

# PLANNING CHARRETTE

3701 - 3761 STOCKER STREET

STOCKER STREET

**—CREATIVE—**

OCTOBER 2021

**STOCKER  
STREET  
CREATIVE**





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# **ETHOS & PURPOSE**

Stocker Street Creative's goal is to build a community focused creative campus which drives economic development through business incubation, high quality film/TV studio production, innovative entertainment services, non-profit partnerships and industry specific professional development.



# **DEVELOPMENT TEAM AND IMPACT INVESTOR INTRODUCTIONS**

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# 4S BAY PARTNERS LLC



## MISSION

4S Bay Partners LLC (4S Bay) is a single-family office that strives to eliminate prejudice and the inequities of our society. 4S Bay partners with community to create economic opportunities and amplify storytelling of, for and about marginalized communities. 4S Bay achieves its mission by deploying creative private capital investments

# 4S BAY PARTNERS LLC



## **Jessica Sarowitz, Founder & Managing Partner**

Jessica Sarowitz, Founder of 4SBay Partners LLC, Miraflores Films, and Executive Producer of WITH THIS LIGHT, is a social impact investor and entrepreneur. As a Multiracial woman and an immigrant, she seeks out projects around the world that directly benefit people of color with much needed facilities and resources. She works in collaboration with communities in need to create transformative opportunities and experiences. Jessica created Miraflores films to bring awareness to the stories of marginalized groups and amplify the voices of inspiring women through documentary film. She is an active philanthropist, advocating for the missions of several nonprofits, including one that she co-founded, the Julian Grace Foundation and a proud mother of twins. She is currently on the boards of The Sierra Club Foundation, The Field Museum, Heart of the City, and Interfaith Youth Core.



## **Jim Casselberry, Chief Investment Officer**

Jim is the Chief Investment Officer at 4S Bay Partners, LLC with the primary focus being on market, impact and mission related investing. Jim is a board member at the Julian Grace Foundation and on the investment committee. Jim is also a board member of Arc Chicago, LLC, the appointed board of Benefit Chicago. Benefit Chicago is a collaboration between The Chicago Community Trust, the John D. and Catherine T. MacArthur Foundation, and Calvert Foundation. Jim is the board chair of Los Angeles Cleantech Incubator (LACI). Jim has written several white papers, most recently “Why Not the Best? Capturing Alpha from a Long-Neglected Market.”



## **Sean Frisch, Property Development Manager**

Sean has worked in and around the land development and land management field for over 15 years. He is responsible for the management and development of the real estate holdings for 4S Bay Partners, LLC. Sean has overseen commercial, residential, and industrial development projects across 15 different states in the US. Through his career, he has also worked to promote environmental sustainability through major mining restoration projects and social improvement through his work as a Social Responsibility Manager.



# PROJECT DEVELOPMENT TEAM



**Stan Washington, President & CEO**  
**Pantheon Business Consulting LLC**  
Developer and Project Executive for overall property management, pre-development, programming, development and construction



**Chasen Washington, Community Engagement Coordinator, Pantheon Business Consulting LLC**  
Project Coordinator supporting overall property management and project development requirements



**Sherri Franklin, Chief Executive Officer**  
**Urban Design Center**  
Community Development Consultant responsible for all community engagement, project development support and strategic planning.



**Marc Brogdon, Chief Executive Officer**  
**N2U Creative Marketing Group**  
Marketing Consultant responsible for overall marketing, execution and event management for the October Charrette.



**James Daughrity, Owner**  
**Daughrity Real Estate**  
Property Manager overseeing the Stocker Street property, all tenant management, leasing and relocation.



**David Morrison, Technology Support**  
**Urban Design Center**  
Research and Data Manager facilitating project data mining on legacy and cultural insights, project development support and planning.



# DESIGN / CONSTRUCTION MANAGEMENT TEAM



**Simeon Stewart, Owner, Stewart Manhattan Project Manager** responsible overseeing, hiring and executing all pre-development, architectural design development and project construction.



**Earl Gales, Jr., Founder & Chairman, Jenkins, Gales & Martinez, Inc.** Executive Architect managing all architectural design, project management and construction management for the project.



**Ryan Gales, Chief Executive Officer, Jenkins, Gales & Martinez, Inc.** Executive Architect managing all architectural design, project management and construction management for the project.



**Mark Colopy, President, Jenkins, Gales & Martinez, Inc.** – Executive Architect managing all architectural design, project management and construction management for the project.



**Gary Bastien, Founder, Bastien & Associates, Inc.** – Film Studio Design Architect Responsible for all studio specific architectural design and planning.





# **SITE ACQUISITION GUIDING PRINCIPLES**

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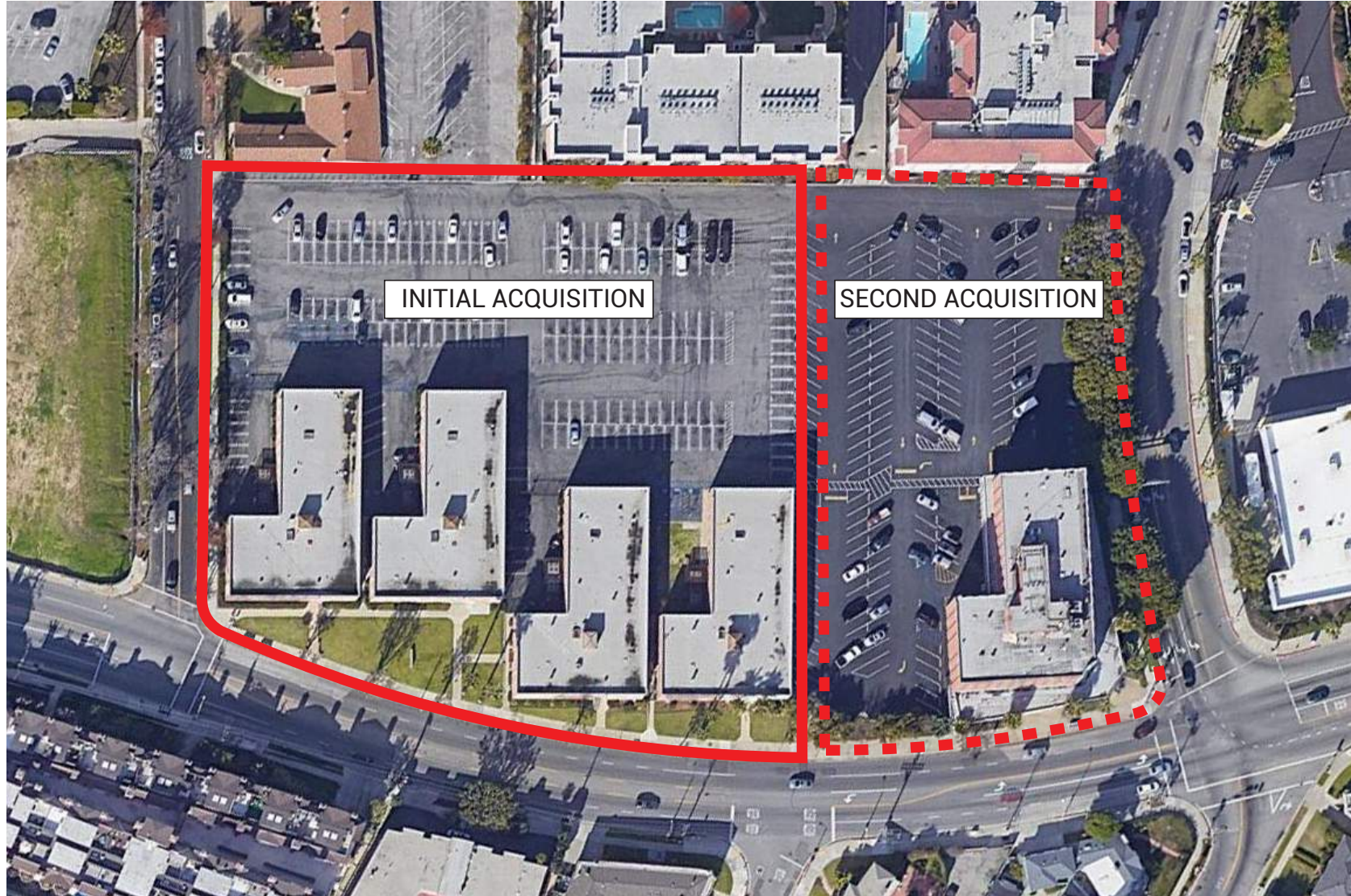
# EXISTING SITE



- **Five Buildings:** 3731-3761 and 3701 Stocker Street
- **Lot Size:** 5.12 Acres
- **Zoning:** C2-1
- **Square Footage:** 120,000 sq ft office space (Four 20,000 sq ft buildings and One 40,000 sq ft building)
- **62 Tenants:** The largest tenant is 20,000 sq ft
- **Design Considerations During Yield Study:**
  1. Remodel All the Existing Buildings
  2. Build a Mix of New Construction and Remodel
  3. Total New Construction on All Lots



# ACQUISITION SUMMARY 3701-3761 STOCKER





## 9 GUIDING PRINCIPLES

Our goal is to build a transformative mixed-use creative campus for community non-profits, job training, business and technology incubation, studio production and sound stages, focused on driving economic development within the Baldwin Hills Crenshaw Corridor. Build a collaborative between the top African American and diverse South Los Angeles development, design, construction, financial, business development and social service leaders with long-term and vested community interest in the development of the Stocker Street Creative Campus.

### PRIMARY OBJECTIVES:

1. Drive economic **redevelopment and revitalization** of the site through the provision of state-of-the-art studio and office space as well as dynamic production programming
2. Effectively **engage the community** on design and entitlement implementations through a multi-platform strategy to include the neighborhood councils, homeowner's associations, tenant's associations, block clubs, community-based organizations and resident stakeholders in the process.
3. Manage the **implementation of the development requirements** in partnership with local stakeholder organizations.



# 9 GUIDING PRINCIPLES CONTINUED...

4. Manage the **business retention & relocation** and provide technical assistance, if necessary, for the existing businesses within Stocker Plaza as they are strategically repositioned within the Community Plan Area
5. Secure an **entertainment or technology** company as an anchor along with a primary community-based non-profit
6. Foster the creation of **innovative business and social enterprise ventures** in partnership with industry leading organizations, production companies and technology businesses
7. Facilitate **sustainability and mobility** strategies including green spaces, rechargeable stations, sustainable design, innovative and industry leading technology and operations (virtual sound stages)
8. Accommodate the **community with educational events and programs** in the design concept
9. Provide the **creative community and economic development** leadership within the Baldwin Hills Crenshaw district.



# **STUDIO DESIGN INNOVATION AND FEASIBILITY ELEMENTS**

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# LA PRODUCTION STUDIO INNOVATIONS

The Culver Studios in Culver City (16.5 Acres)



Lucas Museum of Narrative Art in Los Angeles (7 Acres)



Echelon Studios in Hollywood (5 Acres)





# BLACK PRODUCTION STUDIO INNOVATIONS

Tyler Perry Studios in Atlanta, GA (330 Acres)



BLP Film Studios in Memphis, TN (85 Acres)



All Net Resort and Arena in Las Vegas, NV (20 Acres)





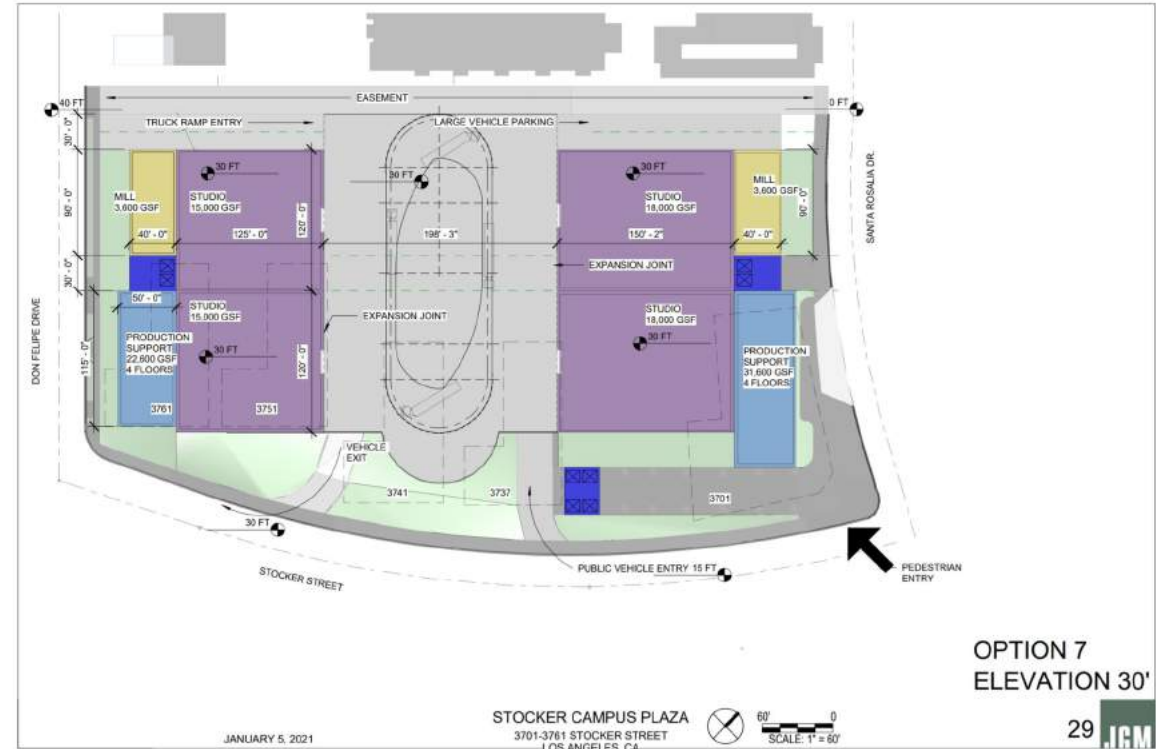
# SERIES OF YIELD STUDY ASSESSMENTS

Based on the project's guiding principles, the site and by-right design parameters, the necessary studio design innovation and feasibility elements and initial community input, the development and design team has studied 13 site plan yield options to date. Option 13 is being presented for review during the Planning Charrette.

**YIELD STUDY OPTION 1: FOUR BUILDINGS ONLY.**  
REDESIGN TO MOVE TRUCK ACCESS OFF DON FELIPE AND  
ONTO STOCKER STREET

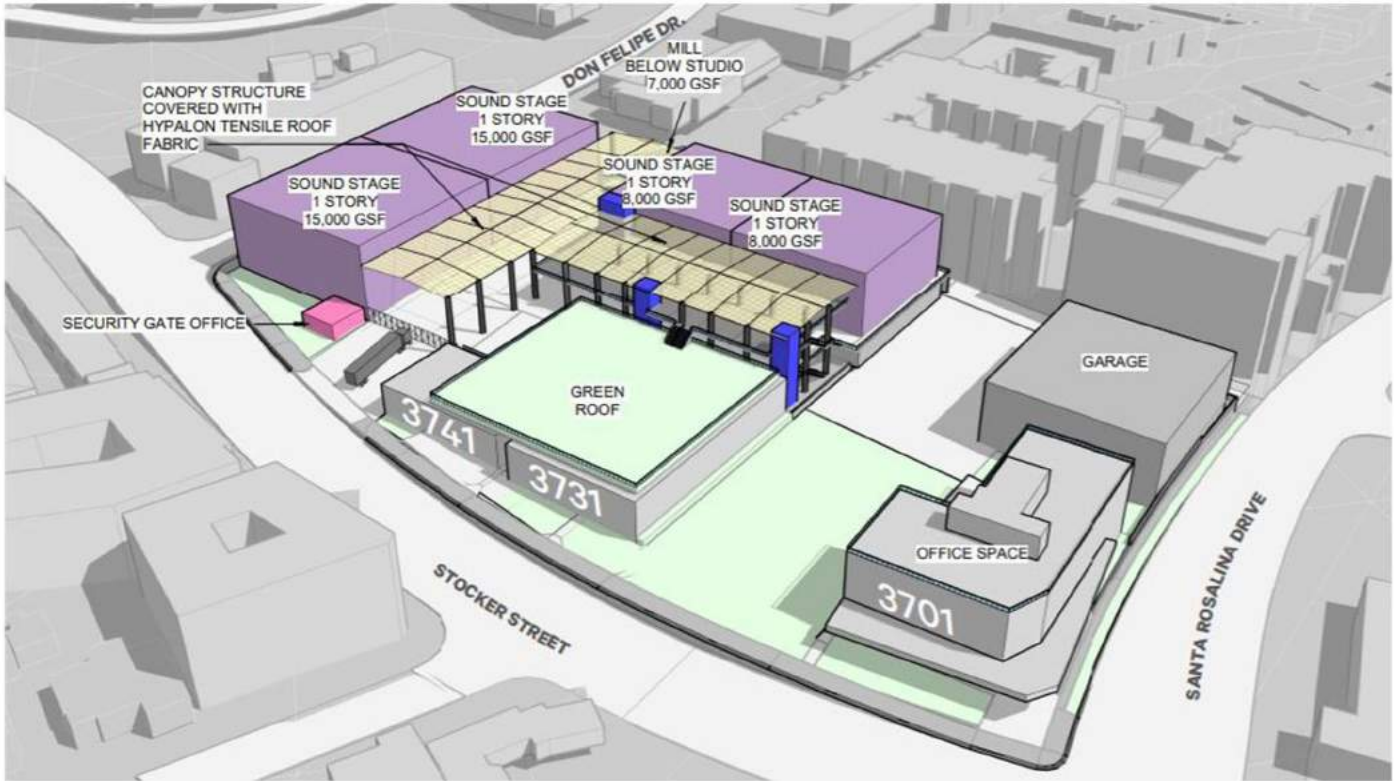


**YIELD STUDY OPTION 7: TOTAL NEW CONSTRUCTION. REDESIGN TO MOVE TRUCK ACCESS OFF DON FELIPE AND CREATE SUFFICIENT TRUCK ACCESS ON STOCKER STREET**



# YIELD STUDY OPTION 13

Isometric 3D Rendering

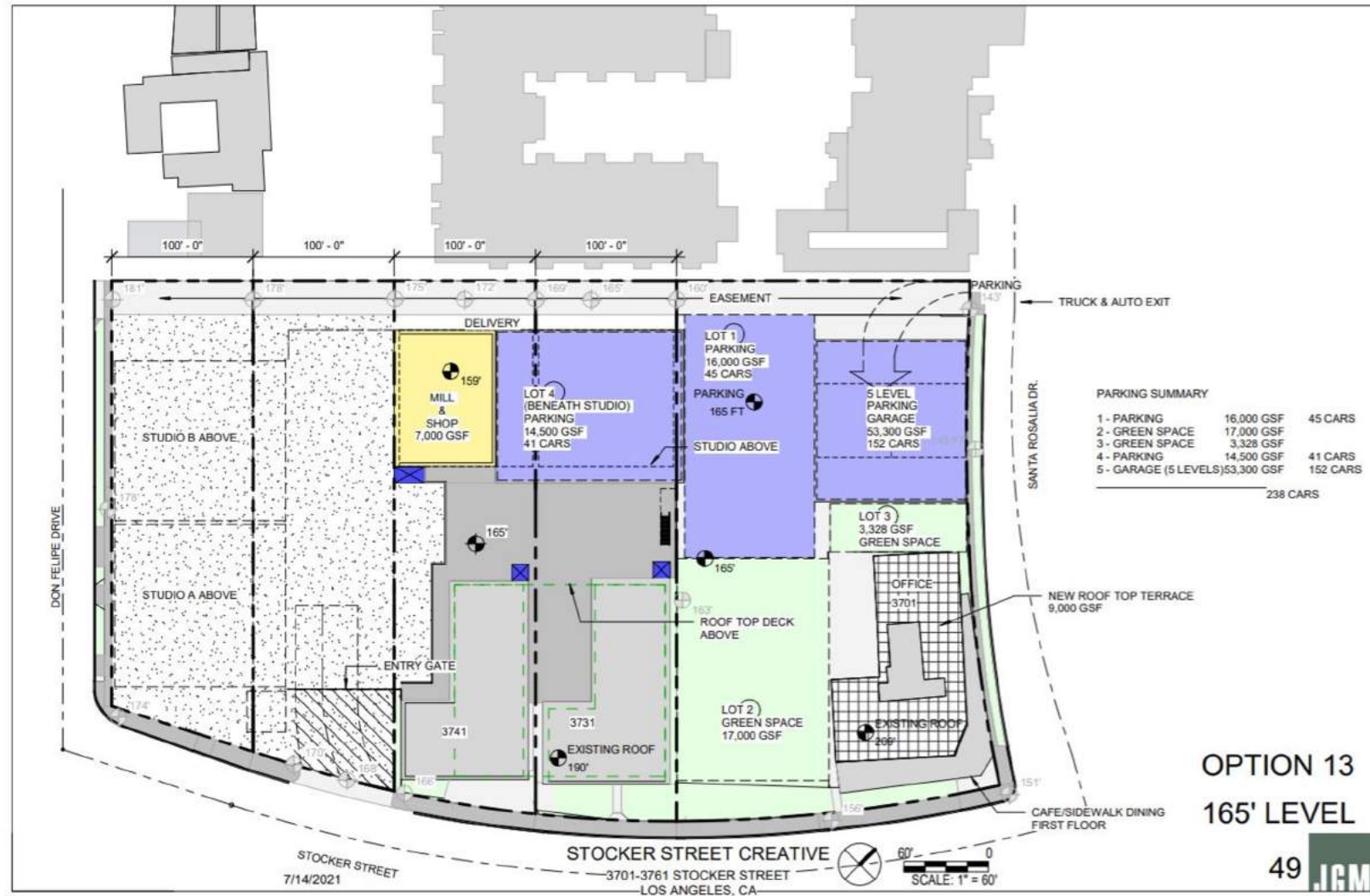


OPTION 13  
ISOMETRIC



# YIELD STUDY OPTION 13

## Ground Level and Parking



# YIELD STUDY OPTION 13

## Full Scope Aerial View



# YIELD STUDY OPTION 13

## Roof View with Green Space





# YIELD STUDY OPTION 13

## Space Shading





# **BY RIGHT DESIGN DEVELOPMENT FRAMEWORK**

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# PLANNING AND REVIEW PROCESS

**BUILDING &  
SAFETY ZONING**

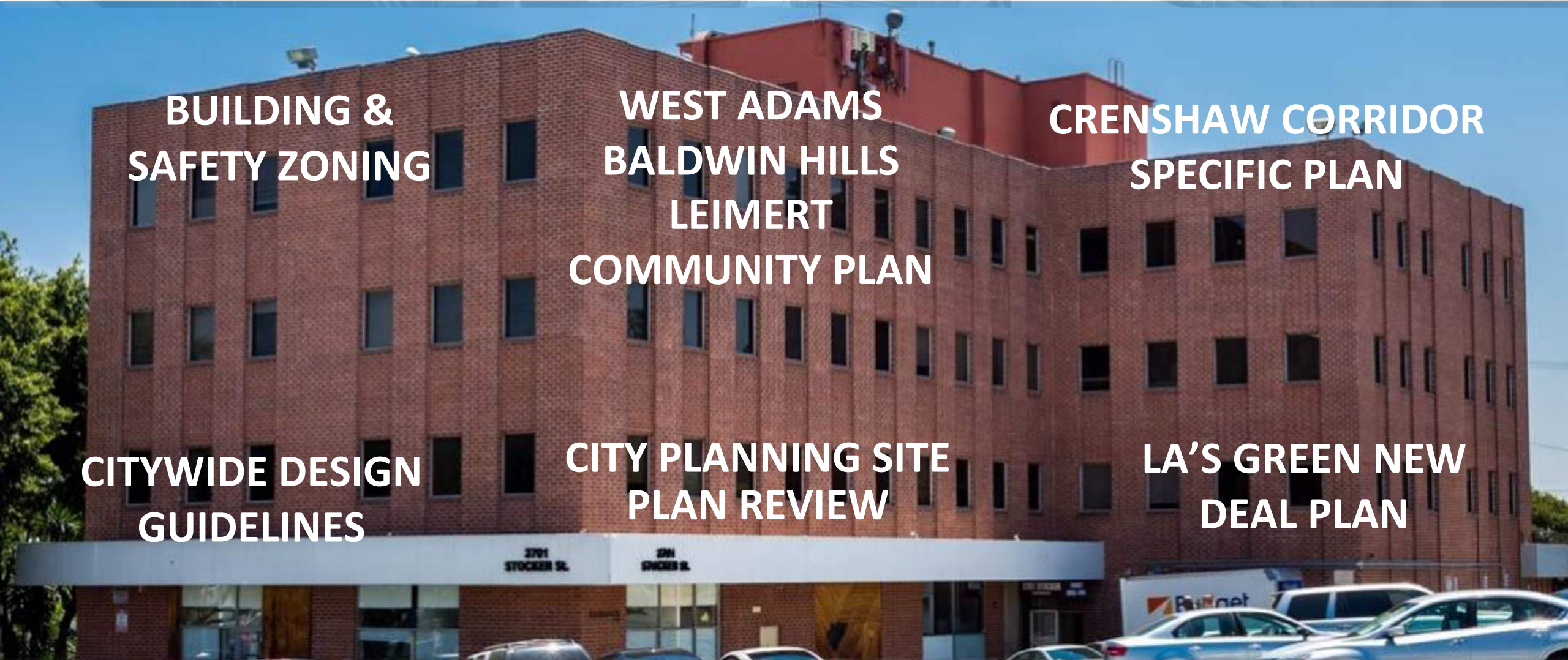
**WEST ADAMS  
BALDWIN HILLS  
LEIMERT  
COMMUNITY PLAN**

**CRENSHAW CORRIDOR  
SPECIFIC PLAN**

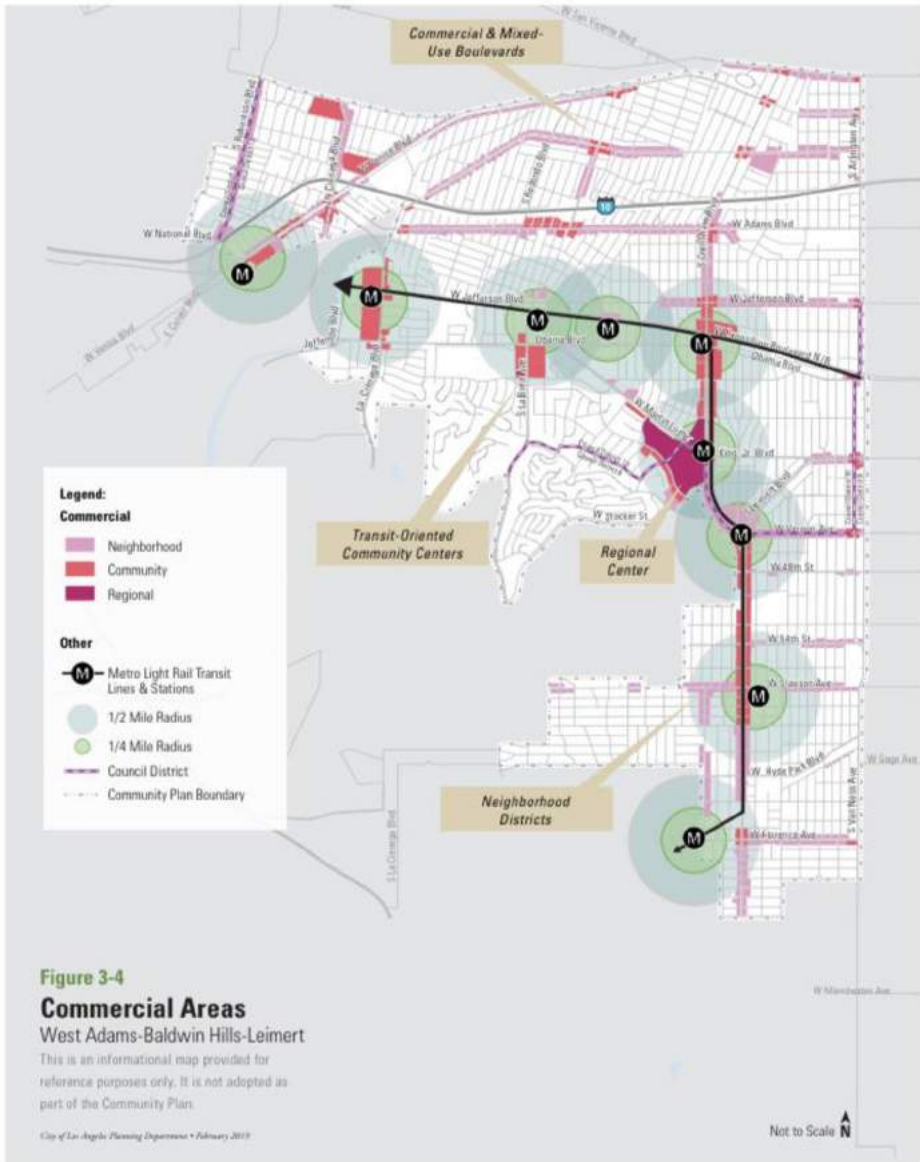
**CITYWIDE DESIGN  
GUIDELINES**

**CITY PLANNING SITE  
PLAN REVIEW**

**LA'S GREEN NEW  
DEAL PLAN**



# WEST ADAMS BALDWIN HILLS LEIMERT COMMUNITY PLAN



## C2-1 Zone Compliant Production Studio Design Achieving Priority Community Plan Goals

LU14-1 Pedestrian Orientation

LU14-2 Activate First Floor Frontages

LU15-1 Prioritize New Infill Development Close to Transit

LU15-3 Public Amenities/Community Facilities

LU16-1 Protect Commercial Land

LU17-2 Transition Height to Residential

LU18-2 Attract Quality Sit-down Restaurants, Hotels and Entertainment Venues

LU19-2 CPTED Crime Prevention Through Environmental Design

LU19-3 Universal design for pedestrians, bicyclists, and the disabled

LU20-1 Streetscapes: Street Trees, Street Lighting, Street Furniture and Public Art

LU20-4 Parking Area Safety and Aesthetics

LU25-2 Public and Private Sector Collaboration

LU25-3 Infrastructure Revitalization

LU27-1 Job Training

LU27-2 Targeted Job Training

LU28-1 Density/Intensity Minimums

LU28-2 Jobs/Housing Balance

LU28-3 Mix of Uses

LU29-1 Green Building Incentives. Seek the Voluntary Standard of Sustainable Excellence

LU29-2 Green Roots

**LOW INTENSITY FLOOR AREA RATIO (FAR) AND HEIGHT DESIGN WITH CODE CALCULATED PARKING**



# CRENSHAW CORRIDOR SPECIFIC PLAN

## 3701 Stocker Street

### Specific Plan Sub Area C Design Review Consistency

#### ARCHITECTURAL & BUILDING DESIGN GUIDELINE (1-15) ELEMENTS:

#### COMPLIANT DEVELOPMENT STANDARDS:

Ground Floor Transparency

Well-Designed and Linked Outdoor Open Space

Building and Parking Orientation and Design

Energy Efficient Building Materials

Exterior Wall Plane Break

Horizontal Articulation and Architectural Interest

Earth-Tone and Warm Colors

No Exterior Security Bars

Screened Rooftop Equipment

Minimized Light and Glare

Landscaped Freestanding Walls

Floor Area Ratio (FAR)

Height Limitation

Landscaped Yard Set-Backs

Open Space Requirements

Pedestrian-oriented Areas

Building and Campus  
Identification

Parking Requirements

Right of Way Improvements  
and Streetscape Plans





# **DRAFT ECONOMIC AND COMMUNITY BENEFITS PLAN**

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# DRAFT SSC ECONOMIC/COMMUNITY BENEFITS PLAN

## TARGETED UPCOMING IMPLEMENTATIONS

Construction Summit  
Q1 2022

Cultural Arts & Community  
Improvements Forums  
Q1 2022

Career & Jobs  
Development Partnership  
Development  
Q2 2022

Business & Social  
Enterprise Investment  
Conference  
Q3 2022



# BUILDING A TRANSFORMATIVE BRAND

Cultural Identity | Industry Leadership | Diversity | Equity | Inclusion | Innovation | Excellence

## PRODUCTION FOCUS

TV Series  
Feature Films  
Documentaries  
Short Films  
Animated Films  
Virtual Films  
News Productions  
Award Shows  
Concert Productions

## CURRENT PARTNERS

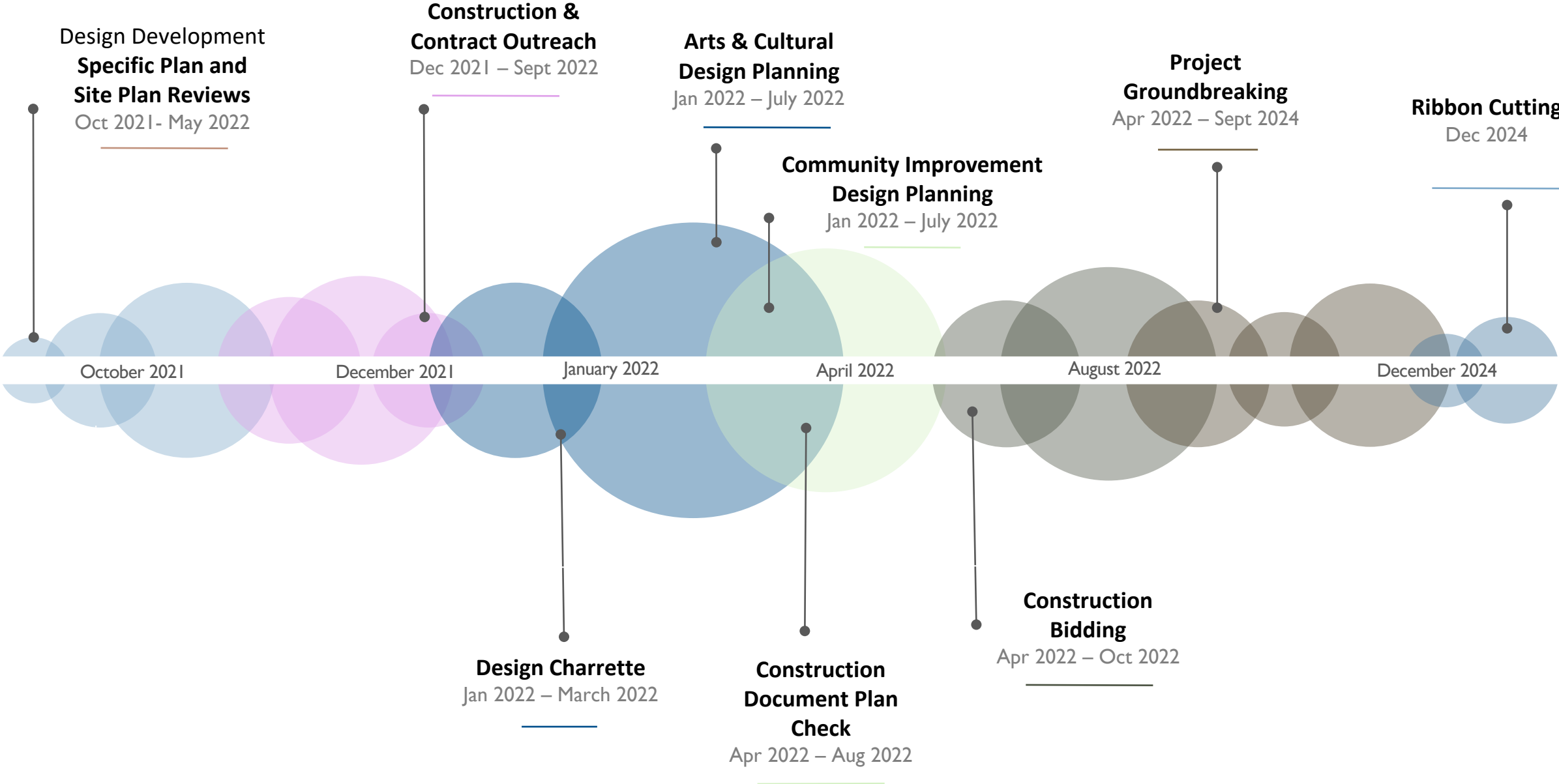
Los Angeles Urban League  
Los Angeles Cleantech Incubator  
Leimert Park Village, Inc.  
Yes2Jobs

## POTENTIAL OPPORTUNITIES

Issa Rae Productions  
Wayfarer  
Netflix  
USC  
Amazon  
Company 3  
Participant Media  
The Artistic Standard  
Bent Outta Shape Productions



# PROJECT DEVELOPMENT TIMELINE



# **30-MINUTE CHARRETTE BREAK-OUT SESSIONS**

## **SESSION I**

**ZONING AND PLANNING DEEP DIVE**

## **SESSION II**

**CULTURAL SIGNIFICANCE**

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# **CONTINUED PLANNING & PROGRAMMING**

**4 DAY CHARRETTE**

**OPEN HOUSES**

**OCT. 7 & 8**

**1PM – 6PM**

**3731 Stocker St. #104**

**LIVE OUTDOOR TOWNHALL**

**OCT. 9**

**12PM – 4PM**

**3731 Stocker St.**

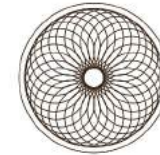
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# THANK YOU FOR YOUR PARTICIPATION!

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4S Bay Partners LLC



PANTHEON  
BUSINESS CONSULTING

URBAN DESIGN CENTER



JENKINS/GALES & MARTINEZ, INC.



BASTIEN AND ASSOCIATES, INC.  
ARCHITECTURE AND PLANNING



DAUGHRITY  
REAL ESTATE



N2U CREATIVE MARKETING GROUP

FOR MORE INFORMATION VISIT [WWW.STOCKERSTREETCREATIVE.COM](http://WWW.STOCKERSTREETCREATIVE.COM)