REIMAGINING FOX HILLS - TAP
Thursday, March 7th and Friday, March 8th 2019
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
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
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)**  
400k - 700k

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

**Culver Office Rents (2018)**  
>26%

Hayden Tract vs. Playa Vista:  
<27%

Fox Hills vs. Playa Vista:

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### 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](http://www.paseosliving.com), [www.mayumi.com](http://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
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)
Fox Hills Reimagined TAP

- Ivy Station
- Downtown Culver City
- Hayden Tract
- Village of Fox Hills
Fox Hills Reimagined TAP
Fox Hills Reimagined TAP
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
Placemaking

Scenario A – Remodel/Refresh

Scenario B – "Lifestyle" Center Remodel

Scenario C – "Village Scale" Mixed Use
STUDY SITE 1: SCENARIO A - REMODEL/REFRESH

Program

- Existing retail to remain: 67,000 SF
- Retail removed: 8,700 SF
- Retail added: +16,000 SF
- Total: 74,300 SF

Fox Hills Reimagined TAP
STUDY SITE 1: SCENARIO B - LIFESTYLE CENTER

Fox Hills Reimagined TAP
Study Site 1 – Fox Hills Plaza

Placemaking

Fox Hills Reimagined TAP
STUDY SITE 1: SCENARIO C – VILLAGE SCALE MIXED USE

PROGRAM

- HOUSING (4 STORIES) 200 UNITS
- RETAIL ADDED 44,020 SF
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

Fox Hills Reimagined TAP
Placemaking

STUDY SITE 2

TEST SITE 2
Site Area (SF) 10.29 acres

AREA

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