

MEETING DATE: 10/04/10

**AGENDA ITEM: REDEVELOPMENT AGENCY BOARD AGENDA ITEM:
Consideration of Proposed Alternatives for the
Development of 9300 Culver Boulevard and the
Adjacent Town Plaza Expansion.**

ATTACHMENTS

<u>Item</u>	<u>Description</u>	<u>Pages</u>
1	Parcel B Conceptual Plans	1-2
2	Parcel B Matrix of Short, Mid, and Long Range Uses	3
3	April 26, 2010 Letter from the Downtown Business Association	4-5
4	Examples of Tensile Structures	6-7
5	Market Hall Conceptual Plan and Washington-Centinela Market Hall Conceptual Plan	8
6	Via Rodeo Photographs	9
7	The Culver Studios Shared Parking Plan	10
8	Enhanced Landscaped Screen Conceptual Plan	11

Parcel B Conceptual Plans

Culver Studios Plaza

Retail/Office Building

100% Schematic Design 05.03.07



Parcel B , Culver Boulevard, Culver City

Gensler

Architect
2500 Broadway
Suite 300
Santa Monica, CA 90404
310.449.5600

Pacific Medical Buildings

Client
12348 High Bluff Drive, Suite 210
San Diego, CA 92130
858.794.1900

Saiful / Bouquet

Structural Engineer
385 East Colorado Blvd.
Pasadena, CA 91101
626.304.2616

Tsuchiyan, Kaino, Sun & Carter

MEP Engineer / Lighting
385 East Colorado Blvd.
Pasadena, CA 91101
626.304.2616

LRM Landscape Architecture

10950 Washington Blvd., Suite 110
Culver City, CA 90232
310.839.6600

ATTACHMENT 1 Parcel B Conceptual Plans



HIGH PARAPET
EL. +18.38'

ROOF HIGH PT.
EL. +18.38'

LOW PARAPET
EL. +13.38'

THIRD FLOOR
EL. +13.38'

SECOND FLOOR
EL. +13.38'

GROUND FLOOR
EL. +13.38'

BASEMENT
EL. +0.00'

NORTH ELEVATION
SCALE: 3/32" = 1'-0"

1



HIGH PARAPET
EL. +18.38'

ROOF HIGH PT.
EL. +18.38'

LOW PARAPET
EL. +13.38'

THIRD FLOOR
EL. +13.38'

SECOND FLOOR
EL. +13.38'

GROUND FLOOR
EL. +13.38'

BASEMENT
EL. +0.00'

EAST ELEVATION
SCALE: 3/32" = 1'-0"

2

KEY NOTES

Pacific Medical Buildings
12345 High Bluff Drive, Suite 210
San Diego, CA 92130

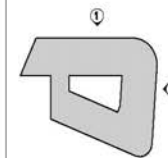
Culver
CULVER STUDIOS PLAZA

Gensler

2300 Broadway
Suite 300
San Francisco, CA 94104
Telephone: 415.445.2000
Fax: 415.445.2000

Issue	Date & Issue Description	By	Check
1	05/07/17 10/16/17	JS	PG

B



KEY PLAN

Project Name
Culver Studios Plaza

Project Number
05-0000-000

Design Professional
Gensler

Location
NORTH AND WEST EXTERIOR ELEVATIONS

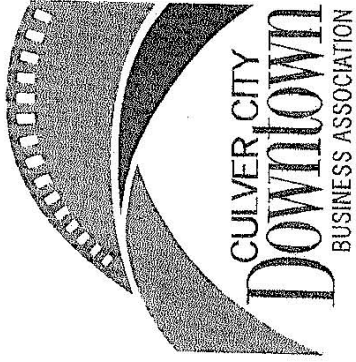
Scale
0 1 2 3 4 5 Feet

A09.01

05/07/17

**PARCEL B MATRIX OF
SHORT, MID AND LONG RANGE USES**

Alternative Item	Type of Use	Initial Capital Outlay	Annual Operating Costs	Annual Revenue to City-Agency
Short Range				
Alternative I 6-9 months	Public Performance Events	\$50,000 to \$65,000	Event Producer Expense	Depends on Frequency of Use
Alternative II 9 months	Temporary Tensile Structure for Retailers	\$1 million to \$1.4 million	Retail Operator Expense	Depends on Frequency of Use
Alternative III 6 months	Public Parking Lot	\$75,000	\$3,500	\$100,000 to \$170,000
Mid-Range				
Alternative I 18-24 months to Build	Market Hall	\$3 million Developer Expense	Developer Expense	5-Year Lease Rate to be Negotiated
Long-Range				
Alternative I 12-15 months Until Ground Breaking	Prior Building Design with Town Plaza Expansion	\$0	Developer Expense	Tax Revenues: \$265,000-City \$424,000-Agency + Land Sale Proceeds
Alternative II 24-30 months Until Ground Breaking	New Building Design; Same Entitlement	\$0	Developer Expense	Tax Revenues: \$265,000-City \$424,000-Agency + Land Sale Proceeds
Alternative III 36-42 months Until Ground Breaking	New Building Design; New Entitlement	\$0	Developer Expense	Tax Revenue Depends on Use
Alternative IV 6 months to modify plans	Prior Building Design with Second and/or Third Parking Levels	Levels: \$3,360,000 2 nd \$4,032,000 3 rd	Developer Expense	Tax Revenues: \$265,000-City \$424,000-Agency + Reduced Land Sale Proceeds
Alternative V 9-12 months to modify plans	New Building Design; Same Entitlement with Shared Studio Parking	\$5,465,000	Parking Revenue Will Cover Operational Costs	Tax Revenues: \$265,000-City \$424,000-Agency + Reduced Land Sale Proceeds
Alternative VII 9-12 months to Build	Town Plaza Expansion Now	\$2,800,000	\$68,364 Annual Maintenance	\$51,000 Vendor Kiosk Leases
If VII, then Alternative VIII 4-6 months to modify plans	Parcel B Landscaped Screen to Plaza	\$125,000 to \$280,000	Built into Alternative VII above	\$0



April 26, 2010

Culver City Redevelopment Agency
9770 Culver Bl.
Culver City, CA 90232

RE: Future Use and Development of Parcel B

To the Culver City Redevelopment Agency:

On behalf of the Downtown Business Association, I would like to thank the Culver City Redevelopment Agency (Agency) for inviting our participation in the discussion on the future of Parcel B. We believe strongly that the economic viability of Downtown will be severely impacted by both the immediate and long term use of the land and for that reason appreciate your willingness to listen to the Downtown business constituency. Our membership has had many discussions over the last year regarding Parcel B and our board has authorized me to send this letter.

Our goal, stated simply, is to attract more people to the Downtown while enhancing the livability of Culver City for its residents. The Culver City brand, if you will, has gained enormous currency both locally and nationwide over the last five years largely because of its beautiful and safe Downtown and its eclectic mix of superb restaurants and unique businesses. Whatever Parcel B becomes, we feel it should support and reinforce the established brand without diminishing what has already been accomplished. In short, we have enough restaurants. Let's create an attraction that can be the image we would all like to see on the postcard of Downtown Culver City.

We see a timeline that reflects the realities of the capital markets and exigencies of commercial development in these difficult times.

1. Immediate - Now until December 31, 2010
2. Near-term - 3-5 years
3. Long term - Permanent

In the immediate term, we encourage the Agency to bring electricity and other services to Parcel B so that it can be used for temporary rentals to appropriate tenants. Art shows, flower shows, fairs, temporary entertainment experiences are all great ideas for these months.

Importantly, during this time period we would like the Agency to take the necessary steps to bring a collective retail experience to Parcel B. For the near-term (3-5 years) one of the ideas we think will work extremely well is a Market Hall concept. Imagine an

*Leading the Continual Development of Downtown Culver City
as a Unique and Thriving Destination*

Office 310.202.6060 • P.O. Box 1322 • Culver City • CA 90232 • executivedirector@downtownculvercity.com

everyday experience featuring products from farmers, growers, artisans and purveyors of specialty foods and unique products for home, kitchen and living. We would anticipate that an operator/developer would build a temporary pavilion, which would fit architecturally into the Downtown and could be the home for a professionally run multiple retail operation. Our hope and belief is that such an operator could be found who would operate profitably and in our community's interest.

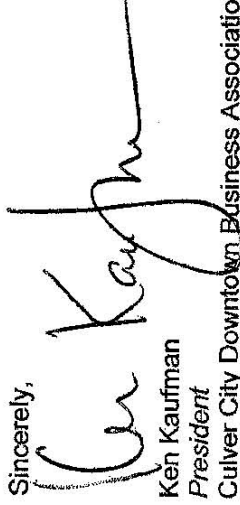
The Market Hall concept is a perfect fit for Culver City. It would help cement our emergence as a unique "foodie" location by complementing our spectacular restaurants. It reflects the "feel" of our community as it is pedestrian in setting and welcoming to our visitors. It could be an immediate success without years of waiting to build a permanent structure and it could be accomplished without significant public investment.

Market Halls are working well in many other municipalities where they have become models of community and commercial integration. They are visitor attractions while at the same time they support local goods and services and provide cooperative marketing opportunities for local businesses and events. For Culver City, a Market Hall on Parcel B would mark that location as the City Center and would help the surrounding areas remain vibrant during a time when large scale development is moribund. We understand that procedures need to be followed and steps need to be taken before an operator/developer can be approved for such a project. We urge the Agency to move quickly in that regard so that a Market Hall can become a reality for Culver City as early as Spring/Summer 2011.

As for the long term development of the site, we trust that the Agency will think once again about enhancing what has already been created in the Downtown with interesting retail with adequate parking. If the Market Hall idea is a success and is embraced by the community, then perhaps a more permanent structure with second floor office space and underground parking would be the right fit. As our city changes and grows, it is not easy to speculate on what may be best years from now. Our thinking is shorter term with the belief that the price of not moving forward now with even temporary development on the Parcel B site might very well be a setback for Downtown from which it might not recover.

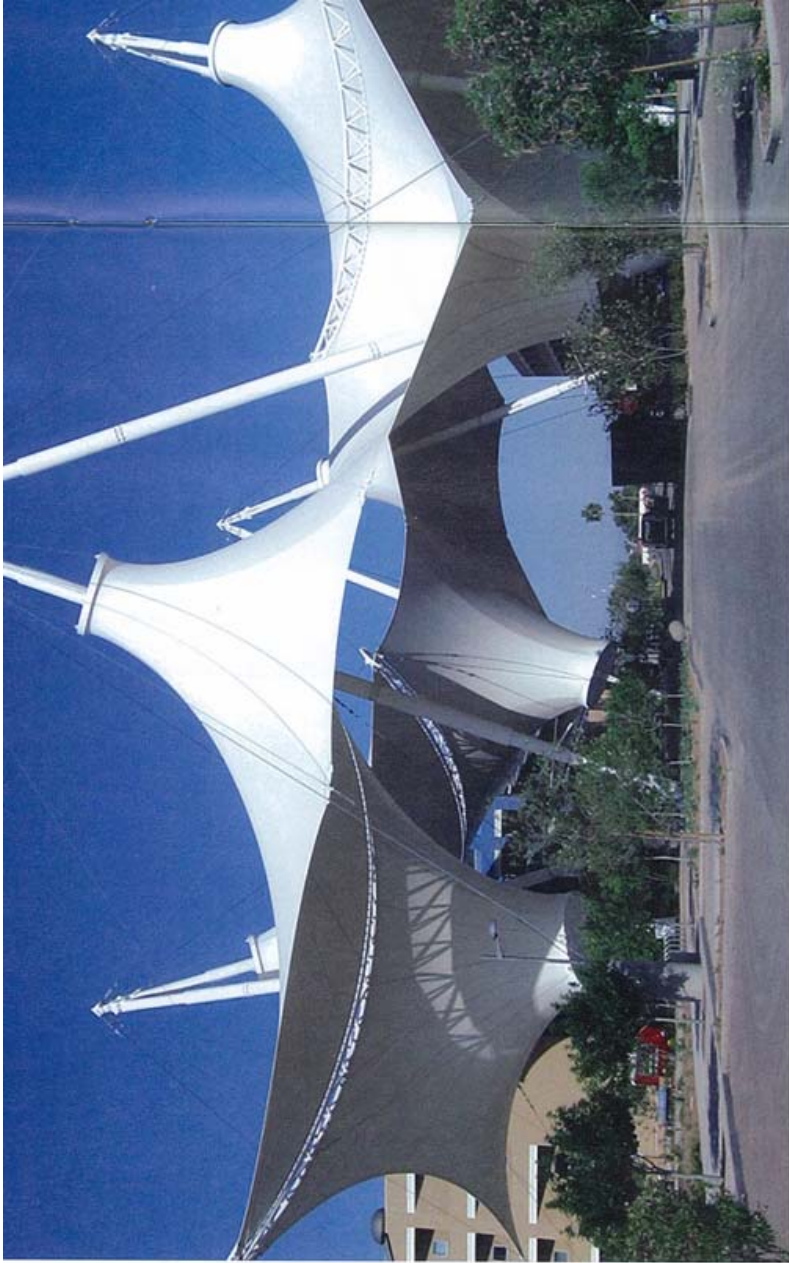
Again, our thanks for allowing our thoughts to be heard. We look forward to working with the Agency in achieving our mutual goal of creating the best possible short and long term development for Parcel B.

Sincerely,

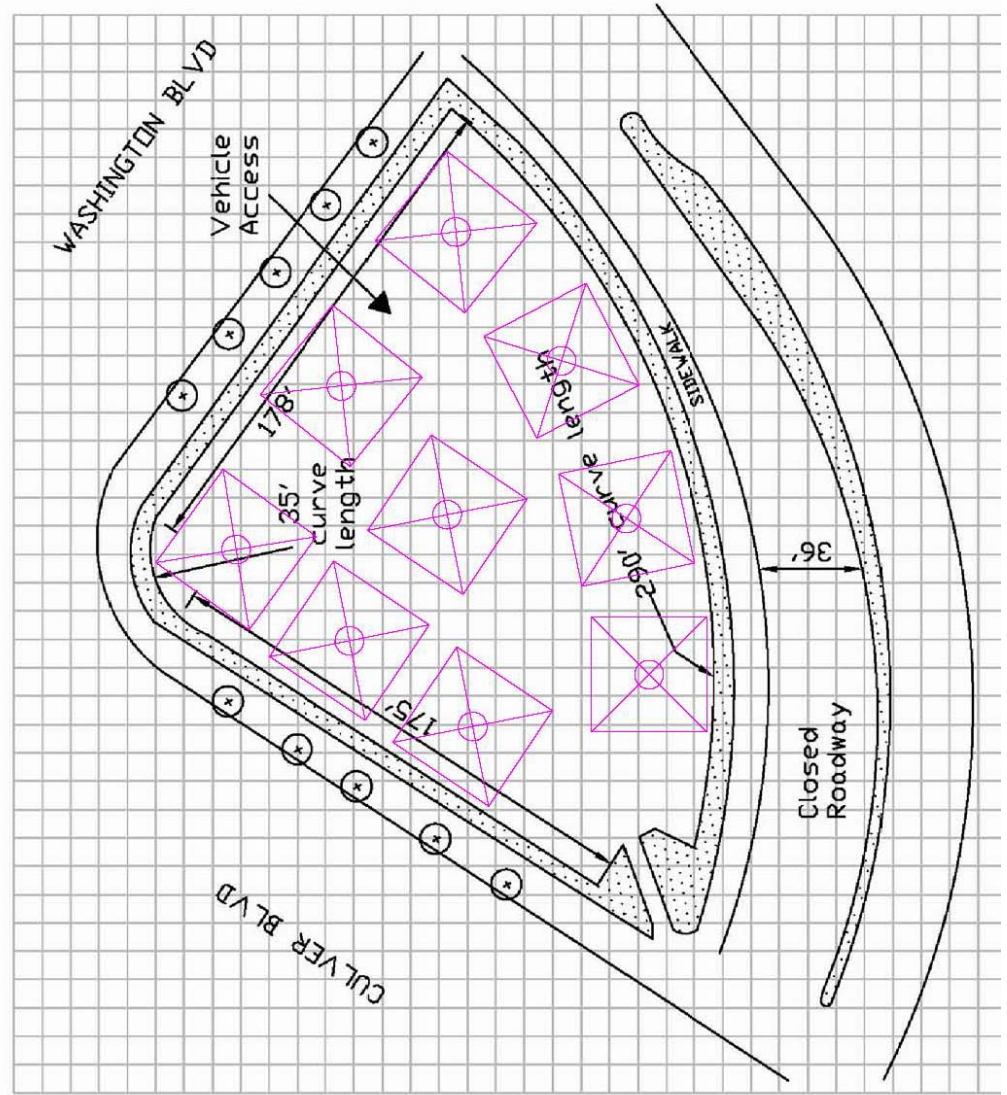


Ken Kaufman
President
Culver City Downtown Business Association

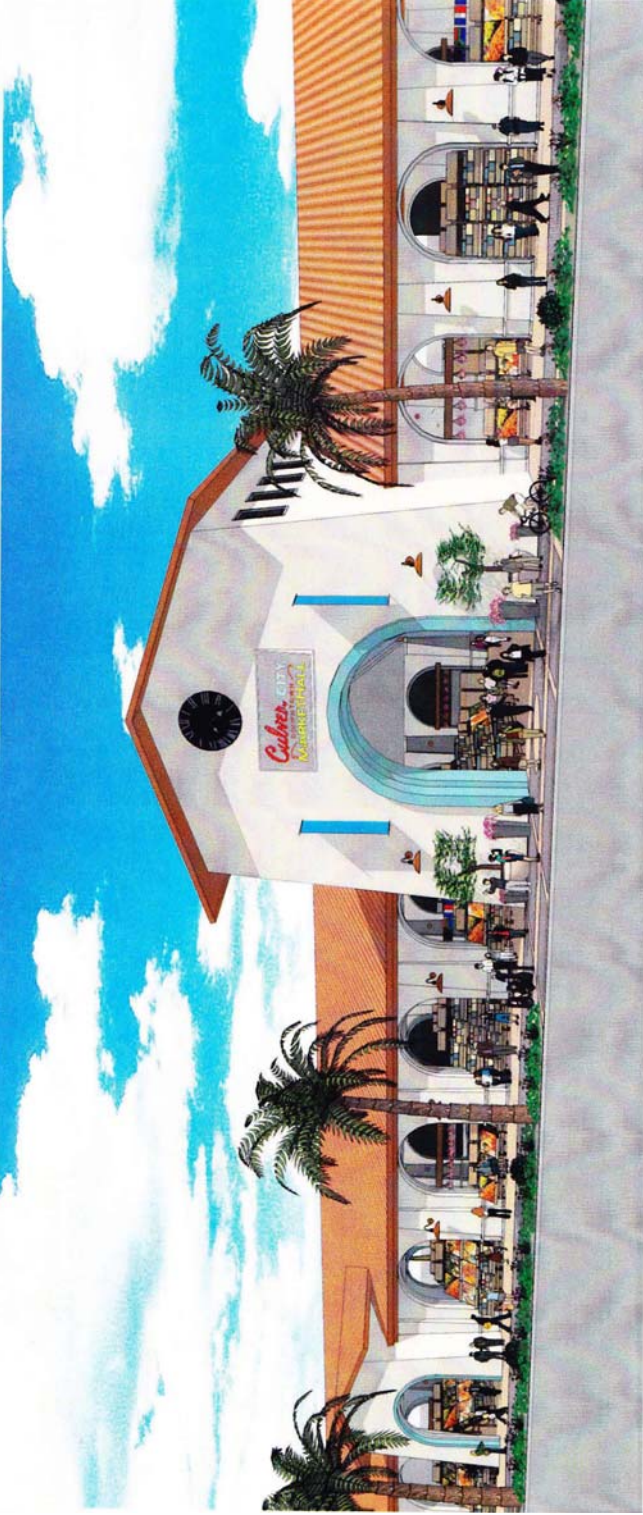
Examples of Tensile Structures



Examples of Tensile Structures

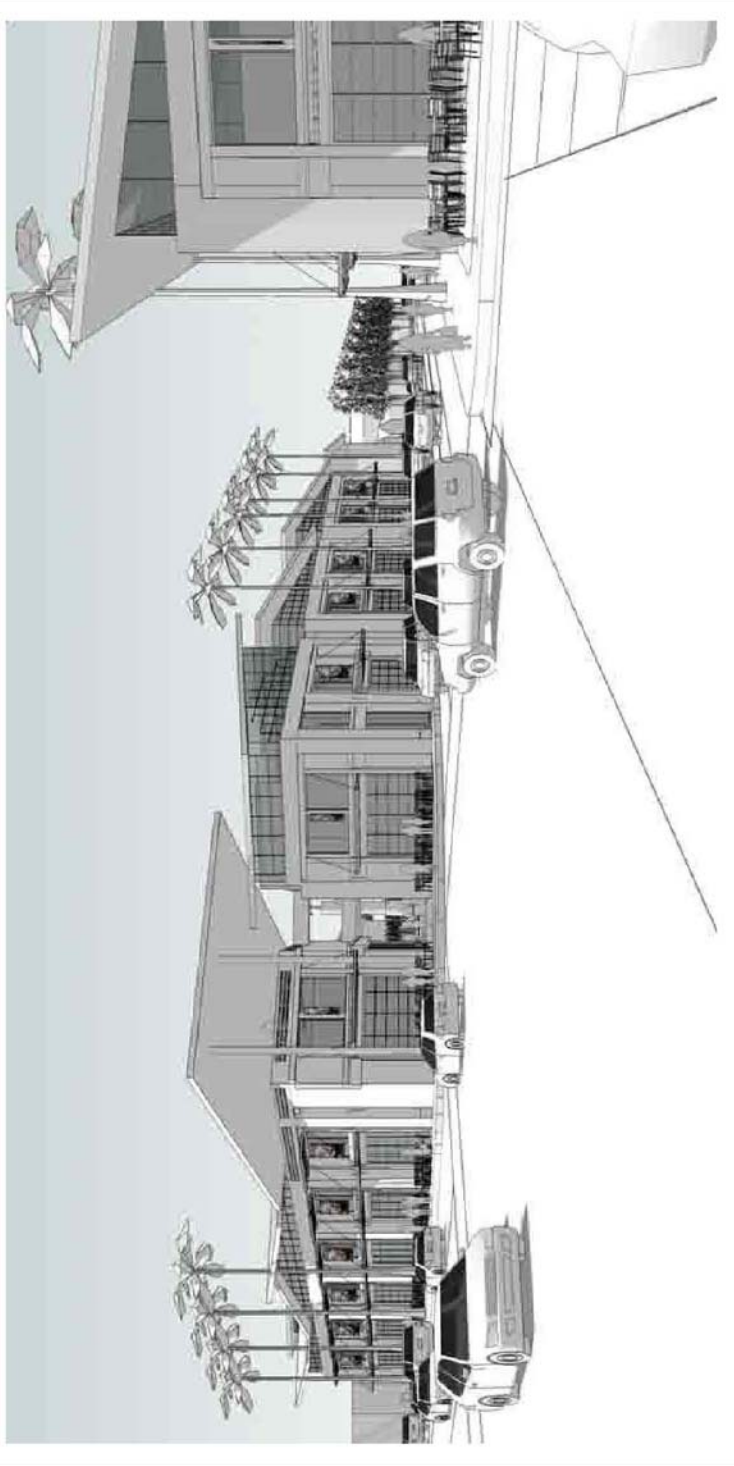


Market Hall Conceptual Plan



ATTACHMENT 5

Washington-Centinel Market Hall Conceptual Plan



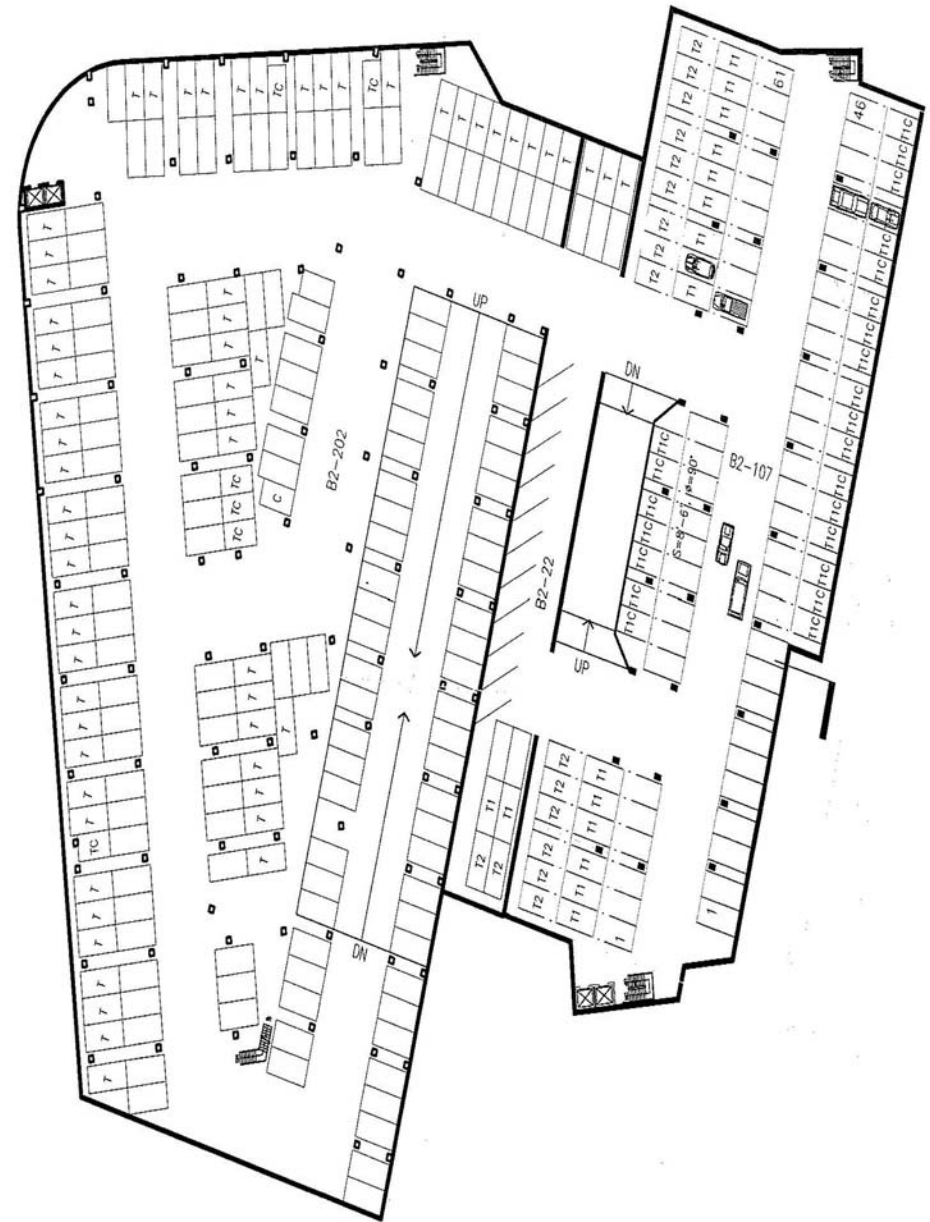
Via Rodeo Photographs



The Culver Studios Shared Parking Plan



B1 LEVEL PLAN
THE CULVER STUDIOS PARKING STRUCTURE - OPTION 1
BELOW GRADE LEVEL PLANS



B2 LEVEL PLAN
THE CULVER STUDIOS PARKING STRUCTURE
BELOW GRADE LEVEL PLANS

Enhanced Landscaped Screen Conceptual Plan

