

**City of Culver City, California
Redevelopment Agency Agenda Item Report**

Meeting Date: 01/07/08		Item Number: A-2	
AGENDA ITEM: Consideration of Enhanced Town Plaza Features; and Consideration to Increase the Washington Boulevard Realignment Project Construction Budget.			
Contact Person/Dept.: Joe Susca		Phone Number: 310-253-5763	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: The Downtown Business Association (12/18/07), Rush Pacifica LLC (12/18/07); Johnson Fain Architects (12/18/07); LRM Landscape Architects (12/18/07); CBM Consulting (12/18/07); Gensler Architects (12/18/07); All businesses and residents within a 300 foot radius (12/20/07); All members of the public who pulled speaker cards when the Town Plaza Design was initially discussed on July 20, 2006 and then subsequently adopted on October 3, 2006 (12/20/07); and the Master Notification List (01/02/08)			
Department Approval: Sol Blumenfeld (12/31/07)			
Fiscal Impact Review: Jeff Muir (1/2/08)		City Manager/Executive Director Approval: Jerry Fulwood (01/02/08)	

RECOMMENDATION:

Staff recommends the Culver City Redevelopment Agency (the "Agency"):

1. Approve a budget amendment to increase the Washington Boulevard Realignment construction budget from \$2,000,000 to \$2,500,000; and
2. Consider enhanced features for Downtown's Town Plaza Expansion.

BACKGROUND:

Revitalization of Downtown Culver City has been a priority goal of the Agency and City Council since adoption and implementation of the Washington-Culver Redevelopment Plan in 1975.

Downtown Washington Boulevard Realignment

During the Agency meeting of September 6, 2005, the Agency approved entering into an agreement with Katz, Okitsu & Associates ("KOA") to study the feasibility of realigning Downtown's Washington Boulevard by closing Washington Boulevard from Culver Boulevard at Main Street to Ince Boulevard and rerouting that traffic along a widened Ince Boulevard (the "Realignment").

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During the December 5, 2005 meeting, the Agency reviewed the conclusions of KOA's feasibility study and subsequently conditionally approved moving forward with the Realignment, instructing staff to study and refine how best to configure the necessary roadway alterations for its subsequent implementation.

Town Plaza Expansion:

The existing Town Plaza is being significantly increased in size as a result of the decision of the City Council and Agency to realign Washington Boulevard in Downtown. In conjunction with absorbing the former parking lot located within the existing Town Plaza, the expansion area will result in improving the pedestrian-orientation of Downtown while providing an expanded community gathering place for larger events such as outdoor shows, book fairs, art exhibitions, food festivals, ceremonial events, movie shows, sporting events, musical and theatrical productions.

Some of the primary goals for expanding the Town Plaza include:

- Creation of a highly flexible community event space with the infrastructure necessary to support a variety of uses; and
- Ensuring the Town Plaza's expansion design complements and maintains continuity with the existing Town Plaza; and
- Activation of the open space area on a day-to-day basis with adjacent outdoor dining and shopping activities.

DISCUSSION:

Downtown Washington Boulevard Realignment

During the Agency meeting of July 10, 2006, in addition to entering into a Disposition and Development Agreement to sell the 9300 Culver Boulevard parcel to Rush Pacifica LLC, the Agency also entered into an Infrastructure Improvement Agreement (the "IIA") with them. In the IIA, Rush Pacifica LLC agreed to prepare construction documents, bid the work out and subsequently construct the Realignment along with building the Town Plaza Expansion on the Agency's behalf. The cost for the Realignment construction was originally estimated to be \$1.8M. A 10% contingency factor was added to the \$1.8M figure and a \$2M budget was adopted by the Agency to complete the Realignment.

When the bids were received for the Realignment construction in August 2007, Shawnan was the lowest bidder at \$2,203,335. When the IIA was approved, the Agency authorized the Assistant Executive Director to approve up to 20% in increased costs as a contingency factor, or up to a total of \$400,000 for the Realignment. Per the IIA, Rush Pacifica entered into a contract with Shawnan on

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behalf of the Agency and construction ensued. Phase one of the construction was completed prior to Thanksgiving and its second and final phase has now begun and will be completed by April 2008.

With a ~15% contingency factor recommended by the construction manager for change orders that may arise during its final phase of construction, staff is requesting the Agency approve increasing the existing \$2,000,000 budget by a total amount of \$500,000 (\$2,203,335+\$296,665) for a new grand total of \$2,500,000 to complete the Realignment construction.

Town Plaza Enhanced Features:

During their meeting of October 3, 2006, the Agency adopted a final design for the Town Plaza Expansion and selected certain features for its subsequent construction. During that meeting staff was instructed to return to the Agency to consider installation of pylons and access road enhancements at a future time when/if funds became available.

With the exception of the security camera, please see the attached images that graphically depict each of the proposed enhancements listed below. Cost for each enhancement is outlined within the Fiscal Analysis section of this report.

Pylons:

Eight pylons were once proposed, six in a row and two opposing those to form a "square" that would act as a backdrop to a staging area that includes the ability to mount 1) permanent area lighting; 2) stage lighting; 3) graphic art; 4) a movie screen, 5) a shade cover creating a square tented area and 6) built-in shelving for speakers. Detailed engineering and design work for the pylons has not been completed; however using preliminary information a cost estimate for their custom design, fabrication and installation has been completed and is included in the Fiscal Analysis section of this staff report.

Light Banner Poles:

The existing Town Plaza is home to two light banner poles that are designed to act as a backdrop to a staging area, affix portable stage lighting, mount speakers, and to display banners on a day-to-day basis. As an alternative to the pylons, the Agency may want to consider purchase of four additional light banner poles that are similar to the existing ones, but are taller and stronger so that they may also support the mounting of a shade cover upon their tops to create a square tented area. The City Attorney's Office is evaluating whether these potential banners should become part of the banner program delineated in the City's Sign Code.

Access Road:

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The Access Road is the two-lane road located between what will become the 9300 Culver Boulevard building and The Culver Studio's Mansion. It will be used to access the studios gate and the 9300 Culver Boulevard building's loading dock and subterranean parking ramp. During larger community events however, removable bollards will be erected that will close access to the road so that event booths, tables and other items may be placed within it for special events.

One proposed enhancement to the Access Road includes replacement of the black asphalt surface with patterned pavement that complements the Town Plaza's pedestrian areas. The second proposed enhancement includes replacement of the City's standard Cobra head streetlights with a combination of fiber optic, LED, and illuminated bollards.

Security Camera:

Though not initially contemplated as an enhancement feature, the Agency may want to consider installation of a security camera equipped with a motor to remotely rotate the camera 360 degrees for viewing the entire Town Plaza. Fiber optic cable would be run to connect the security camera to the Police Department. Observation monitors, remote zoom/panning controls, and equipment with the ability to record the video feed for a number of hours or even days would be included as part of the system.

The Police Department has prepared a report of crime statistics for the existing Town Plaza and its adjacent area for the prior five years. The report reveals that 45 total crimes were reported comprised of 9 robberies, 2 aggravated assaults, 8 non-aggravated assaults, 14 burglaries, and 10 grand theft autos. (The report is attached for your review.)

Due to staffing constraints, the Police Department has indicated that if a security camera system were installed, they would not have the ability to watch the live video feed. Observation monitors would most likely be placed in the Watch Commander and/or the 911 Dispatch offices. Depending on where the camera is positioned at the time, review of previously recorded video may prove useful to an investigator of a crime that occurred in the immediate area.

Next Steps:

Realignment Construction:

The Realignment construction is currently under way and will be completed by April 2008.

Town Plaza Expansion and the 9300 Culver Boulevard Building Construction:

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Regardless of which, if any, enhancement features are approved this evening, construction documents for the Town Plaza Expansion and the 9300 Culver Boulevard building will be completed in February, 2008. Together, the two projects will be bid out to hire a single General Contractor to perform their construction simultaneously. Construction is scheduled to commence in May, 2008 and be completed 12-18 months later.

Kiosks:

The Economic Development Subcommittee recommends that upon completion of the Town Plaza Expansion's construction, that a Request for Proposals be sent out to secure a company to construct, install, and administer the licensing of desirable businesses who will operate out of approximately four Agency owned Kiosks in the Town Plaza.

Policy Establishment:

The City Attorney staff is preparing an analysis of the following legal issues concerning use of the Town Plaza that once concluded, will be brought back to the City Council for consideration:

- Permitted regulations for Town Plaza;
- Priorities for permitted uses, e.g. City-sponsored vs. privately sponsored events, revenue producing vs. non-revenue producing;
- Permitting or licensing requirements for privately sponsored events that may be attended by the general public;
- Noise level limitations and associated hours of operation;
- Film screening issues;
- Permit fee schedules;
- Possible reservations of specific areas (or times) for specified uses, e.g. unrestricted free speech vs. areas reserved for special events; and
- Licensing or leasing of Agency owned Kiosks.

Some of the foregoing policies will be addressed by amendments to existing policies governing the use of Town Plaza in the City's Free Speech Guidelines. Other matters, e.g., film screening ratings and fees and licensing arrangements will require development of supplemental policies and procedures.

FISCAL ANALYSIS:

The existing Realignment construction budget is \$2 million. A budget amendment to increase the appropriation from tax exempt bond proceeds in the amount of

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\$500,000 is needed to cover the additional construction costs with a 15% contingency. Currently, approximately \$15 million remain in unappropriated tax exempt bond proceeds based on the preliminary 2006/07 financial statements. Therefore, there are sufficient funds available to increase the Realignment budget by \$500,000.

Town Plaza Expansion Budget:

During their meeting of October 3, 2006, after selecting particular lighting systems, water features and other items for the Town Plaza Expansion, the Agency adopted a \$2,800,000 budget for its construction. Staff worked with the Economic Development Subcommittee to complete the Design Development Drawings phase of the project and once concluded, staff obtained an updated estimate of its cost based on its final selection of lighting systems, hardscape, softscape and other materials. Based on the revised cost estimate, the \$2.8 million budget continues to be sufficient for the Town Plaza Expansion portion of the project.

Town Plaza Enhanced Features:

The estimates for the various enhancements listed below for the Agency's consideration include the costs for architectural, engineering, construction/purchase and installation. Where applicable, existing contracts with existing firms will be amended to include the cost to design and engineer the selected enhancements:

1. Access Road:	Amount
<u>Roadway Surface:</u> Replace black asphalt with patterned paving that complements the Town Plaza's pedestrian areas.	\$105K
<u>Lighting Systems:</u> Replace Cobra head streetlights rescued from demolition activities near the site with specialty lighting components comprised of LED, fiber optic cable light strings, and illuminated bollards along the curb perimeter.	\$264K
Savings realized by not installing Cobra head streetlights	(-) \$20K
Net Total Cost for Access Road Enhancements:	\$349K
2. Security Camera:	
Includes conduit, mounting pole, fiber optic cable, camera, observation monitors and digital recording equipment for connection to the Police Department.	\$75,000
3a. Pylons:	
<u>Basic:</u> Custom design, construct and install six pylons in a row to act as a stage backdrop, mount various graphic and other artwork, complete with built-in stage and area lighting system, shelves to place portable speakers, and ability to	\$800K

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mount a movie screen. Cost includes annual graphic art replacement program for three years.	
<u>Enhanced:</u> Two additional pylons forming a “square” capable of hanging a cover shade (tent) atop them, complete with built-in stage and area lighting system and shelves for speakers.	\$266K
Net Total Cost for Pylons:	\$1,066,000
3b. Substitute Pylons with Light Banner Poles:	
Fabricate and install four light banner poles similar to existing ones to mount banners, affix portable speakers and stage lighting, and to also act as a backdrop to a staging area. Though similar to the existing ones, these four would be taller and stronger and form a “square” area with the ability to support the weight of hanging a cover shade (tent) atop them.	\$100K

As noted above, there is currently approximately \$15 million in unappropriated tax-exempt bond proceeds; therefore, there are sufficient bond fund proceeds to fund all of the potential Town Plaza Enhanced features.

Town Plaza Maintenance:

Agency staff has met with Parks Maintenance Division and Public Works Department staff to perform a thorough review of the existing Town Plaza maintenance activities and their associated costs and to also estimate the expansion area costs as follows:

Item Description	Existing	Expansion	Mo. Total	Annual
Monthly pressure washing of hard surfaces*	\$1,120	\$1,800	\$2,920	\$35,040
Twice weekly landscaping service, thrice weekly debris removal services, and graffiti removal*	\$1,032	\$1,500	\$2,532	\$30,384
Tree trimming (21 existing trees removed, 29 replacements planted, nets 8 additional)*	\$67	\$19	\$86	\$1,032
Daily trash	\$2,132	\$1,475	\$3,607	\$43,284

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receptacle emptying (Twice per day on weekends) (12 existing bins, adding 9 new)**				
Utilities (water, power)	\$350	\$560	\$910	\$10,920
Light bulb replacements	\$65	\$93	\$158	\$1,896
Annual Sealing of Hard Surfaces***	\$200	\$250	\$450	\$5,400
Monthly Subtotals	\$4,966	\$5,697	\$10,663	
<u>Annual Totals</u>	<u>\$59,592</u>	<u>\$68,364</u>		<u>\$127,956</u>

*Includes the Access Road area.

**The Public Works-Maintenance Operations Division uses the City's General Fund to reimburse the Public Works-Sanitation Enterprise Fund for this cost.

***Not currently performed, but staff recommended.

Excluded: Water feature maintenance performed by in-house crew.

Excluded: Replacement of LED fixtures every 27 years at a cost of \$230K (\$8,500 annually).

Revenues:

On the Third Street Promenade, the City of Santa Monica receives an average of \$9,000 annually per Kiosk in rental and licensing fees. Those licensing fees do not include business and sales tax revenues which HdL estimates at an additional \$15,000 for four proposed Kiosks that may be installed within the existing and expansion areas.	\$51,000 annually
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Estimated Kiosk revenues of \$51,000 received from rent, licensing, business and sales taxes may be used to offset a portion of Town Plaza's ongoing maintenance.

Upon completion of construction, the Agency will incorporate a two-year warranty period to cover maintenance costs of the Town Plaza Expansion into their budget. Construction of the Town Plaza Expansion will be completed in the summer of 2009. Beginning in fiscal year 2011/12, the Public Works Department and the Parks Maintenance Division will need to add the expansion area's ongoing maintenance costs to their respective budgets.

ATTACHMENTS:

- Images of Enhanced Town Plaza Features

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- November 2002 to November 2007: Town Plaza Crime Statistics Report

MOTIONS:

That the Culver City Redevelopment Agency:

1. Approve a budget amendment increasing the Washington Boulevard Realignment project construction budget (55393400.619800) by \$500,000 using tax-exempt bond fund proceeds for a new total of \$2,500,000; and approve the carryover of \$338,142.92 (55393400.619800) and \$467,590.46 (55393400.730100) from fiscal year 2006-07 to fiscal year 2007-08; and
2. Using unappropriated tax-exempt bond proceeds, approve any of following Town Plaza feature enhancements (if desired):
 1. Access Road enhanced lighting and patterned pavement at an additional cost of \$349,000; and/or
 2. A Security camera system at an additional cost of \$75,000; and/or
 - 3a. Eight pylons at an additional cost of \$1,066,000;
 - 3b. Or substitute four Light Banner Poles instead of the pylons at a cost of \$100,000; and

NOTE: Any of the Town Plaza enhancements approved by the Agency in Motion #2 will need a corresponding budget amendment to appropriate the additional funding from unappropriated tax-exempt bond proceeds.

3. Authorize the Agency General Counsel to prepare/review the necessary documents and authorize the Agency's Executive Director to execute agreements on behalf of the Agency to implement the foregoing enhancements up to their maximum stated amounts, and to issue interpretations, waive provisions, enter into amendments on behalf of the Agency, and to sign all such other documents and instruments necessary to implement and carry out the projects on behalf of the Agency up to their maximum stated amounts in such form as is reasonably acceptable to the Executive Director.