



Board Report

File #: 2015-1356, File Type: Project

Agenda Number: 13.

PLANNING AND PROGRAMMING COMMITTEE NOVEMBER 18, 2015

SUBJECT: NORTH HOLLYWOOD STATION JOINT DEVELOPMENT - DEVELOPMENT GUIDELINES

ACTION: ADOPT DEVELOPMENT GUIDELINES

RECOMMENDATION

ADOPTING the Development Guidelines (Attachment A) for the joint development of 15.6 acres of Metro-owned property at the North Hollywood Station.

ISSUE

Metro owns, maintains and operates properties throughout Los Angeles County for its current and future transportation operations. As part of Metro's Joint Development Program, staff evaluates these properties for potential joint development and selects properties for beneficial transit-supportive development. The properties at the North Hollywood Station are ideal for joint development because of their size and location near a key commercial center and one of the busiest stations in the Metro system. This site is also part of the Transit Oriented Communities ("TOC") Demonstration Program.

In accordance with the Joint Development Policy, staff has conducted community outreach to solicit input for the creation of Development Guidelines ("Guidelines") for the North Hollywood properties. The Joint Development Policy also requires Board approval of the Guidelines. If adopted by the Board, the Guidelines will be included in the Request for Proposals ("RFP") for the site

DISCUSSION

The North Hollywood properties were previously offered for joint development through an RFP released in 2007. A Developer was selected, however due to a change in market conditions, that proposal was never implemented. There has since been renewed interest and market capacity for a development at the North Hollywood properties. A Request for Interest and Qualifications (RFIQ) for development of the site was released to the development community in March 2015. A shortlist of developers was identified through this process, to receive an RFP after adoption of the Development Guidelines.

Overview of the Guidelines

The Development Guidelines will provide a set of development and planning principles that are applicable to the Property and consistent with Metro's adopted Joint Development Policy, local land use regulations, Metro operational requirements and stakeholder feedback. The Guidelines are not intended to provide specific design and construction related criteria associated with a particular project. If approved, they will be used as part of an RFP that staff will issue to the shortlisted developers. The Guidelines are organized into five sections:

1. *Background Information* - this section provides an overview of the Metro-owned properties, the Metro Joint Development ("JD") Process, Metro's goal of creating Transit Oriented Communities and the outreach process to date.
2. *Vision for Development* - the vision for development at the North Hollywood station is a high intensity, iconic transit-oriented development with mixed uses that build upon North Hollywood's creative arts-oriented identity.
3. *Regulatory and Policy Framework* - this section provides an overview of the key City of Los Angeles and Metro regulatory land use documents, as well as policies to which the Developers must adhere.
4. *Transit Facility Requirements* - provides specific requirements for all transit facilities currently in operations as well as protects for future transit growth. The section includes reference to bicycle and parking facilities as was informed by feedback from Metro Operations.
5. *Development Guidelines* - drawing from the regulatory, policy and transit requirements as well as community feedback, this final section offers a series of guidelines to inform the urban design and environment of the development site, including both recommendations and requirements in the areas of streetscape, open space, programmatic uses, public art, circulation, etc.

Transit Operations Requirements

Key Guideline requirements specific to transit operations include:

- The Orange Line Busway Right of Way must be maintained, and the potential for the Orange Line to be extended to the east and/or converted to light rail must be preserved;
- The Developer may propose relocation of bus discharge and layover facilities, subject to review by Metro Operations, however they must include interim layover and discharge facilities during construction;
- Provision of at least 2,000 dedicated parking spaces for transit riders, joint use may be considered for a portion of the spaces;
- The recently renovated historic Lankershim Train Depot should be integrated but is not a part of the RFP;
- Incorporation of bicycle facilities, including the Chandler Cycle Track, Metro Bike Hub and improvements called for in the City of Los Angeles Bicycle Implementation Plan.

Metro Operations will have an ongoing role in review of development plans through developer selection and following into implementation.

Community Outreach

The North Hollywood (“NoHo”) Guidelines are the first to be developed under the updated Joint Development Policy and TOC Demonstration Program. Both of these documents provide for a more meaningful community engagement process. The JD Team hired an outside design/urban planning consultant to assist with outreach and creation of the Guidelines, and also worked closely with Community Relations and local elected officials (the Offices of Directors Krekorian and Kuehl) to:

- Create a stakeholder email list;
- Hold smaller or one on one meetings with key stakeholder representatives (Mid-Town NoHo Neighborhood Council, BID, VICA, San Fernando Valley Regional Service Council);
- Organize 3 focus groups with over 45 attendees: Community Based Organizations, Residents and Business/Property Owners;
- Hold a Community Workshop with 65 attendees
- Offer an Open House to summarize findings and next steps with 50 attendees.

These meetings were publicized through the email list, by distributing 10,000 fliers within a ¾ mile radius of the station, through the elected’s regular news updates, and through a new partnership with NextDoor, a neighborhood-based mobile app that targets community stakeholders (North Hollywood has 1,300 members and the outreach for the NoHo Station Guidelines was a pilot effort at partnership between Metro and NextDoor).

DETERMINATION OF SAFETY IMPACT

The adoption of Development Guidelines will have no direct impact on safety. The eventual implementation of a Joint Development project at the Metro North Hollywood Station will offer opportunities to improve safety for transit riders, through better pedestrian and bicycle connections.

FINANCIAL IMPACT

Funding for joint development activities related to the Development Guidelines and any subsequent, related development activity, including the RFP process, is included in the FY16 budget in Cost Center 2210 (New Business Development) under Project 610011 (Economic Development). Third party costs associated with the Development Guidelines, RFP solicitation and Developer selection are estimated at \$222,650. These costs are encumbered through active contracts.

Since development of the properties is a multi-year process, the project manager will be accountable for budgeting any costs associated with the joint development activities that will occur in future years.

Impact to Budget

The source of funds for joint development activities is local right-of-way lease revenues, which are eligible for bus/rail operating and capital expenses. Adoption of the Development Guidelines will not impact ongoing bus and rail operating and capital costs, the Proposition A and C and TDA administration budget or the Measure R administration budget.

ALTERNATIVES CONSIDERED

The Board could choose not to adopt the Development Guidelines. That is not recommended because a new development is desired by the community and will increase ridership. Further, the Guidelines were developed with considerable stakeholder input and the North Hollywood community is expecting movement on the joint development of the North Hollywood Station site; adoption of the Guidelines is a precursor to moving forward with the Joint Development process.

NEXT STEPS

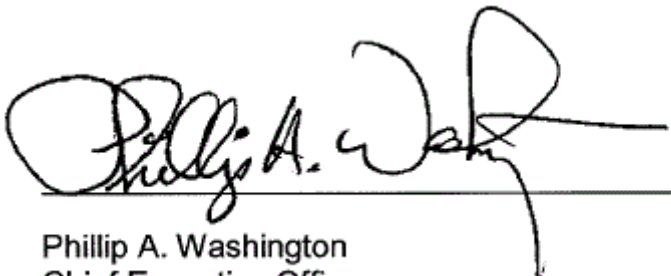
After adoption of the Development Guidelines, Metro staff will issue an RFP for the development of the properties, to the shortlisted developers. The RFP will include the adopted Development Guidelines. Staff anticipates bringing a recommendation for selection of a Developer to the Board in Summer 2016.

ATTACHMENTS

Attachment A - North Hollywood Development Guidelines

Prepared by: Marie Sullivan, Transportation Planner II, (213) 922-5667
Jenna Hornstock, Deputy Executive Officer, (213) 922-7437
Cal Hollis, Managing Executive Officer (213) 922-7319

Reviewed by: Martha Welborne, FAIA, Chief Planning Officer, (213) 922-7267



Phillip A. Washington
Chief Executive Officer