

*THIS SITE PLAN & BUILDING CONFIGURATIONS ARE ILLUSTRATIVE ONLY

*EXISTING BUILDINGS AND/OR SITES MAY BE OCCUPIED WITH USES CONSISTENT WITH THIS PLAN DURING ANY PHASE

PREVIOUS ILLUSTRATIVE SITE PLAN



PRECISE PLAN FERRY TERMINAL LOCATION



SHARED USE PLAZA CHARACTER



GATEWAY LEGEND:

- A HISTORIC ARTIFACT SCULPTURE
- B SENTINEL PALM TREE GRID WITH DRAMATIC LIGHTING
- C BIKE LANE INTERSECTION PAVING
- D PROPOSED MAIN ST. INTERSECTION
- E GATEWAY PLAZA
- F PROPOSED CROSS ALAMEDA TRAIL TERMINUS
- G EXISTING MAIN STREET LINEAR PARK

POSSIBLE ARTIFACT SCULPTURES:

- ALAMEDA POINT HISTORIC NAVAL BASE ARTIFACTS
- 'FOUND' NAVAL SHIP PROPELLERS
- ABSTRACT STEEL SHIP SCULPTURE
- LOCAL ARTISTS' CREATIONS
- SUSTAINABILTY RECLAIMED ART
- LIGHTING AS ART



Entrance, U. S. Naval Air Station, Alameda, California



ENTRY GATEWAY CONCEPTS

*SCULPTURE PIECE USING RECLAIMED MATERIAL



*ALAMEDA POINT NAVAL BASE ARTIFACTS USED AS ART

ENTRY GATEWAY CONCEPTS



AERIAL MASSING VIEW LOOKING WEST

ALAMEDA POINT
Partners

4/21/2015 – CITY COUNCIL

BAR architects





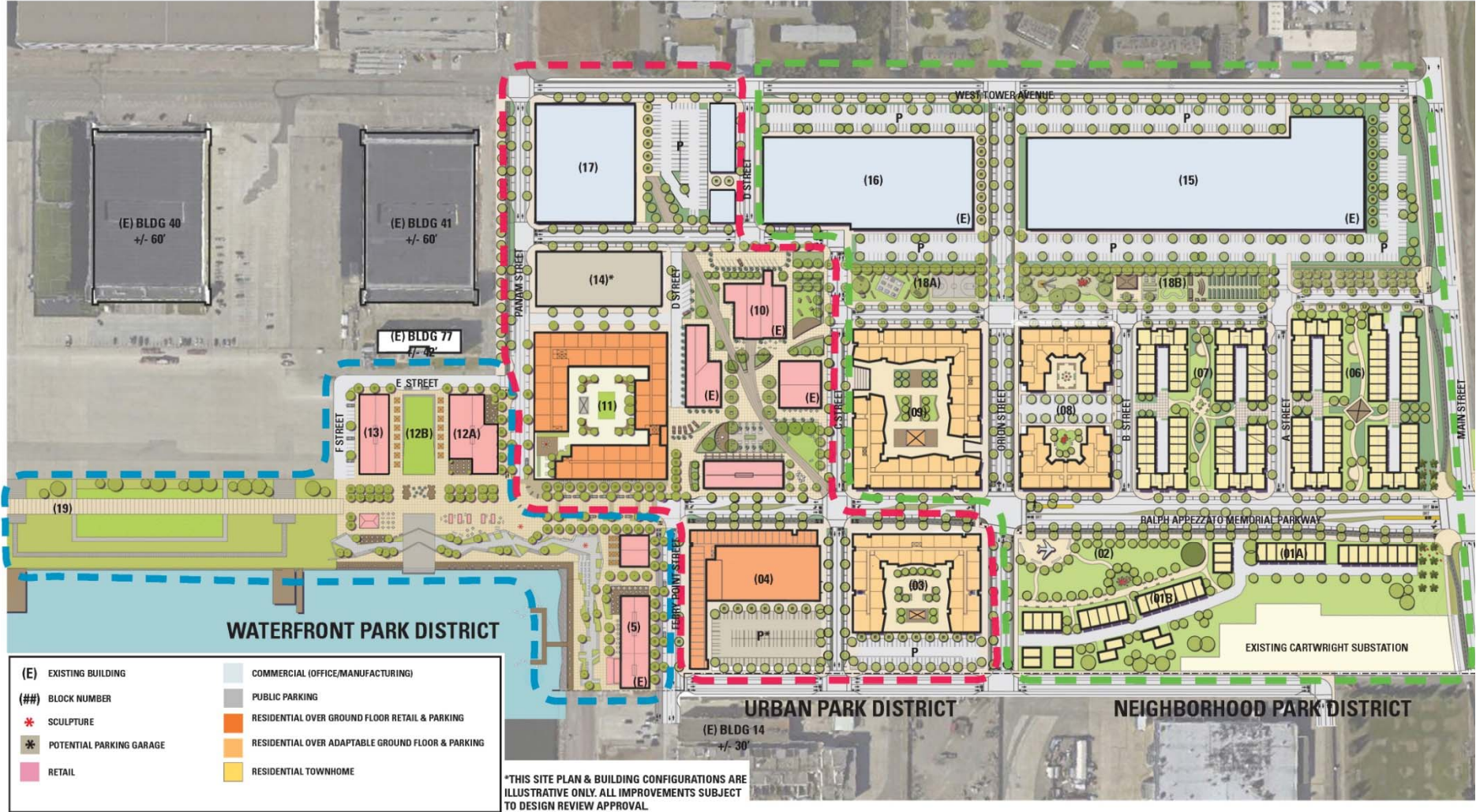
AERIAL MASSING VIEW LOOKING EAST

ALAMEDA POINT
Partners

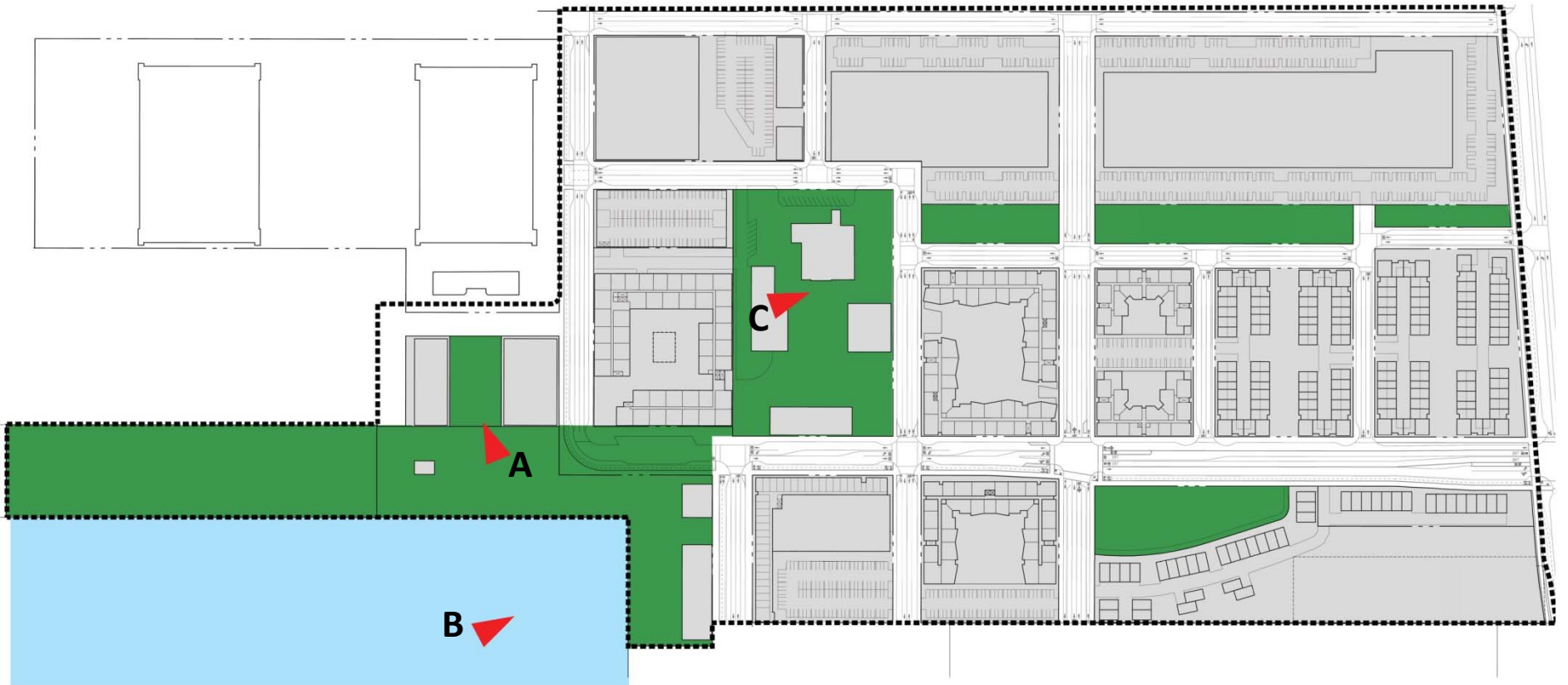
4/21/2015 – CITY COUNCIL

BAR architects

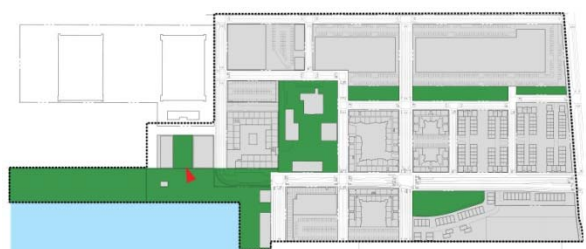




OPEN SPACE DISTRICTS



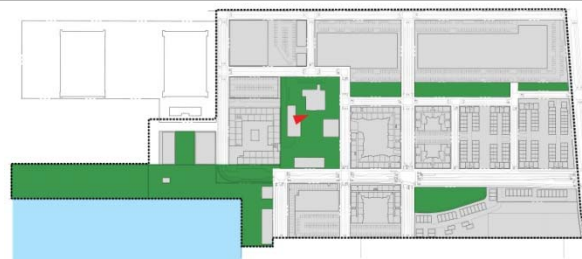
KEY PLAN



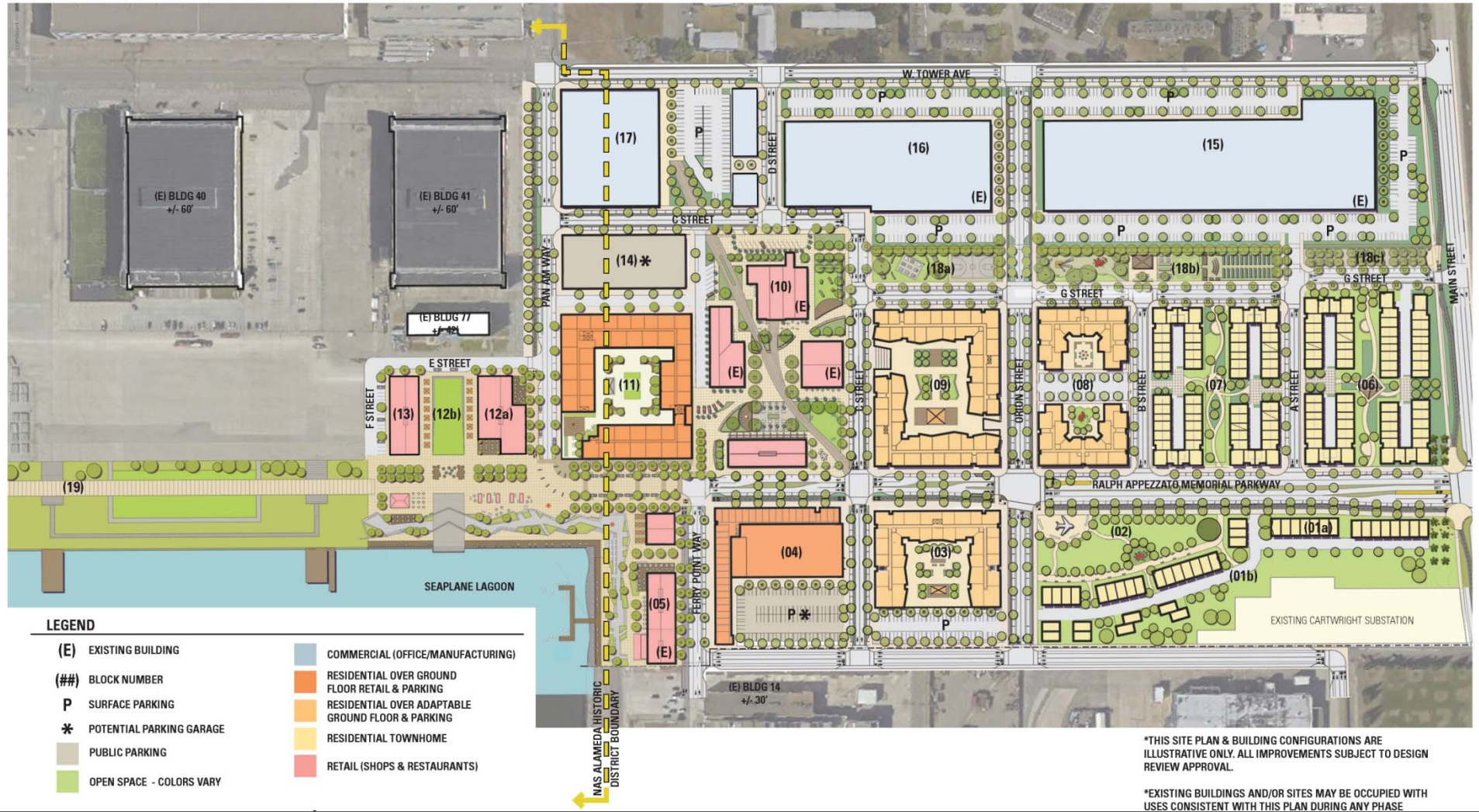
(A) WATERFRONT PARK & PLAZA PERSPECTIVE WITH BUILDING 77



(B) PROMENADE
PERSPECTIVE WITH
BUILDING 13

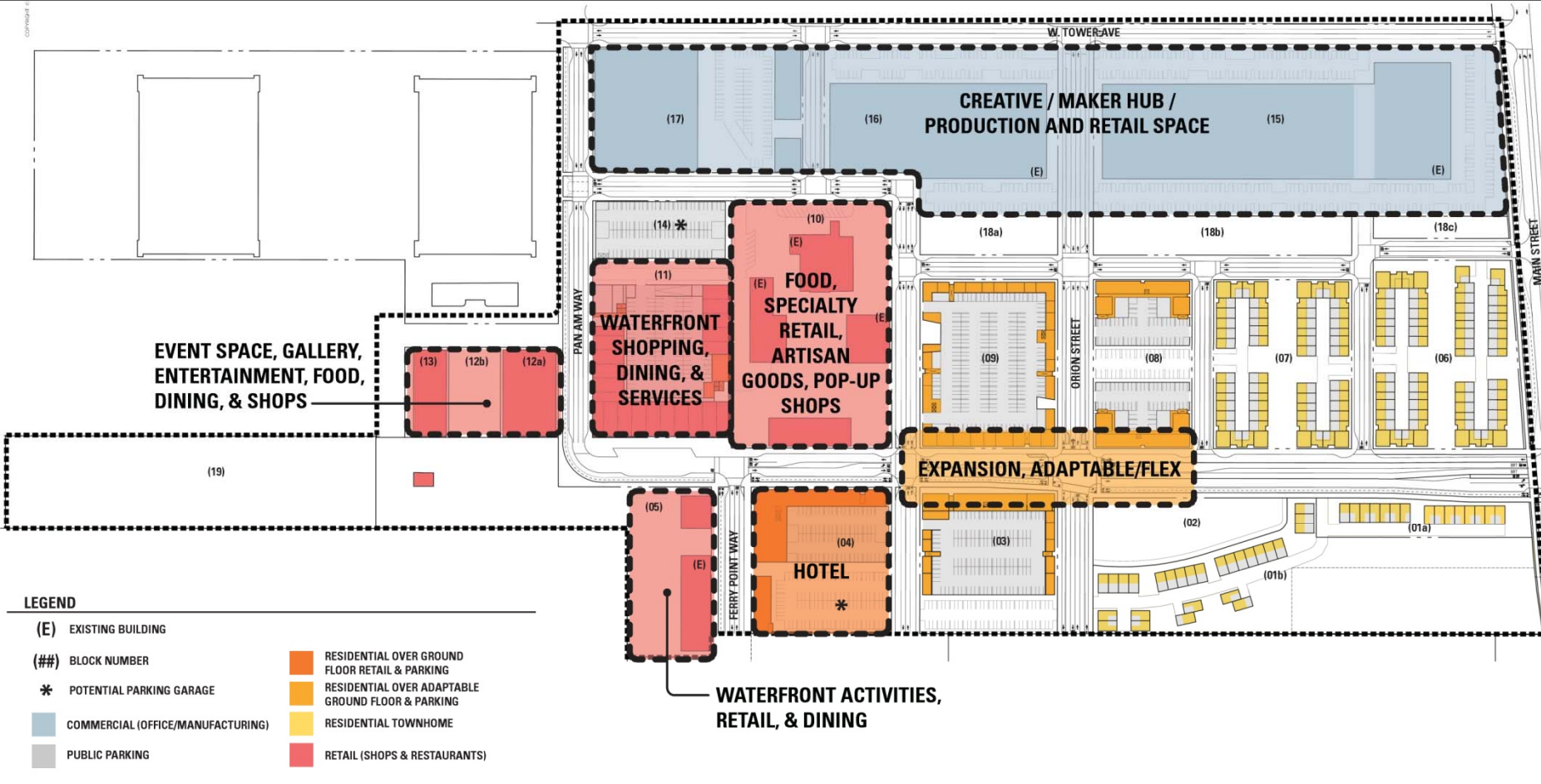


(C) URBAN PARK
PERSPECTIVE WITH
BUILDING 67



ILLUSTRATIVE SITE PLAN

Site A: Commercial / Retail Locations



RETAIL / COMMERCIAL STRATEGY
ALAMEDA POINT PARTNERS

SRMERNST development partners
EDEN HOUSING

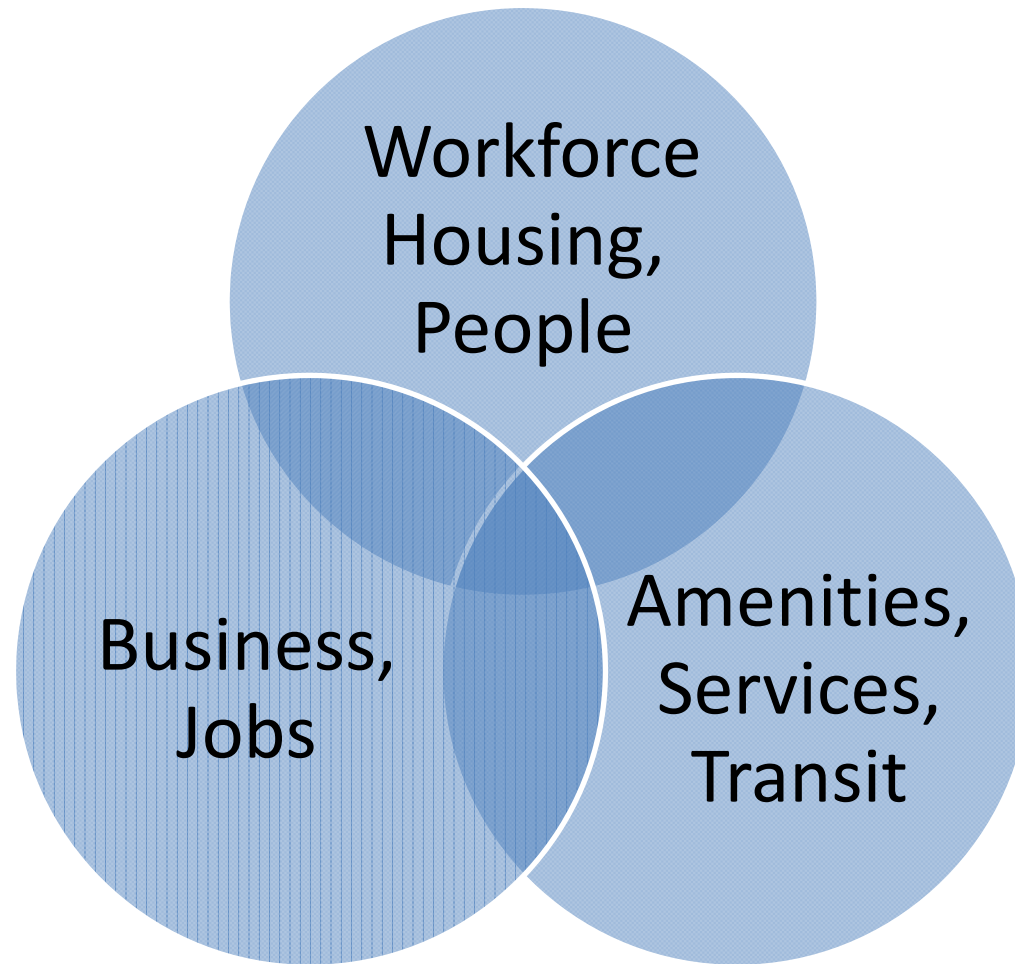
BAR architects

ALAMEDA POINT Partners

4/21/2015 – CITY COUNCIL



Next Generation Workplace Districts



ALAMEDA POINT PARTNERS

SRMERNST
development partners

THOMPSON
DORRMAN

MadisonMarquette

EDEN
HOUSING

THE EVOLUTION OF THE AMERICAN WORKPLACE DISTRICTS

Late 20th CENTURY



21ST CENTURY

MASS PRODUCTION

SPECIALTY PRODUCTION

ECONOMIC DEVELOPMENT

Attract big, vertically integrated companies

GROW BUSINESS ECOSYSTEMS:

Supply chains, horizontal collaboration, networked clusters, shared resource

SUBURBAN COMMUTING

Separated uses outside of the CBD

LIVE / WORK BALANCE

Mixed Uses, complete communities

PLACES FOR MACHINES

From infrastructure only..

PLACES FOR PEOPLE

...to engagement, emphasis on attraction and retention of talent

Makers / Maker Space

- Characteristics – how they work
 - Define problem, research/tinker, create solution, fail, retry, share results/ideas
- STEM (science, technology, engineering, mathematics)
- Public and private areas; shared resources
- Tenant spaces 500 to 10,000 sq. ft.
- Not just technology; design, art, engineering, advanced manufacturing.
- Industry experts to garage tinkerer's; full time job to weekend warrior.
- Wide range of companies
- Sector focus (e.g. food & beverage, energy)

Local Inspiration

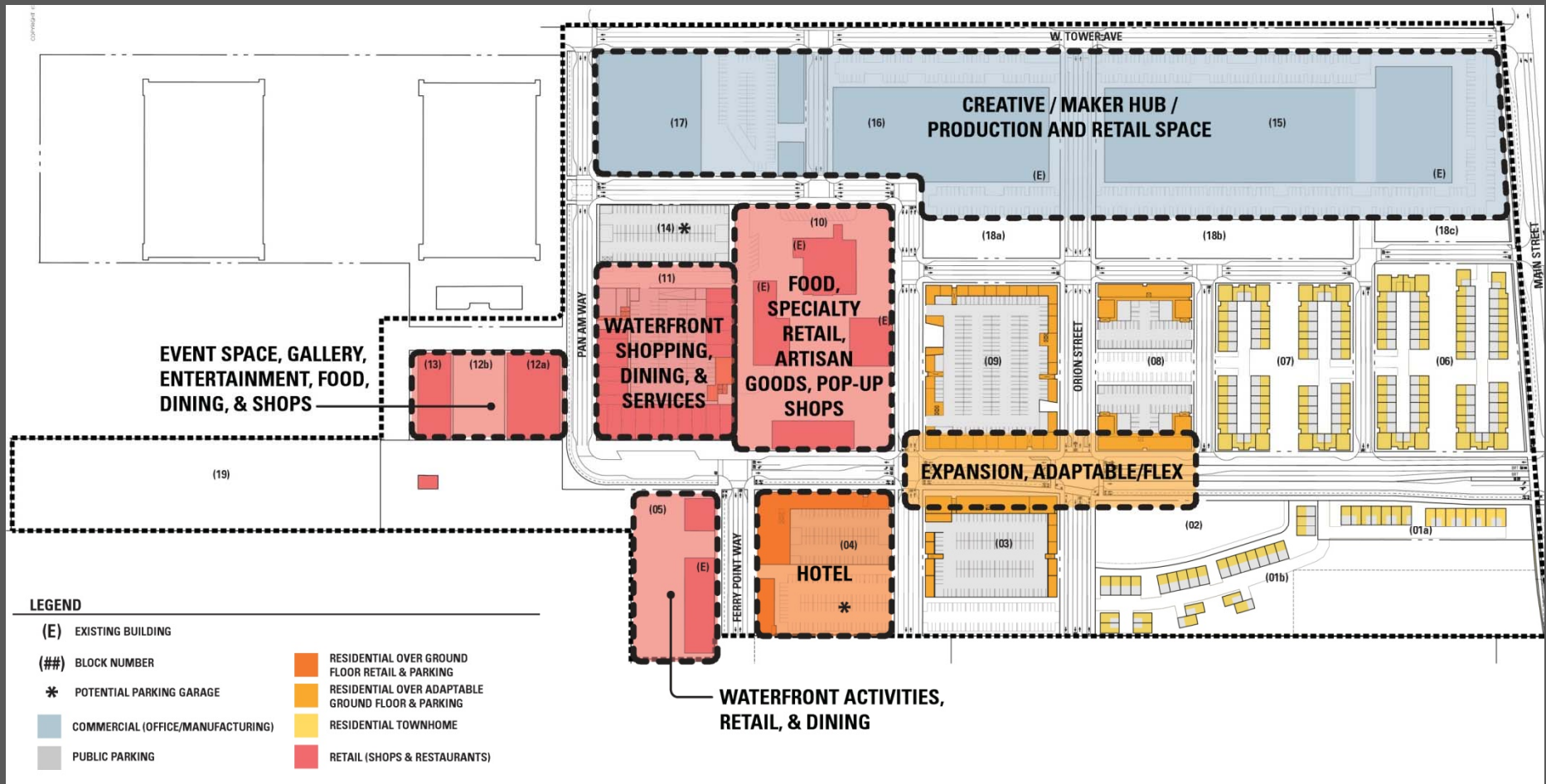


Oakland Makers



How To Be Successful

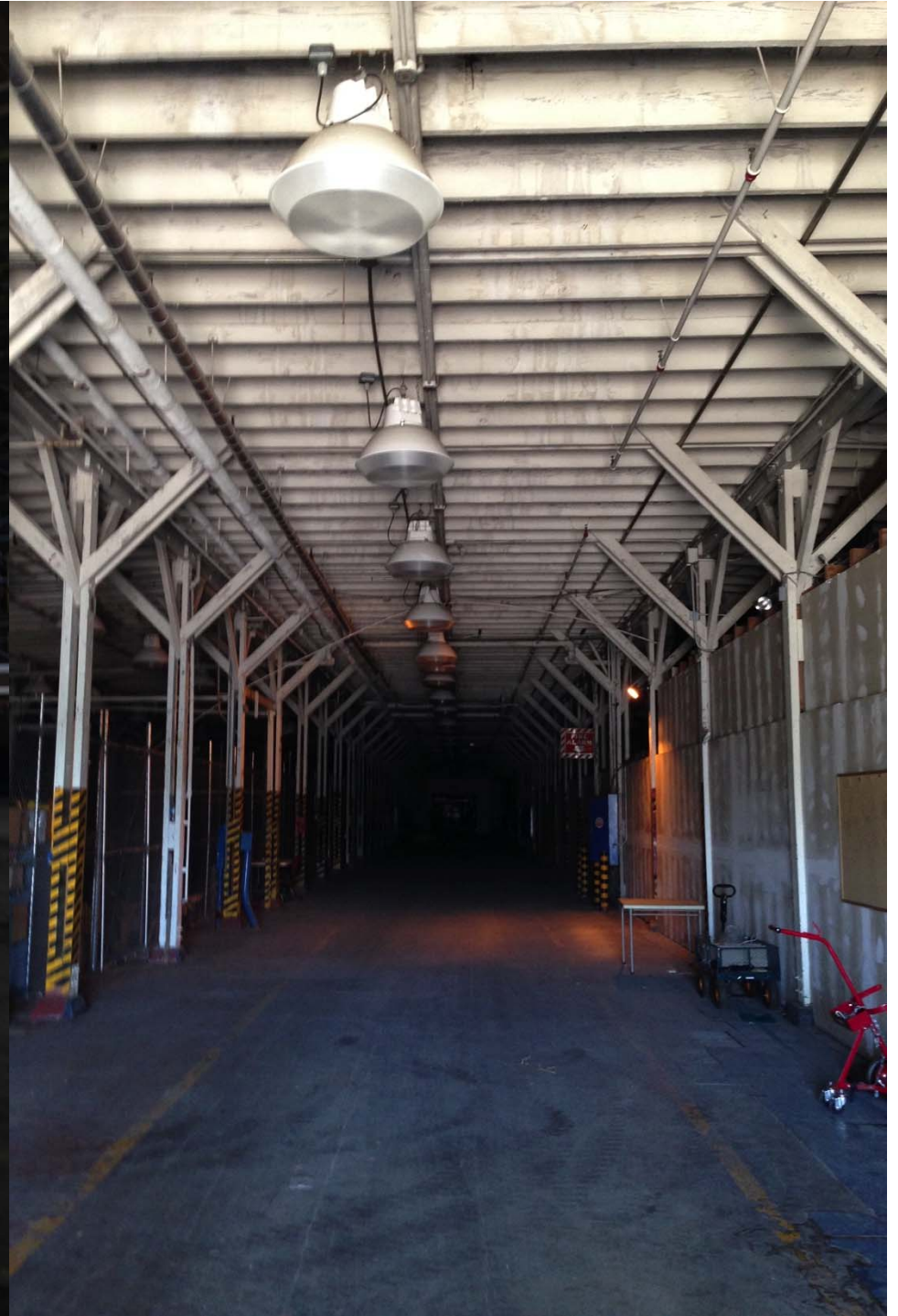
- Clear Vision, Plan, Understand Target Market (sectors)
- Offering: Environment, Services, Marketing of Program
- Active Ownership / Management; Build-to-suit capability
- Local relationships and resources
- Commitment, Discipline, Execution



ALAMEDA POINT

- Authenticity
- Great Fabric
- Pride
- History
- Opportunity









4th Street History



FOURTH STREET SHOPPING DISTRICT



FOOD & DRINK

- Bette's Oceanview Diner
- Bette's To Go
- Cafe M
- Cafe Rouge
- Chocolatier Blue Patisserie
- Ilyasare
- Manhattan Bagel
- Peet's Coffee and Tea
- Spenger's Fresh Fish Grotto
- Tacubaya
- Teance Fine Teas
- The Pasta Shop
- Vino!
- Zut! on Fourth

HEALTH & BODY

- Aveda
- Bare Minerals
- Benefit Cosmetics
- Fourth Street Yoga
- Keter Salon
- Kiehls
- MAC Cosmetics
- Perricone M.D.

MUSIC, ART & BOOKS

- Books Inc.
- Builders Booksources
- Paper Source
- Scrapbook Territory

SPECIALTIES

- Apple
- Castle in the Air
- George
- Flight 001
- Miki's Paper
- Papyrus

CHILDREN

- The Ark

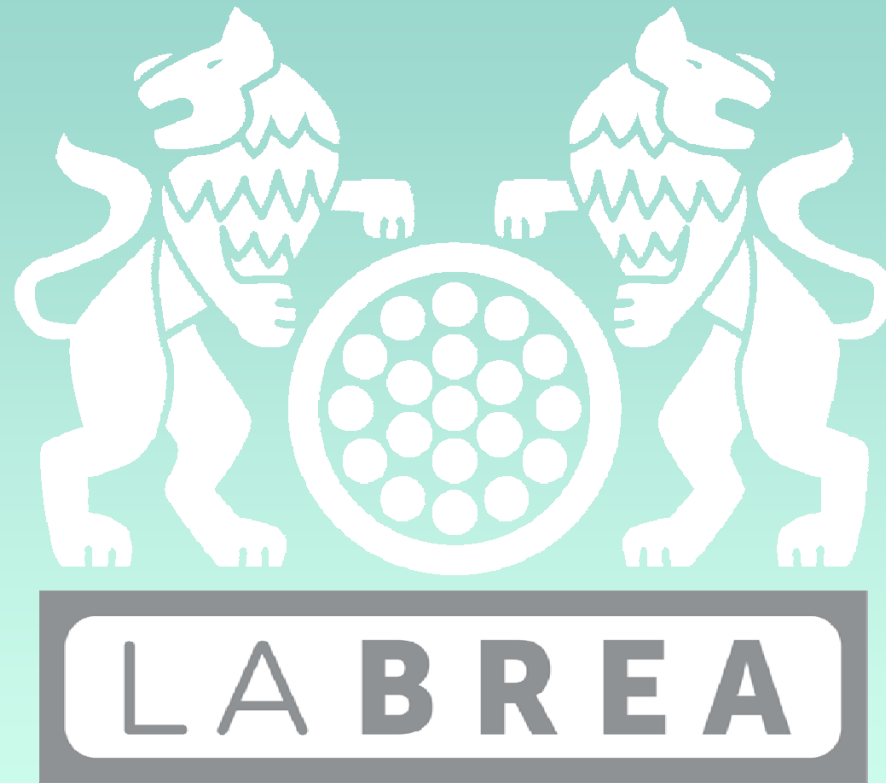
FASHION

- Anthropologie
- Burton
- Bryn Walker
- Convert
- Convert Shoes
- Emerald City Gowns
- Erica Tanov
- Jest Jewels
- Jigsaw
- Margaret O'Leary
- Mephisto
- Molly b
- Mulholland
- Nixon
- Pave Fine Jewelry Design
- Ruti
- Rabat
- Schletter, Dr. Philip (O.D.)

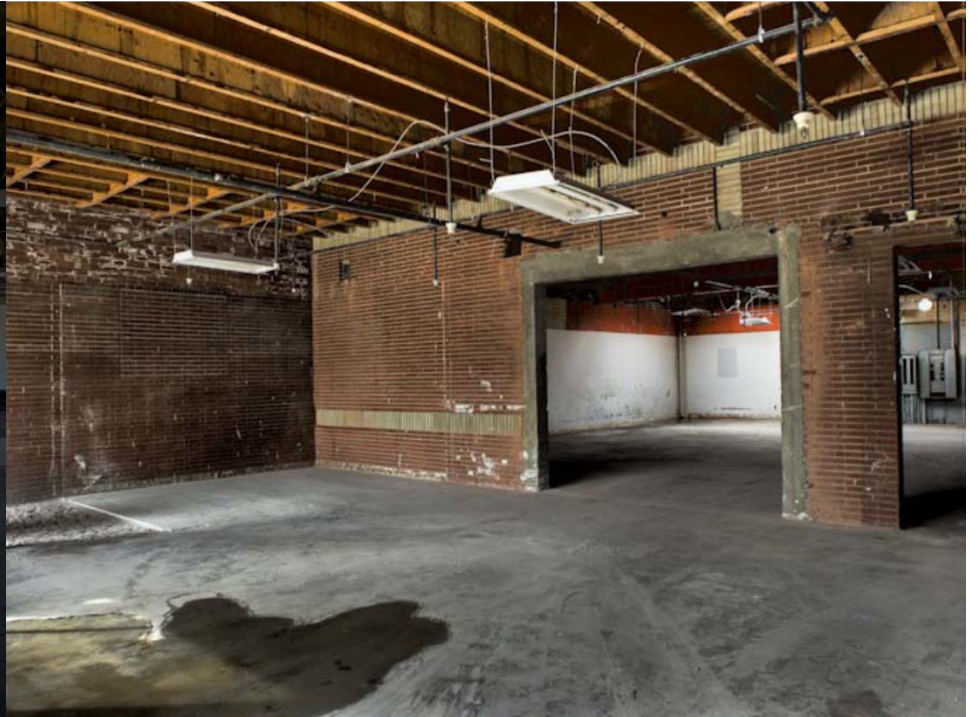
HOME & GARDEN

- CB2
- Claremont II
- Crate and Barrel
- Design Within Reach
- Earthsake
- Essentia
- Fourth Street Flowers
- Lighting Studio
- Nest
- Ruby Livingdesign
- Stained Glass Garden
- Sur La Table
- The Gardener
- Thousand Cranes Futon
- Turkish Towel Collection
- Z Gallerie









OUR APPROACH

VISION

The eleven buildings that currently comprise La Brea are being transformed into a new “**creative collective**” ...a complimentary mix of retail, food and office connected by a shared sense of creativity, design and style. La Brea encompasses the **evolution** of these non-distinct buildings and the disjointed surrounding neighborhood into a **coherent destination** for **forward/edge/street fashion** and accessories shoppers and **creative/design oriented workers**. When combined with the existing retailers across the street, La Brea becomes the catalyst for the creation of “**District La Brea**” the soon to be **L.A.’s mini-SoHo** district.

BRANDING

We decided the La Brea Experience should be...



CONTEMPORARY



UNDERSTATED



BESPOKE



BUILT ON HERITAGE



ECLECTIC



OBLIQUE

COMMITMENT



ACTIVATION

EVENTS



District La Brea Presents...
Summer Garage Jam 2013
 September 15th, 2013
 1:00pm to 6:00pm
 Music Stage presented by Free Bike Yaki! A Beach City Music Blog
Freedom Fry
Warships
Qana
GUIDES
The Low
 ...and more!

LABREA 2013 SUMMER GARAGE JAM

Free Admission (all ages) // VIP \$15
 2Hr VIP Bar Lounge // Food Trucks
 Free Giveaways // Interactive Live Art **OH THE LOOK!**
 181 S. La Brea - Parking Garage Top Deck
www.districtlabrea.com

Sponsored by:
 WRIST WATCH, D. HALLMARK, LABREA, KRAVE, MOON, AQUA HYDRATE, FREE JUICE BAR, POP WATER, AMP



A GATHERING OF FOOD TRUCKS

2ND SATURDAYS • LA BREA
 BETWEEN 1ST AND 2ND ST

ON THE 2ND SATURDAY OF EVERY MONTH, STROLL DOWN LA BREA AND ENJOY GREAT STREET FOOD FROM YOUR FAVORITE FOOD TRUCK!

FREE PARKING* ON LA BREA & 2ND STREET • ENTER THROUGH ALLEY ON DETROIT • *FREE WITH VALIDATION 181 S. LA BREA AVE.

#districtlabrea @districtlabrea @labrea



FASHION'S NIGHT OUT
SEPT. 6

LA BREA BLOCK PARTY
 CELEBRATE THE BRIGHTEST NIGHT IN FASHION AT LA BREA BETWEEN 1ST & 2ND STREET
 JOIN US FROM 6-11PM
 FREE PARKING ON 2ND STREET GARAGE

LABREA
WWW.DISTRICTLABREA.COM

LA BREA \$100 GIVEAWAY
 TWEET YOUR FNO PHOTO
 TAG @DISTRICTLABREA #FNO LA TO WIN

SIDEWALK PARTY : FOOD TRUCKS PHOTOBOOTH BY HONFOTO
 For more information: www.districtlabrea.com
www.facebook.com/DistrictLaBrea

A • R, 103 S. LA BREA AVE.
 Truck Show, cocktails, Book Signing

AMERICAN RAG, 190 S. LA BREA AVE.
 Live Band Performances, Cornies, Candles, Rac, DJ, cocktails

GRAFFITI CAFE, 180 S. LA BREA AVE.
 Discount with purchase, cocktails, music

KELLY COLE, 177 S. LA BREA AVE.
 Truck Show, DJ

UNION, 110 S. LA BREA AVE.
 City Search, Dog BBQ Truck, Pet

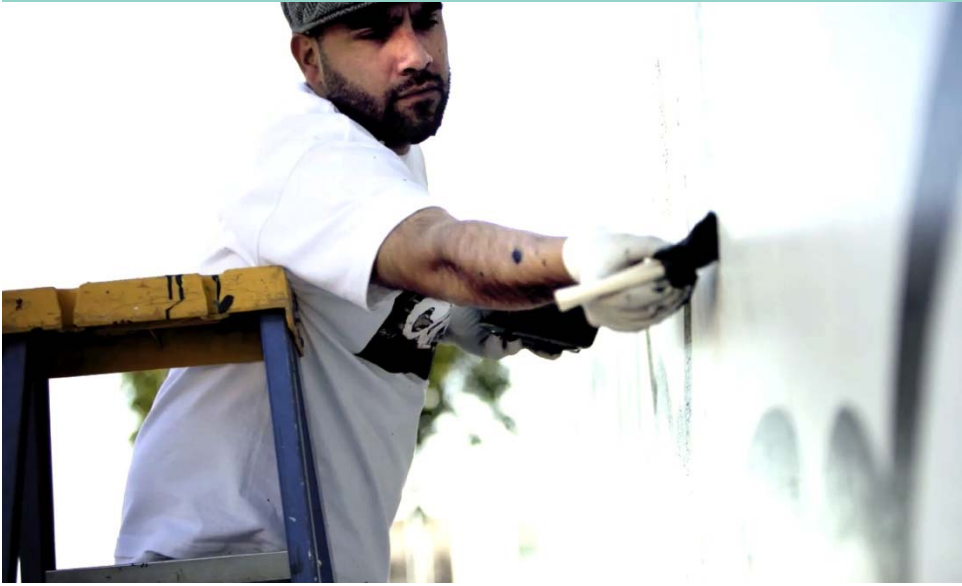
SHELTER HALO, 191 S. LA BREA AVE.
 Truck Show, Beach Food, Live Music, Pet, DJ, cocktails

UNIS, 138 S. LA BREA AVE.
 Streetwear giving out, live DJ, cocktails, DJ

WHAT DOES AROUND COMES AROUND,
 159 S. LA BREA AVE.
 Truck Show, Discount with purchase, cocktails, DJ

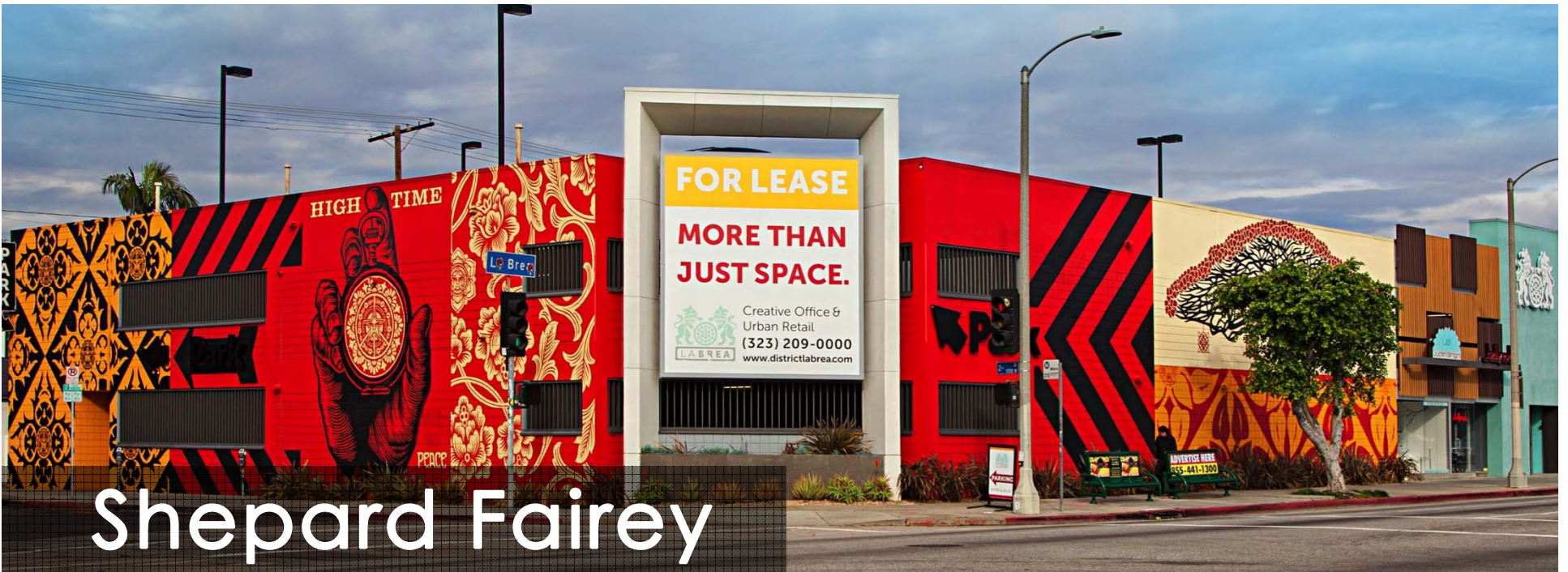


THE ARTS



Aaron De La Cruz

THE ARTS

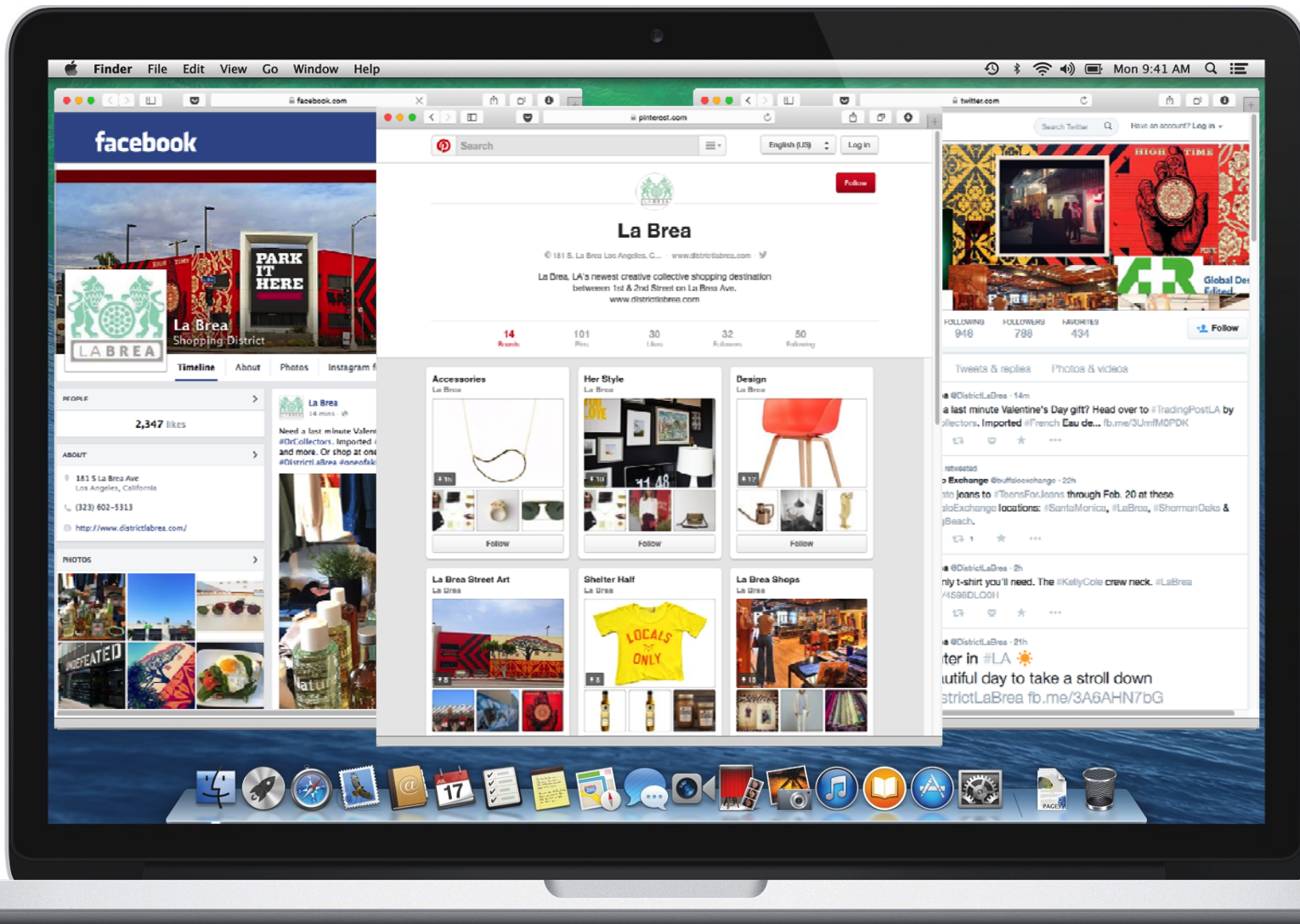


Shepard Fairey

POP-UPS



SOCIAL MEDIA



PUBLIC RELATIONS

HIP MAKERS

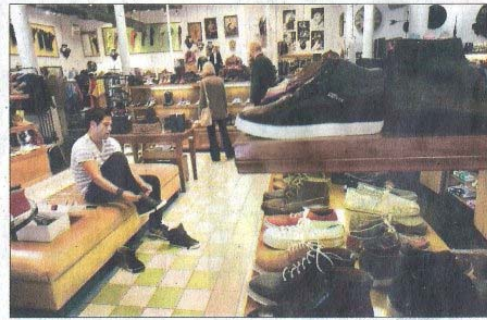
New York, step aside. With Los Angeles Fashion Week underway, just look at some of the City of Angels' style innovators. **P4**



ANNE CHIRACK / Los Angeles Times

GUYS' GULCH

A strip of South La Brea caters to men's sartorial needs. **P3**



ANNE CHIRACK / Los Angeles Times

BEST BOUTIQUES

Our picks for shopping in Los Angeles. **P6**

HYPEBEAST

THE DIGITAL MAGAZINE FOR FASHION, MUSIC, FITNESS & CULTURE

ALL STYLE ARTS DESIGN MUSIC ENTERTAINMENT LIFESTYLE TECH EDITORIAL NEWS



Shelter Half Los Angeles

January 4, 2012 · Style · by Jane Wollert · 2044 Views

Shelter Half Los Angeles is a temporary retail shop dedicated to the sale of clothing, objects, furniture, leather goods and vintage books all under the collective theme of "made in America." Put together by Environment Furniture's Davide Bernuto, Shelter Half lends itself well to heritage-minded brands like RTH and Save Khaki, although the shop makes sure to avoid the sometimes over-the-top aesthetic of many vintage-themed shops. While the length of its stay on South La Brea Avenue in Los Angeles is still undetermined, Shelter Half is certainly a dynamic shopping destination for those of us who cherish the nostalgia feeling offered by the curated selection.

Shelter Half
101 S. La Brea Ave.
Los Angeles, CA
United States

Source: [A Continuous Loop](#)

Home | Subscribe | Contact | Advertise

COOL HUNTING

VIDEO LOCAL IPAD GIFT GUIDE

DESIGN TECH STYLE TRAVEL CULTURE

La Brea

Seven new spots to shop in Hollywood's up-and-coming retail district
by Julie Wolfson in Culture on 30 August 2011

From Japanese selvage denim to modern bohemian tunics, La Brea is quickly becoming one of the most creative shopping destinations in Los Angeles. The **neighborhood redevelopment project** has helped inspire several new stores to open their doors on the extra-large boulevard, revitalizing the blocks between Beverly Boulevard and 2nd Street. Now with Feal Mor, Don Ville shoes, Black Scale,

AT&T 3G 4:28 PM

Back La Brea Start

Guide Places 14 Map

Mak
macadaan.com

Los Angeles, CA
14 Places | Full Day

La Brea Ave is a main thoroughfare that runs north-south through LA, and is an emerging hotbed of hidden shops, popups, galleries, eats, entertainment, and enough to dedicate a day or two to exploring the district. This is available to

Start Browse Feed Saved Profile

LEASING





BONOBO'S

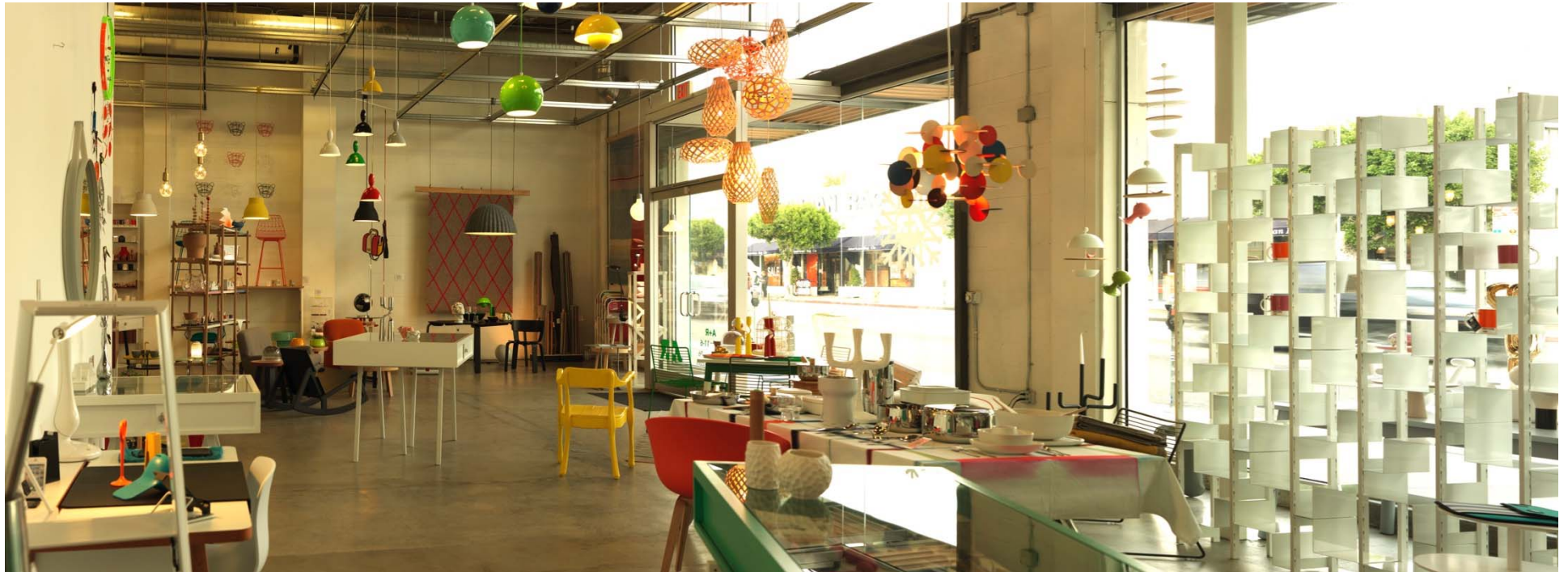
BONOBO'S

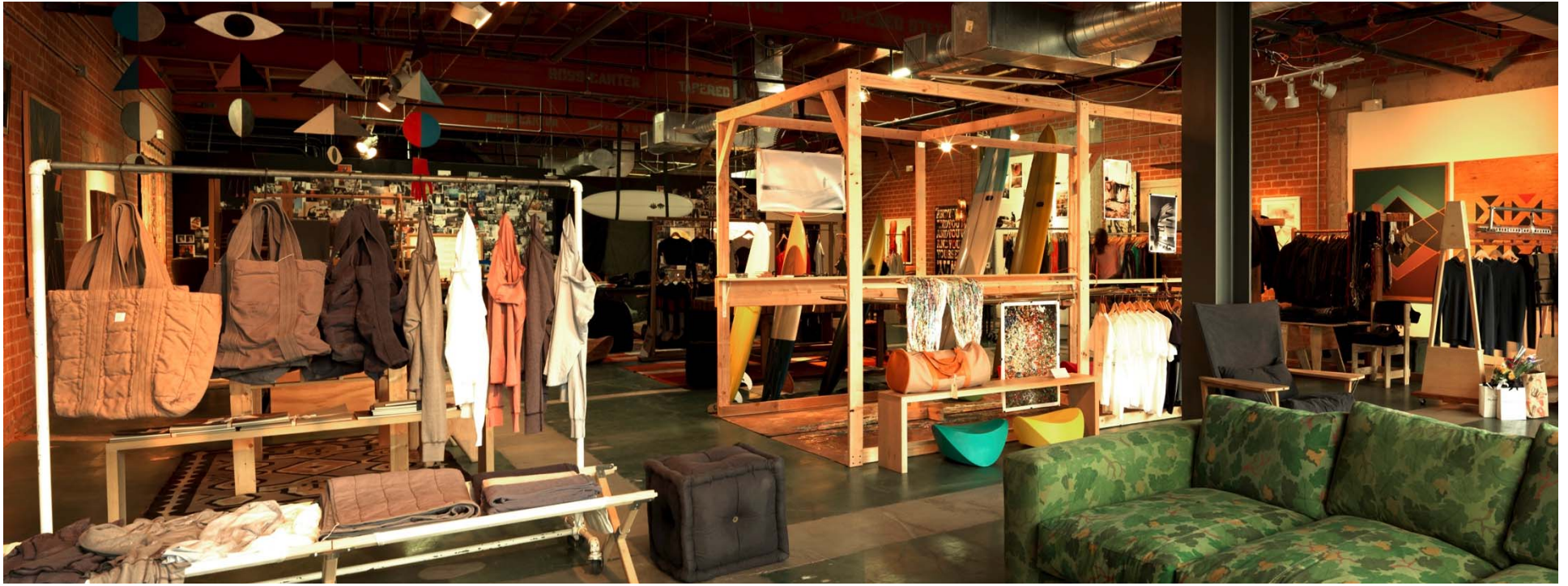
BONOBO'S

BONOBO'S

10111
10111









Renewable Resource Group

- ☑ Vision
- ☑ Branding
- ☑ Commitment
- ☑ Activation
- ☑ Leasing









ALAMEDA POINT

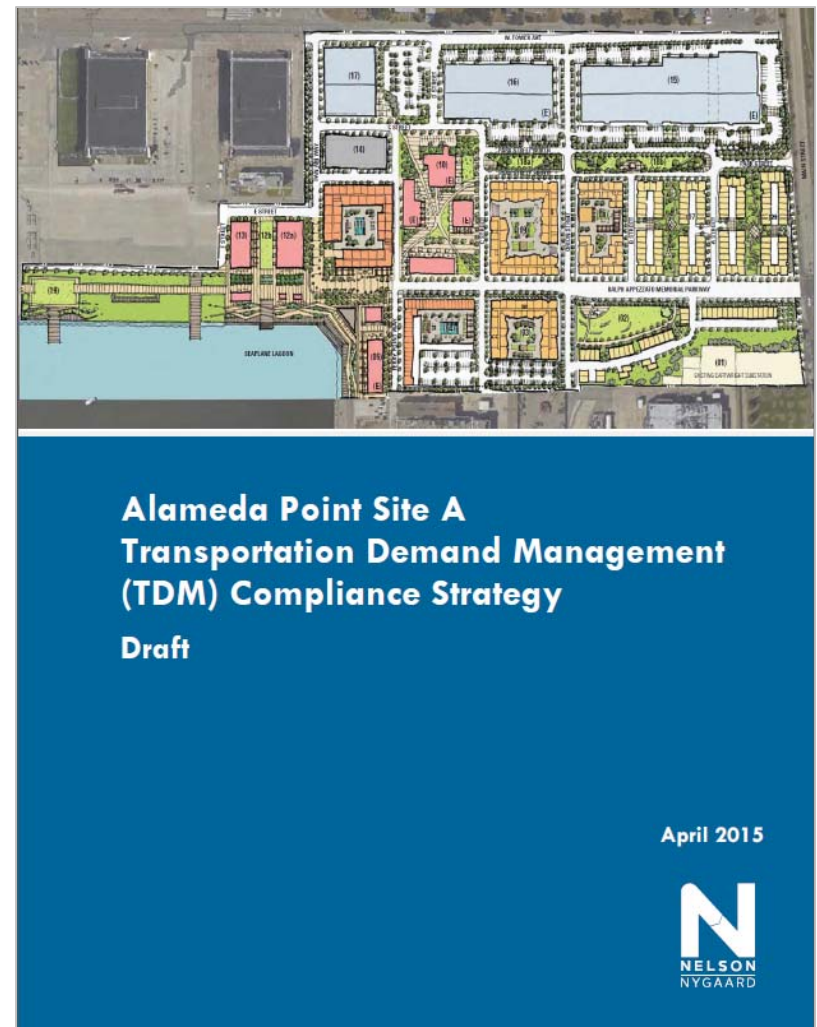
Alameda Point Site A Transportation Demand Management (TDM) Compliance Strategy

Presented by
Phil Olmstead

April 21, 2015

Site A Compliance Strategy

- Reduce vehicle trips in peak hour
- Developer (and successors) has an “Obligation to Comply”
- Active TMA to manage and implement
- “Package” of strategies
- A “living” document
- Part of a coordinated, citywide trip-reduction and mobility strategy



**What is Alameda Point
Partners proposing?**

Item/Program	Required	“In Addition”
Multimodal Infrastructure	X	X
TMA Membership	X	
TDM Coordinator	X	
Transportation Representatives		X
TMA Website	X	
Transportation Handbooks	X	
Information Kiosks		X
BART Transit Service	X	X
AC Transit EasyPass	X	
Clipper Cash Subsidy		X
Bike sharing	X	X
On-site bike repair stations		X
Car sharing	X	
Pre-tax employee benefits		X
Unbundled parking	X	
Parking management	X	
Parking cash out		X
Rideshare subsidies	X	
Rideshare matching	X	
Guaranteed Ride Home	X	
Bike Buddy / Education Program	X	
Telecommute / Flexible Work	X	
Annual Monitoring	X	

Multimodal Infrastructure

Multimodal Infrastructure

■ Ferry Terminal

- \$10 million investment
- Unique transit asset
- Proximate to Site A + B
- Significant ridership potential



■ Bus Infrastructure

- Dedicated lanes on RAMP
- High-quality stops
- Enhanced connections to existing and future AC Transit



Multimodal Infrastructure

- Walkable, pedestrian-oriented street network
- Bicycle network improvements
- Bicycle Parking
 - Racks
 - Lockers/Cages
 - Short- and long-term
 - Public and private

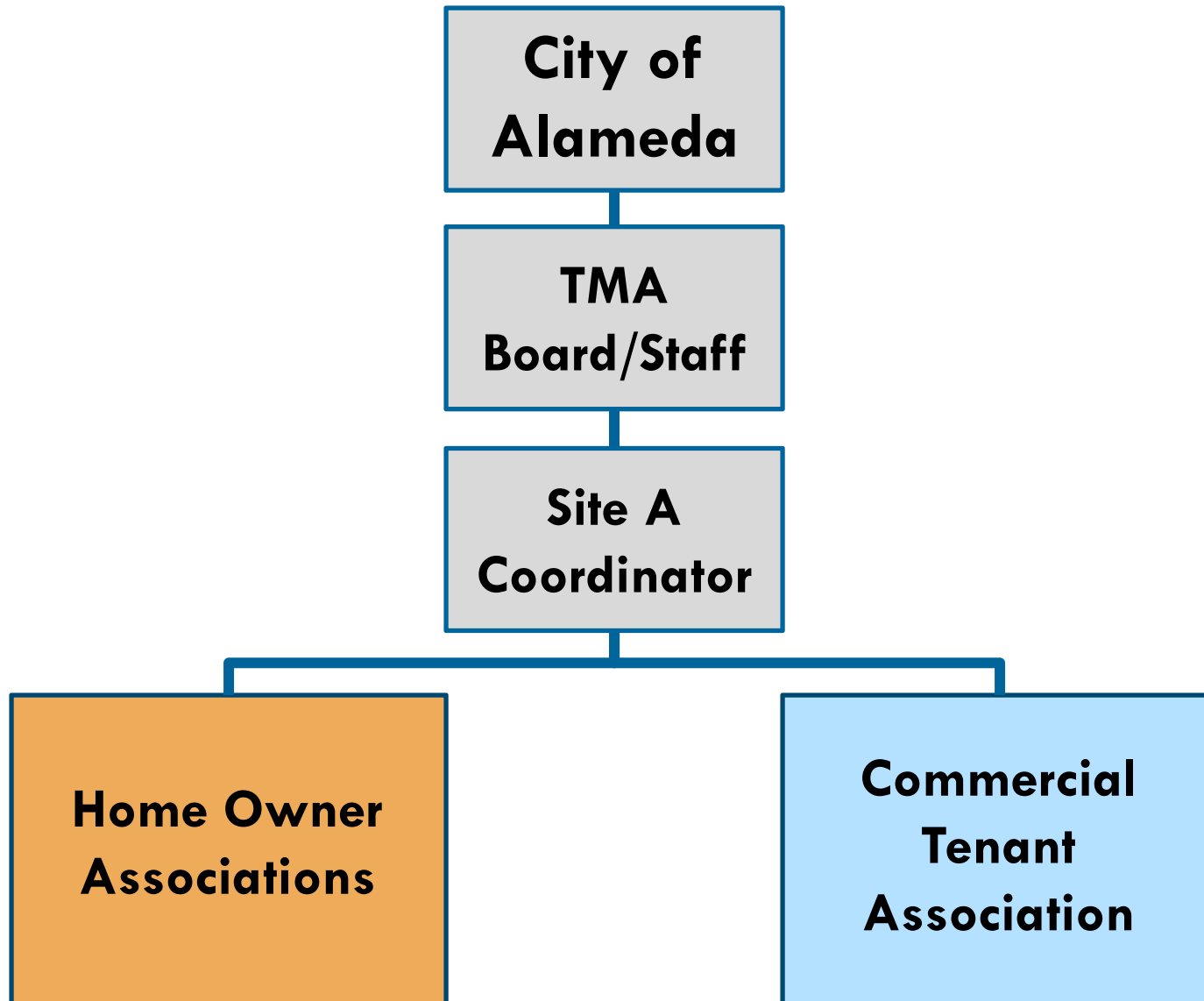


Management & Marketing

Transportation Management Association (TMA)

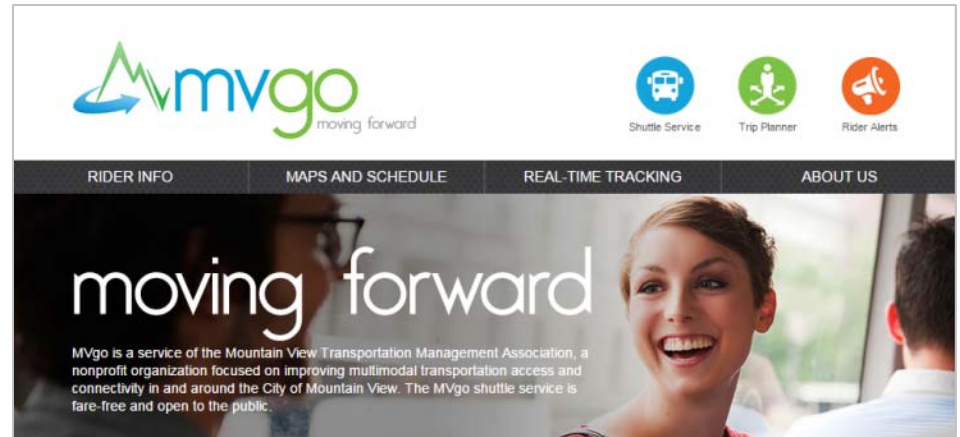
- Responsible for TDM implementation
- Day-to-day management
- Diverse set of stakeholders
- Core functions:
 - Coordination
 - Marketing
 - Education
 - Service delivery
 - Monitoring
 - Financial Management

Management



Marketing

- Resident/Employee Handbook
- TMA website
- Social media
- Smartphone app
- Info kiosks
- Resident/employee database



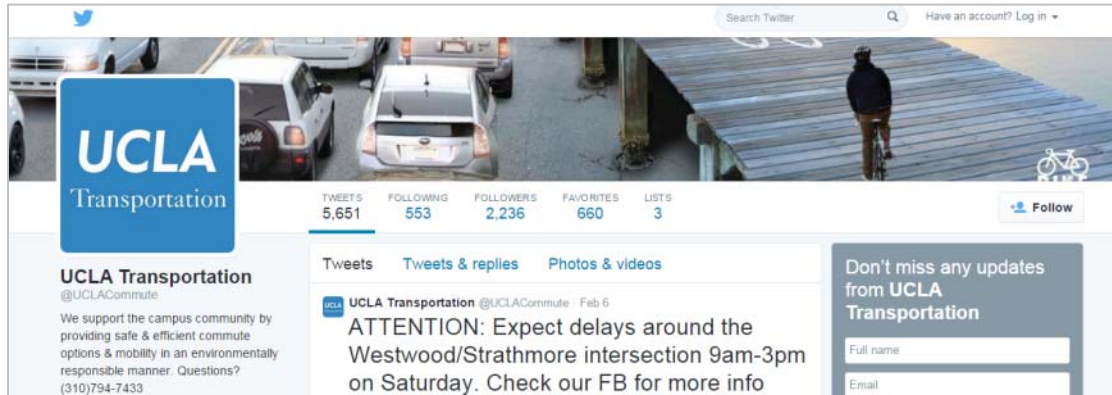
Mountain View TMA



North Natomas TMA

Marketing

Social Media



UCLA Transportation
@UCLACommuter

TWEETS 5,651 FOLLOWING 553 FOLLOWERS 2,236 FAVORITES 660 LISTS 3

UCLA Transportation @UCLACommuter · Feb 6
ATTENTION: Expect delays around the Westwood/Strathmore intersection 9am-3pm on Saturday. Check our FB for more info

Don't miss any updates from UCLA Transportation

Full name
Email



facebook

Email or Phone Password Log In

Keep me logged in Forgot your password?

North Natomas TMA is on Facebook.

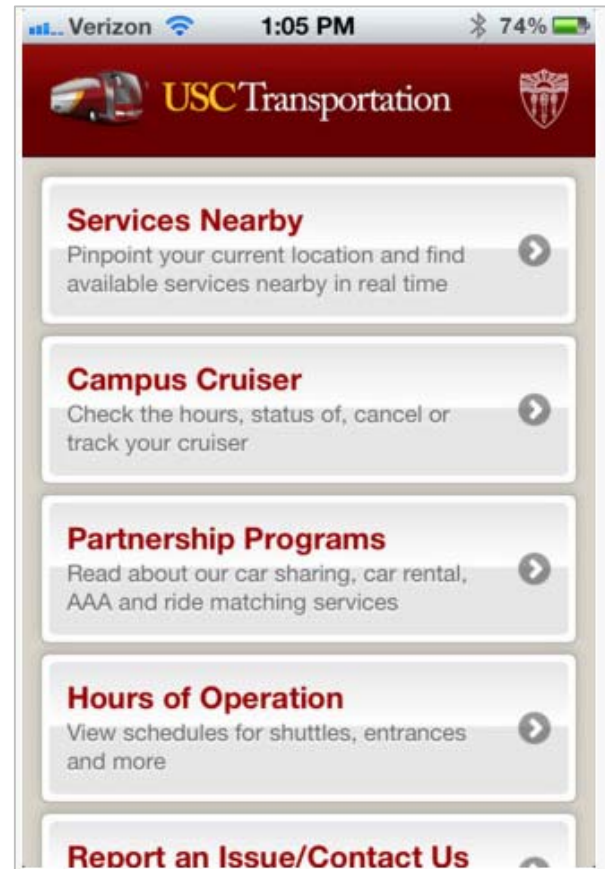
To connect with North Natomas TMA, sign up for Facebook today.

Sign Up Log In

North Natomas TMA Local Business

Timeline About Photos Reviews More

Smartphone Apps



Verizon 1:05 PM 74%

USC Transportation

Services Nearby
Pinpoint your current location and find available services nearby in real time

Campus Cruiser
Check the hours, status of, cancel or track your cruiser

Partnership Programs
Read about our car sharing, car rental, AAA and ride matching services

Hours of Operation
View schedules for shuttles, entrances and more

Report an Issue/Contact Us

TDM Strategies

Public Transit Service

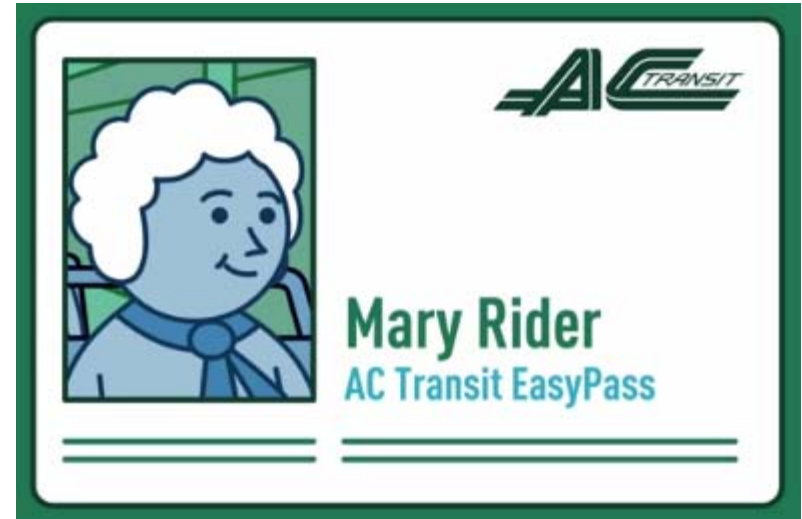
- “Last-mile” connection to BART
- Weekday service
- Every 15 minutes in peak periods
- Open to public
- Performance-based contract
- Scale-able:
 - Interim stops
 - Weekend service
 - Service hours
 - Frequency



Transit Subsidies

■ AC Transit EasyPass

- Eliminate cost and convenience barrier to using transit
- Maximize coordination with TMA/City/AC Transit



■ Clipper Card Cash

- Additional per month subsidy to employees



Additional Investments

- **Car sharing**
- **Bike Sharing**
 - “Loaner” bike program (short-term)
 - Bay Area Bike Share (long-term)
- **Bike Repair Stations**
- **Education Programs**



Employee Programs

- Pre-tax commuter benefits
- Subsidize carpools / vanpools / car sharing
- Parking cash out
- Ridematching services
- Guaranteed Ride Home
- Bike Buddy Program
- Telecommuting/Flex Schedules
- Showers/Lockers



Parking

Parking Supply

- Parking will be provided to support target “market”
- Parking will be provided in compliance with zoning code and will not exceed maximum ratios
- Parking will be combination of on- and off-street, public and private facilities
- Shared parking will be prioritized to greatest degree possible

Unbundled Parking (Residential)

- Required for multi-unit residential
- Month-to-month leasing
- Adjust rates based on demand
- Offered to larger units first (if spaces < units)
- Affordable units have equal opportunity to lease
- Some affordable units (low/very low) will likely be exempt
- Surplus spaces to non-residents

Potential Parking Management Strategies

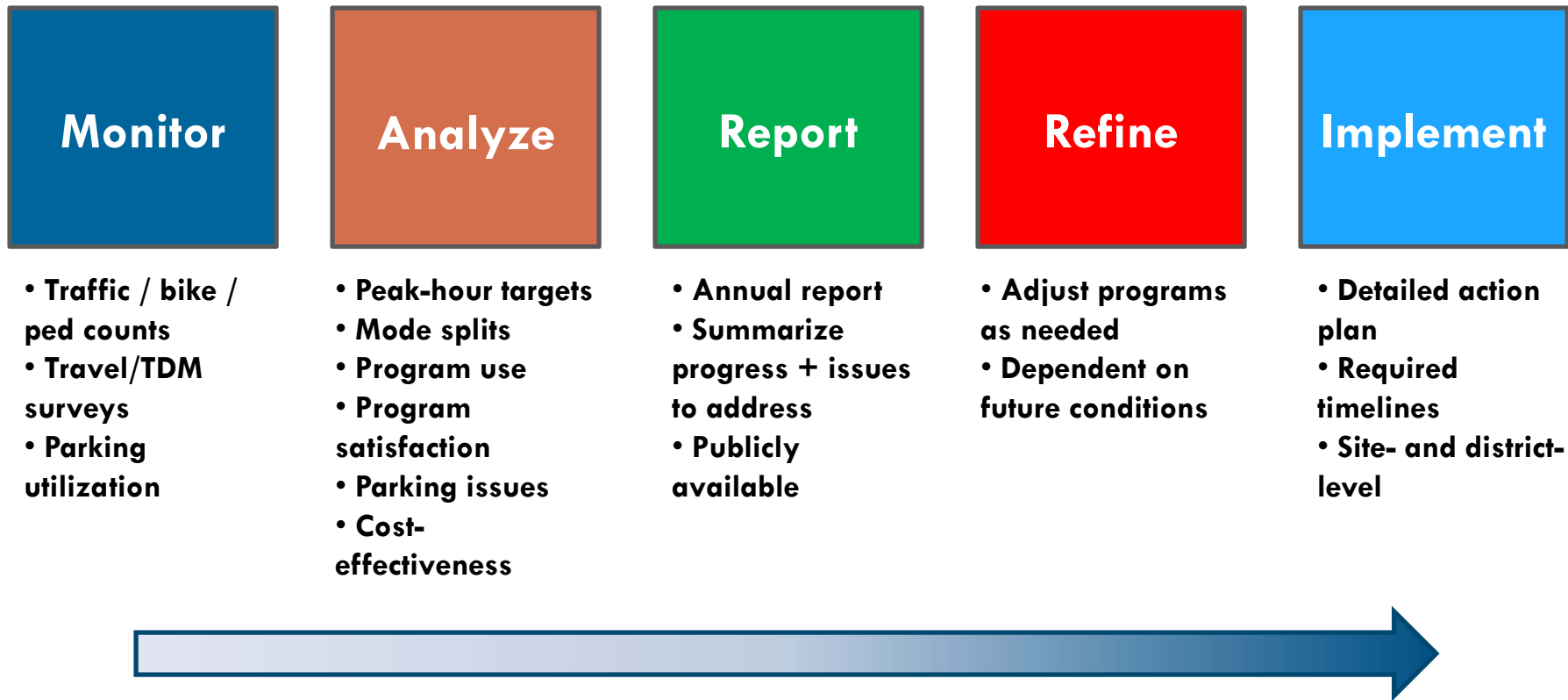
- Time limits
- Pricing to manage demand
 - Lowest rate to ensure availability
- Parking Benefit District to reinvest parking revenue
- Residential permit program
- Preferential parking
 - Carpools/Vanpools
 - Electric vehicles
- Enforcement program



Annual Monitoring

Annual Monitoring

- TDM plans are “living” documents.
- TDM plans that don’t adjust will not work.



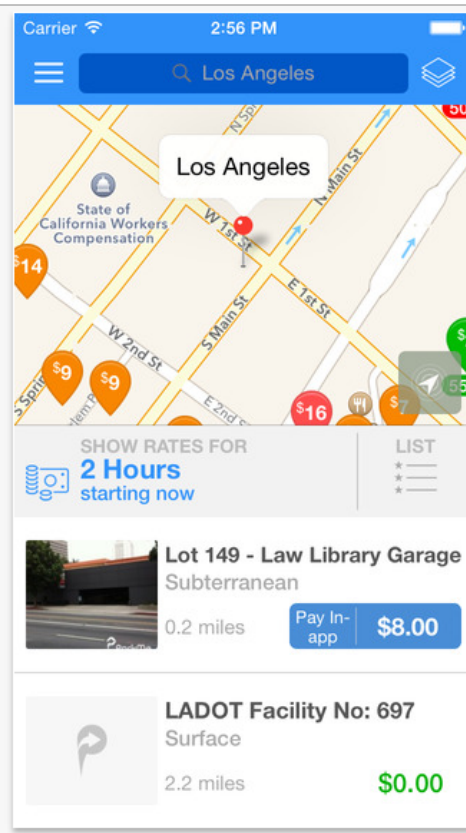
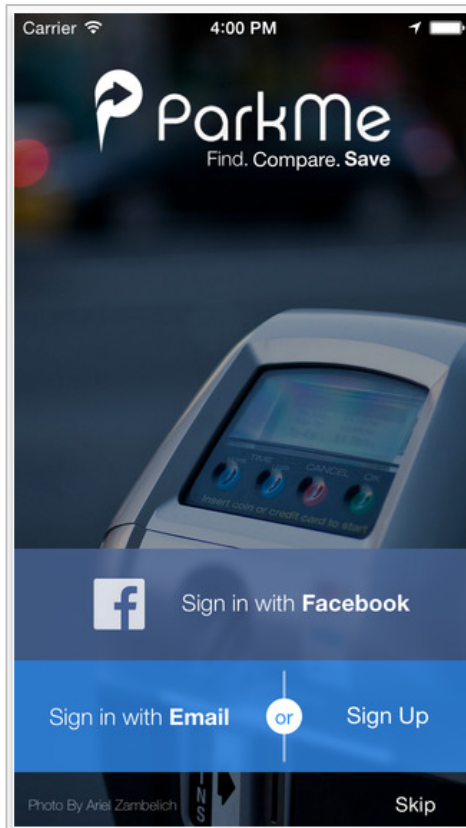


Phil Olmstead

415-284-1544

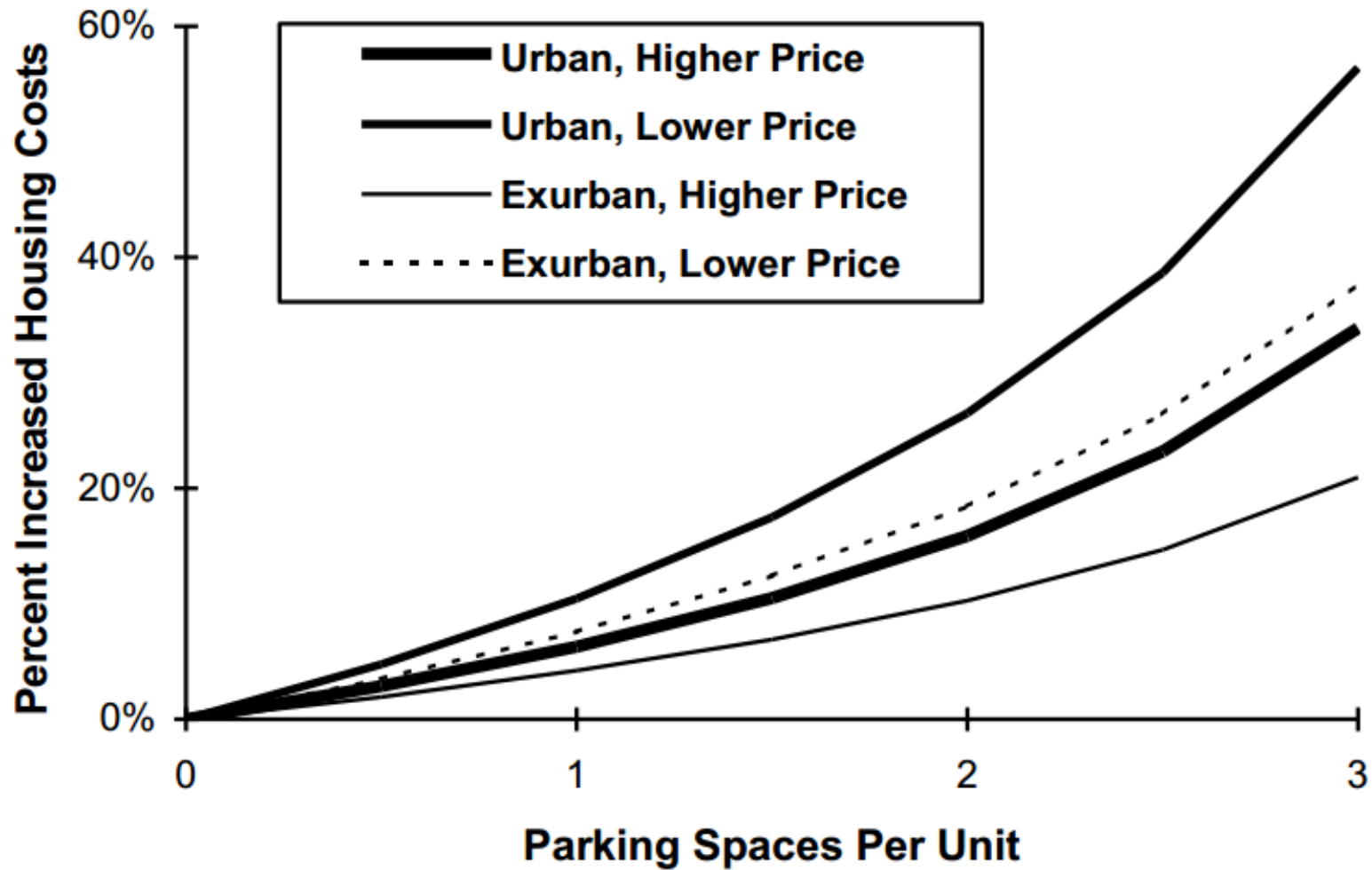
polmstead@nelsonnygaard.com

Put the Customer First!

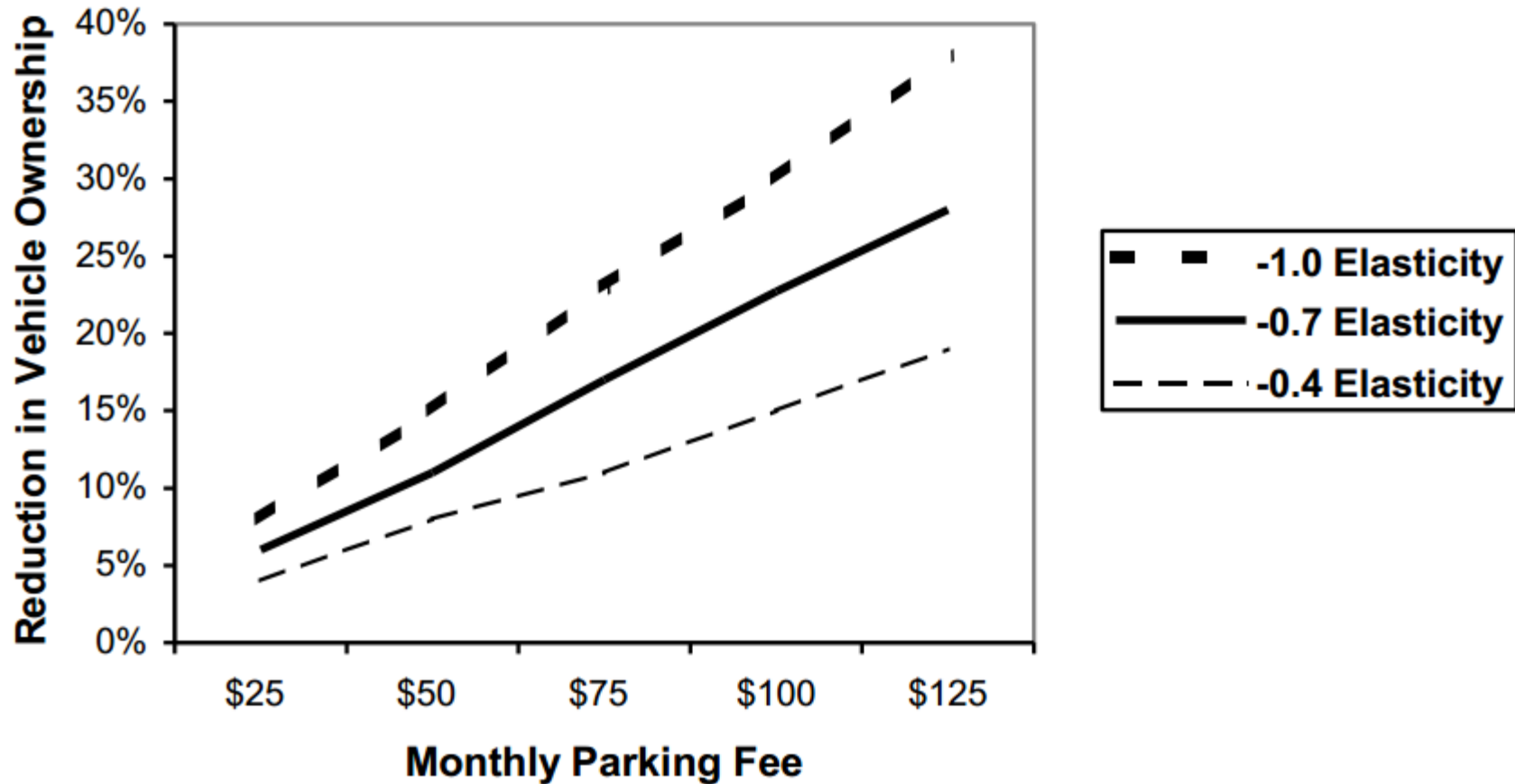


The "paybyphone" logo is displayed in a blue and white grid pattern. Below the logo, the phone number "1-866-490-7275" is shown in large white text on a blue background. Underneath the phone number, the website "mobile app paybyphone.com" is listed. At the bottom, the text "Additional charges apply" is written in a smaller font.

Parking Impacts Housing Affordability



Small Parking Charges Can Have Large Impacts

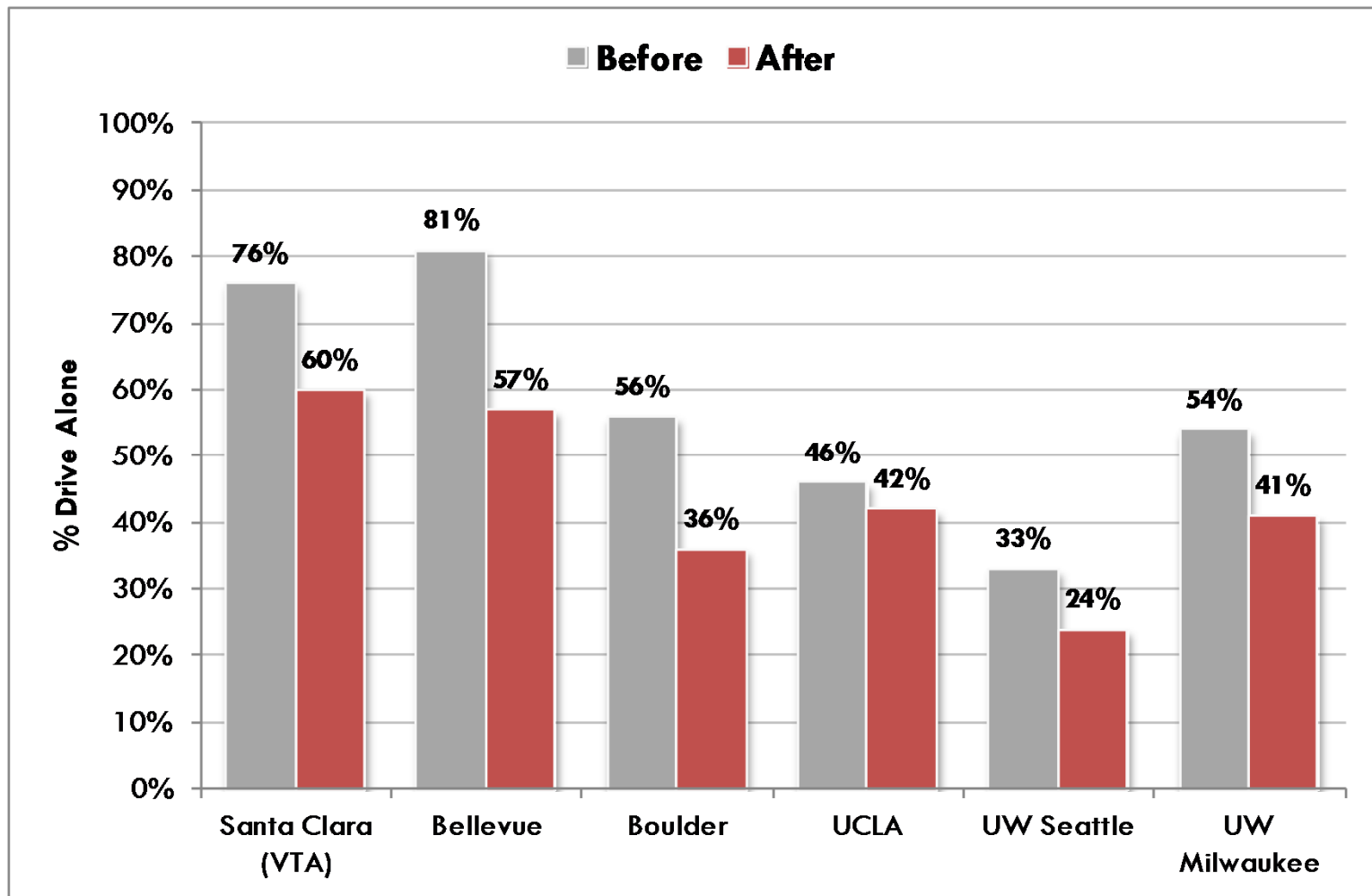


Residential Parking is Often Underutilized

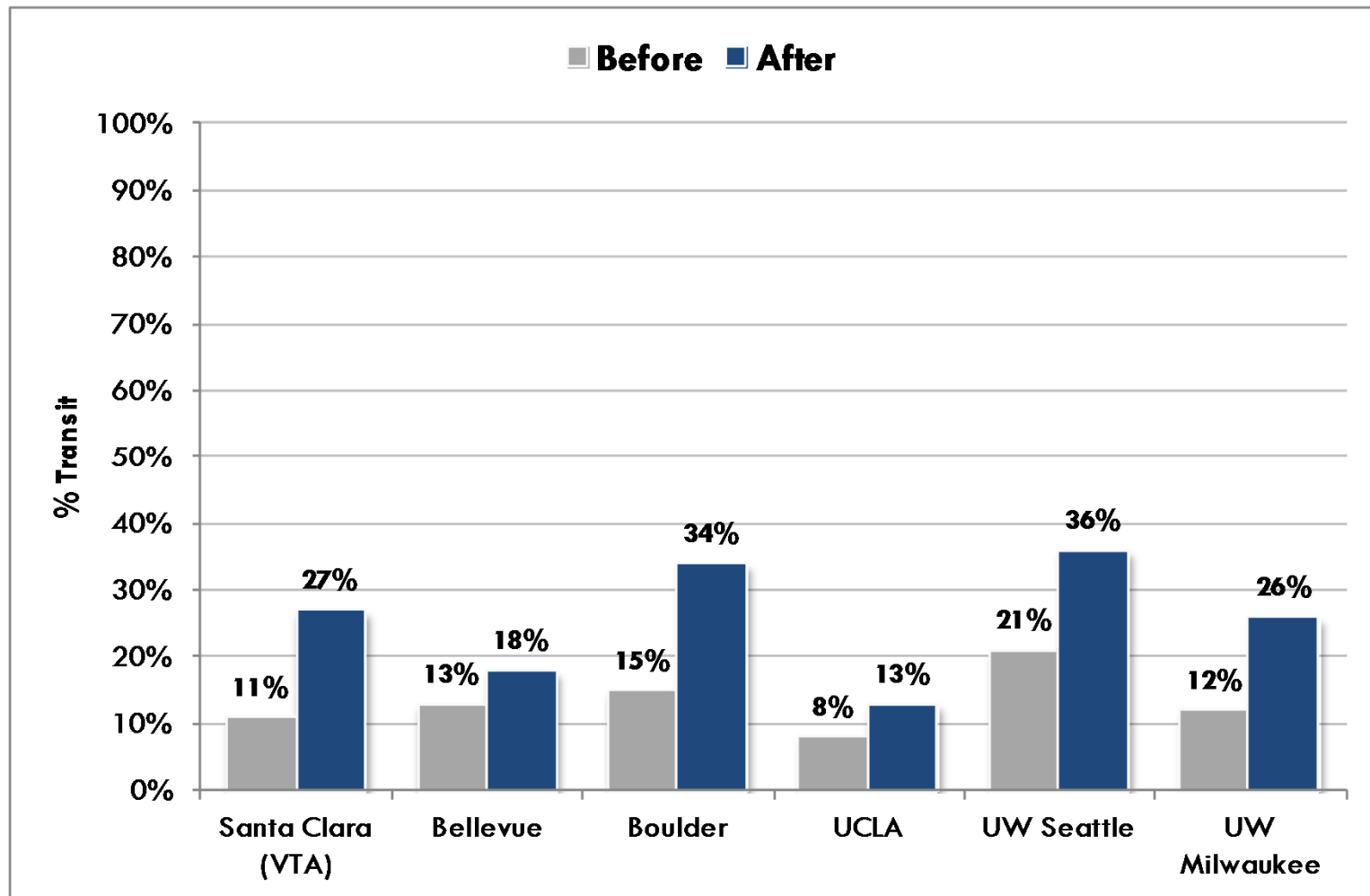
Name (Location)	# of Units / Parking Spaces	Parking Spaces per Unit	Actual Parking Demand per Unit	% of Unused Spaces	Traffic Reduction Strategies
The Park Alameda (Alameda, CA)	62/42	.67	.40	40%	Free transit passes, nearby car share, bike parking
Waterford Place (San Jose, CA)	238/381	1.60	1.23	23%	Unbundled Parking, Bike Parking
Esplanade Apartments (San Jose, CA)	278/412	1.48	1.19	20%	Unbundled Parking, Bike Parking
Oxford Plaza (Berkeley, CA)	97/40	.41	.29	27%	Unbundled Parking, Free/Discounted Car Sharing Membership, On-site car share, Bike Parking
Lion Creek Crossings (Oakland, CA)	439/415	.95	.39	39%	Bike Parking
Plaza de las Flores (Sunnyvale, CA)	100/34	.34	.27	21%	Free/Discounted Transit Passes, Unbundled Parking, Bike Parking, Marketing
Verandas Apartments, (Union City CA)	282/422	1.5	1.13	34%	Bike Parking
101 San Fernando (San Jose, CA)	323/557	1.72	.89	49%	Local Shuttle, Bike Share, Bike Parking

GreenTrip Database

Transit Subsidies Decrease Drive Alone Trips...



...and Increase Transit Ridership





Richard Masoner

Paul Krueger



Joe Linton

Paul Krueger

Oran Viriyncy



People for Bikes

Paul Krueger

Dianne Yee