NoHo Arts District

North Hollywood, California
ULI Advisory Services Program
January 25 – 30, 2004
The Process

- Reviewed briefing materials
- Came to town Sunday
- Briefing and tour on Monday
- Interviews Tuesday
- Work, Work, Work Wednesday and Thursday
- Show time Friday
Today’s Presentation

- Overview
- Market Issues
- Planning and Design Context
- Development Strategies
- Implementation
- Questions and Answers
Market Potential
Economic and Demographic Overview

- Statistical caveats
- 11% population growth
- 45.6% Hispanic
- Income growth lagged inflation
- Diverse household sizes
- No really large employers
Overview of Real Estate Market Conditions

- Office as of July 2003
  - Overall LA vacancy – 15.8%
  - Rents - $28.80/sf
    - Down from 29.88
  - 4.5 years to reach 10% vacancy
  - Three major buildings contain about 510,000 sq. ft.
  - 7% vacant with rents in mid $20s
  - Tenants – entertainment industry
Office as of July 2003 (contd.)

- MTA station enhances potential for creating office
- Current rents do not support the cost of new construction
- If key sites are preserved, office uses may well be achievable in 5 to 10 years
Multifamily Residential

- 64% of total 59,000
- Most in large projects
- Renters comprise 68.1%
- Vacancy rate – 3.2%; rents vary based on the quality and vintage of product
- High end - $2/SF/month
Multifamily Residential

- 1,500+ new apartments approved or under construction
  - 90% market rate
- All projecting market rents at $1.75 to $2.00
- Average condo value - $244,000 compared to single family home – just under $277,000
Multifamily Residential

- No for-sale under construction but two in the pipeline
- Panel anticipates more for-sale product will emerge as desirability increases
Multifamily Residential

- Long-term prospects for residential excellent
- North Hollywood is well-positioned as an urban infill site
- Strong residential market could crowd out other uses
- CRA may wish to consider policies for
  - Workforce, affordable, and senior housing
  - Reserving key sites for employment generation
  - Preserving certain single-family neighborhoods
Retail – Regional and Subregional

- Burbank dominates the regional and subregional markets
- North Hollywood area served by two regional shopping centers
  - Westfield Fashion Square – Sherman Oaks
  - Panorama Mall
- 70 multiplex movie screens
- Prospects not promising for destination retail
- Main Street model more appropriate
Retail – Convenience and Neighborhood

- Healthy local retail market
- Rents range from $1.25 to $3.50 NNN
- Magnolia and Vineland Center - $1.50 - $2.00 range – vacancy reported at 1.1%
- Ralph’s – one of chain’s best performers
- Local retail should benefit from new residential
- Transit investment does less for retail
- Retail must be viable on its own
Hotel

- No market data collected for the panel
- A difficult time for new hotel development
- Even strong players have problems financing
- Hotel developers see no potential
- View could change as station area builds out
- No major destination in area now
- Universal City’ #1 tourist destination
- Explore pre and post 9/11 performance of local hotels
Summary

- MTA’s transportation infrastructure enhances market-based development opportunities
  - Multifamily residential
  - Conventional office in the mid- to long-term
  - Arts and entertainment district related
  - Destination uses
- Does less for retail
- Recent developer interest attests to this fact
- Substantial differences in near term viability and hence level of required subsidy
Summary

- Additional transit boon would be Rapidway extension eastward to Burbank Airport
- Market trends augur well
- Led by new multi-family residential development that will enhance and expand local retail market
- The area could become more of a sub-regional draw focused on the 2M+ population of the Valley and communities to the north
Summary

- As a real community center takes shape, the station area’s attractiveness as an office employment center will grow.
- To realize this vision – need adequate public policies and implementation strategies:
  - Ensure mix of housing
  - Protect and preserve key arts district uses and sites
NoHo Arts District

Live theaters on life-support
NoHo Arts District

Urban pioneers
NoHo Arts District

Affording the NoHo dream
Vision for the Visionaries

Keep on truckin’
Vision for the Visionaries

Trains and boats (streets) and planes (bikes)
Unite and Conquer

NoHo Theater and Arts Business Collaborative
Unite and Conquer

Buy local and eat local
Marketing and the Really Big "Shew"

Branding for fun and profit
The World Animation Center

It’s not your father’s Mickey Mouse
NoHo Theater Center

Black boxes and bright lights
Art-House Cinemas

Take 1 – That’s a Wrap
Art Institute and the High School

Learning young and learning old
YMCA

You know it’s fun to stay
Oasis Arena

Still in the desert
The End of the Lines

Next stop…. NoHo Village
Planning and Design
NoHo Context
NoHo Strengths
NoHo Challenges
NoHo Opportunities
A Vision for NoHo

“Building a Neighborhood not Projects”

- A vibrant arts and cultural center for the region
- New neighborhoods for urban living
- A vibrant commercial center centered around a multi-modal transit center in the valley
A Vision for NoHo

5 distinct districts define the core

- Lankershim Core
- NoHo Arts District
- Chandler/Cumpston Neighborhood
- Back Lot District
- NoHo Park Neighborhood
Development Strategy – Lankershim District

The central commercial and entertainment Core of NoHo

- 7 parcels fronting Lankershim
- Office, retail, entertainment, cultural and residential
- Up to 15 stories building heights
- New Multi-modal Transit Center
- Anchor cultural destination (museum, art house cinema)
- Ground level retail
- Dispersed and shared parking
- Streetscape with center median and public art
Lankershim District - Area Circulation and Parking

- Use Tujunga Avenue to distribute traffic to NoHo area parking garages near the Metro center
Development Strategy – Arts District

NoHo’s eclectic center for theater, visual arts, music and dining

- Lankershim from Weddington to Camarillo; Magnolia from Tujunga to Vineland
- Cultural venues, restaurants, community centers, specialty stores
- Maintain current storefront heights at 1-3 stories
- Well-landscaped, well-lit streetscape with center median and public art
- Integrate Academy Plaza into streetscape of Lankershim
Development Strategy – Chandler/Cumpston Neighborhood

A New urban residential neighborhood centered around a new high school

- Residential neighborhood between Burbank and Chandler
- Mixed income residential development, predominantly multi-family
- Building heights at 2-5 stories max.
- Well-landscaped, well-lit streetscapes on all residential streets
- New residential units creating eyes on the street
- Residential preservation
Development Strategy – Back Lot District

An adaptive reuse district for living, the arts, live/work, industry production

• Located between Vineland, Lankershim, Chandler and Magnolia
• Adaptive reuse of industrial buildings
• Buildings heights at 2-5 stories max.
• Give Weddington Street arts identity
• Well-landscaped, well-lit streetscapes with public art and murals
Development Strategy – NoHo Park Neighborhood

Building community around existing civic anchors

- Neighborhood adjacent to North Hollywood Park
- Infill residential
- Integrate existing civic uses – schools, playgrounds, library, post office, etc
- Strengthen east west connections from park into neighborhood
- Well-landscaped, well-lit streetscapes on all residential streets
Open Space Network

Improve NoHo’s lack of public open spaces

- MTA Greenway
- Accessible recreation fields
- New Civic Plaza for local events
- Extend Academy Plaza to Lankershim
- Landscaped center median along Lankershim
- Wide sidewalks on major commercial street
- Landscaping and lighting on all streets
- Interim use and treatments for vacant lots
Urban Design Guidelines

Goals

• Promotes Design Excellence
• Creates a sense of place
• Gives clear design intent
• 4 Major Elements – Massing & Heights; Parking & Circulation; Ground Level Treatments; Public Realm
Urban Design Guidelines

Massing & Heights

- Lankershim Core - 15 max
- Arts District - 2 max; setback above 2
- Chandler/Cumpston - 5 max
- Back Lot District - 4 max
- NoHo Park - 5 max
Urban Design Guidelines

Ground Level Treatments

- Retail and Cultural use requirements on major streets
- Minimum floor-to-ceiling heights for retail (14’-0” min.)
- 75% min. glazing on storefronts
Urban Design Guidelines

Parking & Circulation

- No curb cuts on Lankershim
- Screen parking garages from major streets with other uses
- Discourage large parking garages – locate smaller, mid block garages
- Maximize use of transit; reduce parking
Urban Design Guidelines

Public Realm

- Slow traffic, create landscaped center median along Lankershim
- 12’ minimum sidewalk widths on commercial streets
- Aggressive streetscape and public art program
Development Strategies and Implementation
Having a vision is critical but knowing how to make the vision a reality is equally important.
Five Strategies

- Specialty district
- Marketing
- Finance
- Planning
- Collaboration
Development of MTA Properties

“Joint development is a real property asset and management program designed to secure the most appropriate private and/or public sector development on MTA-owned property at or adjacent to transit stations and corridors.”
Recommendations

- Internal Support is required
- External Support also critical
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