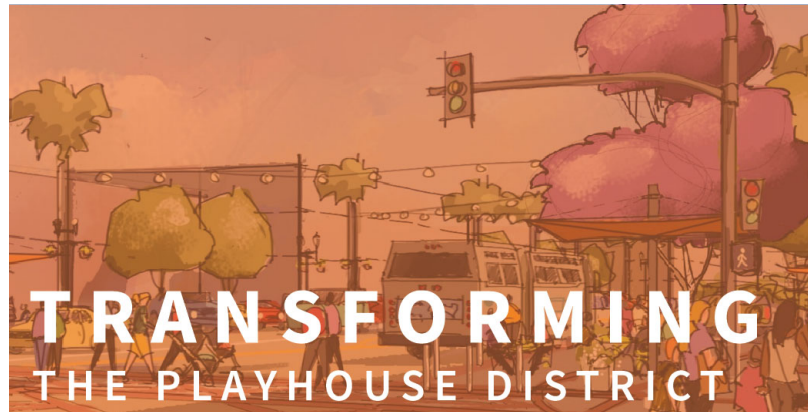


Playhouse District Strategic Economic Development and Vision Implementation Plan



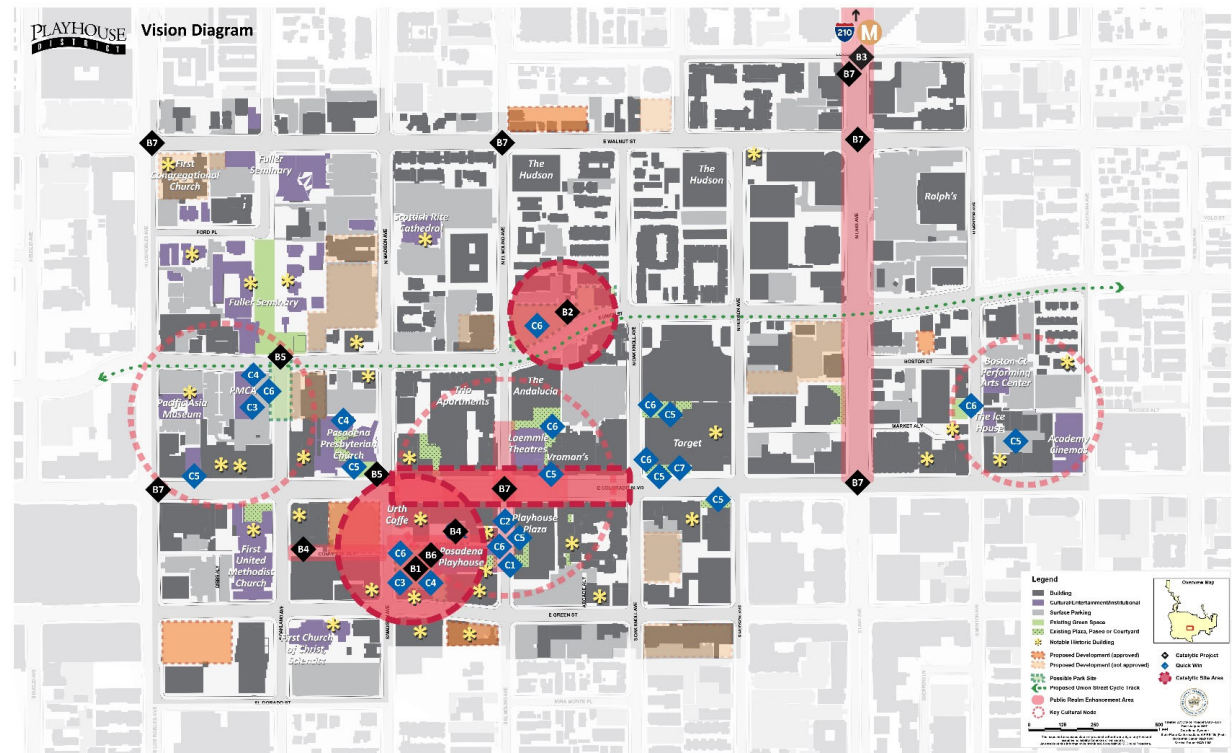
Adopted by PDA Board - December 19, 2018

Process History: Vision Framework

Undertaken in 2017; Vision Plan Adopted in January 2018

Playhouse District Vision and Strategic Development Plan

- Emphasized Playhouse District's role as center for unique retail, dining, arts and culture.
- Goals included: Foster a Visible and Vibrant Arts Scene and Expand Creative and Entrepreneurial Opportunities
- Goals included: Strengthen the Playhouse District Identity and Ensure and Active and Vibrant Public Realm, including the creation of a Network of Open Spaces, Alleyways and Pedestrian Connections
- Described Strategy Framework for Implementation: Land Use Mix, Catalytic Ideas, Projects and Programs, Quick Wins, Technical Studies, Plans and Reports.



Consultant Team

Economics and Retail

- Economic & Planning Systems (economic overview and catalytic sites)
- York Consulting Group (retail and market positioning)

Parking and Access

- Nelson\Nygaard

Public Realm Planning, Catalytic Site Design, Workshop Facilitation

- MIG



Major Themes

Great Potential:

The Playhouse District is well located, with some beautiful buildings and impressive cultural and art assets, strong residential growth, a walkable environment, some very good restaurants , cafes and retail, providing great potential to be a vibrant urban village,

but...

Must Create an Energized and Attractive Pedestrian Oriented Playhouse District

The Playhouse District needs to create a more **visible identity**, substantially improve its **public space and streetscape**, activate **Colorado Boulevard**, have more evening and weekend **events**, increase availability of public parking at a **reasonable cost**, define a **stronger message** for tenant recruitment (retail and office), strengthen marketing, and focus on **arts, culture, entertainment and dining**

Recognition of Subdistricts

Opportunity to differentiate needs and focus improvements

1. Colorado/ El Molino
2. Mentor/ Colorado
3. North Lake Avenue
4. Fuller Seminary
5. Walnut Corridor

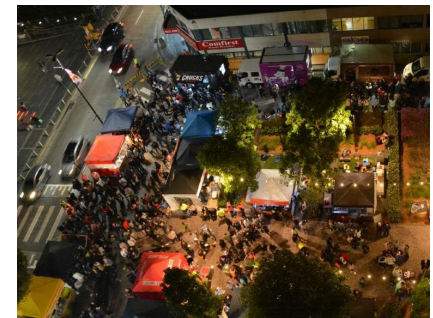
Focus of Initial Implementation:

Colorado/ El Molino Area: three “catalytic” sites

Priority Recommendations

Economic Development

1. **Focus on entertainment, dining and arts and unique retail** to create a vibrant street level experience
2. **Create updated brand** and district identity; review name; broader regional appeal
3. **Activate spaces**, including streets, alleyways and paseos, with lights, art, landscaping and increased events
4. **Emphasize evening and weekend activity** to take advantage of parking
5. **Streamline city permits** for outdoor dining, alcohol, music, parking credits
6. **Pursue tenant recruitment** for retail and office with refined attraction/brand story



PLAYHOUSE
DISTRICT



PLAYHOUSE
DISTRICT

Parking Management

1. Maximize Use of District Office Building Garages

- District valet program for restaurants to lower parking requirements
- Employee parking program for large employers in heart of district
- Shared parking for public use: branded, marketed, priced as “public”
- All will require initial subsidy from PDA and/or City

2. Define Structure of Parking Management Entity

- Possibility to enlarge PDA role

3. Reduce Code Required Parking for Restaurants

4. Add Angled Parking: Colorado & Green

- Possible gain of 69-104 spaces

5. Create Uber/Lyft Zones

6. Pursue Metered Parking

- After adoption of angled parking, employee parking program
- Low early rates; longer time limits
- Retain meter funds in District for programs, streetscape improvements, etc.

7. Enhance Gold Line Connection

- Lake Ave. improvement planning
- Station area access enhancements

8. Explore Additional Public Parking Supply Opportunities

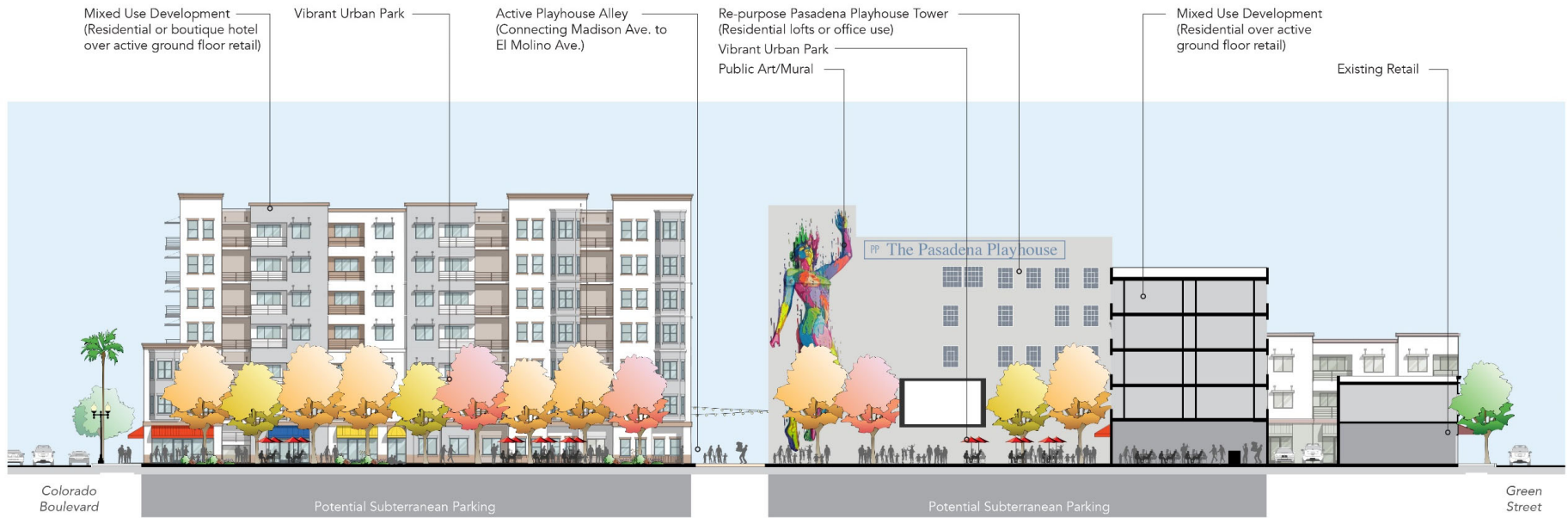


Preferred Concept: Madison/Playhouse Catalytic Site

1. Seek development of larger site to catalyze change, open up Playhouse
2. Explore opportunities for net land value from City parking lot
3. Create public plaza on current City parking lot
4. Encourage consolidation/integration of Colorado Blvd properties for larger mixed-use
5. Utilize excess City land value for:
 - Public parking
 - Additional plaza
 - Playhouse Tower adaptive re-use
 - Other opportunities



Preferred Concept: Madison/Playhouse Catalytic Site

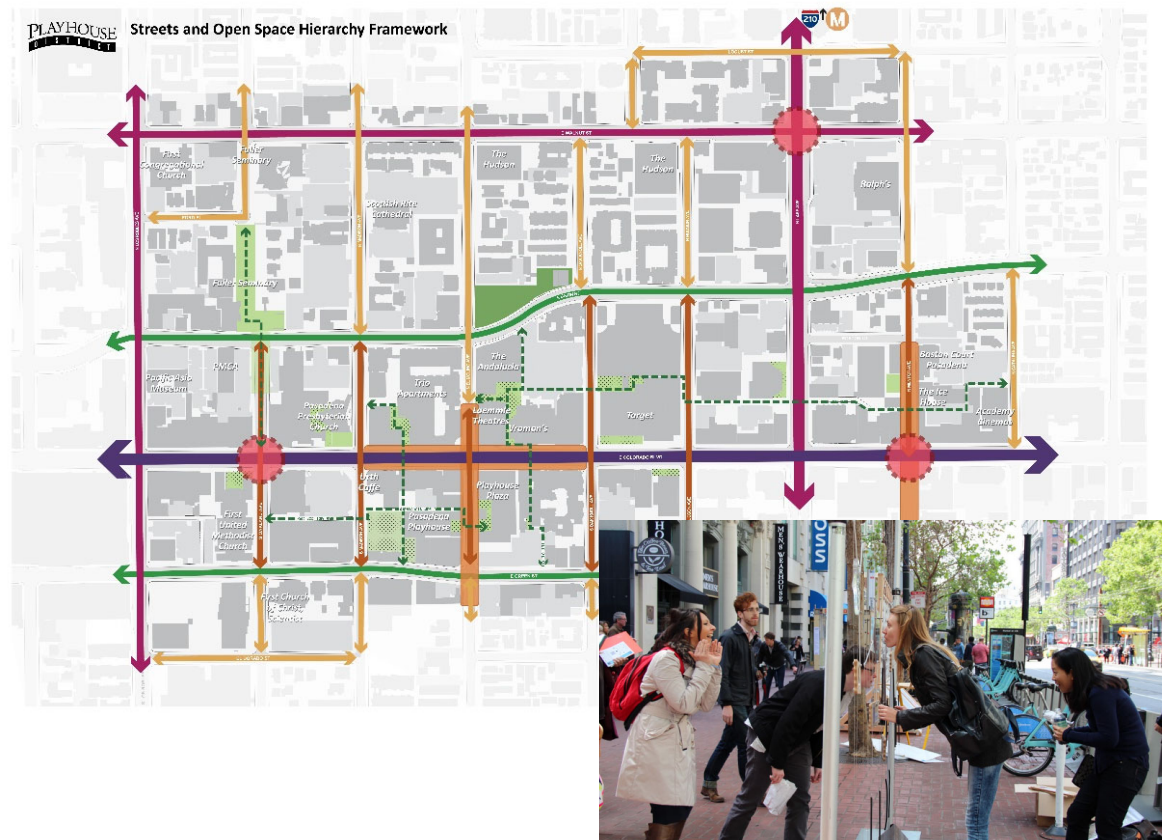


Section View - Colorado Boulevard to Green Street



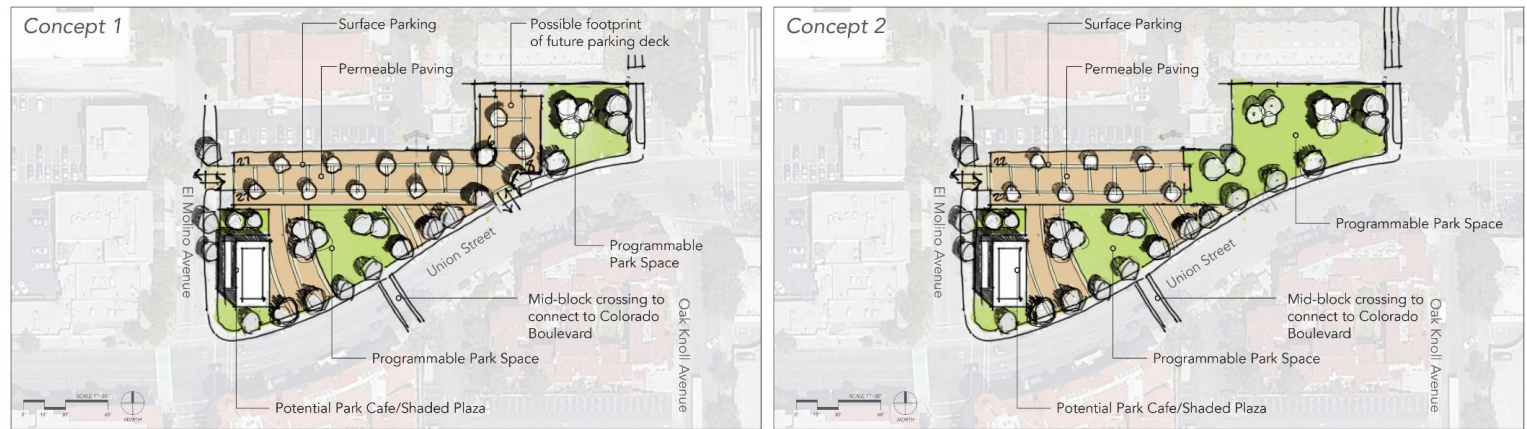
Streets and Open Space

1. **Create a network of urban parks, plazas and paseos;** emphasize pedestrian experience
2. **Designate special entertainment areas:** Mentor, El Molino
3. **Explore converting one-way streets to two-way:** initially Mentor and Hudson
4. **Enliven and beautify sidewalk experiences:** seating, public art, lighting, dining, shade
5. **Explore new wayfinding signage and illustrations**
6. **Activate Colorado Boulevard** as the heart of the Playhouse District

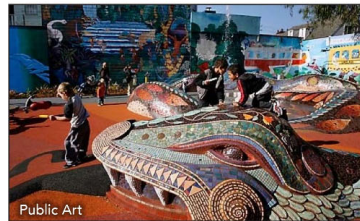


Preferred Concepts: Union/El Molino/Banner Bank

1. Create public park on combined site
2. Retain some surface parking (minimum ~48 spaces in well landscaped, integrated/flexible design, suitable for events)
3. Locate parking to possibly accommodate future parking deck if other parking not created in District
4. Replace lost parking nearby prior to construction



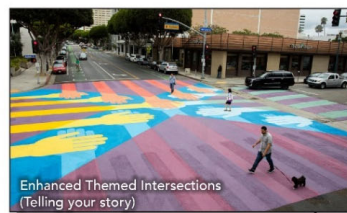
Potential Components



Preferred Concept: Colorado Boulevard

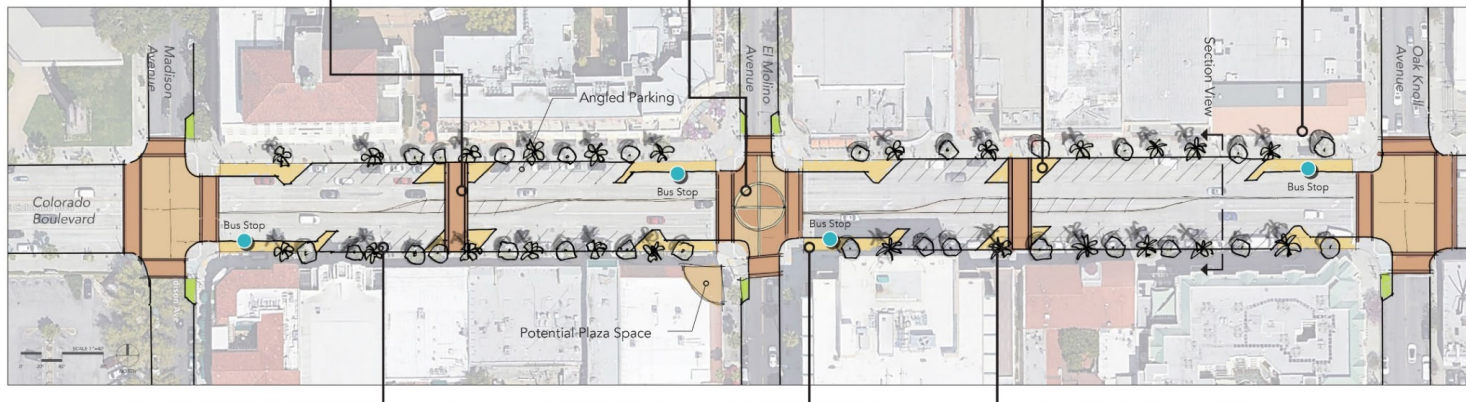
1. Transform street in heart of the district:

- Additional pedestrian spaces/pocket plazas; streetscape
- Angled parking
- Pedestrian furnishings
- Mid-block and/or enhanced intersection crossings
- Public art and interactive experiences



2. Begin with “pilot” improvements

- Refine and adjust based on regular evaluation



3. Explore later phase(s) including permanent curb extensions, flush street design; extending from Los Robles to Mentor



2019 Implementation Priorities

- Finalize design and costs for Colorado Blvd preferred concept with streetscape and parking enhancements and install one or more components
- Engage community to design park & parking configuration for Union/El Molino/Banner Bank site; plan for construction
- Begin operation of shared parking solution: secure spaces in private garages or lots; establish pilot District valet parking service; develop, fund and launch employee parking program; install Uber/Lyft drop off locations; develop plan for expanded shared parking for visitors and customers
- Expand PDA events and activities to enliven public realm and spaces; focus on El Molino and Mentor
- Engage city support and developer interest in pursuing Playhouse/Madison catalytic site
- Undergo branding effort with advisory committee and consultant
- Develop design concepts for North Lake and Mentor including conversion to two-way
- Engage in Specific Plan process to support Playhouse District Plan, including Madison catalytic site, North Lake, Fuller campus, Union/Walnut character
- Identify & seek political support and funding from Residential Impact Fees, Transportation Impact Fees, and Parking lot and meter fees to remain/be returned to district for implementation and program support

2020-21 Implementation Priorities

- Install any remaining components of Colorado enhancements; monitor impacts and feedback; expand activation of Colorado Boulevard to support installed enhancements
- Plan for construction and district-led maintenance of Union/El Molino park+parking site
- Develop alley and paseo streetscape improvements
- Evaluate shared parking solution and consider expansion
- Initiate process and install parking meters with advisory body, costs and programs
- Implement branding and wayfinding recommendations throughout organization/district
- Retain retail/tenant recruitment services
- Incorporate recommendations for Lake and Mentor into Specific Plan; explore costs and funding opportunities
- Activate and program Union/El Molino park site with PDA events and activities

Questions, Discussion & Adoption