

City of Culver City, California
City Council Agenda Item Report

Meeting Date: 9/19/05		Item Number: <u>C-2</u>	
AGENDA ITEM: A Joint Item to Authorize Issuance of a Request for Proposal for Specific Plans and CEQA Analyses for the Washington / National Transit Area, the South Side of Washington / Centinela Blvds., the 10100 Jefferson Blvd. Area and Authorize Staff to Prepare a Design for Development for the 10100 Jefferson Blvd. Area.			
Contact Person/Dept.: Todd Tipton and Susan Yun / CDD		Phone Number: (310) 253-5783 and (310) 253-5755	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Master Notification List (9/9/05 and 9/14/05).			
Department Approval: Susan Evans 9/8/05		CAO Approval: Scott Bixby for Jerry Fulwood 9/13/05	
City Controller Approval: Marlee Chang 9/13/05			
<u>RECOMMENDATION:</u> Staff recommends that the City Council (the “Council”) and the Culver City Redevelopment Agency (the “Agency”) authorize staff to: 1) Issue a Request for Proposal (RFP) for Specific Plans and CEQA analyses for the Washington/National Transit Area, the South Side of Washington/Centinela Blvds., and the 10100 Jefferson Blvd. Area; and 2) prepare a Design for Development for the 10100 Jefferson Blvd. Area. <u>BACKGROUND:</u> A “Specific Plan” is a step below the General Plan in the land use approval hierarchy, and is used for the systematic implementation of the general plan for particular geographical areas. The Specific Plan incorporates detailed land use, zoning and design regulations, infrastructure plans, and development approval processes that guide development such as residential, office, commercial and open spaces. Future development proposals can benefit from the foundation created by a Specific Plan. Completion of a Specific Plan will allow development to occur in a planned and efficient manner, allowing the City and Agency to quickly respond to development. Further, an EIR adopted to fulfill the Specific Plan’s CEQA obligation			

City of Culver City, California
City Council Agenda Item Report

may streamline the processing of subsequent discretionary projects by obviating the need for additional environmental documentation.

Staff would like to bring together a qualified team of professionals with expertise in urban design, land planning, transit-oriented development, mixed use and CEQA to provide the necessary services to complete Specific Plans and CEQA analyses (including up to an EIR as necessary) for three critical redevelopment areas within the City.

These three areas are where development has the potential to create and enhance employment, housing, and commercial activity. A Specific Plan implementation will help to facilitate and guide such development.

DISCUSSION:

Area #1 - Washington / National Transit Area.

The Washington/National Transit area will be a key gateway to the City with the ultimate arrival of the Metro light rail line and station area. This area will also have an expansive bike path. Planned developments for this area include housing, neighborhood and transit serving retail and employment centers.

As a tool to guiding future development in this area, the Culver City Redevelopment Agency adopted a Design for Development (DFD) on June 6, 2005, for the Exposition Light Rail Transit and Station area. As the light rail station is proposed in the vicinity of the intersection of Washington and National Boulevards, the DFD encompasses an area directly surrounding this intersection, including the proposed station itself, and the Metro Right-of-Way on National Boulevard, extending from just south of Venice to Jefferson Boulevards.

The DFD aims to encourage a variety of land uses, including mixed-use, office, commercial, retail, and residential development within and adjacent to the area and along the transit area. This transit area will provide support services for businesses, residents and transit passengers.

The DFD supplements, augments, and focuses the various goals, policies and objectives of the various planning and redevelopment documents affecting this area. While the DFD provides the overall planned uses, goals, and objectives, the Specific Plan will include further details for development, including specific land uses, circulation, development standards (i.e. height, setbacks, density, parking), design elements, and project processing.

City of Culver City, California
City Council Agenda Item Report

As stated at the DFD adoption hearing, staff is taking the next step in planning for this area by implementing a Specific Plan and EIR that would establish detailed development standards, land use programs and environmental mitigations that is not covered in the DFD (See Attachment 1, Map).

Area #2 - Washington / Centinela South Side

The south side of Washington Blvd. at Centinela Blvd. is currently characterized by various retail establishments such as a bank, gas station, hardware store, comic store, liquor store, and restaurant. The City's vision for this area is to tie it into the north side development currently under Agency negotiation with The Olson Company for development of neighborhood serving commercial uses and housing (See Attachment 2, Map).

An objective of the proposed Specific Plan is to create harmony and bring symmetry to both sides of the street. The Specific Plan for the south side will be consistent with the uses planned for the north side which will comprise a mixed-use development of retail and restaurants on the ground floor and residential units on the upper floors.

City of Los Angeles Areas

There are several parcels within the City of Los Angeles (L.A.) that are adjacent to both Area #1 (Washington/National Transit Area) and Area #2 (Washington/Centinela South Side). In some cases parcels are split between the City of Culver City and L.A. Staff would like to partner with L.A. to provide a coordinated plan that will guide future development within these areas. The goal is to have development standards and uses that compliment each other across City boundaries.

In general, staff believes that cooperation with L.A. in drafting development standards and guiding overall potential land use will lead to sound urban development that benefits both jurisdictions.

Area #3 - 10100 Jefferson Blvd and Adjacent Areas (Both Sides of Jefferson Boulevard from Duquesne to Pearson Street- Excluding Culver City Park and the City Transportation Facility)

The 10100 Jefferson Blvd. site represents one of the largest vacant industrial tracts in the City. The 10100 Jefferson site and adjacent area is characterized by uses such as a large undeveloped lot, a vacant industrial building, public storage, a plumbing contractor, and school book distributor (See Attachment 3, Map). Recent development proposals include housing, small industrial buildings and outside materials storage uses.

City of Culver City, California
City Council Agenda Item Report

The Land Use Element recommends that a Focused Special Study be conducted of the area to determine the appropriate range of uses and development standards for this site (Policy 27.F).

Due to the size of the site the potential of uses could create a unique setting. The 10100 Jefferson site could meet many of the community needs from amenities (neighborhood serving restaurant/retail) along the Jefferson Boulevard frontage to housing, offices, clean production uses and service uses.

The Specific Plan for the site would insure that when developed, the site will be consistent and harmonious with the adjacencies and minimize land use conflict.

In addition and prior to the preparation of the Specific Plan, staff requests authorization to immediately prepare and introduce a draft Design for Development (DFD) for the portion of Redevelopment Component Area 4 along both sides of Jefferson Boulevard east of the City's Transportation Facility and Culver City Park. This portion of the Project Area is undergoing a transition with certain parcels for sale and others proposed for a variety of new uses. The DFD is another tool that can be used to pro-actively guide development at the 10100 Jefferson Boulevard Area. Staff intends to have the DFD provide general standards, criteria and guidelines for new development and reuse of existing buildings.

Under the Redevelopment Plan for the Culver City Redevelopment Project, no new improvement can be constructed except in accordance with design criteria and controls adopted by the Agency for proper public and private development. A DFD is such an adopted set of design guidelines that guide the future development of an area and site(s). The adopted DFD provides general criteria to the Agency to use in considering the approval, conditional approval or disapproval of plans for public or private development. A DFD must be in conformance with the Redevelopment Plan which in turn implements the policies and goals of the General Plan as it currently exists or as it is amended in the future.

FISCAL ANALYSIS:

Cost incurred from this project will include staff time to prepare the RFP, review proposals, and manage/review consultants work. This effort has been factored as part of the work programs of the Community Development Department.

The cost to prepare the Specific Plan and CEQA analyses will be borne by the Redevelopment Agency initially. However, the costs associated with the preparation of the Specific Plan and CEQA analysis will be reimbursed by the developers that

City of Culver City, California
City Council Agenda Item Report

are ultimately entitled by the City and Agency. Cities can impose a Specific Plan fee upon persons seeking governmental approvals that are required to be consistent with the Specific Plan. These fees can defray the cost of preparation of the Specific Plan. Staff will be requiring, as part of the Specific Plan, to implement a cost/fee recovery program for the preparation of the Specific Plan.

ATTACHMENTS:

1. Map of Area #1, Washington / National Transit Area
2. Map of Area #2, Washington / Centinela South Side
3. Map of Area #3, 10100 Jefferson and Adjacent Area

MOTION:

Approve Authorization to Issue a Request for Proposal for Specific Plans and CEQA Analyses for the Washington / National Transit Area, the South Side of Washington / Centinela Blvds., and the 10100 Jefferson Blvd. Area; and

Approve Authorization of Agency Staff to Prepare a Design for Development for the 10100 Jefferson Blvd. Area.