

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

Meeting Date: 10/24/11		Item Number: J-1	
JOINT CITY COUNCIL AND REDEVELOPMENT AGENCY AGENDA ITEM: Discuss and Receive Public Input on Developer Proposals for Development of 9300 Culver Boulevard (Parcel B).			
Contact Person/Dept.: Joe Susca/CDD Todd Tipton/ CDD		Phone Number: (310) 253-5763 (310) 253-5783	
Fiscal Impact: Yes ☐ No ☒		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☐ Attachments: ☐	
Commission Action Required: Yes ☒ No ☐		Date: 10/06/11	
Advisory Committee on Redevelopment			
Public Notification (E-Mail) Redevelopment Agency Projects (10/13/11); (E-Mail) Meetings and Agendas – City Council (10/20/11); (E-Mail) The Downtown Business Association (10/13/11); (E-Mail) The Advisory Committee on Redevelopment (10/13/11); (E-Mail) The Gateway Neighborhood Association (10/13/11); (E-Mail) The Four Developer Respondents to the Parcel B RFP (10/13/11); (E-Mail) The Downtown Neighborhood Association (10/13/11); (E-Mail) The Culver City Chamber of Commerce (10/13/11); (E-Mail) Members of the public who attended the 11/09/10 workshop on the subject matter (10/13/11); (E-Mail) Members of the public who pulled speaker cards on the subject matter during the Agency Board meetings of 10/04/10, 02/14/11, 06/13/11, 09/12/11, 10/03/11 and 10/04/11 (10/13/11); The City's Parcel B Webpage (10/12/11); The City's Facebook Wall (10/12/11); (U.S. Post) A public notice was mailed to businesses, residents, and property owners in excess of a 500' radius of the site (10/13/11); (U.S. Post and E-Mail) Rush Pacifica LLC (10/13/11).			
Department Approval: Sol Blumenfeld (10/19/11)		City Attorney Approval: Carol Schwab (10/19/11) Agency Counsel Approval: Murray Kane (10/18/11)	
Chief Financial Officer Approval: Jeff Muir (10/19/11)		City Manager/Executive Director Approval: John M. Nachbar (10/20/11)	

RECOMMENDATION:

Staff recommends the City Council and Culver City Redevelopment Agency Board (Agency Board) receive public input and discuss proposals from four developers for redevelopment of 9300 Culver Boulevard (Parcel B).

PROCEDURE:

1. Mayor/Agency Chair announces that for approximately one hour, the Parcel B developers will be positioned at their display board stations throughout the City Council Chambers so the public may approach to view and pose any questions to the developer teams they may have; and,

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2. Mayor/Agency Chair seeks a motion to recess the City Council/Agency Board Meeting to the interactive session (during the recess and interactive session, any questions asked/answers provided will not be part of the recorded session); and,
3. Mayor/Agency Chair reconvenes the City Council/Agency Board meeting; and,
4. Mayor/Agency Chair invites the public to fill out Requests to Speak and to submit them to the City Clerk if they wish to comment or ask questions about the developer proposals (such questions and any responses provided will be part of the recorded session); and,
5. Following public comment, the City Council/Agency Board may pose questions to staff and the developers as desired.

BACKGROUND:

On October 3 and 4, 2011, the City Council/Agency Board received presentations from the four developers selected to respond to the Agency's Request for Proposals to develop Parcel B in Downtown Culver City. Following the presentations, the public and City Council/Agency Board asked questions and provided comments.

Based on the input received during the October 3rd and 4th meetings, the City Council/Agency Board directed staff to schedule an additional meeting in order to provide the public with another opportunity to ask questions and provide input.

Following the October 3rd and 4th meetings, the development team PowerPoint presentations were posted on the City's website (with a notice sent to approximately 8,300 subscribers to the City's e-mail notification system) and the presentation boards were placed in the Community Development and Fire Department lobby in City Hall for the public to peruse at their convenience. Since October 14, 2011, there have been approximately 1,053 "hits" to the proposals on the City's website and many have visited City Hall to review the submittals. Developer answers to questions posed during the October 3rd and 4th meetings are attached, along with written comments received by the public for the City Council/Agency Board's reference.

On October 6, 2011, the Advisory Committee on Redevelopment (ACOR) met to review and comment on the proposals. The draft ACOR minutes that include those comments are attached.

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DISCUSSION

Tonight, the public will have an additional opportunity to comment and ask questions directly of the developers. Because of the informal nature of this part of the meeting, questions and answers provided during the interactive session will not be part of the recorded session.

Once the interactive session has concluded, the City Council/Agency Board are requested to invite members of the public to submit Requests to Speak prior to asking questions from staff and the developers about their proposals. Once this portion of the meeting is reconvened, such questions and answers will be part of the recorded session.

Next Steps:

On November 14, 2011, the City Council/Agency Board will consider the selection of a developer for Parcel B. During the November 14th meeting, the public will have another opportunity to provide input. Between now and then, the public may continue to ask questions of the development teams and provide comments to staff in person, via phone or email, or via the City's website.

Should the City Council/Agency Board select a developer at the November 14th meeting, at some point in the future, as part of the City's existing development review process, additional opportunities for public input will be provided as the selected development team refines their proposal and ultimately submits fully prepared plans for review by the City.

FISCAL ANALYSIS:

A project developed in accordance with the existing entitlements is estimated to generate approximately \$5.5 million in net new tax increment over the remaining life of the Agency Project Area. The City would receive approximately \$1 million in building permit and related fees, and sales tax, business tax and utility users tax totaling approximately \$265,000 annually.

ATTACHMENTS:

1. Developer answers to questions posed at the October 3 and 4, 2011 meeting.
2. Written comments received from the public.
3. October 6, 2011 Draft ACOR Minutes

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MOTION:

That the City Council and Agency Board:

1. Announce that this is the time and place for an informal, interactive session with the four development teams that have submitted proposals for development of Parcel B; and,
2. Recess the City Council and Agency Board meetings to conduct the informal session; and,
3. Reconvene the City Council/Agency Board meetings and announce that Request to Speak cards are available to any member of the public who wishes to present further comment to the City Council/.Agency Board; and,
4. Direct the City Manager/Executive Director to place on the November 14, 2011 City Council/Agency Board agenda an item where the City Council/Agency Board will consider selection of a developer for Parcel B.