

MAY 20, 2013

SUBJECT: WEST HOLLYWOOD PARK MASTER PLAN PHASE II
IMPLEMENTATION PROJECT - FEASIBILITY STUDY
FINDINGS AND FUTURE DIRECTION.

INITIATED BY: CITY MANAGER'S DEPARTMENT –
ASSISTANT CITY MANAGER
(Paul Arevalo, City Manager) *PA*
(Sam Baxter, Assistant City Manager) *SCB*
(Jeffrey Huffer, Economic Development Manager) *JH*
(Lisa Marie Belsanti, Sr. Management Analyst) *2/11/13*

STATEMENT ON THE SUBJECT:

The City Council will receive and file a Feasibility Study for the Phase II, West Hollywood Park Master Plan Implementation Project, provide direction as appropriate and authorize staff to proceed with the release of a Request for Proposals (RFP) for architectural and design services for Phase II.

RECOMMENDATIONS:

- 1) Receive and file the West Hollywood Park Master Plan Phase II Implementation Project Feasibility Study as prepared by Heery International, Inc.
- 2) Provide direction to staff with regard to the outstanding item of the Feasibility Study relating to location of pool facilities.
- 3) Based on previous direction of the Council, authorize staff to include the positioning/integration of an "Untitled National AIDS Monument"/Remembrance into the overall West Hollywood Park Phase II design as part of the architectural services of a design team selected through a competitive award process.
- 4) Authorize staff to develop and release an RFP for design-related architectural, engineering and other professional services to implement the program and findings of the adopted Feasibility Study.
- 5) Direct staff to return to City Council with a recommendation on architectural firm selection, project budget and timeline based on Council's direction.
- 6) Direct staff to return with a detailed community engagement plan after consultation with the Council Subcommittee and the selected design team.

BACKGROUND ANALYSIS:

At a result of an action taken at its December 5, 2011 meeting City Council directed staff to return to Council regarding the scope of a feasibility study for the Phase II, West Hollywood Park Master Plan Implementation Project and appointed Councilmembers Duran and Heilman to be Council's representatives regarding the feasibility study. In addition, Council removed the Werle Building from the West Hollywood Park Master Plan and re-designated it as a stand alone municipal facility.

Adopted by the City Council in 2004 the West Hollywood Park Master Plan is the guiding document for the renovation of West Hollywood Park. Major elements of the Plan include:

- A total of 5.23 acres of uninterrupted grass and trees including playground areas and tree-lined promenades compared with only 1.86 acres of park open space in the existing park;
- A new library facility;
- A total of 460 new parking spaces in multiple structures;
- An aquatic facility, including two swimming pools to include a 25 meter x 25 yard swimming pool and an open recreation and instruction pool;
- A recreation and community center with park support facilities to include indoor multi-purpose courts (basketball, volleyball, dodgeball) and multi-purpose meeting and recreation rooms of various sizes for various uses;
- Roof top tennis courts and roof top basketball half-courts;
- Children's playground areas and tot lot;

The driving force behind the West Hollywood Park Master Plan is the removal of existing facilities from the heart of the park in order to make way for expanded, integrated and uninterrupted open space with grass and trees. The existing auditorium including park office, restrooms and skyroom; swimming pool & support building; tiny tot building and adjacent restroom building are to be demolished. New and expanded recreational and community facilities and parking are accommodated on a consolidated building site at the south end of the park.

The City has completed some elements of the West Hollywood Park Master Plan (Plan) with the Phase I West Hollywood Park Master Plan Implementation Project.

Major elements of Phase 1A included:

- Creation of additional park open space and landscaping;
- A new 3 story library facility;
- A new 5-story parking structure and single-story plinth parking structure for a total of over 400 parking spaces;
- A Promenade; and
- Three new roof top tennis courts.

Major elements of Phase 1B included:

- Creation of additional park space,
- A Promenade;

- Staging area for public assemblies;
- California native plant and drought tolerant garden area; and
- Two outdoor basketball courts.

Phase II

The proposed Phase II, West Hollywood Park Master Plan Implementation Project will significantly complete the remaining elements of the Plan within the boundaries of the park. They include:

- Creation of additional park open space;
- Development of a new aquatic/pool facility;
- Development of a new recreation and community center with gymnasium and park support facilities;
- Children's playground areas and tot lot;
- Park improvements; and
- Demolition of: existing auditorium including park office, restrooms and skyroom; swimming pool & support building; tiny tot building and adjacent restroom building.

Longer range vision of the Plan occurring outside the boundaries of West Hollywood Park include:

- Potential mixed-use development with commercial frontages (cafes, retail) facing onto the park from Santa Monica Boulevard; and
- Potential re-zoning of property to accommodate a piazza at the intersection of Santa Monica and San Vicente Boulevards.

Findings:

As requested, staff is returning to Council regarding the outcomes of a feasibility study for a Phase II, West Hollywood Park Master Plan Implementation Project (Project). The Project scope includes construction of an aquatic facility including 2 swimming pools, recreation and community center complex with park support facilities (park offices, meeting rooms and tiny tot program space), park open space, children's and tiny tots' play areas, completion of the promenade and other significant improvements and amenities to the existing park. These Project elements expand upon the park re-development started with the Phase I West Hollywood Park Master Plan Implementation Project (IA & IB) and completes the remaining elements of the park's master plan.

The feasibility study (Study) expanded upon an initial analysis and massing study previously conducted by Heery International, Inc. The Study investigated in greater detail the structural, soils and foundation requirements for the Project with input from structural and soils engineers. The Study also evaluated various scenarios of the aquatics facility, recreation and community center complex including:

- The aquatic facility on the roof of a structure with the recreation center at park level;
- The aquatic facility at park level with the recreation center above;

- The aquatic facility at park level with no structure above;
- Consideration of interior column/shear walls within the recreation center; and
- An option that considers the financial means of the City.

The West Hollywood Park Master Plan proposed to expand the size of the park and construct Plan elements through the purchase of properties at the south west corner of West Hollywood Park and the use of the land now occupied by the City-owned Werle Building at the north east corner of El Tovar Place and Robertson Boulevard. The Study confirmed that the Master Plan elements can be achieved without the purchase of land not currently owned by the City and will remove the use of land now occupied by the Werle Building from the scope of the Master Plan. The proposed improvements of the Phase II Project will occur within the boundary of West Hollywood Park and the City owned El Tovar Parking lot.

Feasibility Study Progression and Finalization of Items

The Feasibility Study for Phase II of the West Hollywood Park Master Plan has progressed in stages. In 2011, a study was done to determine whether the Master Plan could be implemented within the existing boundaries of the Park. In 2012, that study was refined to include a more detailed structural engineering analysis with soils engineering input to more accurately define foundation requirements, weight loads, etc. of the physical structures and budget needs for the various alternatives.

The 2012 study considered and evaluated several options for a new Recreation Center including placing the pool on the roof of the Recreation Center—with variations of how many internal support columns to include in the gymnasium. Review of the options with City staff and in receipt of comments and input from Council resulted in elimination of some of the options as they did not meet the Project goal or were considered impractical due to restrictions caused by columns on the gymnasium floor or location of the pool relative to the auditorium causing the height of the proposed new gymnasium building to exceed the height of the existing tennis court level thus not achieving a common elevation between the two structures. The study was however, expanded to include an option for the pool to be in the ground rather than be part of a new Recreation Center complex. Exhibit A is the narrative of the Study. Exhibit B is a visual depiction showing the pool facilities options on a site map.

The Study Supplement (Exhibit C) ultimately reconsidered the options based on budget requirements, including a reduction in foot print and total gymnasium square footages of the Recreation Center resulting in a lower budget requirement to develop the project. Recommended Cost Study Options are shown in spreadsheets as Exhibit D. Exhibit E is the detailed analysis of the “Pool at Park Level” option while Exhibit F is the analysis of the “Pool of the Rooftop” option.

AIDS Monument Integration

At its meeting of December 17, 2013, the City Council approved an item directing staff to identify a site for the Foundation of a National AIDS monument/tribute and establish parameters for available space (Exhibit G). Based on criteria that was relayed to City

staff via the sponsoring Council offices from the Foundation for the National AIDS Monument, West Hollywood Park is an ideal location for such a monument/remembrance. Some of the criteria the Foundation elaborated upon were:

- Will incorporate some type of physical structure (possibly with a dual use, such as an amphitheater or a permanent public gathering space)
- Will incorporate three components: Memorialize (those we lost), Tribute (those who paved the way for hope and cure/advanced treatment), Inform (current state and where we are headed/testing info etc)
- West Hollywood Library has been mentioned as a potential site to house the educational component and should be in some way adjacent to or visible from the site of the physical structure
- Initial discussions revolved around possible use of the area of West Hollywood park fronting on San Vicente Blvd, east of the existing swimming pool
- Will memorialize the AIDS epidemic from the West Hollywood/Los Angeles perspective
- Site design to be determined pending analysis from City staff on viable locations in or around West Hollywood park
- Site design will also give due consideration to parameters consistent with the current plans and completed EIR for West Hollywood Park
- Timeline requested is 3-5 years to completion as opposed to 10 years

In consideration of the above-listed items, staff is recommending that the scope of service associated with the placement of this Monument be incorporated into the design team's scope of services for the Phase II West Hollywood Park Project. By integrating it into the very earliest stages of design of the Park, both projects are better served as a result of careful coordination. The Foundation board will be involved in the programming phases as the contracted design team begins to develop concepts, schematic drawings and design development of West Hollywood Park.

Next Steps

Provided the City Council concurs with staff recommendations, the next steps would be to release a Request for Proposal for design-related architectural, engineering and other professional services. Staff would work with the Council Subcommittee to develop a review and evaluation process for the selection of the recommended architectural firm and sub-consultant team and community engagement plan for the Project. That recommendation would then be considered by the entire Council accompanied by a timeline for the project and more detailed cost estimate and budget recommendations.

CONFORMANCE WITH VISION 2020 and GENERAL PLAN 2035:

This item is consistent with the Primary Strategic Goal of **Move Forward on City Parks and Library and Expand Enhance the City's Green and Public Spaces** and Ongoing Strategic Program of: **Upgrade Existing Buildings & Infrastructure.**

Also consistent with the following from the West Hollywood General Plan 2035:

- PR-1:** Improve, enhance and expand parks throughout the City.
- PR-1.3:** Improve and update Plummer Park and West Hollywood Park according to the applicable Master Plans.
- PR-1.14:** Utilize master plans to guide the increase, expansion, or improvement of park space.
- PR-2:** Provide diverse recreational programs and facilities.
- PR-3:** Provide high quality, functional, safe and well-maintained parks, open space and recreational facilities.

EVALUATION:

Feasibility Study confirmed that all elements associated with the West Hollywood Park Master Plan can be accomplished within the boundary of West Hollywood Park and the City owned El Tovar parking lot in a responsible fiscal manner. This option eliminates the additional fiscal responsibility of the purchase of several parcels of private property adjacent to the Park in area of the City with traditionally high real estate values.

ENVIRONMENTAL SUSTAINABILITY AND HEALTH:

LEED certification is the recognized standard for measuring building sustainability. The LEED rating system offers four certification levels for new construction -- Certified, Silver, Gold and Platinum -- that correspond to the number of credits accrued in five green design categories: sustainable sites, water efficiency, energy and atmosphere, materials and resources and indoor environmental quality. The goal for this project is a minimum Silver LEED Certification with efforts toward Gold Certification.

OFFICE OF PRIMARY RESPONSIBILITY:

City Manager's Department

FISCAL IMPACT:

None at this time. Costs approved by the Council for the development of the Feasibility Study were \$200,000. Cost Study estimates on recommended options are between \$75 - \$80 million. Staff will return to Council with recommendations for budget authorizations necessary with this Capital Improvement Project at the time of award for an architectural design team for the project.

Attachments:

- Exhibit A: West Hollywood Park Master Plan Phase II Implementation
Feasibility Study
- Exhibit B: West Hollywood Park Site Map – Pool Location Options
- Exhibit C: Supplement to the Feasibility Study of July 19, 2012
- Exhibit D: Conceptual Cost Study (with value engineering reductions)
- Exhibit E: Pool in Ground Study Option Detail
- Exhibit F: Pool on Roof Study Option Detail
- Exhibit G: AIDS Monument City Council Staff Report – December 17, 2012