

MEETING DATE: 12/05/11

**AGENDA ITEM: JOINT CITY COUNCIL AND REDEVELOPMENT
AGENCY BOARD ITEM: Selection of a Developer
for 9300 Culver Boulevard (Parcel B).**

ATTACHMENTS

<u>Item</u>	<u>Description</u>	<u>Pages</u>
1	Written comments received from the public.	1-36

-----Original Message-----

From: Jennifer Edwards
Sent: Monday, October 03, 2011 4:28 PM
To: Susca, Joe
Subject: Parcel B Development

Clever City should require the developer of Parcel B to include affordable housing, like other cities, such as Santa Monica, do.

Jennifer Edwards
25 year Culver City Resident

-----Original Message-----

From: HowardCohen
Sent: Monday, October 10, 2011 11:15 AM
To: Susca, Joe
Subject: RE: Parcel B Web Page Update

These are some very professional presentations, and I'm sure (if the economic works & the economy improves) each has the capacity of being successful, but I still believe downtown needs more "Residential" on Parcel "B" and elsewhere to improve & sustain the downtown core.

I'm still looking forward to see how the one selected executes it's Project.

Thank you!

Howard

From: Albert Cutler
Sent: Tuesday, October 11, 2011 9:58 AM
To: Susca, Joe
Cc: sginsberg@combined.biz
Subject: Parcel B

Appreciate the detailed Emails on the proposals for Parcel B. If the resident's input counts, I'm in favor the the proposal by Combined Properties. It is the most dynamic of the proposals and would spark our rather "stogy" downtown!

Al Cutler
Culver City, CA

From: Maya Mallick
Sent: Thursday, October 13, 2011 12:15 PM

To: Malsin, Scott; Armenta, Christopher; Cooper, Jeffrey; michal.oleary@culvercity.org; Weissman, Andrew
Cc: Nachbar, John; Blumenfeld, Sol
Subject: Parcel B presentations

Good Afternoon Mayor and Council Members,

Thank you for offering the community a chance to participate in this month's developer presentations of Parcel B. The Culver Hotel along with the rest of the community is very much looking forward to the successful development and completion of the project. It is clear to me that all 4 developers have put a tremendous amount of effort and expense into understanding that we are a special city that will embrace and benefit from a project that places value on architecture, pedestrian friendly open spaces and as many green areas as possible.

Per Mr. Malsin's request, I would like to share additional comments and a few questions on the four presentations:

The Spanish Steps, the Art Pavilion and the Green Roof were 3 of my favorite features throughout the presentations. I believe that those are excellent concepts which would be great to combine on some level in the same development with whomever you select if at all possible.

Additional ideas which I felt were strong and seemed to carry out throughout the presentations were the terraced/stepped buildings, high ceilings on the ground level, light color materials as well as floor to ceiling glass in certain areas creating a more updated feel. Passageways, open spaces and separate buildings are of course necessary features and creating a venue which could call for a weekly/monthly cultural or music event would be a great draw to the area. This could also tie into the existing Third Wednesdays which the DBA currently organizes.

There are a few things which I would love to see some of...

More green on the ground level and additional water elements, or one central and larger water element to create a focal point. Too much concrete does not promote a neighborhood feel. Also, the model presented by the Tolkin Group was a very nice touch as it helped feel the scale of the project. I would encourage a physical model for the other developers if at all possible to help put their project into perspective with regards to how it would flow with the surrounding areas.

Last but not least, a complete interior renovation of the theatre would greatly enhance the entire area and certainly complement whatever is going to happen on Parcel B. With Culver City being the heart of Screenland, it is a perfect opportunity and an absolute must to create something spectacular and unique in a city with so much movie making presence and history.

Although the presentations nicely outlined the architecture and ambiance of the projects, there was not much information as to the actual details of impacts of noise, dirt, traffic flow, dust, road closures and how the site will be contained to minimize impact on the surrounding neighborhood.

How will the selected developer ensure the timely completion of the project and what is the projected timeline from start to finish? Are there any incentives to completing on time or early? What are the financing criteria? The community is concerned that the site is actually going to be completed, especially given these financial times.

As the operator of The Culver Hotel, I am interested in late night and early morning noise both during the construction phase as well as after completion, when the businesses and outdoor entertainment are in full operation. What will these noise guidelines follow and will there be any negative noise impact for our hotel guests?

In closing, I appreciate the developers sensitivity towards developing something complimentary to the Historic Culver Hotel and Culver Studios and creating an environment that promotes people friendly and open areas, interesting and inviting buildings which tie in art, food, entertainment and culture. We wholeheartedly look forward to embracing the best project as our new neighbor.

Sincerely,

Maya Mallick
T 310.558.9400 | F 310.815.0797
THE CULVER HOTEL
9400 Culver Blvd. Culver City, CA 90232

HOTEL BEVERLY TERRACE
469 N. Doheny Dr. Beverly Hills, CA 90210
www.hotelbeverlyterrace.com

October 12, 2011

Culver City City Council Members
Culver City Redevelopment Agency

RE: Parcel B Proposals

Dear City Councilmen:

We'd like to share our thoughts with you about the four proposals submitted for the development of Parcel B. We hope many in the community do, as well.

As residents and as professionals in the field of architecture, the aspect of this project that matters most to us is that the built project contributes tangibly to the physical life of the city and contributes significantly to building its legacy in modern times. In fact, the project that is eventually built there must exist as a successful cultural edifice independent its lessees, who will come and go over time as businesses always do. The buildings and how they shape the commercial and cultural heart of our city, however, will come and stay, and must demonstrate to future generations wisdom and perspective rather than folly. Therefore, we're analyzing the proposals solely based on principles of land use, urban design and architectural design and their combined contributions to place-making.

Our choice for Parcel B is clear. One proposal is so superior to the others that in our view there is truly no contest: the design created by Combined Partners, Inc. /Erich Architects. This is the one proposal that demonstrates a clear understanding of the potential and meaningfulness of this site. It is the only scheme without a "shopping mall mentality," like The Grove or The Americana at Brand, which exist incidental to the areas in which they are located. Instead, the Combined Partners, Inc. /Erich Architects design is the only scheme in which the city of its siting truly matters; it wouldn't exist the same way outside of the city and unto itself. Its qualities of place-making for Culver City and only for Culver City, in this particular location in Culver City, are unmatched among the proposals.

This design offers an opportunity for place-making that clearly identifies with and identifies Culver City uniquely. Here are its major strengths as we see them:

- A. The open stairway and ground-level plaza connect to and enhance Town Plaza, creating an authentic space for users, truly a "heart-of-the-heart" situation.
 1. This connection is very strong because it is organic and effortless. Its width and openness visually preserve connections to its surrounds, integrating it rather seamlessly into the existing context.
 2. The use of the stair as an amphitheater enhances and clarifies the function of Town Plaza, which is currently unclear and underutilized. It will unify with and reinvigorate a space that currently exists in limbo.
 3. People can imagine a liveliness there quite easily, which means people can and will use the space completely naturally, with and without structured programming. We won't have to rely on the success of a café or restaurant to catalyze the use of the space.

4. The open plaza at the second level will also be well and effortlessly utilized because of its connection to the stairs, its size and its visual connectedness to street level, which is where all spontaneous urban activity begins.
 - B. The overall site use is extremely well connected to the larger downtown context.
 1. Its outward-oriented layout enhances and supports downtown's currently existing street life and commercial enterprises. Instead of holding people within it, as shopping malls do, it intensifies the natural flow of pedestrian traffic across and along the entire Culver/Washington axis. This will enhance Culver City downtowns vibrancy and vitality as an authentic business and entertainment environment much more strongly than the narrow alleys passing through the more inward-turning, self-contained competing proposals.
 2. The outward-oriented layout and east/west massing changes both preserve important visual connections to existing Culver City historical landmarks from exactly where these sightlines are most potent. Culver Hotel, Culver Studios and Main Street will not be ignored or blocked, nor will they be acknowledged only by peek-a-boo glimpses. This site plan essentially integrates them by making them visually accessible from street level, from the project's plaza level and from the 15-20 feet in between.
 3. This outwardness creates and extends street life further west on Culver Boulevard, establishing connections between the existing downtown and the soon-to-open Expo Line Station.
 4. Placing storefronts along Washington Boulevard's reroute, facing the western side of Trader Joe's, ameliorates and helps heal what could easily become a dead zone along that block. Even better, this placement will create a vital link to extending the excitement of the commercial and cultural district along the eastern section of Washington Boulevard, toward the coming Transit-Oriented Development area near the Expo Line's southern side.
 - C. The design aesthetic is elegant, approachable and appropriate.
 - D. This project presents an aesthetic that is an authentically Californian approach to contemporary architectural design. It is stimulating and invigorating but also warm and inviting, exhibiting California's well-known take on the Modern style. This is particularly elicited through its choice of materials and colors.
 - E. Most importantly, it is totally of our time, while it keeps an eye on posterity. It does not pretend to be from Culver City's past, real or imagined, which is a great strength. Any buildings constructed here really should show that Culver City is still vital and that, while we appreciate our past, we are busy building our future.
- Of course, no design is ever perfect. Areas which we'd like to see improved are:
- A. The rounded northeast corner (diagonal to Media Park) is the least elegant part of this project. Its character is extremely commercial in the common approach to commercial architecture, typical to upscale malls. Part of what gives this corner its commonness is the approach to signage. It is too mall-like. We'd like to see this rethought to make the signage and frontage more nuanced. We don't mean that it should be so restrained that it becomes boring; building commercial excitement is important. We know that this is a difficult corner to design, in particular because of the volume, but we'll love the project even more if this corner design is rethought.
 - B. We'd like to see a study of how the southern elevation could change in its relationship to Culver Studios if the parking entrance were to be relocated to use the east/west orientation of the street in front of Culver Studios, like the competing projects have presented, rather than turning

north under the building from the street. As it is currently designed (perhaps in deference to the parking lot designs) the ramp entrance and loading dock and the main, classic entrance to Culver Studios are facing each other. It is not an optimal relationship. We'd like to see if that could be improved.

If, for some reason, the superior approach of this proposal to site planning and design does not carry the day, Runyon Partners/Abramson Tieger proposal has some merit. We would consider this a second choice; however, we want to stress that in our opinion this is a distant second to the Combined Partners, Inc./Erich Architects proposal and would need serious modification for us to consider it as a winning design.

On the positive side, its strengths are:

- A. The overall site plan is fairly well designed.
 - 1. The number and layout of alleyways between the main interior corridor and the Culver Blvd sidewalk make possible a natural flow between the interior "paseo" and the Culver Blvd side storefronts that are part of this project.
 - 2. This plan demonstrates awareness of its importance in the connection between the existing downtown and the Expo Line station and future Transit Oriented District. The alleys between the interior "paseo" and the Culver Boulevard sidewalk create an important connection with people who may approach from the Expo Line's Venice/Culver side. The building's exterior line setback on the southeast corner combines with the south entrance to the interior "paseo" to create an important connection with people who may approach from the Expo Line's Washington Boulevard side.
 - 3. There is a reasonably strong visual connection to Culver Studios from the southeast portion of the central "paseo."
 - 4. There is a strong use of diagonals, both in the shape of the alleys themselves and in the placement of individual structures on the site, which stimulates the space, creating an active character and changes of views.
- B. The height variation and articulation of the building façade is pleasantly designed.

On the negative side, its weaknesses are:

- A. The architectural style is inappropriate. This is an enormous draw-back for us. Mission Revival architectural genre is not something we are flatly opposed to. We would accept revivalist design if it were something that had valid historical relevance to the location. However, this is not Santa Barbara or Old Town San Diego. Culver City's legacy and reputation do not relate to the Mission Period. Nor does the existing townscape contain multiple examples of Mission Revival or even actual period Mission architecture. Using this style will create a theme-park in the heart of our city and do nothing to support or establish a true and forward-looking momentum for Culver City. If this proposal were to be chosen, a different, faux-free aesthetic must be implemented.
- B. Its connection to Town Plaza is not especially strong. The site plan doesn't activate Town Plaza the way Town Plaza needs to be activated, even with the sweetener of the proposed art pavilion.
- C. Even with its alleys and diagonals, it is still essentially an inward-oriented plan. Despite being a more sophisticated version, it is still a shopping mall, designed to keep people within it. It does not build strong enough connections to the existing downtown commercial area to the west.

- D. It does not optimize the place-making opportunity required by this site's location in the city. It doesn't express any character that is uniquely Culver City-ian nor does it create a place that will be truly unique to Culver City. The people who visit will mainly be people who shop there; it won't create a distinct function as a town center. We do not see this plan working as the "heart-of-the-heart" of Culver City.

Proposals presented by The Tolkin Group and Cardiff Realty Holdings are together in a "least desirable" category. In general, they are both shopping malls with a few bells and whistles; both of them are entirely inward looking with weak connections to Town Plaza. As generic shopping malls, either of them could be located anywhere and neither represents anything particular about Culver City or the center of this town. They could easily be located on West Washington, with the same exact influence and result. They are not horrible projects but they are nothing special and do not come close to optimizing the potential of this site. This is not place-making design.

Some additional weaknesses of Tolkin's proposal are:

- A. Its site plan fails to exploit the important northeast corner and the connections it should create between its own interior plaza, street life along Culver Boulevard and to the coming Expo Line Station.
- B. The "X" concept, while motivated by an existing condition (the crossing of Culver and Washington Boulevards), does little as designed to create something meaningful for this special site and the rest of the downtown commercial district.

Some additional weaknesses of Cardiff's proposal are:

- A. The main elements, such as roof gardens and patios, are so disconnected from the street and the activity that spontaneously develops there, that we believe they will actually add little to making this a special place. Strong and continuous programming will be essential to make these roof-level elements relevant to the community, and even then it is unlikely that the community of residents and visitors will ever be able to embrace these spaces as organically theirs.
- B. The architectural design, both facades and massing, lacks elegance and is a bit messy.
- C. The stair facing Town Plaza is simply transit oriented. It is not wide enough or massed properly to sustain the "cultural amenity" they said it would create.

While we know there are many considerations that will factor into the choice of a proposal for Parcel B, to us there is only one choice. The proposal from Combined Properties, Inc./Erlich Architects is the design that maximizes the opportunities presented by the site and the city, creating a unique and essentially Culver City-ian destination.

Thank you for allowing us to share our evaluation with you.

Sincerely,

Karen and Shuji Kurokawa
Gateway Neighborhood residents

CC: Community Development Department

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Connect. Grow. Prosper.

October 12, 2011

Mr. Sol Blumenfeld
 Director of Community Development
 9770 Culver Blvd.
 Culver City CA 90232-0507

Re: Culver City - Tolkin Group

Dear Mr. Blumenfeld,

As CEO of the Claremont Chamber of Commerce, I would like to give the City of Culver City our experience with Tolkin Group.

As you already may know, Tolkin Group was selected by the City of Claremont to be the city's "partner" for the expansion of our downtown. The expansion is a two and a half block mixed-use development consisting of an eclectic group of buildings that house both national and local retail, a variety of food uses and restaurants, personal services uses and office. Also included is a first class boutique hotel, a 5 screen Laemmle Theater and a new town square with interactive fountains and art. The development fits well into the downtown and successfully accomplishes the goals the city set out.

It has been a pleasure working with the members of Tolkin Group. They instituted an annual fundraiser, Mi Casa Su Casa, going into its fourth year and has become a sold-out event. It raises money for the Claremont Education Foundation and the Claremont Community Foundation. In addition, they are responsible for a music series which has been successful in bringing the community to the town square. They stay involved in the community, keep their project in excellent condition and bring creative ideas. The principals of Tolkin group are open and available.

In addition, Hotel Casa 425 with its lovely courtyard and handsome comfortable upscale interior spaces has become a meeting place for community gatherings.

It is my pleasure to recommend them for the development in Culver City.

Please feel free to contact me should you want further information.

Sincerely,

Maureen Aldridge
 Maureen Aldridge IOM, ACE

From: r sergeant [mailto:rsergant@msn.com]
Sent: Saturday, October 15, 2011 5:39 AM
To: Susca, Joe
Subject: Downtown CC plan

I looked at the four power point proposals for parcel B (near Trader Joe's)

My favorite was the Runyon plan. I liked the emphasis on the Mission Style.
Plenty of parking below.

I also liked the presentation by Tolkin.... but the design was a bit too glitzy
for that area.... It seems like parking is the main focus of that plan...

Elements of the other two plans were good, but also w/ a downside.
I liked the rooftop growing great garden.

I worry about all of the steps and possible problems w/ skateboards, etc.
Any elevators for the disabled? limited mobility?

Question: Will any of these plans impact our Farmer's Market? In what way?
Any protection during the winter rains?

Thank you, r sergeant

From: Schafer, Ron
Sent: Tuesday, October 18, 2011 2:57 PM
To: Susca, Joe
Subject: Parcel B comments

Hey Joe,

As an Architect and Culver City Resident, I thought I would present my opinions related to the developer designs presented to the Council earlier this month. In my opinion the method to create a project that is of its place and creates a welcoming sense of place; would be a combination of Cardiff Realty's façade treatments and Runyon Group's plan arrangement.

Why?

Façade:

The more contemporary façade treatments by the Cardiff scheme brings a more contemporary style yet maintains the pedestrian scale truly needed to continue the success of the existing downtown district.

Plan:

The key to having an internal shopping environment "work" visitors need to have many views into the space and vice versa the visitors need to have many exits from this space. It may reside in the animal DNA in each of us, but I believe it has to do with our survival instincts that we really want to have multiple ways "out" to feel comfortable.

Note:

I do believe that the Combined great Stair has a considerable amount of merit. It would be a unique feature in Culver City, but it really relies very heavily on what is happening on the second level. You may be able to achieve the draw using multiple restaurant tenants, the stair does allow a considerable amount of viewing of the tenants from afar. The only drawback with this scheme is the façade treatment on the corner.

Thanks for accepting comments,

Best,

Ron E. Schafer, AIA
DESIGN LEAD, SENIOR ASSOCIATE
R N L | www.rnldesign.com

THE
NEW SCHOOL
OF **COOKING**

November 1, 2011

Mr Blumenfeld
Redevelopment Agency
9770 Culver Blvd
PO box 507
Culver City CA 90232

Regarding: Parcel B Proposal

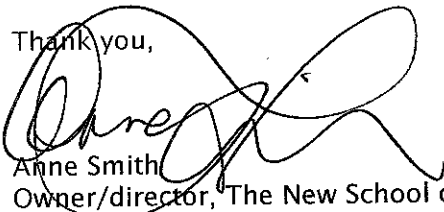
Dear Mr. Blumenfeld,

We are all aware of the current economic climate. The struggles that all businesses are facing have been well documented by this point, and the situation that we face in Culver City is no less challenging.

That is why I am excited by the prospect of the Steven Ehrlich designed project being built at 9300 Culver Boulevard. It represents an investment in the Culver City community by firms with strong reputations and the financial capacity to complete the project. The project embraces the neighboring businesses with its design and will help to raise the profile of all businesses in Culver City.

I hope that you choose the Ehrlich designed project.

Thank you,



Anne Smith
Owner/director, The New School of Cooking

8690 WASHINGTON BOULEVARD
CULVER CITY CALIFORNIA 90232
www.newschoolofcooking.com
310-842-9702

From: Holly Burrell [mailto:hburrell@mac.com]
Sent: Thursday, November 03, 2011 2:08 PM
To: Susca, Joe
Subject: Paseo Project

Dear Mr. Susca,

I am a Culver City resident and am writing you to let you know I support Runyon Group's Paseo project and encourage you to vote for it. The Millers have been in Culver City for 57 years. They are local people with a proven track record of success.

*Sincerely,
Holly Burrell*

A TIGHTER U

RECEIVED
C.C.R.A.
2011 NOV -3 AM 11:56

Fitness Studio

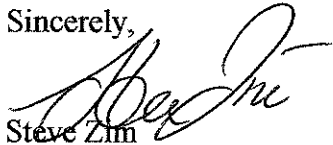
Joe Susca
PO Box 507
9770 Culver Blvd.
Culver City, Ca 90232

October 31, 2011

Mr. Susca:

I'd like to express my full support for the Combined/Hudson team in regards to the Parcel B selection process. After reviewing all four of the proposals, it is clear that this project is the best addition to the downtown area. Furthermore, the design of the building completely fits its surroundings by striking a balance between classic and modern materials and finishes. Given that Combined and Hudson have long histories and because one is a public company, I feel they are the surest bets as far as having the strength and expertise to actually complete the project as proposed.

Sincerely,



Steve Zim
A Tighter U Fitness Studio
10854 Washington Boulevard
Culver City, Ca 90232

10854 Washington Blvd. Culver City, CA 90230
310-202-6344 atigheru@aol.com

ATTACHMENT NO. 1
Craig Lawson & Co., LLC
Land Use Consultants

October 31, 2011

Mayor Micheál O' Leary
City of Culver City - City Hall
9770 Culver Blvd.
Culver City, CA. 90232

Regarding: 9300 Culver Boulevard (Parcel B)
City of Culver City
Support for Combined Properties Proposal

Dear Mayor O'Leary and City Councilmembers:

I am a land use consultant and my office is located in the Helms Bakery complex.

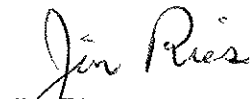
I urge you to strongly consider the proposal set forward by Combined Properties at the above-referenced site.

I have worked as a consultant to Combined Properties for a number of years and have had the pleasure to work with them on the very successful renovation of the Lincoln and Rose shopping center (Whole Foods Market). I know them to be a very competent development firm which follows through on its commitments as they create high quality retail projects.

As indicated in the drawings prepared by Ehrlich Architects, Combined Properties presents a thoughtful design which activates the pedestrian streetscape, provides an articulated façade and a grand stair case which provides a unique elevated open space element.

The redevelopment of this site with a variety of retail and food services will create another reason to shop and eat in Culver City. I urge your support.

Sincerely,


Jim Ries
Vice President

SENT VIA Email

November 3, 2011

CULVER CITY REDEVELOPMENT AGENCY & COUNCIL9770 Culver Boulevard
Culver City, CA 90232**RE: PARCEL "B" DEVELOPMENT**

Dear Mayor O'Leary, Council members Malsin, Armenta, Weissman and Cooper and Community Development Director Blumenfeld:

My apology from the start for the length of this letter, but I felt it important to express my thoughts on this very important project and it's difficult to do in an abbreviated fashion. Allow me to first commend the council and agency members for the thoughtful and effective process in presenting the four Parcel B proposals before the city at large. The process enabled its citizens and business owners an effective opportunity to explore the various projects and get to know each developer, and become comfortable with the city's options. Having attended all of the city's presentations, talking with all of the developers and even hosting all of them at our quarterly DBA membership meeting last Wednesday, I feel I have a solid understanding of the various proposals as well as the developers qualifications. I also believe I understand the criteria the city will use in determining which project and developer should be awarded the project. This is why I'd like to provide my "two cents worth" on my observations and recommendation for this site. And let me add that generally prefer to withhold my opinion of what goes on with other people's property or business, or make suggestions to the city of how to handle its city business. I limit my comments to only that which I feel strongly and passionately about, and I guess this project qualifies.

First, I trust all of you realize that my family and company have made a significant investments in Culver City and continued that commitment for the past 50 years. This commitment is not for a season, it's not for a quick buck, it's a lifetime commitment. So suffice it to say, our success is intertwined deeply with that of the city's. Therefore, the nature of the project that ends up on parcel B will not only determine the success of that block, but also define the future success for all of downtown. With that in mind, and without knowing what the short term economic benefit might be to the city from each developer's purchase offer, I wanted to repeat at point that it is incredibly important. The choice made by the city should not be disproportionately weighted by a one time financial gain generated by its sales price if that option ends up with a design or developer who may produce a project with a lower potential of success over the long term. The challenge with this statement is that determining the best project is somewhat subjective. It's also possible that the better developer may not have presented the best project for the site, or worded differently, the project with the highest potential for success may have been presented by a developer the city may not have as their number one choice.

Before seeing and hearing about any of the proposals my initial thought for what belonged on that site mirrored three of the four proposals, an interior (or courtyard) oriented mixed use project with access from many locations. When the first three projects were presented I felt my initial thought was confirmed. Then Combined Properties presented their very interesting Grand Staircase project which was so "outside the box" that I was immediately swept away. Part of my reaction was based on the fact that this developer partnership appeared very qualified and to have the financial resources to complete this project. The project itself was so creative that I thought it might provide exactly what was need, something different, something that hadn't been thought of

before. It created a very unique point of interest and seemed to do it in a fashion that offered something for the entire community. Their explanation of “outward facing” was logical, and the second level public area surreal.

At the conclusion of the presentations on October 26th I walked to Parcel B and envisioned how each of the projects would appear on that lot. There’s nothing like gaining perspective by actually standing on the site and walking it to envision how the proposals would appear verses as presented. One of my initial concerns with the concept of a “courtyard” development was the concern over it feeling too narrow, and based on the height of some of the buildings as proposed, too confining. Given the size of the parcel, and after walking it, I could see that a project designed too vertical would seem to create that situation. As I walked around the lot, I imagined how the pedestrian traffic pattern would work in and around each development, and explored whether any or all of them might have certain limitations. The first realization that came to mind was that Washington Boulevard (south of Culver between Trader Joes/Ince parking structure) is not pedestrian friendly. In fact, the traffic signal to cross Washington is not only long, it’s prohibitive, making it just the opposite. With the rerouting of this section of Washington Boulevard, it has become auto intensive and does not lend itself to pedestrian foot traffic. There also is no retail currently along that stretch of Washington, with the entrance to Trader Joe’s located at the corner facing Culver. That being the case, I believe there would be limited desire for pedestrian traffic to use any retail frontage along Washington or the frontage between the Culver Studios and the new project. Any foot traffic that might walk these sections would possibly be a few Culver Studio employees, making any retail with access facing Washington only a challenge to succeed. There also is virtually no pedestrian influence coming down Washington from the east to provide any significant foot traffic along this stretch. This would indicate that the vast majority of exposure and likely pedestrian shoppers will continue to be generated from the Culver Boulevard facing side of the development (across from the Citizen Building and Native Foods), and more likely from the west through Town Plaza, Culver Hotel and the rest of the downtown district to the west. The remaining small balance of any pedestrian traffic would have to be generated from the project itself (which would depend on whether there is ample parking on site) and the Ince parking structure, which will suffer from that Washington Boulevard barrier. What would this mean to retailers looking to locate in this new development? Those retailers not facing Culver Boulevard would probably see lower pedestrian volume, unless they had additional points of access. This would likely be true of any retail business facing only Culver Studios. Without another attraction along that portion of the plaza, exposure and thus, customers would be a challenge. If there are Grand Stairs occupying a significant corner and high visibility portion of the center, stairs which in and by themselves don’t produce or sell products, then a significant and potentially more valuable portion of the project has been taken off the market and would instead be a non economically productive feature of the project. From a revenue generating standpoint, it provides little unless there’s an event which might draw visitors, and those types of events are infrequent. I believe in essence that the Grand Stair development would be trading a “cool idea” for more revenue generating retailers and the tax revenues that accompany it.

That got me to thinking, just how significant and practical will those “unique” Grand Stairs be for the success of the project in particular and the downtown in general. I don’t believe I need to state the obvious, but the downtown is craving more retail businesses. And the more retail opportunities that are available in this development the greater the likelihood that the development will be successful, and with that, the downtown. The Grand Stairs as a plaza feature does not provide this retail benefit, and in fact, it reduces the availability of prime retail space. It became evident to me that these Grand Stairs, while incredibly unique, offers limited benefit to the other downtown businesses, at least in providing what is most needed,...retail. Having the use of these stairs for the very limited times when there might be entertainment in the plaza is far less beneficial than what solid retailers located in this same location would add to the area. The Grand Stairs would be utilized infrequently, and when they are, it will be by a limited number of people who are not necessarily shoppers, but simply spectators. Our downtown area offers other venues which have ample area to enjoy the environment, like city hall plaza, Town Plaza, Ivy Park, and the added pedestrian walkways which will be a part of the development on this parcel. While it’s a “neat” concept, it’s not as if it’s the only area in downtown where people can congregate, there are many others. I’m also not sure that being able to sit on the second level of this Grand Staircase development, with the primary benefit being to look out over Culver Studios, is in and of itself, a benefit that outweighs the need to provide a development which will add to the overall financial success of downtown and its businesses. It’s a great idea, but when weighed against the other opportunities proposed, its

long term economic benefit seems lacking.

What I am trying to say is that I believe that given what really is a relatively small parcel of land, the ground floor of the development must maximize its exposure to the pedestrian shoppers, and the Grand Stairs, with the majority of its retail opportunities primarily facing and access from Culver Studios and Washington Boulevard, severely limits that potential. Without additional access points for those few retailers who would be located there, the rental value of those lease spaces, and the potential success of its tenants, will be limited.

As a result the above observations I have come full circle with my opinion on the best option and now believe that a project which opens to its center, and does so in way so as to minimize the vertical features of the development, will provide many more retail opportunities. And with those additional opportunities there will be more entrances, which increase the number of pedestrian entry points and allows the retailers who'll locate along the Washington and the Culver Studio frontages to have multiple access points from the courtyard. It likely was not a coincidence that three of the four developers designed a courtyard oriented project. In my opinion a courtyard design will provide the greatest potential for financial success, and the project's potential success should be decision number one when evaluating the best concept.

This brings me back to the "vertical" aspects of the various proposals. The only one which seemed to combine both relief, as the project ascended, and varying widths of its courtyard, was the Tolkin plan. The other two were too confined and I personally feel were to contrived, for lack of a better word, to fit their footage on the site. That may also be why Tolkin's proposal consisted of less total footage within the development. It would be better to have 5,000 less square feet in a successful project than necessarily maximize the parcel and crowd out potential success. There are numerous examples of other projects which have maximized density and failed because they were over crowded and under parked.

Let hit on a couple additional points, I will attempt to keep them brief. First, whatever project ends up on this site simply must have more parking than the 84 spaces currently approved. All of the projects incorporate an office component which consists of more than half the development, and from first hand experience and over 35 years in the business, short of being in downtown LA or Century City (or the like), office users are just not going to rent at top lease rates and walk across a busy street, especially Washington Boulevard, to get to their office. Retail shoppers, with a motivation to do so, may. So with upwards of 55,000 square feet of office space, this project should have no less than 220 on site parking spaces for office users, and another 100 on site spaces for office and retail visitors. Given that this is likely the last downtown parcel capable of providing additional parking of this number, this is the time to take action on developing it now while the opportunity presents itself. If sharing in the cost to add this parking now is necessary, it might be the best investment the city can make. This additional parking cannot be added later and the cost of not doing it now could result in not only an unsuccessful Parcel "B" project, but also the failure of the entire downtown as we have come to know it, and that would be much more expensive than any discount or cost of contributing toward this additional parking.

It appears that possibly all four of the developers are capable of completing this project. I'd assume that Combined Properties might exhibit the best financial ability of them all. However, with a developer of that size also comes other concerns, that the very size of their portfolio means this project - while intriguing due to its proximity to Culver Studios - would be a very small part of a very large portfolio. It is further reduced when each partner in the group is only responsible for roughly half the project, reducing further the share of their respective portfolios. This relationship can create as many interesting positives as it can negatives. Here's my perspective. I think bringing in some new outside ideas and fresh perspective to our downtown is something that should be embraced. The various developer's relationship with the city has been played up as if it was of primary importance. Under most circumstances I might tend to agree with that. However, when we keep fishing off the same pier we tend to catch the same fish, and that goes for fresh ideas, too. I like the idea of a developer who has developed in other similar sized cities and has the experience of what type of businesses fit in a city such as ours. While I like Joey and his commitment to Culver City, I feel he may be a bit too close to the process and community and, while he may be able to perform, he might just need a bit more experience in this arena. Cardiff's proposal didn't seem to reflect a significant amount of research and consideration of the downtown area and, instead, seemed to try to win supporters via a beauty contest, eg: a green project. The

practicality of its design just didn't come through in the end. As for the Tolkin proposal, I have to say that it appears a lot of thought went into their plan and it reflected their past experience with similar size projects and market areas. While their design is modern (and I've got nothing against the design), it seems to have captured what is needed in our downtown. Multiple retail space opportunities, including service retail on the second floor. A courtyard which has vertical and horizontal relief throughout (which minimizes the closed in feel I addressed earlier) and several entry/access points for its retailers to maximize pedestrian access. I even like the family nature of their company (I wonder why), and they bring a passion to their projects. It's that kind of investigation and commitment this city needs for a project of this scope, not someone expecting to win because they happen to live or work in the city.

Finally, let me address the office component of this development. It is apparent that while this is the larger portion of the total footage, it is second in importance to the overall development and the project needed to enhance downtown. I also do not believe it is important to have a particular developer do the office portion of the project just because "they will bring industry tenants with them". This simply is not a large office development, it's a small office project not much bigger than Meralta. If there is demand for office users (with or without a relationship with Culver Studios or other tech oriented businesses), the project's developer is really not important. What is important is that the office portion of the project be designed and constructed to properly address the actual needs/demands of the office market, and I believe that is provided equally well in Tolkin's design. I believe there is a demand for office in the downtown and this moderately sized office component to the development does not require a developer with connections to a particular industry to be successful. For what it's worth, Meralta is fully leased, and I still get calls I can't satisfy. This component of the development, assuming adequate parking, will lease up fine regardless of the developer.

I understand that I am actually taking a position on a specific project and developer, something I would typically avoid. However, I feel compelled to express my perspective given the importance of this parcel to downtown, using the years of experience we've had in Culver City, our development experience, and my impression of the participants and their proposals. Bottom line, the decision which I understand will be very difficult, must look beyond the beauty contest and the greatest financial strength of a particular developer. It must focus on the long term potential for success of not only the project but its impact on all of downtown. The success the right project can bring to the entire area is so important that a big picture focus must be employed. I truly believe that provided the Tolkin Group satisfies the city as to their financial ability to complete this project, which I assume they have through the RFQ, that they bring the freshest ideas, best design and sincere interest and desire to develop this project and become a great member of the Culver City community. I would encourage you to give their project serious consideration as the developer of this site.

I would like you to know that none of the developers asked that I petition or endorse them or their project. The sole motivator for adding my voice and support in this process and for this project is that I feel strongly about everything mentioned above. As I've likely repeated, this project stands to set the direction for the future success of the entire downtown and basing the winner primarily on financial criteria (specifically sales price, which is understandably important to the city) or uniqueness, does not guaranty a successful project. The whole picture needs to be taken into consideration, and while a short term economic benefit to the city is important, from a project success standpoint, it should be the least important part of the evaluation process.

Thank you for your time and consideration of my thoughts and perspective. I know the process will not be easy and maybe not unanimous. But I trust the ultimate decision will be made with the success of downtown Culver City as its most important criteria.

Best regards,



John S. Byers

-----Original Message-----

From: G. Bruce Smith [mailto:gbrucesmith1@gmail.com]

Sent: Friday, November 04, 2011 4:37 PM

To: Susca, Joe

Subject: Parcel B

Hello Mr. Susca,

I've lived in Culver City for two years and I love it! I live near downtown, about four blocks from Parcel B and I checked out the four PPT presentations by the four architects who are proposing developments for Parcel B.

Each one had very interesting ideas and perspectives. I definitely did not like the Runyon Group proposal. It had no imagination and looks like any cheap knockoff of faux Spanish developments seen throughout Southern California. Culver City is hip and classy, and the Runyon Group proposal does not measure up. I also did not like Runyon's proposed list of tenants.

The other three are all interesting and, I think, are good designs. I like aspects of each for different reasons, but slightly favor Parc + Main because it seems to fit in best with the surrounding architectural styles.

My concern about all 4 is scale; the proposals seem awfully large for the scale of the rest of the downtown area. And, of course, such large developments would generate lots of traffic and parking challenges.

Can you tell me the time line for approvals, construction and opening?

Thank you for the opportunity to give my input.

G. Bruce Smith
8912 Krueger St.
Culver City, CA 90232



Culver City Downtown Business Association
PO Box 1322
Culver City, CA 90232
Phone: 310-202-6060
Email: executivedirector@downtownculvercity.com

November 1, 2011

Culver City Redevelopment Agency

9770 Culver Boulevard
Culver City, CA 90232

RE: Developer Selection for Parcel B

To the Culver City Redevelopment Agency:

On behalf of the Downtown Business Association (DBA), I would like to thank the Culver City Redevelopment Agency (Agency) for including the DBA in the process of evaluating the developers for Parcel B. We believe the four developers present solid concepts, each providing highlights we believe would be a welcome addition to our downtown. While many members have personal favorites, the DBA as a body, is not supporting any one proposal/developer, rather we agreed it more important to convey the critical components we believe the city must take into consideration when selecting the developer for this project, on the city's most significant downtown site.

As a result of this process, which included a recent presentation from all four developers to the DBA membership, as well as countless other discussions the DBA has had over the past couple of years regarding Parcel B, the DBA feels the most important factors to consider in this selection process include 1) on site parking, 2) optimization of retail opportunities, and 3) interaction and consultation with existing downtown stakeholders (DBA). While there are many other issues that are also important to the success of this project, these three items stand out as critical. By including the above in the city's evaluation process we believe it will result in a project which is not only successful in its own right, but also will create an environment within which the rest of downtown will benefit, and this must be a primary consideration.

First, we believe without ample on site parking the project will not experience its greatest potential for success. The average office user (which will comprise more than half the project) simply will not put up with off site parking. If they do, it will result in a discounting

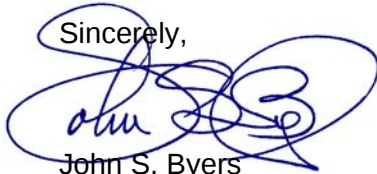
in the value of the space, hurting the project's economics. The value to the project and surrounding downtown businesses depend on providing enough on site parking. While the property is currently entitled for as few as 84 parking spaces, this simply is not adequate or reasonable. The need for many times this amount can't be stressed strong enough. We urge you to consider the alternative parking plans presented by all of the developers to include up to 400 parking spaces, or more. This may be a one time opportunity to address the future parking needs of not only this project, but the parking demands well into the future. Now is the time, perhaps the only time we will have to make a bold choice and add to our parking resources to benefit downtown.

We also believe the project must provide adequate retail opportunities, IE: multiple first floor accessible stores. The project should have several retail locations situated in such a way as to maximize exposure and access for the most retailers possible. Without enough retail opportunities to create the synergy that will feed off one another, it will be difficult to bring in complimentary businesses to our downtown. I think we'd all agree that our downtown's brand has been established by its excellent restaurants; however, without plentiful and accessible retail businesses, the restaurants will have an increasingly difficult time surviving in competition with surrounding areas which have both restaurants and retail.

The DBA appreciates that its input has been solicited and considered and feels our continued involvement through the planning, development, and marketing process can be key to the overall success of the project. While the fresh thoughts from the developer will promote more ideas for the area, our local property and business owners feel they have an unique understanding of the uniqueness of the downtown; our own backyard where many live, work and play every day and are anxious to share them. DBA involvement, as well as that of the surrounding neighborhood, will help to sculpt a project in our downtown of which everyone can be proud.

The DBA appreciates you listening to our thoughts and considering our input. We look forward to working with the Agency and Staff, and ultimately the developer, in achieving our mutual goal of creating the best project for Parcel B.

Sincerely,



John S. Byers

President

Culver City Downtown Business Association

From: Mike Hong [mailto:mhong@mhongarchitects.com]
Sent: Monday, November 07, 2011 10:49 AM
To: Susca, Joe
Subject: Runyon Group's Paseo Project

Dear Council Member,

I am a Culver City resident and am writing you to let you know I support Runyon Group's Paseo project and encourage you to vote for it.

Thank you.

Mike Hong, AIA, LEED AP
Design Principal

MHA | Michael Hong Architects
www.mhongarchitects.com
9900 Culver Blvd, Suite 1A, Culver City, CA 90232
T 310.815.8112 F 310.815.1152

From: Neal Tabachnick [mailto:ntabachnick@wrslawyers.com]
Sent: Monday, November 07, 2011 9:22 AM
To: Blumenfeld, Sol; Susca, Joe; Armenta, Christopher; Malsin, D Scott; O'leary, Micheál; Jeffrey.R.Cooper@wellsfargo.com; Weissman, Andrew; Blumenfeld, Sol; Susca, Joe; Armenta, Christopher; Malsin, D Scott; O'leary, Micheál; Jeffrey.R.Cooper@wellsfargo.com; Weissman, Andrew
Subject: Runyon Group project

City Council,

I am a Culver City resident and am writing you to let you know I support Runyon Group's Paseo project and encourage you to vote for it.

Please also note:

Paseo is built in a similar architectural style to the rest of the buildings in Downtown. Paseo is not a huge bulky building - it has many openings to the street. We support Paseo's concepts of limiting chain stores, promoting unique businesses, and keeping downtown family friendly. The Millers have been in Culver City for 57 years. They are local people with a proven track record of success.

Thanks for listening,

Neal and Suzanne Tabachnick
Neal Tabachnick, Esq.
Partner
Wolf, Rifkin, Shapiro, Schulman & Rabkin, LLP
11400 W. Olympic Blvd.
9th Floor
Los Angeles, California 90064
PH: 310-478-4100 Ext. 267
FAX: 310-479-1422
E-Mail: ntabachnick@wrslawyers.com

MARK & STEPHEN'S

1420 N. DETROIT ST. #301
LOS ANGELES, CA 90046
(323) 850-7403
FAX (310) 287-1427

RECEIVED
C.O.R.A.

2011 NOV -7 PM 12:45

NOV, 3, 2011

Re: 9300 Culver Boulevard (Parcel 8)

Mr. Susca,

I am writing to you regarding the Parcel B project in downtown Culver City. As a business owner in Culver City, I want to convey my support for the Combined/Hudson project designed by Ehrlich Architects. The street facing retail combined with the grand stair would be a great addition to downtown. They have proposed a project that will be unique to Culver City and will be a great gathering space for the community.

Combined/Hudson has been open and accessible throughout the process, always willing to listen to the concerns of business owners like me. The result of their hard work is a project that I think will benefit the community.

Thank you,

Mark Peterson

From: Jessica Voigt [mailto:Jessica@abramsonteiger.com]
Sent: Monday, November 07, 2011 11:25 AM
To: Blumenfeld, Sol
Subject: PARCEL B

Dear Council Members,

I am writing you as a resident of Culver City (I live at 4105 Duquesne ave apt 4 culver city 90232) and as an employee (I work at 8924 Lindblade Street Culver City CA 90232), in regards to the development of Parcel B. While I may have a bias towards one of the projects (I do work for Abramson Teiger architects), I am writing as a *RESIDENT* of this great city. Culver is a unique gem in Los Angeles, we have two theaters (independent and main stream), two stage theaters, a plethora of restaurants (too many if you ask me), and one of the best art scenes in LA (I should know as I am a both an artist and a collector). Parcel B would help development greatly of the city, but more than anything Joey's project "The Paseo" is the *ONLY* one of the developments that worked with the neighboring look and feel of this great little hubbub; the other three, while interesting in design concepts, are (to be quite honest) behemoths, and not one of them related at all to the spatial context surrounding them. Culver is *NOT* Santa Monica, it is not Beverly Hills, but it *IS* a hub and a great opportunity for people to see what a gem we are, and you should pick a project that emphasizes our quirky, cozy, and historical setting.

I support the Runyon Group's *Paseo* project 100% because it is the only project that actually took the time to study the look, feel, and character of Culver City and develop it into a meaningful project. Whereas the others just spent the time stamping their personal architectural/developer mark on the space, and let's keep it real, if you want to stamp a well known architects mark on Parcel B, then find a *famous* architect to do a remarkable landmark, otherwise pick a developer who cares about the environment they are building in.

So, I encourage you to vote for the Paseo. It *IS* the best project of the group, and the best project for Culver City.

Thank you
Jessica Voigt

-----Original Message-----

From: Deborah Picone
Sent: Saturday, November 12, 2011 5:27 PM
To: Susca, Joe
Subject: Parcel B

After looking at the proposal pictures, Paseo is the one we believe best represents Culver City

Thank You
Angela and Deborah Picone
Helms Ave

-----Original Message-----

From: Concezio & Roseanne Di Gregorio
Sent: Saturday, November 12, 2011 7:11 AM
To: Susca, Joe
Subject: Parcel B Development

Dear Mr. Susca,

I visited the Community Development Department last week and looked at the proposals for the Parcel B site. I much prefer the "Paseo" development plan. Paseo is friendly and welcoming, while all the others are cold and stark. Paseo also matches the Miralta office building that I think is the most beautiful building in Culver City. Paseo fits with the small town feeling that makes Culver City such an enjoyable place in which to live. Thank you.

Sincerely,

Roseanne Di Gregorio
XXXX Mentone Avenue

From: Emelie Gerard [mailto:ecgerard@gmail.com]
Sent: Monday, November 14, 2011 1:35 PM
To: Susca, Joe
Subject: Parcel B: Cardiff/Park + Main

My recommendation is that the City Council select Cardiff's Park + Main project for parcel B. As we all know, the primary criteria is that the developer have the financial resources to see the project through, and have the professional credentials to bring appropriate tenants to the project and manage it well. Cardiff's team has designed an attractive Class A project that does not overcrowd the lot and brings many benefits to the community. It's a forward-thinking design that will showcase Culver City's recent growth and development. A win-win for everyone.

Emelie Gerard

From: Erin Walker
Sent: Monday, November 14, 2011 3:30 PM
To: Susca, Joe
Subject: Comments for Parcel B Development in Culver City

Dear Mr. Susca,

My name is Erin Walker and I am a 4th year urban and regional planning student at Cal Poly Pomona and have lived in Culver City for the past 18 years.

I am submitting my comments for the designs for Parcel B in hopes that the council and the redevelopment agency thoughtfully consider them.

I did not attend the presentations so I did not get wowed by the developers themselves. I have only looked through their power points and from those I have based my opinions on each project. I am currently taking an urban development class and I thoroughly understand the need to make a profit or a reasonable rate of return on this project.

I was having issues opening the power points on my mac computer so I will go from my memory:

I support Cardiff Group's Parc +Main, not only for their environmental concern and attention to need for more open space, but also because he is the only developer who has listed tenants who are willing to go into his development in Culver City. Additionally, while the proformas were redacted per their requests, keep in mind that having a "LEED" certified building is also at more cost to the developer but they are willing to put the money into the project knowing they will get a reasonable rate of return on top of their investment.

A green roof will not only further Culver City's image of being a green friendly city, it will reduce the heating and cooling costs of the buildings and reduce green house gas emissions.

Design wise it is very clean, very approachable from a pedestrian experience and creates intrigue as one can wander throughout the project. The offices will enjoy being so close to the activity and the project offers great outdoor dining options.

These are the reasons why the other developments will not suit the area nor the character of down town Culver City.

While most of the developers listened to earlier comments from the city/ community about accessibility, homage to Culver's history etc, they fall short in other regards.

1. The big stair case project looks daunting from a pedestrian experience. While I appreciate the dual purpose of the amphitheater, I feel the large stair case will be out of proportion and deter pedestrians from wanting to explore the development if approach is from the West side.

2. Palm trees should never be used as landscaping for the "plaza" they do not provide shade on warm days nor are they aesthetically pleasing.

3. The Spanish style, jam packed design by Runyon group, is out of character for the area. That is a project that belongs in Santa Barbara or Pasadena. It does not complement any of the buildings that are Art Deco or modern in the downtown. Additionally, it looks cold from the exterior and would not create a lively atmosphere within its plaza.

4. Lastly, the "X" developer, while I appreciate the details to the crossing of Washington and Culver, the glass panes facing the street would not create a lively pedestrian atmosphere, it looks very cold.

This project should be attractive enough to bring even more business to the downtown area, complement surrounding structures in design and not block the Culver Studios. It should also not deter pedestrians from wanting to explore either.

I apologize for my lengthy response, but I feel that approving any developer other than Cardiff Group will be a huge disservice to Culver city and the hard work of the prior community development for the downtown plan.

Thank you for considering my comments.

Sincerely,

[Erin Walker](#)

President

American Planning Student Association

Cal Poly Pomona

Urban and Regional Planning

College of Environmental DesignCandidate for B.S. Degree 2012

From: Jack Stehlin
Sent: Monday, November 14, 2011 3:38 PM
To: Susca, Joe
Subject: PARCEL B
Importance: High

Hi Joe, I reviewed the PARCEL B proposals. I strongly think that Parc and Main is the right choice, (The Cardiff proposal). It's use of green and sustainable materials, combined with its understanding of what Culver City looks like make it a clear choice. The other ideas are not in line with who Culver City is.

I would like to address the lack of an amphitheatre / outdoor space / gathering space in all the designs. I know that Parc and Main by Cardiff address some of this with the rooftop green, but Culver City does not have an amphitheatre or anything like that and it is a missed opportunity to not put it into the mix. There should be more offered than retail/office space. This should be a town square as well.

To note:

- Tolkin is my second choice, although its bizarre use of glass makes me wonder about how dirty it will look with all of our smog issues.
- Ruskin looks like it belongs elsewhere. Its mission-style is not in line with the architecture of downtown Culver City. It reminds me of the ill-fated Paseo Colorado in Pasadena.
- Combined looks a giant box. Who wants a giant box plopped into the middle of our city? It's overbearing and takes away from its surroundings.

Sincerely,

Jack Stehlin
Carlson Park Resident
Culver City



Combined Properties

October 25, 2011

Sol Blumenfeld
Community Development Director, Culver City
9770 Culver Boulevard
Culver City, CA 90232-0507

RE: 9300 Culver Blvd.

Mr. Blumenfeld,

I am writing to convey my commitment to the development project we have proposed for 9300 Culver Blvd (Parcel B). As a company, we are committed to developing high quality, urban in-fill properties and the 9300 Culver Blvd project epitomizes our development philosophy. Creating places that promote community and elevate local businesses is a priority for me and the company. My team has been working very hard on the project and we are confident in the plan and ability to lease it to high quality tenants.

I am especially excited about the opportunity to work with Victor Coleman and his team at Hudson Pacific Properties. We have considered working together on several projects and I am pleased that this project will allow us to rely on our mutual and complementary strengths to create a lasting and successful project for Culver City.

Best Regards,

Ronald S. Haft
Chairman
Combined Properties, Inc.



October 26, 2011

Mr. Sol Blumenfeld
Community Development Director, Culver City
9770 Culver Boulevard
Culver City, CA 90232-0507

RE: 9300 Culver Blvd.

Dear Mr. Blumenfeld,

We greatly appreciate the opportunity to participate in the RFP process for the 9300 Culver Boulevard (Parcel B) Development. We are committed to the success of this project and strongly believe that we are the most suitable candidate to make the project successful for Culver City.

Our company was formed in November 2006 by former executives of Arden Realty Inc., a Los Angeles based real estate firm that was sold to GE Real Estate for an amount in excess of \$4B. These executives, along with others who have joined since our inception, are highly experienced real estate professionals with a proven track record in acquiring, developing, managing and leasing office properties. As such, the company was able to complete a successful IPO in June 2010 despite a volatile stock market and is currently traded on the NYSE as a Real Estate Investment Trust.

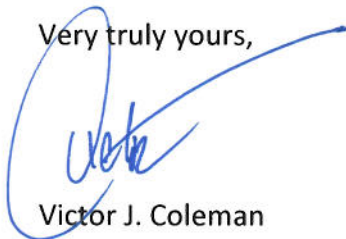
Since inception, our company has obtained over \$300M in financing and grown our portfolio in excess of 4.2 million square feet. Currently, HPP has an equity market capitalization in excess of \$570M with total assets valued in excess of \$1B. We also have a \$200M credit facility which is immediately available for construction of the 9300 Culver project.

We currently own and operate the 10950 Washington Blvd., a property in close proximity to 9300 Culver. This building is approximately 160,000 square feet and currently home to the NFL network. As an institutional real estate firm, we plan to hold this property as a long term core asset and likewise, would plan to retain long-term ownership of the 9300 Culver project.

Since January 2011 alone, we have completed over 340,000 square feet of office space tenant lease transactions. We believe this proven history of lease transaction execution will translate to our bringing high-caliber media, entertainment and technology tenants to 9300 Culver Boulevard while providing significant benefits to Culver City and the Downtown businesses.

We strongly request your consideration in selecting Combined Properties, Inc. and Hudson Pacific Properties, Inc. as the developer for the 9300 Culver site. Thank you and again we greatly appreciate the opportunity to work with Culver City on this important project.

Very truly yours,

A handwritten signature in blue ink, appearing to read "Victor J. Coleman", with a large, sweeping flourish extending from the end of the signature.

Victor J. Coleman

Chairman and Chief Executive Officer

From: Yvonne Golomb [mailto:yvonnegolomb@yahoo.com]

Sent: Sunday, October 30, 2011 7:30 PM

To: Susca, Joe

Subject: Culver City

Dear Mr. Susca,

My name is Yvonne Golomb

4204 Duquesne Ave

Culver City Ca 90232

I am a resident of Culver City and live near the downtown area. I have been patiently waiting to see Parcel B developed to help the downtown flourish. I look forward to the city picking a developer quickly so that something can be built and I think the Combined Properties plan is just wonderful! It is a one of a kind project that will bring a lot of focus and encourage unique retailer to come to our City!

Thank you for your time,

Sincerely,

Yvonne Golomb

From: Terri Towery [mailto:tltowery@aol.com]

Sent: Sunday, October 30, 2011 4:36 PM

To: Susca, Joe

Subject: Parcel B Development

Dear Mr. Susca,

I have lived in the neighborhood just south of downtown for the past 15 years, and in Culver City for almost 22 years. I have watched our city grow from a sleepy ghost town to the thriving destination that it is today. Our downtown is a marvelous place to visit for excellent food and entertainment. But we are sorely missing a meaningful retail component, which I hope the development of Parcel B will address. I have looked at the plans which have been submitted, and I think that the Combined Properties plan is by far the best. Not only will it encourage unique retailers to come to our city, but its open layout will seamlessly complement our existing downtown and provide us with a "town square" gathering place that is currently missing. I hope that this plan is the one chosen, and further hope that will happen quickly so that my neighbors and I (along with the rest of the city and all of the new visitors we are likely to get when the Expo Line opens) can enjoy it sooner rather than later.

Thank you for considering, and passing on to the Council/Redevelopment Agency, my views on this important decision.

Sincerely,

Terri Towery

4090 Van Buren Place

Culver City, CA 90232

-----Original Message-----

From: Wilhoit, Julie Ann [mailto:Julie.Wilhoit@lmu.edu]

Sent: Monday, October 31, 2011 9:34 PM

To: Susca, Joe

Cc: O'Leary, Micheál

Subject: Parcel B lot-downtown Culver City

Dear Mr. Susca,

Hello I am a resident of Culver City and live near the downtown area. I am very excited to see the area called "Parcel B", located in the heart of downtown, begin to take shape and the development of this property growing closer to being reality rather than just an idea. I am equally excited to see the plans and ideas presented by the developers and especially excited about the vision of Combined Properties. This company captures the heart and imagination of the kind of community in which I want to live.

There is no doubt as a resident of Culver City I will take full advantage of all the shopping and dinning this area will offer to our residents. I could easily see myself entertaining out of town guests in this newly developed area. In addition to living in Culver City, I am an employee of Loyola Marymount University as the head coach of the women's basketball program. This past Friday evening I entertained my entire team, 4 recruits, their parents and my staff in my home in Culver City, a total of 35 people enjoyed an evening in my home filled with good food, music and evening of celebration. While the recruits spent the night on the LMU campus with my team, I housed the parents of my recruits in a hotel located in Culver City. As a resident of Culver City I not only shop and hire locally, I also try to use CC for business purposes as well.

For entertainment of our team and recruits we often will drive to Santa Monica to see movies, dine, entertain and shop. But since I live in Culver City and often times host dinner parties and team events at my Culver City home, I often times wish we could hang out in Culver City instead of driving to 3rd Street in Santa Monica.

After looking at the proposals of the developers I was very excited to see what Combined Properties ideas are all about. I could fully envision taking my team, recruits, parents into an area like they are proposing. There is no doubt this vision will help Culver City to flourish beyond imagination. The look is contemporary, yet family orientated and there is a feeling of community in a urban setting.

Thank you for receiving my letter and for working so hard in making Culver City such a beautiful, contemporary and exciting City. I am so proud of my home town and look forward to the end results. Best wishes for success on this project.

Julie Wilhoit
Head Coach LMU WBB
310-338-7699 office
310-261-9438 cell
www.lmulions.com<<http://www.lmulions.com/>>

From: Sandra Lozano [mailto:sanjlozano@yahoo.com]
Sent: Monday, October 31, 2011 10:58 PM
To: O'Leary, Micheál
Cc: Susca, Joe
Subject: Parcel "B" proposal

October 31 2001

Culver City Council Members
Culver City Redevelopment Agency

Re: Parcel B Proposals

Dear City Council Members,

I see Culver City as an example of a good city in Los Angeles Area. I have shared my thoughts while advocating for a New Community garden in the city and I would like to share my opinion about Parcel B site. As an architectural designer, I believe that buildings and spaces are primordial in the creation of a good city. Culver City's successful downtown owes a big part of its charm to the historical buildings that create the image of Culver City. The proposed development at Parcel B will have the responsibility of carrying or debilitating that image and thus the overall success of downtown Culver City.

The new development should have the right relation to its immediate surroundings, since it will be the next door neighbor to the Culver City Hotel and the Culver City Studios. It must recognize the importance of the historical component in the area. In order to enhance the space and the activities that are already in the vicinity of Parcel B, the development must continue to bring activity to the public space by interacting to the existing buildings. It should act as another piece in the chain of events and buildings that have developed through time.

A couple of proposals have a courtyard scheme. Architecturally, a courtyard founds beauty and life in the inner space. Therefore it is introverted by nature. In this case a courtyard scheme will fail historically to its surroundings. It will negate the importance of the mentioned historical buildings. By contrast, it will convey the message that the surroundings were not successful, beautiful or important enough to relate to them.

I think the only proposal that recognizes the unique qualities of the area and shows right relations with the surroundings is the proposal by Combined Partners. Inc. and Ehrlich Architects. I think it could be softened a little bit since the cosmopolitan look of its glass façade doesn't convey the spirit of the city and I know the community will love if this project had a roof garden.

I can definitely imagine the grand staircase as a venue for all: people working-out, people socializing, people eating out, both residents and non-residents. The outside amphitheater will compliment the current space and create another node of activity in the area. It will enlarge the live and vivacity that is already there.

Why plan a courtyard inside the new development? This seems totally counterbalanced. If one visits this place, there is a realization that the space formed in between the Culver Hotel, the movie theater and the Lion Fountain is established and successful and that Parcel B is the continuation of the chain of events in this “urban” courtyard. The new building should strengthen that experience. It should not compete but collaborate with its surroundings!!

The most successful spaces in cities are those that relate different buildings through a public space as a labor of time. Cities that are not historical will re-create this idea by planning a courtyard in the middle of a new development. This notion called “New urbanism” wants to create all at once the experience of place regardless of the history of that particular space. We do not need this kind of urbanism in this very historical place. It will be a great loss to have the wrong introverted scheme instead of an enriched urban experience.

The proposal presented by Combined Partners. Inc. and Ehrlich Architects is the only one that will strengthen the image and experience of the current Downtown. It is very respectful and conscious of the historical conditions around it.

Best regards,
Sandra Lozano
Community member



October 31, 2011

Scott A. Ginsburg
Vice President, Development & Acquisitions
Combined Properties, Inc.
9320 Wilshire Blvd., Suite 310
Beverly Hills, CA 90212

**RE: Combined Properties
9300 Culver Blvd (Parcel B)
Culver City, CA**

Dear Scott,

It was a pleasure speaking with you last week about the above referenced property and thanks for sending over some proposed renderings.

As we discussed, Culver City is special place and personally I think Combined Properties would make a great fit to develop the above referenced site.

In all of our past dealings, both you and your company have always taken the high road in our negotiations and the deals were always handled in a very professional manner. There was never a doubt about your financial ability to perform and you have always delivered on your promises. I have the utmost respect for both you and your company and feel extremely comfortable about your ability to perform.

The renderings you are proposing for the project are very exciting and I wish you the best of luck in being selected to develop this project.

Should you have any questions, please let me know.

Respectfully,



Patrick Gilhooly