enjoyed not just by those closest to it, but by the entire region. As a publicly owned asset, Division 6 should help to preserve and improve regional access to the coastline.



### 2. Integrate with and Grow the Venice Community

It is important to recognize that Venice is a unique community that desires a development that is going to support existing residents, and welcomes newcomers to the community. Embracing options for housing and community services in this development is essential for its success. This development should connect with the intimate scale of Venice's urban fabric. The fact that Venice is a destination both regionally and globally should not diminish the significance of this development for the local community.



### 3. Leverage Culture in the Development of this Site

Community stakeholders indicated a desire for cultural community space, so it is important that development encourages the arts, diversity, history, and gatherings with a dedicated space. New development must respect Venice's current and historic identity while embracing its evolving culture.



### 4. Provide affordable housing and preserve Venice as a mixed income neighborhood

Throughout Los Angeles County, there is an estimated demand for more than 568,000 affordable rental units to meet current demand (CHPC, May 2018). In addition, in Venice more than 1,500 moderate income households (households earning between 80% and 120% of AMI) are paying well over 30% of their household income on housing costs. Any proposal for Division 6 should seek to maximize affordability for a range of income levels from moderate to extremely-low income.


















*Walk street view looking west towards the ocean. Private yards front onto the walk street and are enclosed by low walls and fences.*



*Venice Boardwalk looking north. Street vendors, artists, and an eclectic array of businesses draw visitors to this beachfront promenade.*



Site Vicinity Map

- |                                                                                     |                   |                                                                                     |                      |                                                                                       |                     |
|-------------------------------------------------------------------------------------|-------------------|-------------------------------------------------------------------------------------|----------------------|---------------------------------------------------------------------------------------|---------------------|
|  | METRO SITE        |  | COMMERCIAL RETAIL    |  | COMMERCIAL CORRIDOR |
|  | FAITH BASED       |  | COMMERCIAL OFFICE    |  | COMMERCIAL STREET   |
|  | PUBLIC OPEN SPACE |  | EDUCATION            |  | STATE ROUTE         |
|  | PUBLIC/CIVIC      |  | RESIDENTIAL          |  | BEACH BIKE PATH     |
|  | PUBLIC PARKING    |  | PROPOSED DEVELOPMENT |  | CITY BORDER         |

### 3. REGULATORY AND POLICY FRAMEWORK

The Site is subject to a number of adopted regulatory policies, both from the City of Los Angeles, the California Coastal Commission, and Metro. This section offers a brief overview; respondents are encouraged to comprehensively review the subject policies, plans, and documents.

#### CITY OF LOS ANGELES - GENERAL PLAN AND ZONING

The Site falls within the Metropolitan Geographic Area of the Land Use Element of the City of Los Angeles General Plan and adheres to the Venice Community Plan, listed below. The City of Los Angeles is currently conducting a series of updates both to its General Plan and the Venice Community Plan.

#### CITY OF LOS ANGELES - VENICE COMMUNITY PLAN

The City of Los Angeles has 35 Community Plans, which together make up the City's General Plan Land Use Element. These Community Plans establish goals and policies to guide future land use and development within each plan area. It is anticipated that the updated Venice Community Plan will be reviewed by the Planning Commission in 2021.

#### CALIFORNIA COASTAL COMMISSION - VENICE LOCAL COASTAL PROGRAM

The Local Coastal Program is a policy and regulatory document required by the California Coastal Act that establishes land use, development, natural resource protection, coastal access, and public recreation policies for the Venice Coastal Zone. Currently the City of Los Angeles Planning Department is undergoing the update to the Venice Local Coastal Program plan, which is planned to be released in late 2020.

Until the update, the Coastal Commission South Coast District, which covers the Venice Beach coast area, is the acting regulatory body that will be approving a coastal development permit. Specific height, density, setback, and access requirements apply to the future development.

*The City of Los Angeles  
General Plan Land Use Element*  
<http://planning.lacity.org/complan/westla/venpage.htm>

*Existing Community Plan:*  
<https://planning.lacity.org/complan/pdf/vencptxt.pdf>

*Community Plan Update Status:*  
<https://www.planningthewestside.org/venice.html>

*Existing Venice Coastal Zone Specific Plan*  
<https://planning.lacity.org/complan/specplan/pdf/VenCoastal.pdf>

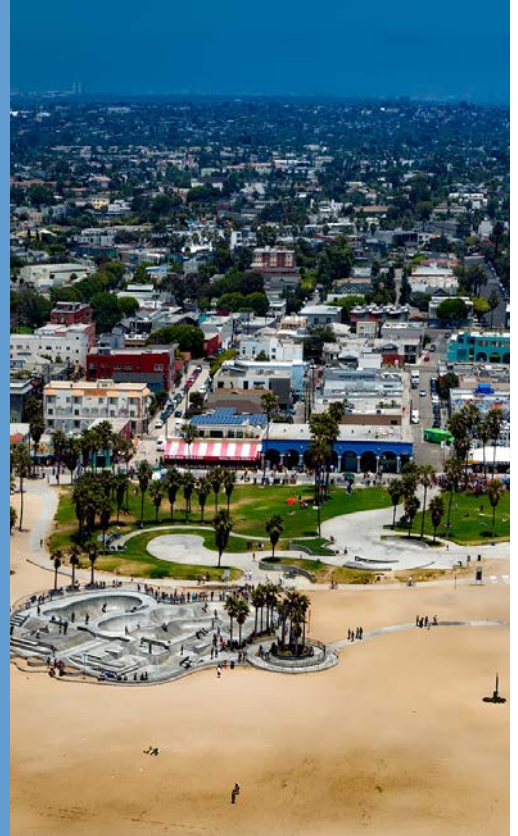
*Coastal Program Update Status:*  
<https://www.venicelcp.org/>

## The California Coastal Commission

The California Coastal Commission was established by voter initiative in 1972 (Proposition 20) and later made permanent by the Legislature through adoption of the California Coastal Act of 1976.

In partnership with coastal cities and counties, The Coastal Commission plans and regulates the use of land and water in the coastal zone. Development activities, which are broadly defined by the Coastal Act to include (among others) construction of buildings, divisions of land, and activities that change the intensity of use of land or public access to coastal waters, generally require a coastal permit from either the Coastal Commission or the local government.

The Commission is committed to protecting and enhancing California's coast and ocean for present and future generations. It does so through careful planning and regulation of environmentally-sustainable development, rigorous use of science, strong public participation, education, and effective intergovernmental coordination.



## METRO JOINT DEVELOPMENT PROGRAM - POLICY AND PROCESS

The Joint Development Policy was approved by the Metro Board in 2016. This document outlines the objectives of the Joint Development program, describes the Joint Development process, and details Metro's standard requirements for ground leasing its properties for development. The Joint Development Policy includes a goal that 35% of all housing developed on Metro-owned land (on a portfolio-wide basis) be affordable to households earning 60% of the AMI or below, and that a robust community engagement process is expected for all Joint Development sites.

*Joint Development Policy  
and Process*

[http://media.metro.net/projects\\_studies/joint\\_development/images/jdprocess\\_201701\\_finalattachment\\_a.pdf](http://media.metro.net/projects_studies/joint_development/images/jdprocess_201701_finalattachment_a.pdf)

[https://media.metro.net/projects\\_studies/joint\\_development/images/jdpolicy\\_2016-1201.pdf](https://media.metro.net/projects_studies/joint_development/images/jdpolicy_2016-1201.pdf)

## METRO COMPLETE STREETS POLICY

Complete Streets are streets that provide safe, comfortable, and convenient travel along and across streets through a comprehensive, integrated transportation network that serves all categories of users, including pedestrians, users and operators of public transit, bicyclists, persons with disabilities, seniors, children, motorists, users of green modes, and movers of commercial goods.

*Metro Complete Streets Policy  
(October 2014)*

[https://media.metro.net/projects\\_sustainability/images/policy\\_completestreets\\_2014-10.pdf](https://media.metro.net/projects_sustainability/images/policy_completestreets_2014-10.pdf)

*Metro First Last Mile Strategic Plan  
(April 2014)*  
[https://media.metro.net/docs/sustainability\\_path\\_design\\_guidelines.pdf](https://media.metro.net/docs/sustainability_path_design_guidelines.pdf)

*The City of Los Angeles General  
Plan Transportation Element 2010  
Bicycle Plan*  
<http://planning.lacity.org/cwd/gn/pln/transelt/NewBikePlan/Txt/LA%20CITY%20BICYCLE%20PLAN.pdf>

*The City of Los Angeles General  
Plan Health and Wellness Element  
Plan for a Healthy Los Angeles  
(March 2015)*  
[http://healthyplan.la/wordpress/wp-content/uploads/2014/11/PlanforHealthyLA\\_Web-11.pdf](http://healthyplan.la/wordpress/wp-content/uploads/2014/11/PlanforHealthyLA_Web-11.pdf)

*Metro Green Places Online Toolkit*  
<https://www.metro.net/interactives/greenplaces/>

## **METRO FIRST LAST MILE STRATEGIC PLAN**

Metro's First Last Mile Strategic Plan presents planning and design guidelines to improve the connections to the station and from origins and destinations within 3 miles of the station. The Site is located 2.5 miles from the Downtown Santa Monica Station, the terminus of the Expo Line, a light rail line which starts in Downtown Los Angeles.

## **CITY OF LOS ANGELES - BICYCLE PLAN AND MOBILITY ELEMENT**

The City of Los Angeles is in the process of implementing the 2010 Bicycle Plan and the 2015 Mobility Element. The Bicycle Plan identified Main Street from Santa Monica City Limits to Venice Boulevard for a future bicycle lane. Since then, a designated bicycle lane now exists along the Main Street corridor.

## **CITY OF LOS ANGELES - PLAN FOR A HEALTHY LOS ANGELES**

The Plan for a Healthy Los Angeles lays the foundation to create healthier communities for all Angelenos. As an element of the General Plan, it provides high-level policy vision, along with measurable objectives and implementation programs, to elevate health as a priority for the City's future growth and development. Through a new focus on public health from the perspective of the built environment and City services, the City of Los Angeles will strive to achieve better health and social equity through its programs, policies, plans, budgeting, and community engagement.

## **METRO GREEN PLACES TOOLKIT**

Metro Green Places Toolkit provides tools and resources to reimagine and reinvent public spaces throughout the Los Angeles community. The toolkit focuses on green placemaking solutions around transit-adjacent projects that facilitate access to Metro bus and Metro rail throughout the Los Angeles region and enhance the transit rider experience to and from stations. Solutions include green alleys, cool roofs, public art, parklets, street furniture, and wayfinding.

## **VISION ZERO**

Vision Zero Los Angeles represents a citywide effort to eliminate traffic deaths in the City of Los Angeles by 2025. Vision Zero makes human life the highest value in the road system by way of two goals: a 20% reduction in traffic deaths by 2017, and zero traffic deaths by 2025. This citywide effort brings together transportation engineers, police officers, advocates, and policymakers to work together towards creating safer streets. The focus is to protect our most vulnerable road users, including children, older adults, pedestrians, and cyclists.

*Vision Zero Action Plan  
(January 2017)*  
<http://visionzero-prod.azurewebsites.net/wp-content/uploads/2017/04/VisionZeroActionPlan-2017.pdf>

## **CITY OF LOS ANGELES STORMWATER PROGRAM**

Low Impact Development (LID) comprises a set of site design approaches and best management practices (or BMPs) that are designed to address runoff and pollution at the source. These LID practices can effectively remove nutrients, bacteria, and metals while reducing the volume and intensity of stormwater flows.

*The City of Los Angeles  
Planning and Land Development Handbook  
for Low Impact Development (May 2016)*  
<https://www.lastormwater.org/wp-content/files/mf/lidmanualfinal.pdf>

Los Angeles' LID ordinance became effective in May 2012. The main purpose of this law is to ensure that development and redevelopment projects mitigate runoff in a manner that captures rainwater at its source, while utilizing natural resources. Development proposals for the Division 6 site are required to include a compliant stormwater mitigation plan as an integral part of the design.

## 4. PROGRAM GUIDELINES

The following Guidelines establish and memorialize the essential requirements for a successful partnership with Metro on the development of the Site. Metro will use these Guidelines, along with other technical evaluation, as the basis for the selection of a development partner with whom Metro may enter into an Exclusive Negotiations Agreement. Once that partner is selected, Metro requires that the evolution of an actual development proposal be implemented in a collaborative process with the community.

### USES

For the development of the Site, the following uses and program descriptions reflect the essence of feedback received through the community outreach effort and are provided as a guide for development proposals. The specific quantity, spatial organization, and uses should be based upon the developer's own assessment of the community outreach findings and its view of project feasibility.

Responses from the initial community outreach phase resulted in the following general findings:

- > Housing was a significant priority, across all income levels and for all groups of people.
- > There was a strong preference for a mixed-use development with some limited retail that primarily is locally serving rather than destination serving.
- > Development of the Site should be responsive to the creative nature of community by providing amenities including the potential for artists, galleries, performance space, and general community uses.
- > Open space and connection to the existing walk street network is desired, especially access from Main Street to Ocean Front Walk.
- > There was extensive discussion regarding the desire for additional community vehicular parking.
- > A more moderate priced hotel was considered desirable by some but not by others. There was a discussion of relieving the AirBnb phenomenon.
- > Continued preservation of the POW MIA mural.

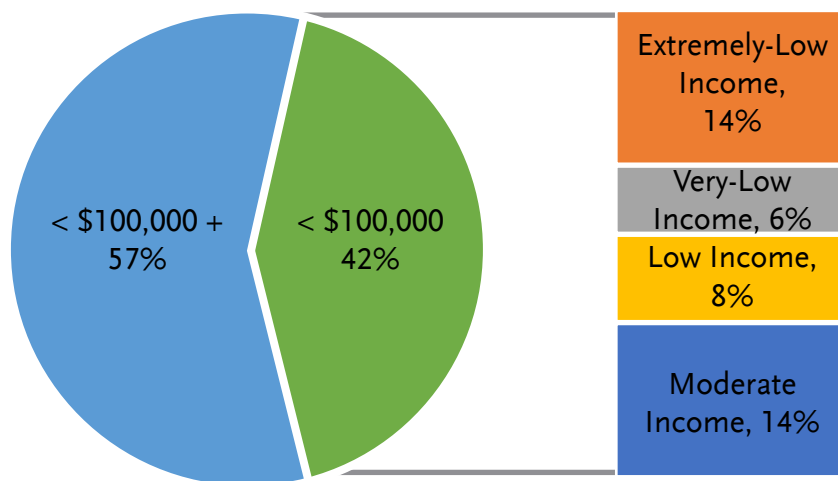


### Mixed-Income Housing

Any proposal for Division 6 should seek to maximize affordability for a range of income levels from moderate to extremely-low income. Support for affordable housing was expressed by participants throughout the outreach process. The desired form and target incomes for affordable housing were varied, however, Metro has established the goal that 35% of all housing units across Metro’s portfolio of JD projects should be affordable to low-income households earning less than 60% of area median income (AMI). Throughout Los Angeles County, there is an estimated demand for more than 568,000 affordable rental units to meet current demand (CHPC, May 2018). In addition, in Venice more than 1,500 moderate income households (households earning between 80% and 120% of AMI) are paying well over 30% of their household income on housing costs. Indeed, some stakeholder identified a need for housing to support individuals and families that work in Venice, but cannot afford to live in Venice, sometimes referred to as housing for the “missing middle”.

Proposed development of the Site should seek to balance these considerations with available sources and subsidies to construct below-market rate housing. Metro is seeking proposals that use creative approaches to provide a mix of affordable and market-rate housing with consideration given to including live-work units, artists units, or both. Potential development scenarios were tested at a high-level for physical and financial feasibility and are summarized in Appendix B.

### Venice Household Income Distribution



### Micro-units and Co-Living

There are two major classifications of micro-units: co-housing and small efficiency dwelling units. Co-housing is when tenants have a small personal living space and share larger facilities such as kitchens and common lounge space. Small efficiency dwelling units are typically between 200 and 350 square feet and include full bathroom and kitchen inside the unit.

They are most commonly found in dense urban areas including New York City, Washington D.C., and San Francisco. They can help provide new housing that’s affordable to moderate income households without a subsidy.

## HUD Affordable Housing Income Limits and Maximum Rents

HUD Category	% of Area Median Income	Income Limit for Household of 3	Max Rent for 2 Bedroom
Extremely Low	0 to 30%	\$ 24,350	\$437
Very Low	30 to 50%	\$ 40,550	\$729
Low	50 to 80%	\$ 64,900	\$875
Moderate	80 to 120%	\$ 70,000	\$1,750

### Community- and Visitor-Serving Retail

Commercial uses on this Site should continue the activation of Main Street with local, community-serving retail that will encourage a diverse, eclectic retail experience that caters to people of different means. By activating the ground floor of the development with retail storefronts at all times of day and uses that spill out onto the sidewalk, the retail space should create an inviting, active atmosphere for the Venice community and visitors.

### Dedicated Community Space

Venice stakeholders also spoke of a desire for the project to dedicate space (indoors and possibly paired with outdoor open space) for community uses such as a gallery, makerspace, performing art space, a meeting room, or a youth educational space. This space should be flexible and not confined to an interior room, but instead have opportunity to hold events inside and outside. The dedicated community space could also foster a variety of creative processes, tenant engagement, cooperation, and community involvement. In order to maximize opportunity, the creative community space will need to be managed and programmed by an experienced non-profit arts organization connected to the neighborhood.

### Hotel

Venice is a worldwide vacation destination and tourism is an important element of this community. While this creates many benefits it also creates strains; many residential units are leased to visitors as short-term rentals. A small, local, moderately priced hotel could help alleviate pressure of short-term rental services and support Coastal Commission goals to increase regional access to the coastline.

### Parking

Vehicular parking is in short supply within the entire Venice area. Business patrons, residents, and visitors compete for limited curbside parking, which is made even more scarce by weekend

beachgoers. The Site provides the opportunity to help address existing community-wide parking needs.

Parking at the development should be seen holistically with a focus on meeting on-site demand and alleviating existing curbside demand. Parking should be unbundled from on-site uses and leased separately including to adjacent “off-site” residential and business uses. No fewer than 100 parking stalls should be available publicly during the peak hour of demand. In accordance with best practices for shared parking, visitor parking may be provided in part by making unbundled, code-required stalls publicly available during peak hours.

### **Mobility Features and Facilities**

Improving both circulation within Venice and regional access to the coastline should be one of the chief goals of any proposal for Division 6. The Site is located within a Beach Impact Zone in the Venice Coastal Zone Specific Plan, which currently requires one parking space (in addition to those otherwise required per code) for each 1,000 square feet of ground floor area for development projects of three units or more. At the same time, stakeholders have complained about local congestion, unsafe pedestrian conditions, and lack of parking on evenings and weekends and along neighborhood side streets. Addressing these concerns will require not one, but many different measures to preserve access to and quality of life within Venice.

Though the Site is not served by rail transit, it is served by 3 bus lines each with departures at least every 15 minutes throughout the morning and evening commute hours. It is Metro’s desire to enhance these services with a suite of mobility options aimed at increasing neighborhood connectivity and regional access to the shoreline. Development on the site should embrace and facilitate new mobility services and technologies such as e-scooters, transit-on-demand, rideshare and ridehailing service, bikeshare, ebikes, car sharing and other components as may be outlined in the City of Los Angeles’ Integrated Mobility Hubs Project.

### **Open Space and Walk Streets**

One or more east-west pedestrian “walk streets” should span from Main Street to Pacific Avenue, breaking down the massing of the Site and providing a safe and activated mid-block connection. The site design should preserve public pedestrian access and extend views of the Pacific Ocean via walk streets, and Thornton Avenue

## **Metro Art Program**

Metro’s art program enhances the customer experience with innovative visual and performing arts programming that encourages ridership and connects people, sites, and neighborhoods throughout Los Angeles County. A diverse range of site-specific artworks are integrated into the growing Metro system, improving the quality of transit environments, creating a sense of place, and strengthening ties with the communities we serve. From photography installations to onboard posters, art tours, and live performances, Metro’s multi-faceted art programs add vibrancy and engage communities throughout Los Angeles.

and Sunset Avenue. This space should be safe and inviting with eyes on the street. Additional open space that may be provided on the Site should be integrated with the walk street and activated with ground floor uses such as retail, community space, and ground floor residential entrances. The walk street and open space should be privately maintained and publicly accessible 24 hours a day, 365 days a year.

## **Public Art**

Public art or arts programming is an opportunity to introduce visual and physical enhancements, or a cultural facility that enhances the project quality and makes people more aware of their cultural, historical, social, or environmental surroundings and place. The JD project should include an art plan for permanent public art, which may include a cultural facility such as a performance space, museum, or arts education program to be included as an integral part of the development. Artist or cultural facility participation on the design team through implementation of a site-specific arts program is encouraged from the outset of architectural design to ensure full integration into the project.

As it may apply to the JD opportunity, the City of Los Angeles Department of Cultural Affairs (DCA) requires that each owner of an eligible private development project, valued at \$500,000 or more, pay an arts fee based on the square footage of the building or one percent of the project’s Building and Safety permit valuation, whichever is lower. Project applicants should consult with both Metro Art and the DCA to determine arts fee compliance requirements and options for public art or cultural facility integration as related to the JD opportunity. As the JD project evolves, Metro Art will review the art plan in the schematic and final design stages to ensure that it is a result of a collaborative effort, is in a publicly accessible location, and contributes to the project as a whole.

Venice has a long history of eclectic murals and other forms of street art. The existing POW MIA mural “You Are Not Forgotten” on the Division 6 site by artist Peter Stewart was created in 1995 for the National Veterans Foundation and still carries importance with veterans and the Venice community. Inclusion at a scale appropriate for the new development presents an unique opportunity. The community has expressed a strong interest in the mural’s incorporation into the project site, and it was recently

digitally archived by the Social and Public Art Resource Center for ease of future incorporation. In addition, new murals may be incorporated into pedestrian passageways, alleys, and to mitigate parking structure impacts. Please refer to DCA's Mural Ordinance for additional guidance.

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## 5. DEVELOPMENT GUIDELINES

### INTRODUCTION

The purpose of these Guidelines is to reflect and translate the community vision for the Site and to establish more specific requirements and goals for development of the Site as well as urban and architectural design direction. In addition to these Guidelines, the project will need to comply with the regulation and policy framework described in Section 3.

These Guidelines are organized into four major categories: community connectivity, community space, architecture and building design, and mobility. Community connectivity looks to how the development sits in the larger community context, how it responds to the surrounding public realm, and how it complements and enhances the neighborhood. Community space refers to the hardscape and landscaping in the public realm as well as within the project. Architecture and building design refers specifically to the design of the structures themselves. Sustainability and resilience refers to the green technologies, designs, and programs that can be used in the development. Mobility refers to the access to and from the Site. While this section is concerned with aesthetics, it is more concerned with design principles such as articulation, composition, materials, and general quality. It should also be noted that certain Guidelines pertain to more than one category; for example, scale impacts both community connectivity, architecture, and building design.

## COMMUNITY CONNECTIVITY

### GOAL

The development project should create a built outcome that enhances and adds value to the existing Venice community. Development at Division 6 should be designed to weave into the fabric of the neighborhood and embody Venice's creative culture and village character; the project's scale should be compatible with the scale of the adjoining properties and the neighborhood in general. Development of the Site presents an opportunity to create a dynamic and enjoyable environment that encourages pedestrian activity, provides visual interest, extends the pedestrian network of the surrounding community, and creates an unifying space that connects to Venice as a whole.

### GUIDELINES

#### Community Compatibility

- > The Site should be organized around one or more publicly accessible pedestrian walk streets that connects from Main Street to Pacific Avenue.
- > Dividing the Site, which is one of the largest contiguous parcels in the community, into at least two main blocks will aid in integrating the development project with the scale of Venice. Strategically place the break in the development blocks to create pedestrian connections and view corridors between the development and the surrounding community.



*Outdoor furniture activates the sidewalk at Philadelphia's University City District.*

#### Walk Streets

- > New pedestrian walk streets should closely align with the orientation and resemble the configuration of the existing Venice walk streets.
- > Additional pedestrian pathways throughout the Site should be clearly signed and follow desired pedestrian routes. Efficient pathways that conveniently create pedestrian short-cuts are encouraged.
- > Pedestrian passages through the site should adhere to and resemble the built form patterns of the existing walk streets, providing transparency, landscaping, and avoid canyon effects of tall buildings by setting back buildings from the pedestrian path.
- > Street treatments that facilitate pedestrian safe passage from intersecting streets should be incorporated into the design of any adjacent street improvements undertaken in the development of the site, providing protected and delineated crossings with curb cuts.



*Walk street looking west. Lush landscape protrudes from the private yards.*



### **Vehicular Access**

- > The primary vehicular access shall be located on Main Street; a potential secondary vehicular entrance could be located on Pacific Avenue. On Thornton Place and Sunset Avenue there should be no vehicular entrance.
- > Vehicular access points should be well signed and designed to minimize disturbance of the pedestrian realm. Special consideration should be given to curb cuts and accesses that cross a sidewalk. Vehicular access drives should be narrow with no more than one lane in and one lane out.
- > Trash, loading zones and other service functions should be internal to the project and not readily visible from the surrounding streets. Vehicular access for trash, loading, or other uses should be controlled and designed to minimize disruption of pedestrian travel and adjoining residential properties.

## COMMUNITY SPACE

### GOAL

Thoughtful design of site circulation and outdoor community spaces between the buildings are important to the success and activation of development. Development at Division 6 should be designed to provide community spaces that are publicly visible and in close proximity to internal and neighboring walk streets to increase opportunities to interact with the Venice community. The Site should encourage respect for the public realm and attract visitors with a genuine interest in the art and culture of Venice. The look and feel of the walk street in the development should embrace the Venice culture, energy, and village character and should be able to encourage and accommodate moderate pedestrian traffic and limited seating and landscape areas. Development of the Site provides the opportunity to integrate community spaces seamlessly between landscaping, pathways, and storefront and residential spaces.



*Outdoor dining at the building frontage creates an active sidewalk experience.*



*Public spaces are designed with high-quality materials and intricate landscaping to create an inviting environment at PLATFORM in Culver City, California.*

### GUIDELINES

#### Streetscape

- > The public sidewalk along Pacific Avenue shall be no less than 10 feet wide. The pedestrian throughway zone shall be a minimum of 5 feet in width.
- > Curbside parking along Pacific should be provided to create a buffer between the traffic and sidewalk.
- > Support LADOT to implement on-street angled parking where appropriate.
- > New sidewalks on Sunset Avenue and Thornton Place shall be provided to access pedestrian entries at these frontages.
- > The public sidewalk along Main Street shall be no less than 12 feet wide and provide a clear path of travel not less than 8 feet wide at any point. The sidewalk should include additional streetscape enhancements such as street trees, transit shelters, curbside bike parking, trash cans, benches, and wayfinding signage.

#### Landscape

- > Landscaping should be native to the Southern California environment; drought tolerant and cooling species are encouraged.
- > Shade trees should be integrated into the design of on-site open spaces, especially around seating and gathering areas.

- > Street trees shall be provided on Pacific Avenue and Main Street with sufficient root space to mature, with planting strips no less than four feet wide and available soil depth of no less than four feet. As a guideline, a minimum of 600 cubic feet should be provided for the development of the tree roots.
- > Commonly accepted defensible environmental design strategies, such as ample lighting, open-space zones well-defined through the use of landscape, and low decorative fences around private open spaces shall be used whenever possible to provide a safe environment for all people that visit and use the development.
- > Landscape in private and public spaces should be well-maintained.
- > In accordance with the City of Los Angeles' Stormwater Program BMPs for stormwater management should be identified in the earliest design phase. Above-ground bio-retention facilities, such as rain gardens, vegetated swales and filter strips are encouraged. Stormwater planters that protrude from the ground and create extensive blank walls over 24 inches tall should be avoided.

### Open Space

- > Community-oriented open space that promotes flexible use and connects the indoors with the outdoors is encouraged; outdoor dining and similar activities are encouraged.
- > Outdoor open space should be multi-purpose; one that can function as a gathering space or a performance space. Open space design should include the infrastructure necessary to support anticipated programming.
- > Consider providing a publicly accessible open space that fronts Main Street and serves outdoor uses, such as outdoor dining.
- > There should be a mixture of public and semi-public open spaces available for visitors and residents of the development. Private open spaces available to residents should be access-controlled.
- > Public open spaces shall support pedestrians with different abilities and remain accessible to individuals dependent on mobility support devices, from canes to wheeled push walkers, and electric mobility scooters.
- > High-quality materials shall be utilized for pavement areas, seating, furniture, lighting, fences, and signage.
- > Pet-friendly open spaces are encouraged.



*Landscaping and strategically placed shade elements help reduce the urban heat island effect and create pleasant year-round spaces at 16th Street in Denver.*



*Movable outdoor furniture allows people to arrange chairs and tables to meet their needs and contribute to an active social space.*



*Small performance spaces allow for activation well into the evening.*



Artist Eric Junker and the property owner invited Safe Place for Youth (SPY) in 2018 to help realize the 70' mural "When Grizzly Bears Once Walked on Venice" on a parking lot wall to remind us of Venice's Tongva heritage.



The existing POW MIA mural is an important part of the Site's identity. Community members would like to see it preserved.



Advocate for the inclusion of local Venice art into the development, pedestrian passageways, and alleyways. "So Far So Good" on Abbot Kinney Blvd, by artist Alex Yanes. 2016.

## Design of Walk Streets

- > Where a walk street meets Main Street, the Main Street ground-floor frontage should turn the corner to also front a portion of the walk street. Retail and other ground-floor uses are encouraged to make use of the walk street with activities, sidewalk signage, and outdoor seating areas. A pedestrian throughway zone of at least 6 feet should be maintained.
- > Integration of the community space or flex retail into the walk streets is encouraged.
- > Where residential uses front a walk street, consider providing private yards, patios, or shared semi-private open space. When a building lobby fronts on a walk street, a small landscaped area can serve as a common amenity for residents.
- > Fence enclosures are acceptable at walk streets, however they should provide visibility and promote an inviting, continuous experience for the pedestrian. Fences and hedges along walk streets should not exceed 42 inches in height.
- > Buildings on walk streets should address and orient towards the pedestrian paths. Building facades shall be varied and articulated to provide visual interest to pedestrians. Primary ground floor residential; building entrances and frequent windows shall face walk streets. Front porches, bays, and balconies are encouraged. Entries that face the walk street should be well defined and separate.

## Public Art

- > The City of Los Angeles DCA requires that a commercial or industrial building with a total construction value of \$500,000 or more pay an arts fee. Refer to the City of Los Angeles Arts Development Fee Ordinance Summary (Municipal Code 91.107.4.6.) for specific details.
- > Public art should be placed where it may be most readily enjoyed by the community. Options include integration into building facades, entrances, and open spaces.
- > The existing POW MIA mural has been digitally archived to ensure its continued place in the future development; any development proposal must include a plan for incorporating this important community asset.
- > Consider connecting with the organizers of the Venice and Mar Vista Art Walks who are interested in programming more public art in both the Venice and Mar Vista communities.

## ARCHITECTURE AND BUILDING DESIGN

### GOAL

The architecture and building design should directly reflect the creative spirit of the surrounding community fabric, especially the buildings adjacent to the Site. Design should reflect a similar quality and feel of openness that the community and open space aim to achieve throughout the development. Building material and composition are important to the building's ability to genuinely respond to and mirror the surrounding environment. Development of the Site provides the opportunity to add to the richness of architecture seen throughout the Venice community.

### GUIDELINES

#### Building Frontages

- > Pedestrian entrances should be provided on all building frontages, including on-site public space.
- > Main Street should be considered the primary frontage for the Site.
- > Façade designs, signage, interiors, and similar retail tenant improvements should add to the unique and eclectic identity of Venice.
- > Ground-floor spaces should be designed to allow and encourage building uses to spill out into open spaces with features such as restaurant and café seating and outdoor displays of retail merchandise.
- > Residential uses should be prioritized on Pacific Avenue, with consideration for live-work or artists' units and related entries at the ground floor.
- > Entrances shall be easily identifiable and well-lit for convenience, visual interest, and safety.
- > Blank walls more than 20 feet in length should be avoided.
- > Add screening where appropriate to hide visible parking with active uses such as retail or residential.

#### Building Composition: Design and Character

- > The architectural language of the development should complement the eclectic nature of the surrounding community which is characterized by a diversity of materials and colors applied to buildings that are predominantly small in scale.
- > All pedestrian entries should be obvious and celebrated, vehicular entrances should be minimized.
- > Lighting and illumination shall be integrated into the design to



*Awnings, umbrellas, and enclosures break down a long building frontage and help create a human-scaled frontage at the sidewalk in Portland, Oregon.*



*Transparency is an important characteristic of successful storefronts; the view of the interior creates interest at the sidewalk.*



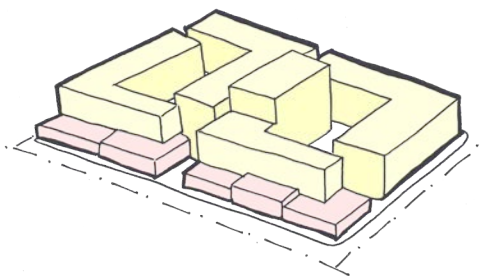
*Venice is an eclectic, free-spirited neighborhood where distinct expressions sit side-by-side.*



*A building is broken into several smaller masses that step from a two-story expression at the sidewalk to a taller height beyond.*



*A building courtyard opens to the streetfront and breaks a single building into two distinct and smaller masses.*



*Upper story setbacks are an effective means of transitioning from lower heights to taller structures.*

assist with wayfinding, safety, and ambiance.

- > Rhythm can be used to enliven larger masses and is useful for composition.
- > Design of buildings should be given equal attention on all sides.

### **Building Composition: Massing and Scale**

- > Venice is almost entirely composed of small structures on small sites. Massing should be well articulated and not monolithic. Similarly, long, unbroken building faces should be avoided.
- > Massing should have a clear and obvious hierarchy.
- > Massing can be enlivened by the juxtaposition of solidity with openness.
- > Scale and proportion should be respectful of adjoining structures. In particular, the height of the development should transition to and meet the scale of the adjoining buildings through setbacks, height transitions, material changes, or a combination thereof.
- > The height should be broken down, stepping up from 2 to 3 stories along Main Street and 3 to 4 stores along Pacific Avenue with additional height toward the interior of the Site so that they are not readily visible from the adjoining streets and public rights-of-way.
- > Scale and proportion are also part of the basis of composition. Strategic uses of proportion can enliven a composition, making the structures playful and interesting.

### **Building Materials**

- > Materials and textures within 20 feet in height from a publicly accessed space should be of highest design and material quality.
- > Quality and durability are essential to the long-term success of the project and should be considered from the outset such that the project looks as good 25 years from now as it does the day it opens.
- > Texture is usually expressed in the material quality of the surface and can be used to emphasize differences between masses and to add interest to surfaces.
- > Consideration should be given to strategies to prevent or mitigate graffiti.

# SUSTAINABILITY AND RESILIENCE

## GOAL

Development at Division 6 should lead every decision with sustainability prioritized. Technologies, designs, and programs that promote environmental stewardship, reduce greenhouse gas emissions, and conserve or restore natural resources should be explored. Building massing, shade elements, and tree placement on the Site should be thoughtfully designed to improve pedestrian thermal comfort.

## GUIDELINES

### Site Sustainability

- > The project should embrace the concept of sustainable communities, which includes economic, environmental, and social sustainability.
- > Hardscape materials should be selected to limit the urban heat island effect.
- > Energy efficiency in designing the building envelope, mechanical systems, lighting systems, and lighting controls should be prioritized.
- > Development should anticipate sea-level rise and rising water table.
- > Use landscaping that requires little or no irrigation.

### Building Sustainability

- > New construction must meet sustainability criteria developed for Leadership in Energy and Environmental Design (LEED) at a minimum “Gold“ level.
- > Incorporate passive and active building systems which focus on the buildings’ energy efficiency and energy sources.
- > Use building products that incorporate reclaimed or recycled content materials.
- > Diligent management and maintenance of the development should emphasize continued environmental performance, including the incorporation of new energy- and water-efficient technologies as they become available.



*Bioswales help mitigate stormwater run-off while infiltrating and removing silt and pollution from run-off water.*



*Community gardens allow people to take ownership of their neighborhood. They can occur at the ground plane or atop roofs.*

## MOBILITY

### GOAL

Development at Division 6 is envisioned to be physically and programmatically integrated with its bus, rail, bicycle, and parking facilities to the greatest extent feasible. Street parking continues to be an issue in the Venice community, so it is important that the development integrates sufficient on-site parking.

### GUIDELINES

#### Mobility

- > Development shall preserve and enhance local and regional access to the Venice shoreline while improving neighborhood mobility.
- > Coordinate with Metro, the City of Los Angeles, Big Blue Bus, and other transit providers to enhance mobility to, from, and around the Site.
- > Reserve dedicated space for e-scooters and other alternative mobility devices.
- > Clear, pedestrian scale signage should be provided on the edges and throughout the site.

#### On-Site Parking

- > The project should provide sufficient parking to ensure that there is no spillover of project-generated parking into the surrounding neighborhood streets (see program guidelines above).
- > Dedicated pick-up and drop-off space for ride hailing and ride share services serving up to three vehicles at a time should be designated in dedicated curb space that allows vehicles to pull over without impacting the flow of traffic or bicycle and pedestrian safety.
- > Parking that serves on-site uses shall be unbundled, such that commercial and residential units are leased without parking.

#### Design and Technology

- > Provide electric vehicle (EV) charging stations in both private and public parking areas in compliance with California Building Code and current recommendations from the California State Architect. Level 3 EV chargers should be included.
- > Metro has partnered with NextBus to provide publicly accessible real time bus arrival and departure information, which requires only an internet connection, browser and monitor or tablet to display. Such displays should be incorporated into the building



*Dedicated pick-up and drop-off space for passengers.*



*Strong environmental graphics assist with branding and wayfinding.*



*Several bike-share providers operate in Venice. Some use docks, others are dock-less.*



to make real time information readily viewable to residents, users of the ground floor retail spaces and the public generally, especially along the Main Street frontage near the bus stop. Retail leases should include a requirement that such displays be provided and maintained by retail operators on the ground floor.

- > Accommodate delivery vehicles by locating convenient package drop-off and storage lockers in parking garage.

### Bike Parking

- > Provide a minimum of 40 publicly accessible bicycle parking spaces on-site.
- > Metro strongly encourages incorporation of dedicated space for secure public bike parking (Metro Bike Hub). Such a space may be fully enclosed or fenced, and free standing or integrated into the ground floor of the building. This could be combined with additional ground floor space for bike-related retail, food and beverage sales, bike repair, community and educational resources, space for events, etc.
- > Reserve space for a minimum of 20 bikes for Metro bike share, Santa Monica Breeze, and other bike share services.

### Bus

- > The project must provide at least one dedicated restroom for bus operators that is easily accessible at all hours to the bus layover location along Main Street.
- > Coordinate with Metro, the City of Los Angeles, Big Blue Bus, and other transit providers to provide enhanced bus facilities at the Site.
- > The Site should include enhanced bus patron amenities such as benches, a bus shelter, space for real time information displays, and map cases. Design of all such amenities must be coordinated with Metro’s Countywide Planning and Operations teams.
- > Access to existing bus stops must be preserved throughout construction of the project.
- > The project is also encouraged to promote mobility with wayfinding signage inclusive of all modes of transportation in and around the development site. Any permanent, temporary, or trailblazing wayfinding signage with content referencing Metro services, or featuring the Metro brand and/or associated graphics (such as bus pictograms) requires review and approval by Metro Art & Design.



*Metro’s buses provide public transit connectivity to the Site.*



*Real time information displays help patrons reach their destination efficiently.*



*Wayfinding can be creatively integrated into the existing infrastructure.*

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# APPENDIX

- A. Outreach Summary Report
- B. Site Development Scenarios Evaluation
- C. Design Checklist
- D. Market Fact Sheet

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# Appendix A: Outreach Summary Report

# APPENDIX A

## OUTREACH SUMMARY REPORT

### 1. EXECUTIVE SUMMARY

In the fall of 2018, Metro’s Joint Development department initiated an outreach effort to facilitate a community visioning process for the long-term reuse of the former bus yard known as Division 6. The team used various engagement methods to gather feedback and ideas about how this site could be developed to have broader positive community impact, increase mobility connections and improve quality of life – all of which is now shaping the long-term planning the Division 6 site. The following report summarizes the outreach efforts and key findings.

### OUTREACH GOALS

- > Provide stakeholders with a sense of transparency and a roadmap for Metro’s Joint Development process.
- > Facilitate an informed community conversation that reflects the community’s collective vision while ensuring the site’s viability for long-term development.
- > Gather and utilize the community’s feedback to inform the creation of the development guidelines.

### SUMMARY OF OUTREACH EFFORT

- > Series of three focus group sessions
- > 9,000 hand-delivered flyers
- > Workshop: What is the Community’s Vision, October 25, 2018
- > Workshop: Refining the Vision, December 1, 2018
- > Open House: Preview of Development Guidelines, February 20 and pop-up at Venice Farmers Market, March 1, 2019
- > Staffed booth at the Venice Farmers Market
  - October 19, 2018
  - October 26, 2018
  - November 16, 2018
  - November 30, 2018
  - February 15, 2019
  - March 1, 2019
- > “Virtual Workshop” and “Virtual Open House” with over 1,300 participants
- > Participation in various Venice community events
- > Comments through Metro’s website, comment cards, e-mail, and social media

## KEY FINDINGS

Feedback collected at each of stage of the outreach process is summarized below. The team took away the following high-level key findings.



Housing was a significant priority, across all income levels and for all groups of people.



Strong preference for a mixed-use development with some limited retail that primarily is locally serving rather than destination serving.



Development of the Site should be responsive to the creative nature of the community by providing amenities including the potential for artists, galleries, performance space, and general community uses.



Open space and connections to the existing walk street network were also considered to be desirable.



There was extensive discussion regarding the desire for additional community vehicular parking.



A more moderate priced hotel was considered desirable by some but not by others. There was a discussion of relieving demand for short-term rentals.

## **2. OUTREACH EFFORTS**

### **FOCUS GROUPS**

**October 17-18, 2018, the Venice Skills Center**

Metro's team convened focus groups with 30 Venice community members including businesses, residents and local artists during three separate sessions.

The focus groups were attended by community members representing adjacent neighbors/residents to Division 6, Art Block Artists, Venice Institute of Contemporary Art, A Window Between Worlds, Venice Art Place, Venice Kids Counts, Abbot Kinney Merchants Associations, Venice Beach Business Improvement District and the Venice Chamber of Commerce. Feedback was gathered on the stakeholders' vision for the long-term development of the opportunity site.

The meeting consisted of an overview of Metro's Joint Development process followed by a facilitated group discussion. The discussion was supported by precedent images from a variety of development projects to gather initial reactions in terms of massing and density. The following discussion questions were posed to help organize the conversation:

### **DISCUSSION QUESTIONS**

1. What are some current attributes of the site and nearby areas that you like?
2. What are some aspects of the current site and nearby areas that you do not like?
3. What are some future types of use or plans for the site that you would like to see?
4. What are some future uses that you would prefer not to see happen on this site?
5. How should this site connect and respond to the existing community? (in terms of Main Street and Abbot Kinney commercial corridors, access to the ocean via existing walk-streets, and connection to the existing street grids and access points, for example)

### **TAKEAWAYS**

- > Some participants, particularly adjacent neighbors, were strongly opposed to the City of Los Angeles' proposed Bridge to Home Housing project.
- > Local residents and businesses supported a range of housing types including affordable options.
- > Artists requested a set aside of affordable housing specifically for artists.
- > All three groups were open to increases in building height provided it was stepped back from the street.
- > All three groups supported mixed use options that would include retail and residential uses.
- > Support for a hotel was mixed.
- > Participants expressed a desire for a project that includes live-work opportunities for artists and/or other creative and independent businesses.
- > The groups expressed a desire for a campus feel with walk street rather than one large building.



## **WORKSHOP #1**

**October 25, 2018, Westminster Elementary School**

This workshop sought to identify community concerns and desires for varying program elements. It was a listening session to hear the participants' general likes and dislikes of the area surrounding the Site and to review opportunities and constraints for the Site. The workshop included a brief overview of the purpose of the meeting, the Metro Joint Development's process, and a summary of the opportunities and constraints on the site. This was followed by table discussions to understand what uses would be preferred and opposed by participants. Each table had a facilitator, note taker and spokesperson that reported to the entire group. Additionally, a brief polling was taken to gather information from the attendees.

### **INSTANT POLLING**

The workshop included a series of instant polling questions designed to actively engage the audience and capture demographic information. Each participant was provided with a clicker with individual buttons numbered 1 through 10. A slide was projected with the question and alternative answers that were individually numbered consecutively 1 to 10. Participants were asked to provide the number that corresponded to the answer they most agreed with. This was transmitted to the presenter's computer, which collated the information and projected it instantaneously for all to see in the form of a vertical bar graph. The instant polling collected the following basic information on workshop participants:

- > 73% had lived in Venice for 10 years or longer (many for over 20 years)
- > 63% of participants spend 30% or less their income on housing
- > 90% spend 50% or less on housing
- > 58% were 55 years or older

### **DISCUSSION QUESTIONS**

Following the workshop introduction and polling, participants broke out into small groups. Facilitators prompted discussion with the following questions:

1. What are some current attributes of the site and nearby areas that you like?
2. What are some aspects of the current site and nearby areas that you do not like?
3. What are some future types of use or plans for the site that you would like to see happen?
4. What are some future uses that you would prefer not to see happen on this site?
5. How should this site connect and respond to the existing community? (in terms of Main Street and Abbot Kinney commercial corridors, access to the ocean via existing walk-streets, and connection to the existing community)

One of the advantages of a community workshop is that it allowed the community to have a discussion with each other as well as for the Metro team to hear from the community. In general, there was a high level of consensus with a few divergent views regarding some limited aspects.

### VIRTUAL WORKSHOP

Metro promoted an opportunity for residents and businesses who were unable to attend the October workshop via social media. Over 1,000 people shared their ideas and concerns about the project.

The on-line survey and workshop revealed almost the same spectrum of strengths, weaknesses opportunities and threats that the focus groups and workshop revealed. However the emphasis was slightly different.

What people liked about the community was very similar in emphasis. Greater concern was expressed about traffic, the condition of the streets, and gentrification. In terms of what should be present on the site, greater emphasis was given to affordable housing and public open space. Concerns about what should not be present focused almost exclusively on homelessness.

The following word clouds reflect the most common themes and keywords from feedback collected through the virtual workshop:

### WHAT DOES THE COMMUNITY LIKE MOST ABOUT VENICE?

A word cloud of positive feedback about Venice. The most prominent words are 'neighborhood', 'live', 'restaurants', 'vibe', 'architecture', 'community', 'history', 'diversity', 'venice', 'beach', 'eclectic', 'people', 'weather', 'culture', 'love', 'art', 'boardwalk', 'character', and 'shops'.

### WHAT ARE THE THINGS FOLKS DON'T LIKE?

A word cloud of negative feedback about Venice. The most prominent words are 'trash', 'transients', 'homelessness', 'drug', 'Traffic', 'lack', 'parking', 'homeless people', 'crime', 'beach', 'homeless', 'dirty', 'streets', 'many', 'people', 'homeless encampments', 'Venice', 'homeless population', 'gentrification', and 'housing'.

## WHAT ARE SOME OTHER THINGS THAT WOULD BE GOOD FOR THE COMMUNITY ON THIS SITE?

need<sub>artists</sub> affordable housing<sub>center</sub> Venice<sub>area</sub>  
community<sub>art</sub> housing<sub>retail</sub> park<sub>people</sub>  
homeless<sub>community center</sub> space<sub>bridge housing</sub> Mixed use  
Low income housing services use

## WHAT ARE SOME OF THE THINGS PEOPLE DO NOT WANT TO SEE ON THIS SITE?

people<sub>homeless services</sub> building<sub>will</sub> Anything<sub>expensive</sub>  
Bridge housing<sub>condos</sub> homeless<sub>parking</sub>  
housing<sub>retail</sub> homeless shelter<sub>use</sub>  
development<sub>office</sub> Homeless housing<sub>shelter</sub> Venice area

### TAKEAWAYS

- > The community appreciated the mixed-use, cultural diversity, and outdoor beach life that is Venice.
- > Concern was expressed regarding the presence of homelessness and homeless encampments.
- > Residents were supportive of retail particularly to help connect Main Street north to Abbot Kinney.
- > There was desire to see residential use across the economic spectrum.
- > Housing and facilities for artists are desirable.
- > Parking is of significant concern within the community; more needs to be provided.
- > There was a desire for cultural and community amenities.
- > Support for a hotel was mixed.
- > The walkable fabric of the area needs to be preserved and enhanced.
- > The development should not appear monolithic.
- > Generally, height was acceptable provided the edges connected into the general height of the surrounding environment.
- > Offices, industrial and big-box uses were considered undesirable.

## WORKSHOP #2

December 1, 2018, Venice Boys' and Girls' Club

The purpose of the workshop was to summarize community desires and concerns heard at the previous workshop and to begin to develop a vision for the Site. In the first portion of the workshop, Metro and consultants reflected comments and ideas that have been collected thus far. The second portion focused on translating this feedback into a program and design vision for the site. To facilitate the process, participants were engaged in a trade-offs activity using blocks to represent different uses and the associated value to the future development.

### Community Idea Gallery

A space was made available during Workshop 2 for attendees to post and share their ideas. A group of artists from Venice Art Place provided renderings and plans for an artist-oriented housing development on the Division 6 site. Their concept envisioned affordable housing for artists, shared work space, equipment, and exhibition and performance space organized around a large central park or outdoor theater.



### TRADE-OFF EXERCISE

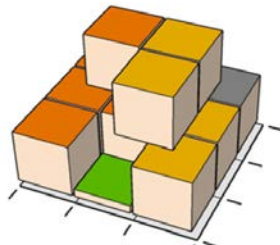
A trade-off game was developed to understand participants priorities for the Site. The exercise was designed to help participants understand that any program on the Site would also have to be financially viable in order to succeed. Some uses create a return on investment while others may incur a cost or be in between. The following elements were considered in order of financial return:

- > Hotels
- > Market rate housing
- > Retail
- > Open space
- > Additional parking
- > Community amenities

Participants were given blocks representing different land uses for the Site. Each use was assigned a “score” reflecting the relative financial value associated with each land use (i.e., retail has a higher financial value than open space). Participants were asked to balance their desired uses for the site to achieve an overall positive land value.

The aggregate of the responses prioritized the following:

- > Market rate housing
- > Affordable housing
- > Retail
- > Additional parking
- > Open space
- > Hotel



*Example of Trade-off Exercise*  
**Potential Table Outcome B**

Table Tally:	
7x Market-Rate Housing	+140
4x Affordable Housing	-40
1x Extra Parking	-5
1x Open Space	-5
<b>TOTAL</b>	<b>+90</b>



Overall the participants prioritized housing, with around two thirds of the total proposed housing being market rate housing, and one third affordable housing. There was also a clear desire for some open space, additional parking, some limited retail, the potential for a hotel, and community amenities. Nearly 40 attendees participated in Workshop #2.

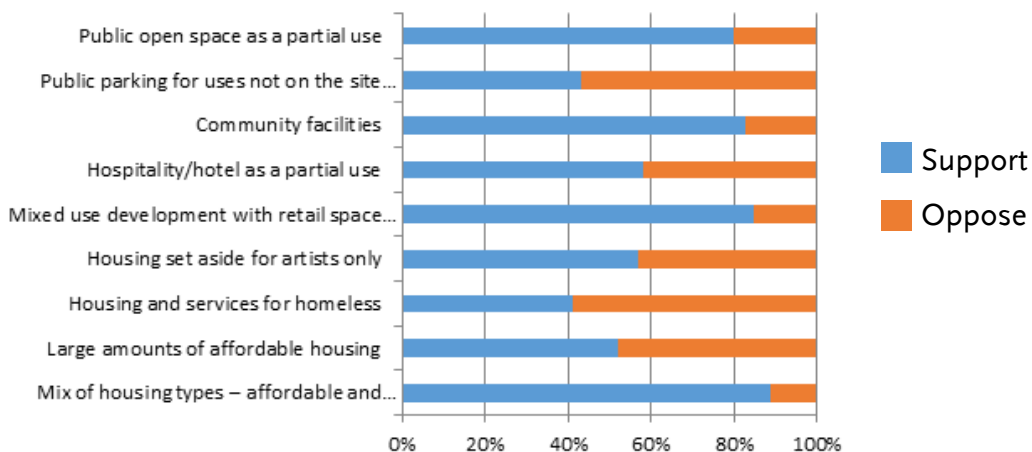
## INSTANT POLLING

The trade-offs discussion continued with a series of instant-polling questions.

### Round 1

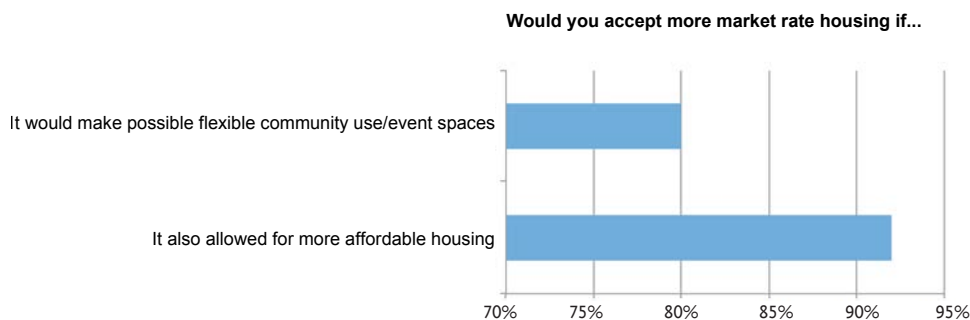
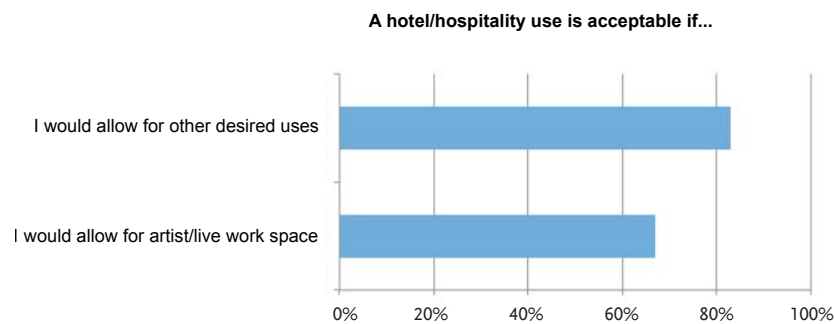
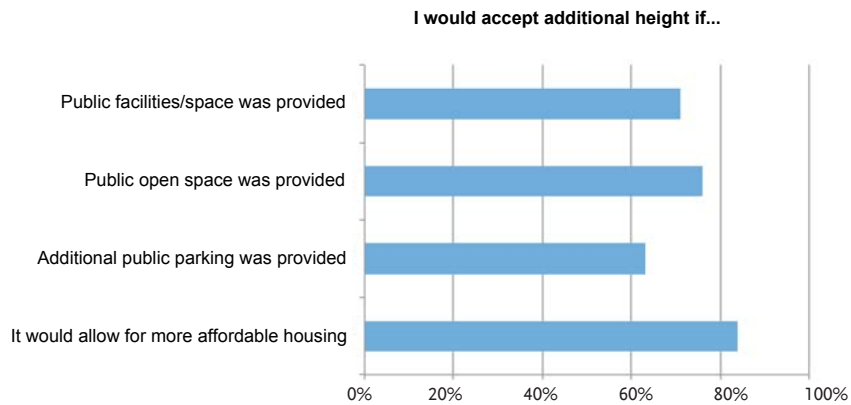
This round of instant-polling occurred prior to the trade-offs exercise and was used to determine the kinds of uses that people would be willing to see occur on the Site.

Participants were asked to indicate their support for the following uses:



## Round 2

After the trade-offs and table exercises the following instant polling questions were asked:



This post trade-off round of questions was intended to visually confirm to the participants as a whole where they saw the trade-offs occurring.

The following topic garnered primarily negative responses:

- > Only 32% would accept less affordable housing in exchange for more public parking

## Community Walk

A community walk was held after the workshop including the project site and surrounding area. This helped community members express what they desire in the future development and under what conditions certain uses are acceptable. Key issues raised during the walk included avoiding access off of Thornton Place, pedestrian safety along Pacific, orientation of walk streets, and inadequate sidewalks and pedestrian crossings at Sunset and Main.

## OPEN HOUSE

February 20, 2019, Westminster Elementary School

The purpose of this culminating event was to summarize what Metro heard through the outreach process and to present and gather feedback on the preliminary elements of the draft Development Guidelines. There were five stations summarizing different sections of the proposed development guidelines. Each station had a facilitator to capture feedback and answer questions.

In addition, a “pop-up open house” was held at the Farmers Market on March 1st, 2019. Approximately 90 individuals participated in the open house and pop-up event.

The five stations included information about the following topics:

- > **Station 1:** Joint Development Process, Development Guidelines, Outreach Efforts
- > **Station 2:** Community Space, Housing, Other Uses
- > **Station 3:** Circulation, Organization and Pedestrian Experience, Scale, Massing, and Character
- > **Station 4:** Neighborhood Connectivity and Transportation and Mobility
- > **Station 5:** Sustainability and Resilience

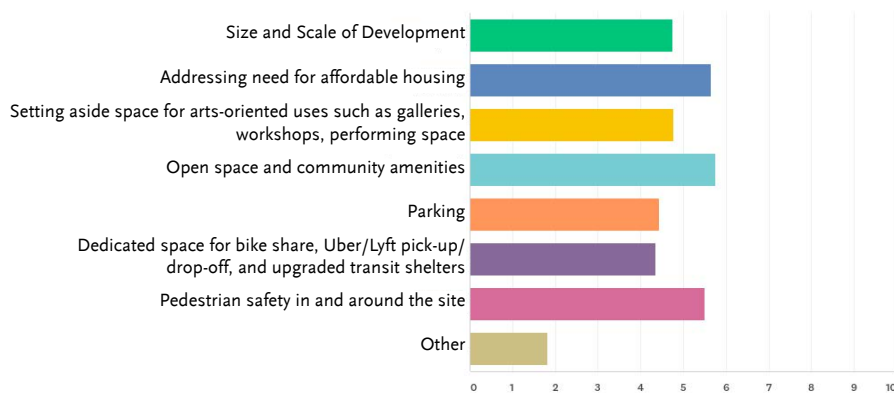
## VIRTUAL OPEN HOUSE

Individuals were also able to learn more about the development guidelines and provide feedback via an on-line interactive survey and through Metro’s web-based commenting feature. Similar to the Open House, the interactive survey educated participants on the joint development process, the purpose of development guidelines, and the outreach efforts to date. The survey also reiterated the trade-offs concept from Workshop 2. Over 300 responses were collected in this phase,

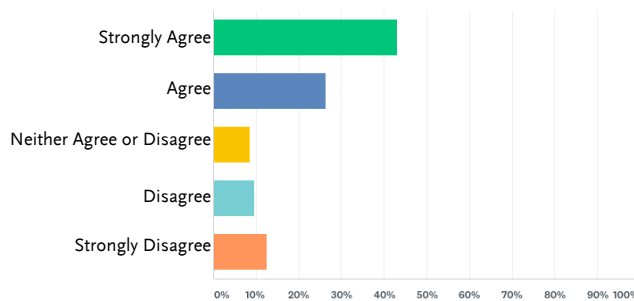
Key input received from more than 300 responses to the virtual open house included:

- > There was strong support for additional building height stepped back toward the center of the site if this allowed for additional community benefits such as community space, public parking and affordable housing.
- > Among issues such as the size and scale of development, affordable housing, arts-oriented uses, community amenities and parking and ped and bike improvements, no one issue emerged as more important than the other.
- > Participants continue to be concerned about homelessness as well as the availability of parking in the neighborhood.

Question 1: Which are the most important to you? Drag and drop the topics below to rank which are most important to you (1 being most important and 8 being least important):



Question 2: Would you support additional building height stepped back toward the center of the site if this allowed for additional community benefits such as community space, public parking, and affordable housing?



Question 3: Anything else you would like to share?

design time open space higher don't Please make street add enough attract  
 homeless people take already last Please public places residential site us project pay  
 make city homeless Main Street space homeless shelters  
 development must will children community s  
 housing less Venice including parking bridge  
 affordable housing near build long need better  
 people height use works live community space area families residents try  
 affordable people afford great bringing many amenity neighborhood public parking  
 metro LA support low income one create home planning keep day cars



## TAKEAWAYS

The themes from previous outreach efforts remained largely the same after the final workshop reinforcing some, amending others, and refining a few. The following were the major reoccurring themes:

- > Housing remains the primary topic. Affordable housing was consistently stressed. Affordable to those who work in Venice was also important.
- > Community space should have a 24-hour capability.
- > Retail and restaurants should be affordable.
- > It should be about people not cars.
- > There should be parking for tourists and visitors.
- > Walkability is a primary concern, including transitions to the adjoining neighborhoods.
- > Height transitions to the adjoining neighborhoods are important but could allow for greater height internally.
- > The architecture should be mixed and eclectic, not 'franchise'.
- > Transportation alternatives are important.

## CONCLUSION

Participants in the outreach process positively received the prospect of the redevelopment of the Division 6 Site. Throughout the process, community members and stakeholders actively engaged in conversations and activities regarding the future redevelopment. The outreach process showed that while there were differences in opinion there was also much consensus. In particular, outreach participants largely agreed that the Site offered the opportunity to create a significant amount of much-needed housing, even if that means allowing additional height.

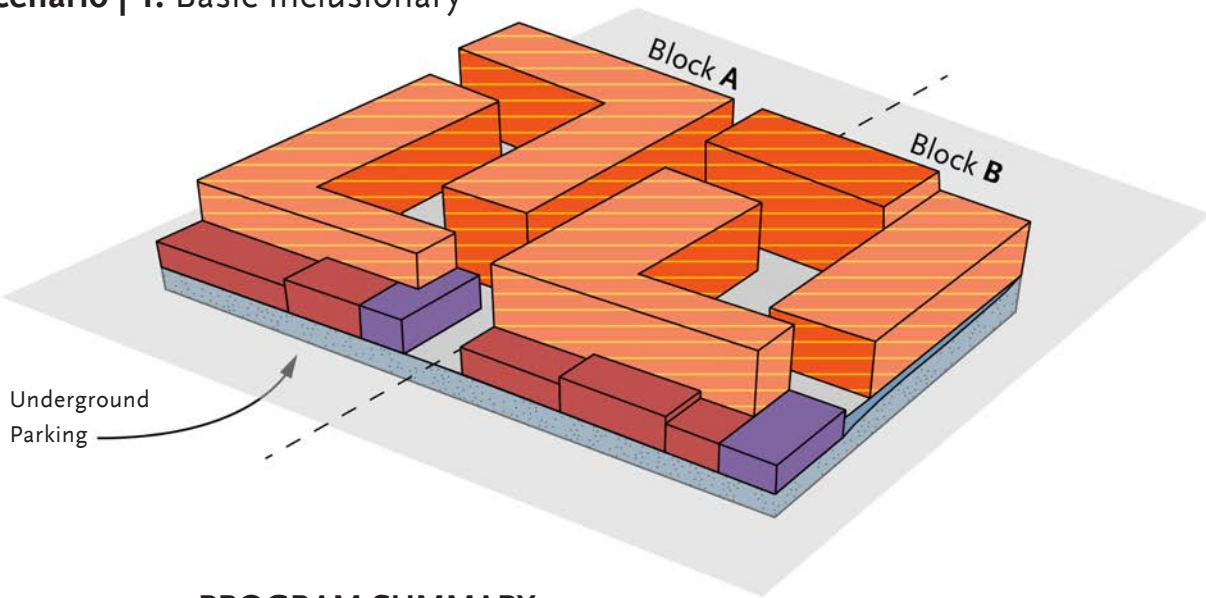
While the key takeaways have been summarized above, two recurring themes surfaced at every meeting: Venice's unique character as an eclectic beach town and the importance of maintaining the sense of community. To be successful, any future development will need to respond sensitively and thoughtfully to this context.



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# Appendix B: Site Development Scenarios Evaluation

## Scenario | 1: Basic Inclusionary



### PROGRAM SUMMARY

Use	Block A	Block B	Total
Total Residential Units	103	104	207
Extremely Low	0	0	0
Very Low	20	20	40
Moderate	0	0	0
Market Rate	83	84	167
Retail (sq. ft)	15,000	15,000	30,000
Community Space (sq. ft)	2,500	2,500	5,000
Code Required Parking (spaces)	198	199	397
Visitor Parking (spaces)	50	50	100

### STRENGTHS

- > Below-market rate housing is mixed in with market rate creating a more inclusive community
- > Tenants of below-market rate housing can enjoy same level of amenities as market rate tenants
- > Most financially feasible
- > Minimizes visual impact on surrounding neighborhood
- > Simplified construction financing

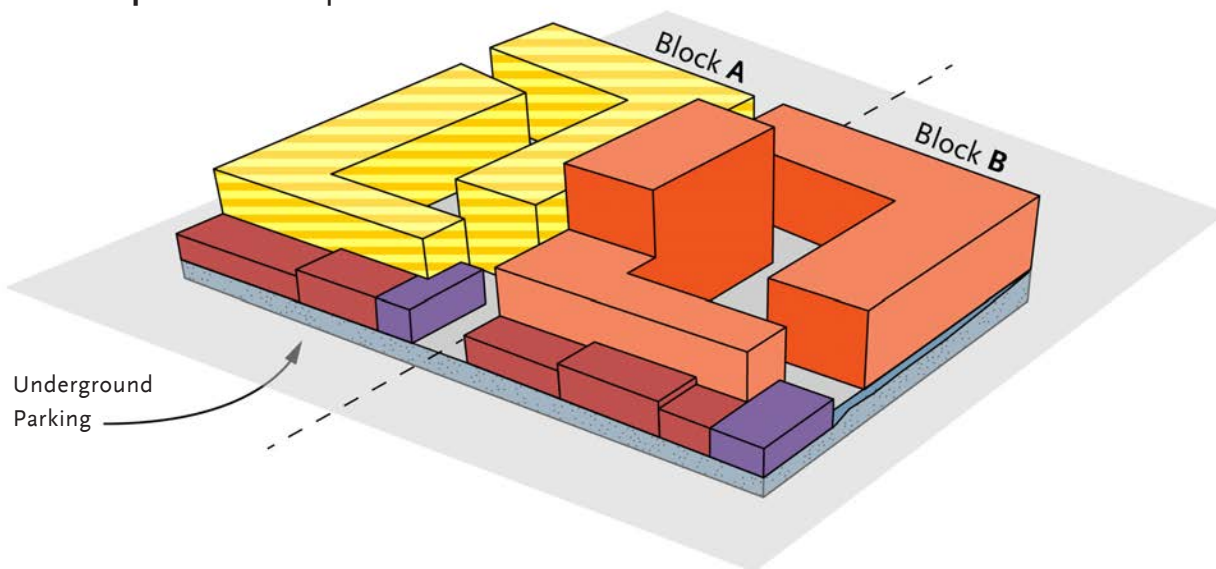
### CONSIDERATIONS

- > Traditional very low income affordable housing financing sources are scarce
- > If awarded NHTF funds can pursue additional grant funding such as Housing for a Healthy California (HHC)
- > Developers are encouraged to pursue creative financing strategies

### POTENTIAL SOURCES

- > Developer Equity
- > Debt
- > Low Income Housing Tax Credits (LIHTC)
- > Multifamily Housing Program (MHP)
- > New Market Tax Credits (NMTC)
- > Affordable Housing and Sustainable Communities Program (AHSC)
- > National Housing Trust Fund (NHTF)
- > Supportive Housing Multifamily Housing Program (SHMHP)
- > Veterans Housing and Homeless Prevention Program (VHHP)

## Scenario | 2: 50 - 50 Split



### PROGRAM SUMMARY

Use	Block A	Block B	Total
Total Residential Units	150	145	295
Extremely Low	75	0	75
Very Low	75	0	75
Moderate	0	0	0
Market Rate	0	145	145
Retail (sq. ft)	15,000	15,000	30,000
Community Space (sq. ft)	2,500	2,500	5,000
Code Required Parking (spaces)	240	255	495
Visitor Parking (spaces)	50	50	100

### STRENGTHS

- > Dedicated market rate building attracts highest rents, which in turn may help subsidize additional below-market rate housing on Block B
- > Allows for services and counseling to be consolidated in one building
- > Scenario allows for deeper level of affordability

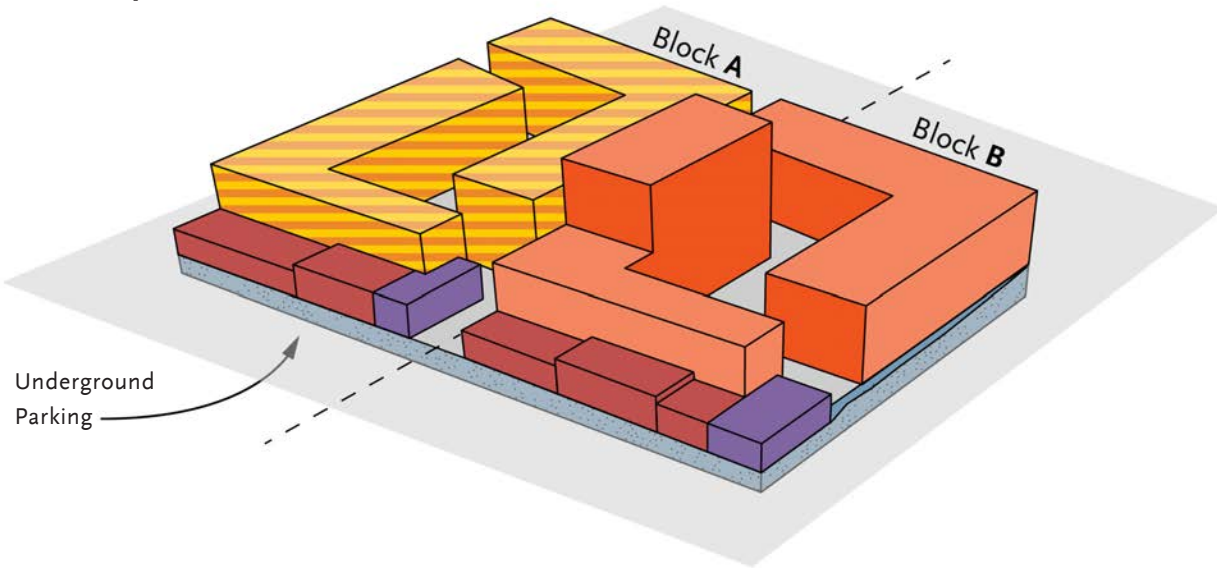
### CONSIDERATIONS

- > Of all scenarios would require the greatest level of non-traditional funding sources
- > Funding sources for extremely low income rental housing are less scarce
- > Increased flexibility of financing structures

### POTENTIAL SOURCES

- > Developer Equity
- > Debt
- > Multifamily Housing Program (MHP)
- > New Market Tax Credits (NMTC)
- > Affordable Housing and Sustainable Communities Program (AHSC)
- > National Housing Trust Fund (NHTF)
- > No Place Like Home
- > Section 811
- > Prop HHH
- > Supportive Housing Multifamily Housing Program (SHMHP)
- > Veterans Housing and Homeless Prevention Program (VHHP)

### Scenario | 3: Low-Mod + 100% Market



#### PROGRAM SUMMARY

Use	Block A	Block B	Total
Total Residential Units	165	142	307
Extremely Low	60	0	60
Very Low	0	0	0
Moderate	105	0	105
Market Rate	0	142	142
Retail (sq. ft)	15,000	15,000	30,000
Community Space (sq. ft)	2,500	2,500	5,000
Code Required Parking (spaces)	260	252	512
Visitor Parking (spaces)	50	50	100

#### STRENGTHS

- > Demonstrates micro-units product type, delivering subsidy free, affordable below market rate housing
- > Provides housing options for “missing middle” income populations
- > Responsive to community feedback
- > 100% market rate block may achieve best financial performance, which in turn may be used to support below-market rate program in the other building

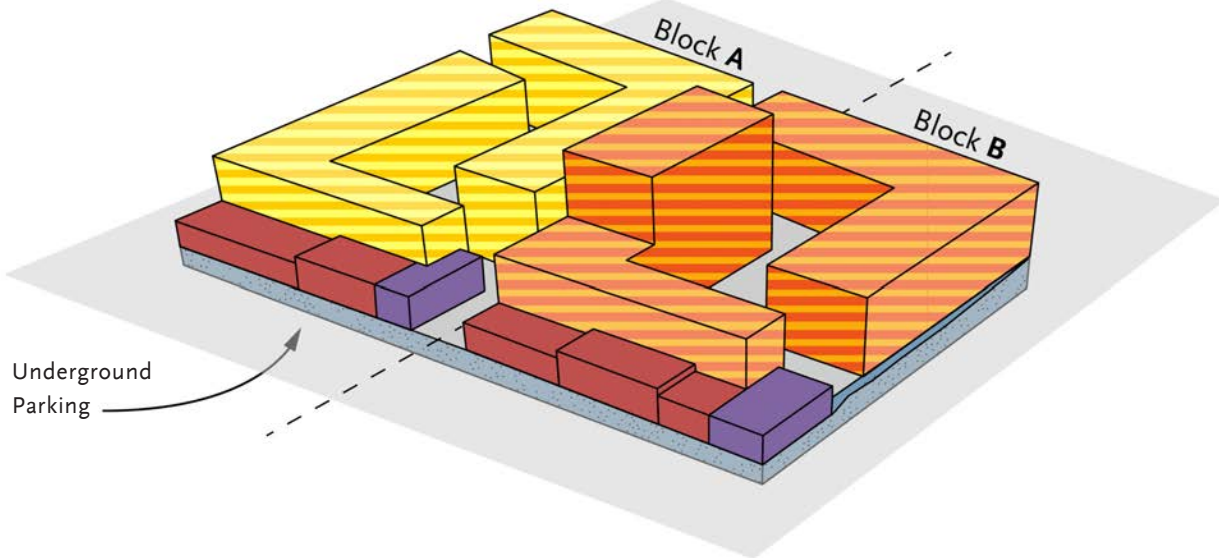
#### CONSIDERATIONS

- > Requires significant gap subsidy
- > Micro-units not currently permitted by code
- > May qualify for new state funds for moderate income housing
- > Incorporation of micro-units may present some design challenges

#### POTENTIAL SOURCES

- > Developer Equity
- > Debt
- > Low Income Housing Tax Credits (LIHTC)
- > Multifamily Housing Program (MHP)
- > New Market Tax Credits (NMTC)
- > Affordable Housing and Sustainable Communities Program (AHSC)
- > National Housing Trust Fund (NHTF)
- > Supportive Housing Multifamily Housing Program (SHMHP)
- > Veterans Housing and Homeless Prevention Program (VHHP)

## Scenario | 4: Mixed Affordable + Mixed Mod-Market



### PROGRAM SUMMARY

Use	Block A	Block B	Total
Total Residential Units	130	180	310
Extremely Low	70	0	70
Very Low	60	0	60
Moderate	0	40	40
Market Rate	0	140	140
Retail (sq. ft)	15,000	15,000	30,000
Community Space (sq. ft)	2,500	2,500	5,000
Code Required Parking (spaces)	220	290	510
Visitor Parking (spaces)	50	50	100

### STRENGTHS

- > Provides broadest spectrum of housing affordability, including moderately-priced micro-units
- > Dedicated standalone affordable block increases efficiency and reduces complexity in seeking financing
- > Responds to all income levels
- > Provides greater opportunity for artist housing and creative/gallery space
- > High amenity market rate housing

### CONSIDERATIONS

- > Requires significant gap subsidy
- > Larger pool of funding sources for various types of income levels served

### POTENTIAL SOURCES

- > Developer Equity
- > Debt
- > Multifamily Housing Program (MHP)
- > New Market Tax Credits (NMTC)
- > Affordable Housing and Sustainable Communities Program (AHSC)
- > National Housing Trust Fund (NHTF)
- > No Place Like Home
- > Section 811
- > Prop HHH
- > Supportive Housing Multifamily Housing Program (SHMHP)
- > Veterans Housing and Homeless Prevention Program (VHHP)

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# Appendix C: Design Checklist

# DESIGN CHECKLIST

PROJECT \_\_\_\_\_ DATE \_\_\_\_\_

LOCATION \_\_\_\_\_

DEVELOPER \_\_\_\_\_

## 5 LEVEL ACHIEVEMENT SCALE

5	Exceptional
4	Exceeds Expectations
3	Meets Expectations
2	Improvement Needed
1	Unacceptable

	Achievement Score	Notes
<b>1. COMMUNITY CONNECTIVITY</b>		
CC-1 - Community Compatibility		
CC-2 - Walk Streets		
CC-2 - Vehicular Access		

# DESIGN CHECKLIST

PROJECT \_\_\_\_\_ DATE \_\_\_\_\_

LOCATION \_\_\_\_\_

DEVELOPER \_\_\_\_\_

## 5 LEVEL ACHIEVEMENT SCALE

5	Exceptional
4	Exceeds Expectations
3	Meets Expectations
2	Improvement Needed
1	Unacceptable

2.COMMUNITY SPACE	Achievement Score	Notes
CS-1 - Streetscape		
CS-2 - Landscape		
CS-3 - Open Space		
CS-4 - Design of Walk Streets		
CS-5 - Public Art		

# DESIGN CHECKLIST

PROJECT \_\_\_\_\_ DATE \_\_\_\_\_

LOCATION \_\_\_\_\_

DEVELOPER \_\_\_\_\_

## 5 LEVEL ACHIEVEMENT SCALE

5	Exceptional
4	Exceeds Expectations
3	Meets Expectations
2	Improvement Needed
1	Unacceptable

	Achievement Score	Notes
<b>3. ARCHITECTURE &amp; BUILDING DESIGN</b>		
ABD-1 - Building Frontages		
ABD-2 - Design & Character		
ABD-3 - Massing & Scale		
ABD-4 - Building Materials		



# DESIGN CHECKLIST

PROJECT \_\_\_\_\_ DATE \_\_\_\_\_

LOCATION \_\_\_\_\_

DEVELOPER \_\_\_\_\_

## 5 LEVEL ACHIEVEMENT SCALE

5	Exceptional
4	Exceeds Expectations
3	Meets Expectations
2	Improvement Needed
1	Unacceptable

	Achievement Score	Notes
<b>5. MOBILITY</b>		
MP-1 - Mobility		
MP-2 - Onsite Parking		
MP-3 - Design & Technology		
MP-4 - Bike Parking		
MP-5 - Bus		

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# Appendix D: Market Fact Sheet

## D. MARKET FACT SHEET

### DEMOGRAPHIC / MARKET RENT ANALYSIS VENICE NEIGHBORHOOD

<b>I. <u>Basic Demographics</u><sup>1</sup></b>			
<b>A. Population</b>			<b>36,898</b>
<b>B. Households</b>			<b>19,242</b>
% of HHs that are 1-Person HHs			47%
% of HHS that include Children Under 18			14%
<b>C. Average Household Size</b>			<b>1.92</b>
<b>D. <u>Median Household Income</u></b>		<b>Monthly</b>	<b>Annual</b>
All Households		\$7,958	\$95,500
Top 95% of Households		\$20,833	\$250,000
Bottom 20% of Households		\$1,275	\$15,300
		<b>Average Rents<sup>3</sup></b>	<b>Highest Rents<sup>4</sup></b>
<b>II. <u>Market Rents</u><sup>2</sup></b>			
Studio Units		\$2,125	N/A
One-Bedroom Units		\$2,794	\$4,249
Two-Bedroom Units		\$3,395	\$5,227
Three-Bedroom Units		\$4,618	\$5,574
		<b>Average Rents<sup>3</sup></b>	<b>Highest Rents<sup>4</sup></b>
<b>IV. <u>Market Rents as a % of Monthly Median Household Income</u></b>			
Studio Units		27%	N/A
One-Bedroom Units		35%	53%
Two-Bedroom Units		43%	66%
Three-Bedroom Units		58%	70%
		<b>Average Rents<sup>3</sup></b>	<b>Highest Rents<sup>4</sup></b>
<b>IV. <u>Market Rents as a % of Monthly Median HH Income for Bottom 20%</u></b>			
Studio Units		167%	N/A
One-Bedroom Units		219%	333%
Two-Bedroom Units		266%	410%
Three-Bedroom Units		362%	437%

<sup>1</sup> Source: www.statisticalatlas.com; 2010 US Census Bureau

<sup>2</sup> Source: www.costar.com; apartment projects with 25+ units.

<sup>3</sup> Includes apartment projects with 25 and more units.

<sup>4</sup> Avalon Venice on Rose (70 units and built in 2012) has the highest apartment rents in Venice.