

WHY MIXED USE ISN'T ALWAYS THE ANSWER

An Interdisciplinary Discussion
New Partners for Smart Growth
February 3, 2012

MELÉNDREZ

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URBAN STUDIO
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**TORTI GALLAS
AND PARTNERS**

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Torti Gallas and Partners

Smart Growth Principle 1: Mix Land Uses



Vertically integrated residential over retail mixed use



Changing patterns of living:
What people want

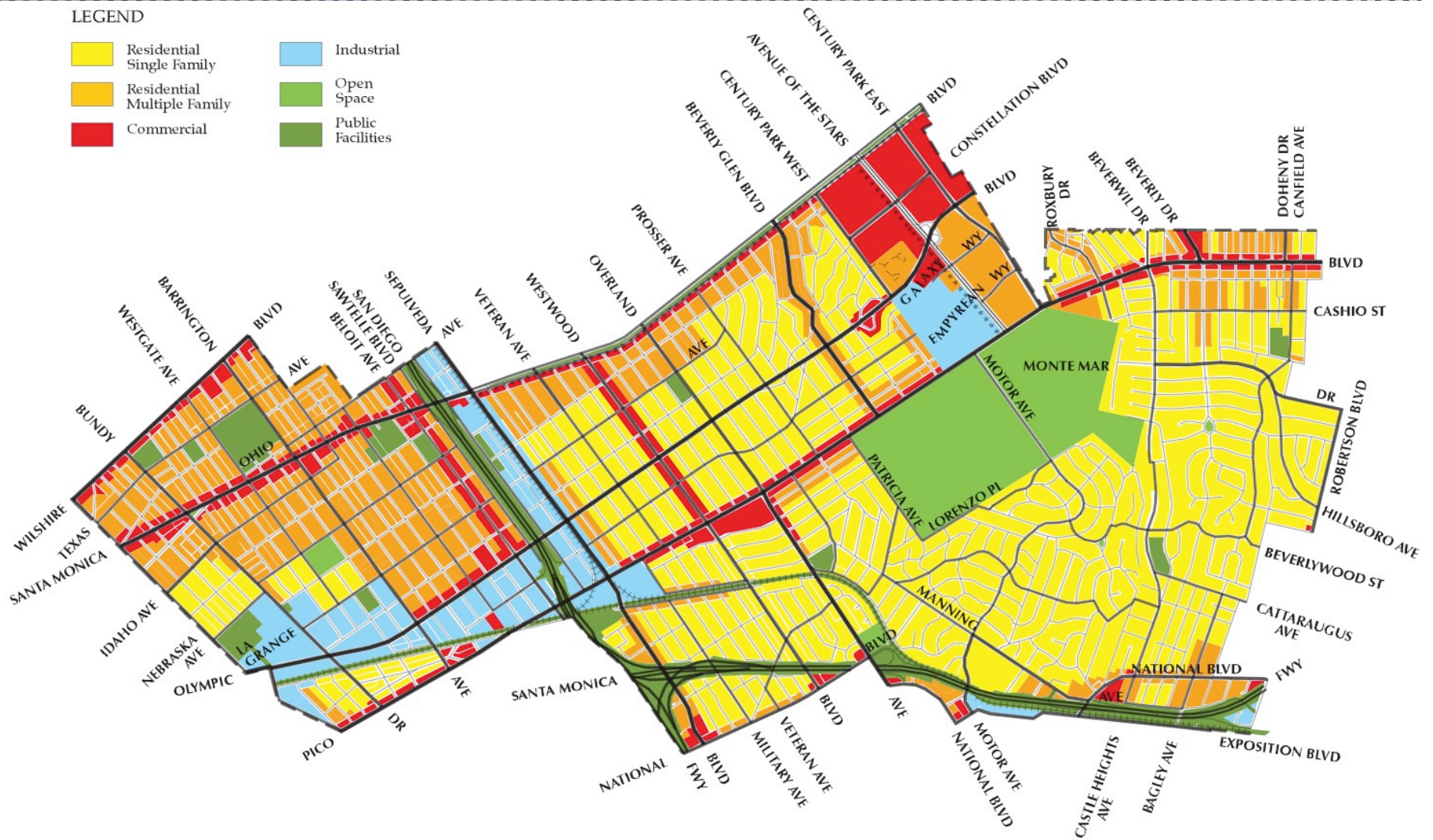


The goal: Vibrant urban street life
(Vancouver, Canada)



LEGEND

- | | | | |
|---|-----------------------------|---|-------------------|
|  | Residential Single Family |  | Industrial |
|  | Residential Multiple Family |  | Open Space |
|  | Commercial |  | Public Facilities |



GENERALIZED LAND USE
WEST LOS ANGELES



WHY MIXED USE ISN'T ALWAYS THE ANSWER

The reality: It doesn't always work



The reality: It doesn't always work
(Los Angeles, CA)





The Mixed Use Checklist:

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**TORTI GALLAS
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Economic Design

- ✓ Mix compatible uses
- ✓ Connect to retail environments
- ✓ Know your catchment area
- ✓ Evaluate the Real Costs (& Benefits) of Parking in Your Proforma
- ✓ Understand the Timeframe for Success
(Proforma)

City Context Design

- ✓ Invest in great streets (and transit)
- ✓ Know the length of a retail district
- ✓ Choose uses that enhance existing uses
- ✓ Coordinate public benefits with market realities
- ✓ Provide parking on a district level
- ✓ Choose your primary street face

Building Design

- ✓ Orient facades and entries to public streets
- ✓ Provide intricate detail and visual interest at street level uses
- ✓ Design flexible and reusable spaces
- ✓ Locate residences appropriate to the context
- ✓ Design human-scale buildings

Skyline Condos, Los Angeles, CA

Cost:

Built in 1983

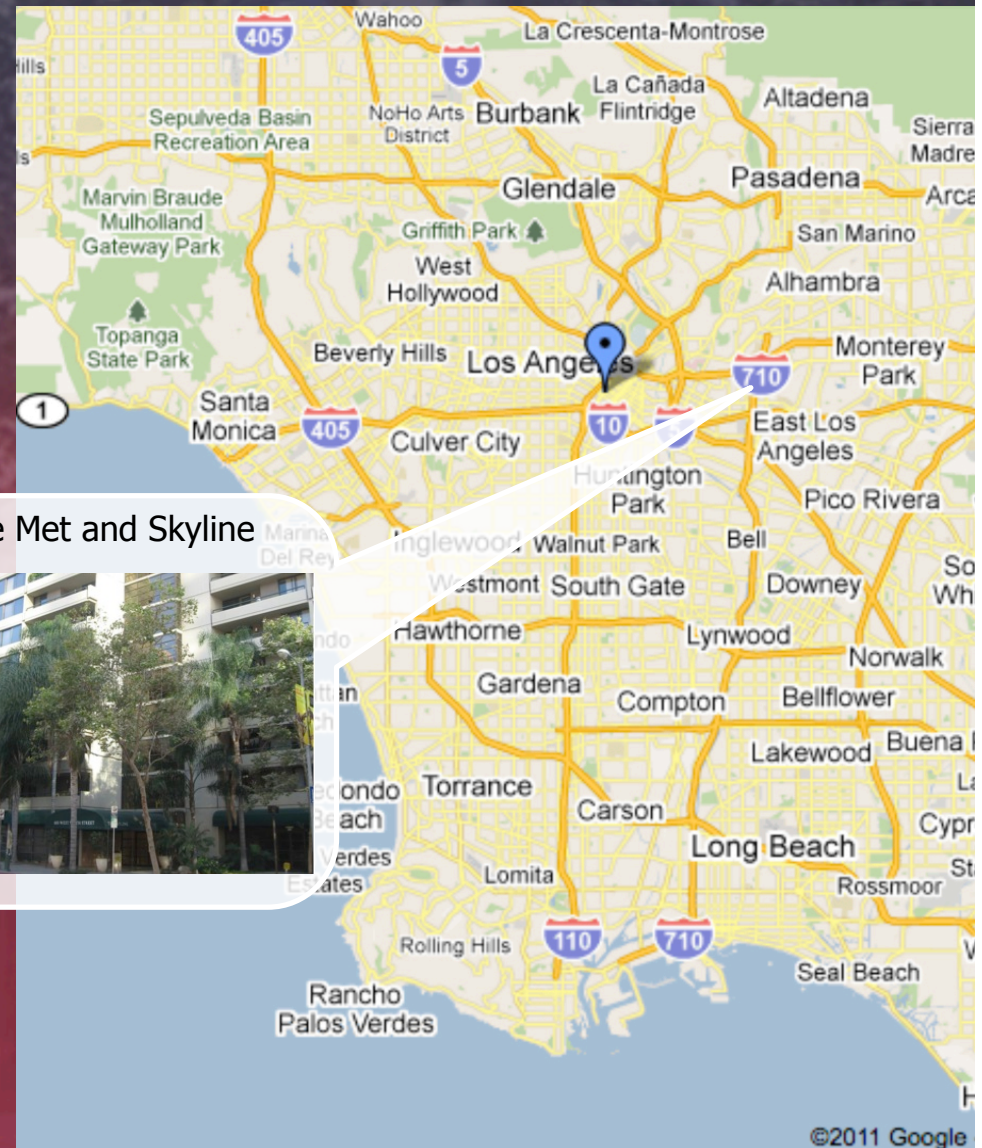
Total cost: \$66M (1983)
\$133M (2010)

Program:

200 residential units (30 affordable)
24,000 SF street retail
15-story reinforced concrete
subterranean parking

Public assistance:

- Tax exempt mortgage loan
- Fee relief
- Partial land write down



Metropolitan Rental Apartments Los Angeles, CA

Cost:

Built in 1989

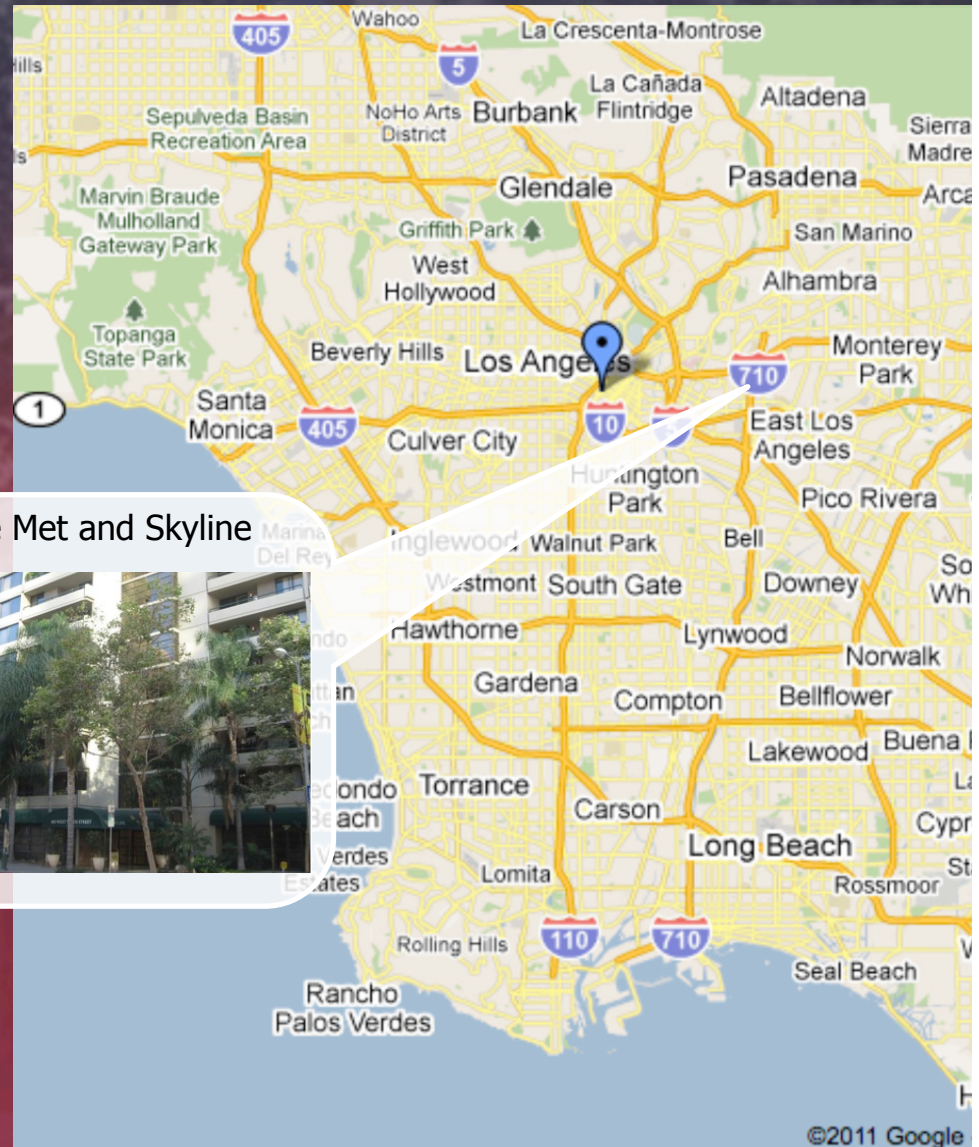
Total Cost: \$45.5M (1989)
\$81M (2010)

Program:

270 units (41 affordable = 80% AMI)
4-story frame and stucco over
subterranean parking
30,000 SF retail/commercial

Public assistance:

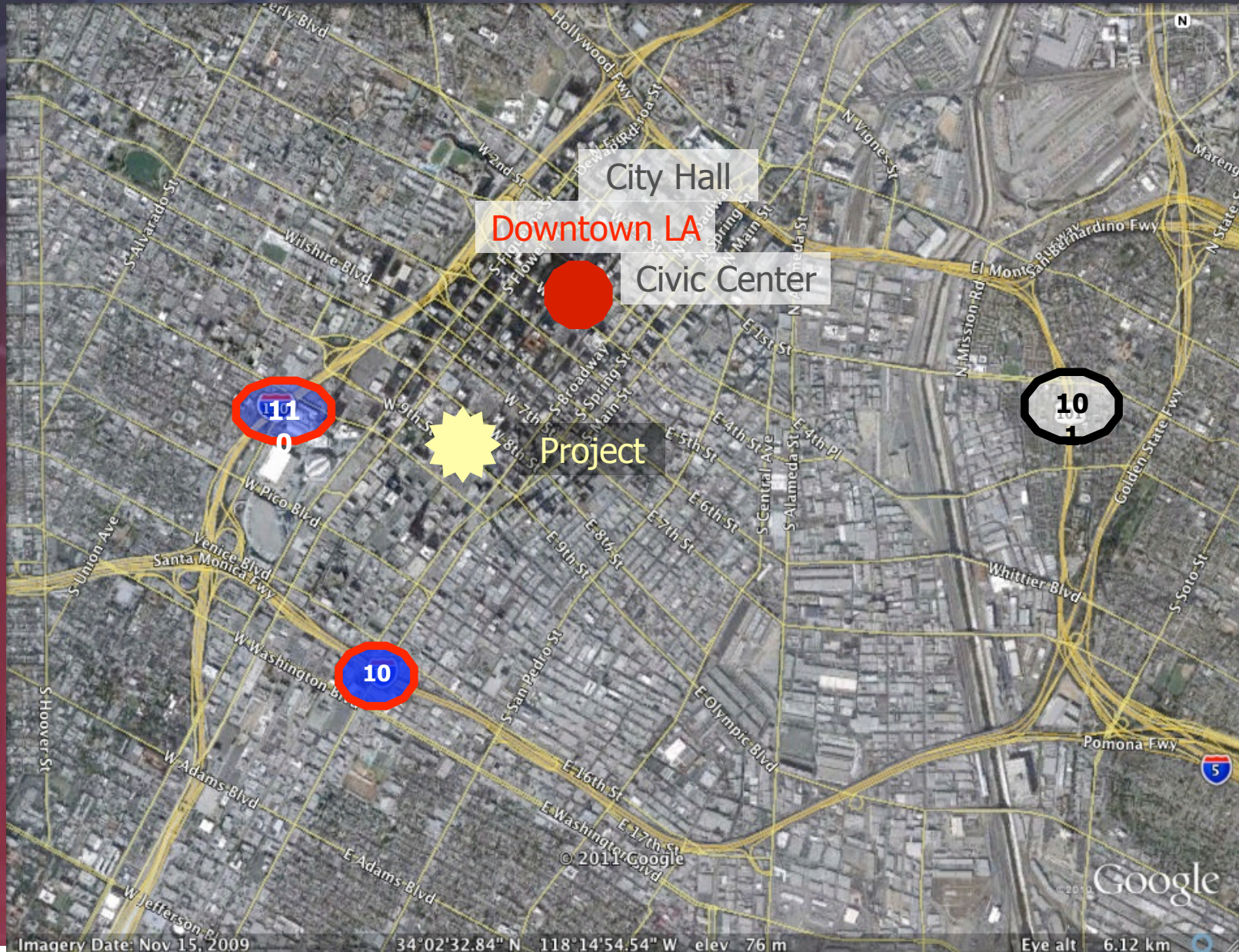
- Over 25% of cost advanced by public agency in consideration of a note payable only after developer earned target return
- No payment made on loan



The Met and Skyline



The Met and Skyline Los Angeles, CA





Downtown LA Context

 Parking Lots



The Met & Skyline
Introducing mixed use to Downtown



Token entry to residential units at street level



Lack of scale in ground floor retail design



Ground floors vacant for many years



Comparison: Flexible Design at Ground Floor
(Baldwin Park, FL, Torti Gallas and Partners)

Ralph's Mixed Use
New development takes advantage of new market





Downtown L.A.
"Old" vs. "New" mixed use



Ground floor is activated:
the Renaissance of Downtown



One new active use: restaurant

✓ The Met and Skyline - Lessons Learned

Economic Design

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(Proforma)

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Centre Street Lofts San Pedro, CA

Overview:

Redevelopment Project (2002-2005)

Developer: CIM & Lee Homes

Size: 1.18 acres

Total Cost: \$32.5 Million

Public Assistance:

\$40M in total improvements

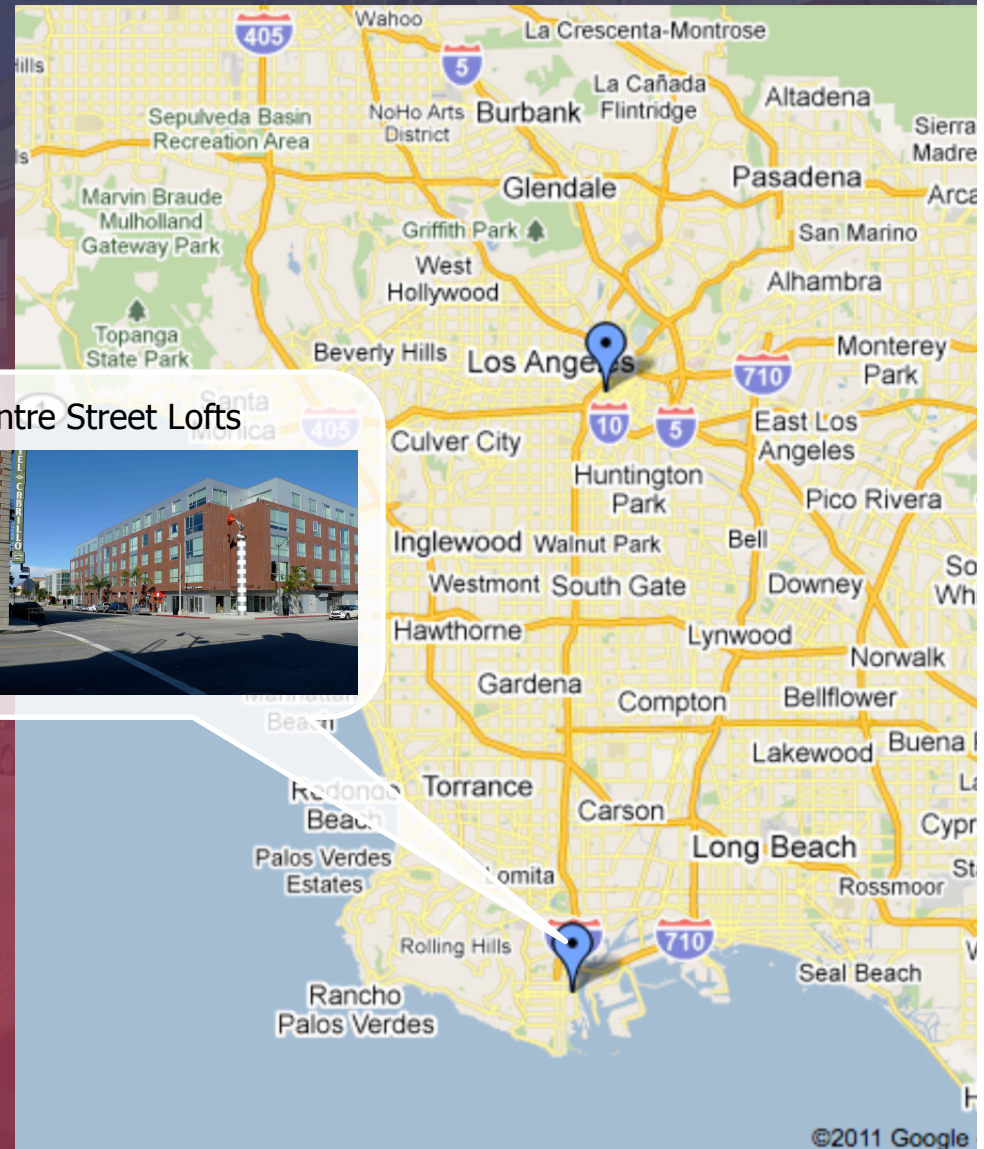
\$1.45M (estimated value of land)

\$4.5M CRA contribution

\$1.3M CDBG for predevelopment costs

\$960K Special Parking Revenue

\$2.28M Tax Increment



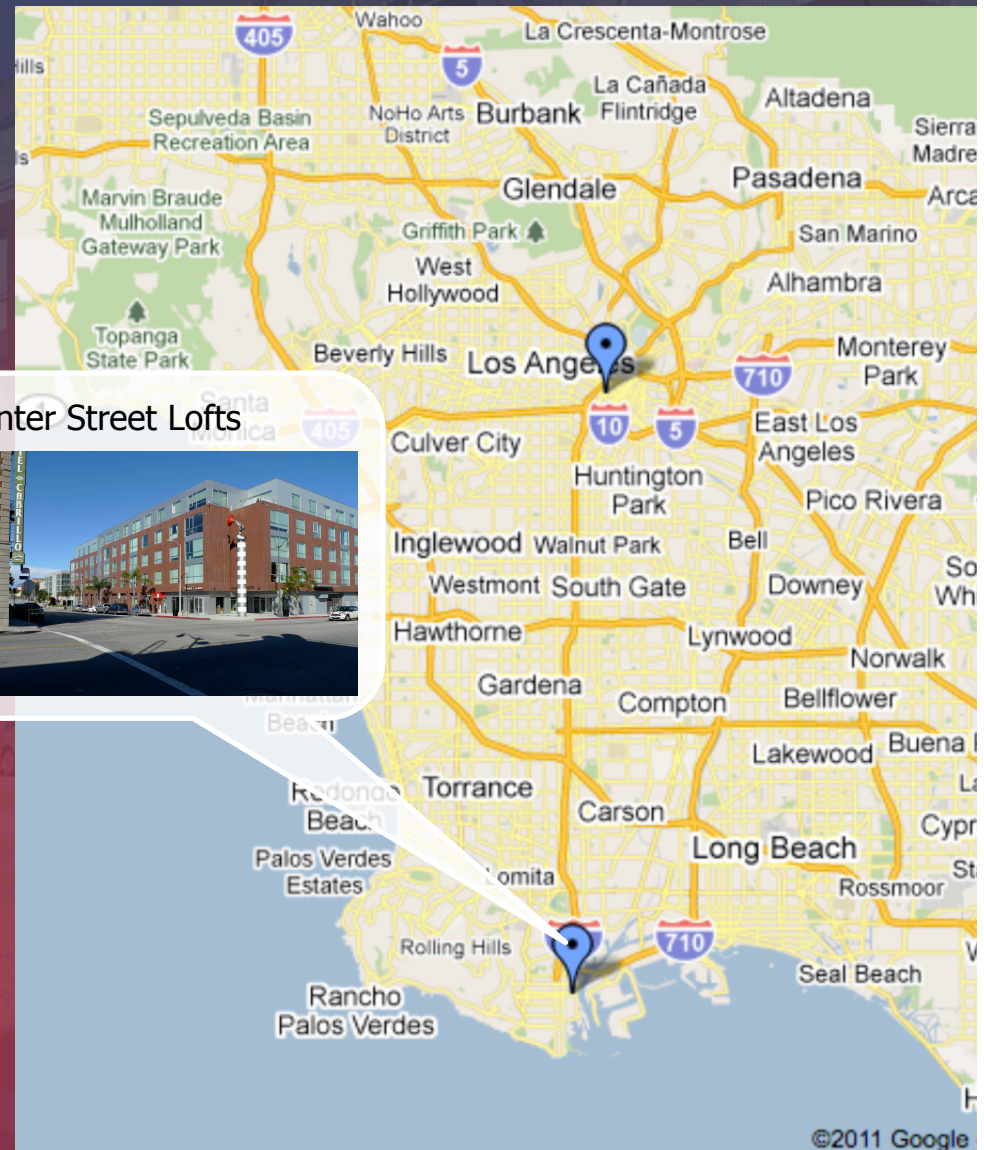
Centre Street Lofts San Pedro, CA

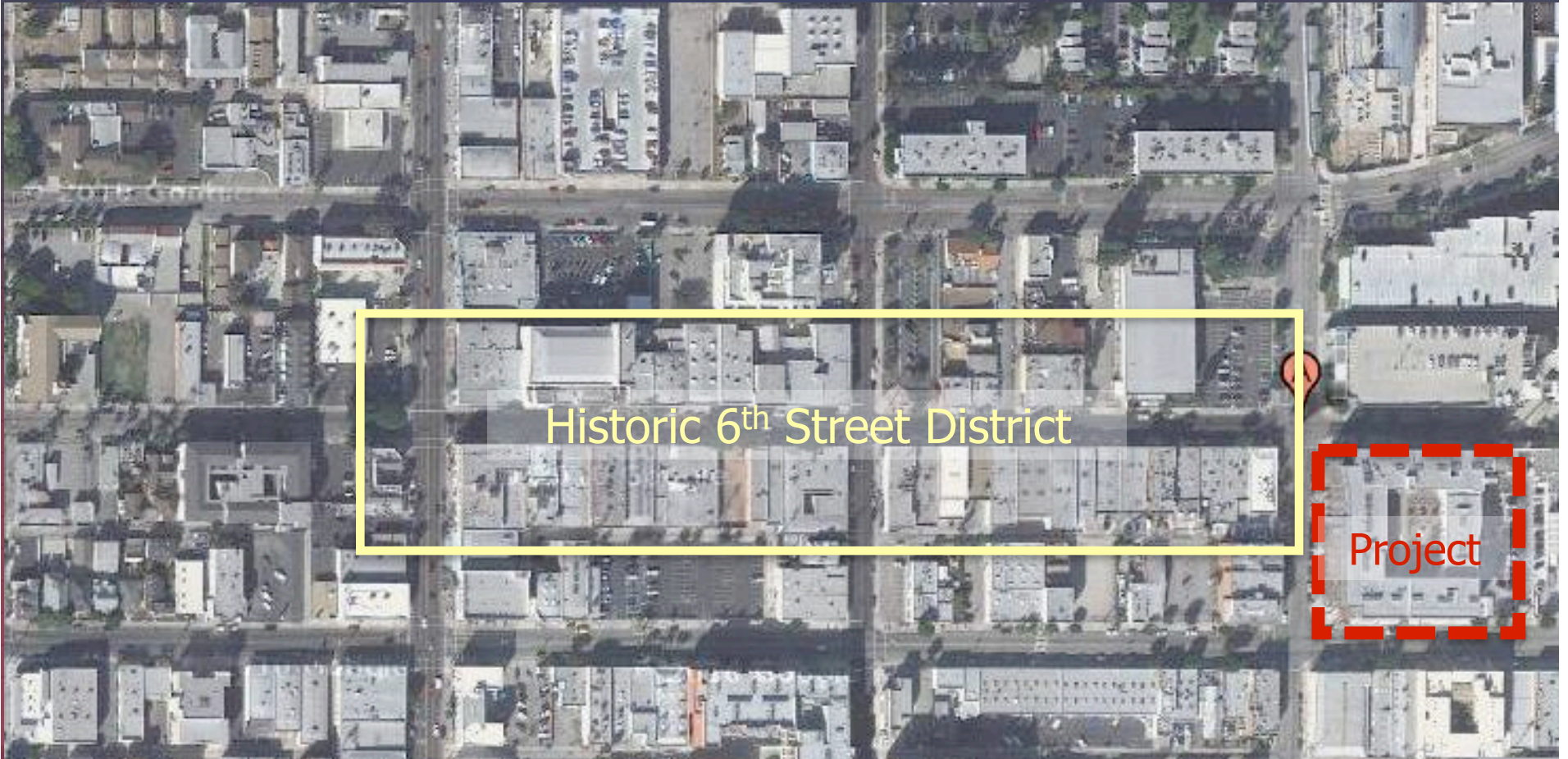
Program:

- 116 loft dwelling units
- 6 live/work "gallery" units
- 20,500 SF retail
- 4 stories residential
- 312 parking spaces
- 40 public parking spaces
- Interior courtyard
- Public art

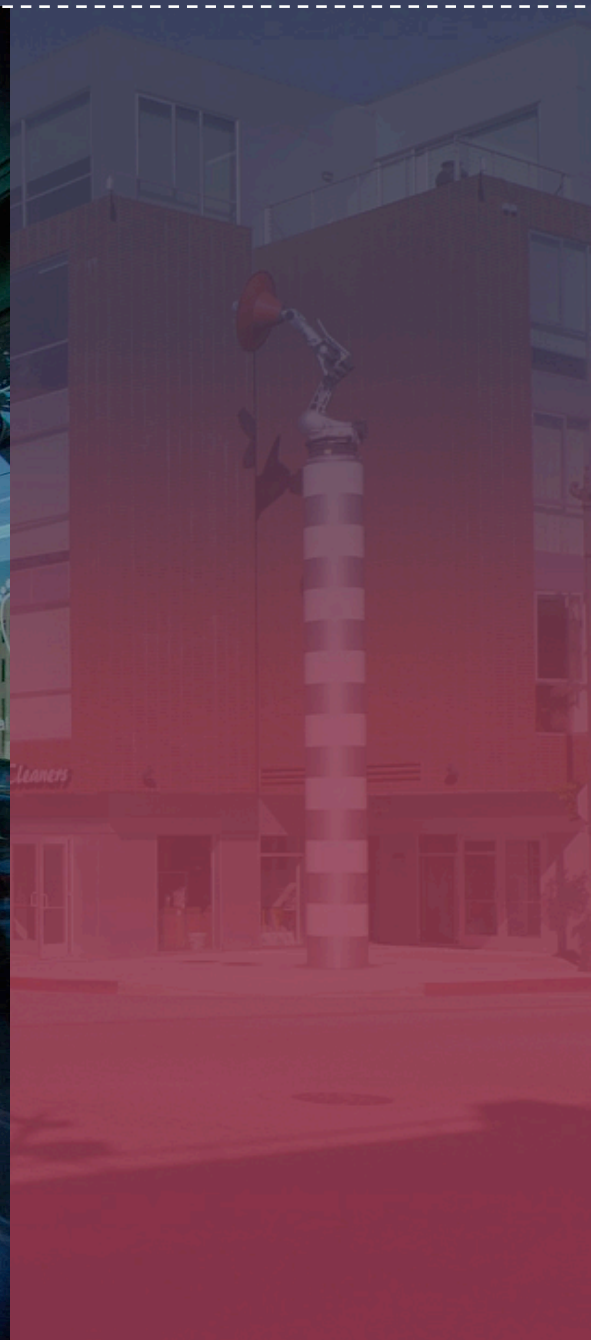
Public Benefits:

- CIM & CRA share net parking revenue
- Affordable Housing Program
- 100 construction related jobs
- 30 permanent retail jobs





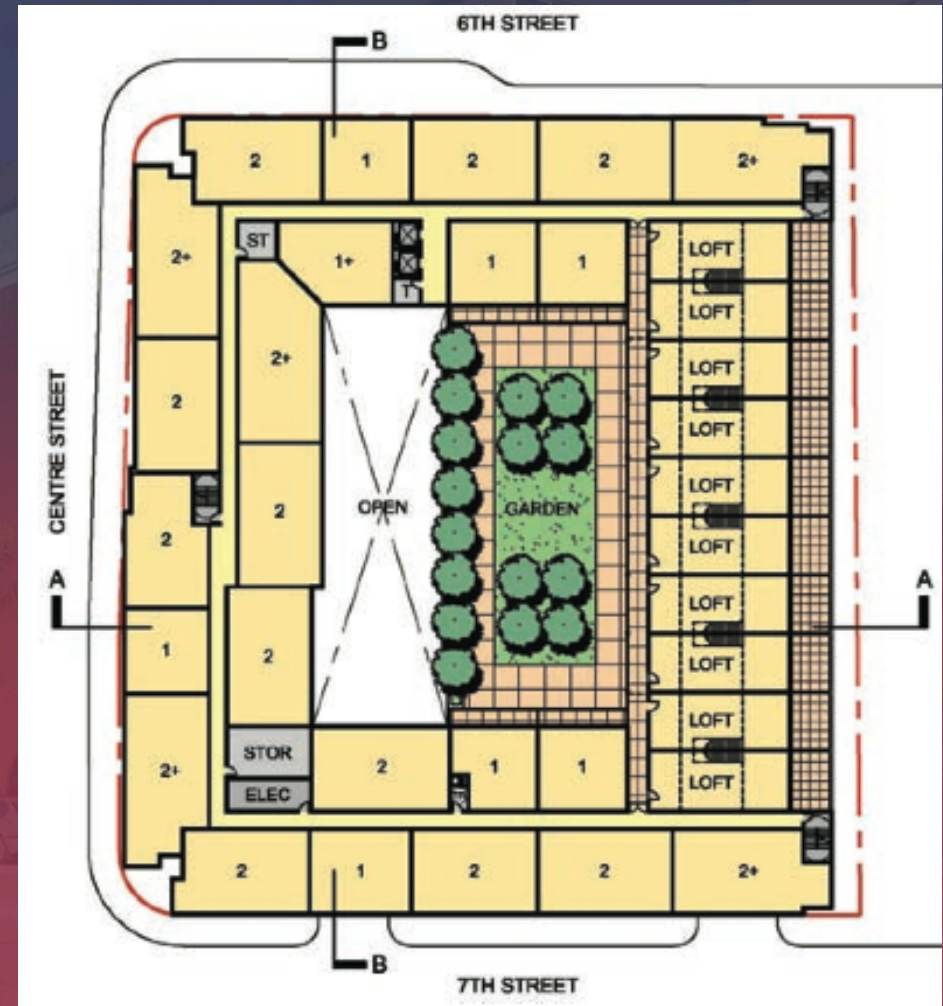
“Main Street” San Pedro
Project located at terminus of retail district



"Main Street" -
Surrounding Context



Lack of pedestrian linkages to development

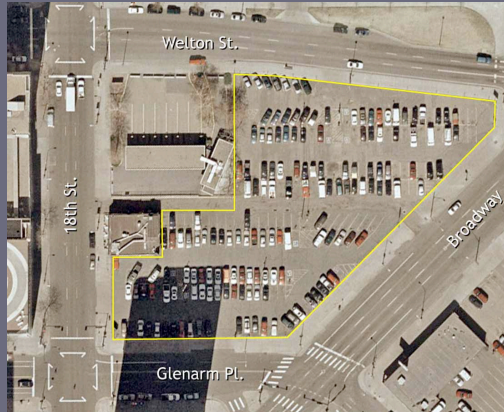


Ground floor & typical residential floor plans



Not so neighborly parking garage

Surface - Asphalt:
\$3k-\$5k / space



Surface - Pavers:
\$10k/ space



Unadorned Deck:
\$14k - \$20k / space



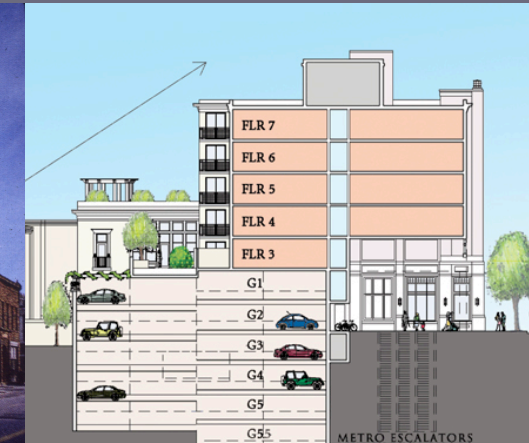
Wrapped Garage:
\$14k – 20k / space



Decorated Garage:
\$18k – 25k / space



Underground Garage:
\$30k to \$45k / space



Parking is expensive. Get it right the first time.



Unusable Space:
“Dry cleaner plaza” with public art



Textbook mixed use project?



Inviting "Main Street" storefronts



Repetitious storefronts lacking visual interest



Trader Joe's large airy storefront bays



Narrow storefront bays

✓ Centre Street Lofts - Lessons Learned

Economic Design

Mix compatible uses



Connect to retail environments



Know your catchment area



Evaluate the Real Costs (and Benefits) of Parking in Your Proforma

Understand the Timeframe for Success

(Proforma)

City Context Design



Invest in great streets (and transit)



Know the length of a retail district

Choose uses that enhance existing uses



Coordinate public benefits with market realities



Provide parking on a district level

Choose your primary street face

Building Design



Orient facades and entries to public streets



Provide intricate detail and visual interest at street level uses

Design flexible and reusable spaces

Locate residences appropriate to the context

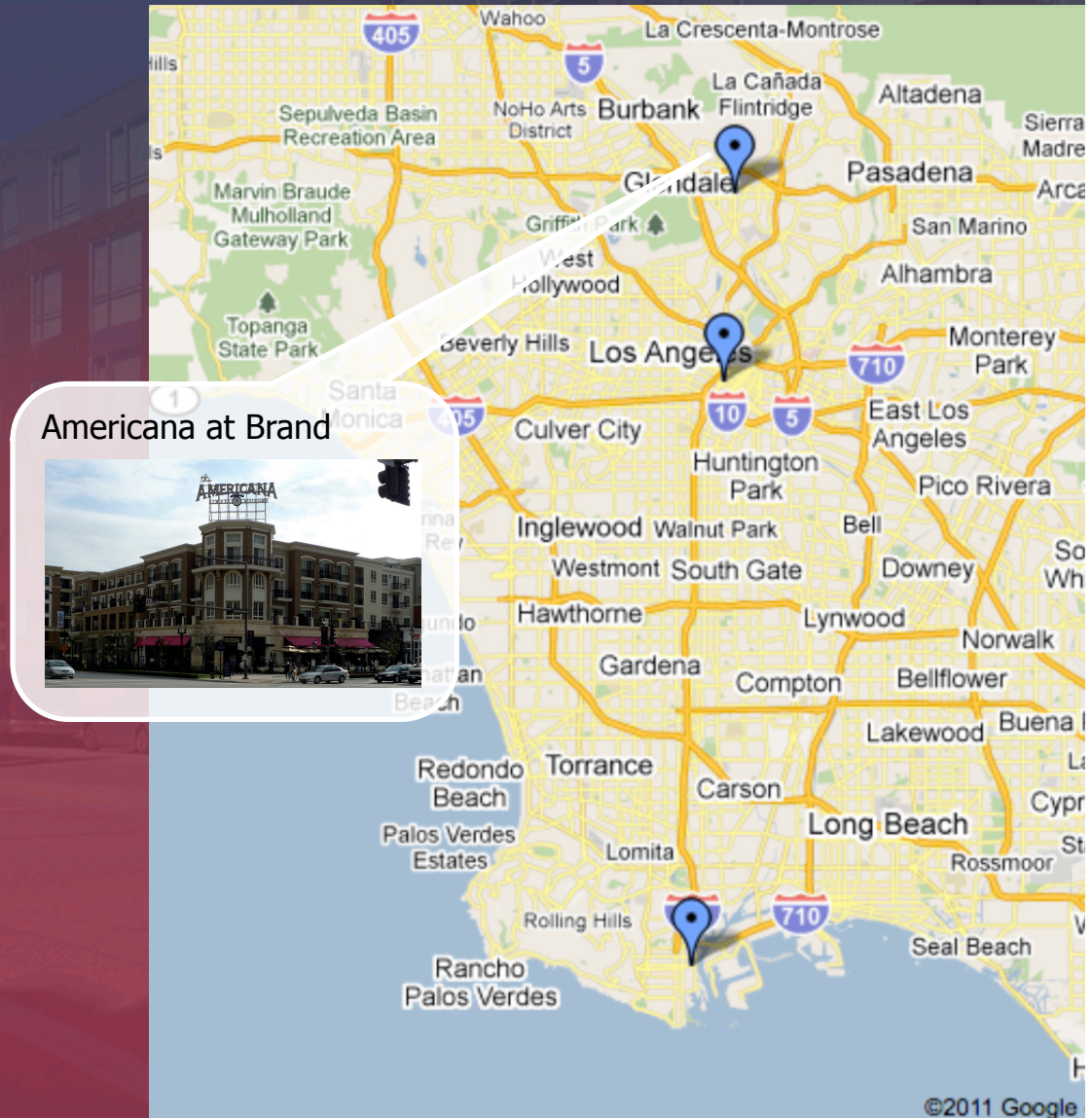
Design human-scale buildings

Americana at Brand Glendale, CA

Completed: 2008
Site Area: 15.5 acres
Cost: approx. \$400M

Program:
338 market rate residential units
475,000 SF retail
66,500 SF restaurants
3,500 seat theater
2,700+ parking spaces

Features:
Lifestyle retail center
Open space "anchor" destination
Full-service residential



Americana at Brand Glendale, CA

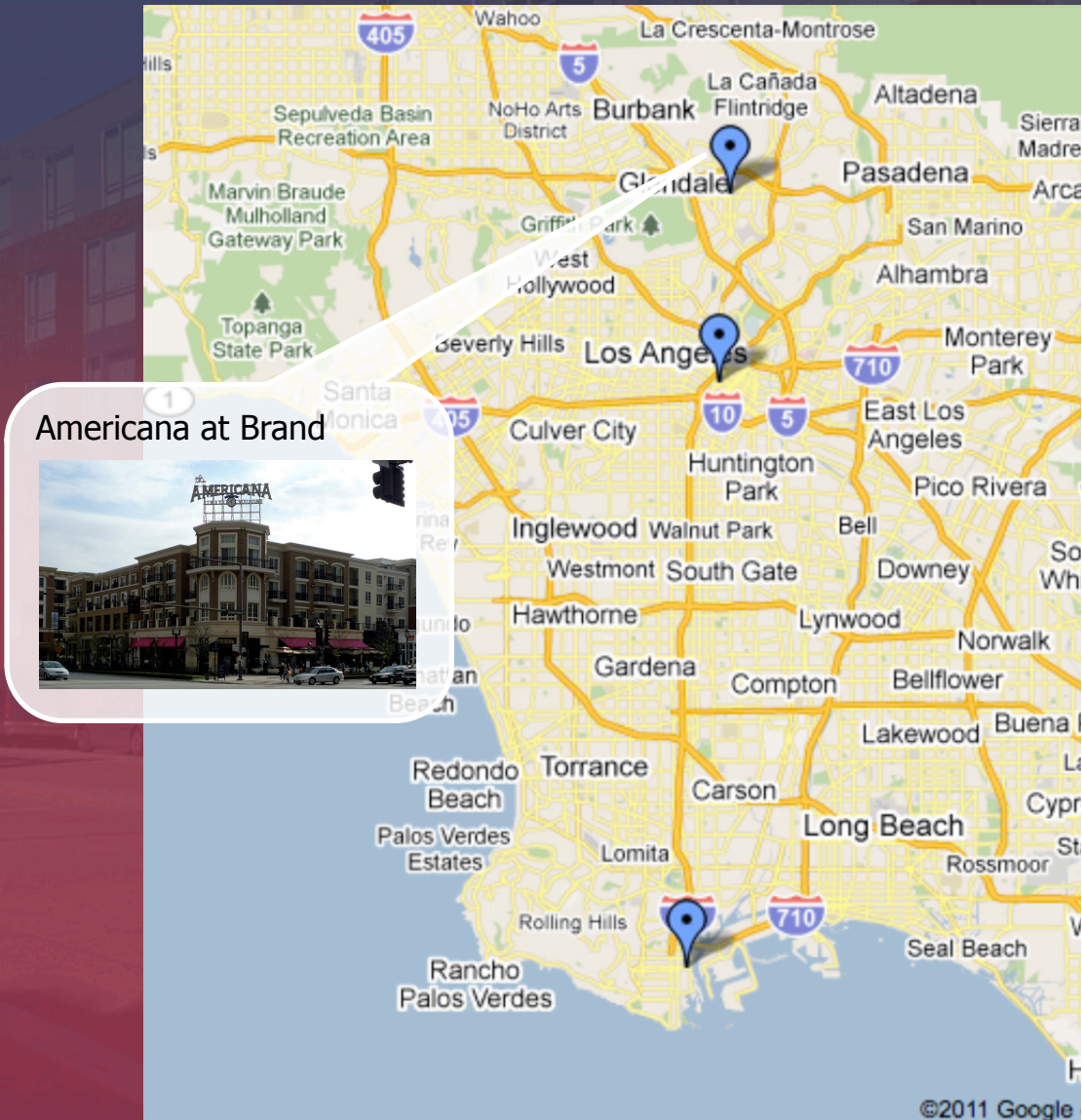
Cost and Financing Information:

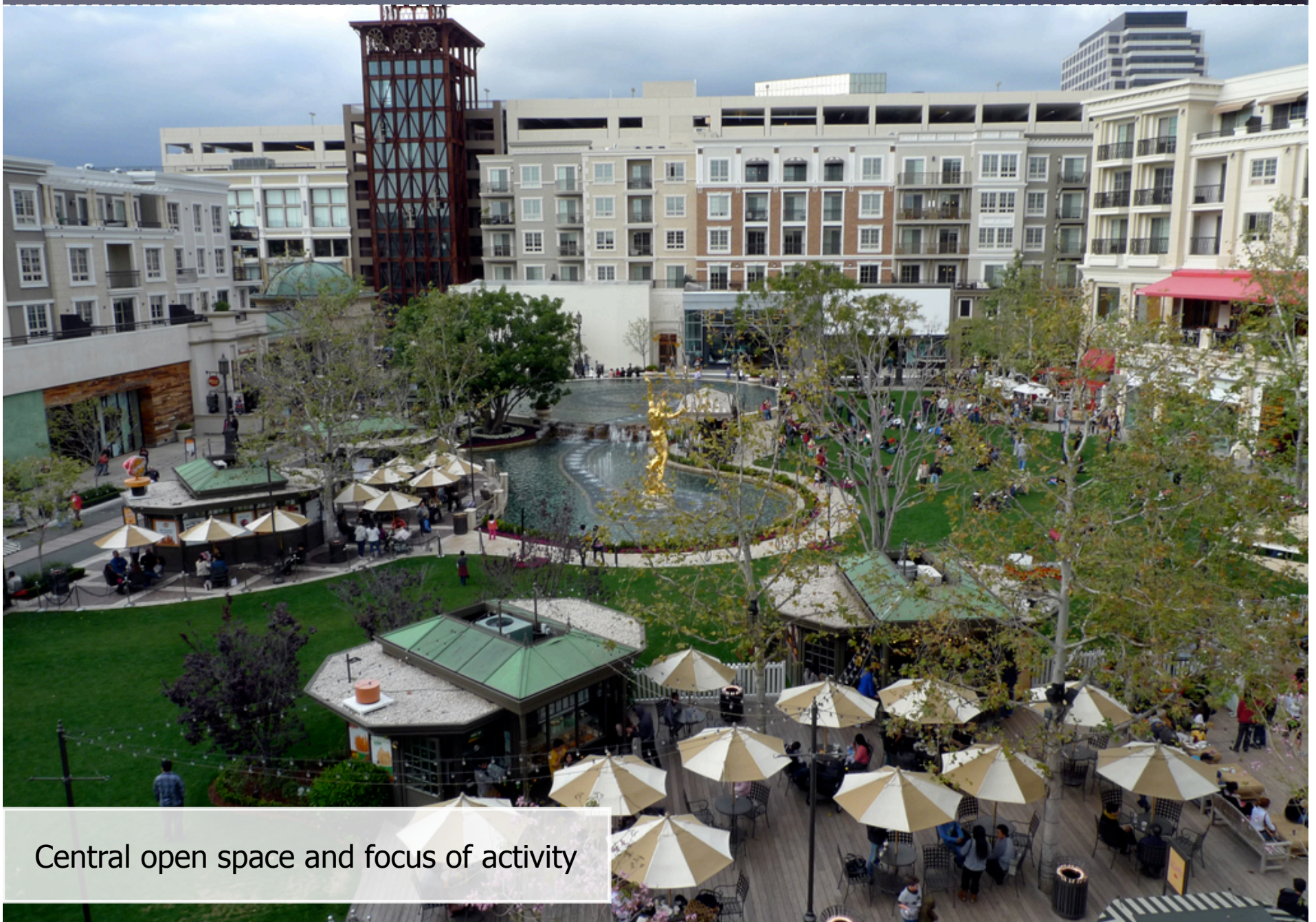
Land acquisition method:

- Lease \$1/annum for 45 years
- Option of extending by 4 x 10 years

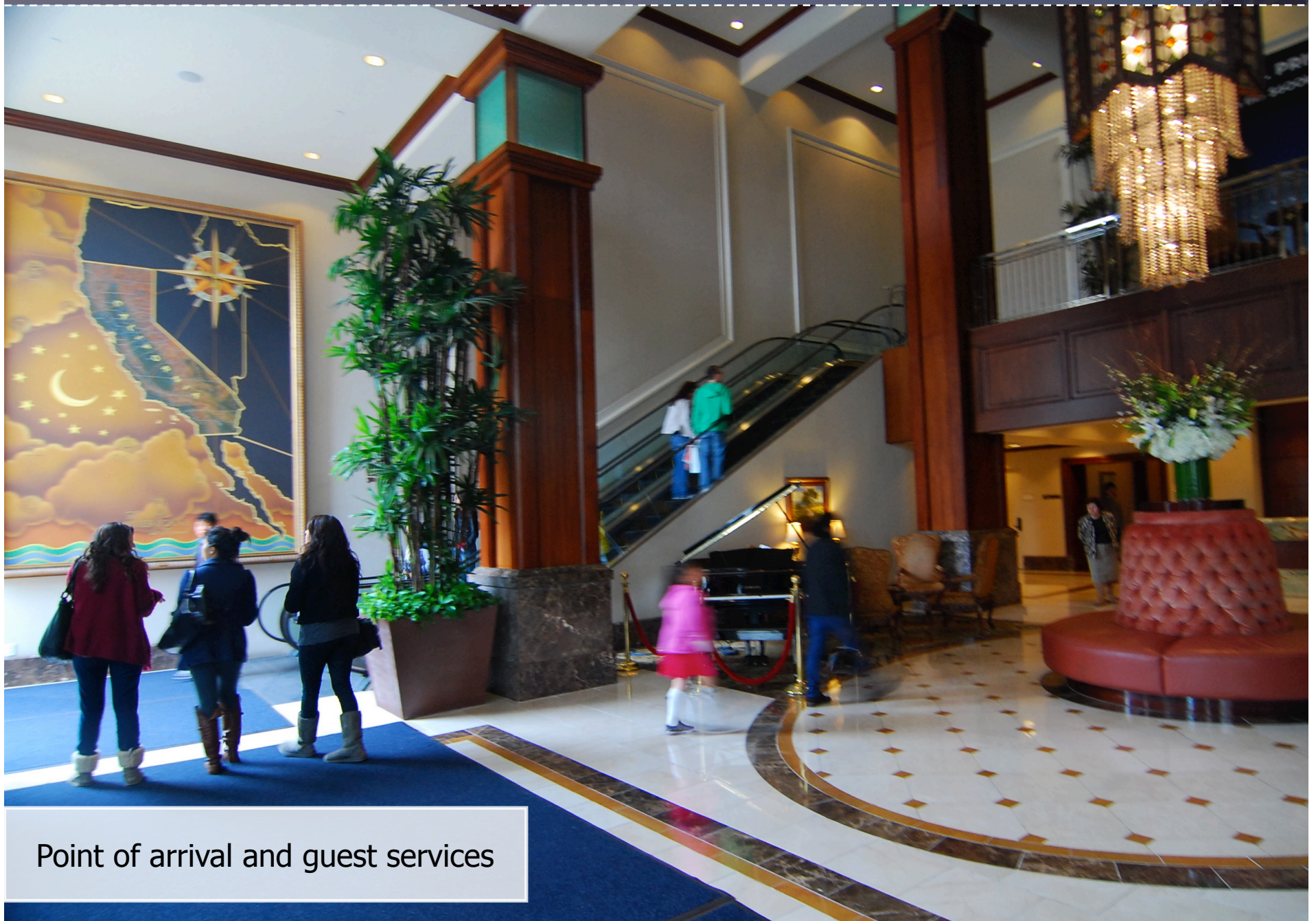
Public assistance:

- \$70M land assembly
(City of Glendale)





Central open space and focus of activity



Point of arrival and guest services



Vibrant activity at open spaces



Human scale spaces packed with program and amenities



Traditional and modern storefront design side by side

High-end, full-service residential units





Americana at Brand (*Glendale, CA*)
Mixed use lifestyle center and regional destination



Site plan



Transition at Colorado Boulevard



Transition at Central Avenue

✓ The Americana - Lessons Learned

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SMART GROWTH PRINCIPLES

- 1. Mix Land Uses**
- 2. Take Advantage of Compact Building Design**
3. Create a Range of Housing Opportunities & Choices
- 4. Create Walkable Neighborhoods**
- 5. Foster Distinctive, Attractive Communities with a Strong Sense of Place**
6. Preserve Open Space, Farmland, Natural Beauty & Critical Environmental Areas
- 7. Strengthen and Direct Development Towards Existing Communities**
- 8. Provide a Variety of Transportation Choices**
9. Make Development Decisions Predictable, Fair, & Cost Effective
10. Encourage Community & Stakeholder Collaboration in Development Decisions



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SMART GROWTH PRINCIPLES & THE MIXED USE CHECKLIST

Economic/Policy Design

Strengthen and Direct Development Towards Existing Communities

Make Development Decisions Predictable, Fair, and Cost Effective

Encourage Community and Stakeholder Collaboration in Development Decisions
Mix compatible uses

City Context Design

Mix Land Uses

Neighborhoods

Foster Distinctive, Attractive Communities with a Strong Sense of Place

Provide a Variety of Transportation Choices

Preserve Open Space, Farmland, Natural Beauty & Critical Environmental Areas

Building Design

Take Advantage of Compact Building Design

Create a Range of Housing Opportunities & Choices

Connect to retail environments

Know your catchment area

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Understand the Timeframe for Success (Proforma)

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