

REIMAGINING FOX HILLS - TAP

Thursday, March 7th and Friday, March 8th 2019



Urban Land **Los Angeles**
Institute

The mission of the Urban Land Institute (ULI) is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

ULI Advisory Services

- ULI Technical Assistance Panels (TAPs) provide strategic advice to sponsors on complex land use and real estate development issues.
- Links public agencies and nonprofit organizations to the knowledge and experience of ULI and its membership.
- Established in 1947.
- Panel members are volunteers. They are not compensated for their time.
- Panel members are experts in real estate development, land use planning and design, real estate financing, and economic development.

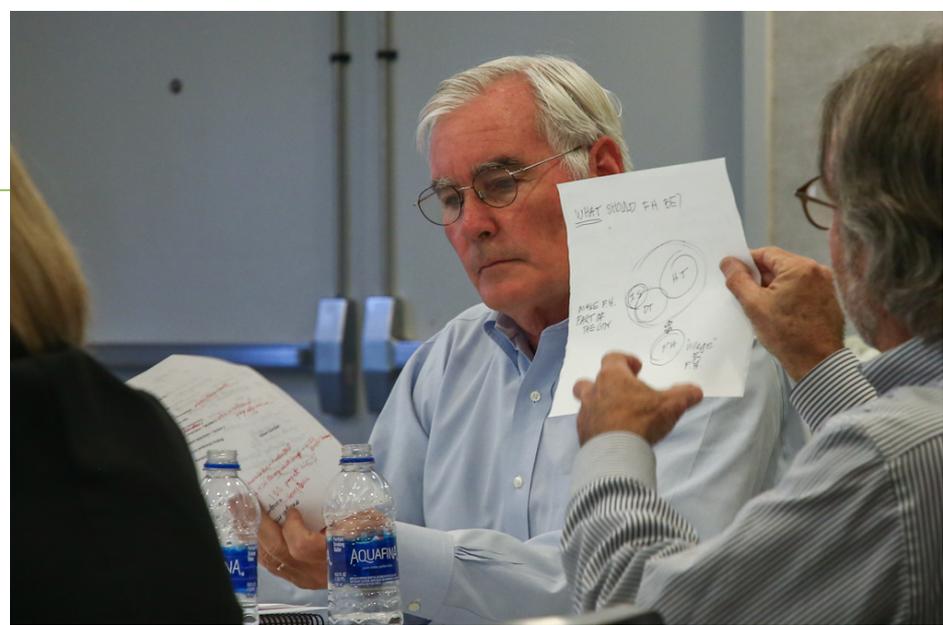
TAP Panelists

Chair

- **Con Howe**, CityView

Panel

- **Woodie Tescher**, Placeworks
- **Alan Pullman**, Studio One Eleven
- **Randy Johnson**, Brookfield Residential
- **Alex Rose**, Continental Development Corporation
- **Sarah Drobis**, Gibson Transportation Consulting, Inc.
- **Judith Taylor**, HR&A Advisors
- **Jonathan Wicks**, Walker Consultants
- **Clifford Selbert**, Selbert Perkins Design Collaborative



Stakeholder Interviews

Business

- **Richard Barkhordarian**, Park Place owner
- **Nelson Algaze**, Property and Business owner
- **Barrett Miester**, Pinnacle Development
- **Fred Kimia**, Buckingham Heights owner

Development / Investment

- **Ron Rader**, Lee West Associates
- **Alex Rivera**, Real Estate Broker
- **Henry Shahery**, HSH Management Group
- **Rob Kane**, Entrada

Residential

- **Renee Baylee**, Fox Hill Neighborhood Association
- **Judi Sherman**, Fox Hill Neighborhood Association
- **Yumi Mandt-Raunch**, Fox Hills Alliance
- **Fred Puza**, Active Resident
- **Scott Kecken**, Active Resident
- **Adam Tan**, Fox Hills Neighborhood Alliance
- **Michelle Playford**, Fox Hills Alliance
- **Deborah Wallace**, Fox Hills Alliance



Panel Questions / Assignment

- 1. Real Estate Market Impact/Development Opportunities (Land Use)**
 - Current trends in the real estate market
 - What is expected creative office market absorption?
 - Can housing be a part of the solution?
- 2. Bristol Parkway ROW Use**
 - Explore different strategies for Right of Way (ROW)
- 3. Plan Implementation Tools**
 - How can City create incentives?
 - Tools that should be considered
- 4. Public Engagement — Commercial and Residential**
- 5. Design Ideas: Master Plan and General Plan – Placemaking**
 - Design considerations that can help connect and support various elements of community
- 6. Parking as a Tool / Lever to Implement Goals**
 - The role of parking
- 7. Brand Strategy**
 - What should the brand for the area be?
- 8. Mobility / Transit**
 - Role of comprehensive transit and mobility

Context





Fox Hills Reimagined TAP

Vision

- The area as it exists today
 - Unique neighborhood in Culver City
- 70's and 80's office park in a 21st century Culver City
 - Viable commercial and residential community
- The region and market are evolving
- Will Fox Hills evolve with the market?
- Based on market forces, property owners will eventually effect change with policy support
- Enhanced status quo and/or guided evolution
- Anticipate and help seed the future
- Start with small but impactful changes

Key Topics

MARKET AND LANDUSE

- DESCRIPTION OF AREA
- TRENDS/ MARKET FORCES
 - OFFICE
 - RETAIL
 - HOUSING
 - HOTEL
- FEASIBILITY / DEMAND
- MOVING FORWARD
 - ENHANCED STATUS QUO
 - GUIDED EVOLUTION

MOBILITY

- ACCESS/ MOBILITY
- CIRCULATION
- TRANSIT
- PARKING
- BRISTOL PARKWAY

PLACEMAKING

- OVERALL CONTEXT / URBAN DESIGN
- BRAND AND IDENTITY
- CONNECTIVITY
- OPPORTUNITY TESTS
 - FOX HILLS PLAZA SITE OPTIONS
 - TYPICAL MIXED USE CAMPUS

IMPLEMENTATION

- TOOLS
 - GOVERNANCE/POLICY
 - PROPERTY OWNERS
- PHASING
- FINANCING

Market and Land Use

Market and Land Use

Office

- Support from growth of digital media, entertainment, and tech industry
- Historic focal points: Santa Monica, Playa Vista, Hayden Tract
- Fox Hills: Next area of growth

Est. Westside Creative Office Annual Absorption (SF)¹: 400k - 700k

Westside Office Rent Growth (2010 – 2018)² 70%

Culver Office Rents (2018)³ Hayden Tract vs. Playa Vista: >26%
Fox Hills vs. Playa Vista: <27%



¹HR&A estimate based on CoStar historical absorption in Santa Monica and Marina Del Rey - Playa Vista submarkets. ²CoStar Class A Office rents. ³CoStar and Strategic Economics.

Market and Land Use (Cont.)

Retail

- Residential and office populations need retail
- National retail trends are changing
- Nodes of retail in Fox Hills



Residential

- Housing crisis
- Strong housing demand
- High performing use



Hotel

- Demand from office users and LAX
- Locations depend on market feasibility



Source: Adam Jones from Kelowna, BC, Canada [CC BY-SA 2.0 (<https://creativecommons.org/licenses/by-sa/2.0>)], www.paseosliving.com, www.mayumi.com

Mobility

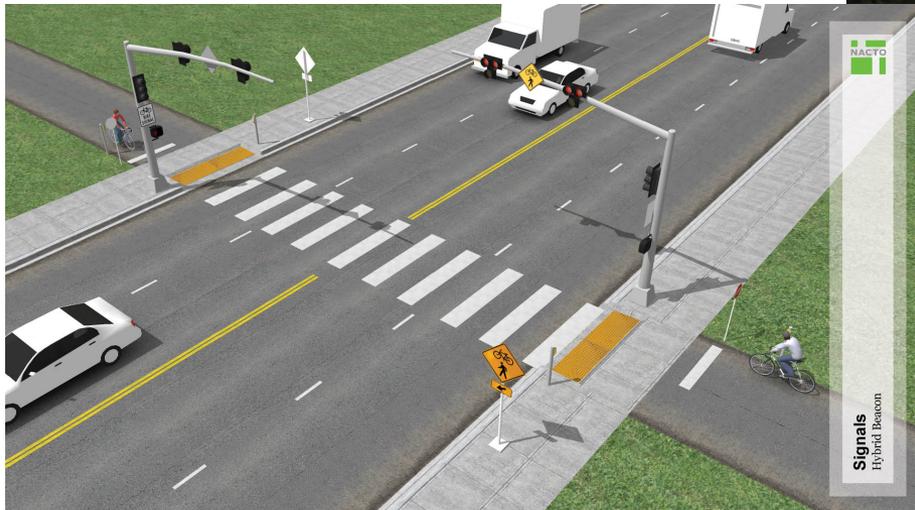
Mobility Improvements

- Better Connections
- Mobility Hubs
- Microtransit



Circulation Improvements

- Increase pedestrian and bicycle safety
- Crosswalks
- New pedestrian connections
- Neighborhood protection
- Wayfinding



Parking

- Shared parking
- Paid parking
- Parking of the future!



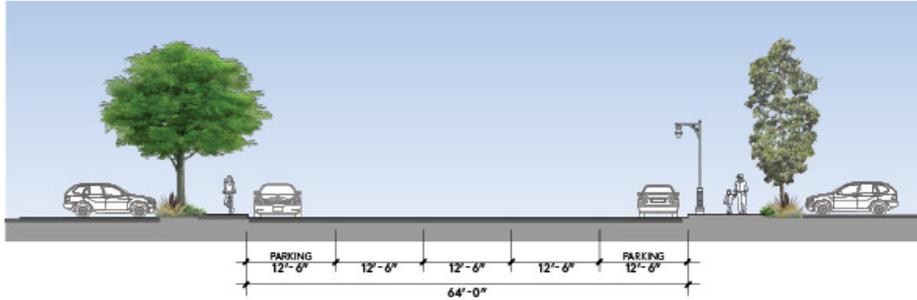
Bristol Parkway Reimagined

- Streetscape improvements
- Pedestrian safety enhancements
- Rideshare pickup/drop off

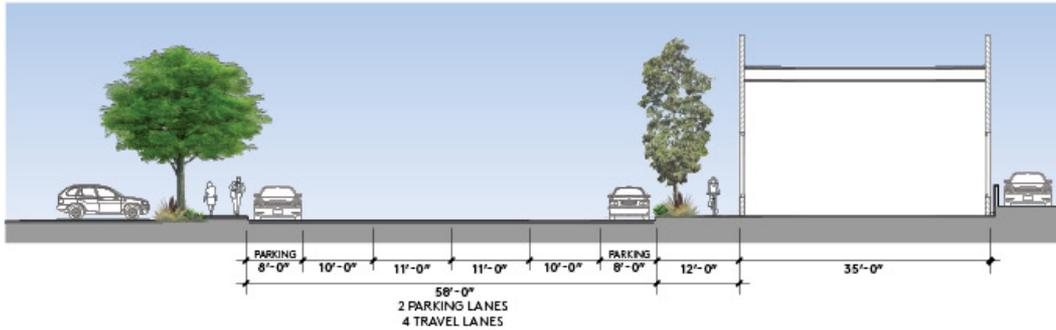


BRISTOL PARKWAY STREET SECTIONS

1. EXPANDED STREETSIDE ACTIVATION OPPORTUNITY STUDY



2. EXISTING STREET



SCALE 1/16" = 1'-0"

Placemaking

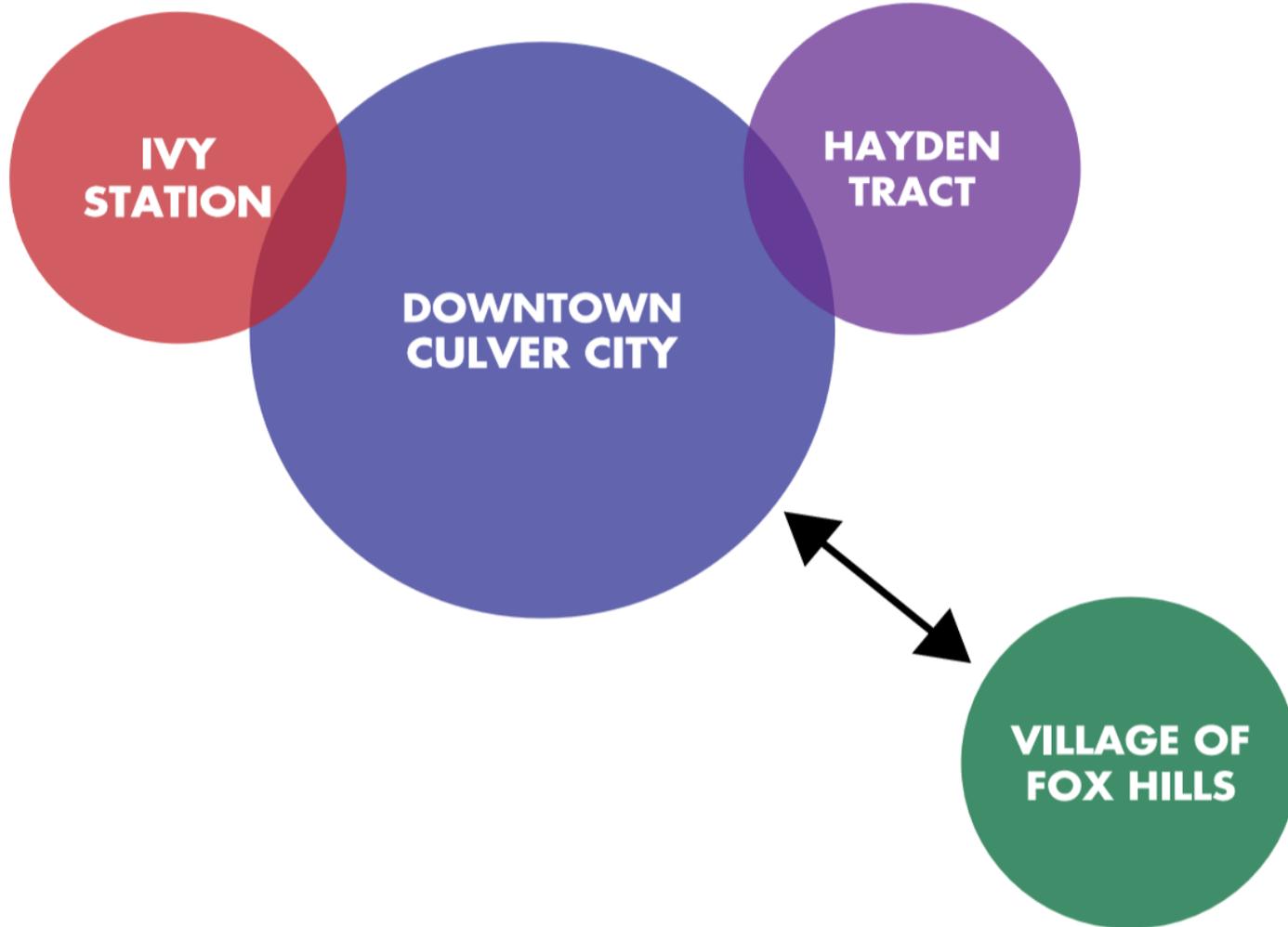
Brand Strategy

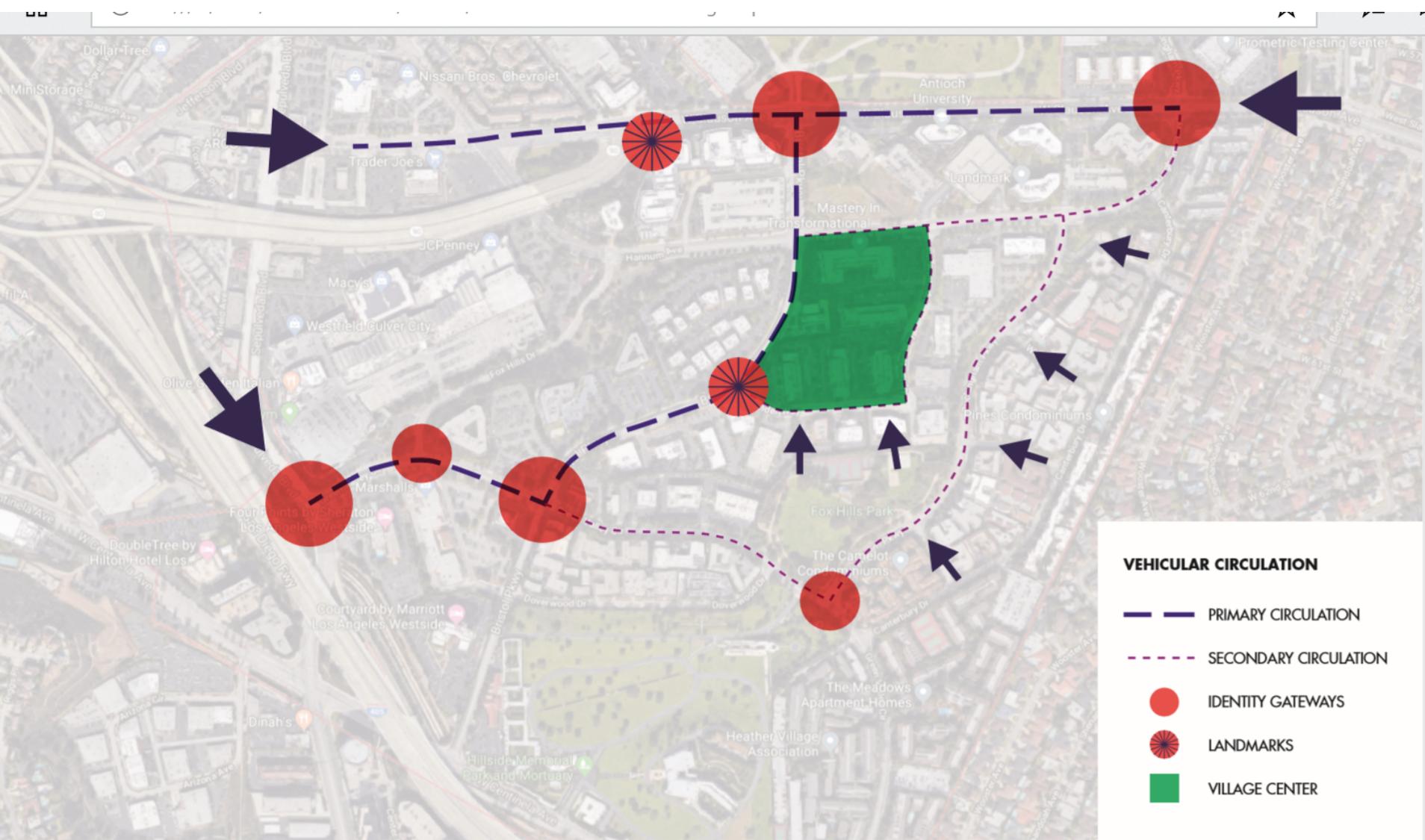
Purpose:

- Create a unified "brand" identity.
- Promote and create a sense of place for Fox Hills.

Brand Elements:

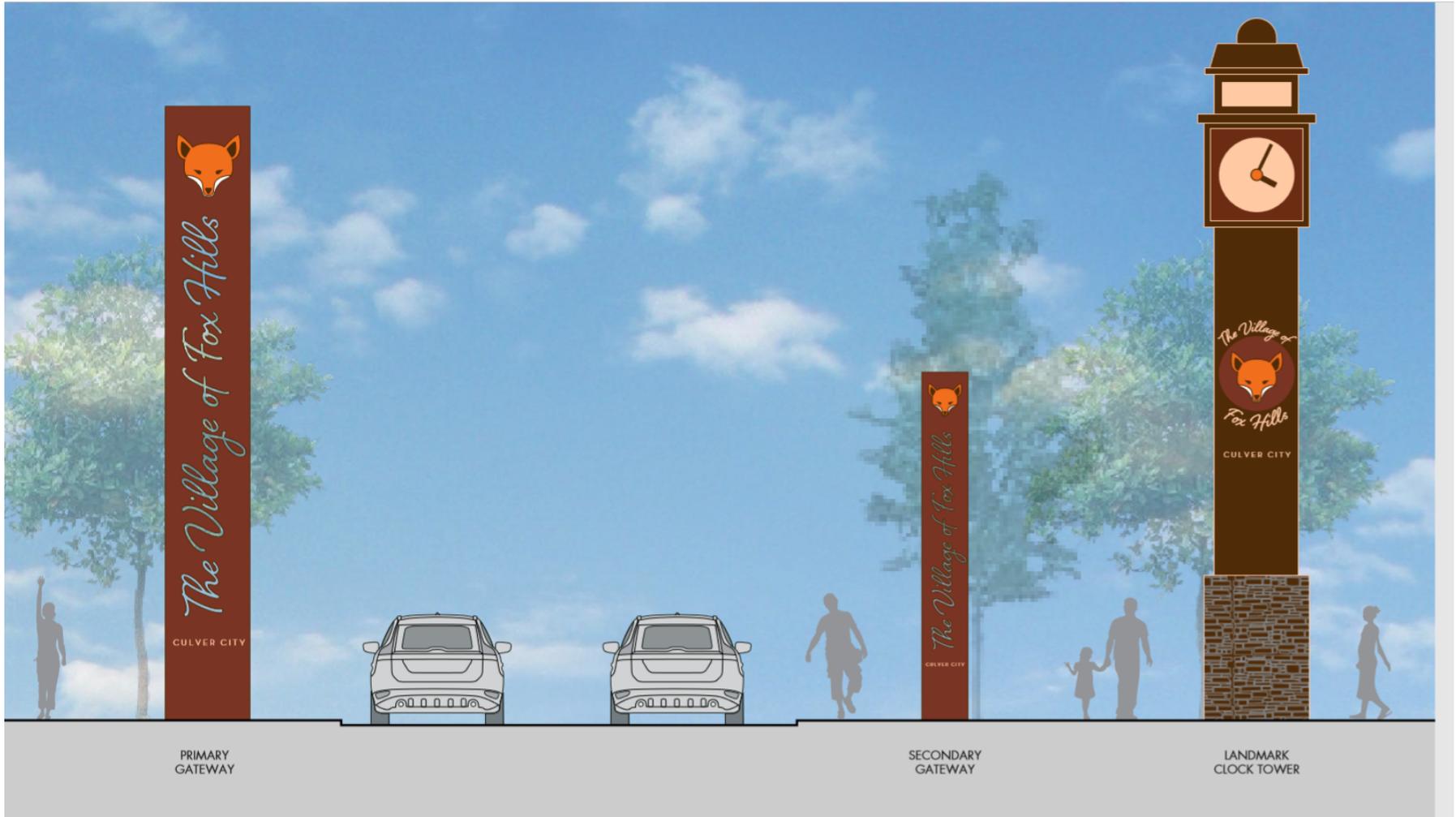
- Communications
 - Logo
 - Name
 - Print (promotions/ advertising)
 - Digital (website/apps)
 - Merchandise (apparel)
 - Events
- Environments
 - Identity (district/key destinations)
 - Direction (vehicle and pedestrian)
 - Information (maps)
 - Amenities (public art)







CULVER CITY





BANNERS

VEHICLE
DIRECTION

PEDESTRIAN
DIRECTION

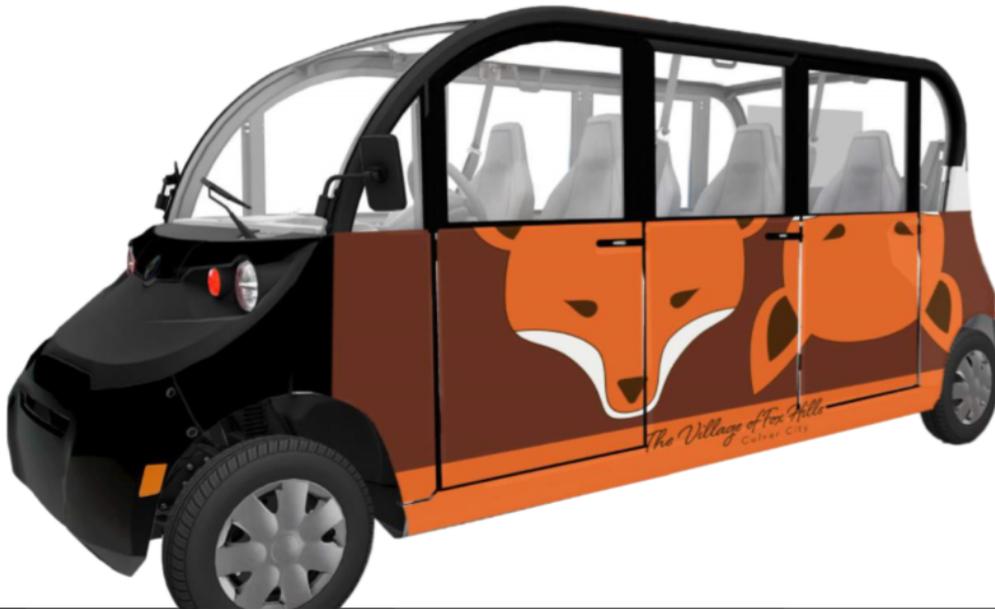
BIKE LANE

KIOSK
WITH MAP

PARKING
DIRECTION



MERCHANDISE-
HAT



Testing some "What If" options on two possible sites that might evolve over time, testing today's placemaking and urban design principles.

CONTEXT MAP - FOX HILL, CULVER CITY



STUDY SITE 1 - EXISTING



Scenario A – Remodel/Refresh

Scenario B – "Lifestyle" Center Remodel

Scenario C – "Village Scale" Mixed Use

Placemaking



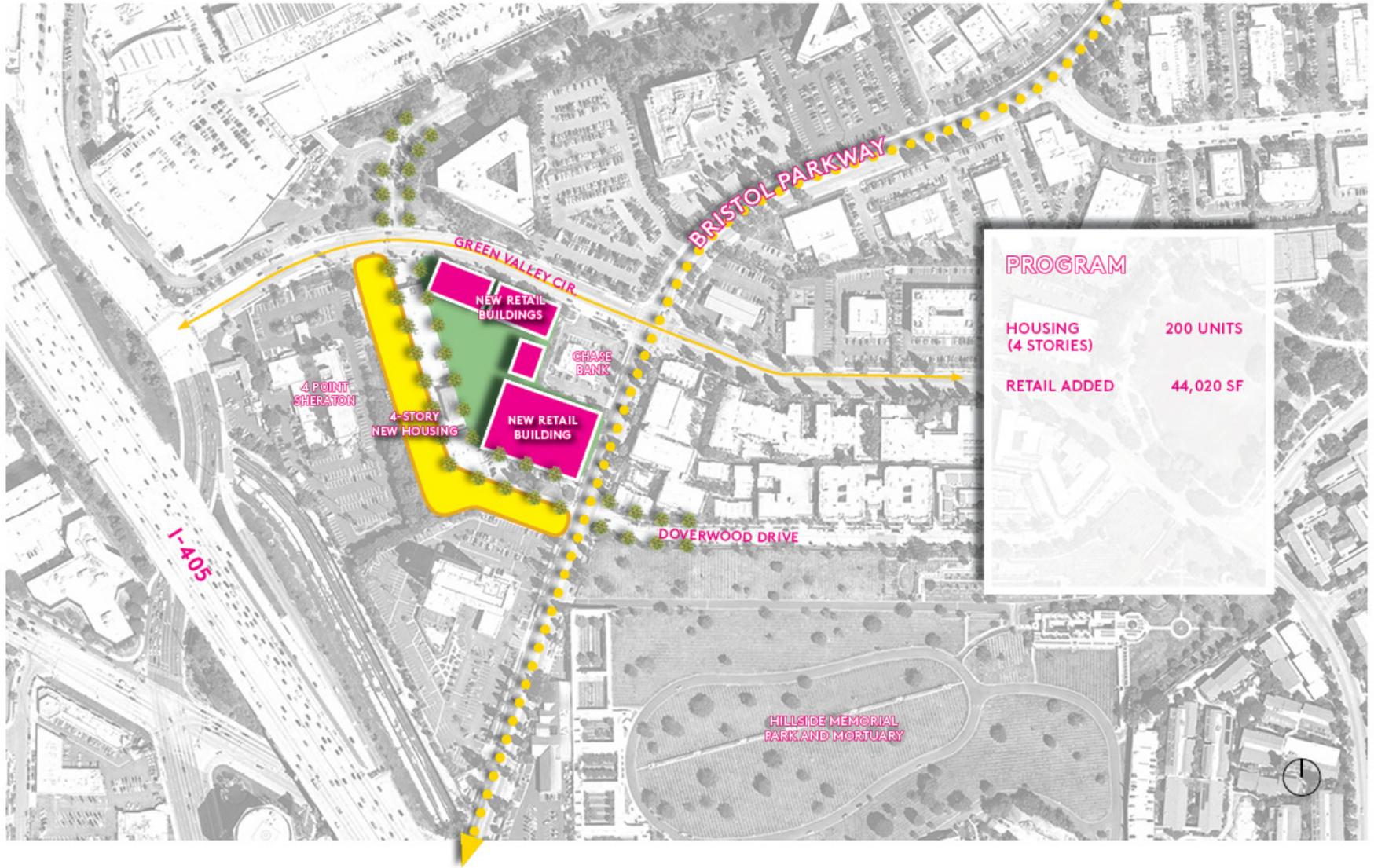
STUDY SITE 1: SCENARIO B - LIFESTYLE CENTER





Fox Hills Reimagined TAP

STUDY SITE 1: SCENARIO C - VILLAGE SCALE MIXED USE



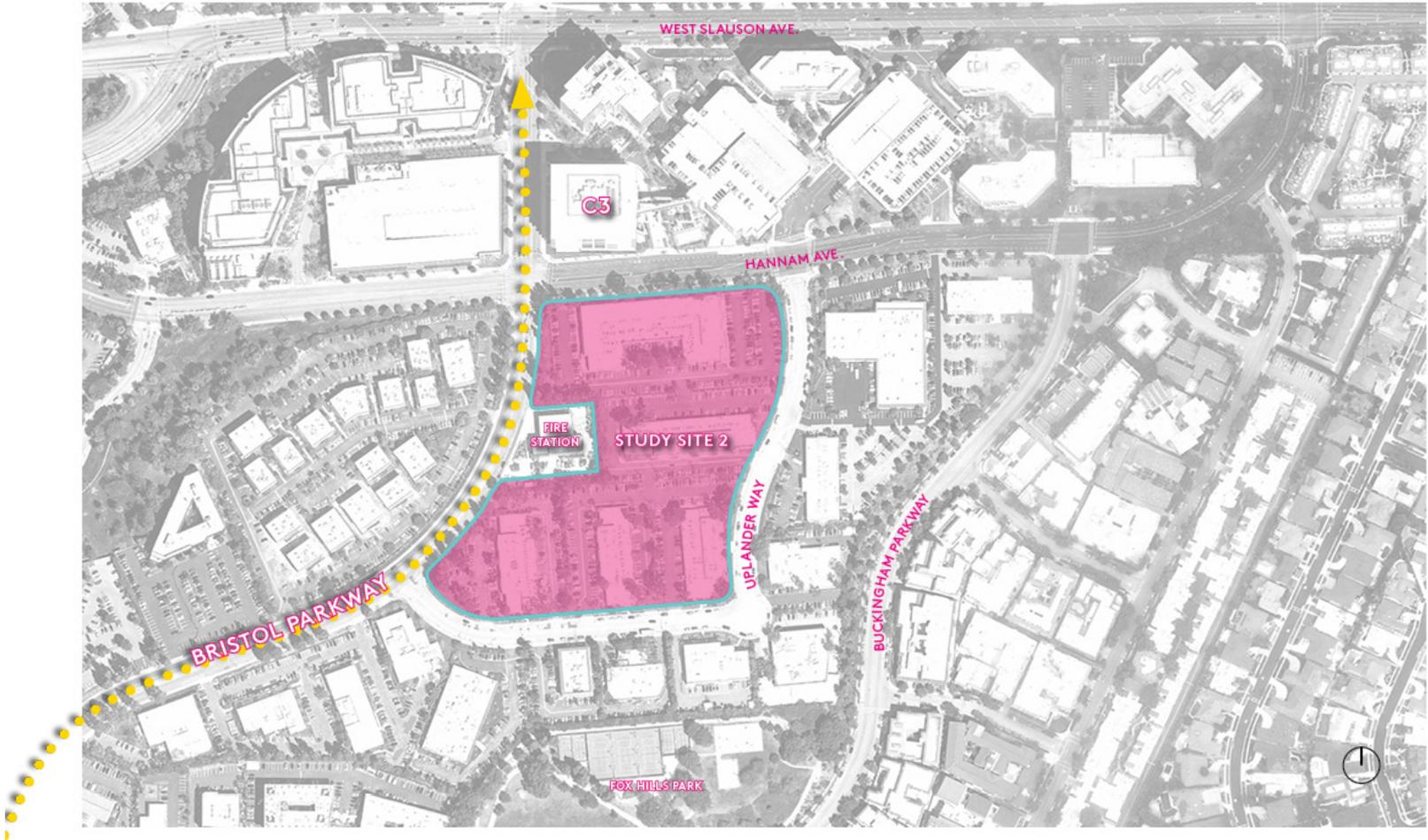
Placemaking

Study Site 2 – American Office Park Properties (plus one)

- 10-acre site
- Central location in the business park
- Low land productivity: .36 FAR
- Chance to build a new office product attractive to tech, media, entertainment, tenants.
- Chance to create a "campus" environment that provides a new character to the business park.
- Provides open space amenity and connectivity for tenants and the community.
- Increase engagement with the street.
- May facilitate linkages to the park.

Placemaking

STUDY SITE 2 - EXISTING



Placemaking

STUDY SITE 2



AREA

TEST SITE 2
Site Area (SF) 10.29 acres

	EXISTING	SCENARIO A	SCENARIO B	SCENARIO C
AREAS (SF)	56' HEIGHT LIMIT	56' HEIGHT LIMIT (4 FLOORS)	85' HEIGHT LIMIT	85' HEIGHT LIMIT W/ RESIDENTIAL
OFFICE	159,796	250,000	500,000	350,000
FOOD HALL	0	7,500	7,500	10,000
COMMUNITY	0	7,500	7,500	15,000
RESIDENTIAL	0	0	0	300 units
TOTAL	159,796	265,000	515,000	
FAR	0.36	0.60	1.18	1.50

Bristol Parkway Reimagined

1. Streetscape improvements
2. Pedestrian safety enhancements
3. Rideshare pickup/drop off

Implementation

Making it Real: Implementation

City Role: Sets the Stage for Development by Establishing Vision, Policy, and Ordinances

Key tools

- General plan-vision and policy specifically addressing Fox Hills area
- Specific plan-policy, regulations, and implementation actions with no further CEQA review for complaint projects (opportunity to expedite development entitlement)

Process

- Continued public engagement: and inclusive process – engage and execute
- Include property owners and tenants
- Use ULI as a resource

Plan Principles

- Flexible/adaptable to changes in market, technology, lifestyle, environment, and culture
- Think “out of the box” – consider innovative approaches and experimentation in planning, urban form, and development
- Make it a model of sustainability

Other ordinances

- Review revise for consistency with vision and policy

Implementation cont.

Property owners

- Organize selves-identity/ Possible BID
- Forum for developing a shared vision and identifying and responding to common issues
- Dialogue with neighborhood and all stakeholders

Phasing

- “Start small make it impactful”
- Short term (1-3 years)
 - Prepare and adopt a specific plan
 - Develop a logo
 - Mobility improvements; crosswalks and restriping of Bristol parkway
 - Property owner organization
 - Establish TMA
- Mid-term (3-5 years)
 - Pilot projects of scale to leverage change
 - Ongoing project processing
 - Ongoing dialogue with property owners regarding evolving market and needs
- Financing
 - Private sector investments
 - Possible PBID

Thank You!

Thank you!