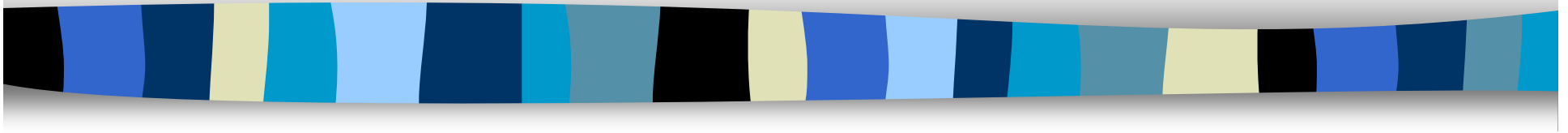


# NoHo Arts District



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
- North Hollywood added 2,763 units – 1990-2000
- 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



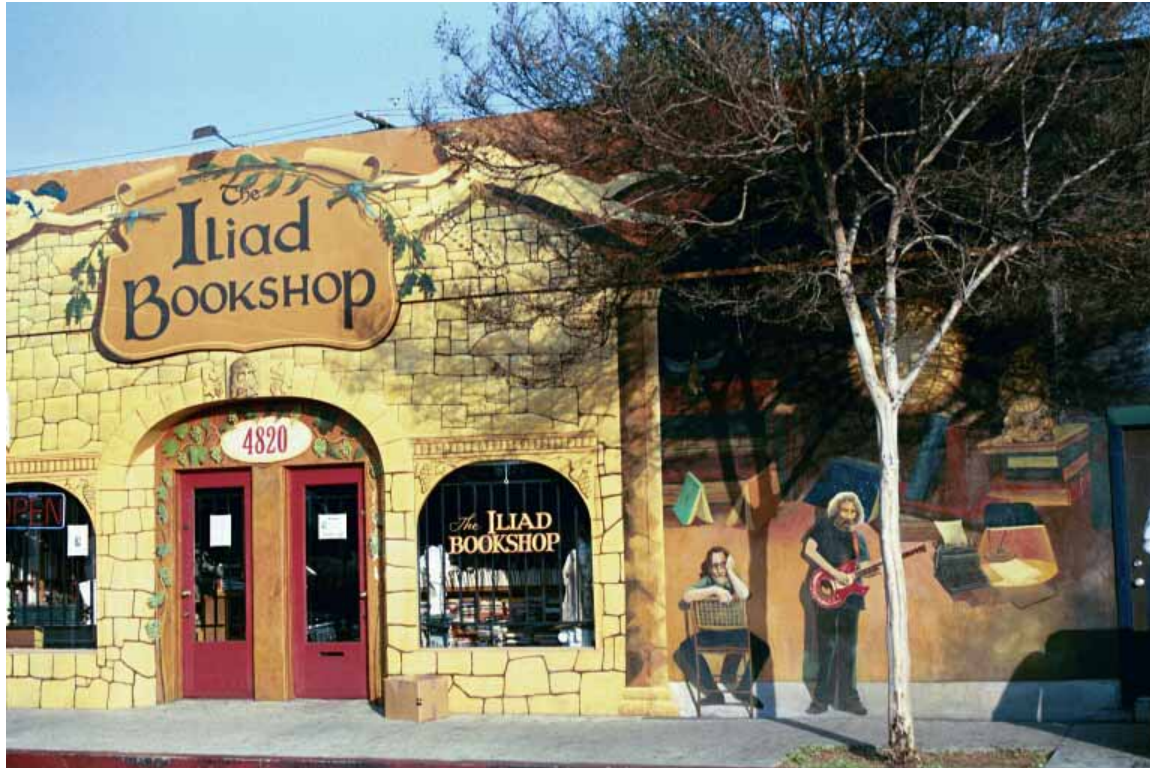
Trains and boats (streets) and  
planes (bikes)

# Unite and Conquer

NoHo Theater and  
Arts Business  
Collaborative



# Unite and Conquer



Buy local and eat local



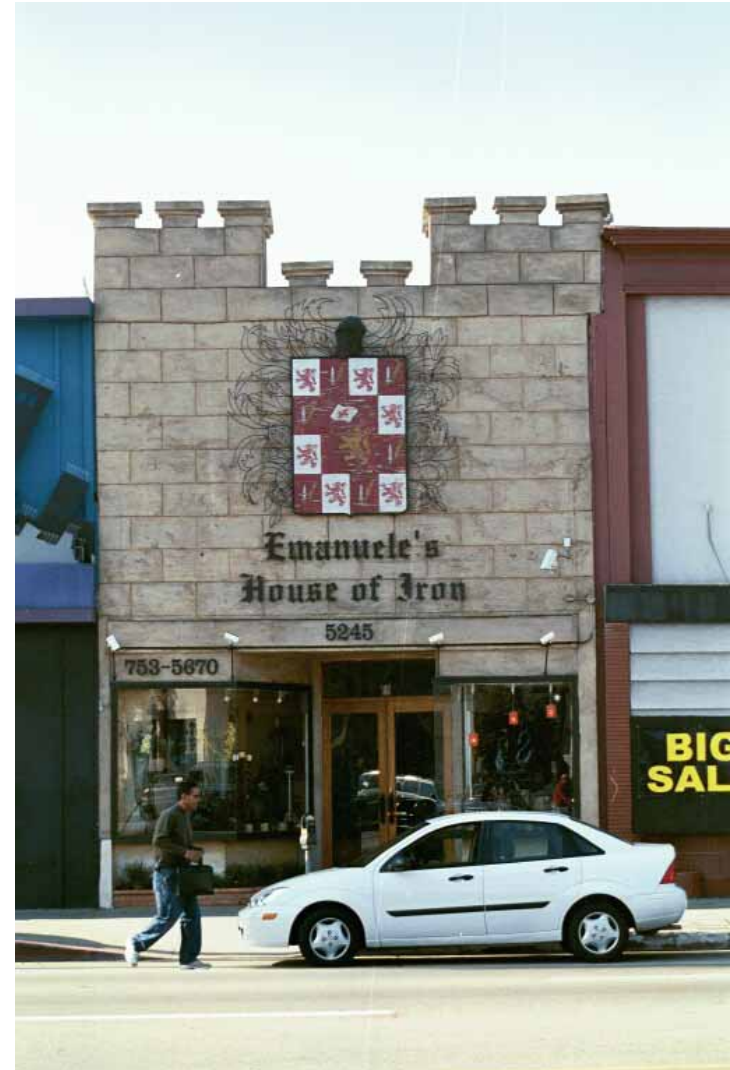
# Marketing and the Really Big “Shew”



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

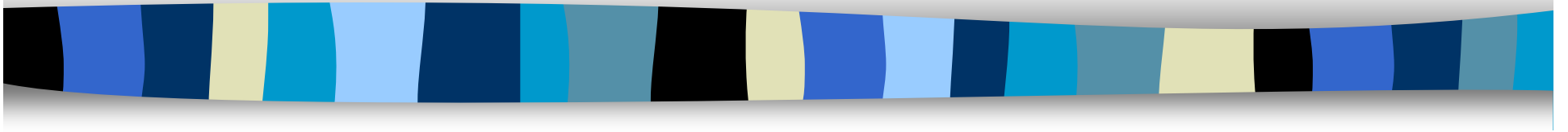
# The End of the Lines



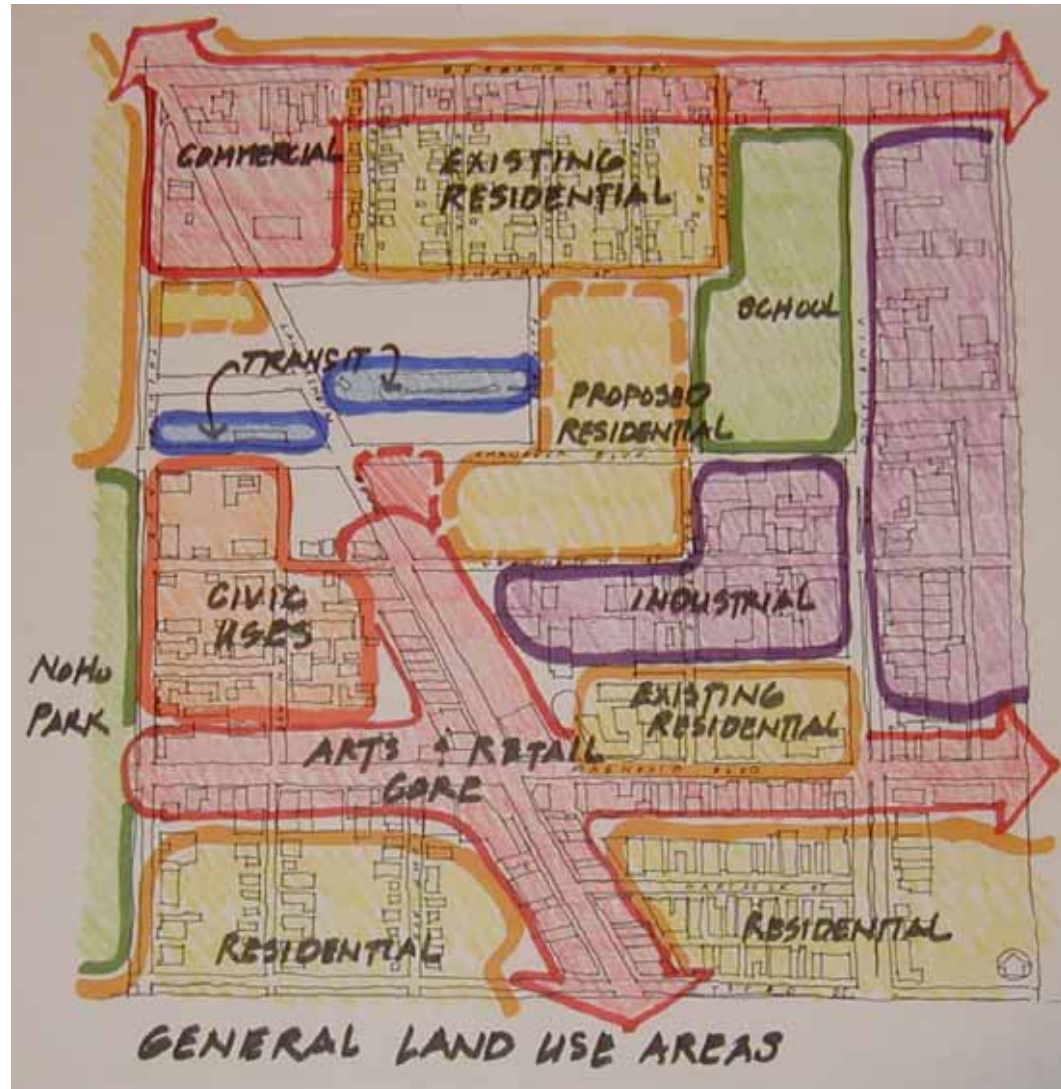
Next stop.... NoHo Village



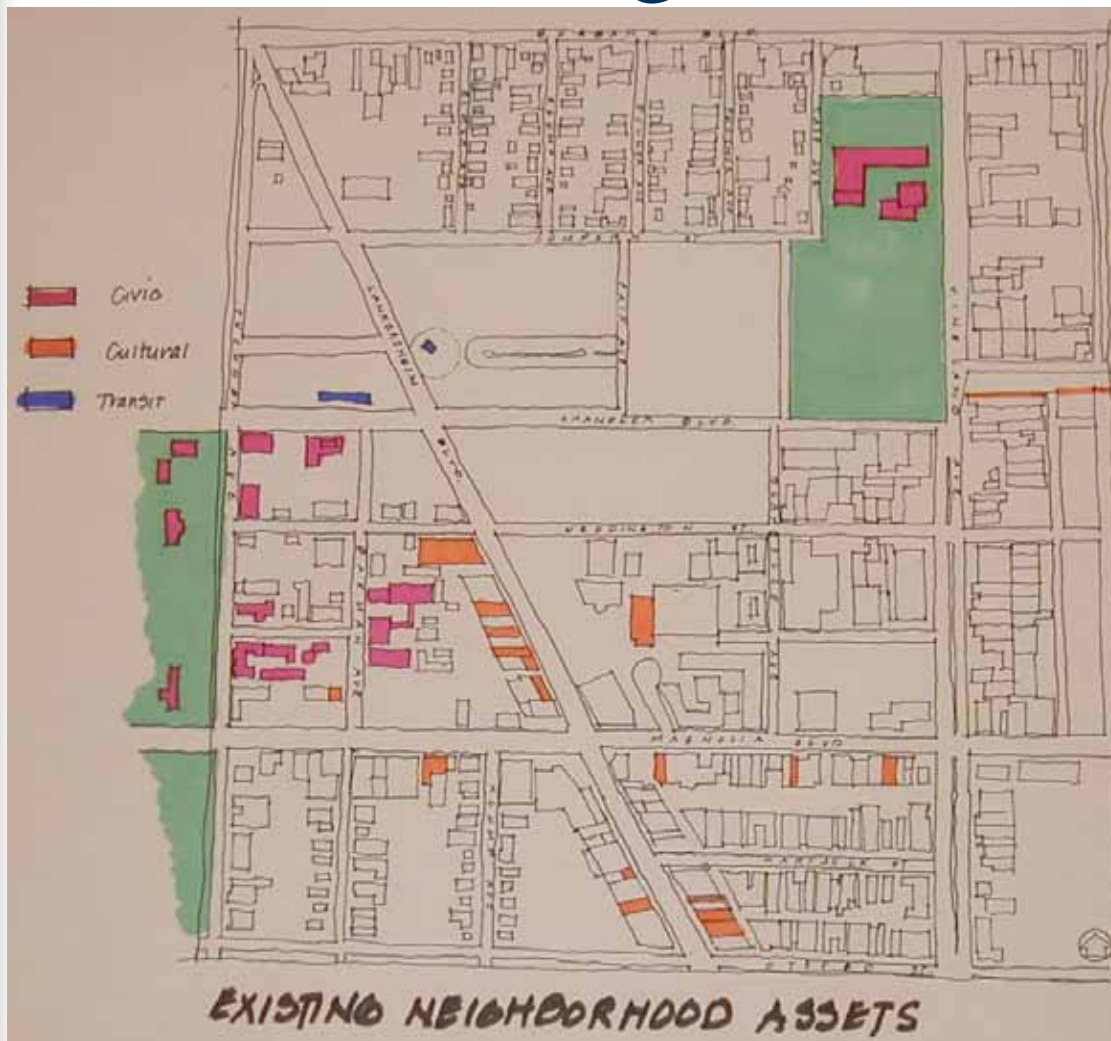
# Planning and Design



# NoHo Context

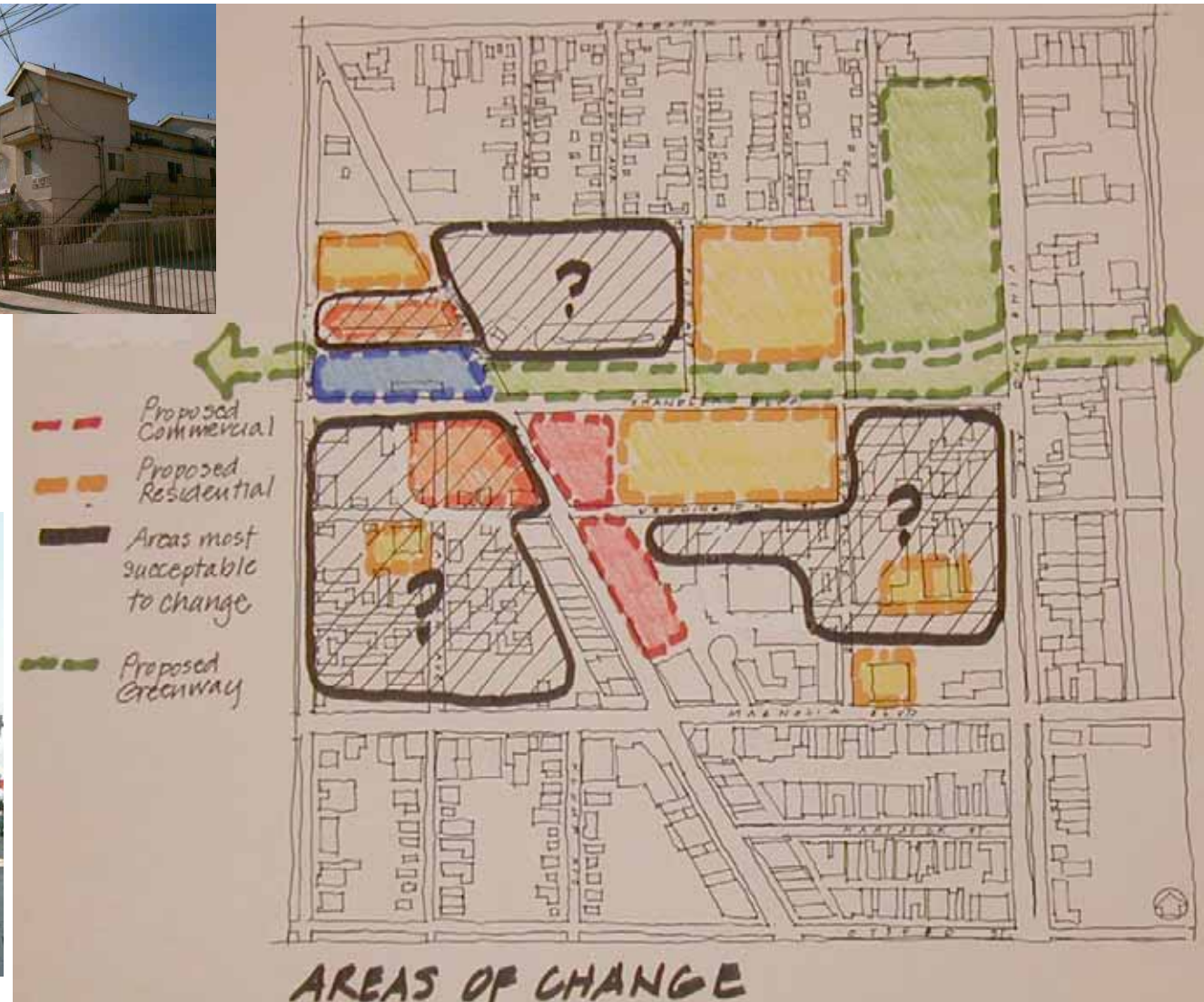


# NoHo Strengths

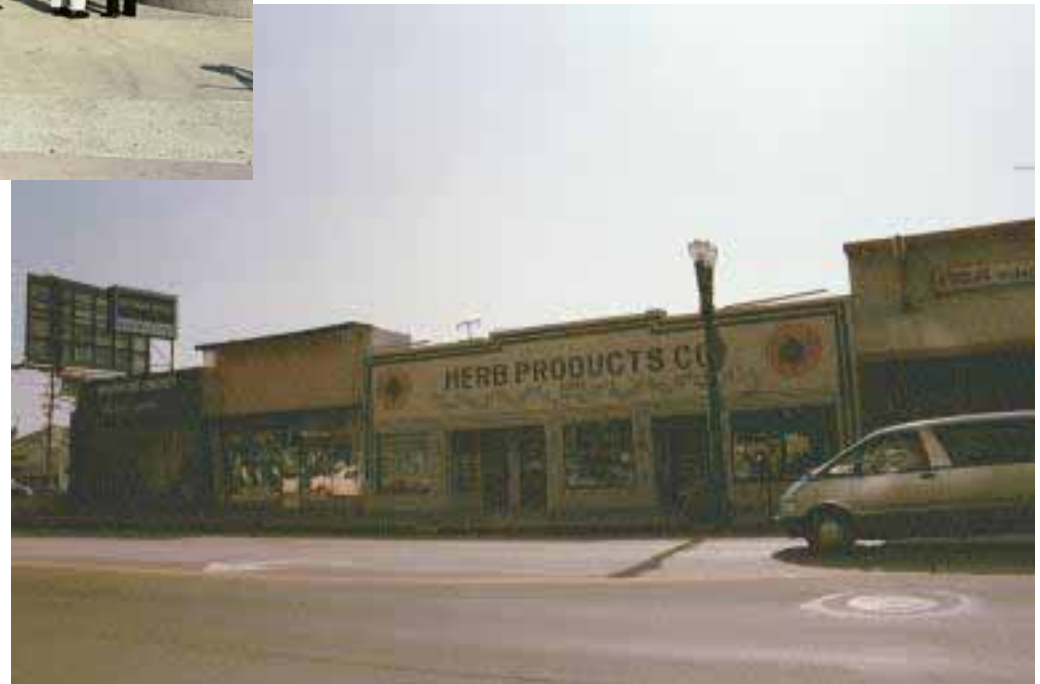




# NoHo Challenges



# 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

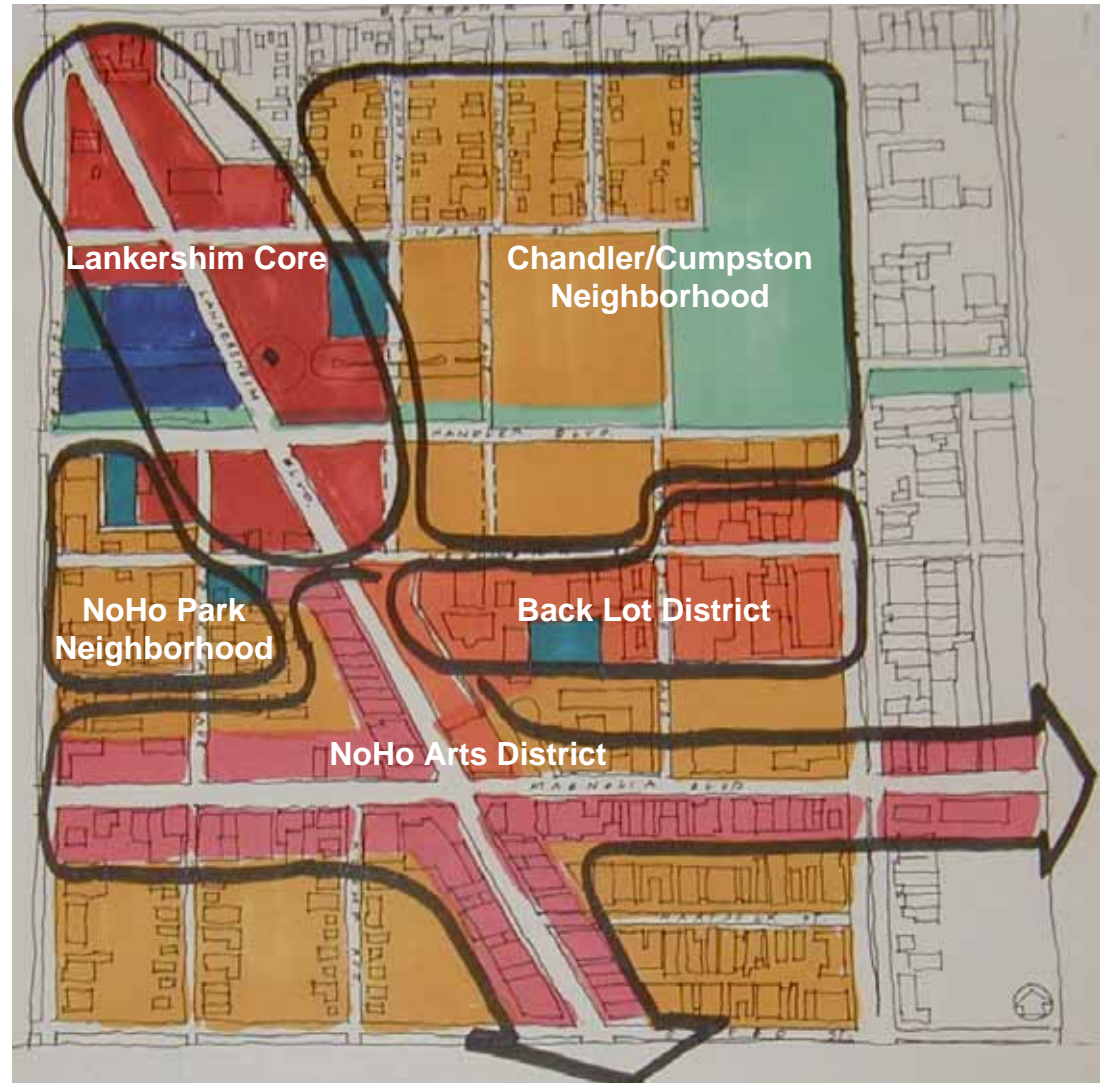




# A Vision for NoHo

## 5 distinct districts define the core

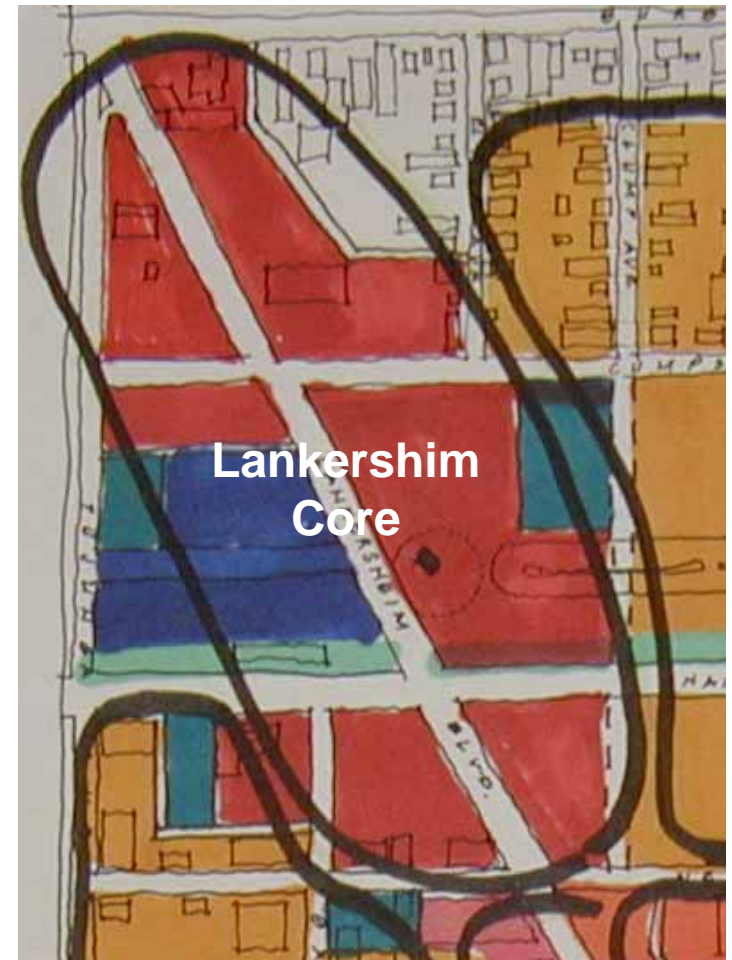
- Lankershim Core
- NoHo Arts District
- Chandler/Cumpston Neighborhood
- Back Lot District
- NoHo Park Neighborhood



# 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





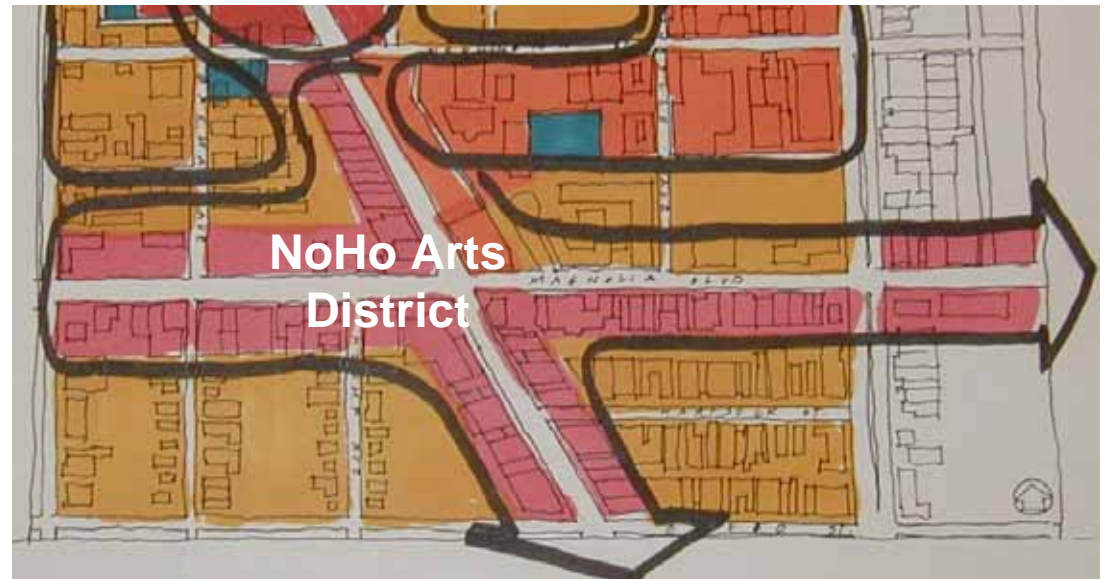
# Lankershim District - Area Circulation and Parking

- 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

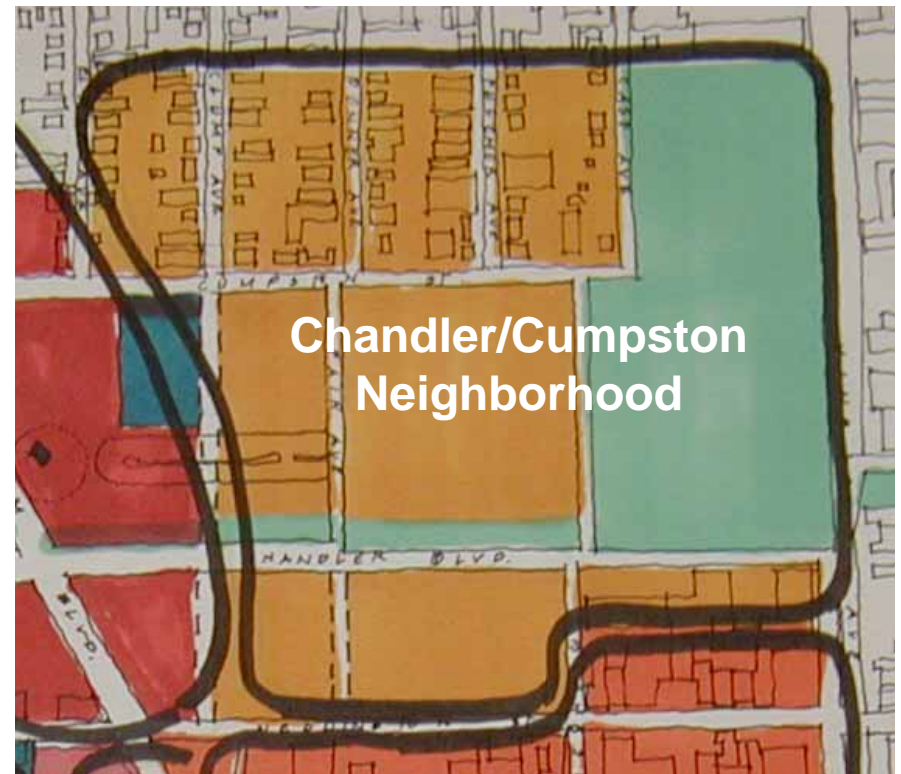


- Lankershim from Weddington to Camarillo; Magnolia from Tujunga to Vineland
- Cultural venues, restaurants, community centers, specialty stores
- Maintain current storefront heights at 1-3 stories
- Well-landscaped, well-lit streetscape with center median and public art
- Integrate Academy Plaza into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

# Development Strategy – Chandler/Cumpston Neighborhood

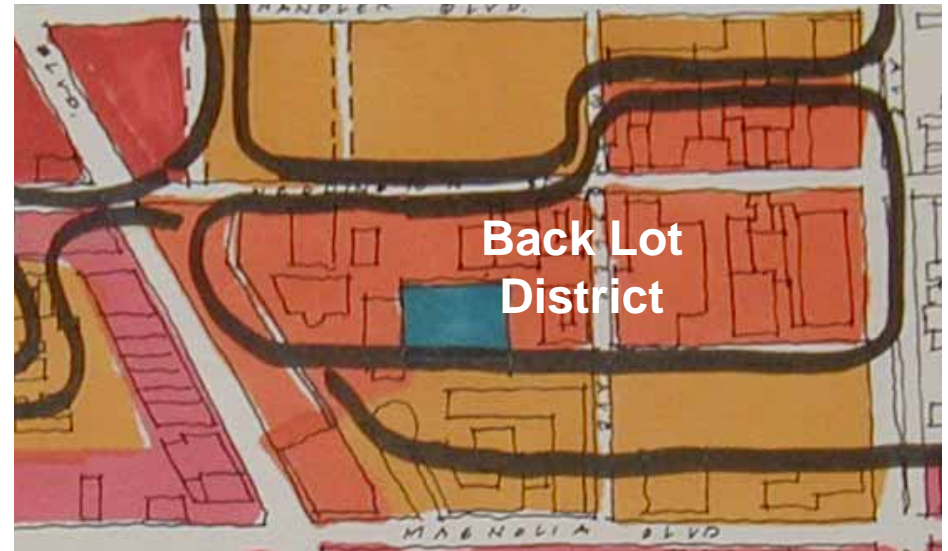
A New urban residential neighborhood centered around a new high school

- 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



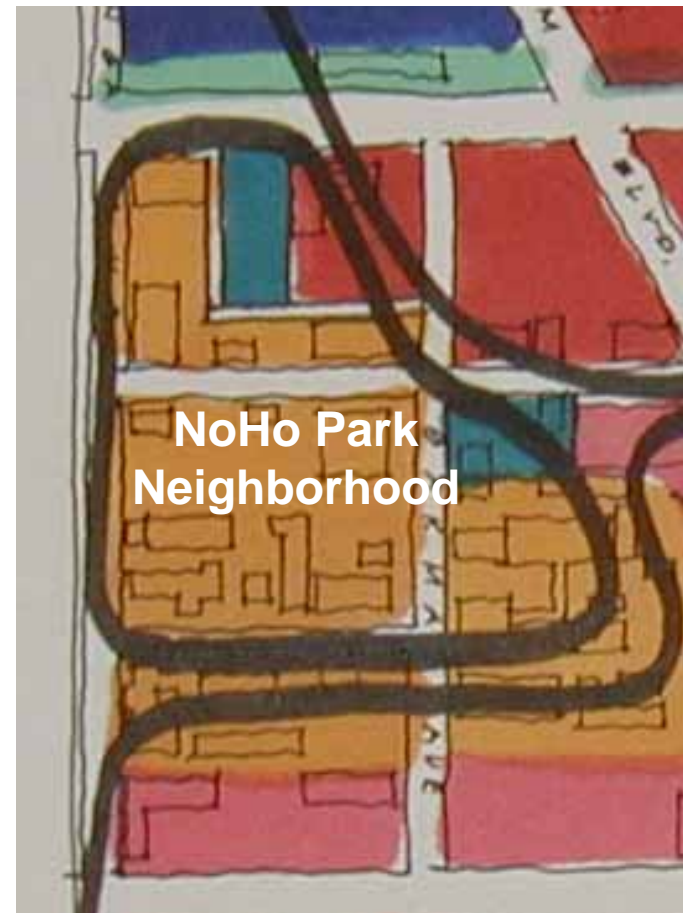
- Located between Vineland, Lankershim, Chandler and Magnolia
- Adaptive reuse of industrial buildings
- Buildings heights at 2-5 stories max.
- Give Weddington Street arts identity
- Well-landscaped, well-lit streetscapes with public art and murals



# 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



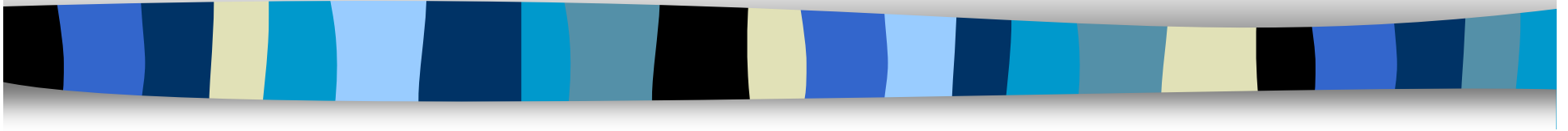
# Urban Design Guidelines

## 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.”

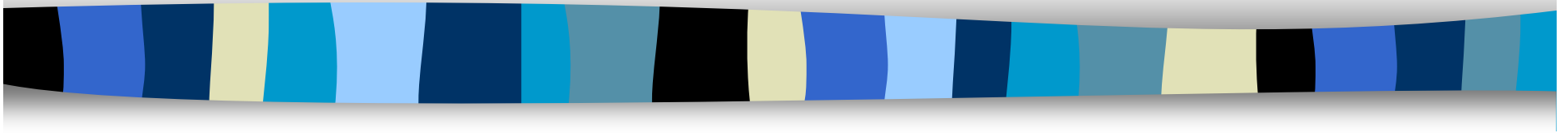




# Recommendations

- Internal Support is required
- External Support also critical

# NoHo Arts District



North Hollywood, California

ULI Advisory Services  
Program

January 25 – 30, 2004

