

**Metro**Los Angeles County
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metro.net**PLANNING AND PROGRAMMING COMMITTEE
JANUARY 16, 2013****SUBJECT: METRO GOLD LINE MARIACHI PLAZA STATION CONCEPTUAL
DEVELOPMENT GUIDELINES****ACTION: ADOPT CONCEPTUAL DEVELOPMENT GUIDELINES****RECOMMENDATION**

Adopt the Conceptual Development Guidelines (attached as Attachment A) for the Metro Gold Line Mariachi Plaza Station site and the Metro-owned parcel on the southeast corner of Bailey Street and Pennsylvania Avenue (collectively, the "Property").

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 periodically evaluates these properties for potential joint development and selects properties that are good candidates for the same. The Property appears to be a good candidate for joint development. The creation of site-specific Conceptual Development Guidelines is one of the first steps in Metro's Joint development process and Board approval of such guidelines is required by Metro's Joint Development Policies and Procedures.

DISCUSSION

The Conceptual Development Guidelines are intended to provide a set of development and planning principles that are applicable to the Property and consistent with Metro's adopted Joint Development Policies and Procedures. The guidelines are not intended to provide specific design and construction-related criteria associated with a particular project. They are meant to provide an initial step in a series of steps towards planning, developing and constructing a joint development project on the Property. If approved, they will be used as part of a Request for Proposals ("RFP") that staff will issue to the development community for development of the Property.

The proposed Conceptual Development Guidelines are based on Conceptual Development Guidelines that were developed and approved by the Board in December 2003, updated to reflect (a) current land use and socio-economic data, and (b) input received from the community at a public meeting held by staff on December 6, 2012. The December 2003 conceptual guidelines were based on findings from the community linkages study that was included as part of the planning document for the Metro Gold Line Eastside Extension. This study identified guidelines for the future development of the station sites along the Eastside Extension, including Mariachi Plaza. The study also included extensive input from the community and was unanimously approved by the Metro Gold Line Eastside Review Authority Committee. At the time, the study's findings were presented and discussed with various stakeholders at public meetings and with local officials.

The attached Conceptual Design Guidelines apply only to the Property, which is comprised of the Mariachi Plaza station site and adjoining property totaling approximately 1.29 acres and an approximately 0.13 acre parcel located northeast of the station on the southeast corner of Bailey Street and Pennsylvania Avenue, in Boyle Heights, all as depicted in the Conceptual Development Guidelines.

Background

As noted above, Conceptual Development Guidelines were prepared for the Property and were adopted by the Board in December 2003. These guidelines were included as part of an RFP used to solicit development proposals for the Property. A developer, JSM Construction, was selected via a competitive solicitation process and their selection was approved by the Board in December 2006. However, as a result of the turmoil in the credit markets and the decline in the overall economy in 2007 and 2008, JSM never proceeded with their project and Metro has terminated their development relationship with them. Adoption of the proposed Conceptual Development Guidelines will restart the joint development process with respect to the Property.

Policy Implications

The recommended action is consistent with Metro's Joint Development Policies and Procedures.

DETERMINATION OF SAFETY IMPACT

Approval of this item will have no impact on safety.

FINANCIAL IMPACT

Funding for joint development activities related to the Conceptual Design Guidelines and any subsequent development activity related thereto, including the solicitation for development proposals is included in the FY13 budget in Cost Center 2210 (New Business Development), under Project 610011 (Economic Development).

Since development of the Property is a multi-year process, the Chief, Real Property Management & Development, will be accountable for budgeting any costs associated with such development 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 Conceptual 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 proposed Conceptual Development Guidelines. Staff is not recommending this alternative, as the community is looking forward to development of the Property, and, absent Board-adoption of the proposed guidelines, joint development of the Property could not proceed in accordance with Metro adopted policies.

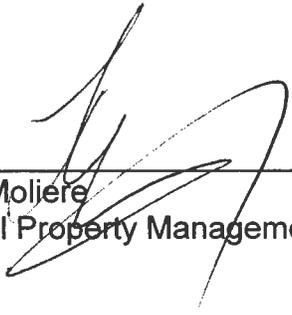
NEXT STEPS

After adoption of the Conceptual Development Guidelines, Metro staff will prepare and issue an RFP for the development of the Property. The RFP will include the adopted guidelines.

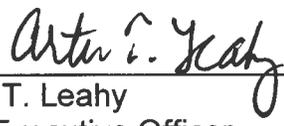
ATTACHMENT

Attachment A - Conceptual Development Guidelines

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LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY
("Metro")

METRO GOLD LINE MARIACHI STATION AT FIRST & BOYLE
CONCEPTUAL DEVELOPMENT GUIDELINES

A. SITE DESCRIPTION

The Mariachi Plaza Station, located at First and Boyle streets, is part of the six-mile Metro Gold Line Eastside Extension from Union Station to Atlantic Avenue. This segment added seven stations to the Metro Gold Line and extended service from Sierra Madre Villa in Pasadena to Atlantic Avenue in East Los Angeles, without. The Eastside Extension opened in November 2009 and provides service to Little Tokyo, Boyle Heights, and East Los Angeles. (See Exhibit 1 - Metro Gold Line Map.)

Metro properties covered by these Conceptual Development Guidelines include the station site ("**Parcel 1**") and a separate parcel on the southeast corner of Pennsylvania Avenue and Bailey Street ("**Parcel 2**"). Parcel 1 is approximately 1.29 acres in size and includes the station entrance and Mariachi Plaza. It is bounded by First Street, Boyle Avenue, Pennsylvania Avenue, and Bailey Street. Parcel 2 is approximately 0.13 acres in size and is located across Bailey Street from Parcel 1. Metro owns a third parcel located across First Street and Boyle Avenue, southwest of the station site, but this parcel is not covered by these Conceptual Development Guidelines and is being developed separately. (See Exhibit 2 - Parcel Map.)

B. AREA CONTEXT

There are a wide variety of uses adjacent to and surrounding Parcels 1 and 2 (collectively, the "**Property**"). (See Exhibit 3 - Site Context.) Parcel 1 includes the Gold Line station entrance and Mariachi Plaza, a replica of traditional Mexican plazas that was built to celebrate the area's musical and artistic heritage. Other distinctive landmarks around the Property include the White Memorial Hospital on Pennsylvania Avenue, the recently renovated and expanded historic former Boyle Hotel, now a retail-multifamily housing project, at the northwest corner of First Street and Pleasant Avenue, and historic homes along First Street. Multi-family structures, converted multi-family homes, and single family homes line First Street, in addition to numerous small shops and restaurants along First and adjacent streets.

C. AREA PLANS AND ZONING

Based upon the Boyle Heights Plan Area adopted by the City of Los Angeles, Parcels 1 and 2 are both zoned RD1.5-1.

D. DEVELOPMENT GUIDELINES

These Conceptual Development Guidelines are intended to provide a set of development and planning principles that are applicable to the Property and consistent with Metro's adopted Joint Development Policies and Procedures. The guidelines are not intended to provide specific design and construction-related criteria associated with a particular project. They are meant to provide the first step in a series of steps towards planning, developing and constructing a joint development project. (See Exhibit 4 - Metro's Joint Development Process.)

The Gold Line Eastside Extension planning document included a community linkages study. The Community Linkages Study's main objective was to identify, plan, and implement urban design concepts and strategies to maximize integration of the light rail stations with the communities they will serve. In addition, the study included potential uses that could be included in future joint developments at applicable stations, including the Property. Findings from this study were presented and discussed with various stakeholders at public meetings as well as with local officials. These findings, along with recent land use and socio-economic updates, provide the bases for the following development guidelines.

1. Urban Design

Proposed development shall adhere to urban design principles that achieve the following goals:

- a. Promote transit: Through coordination with Metro and the City of Los Angeles Department of Transportation, the development should enhance public transit by supporting the integration of available transit modes, especially in the immediate vicinity of the station.
- b. Maintain and enhance existing residential neighborhoods: Development should be sensitive to existing neighborhoods and surrounding areas.
- c. Create a sense of place: Development should create a location that is vibrant, visually pleasing, and generally improves the urban fabric and district of which it is a part.
- d. Provide a secure environment: The design and operation of proposed development uses shall promote safety for transit patrons, potential private development patrons, and adjacent uses.

2. Land Use

Metro envisions a multi-use project on Parcel 1 and a compatible single use on Parcel 2. The multi-use project on Parcel 1 may include multi-family housing

but could be primarily commercial. Fifty-one affordable multi-family housing units and retail space recently became available with the completion of the renovation of a historic Boyle Hotel located at the corner of First Street and Pleasant Avenue and a newly-constructed adjoining multi-family structure. Residential use and small shops dominate First and adjacent streets.

3. Housing

The need for both multi-family for-sale and for-rent housing was expressed by the community in meetings held prior to 2012. Demand for affordable and senior housing was also noted at that time.

4. Commercial/Retail/Hotel

The community has expressed interest in the availability of larger venues for meetings and social gatherings. With the Mariachi Plaza and its close proximity to Downtown Los Angeles, the area has a tremendous potential at becoming a major cultural and tourist hub for this area.

5. Metro Transit Station Facilities

Metro Station: The Mariachi Plaza Gold Line station is located underground, beneath Parcel 1. Any proposed development that will alter this station or its components shall ensure that the design and function of the station and its components are maintained. Metro reserves the right to approve any such alterations in its sole and absolute discretion.

Transit and Bicycle Parking: Any development project on the Property shall accommodate bicycle parking, the design, location, type and amount of which shall be coordinated with Metro

D. COMMUNITY MEETING

On December 6, 2012, Metro staff held a meeting with the Boyle Heights community seeking input regarding Metro's desire to develop the Property. The meeting was well attended. Comments received from the community, included the desire for the following uses in Boyle Heights (Comments not Specific to the Property) and at the Property (Comments Specific to the Property)¹:

Comments Not Specific to the Property:

- Grocery store/market
- Movie theatre
- Restaurant
- Affordable housing
- No more affordable housing

¹ Note that some of the comments conflict with one another and may or may not be permissible uses under applicable legal authority and/or policy, but are presented unedited as received.

- Street vending uses
- No street vending uses
- Laundromat
- Health club/fitness facility
- Secure bicycle parking

Comments Specific to the Property:

- Active subway portal plaza
- Mariachi musicians on plaza
- Parking for commercial establishments in the area

EXHIBIT 1 - Metro Gold Line Map



EXHIBIT 2 - Parcel Map

Mariachi Plaza Development Site
Los Angeles County Metropolitan Transportation Authority

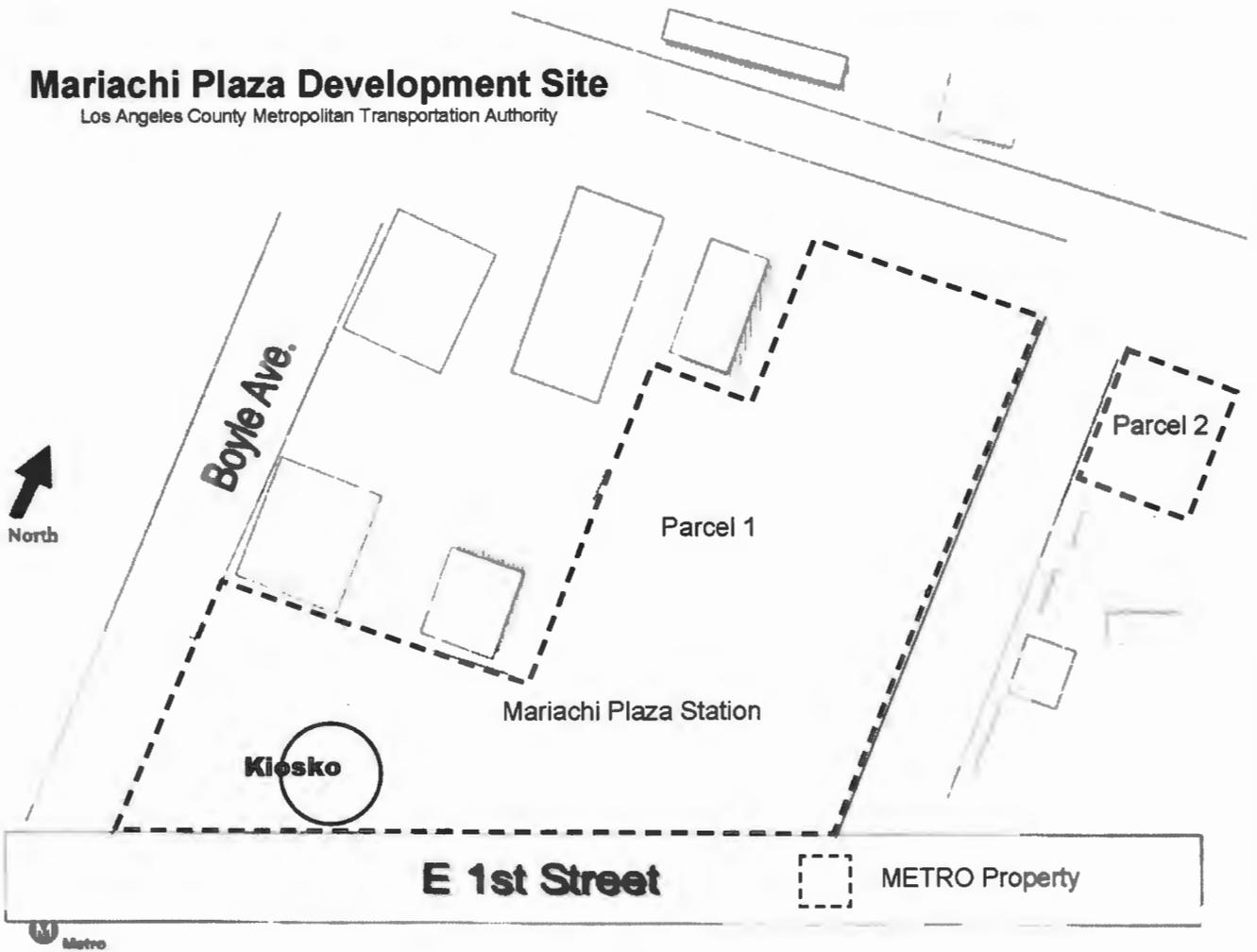


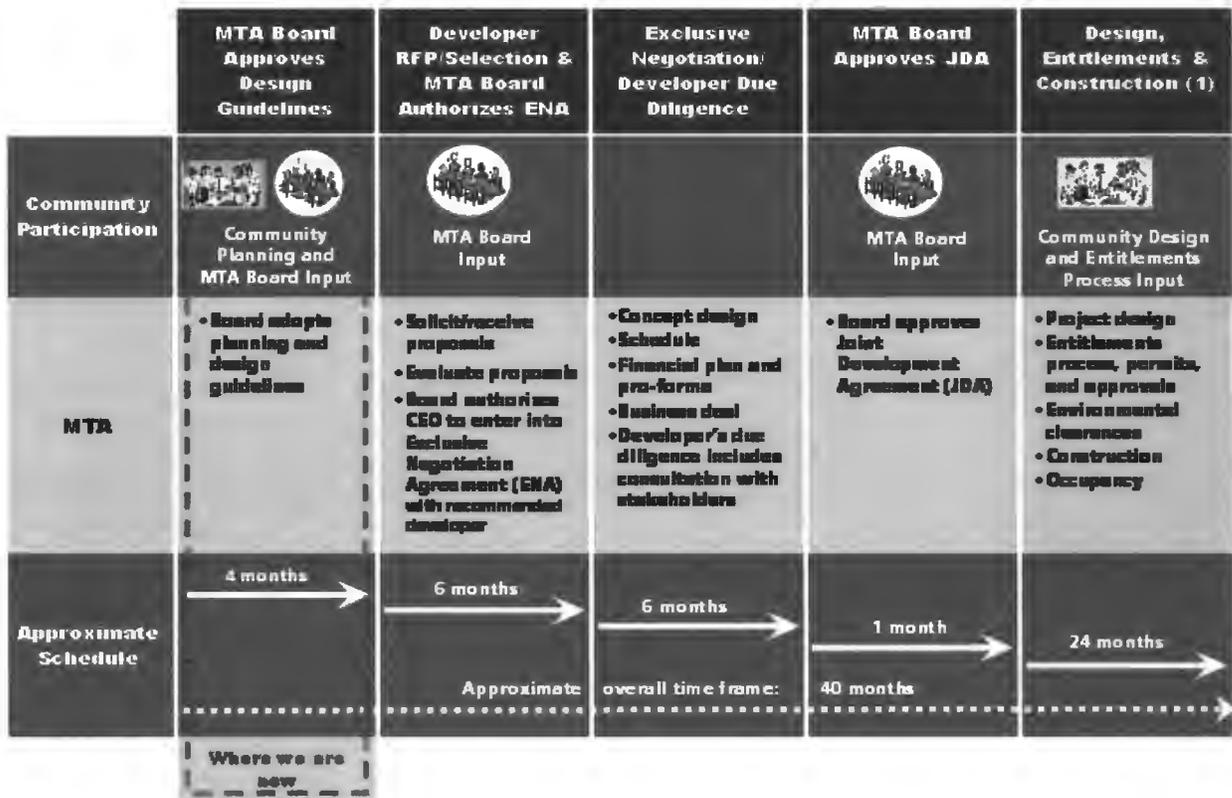
EXHIBIT 3 – Site Context



EXHIBIT 4 - Joint Development Process

ATTACHMENT 4

METRO'S JOINT DEVELOPMENT PROCESS



(1) Proposed use requires local jurisdiction approval and may include environmental, zoning, and local consistency plan review and public hearings.

This joint development process is based upon Metro Joint Development Policies and Procedures adopted in 2005.