

A large sign spelling out "VENICE" in green, block letters, strung across a street. The background shows a street scene with buildings, a "TATTOO" sign, and palm trees under a clear sky.

VENICE

A yellow graphic element consisting of a diagonal shape with a white circle and vertical lines on the left side.

Next stop: building partnerships.

Division 6 Joint Development

August 1, 2019



Welcome and Agenda

Thank you for joining us!

Agenda:

9:00am Registration, Refreshments and Networking

9:35am Welcome

9:45am Division 6 Opportunity Overview

10:05am Networking Activity

10:20am Q&A

10:45am Conclusion & Next Steps

Welcome!

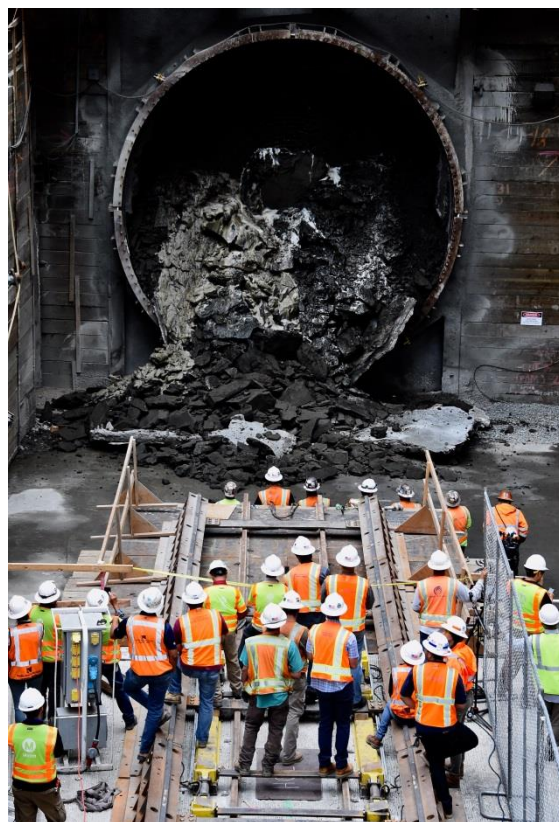
VENICE®

Chamber of Commerce
est. 1905

Delivering More Than Just Transit



Mobility for the People of
Los Angeles



Long-term
Investment in
Infrastructure



Economic &
Built Environment

Joint Development Policy, Goals

Joint Development (JD) is the real estate development program through which Metro collaborates with qualified developers to build transit-oriented developments on Metro-owned properties.

JD Goals:

- Support community's vision for station area.
- Ensure high quality architecture and urban design.
- Encourage housing for diverse income levels.
- Increase transit ridership and improve patron experience.
- Generate revenue to reinvest in the transit system.



JD Complete Projects, Pipeline and Case Studies

Project Status	Completed/In Construction	In Negotiations
18 COMPLETED	<ul style="list-style-type: none">> 2300 housing units<ul style="list-style-type: none">• 424 ownership units• 1876 rental units, of which 810 (43%) are affordable	<ul style="list-style-type: none">> 2366 housing units<ul style="list-style-type: none">• All rental units, of which 38% are affordable
2 UNDER CONSTRUCTION		<ul style="list-style-type: none">> About 575,000 square feet of commercial, office and retail
9 IN NEGOTIATIONS	<ul style="list-style-type: none">> 305 hotel rooms> 820,000 square feet of retail	
4 IN PROCESS IN 2018	<ul style="list-style-type: none">> 650,000 square feet of office (Metro Headquarters)	

JD Process



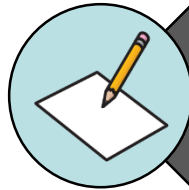
Initial Community Outreach

6 to 8 months



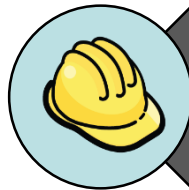
Developer Solicitation/Selection

6 to 8 months



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

12 to 24 months



Permitting and Construction

18 to 24 months

Division 6 Site Overview

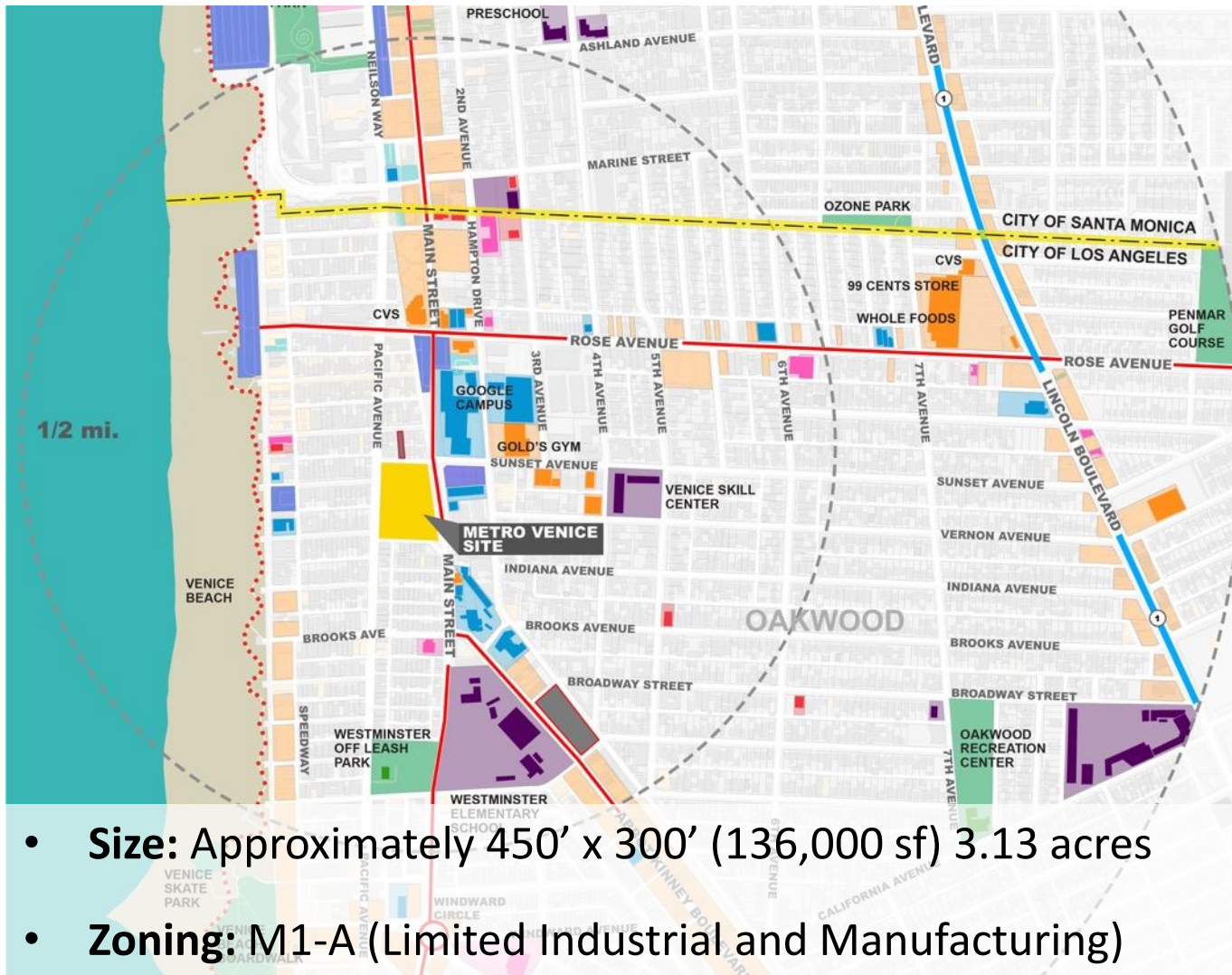


- Former Metro bus maintenance facility
- 3.12 acre parcel
- Located blocks from Venice Beach and Abbot Kinney Boulevard

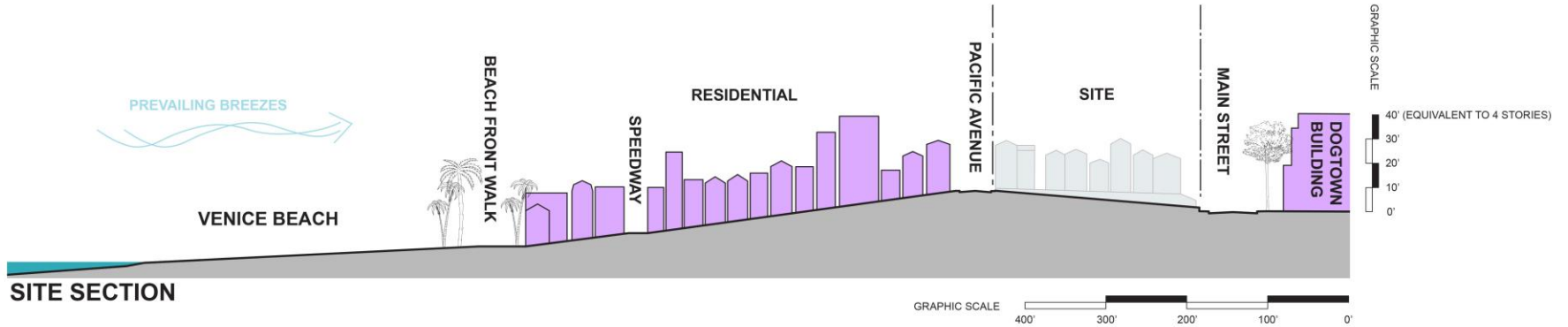
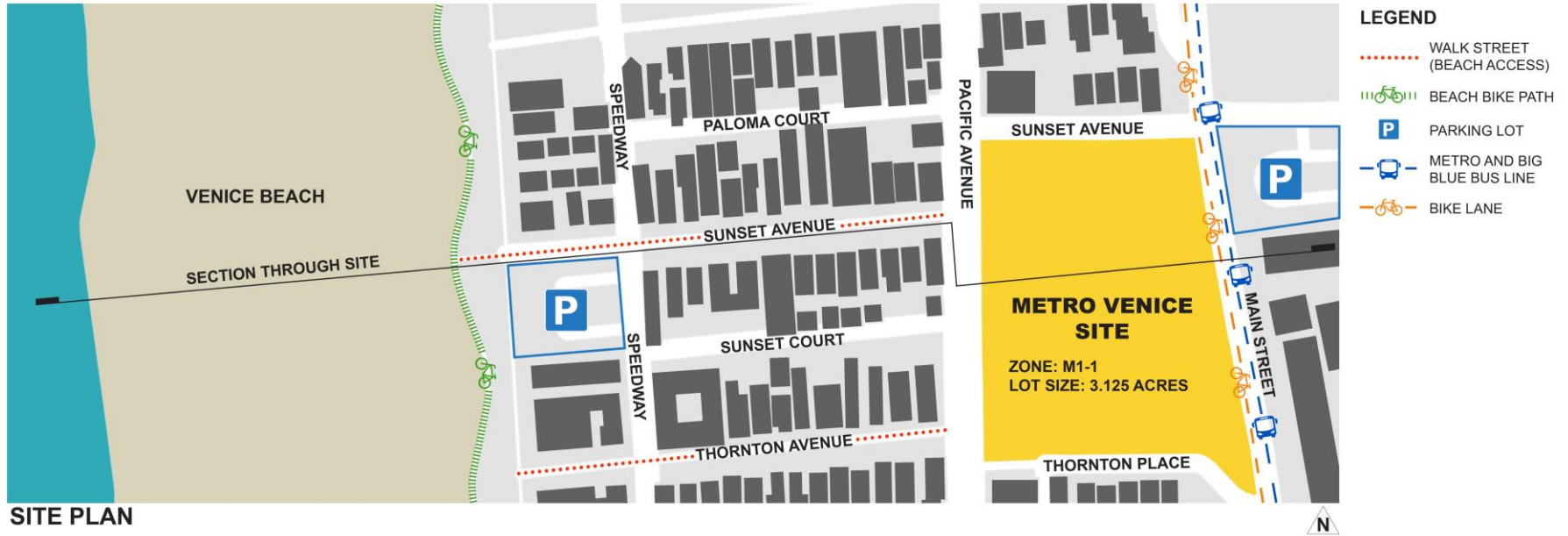


Division 6 Site and Existing Conditions, Google Maps, 2019

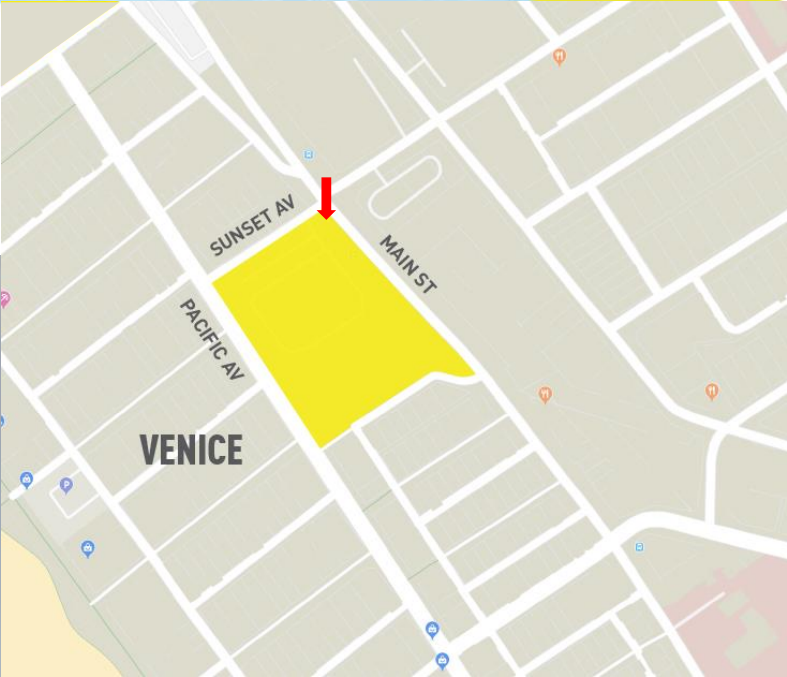
Division 6: Site Overview



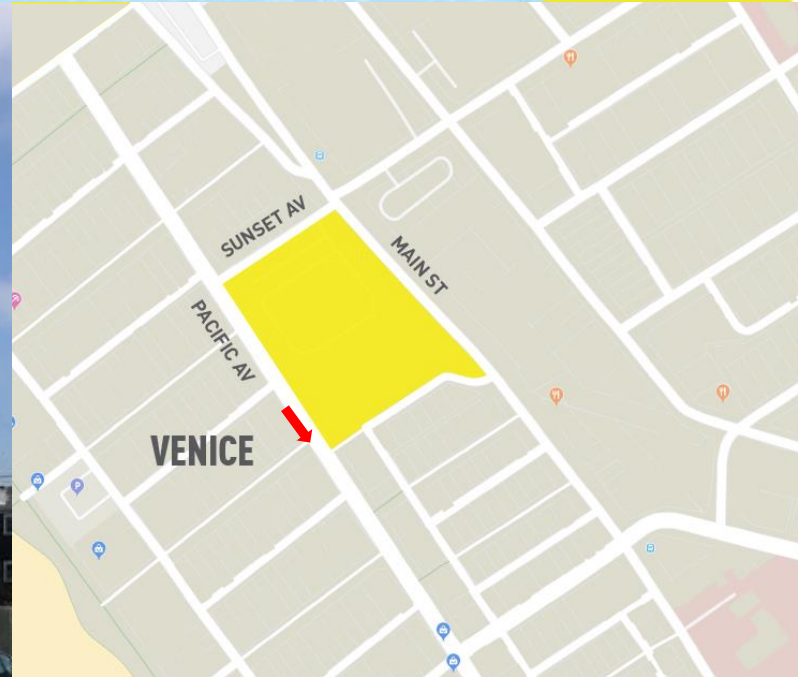
Division 6: Site Context



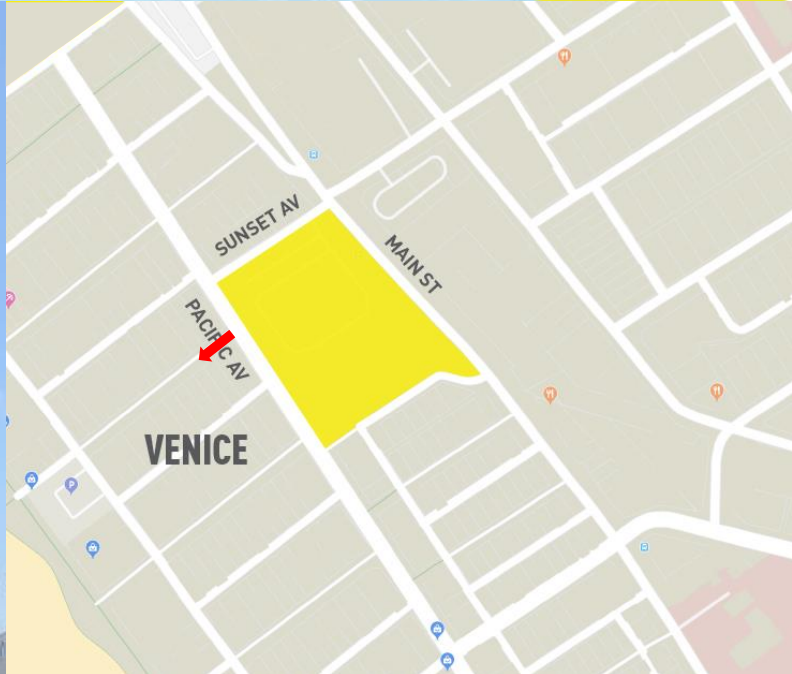
Division 6: Site Context



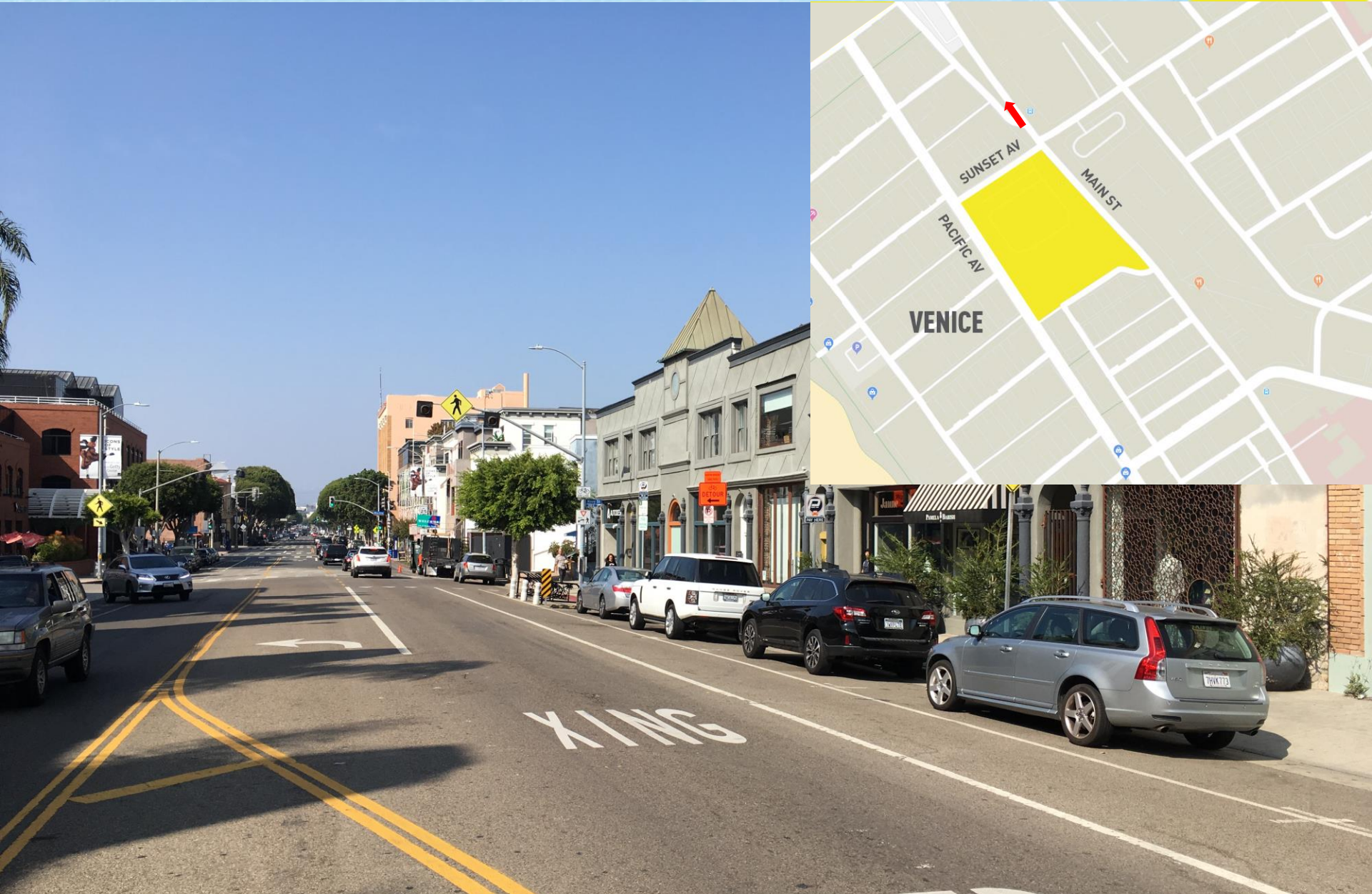
Division 6: Site Context



Division 6: Site Context



Division 6: Site Context



Division 6: Site Conditions

OPPORTUNITIES

- Eclectic neighborhood character
- Proximity to major commercial districts (Abbot Kinney & Main)
- Beach proximity
- Intersection of Uses

CONSTRAINTS

- 11' grade change across site
- MIA/POW Memorial Wall
- Street Qualities:
 - Main St is a connector from Abbot Kinney to Santa Monica
 - Pacific is a through street
- Local residential density and heights



January 2016

- Board motion adopted to determine new use for Division 6 through Metro's Joint Development Program

May 2018

- Bridge housing proposed on the Division 6 site by Mayor Garcetti and Councilmember Bonin

Fall 2018

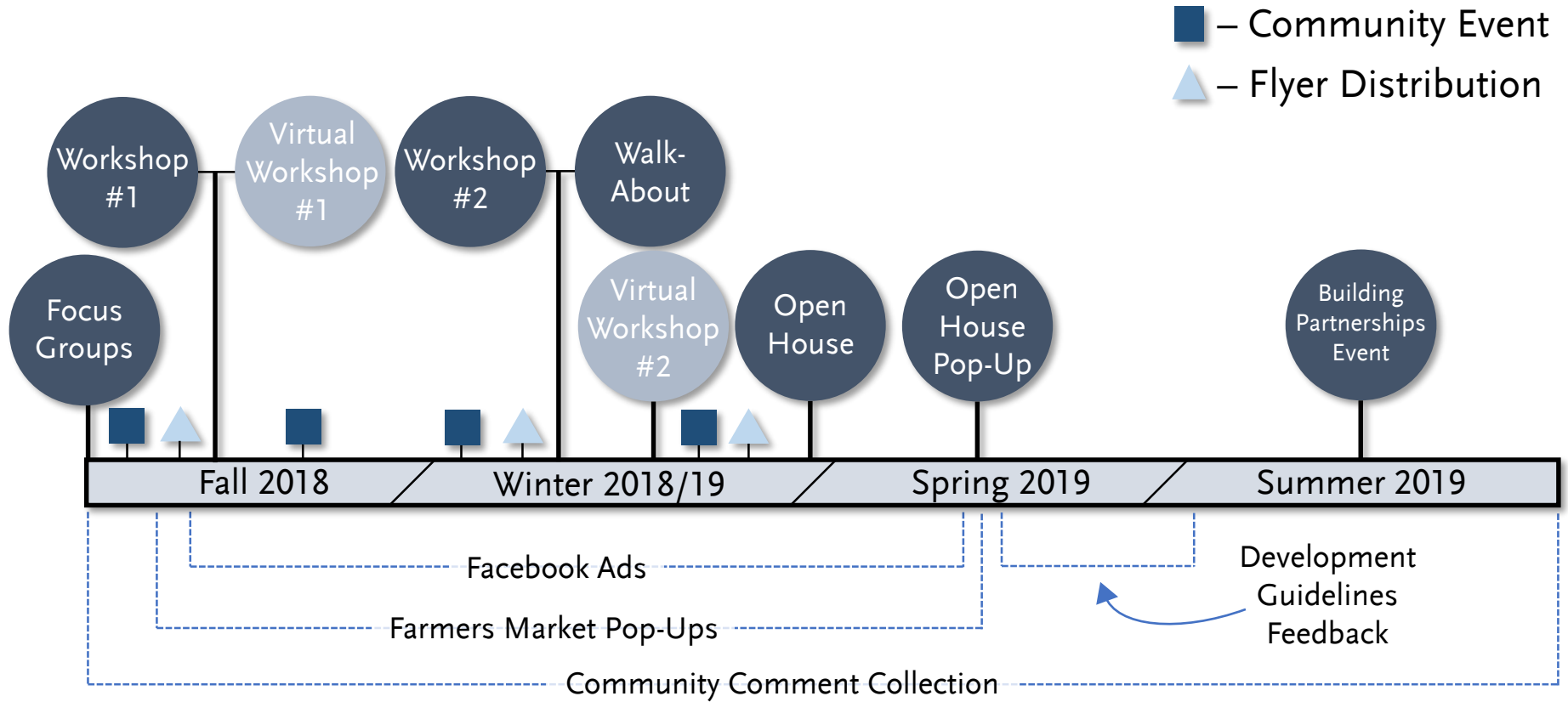
- Initiated community outreach process

June 2019

- Development Guidelines Approved



Division 6 Outreach



Division 6 Outreach



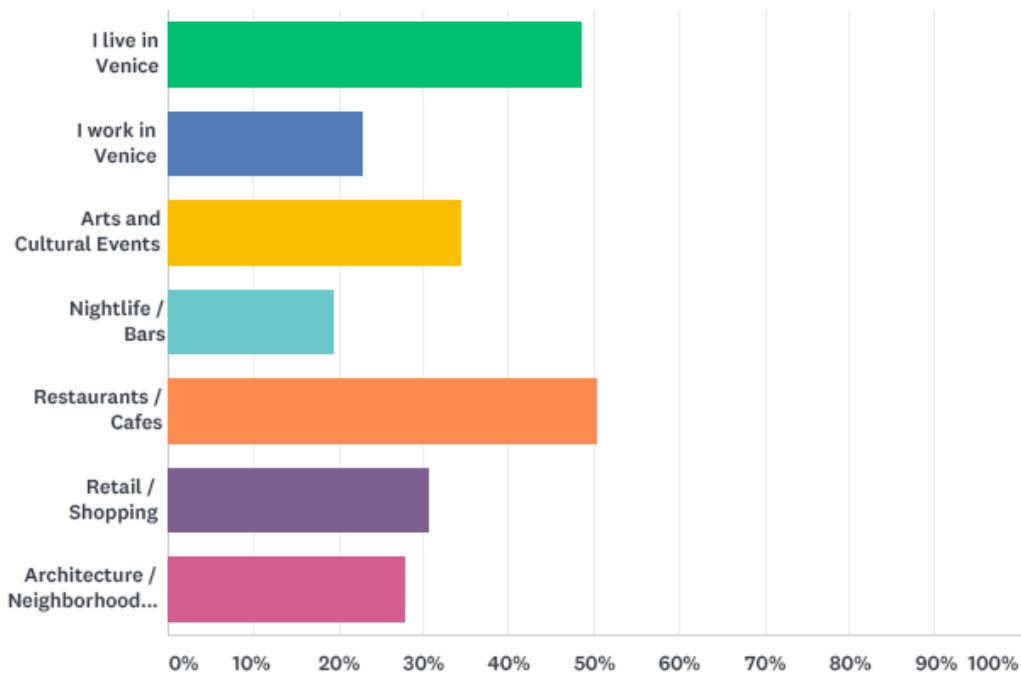


Division 6 Outreach – Survey 1



Q3 What brings you to Venice? (Select your top 3 answers).

Answered: 1,085 Skipped: 18



Division 6 Outreach – Community Idea Gallery



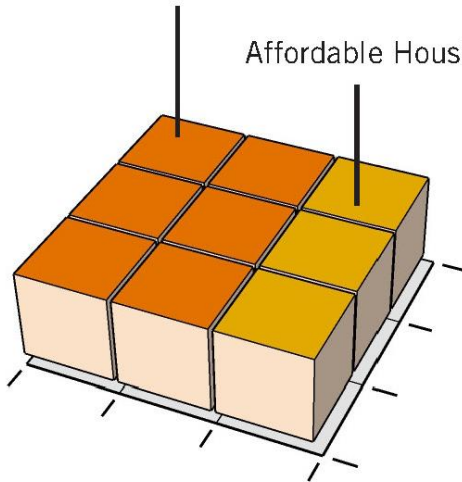
Division 6 Outreach – Trade Offs Exercise



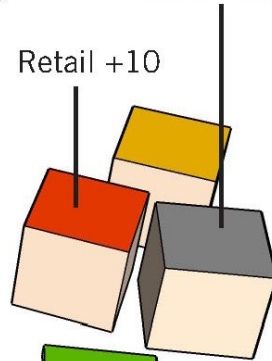
Market-Rate Housing +20

Affordable Housing -10

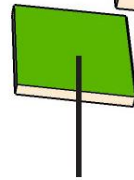
Extra Parking -5



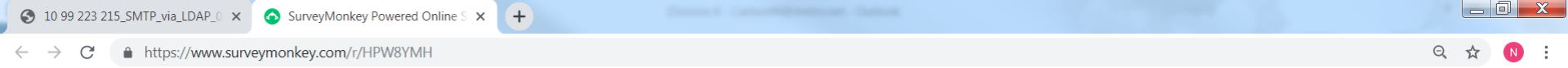
Retail +10



Open Space -5



Division 6 Outreach – Survey 2



Development Guidelines

We gathered feedback and ideas about how the site could have broader positive community impact, increase mobility connections and improve quality of life – all of which is now shaping development guidelines for the long-term reuse of the Division 6 site.

The final guidelines will help Metro solicit proposals from developers, evaluate their work and guide building.



What are Development Guidelines?

- Development Guidelines address a variety of topics such as building height and density, pedestrian circulation, public art, ground-floor uses and much more.
- Metro has recently prepared Development Guidelines for Joint Development sites in [Boyle Heights](#), [North Hollywood](#) and on the new [Crenshaw/LAX Transit Project](#) line.

2. Which are 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):

⋮	<input type="text" value="1"/>	Open space and community amenities
⋮	<input type="text" value="3"/>	Addressing need for affordable housing
⋮	<input type="text" value="1"/>	Pedestrian safety in and around the site
⋮	<input type="text" value="4"/>	Setting aside space for arts-oriented uses such as galleries, workshops, performing arts space, etc.
⋮	<input type="text" value="2"/>	Dedicated space for bike share, Uber/Lyft pick-up/drop-off area and upgraded transit shelters
⋮	<input type="text" value="7"/>	Parking
⋮	<input type="text" value="6"/>	Size and scale of development

Division 6 Outreach – Open House



HOUSING

Proposed Development Requirements

- Consistent with Metro's Joint Development Policy, 35% of housing units should be made affordable to households earning 60% or less of Area Median Income (AMI)

Proposed Development Guidelines

- Community stakeholders expressed a strong interest in workforce, senior, artist, and market-rate housing
- Provide mixed-income housing targeted to a variety of income levels from 0 to 120% of AMI, including housing for families

100% Market Rate

35% @ 60% AMI or less is great

Venice Households by Income Category

Income Category	% of AMI	Household #	Max Rent for 2 Bedroom
Extremely Low	0 to 30%	410,306	\$ 437
Very Low	30 to 50%	640,550	\$ 725
Low	50 to 80%	1,563,900	\$ 1,075
Moderate	80 to 120%	5,700,000	\$ 1,750

100% Affordable, 160 rental units
Belmar Apartments, Santa Monica, CA
Contains live/work studios with roll-up storefronts, as well as apartments in one-to-three-bedroom floorplan for 60% AMI.

100% Affordable, 31 rental units
The Courtyard at LA Brea for extremely-low income households, West Hollywood, CA

70% Affordable for 30%-60% AMI, 33 rental units
Tilden Terrace, Culver City, CA
11,200 square feet of retail space
Green building practices

100% Affordable, 516 rental units
Residences at Pacific City, Huntington Beach
516 luxury units, ranging from studios to three-bedroom penthouses
20% reserved for Moderate Income households

100% Affordable, 200 rental units
Long Beach Senior Arts Colony, Long Beach, CA
Includes art studios, an art gallery, and a 39-seat performance theatre

85% Affordable, reserved for artists
WAV (Working Artists Ventura), Ventura, CA
54 live/work units reserved for artists,
13 market rate condominiums,
Exhibition/theater spaces for artists

M Metro

No Permanent Signage Allowed

affordable housing for low income artists

homeless housing is needed

should list 35% affordable units become available - 35% reserved for artists

SITE USES

2



If you were on the selected development team, how would you ensure community support for your project?

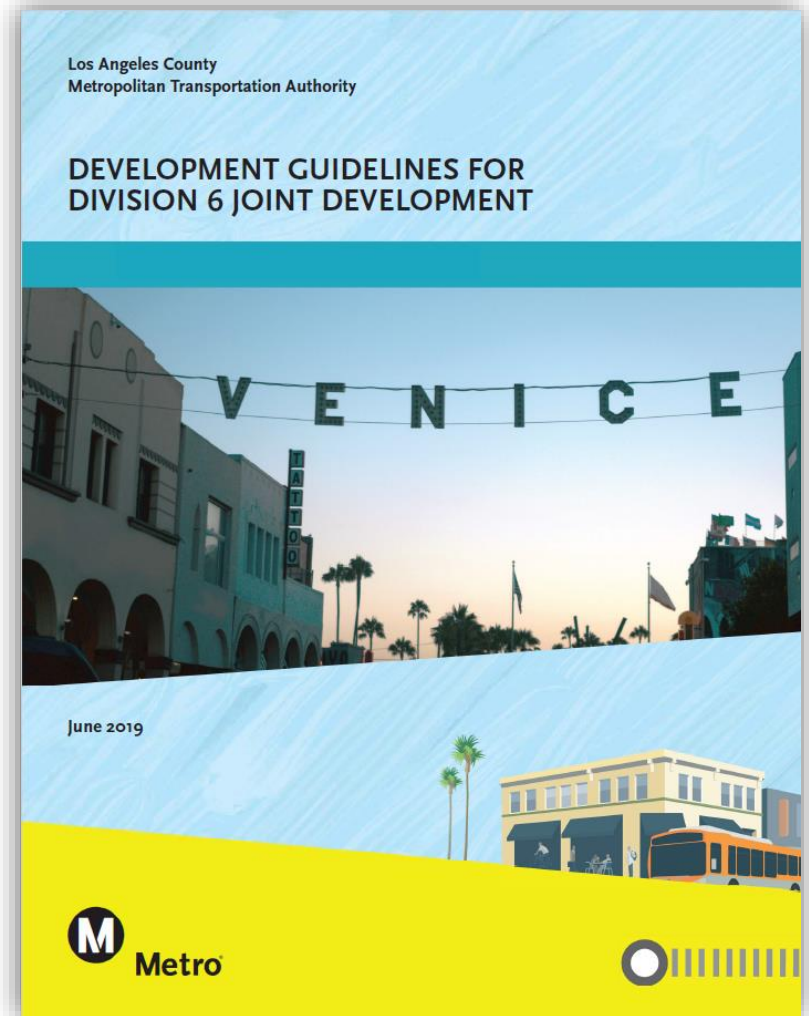


Division 6 Development Guidelines



Goals

1. Translate the community's vision
2. Establish specific requirements/goals for development
3. Provide urban and architectural design direction
4. Development with positive community impact, increased mobility connections and improved quality of life.



Division 6 Development Guidelines



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, down a long building a human-scaled frontage 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.

> 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.





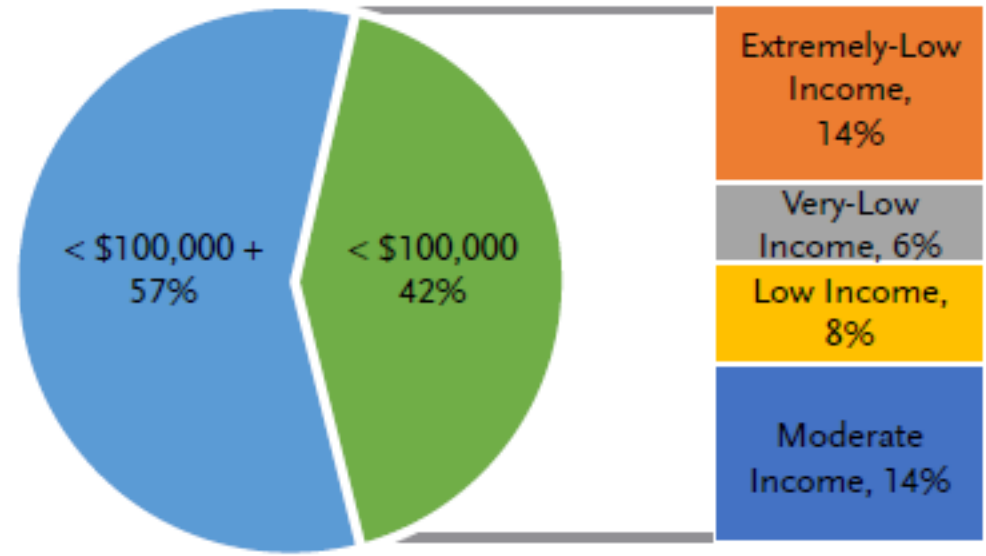
Overarching Goals

- Recognize that Venice is a Coastal Community and that development should be sensitive to the environmental complexities of a coastal location.
- Reflect that Venice is a unique community that desires development that is supportive of existing residents and welcomes newcomers to the community.
- Leverage culture in the development including community space that includes art and reflects the diversity and history of Venice.
- Provide affordable housing and preserving Venice as a mixed income neighborhood.

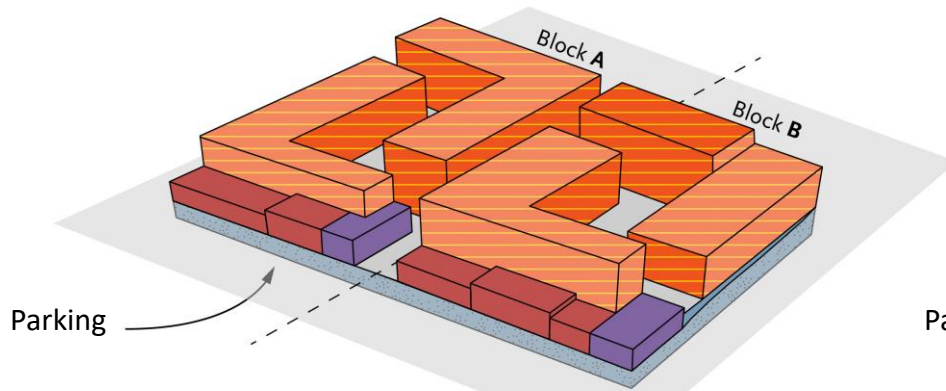
Development Program



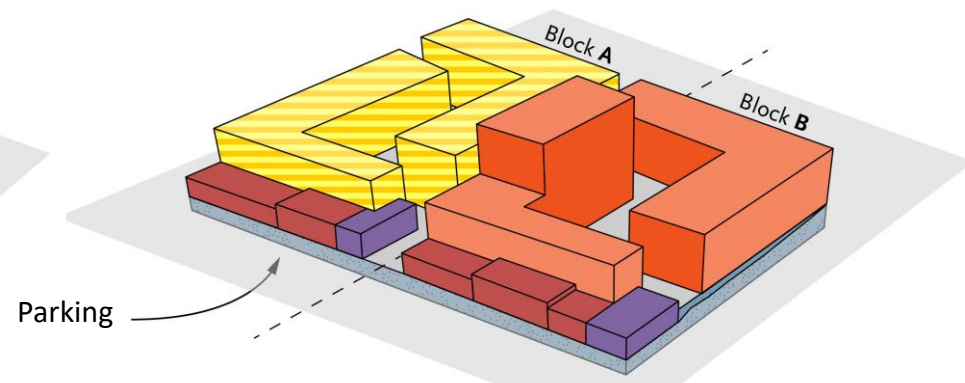
- Mixed-Income Housing
- Community- and Visitor-Serving Retail
- Community Space
- Public Art
- Parking
- Mobility Features and Facilities
- Open Space and Walk Streets
- Hotel



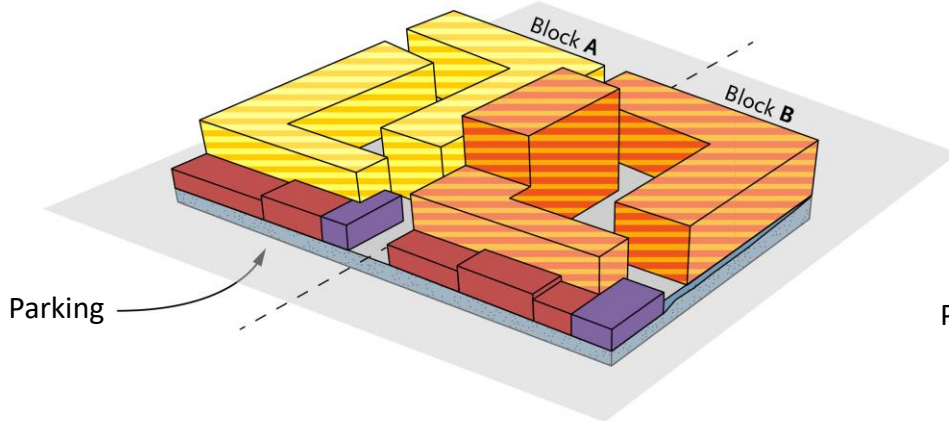
Housing Scenarios Testing



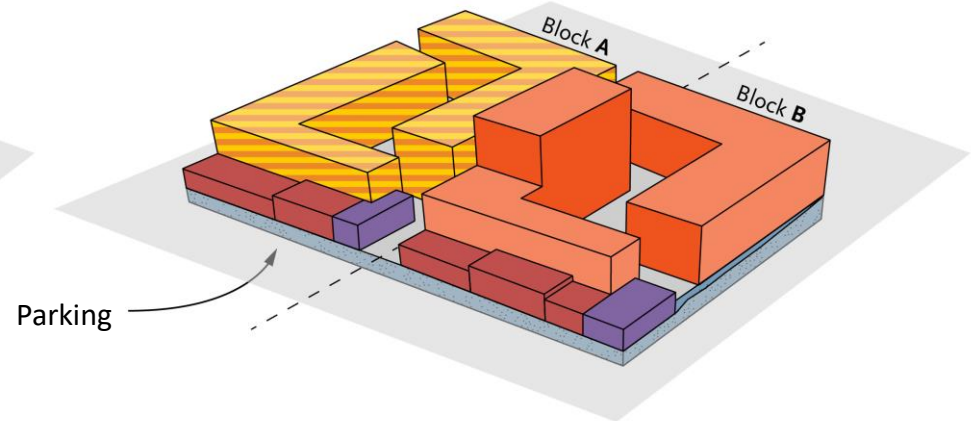
1: Basic Inclusionary (80/20)



2: 50 - 50 Split



4: Mixed Affordable + Mixed Mod-Market



3: Low-Mod + 100% Market



Community Connectivity



Design Standards and Guidelines



Community Space

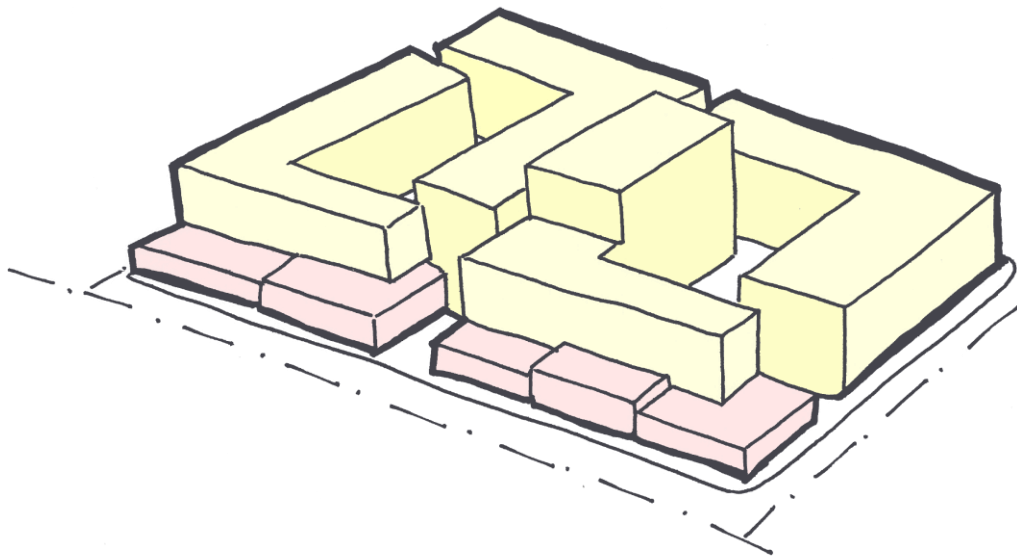


Metro

Design Standards and Guidelines



Architecture and Building Design





Sustainability and Resilience



Design Standards and Guidelines



Mobility



Division 6 Next Steps



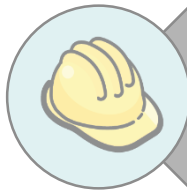
Initial Community Outreach



Developer Solicitation/Selection



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



Permitting and Construction



Projected Developer Selection Schedule

Request for Interest/Qualifications Released	Late Summer 2019
Pre-Submittal Conference	Fall 2019
Submission Due Date	Fall 2019
RFP Release	Winter 2020
Oral Presentations/Interviews (If applicable)	Spring 2020
Developer Selection/ENA to Metro Board	Summer 2020

Q&A

