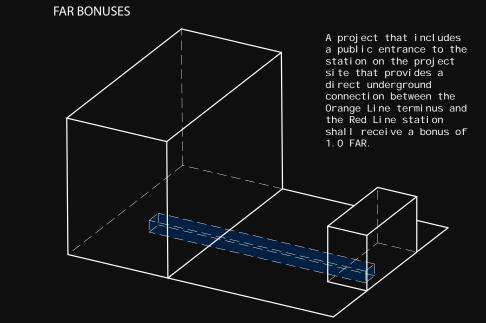
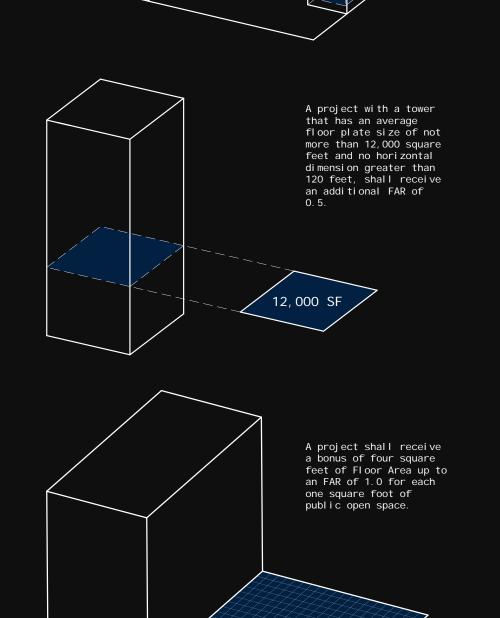
VALLEY TELEVISION THE VOICE OF THE SAN FERNANDO VALLEY

SHIFTNOHO

This prominent site at the intersection of Burbank and Lankershim Boulevards marks the entrance to the North Hollywood Redevelopment Area, which includes density development clustered around Metro Red Line station. Here the Community Redevelopment Agency has used transit-based density bonuses to shift the typical San Fernando Valley pattern of urban development to encourage high-rise buildings on sites immediately accessible to the

The ValleyTV project marks the shift in commuting practice from the automobile to the Metro Red Line, and provides a connection point for the surrounding community to access the rail system.





the community LA's fractured

railway system.

Chandler Blvd





SHIFTMEDIA

Since 1970, Public Access TV has

provided public information, arts and

communities around the US, supported

by cable companies through their agreements with local municipalities.

of digital TV, telephone companies

will take over cable TV delivery,

voiding the local agreements and

forcing the closure of cable

company-financed TV studios across

In response, the proposed ValleyTV

station is a non-profit organization

funded by local government and

foundations that will provide public access TV for the San Fernando Valley

for viewing on demand and podcast

over the Internet. It will also

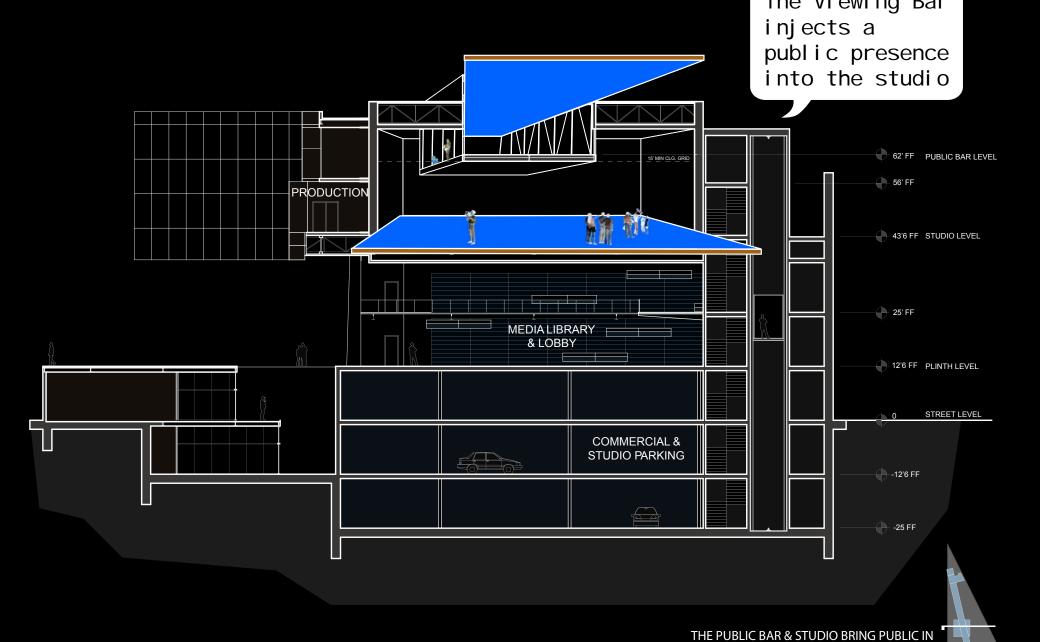
provide education and training in

video production, a public forum for

viewing film and video, and a video

the Southland.

program creates cluster around the studio



VALLEYTV RECONNECTS TV & THE PUBLIC ... broadcasting i

SHIFTLIFE

To be truly durable, cities must be socially, economically and environmentally sustainable. The ValleyTV project addresses all these aspects of urban development.

The project is anchored by a residential tower providing rental accommodation for tenants with a variety of incomes. The public space at the center of the project will house a farmers' market, shops, and a video theater. The educational component of ValleyTV, by providing skills training, helps to support the economic life of the community.

Although the ultimate goal of this project would be a zero carbon footprint, the heavy cooling and lighting loads generated by TV production make this hard to achieve. By considering the project as a whole, however, it is possible to minimize the demand for non-renewable energy and create a net-zero system.

Two absorption chillers using solar energy harvested by tubes on the roof are used to condition the studio spaces. Cool air is supplied under floor and exhausted through the roof via a heat-recovery system. When exterior conditions permit, passive commercial and video production spaces reduce the heat island effect and help to control storm water

