

MEETING DATE: 08/09/10

AGENDA ITEM: Consideration of the Comprehensive Downtown Parking Study Recommendations, Including Parking Structure Rates and the Pooled Parking Program.

ATTACHMENTS

<u>Item</u>	<u>Description</u>	<u>Pages</u>
1.	July 12, 2010 Staff Report, Item Number: J-1	1- 5
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3.	Matrix comparing parking rates of other cities	14
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City of Culver City, California
Agenda Item Report

Meeting Date: <u>07/12/10</u>		Item Number: <u>J-1</u>	
JOINT CITY COUNCIL/REDEVELOPMENT AGENCY BOARD AGENDA ITEM: Review and Discussion of Walker Parking Study and Directions to Staff on the Study.			
Contact Person/Dept.: Christopher Evans, Phone Number: (310) 253-5744/5783 Redevelopment; Todd Tipton, Redevelopment			
Fiscal Impact: Yes ☐ No ☒		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification (USPS) All Downtown Businesses within the Commercial Downtown Zone (06/28/10); (E-Mail) Meetings and Agendas – City Council (07/08/10); (E-Mail) Meetings and Agendas – Redevelopment Agency (07/08/10); Chamber of Commerce (07/06/10); Culver City School District (07/06/10); Downtown Residential Organization (07/06/10); OliverMcMillan (07/06/10).			
Department Approval: Sol Blumenfeld (06/29/10)		City Attorney Approval: Carol Schwab (by H. Baker) (07/08/10) Agency Counsel Approval: Murray Kane (07/06/10)	
Chief Financial Officer Approval: Jeff Muir (by N. Kimball) (07/08/10)		City Manager/Executive Director Approval: P. Lamont Ewell (07/08/10)	

RECOMMENDATION:

Staff recommends the City Council and the Culver City Redevelopment Agency Board (Agency Board) discuss and provide comments related to a parking study (Study”) for Downtown Culver City prepared by Walker Parking Consultants (“Walker Parking”).

BACKGROUND:

On February 17, 2009 the Agency Board approved an agreement with Walker Parking to study parking resources in Downtown Culver City and provide recommendations for improvement where needed. The scope of work for the Study was developed with input from the Advisory Committee on Redevelopment (ACOR) and the Downtown Business Association (DBA) to ensure the Study addressed their concerns. The scope of work as designed included but was not limited to the following:

- Identification of the downtown parking supply including, public parking structures, City Hall parking, on- and off-street parking and public/private parking lots;
- Review of the parking technology that could be utilized by the City to improve parking operations;

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- Preparation of a parking supply and demand analysis, including current and future demand; and,
- Development of organizational and management changes that would facilitate a more unified downtown parking system, to include on-street and off-street parking planning, management and operations.

In mid June a draft of the Study was completed and placed on the City's website. At that time, a public meeting notice was mailed that informed the downtown businesses, ACOR, and residents of the adjacent neighborhood that the draft Study was available and that they were invited to a public meeting on June 29, 2010.

During the June 29th meeting Walker Parking provided an overview of the Study, and the public had an opportunity to ask questions and provide comments. The meeting was sparsely attended primarily by residents in the abutting residential neighborhood. Comments received generally related to spill over parking in the neighborhood.

On July 12, 2010, Walker Parking will provide an in depth presentation of their findings to the City Council and Agency Board. Following public input and City Council and Agency Board consideration of the Study, staff will work with Walker Parking to make requested changes and return to the City Council and Agency Board for adoption of the document and direction on implementation.

DISCUSSION:

Study Recommendations

In order to implement Walker Parking's recommendations it is important to receive City Council and Agency Board direction regarding those items that are more than administrative in nature or result in a significant demand on resources. To assist with the discussion, staff has identified those recommendations that require City Council and Agency Board discussion:

1. Public Parking Structures Supply and Demand

- A. Eliminate two hours free period at the Watseka and Cardiff Parking Structures and replace with \$1 per hour fee.
- B. Eliminate two hours free period at the Ince Parking Structures and replace with \$.50 per hour fee.
- C. Eliminate "additional two-hour free" parking with movie validation and substitute with a maximum charge of \$2.50.

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- D. Increase the monthly employee parking rate at the Cardiff and Watseka parking structures by \$10.00.

2. Operation of the Public Parking Structures

- A. Utilize pay-on-foot technology (POF) at the public parking structures.
- B. Implement functional design changes at the public parking structures.

3. On-Street Parking Recommendations to Influence Parking Behavior

- A. Enforce all parking meters until 11:00 PM.
- B. Enforce metered parking on Sunday.
- C. Eliminate time restrictions on metered parking spaces.
- D. Gradually increase meter rates from \$1.00 to \$1.50 per hour.
- F. Meter all on-street parking spaces.

4. On-Street Parking Enforcement to Maximize Parking Resources

- A. Utilize parking enforcement citation tracking measures.
- B. Utilize electronic ticket writer in parking enforcement.
- C. Parking enforcement should work cooperatively with proposed Parking Department.
- D. Consider creation of a parking enforcement “Ambassador Program”.

5. Revenue Enhancement

Implement the parking rate recommendations and recommended rate schedule contained in the Study for parking permits and citations in residential permit areas. (See Residential Parking below). (Staff has prepared a matrix comparing the cities identified in Appendix C of the Study for the City Council’s and Agency Board’s reference – Please See Attachment 3)

6. City Hall Parking Structure

- A. Install parking access control equipment at the entrance to City Hall, parking structure level P-1

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- B. Utilize a parking attendant pay-on-entry system if needed to regulate the use of P-1.

7. Pooled Parking Program

Eliminate the current pooled parking program and replace with a monitored system of parking credits.

8. Administration of the Parking Operation

Create a parking operations entity or department.

Residential Parking

Walker Parking considered the effect implementation of their recommendations would have on parking in the residential areas adjacent to downtown. Walker Parking acknowledges that if their recommended parking rate increases are implemented, an increase in parking incursion into residential areas could occur. To address the potential impact Walker Parking made the following recommendations, which require City Council and Agency Board discussion:

- Implement permit parking in the residential area adjacent to downtown;
- Vigorously enforce the residential permit parking program when/if established;
- Create tiered fines for repeat residential parking offenders; and,
- Increase enforcement of downtown metered parking, ensuring that short-term parking spaces are available and will aid in reducing residential parking incursion.

Next Steps

Upon conclusion of the discussion, staff will make necessary revisions to the Study and work to create a detailed implementation plan that will be presented to the City Council and Agency Board at a future date.

FISCAL ANALYSIS:

The Agency Board authorized contract amount for Walker Parking to complete the Study and other scope of work items is \$166,100.

Staff will identify potential cost and resource impacts associated with recommendations in the Study as a component of the implementation plan, which will be considered at a future Council and/or Agency meeting(s) as appropriate.

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ATTACHMENTS:

1. Notes from the June 29th community meeting.
2. Walker Parking Executive Summary matrix.
3. Matrix comparing parking rates of other cities.

MOTION:

That the City Council and Redevelopment Agency Board:

1. Provide comments and input related to the draft Study; and,
2. Direct staff to prepare an Implementation Plan for consideration by the City Council and Agency Board at a future meeting date.

OR

3. Direct staff and Walker Parking to revise the draft Study and return for further consideration.

EXECUTIVE SUMMARY

Over the past decade Downtown Culver City has experienced a significant increase in popularity as a dining and entertainment destination. As a result, the City has experienced a significant increase in the demand for parking by visitors and employees. At the request of the Culver City Redevelopment Agency (RDA), Walker Parking Consultants conducted a comprehensive analysis of the Downtown parking system in order to gauge its ability to manage current and future demand for parking in the area.

Our analysis revealed that a significant number of the existing 2,768 parking spaces located within the Downtown¹ are underutilized during peak demand periods on both weekdays and weekends. Parking conditions primarily in the Cardiff Parking Structure and on the street tend to obscure the fact that hundreds of parking spaces remain empty in Downtown, even when occupancy rates in the aforementioned locations approach peak capacity.

To the extent that visitors and employees encounter a lack of parking, our findings indicate this is due primarily to inconsistencies between pricing and policies among different parking facilities; the most sought after parking spaces are often priced at the same rate (or less) than spaces that are less convenient. The result is that visitors, employees, transient and monthly parkers all tend to compete for the most convenient and least expensive spaces, creating localized parking impacts and perceived parking shortages, while other spaces in the area remain unoccupied.

Our analysis also suggests that an active and comprehensive approach to managing the entire system, from on-street to off-street, enforcement to validation programs, would increase both the efficiency of the system and revenue generation. Just as the pricing and policies for each space and parking facility must be looked at in terms of the parking system as a whole, the different management policies of the system must be viewed comprehensively as well.

In order to achieve the goals of the study, which are ultimately to make parking more convenient and accessible for the public in an efficient and cost effective manner, we recommend the implementation of adjustments in pricing and changes in parking management policies, including the City's and RDA's internal management of its parking resources.² We make our recommendations with the following goals in mind:

¹ Downtown defined herein is the area coterminous with "CD Zoning District" in the City's Zoning Ordinance and General Plan and shown in Figure 1 in the report. It is synonymous with CD, Commercial Downtown District, and Study Area.

² Throughout this report we will discuss the "parking system," which contains assets owned by the RDA (such as the Ince and Watseka Parking Structures) and the City (such as on-street parking spaces). To the extent possible we try to distinguish between these two entities within our discussion. However, at times we discuss issues that relate to the entire system and therefore both the RDA and the City. In these instances, for the purposes of this report, we use the term "City" to refer to both the RDA and City.

- Enhanced customer service and convenience;
- Turnover and space availability;
- Revenue generation;
- Ease of Implementation;
- Maximization of resources and efficiencies.

We explored increased parking fees for the purposes of improving efficiency, increasing space availability, and generating additional revenue. We found that adjusting the existing parking fee structure would result in significant additional revenue for the City and the RDA. However, we note that while the added revenue is substantial, in many cases it is secondary to the funds that can be saved by using pricing cues to manage the existing supply of spaces thereby saving land, construction and opportunity costs associated with constructing new parking facilities.

Finally, we note the effects of mispricing parking go beyond efficiency, cost and access issues and that these effects must be considered in light of broader planning goals. Among them, mispricing parking can contribute significantly to traffic congestion, both localized and in the larger area, as well as discourage the use of alternative forms of transportation, most notably by employees who can park inexpensively in Downtown.

The following summarizes our recommendations from each section of the study as presented in the scope of services:

RECOMMENDATIONS

1. PUBLIC PARKING STRUCTURES SUPPLY AND DEMAND - CARDIFF, WATSEKA AND INCE

Immediate:

- A. Replace the existing policy of offering two hours of free parking in the Cardiff and Watseka Parking Structures with a \$1.00 per hour fee. Implementing an hourly rate should improve space availability for customers and visitors, by redistributing long-term parkers to other locations. This policy would also enhance management (including the elimination of parkers moving their cars every two hours to gain longer periods of free parking), and increase revenue. Although it would generate less revenue, a policy that may be more agreeable to some stakeholders would be to charge \$1.00 for the first two or three hours of parking. At a minimum, we strongly recommend that the free period be eliminated or at least significantly reduced.
- B. Replace the free period in the Ince Parking Structure with a \$0.50 per hour fee for the same reasons as those provided above. We note that, given its current low occupancy rates, the Ince Structure should be priced lower than the Cardiff and Watseka Structures. Charging a flat \$0.50 or \$1.00

fee for the first two or three hours of parking would reduce the revenue generating potential of our recommendation. As with the Cardiff and Watseka Structures, we strongly recommend that the free period be significantly reduced.

- C. Eliminate the “additional two-hour free” validation and substitute with the \$2.50 maximum charge per the terms of the RDA’s agreement with OliverMcMillan.³
- D. Increase the fee for monthly contract parking by \$10.00 per permit in the Cardiff and Watseka Structures to encourage long-term parkers to park in locations that are currently underutilized. This action would effectively reduce long-term demand in the busier Cardiff and Watseka Structures, provide additional spaces for visitor parking in these same structures, and generate additional revenue.
- E. Obtain the “reasonable approval” of the Developer and theater operator for any parking rate increases per the RDA’s Disposition and Development Agreement with OliverMcMillan (“DDA”).

Short term:

- F. Monitor parking occupancy in each of the structures on a frequent and regular basis (bimonthly at a minimum), to determine whether the parking fee structure for transient and monthly parking is having the desired policy results or requires adjustment.
- G. Use our pricing recommendations to set a goal of no more than 90% occupancy in the spaces available for public parking in each of the parking structures for a typical peak day.

2. OPERATION OF THE PUBLIC PARKING STRUCTURES

Immediate:

- A. Actively work with the Pacific 12 Theaters in order to:
 - Ensure that only eligible patrons are allowed to validate their parking tickets in order to protect the revenue integrity of the system; the location of the movie theatre “clamshell” validating machines creates significant challenges for properly managing the validations;
 - Monitor the number of movie validations provided on an hourly and daily basis to enhance management of the parking system.

³ Per the RDA’s agreement, it is no longer under obligation to offer an additional “two-hours free” with validation to movie patrons.

- B. Standardize the validation system for film production and event parking in order to increase oversight and monitor and protect revenue. Validations should be tracked.
- C. Eliminate the sticker validation program to simplify parking operations. If the RDA chooses to continue the program, we recommend replacing the current system with alternatives ranging from validators and “follow-up” tickets to scanned on-line validations, which can be employed to better track and streamline the program and associated revenue issues.
- D. Enforce the policy that requires the Brotman Hospital employees to utilize Watseka’s nested area by ensuring that the equipment’s “anti-passback” features are in use in order to increase the availability of parking for the general public the Watseka Structure.

Short term:

- E. Implement access control for the parking structures that uses pay-on-foot technology (POF) in each of the parking structures to address the following:
 - Enhanced throughput (faster exiting of vehicles) resulting in shorter queues for patrons;
 - Improved operating conditions afforded through the ability to operate 24 hours daily with minimal staffing;
 - Improved revenue security;
 - Promotion of better air quality resulting from less vehicle queuing;
 - Enhanced customer service.
- F. Given the age of the equipment in the two oldest structures and the existing challenges in queuing experienced particularly in the Cardiff Structure, implement POF in the Cardiff and Watseka Structures in the near term and in the Ince Structure in the long term.
- G. In the Watseka Structure, install an LED dynamic message to specifically instruct the public when nested spaces are available. Control message from the parking office, or automatically schedule with the raising of the gate arms, so that the sign need not be manually changed.

Long term:

- H. Implement a series of functional design improvements, particularly at the exits, in order to increase the speed of exiting procedures and reduce queues.

3. RDA PARKING OBLIGATIONS PER OLIVERMCMILLAN DDA

Immediate:

- A. Create an employee parking strategy per the terms of the DDA using the recommendations regarding the management of employee parking contained in this report.
- B. Require that the Ince structure adjacent to 60 “30-minute” parking spaces for Trader Joe’s and be open on weekends from 7:00 AM but establish with OliverMcMillan that the current 45-minute designated time limit and 8:00 AM opening hour is sufficient for the operation at this time.
- C. Note that the RDA is in compliance with the provision to provide at least 1,922 parking spaces within the designated perimeter of the development area.

4. ON-STREET PARKING

Immediate:

- A. Extend the hours of operation and enforcement of all parking meters until 11:00 PM to encourage turnover at curbside spaces and increase visitors’ access to convenient parking in the evenings. This policy is particularly important to implement on Thursday through Sunday evenings given the high occupancy observed at metered spaces on those days. The generation of revenue is an important, but secondary, goal of this policy.
- B. Enforce parking meters all day on Sunday to encourage turnover and increase visitors’ access to convenient parking spaces. The high on-street occupancy observed in the metered spaces throughout the day on Sunday indicates that this action would enhance short-term availability throughout the day and discourage spillover parking in the neighborhood.

Short term:

- C. Eliminate time restrictions on metered spaces but encourage turnover using a system of higher and/or tiered rates that discourage, but do not specifically prohibit parking on the street for longer than two hours to enhance flexibility, convenience and the overall experience for visitors. This recommendation would also facilitate parking enforcement although reduce potential revenue from citations.
- D. As part of the previous recommendation, gradually increase parking meter rates from the current \$1.00 to \$1.50 per hour, particularly during the busier Thursday through Sunday periods in the most impacted on-street parking locations. To enhance revenue and promote consistency within

the system, this change could be implemented on a seven-day per week basis.

- E. Increase the availability of parking cash keys⁴ by encouraging their sale to the public at cashier booths in the garages. We note that the City's pilot program to install on-street pay stations that accept credit cards is a positive step toward added customer convenience.

Long term:

- F. Meter all on-street parking spaces within the study area that are currently enforced through time-limited parking policies, to enhance revenues and reduce spillover parking in residential neighborhoods.

5. ON-STREET PARKING ENFORCEMENT

Immediate:

- A. Engage in specific citation tracking measures of the issuance of citations to maximize the efficiency of enforcement officers and generate increased revenue.

Short term:

- B. Ensure that parking enforcement officers consistently use an electronic ticket writer system that allows electronic tire chalking and maintains electronic records of enforcement activity as described within the report.

Long term:

- C. Require Parking Enforcement to work cooperatively with a proposed Parking Department and Parking Manager to create a comprehensive parking management strategy for the Downtown.
- D. Consider creating an "Ambassador Program" to empower and train parking employees to provide hospitality, tourism and public safety services to downtown patrons and businesses in addition to their parking enforcement duties.

6. REVENUE ENHANCEMENT

Short term:

- A. Implement the parking rate increase recommendations contained in the Public Parking Structure and On-street Parking sections of this report.

⁴ The City offers to the public a parking "Cash Key," a prepaid plastic key which a City brochure describes as allowing "the user to purchase parking time on Culver City meters without the use of coins."

- B. Implement the rate schedule for residential parking permits and citations in residential permit areas contained in this section of the report and aggressively pursue enforcement in these areas.

7. CITY HALL PARKING STRUCTURE

Immediate:

- A. Require all City Hall employees to park on the P2 level of City Hall instead of on P1.
- B. Make P1 explicitly available to the public for parking both during the day and on weekends, including employees of Kirk Douglas Theatres, and explore the use of the P2 level of City Hall for theatre employees.

Short term:

- C. Install signage within the district and at the entrance to the City Hall Garage that publicizes the availability of public parking on the P1 level.
- D. Install Parking Access and Revenue Control equipment (PARCs) at the entrance of the parking structure that is the same as that used by the other public structures; manage P1 comprehensively as part of the public system.
- E. Use an attended “pay-on-entry” system to regulate usage of the structure by visitors should usage of the facility by the public cause unacceptably high occupancy rates before PARCs equipment is installed.

8. PUBLIC PARKING LOTS

Short term:

- A. Use the lot at 9300 Culver Blvd (Parcel B) for convenient and paid public parking during busy evening and weekend periods until the parcel is developed. The City should first test demand using an attended, flat fee, pay-on-entry system.
- B. Promote the availability of the Canfield Lot for public parking with better signage. Explore the market for paid evening parking at the location during peak periods using an attendant and a flat fee, attended pay-on-entry rate structure.
- C. Determine the level of demand for employee parking at the 9415 Venice Boulevard lot for low-cost employee parking, given that the lot may serve some employees for whom parking in other peripheral locations is not a viable option.

9. POOLED PARKING PROGRAM

Short term:

- A. Eliminate the current Pooled Parking Program and replace with a monitored system of parking credits to track allocations of required parking spaces and recognize the cost and value of the parking resource being provided to new development.

10. FUTURE DOWNTOWN PARKING SUPPLY AND DEMAND

Long term:

- A. Recognize the current surplus of spaces in the public system, while sufficient to manage current imbalances in demand, is insufficient to fully meet the future parking demand that will be generated from the development projects planned for the area. Except for that development that has already been planned using public parking facilities, most future, large-scale development will require its own on-site parking.

11. ADMINISTRATION OF THE PARKING OPERATION

Immediate:

- A. Establish a parking operations entity that would manage parking related issues, both off- and on-street. A Parking Department would, at least initially, be staffed by one senior level position that has managerial responsibilities.
- B. Locate the Parking Department within the Finance Department, given the importance of the careful monitoring of parking revenue, in part due to its use as a “scorekeeper” for tracking trends in the system.
- C. Parking enforcement and meter collections positions remain in the Police Department although frequent and close cooperation with the Parking Manager is necessary.

Short term:

- D. Assign the duties and responsibilities to the parking operator per the operator agreement as is recommended in Appendix D -Parking Operator Contract Review, of the report.⁵
- E. Implement the best practices with regard to the maintenance of the Parking Structures as is recommended in Appendix E - Facility Maintenance Program of the report. Note that much of this maintenance could be performed by the parking operator or other contractor.

⁵ This recommendation may be a “long-term” rather than “short-term” recommendation depending on the timing of any new or revised contract between the RDA and the parking operator.

Municipal Parking Rate Survey
 Per Appendix C of Comprehensive Parking Study

Municipalities	Parking Authority	Meter Rates	Parking Meter Enforcment Hours	Parking Structures/Lots Daily Rate	Variable Time Rate (such as unique evening rate)	Parking Structure \$/per month
Culver City (current)	N/A	\$1.00 per hr	8 AM - 6 PM Monday - Saturday	\$1.00 per hr/\$8.00 max/2 hrs free	2 hr validation for theater patrons	\$60 for 5 day access, \$80 for 7 day access
City of Santa Monica	Contract Operator/Parking Office	(w/proposal to increase to \$1.50 per hr)	8 AM - 6 PM Monday- Saturday	\$2.00 per hr/\$7.00 max w/2 hrs free	\$3.00 evening flat rate	\$82.50 (proposed to be raised to \$121.00)
City of Beverly Hills	Parking Operations Division	\$1.00 per hr	8 AM - 6 PM	\$2-\$3.00 per hr/ \$10 - \$22.00 max w/1-2 hrs free	typically \$5.00 flat rate after 6PM	\$65.00 - \$185.00
City of West Hollywood	City of Beverly Hills (meters) & Contract Operator	\$1 - \$4.00 per hr	until 8 PM weekdays and midnight on weekends	\$1.00 per hr until 5 PM	\$6.00 evening flat rate	\$145.00
City of Pasadena (Old Town)	Parking Division	\$1.25 per hr	8 AM - 12 AM daily	\$1.00 to \$2.00 per hr/\$5.00 to \$6.00 max /1.5 to 2 hrs free	\$5.00 evening flat rate	\$65 - \$90.00
City of Inglewood	Transportation Division	\$0.50 per hr.	7 AM - 7 PM daily	\$1.50 to \$2.00 per hour/\$7.50 all day.	Not Applicable	\$30 - \$50.00
City of Hermosa Beach	Contracted Operator & Community Services Div.	\$1.00 per hr	10 AM - 10 PM 7-days per week	\$1.00 per hr, \$16 daily maximum	\$4.00 peak evening flat rate; \$6.00 flat rate on weekends	\$50.00
City of Redwood City	Finance Deptmt & Contract Operator	FREE or \$0.25 - \$0.50 per hr	10 AM- 6 PM; some free all day Saturday; some free all day Sunday; some free all weekend; (NO	\$0.25 per hr base rate non-peak; \$2.50 - \$5.00 per hr. peak (depends on garage)	4-hours free validation for cinema patrons; 1-2 hours free with validation by downtown businesses	\$30 - \$60
City of San Luis Obispo	Parking Services Division	\$0.75 to \$1.25 per hr.	9 AM to 6 PM Monday- Saturday	\$0.75 per hr/ \$7.50 max w/1 hr free	Not Applicable	\$40
Culver City (Walker Parking recommends)	Parking Department	\$1.50 per hr	8 AM - 11 PM 7 days per wk	\$1.00 per hr (Cardiff PS, Watseka PS) \$.50 per hr Ince PS	\$2.50 max charge w/theater validation	\$70 for 5 day access at Cardiff PS, Watseka PS

REGULAR MEETING OF THE
REDEVELOPMENT AGENCY
CITY OF CULVER CITY,
CALIFORNIA

July 12, 2010
5:00 p.m.

Call to Order & Roll Call

The meeting of the Agency was called to order at 5:00 p.m.

Present: Micheál O'Leary, Agency Chair
D. Scott Malsin, Agency Vice Chair
Christopher Armenta, Agency Member
Jeffrey Cooper, Agency Member
Andrew Weissman, Agency Member

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Closed Session

The Redevelopment Agency will immediately adjourn to Closed Session to discuss the following items:

CS-1 Real Property Negotiations: The Culver Hotel

Conference with Real Property Negotiators

Re: 9400 Culver Boulevard (The Culver Hotel)

Agency Negotiator: P. Lamont Ewell, Interim Executive Director, Sol Blumenfeld, Assistant Executive Director and Murray Kane, Agency General Counsel

Other Parties Negotiators: Century Wilshire Incorporated

Under Negotiation: Both Price and Terms, including use restrictions, development obligations and other monetary related considerations

Pursuant to Government Code Section 54956.8

CS-2 Conference with Real Property Negotiators

Re: 11054-11056 West Washington Blvd., Culver City, CA

Agency Negotiator: P. Lamont Ewell, Executive Director; Sol Blumenfeld, Assistant Executive Director, Todd Tipton, Redevelopment Administrator, Tevis Barnes, Housing Administrator and Murray Kane, Agency General Counsel

Under Negotiation: Both Terms and Price

Pursuant to Government Code Section 54956.8

CS-3 Conference with Real Property Negotiators

Re: 11054-11056 Washington Boulevard, Culver City, CA

Agency Negotiator: P. Lamont Ewell, Executive Director; Sol Blumenfeld, Assistant Executive Director; Todd Tipton, Redevelopment Administrator; and

Murray Kane, Agency General Counsel
Other Parties Negotiators: John Lyons, The Woven Garden
Under Negotiation: Price, Terms of Payment or Both, including use restrictions,
development obligations and other monetary related considerations
Pursuant to Government Code Section 54956.8

CS-4 Conference with Legal Counsel – Anticipated Litigation
Re: Initiation of Litigation – Two Cases
Pursuant to Government Code Section 54956.9(c)

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Recess

The Agency recessed to Closed Session at 5:00 p.m.

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Reconvene

The Agency reconvened its meeting at 7:10 p.m. with all Members present.

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Pledge of Allegiance

The Invocation was led by P. Lamont Ewell, Interim City Manager, and the
Pledge of Allegiance was led by Barbara Silverstein.

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Closed Session Report

Member Armenta indicated that there was nothing to report out from Closed
Session.

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Public Comment for Items NOT On the Agenda

Chair O'Leary announced the Culver City Music Festival on Thursday nights from
July 8, 2010 through August 26, 2010 in the City Hall Courtyard.

Public Comment for Items NOT On the Agenda (Continued)

MOVED BY MEMBER WEISSMAN, SECONDED BY CHAIR O'LEARY, AND UNANIMOUSLY CARRIED TO ADJOURN THE MEETING IN MEMORY OF RONALD McLENDON AND LEXIE NOELLE VALLADARES.

Member Armenta announced the following upcoming events made possible by Redevelopment Agency Performing Arts Grants: A series of free interactive story plays at the Culver City Julian Dixon Library on Wednesdays through August 11, 2010 presented by "We Tell Stories", and, "The True Story of Jack and the Beanstalk" and "Merry Wives of Windsor" at Carlson Park on weekends from July 17, 2010 through August 1, 2010 - presented by the Culver City Public Theatre.

Gerald Weiner, Downtown Business Association, discussed efforts to file litigation against businesses that do not pay their fees.

Carol Schwab, City Attorney, indicated that staff would look into the statute of limitations.

Chair O'Leary suggested that the MOU be changed and brought back to the Council as soon as possible.

Randolph Grant suggested that the City diversify into precious metals.

Annabelle Martin-Straw invited everyone to the Culver City Julian Dixon Library for a celebration of the Culver City Reads summer reading program on July 17, 2010.

Robert Zirgulis expressed concern with red light cameras and the burden put upon residents by high costs; he questioned the status of staff efforts to change the law to an infraction rather than a state vehicle law; and he pointed out that the current vendor the City contracted with was located in Arizona.

Member Armenta noted that the City was looking at ways to improve the system.

Cary Anderson expressed concern with parking enforcement at the Car Show.

Dan Kwong, "Great Leap", reported receipt of a grant from the City in support of their Collaboratory mentorship program, and asked to use Council Chambers for their final performance presentation August 27-29, 2010.

Member Armenta asked staff to contact Mr. Kwong to discuss the possibilities.

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Public Comment for Items On the Agenda

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CONSENT CALENDAR

MOVED BY MEMBER MALSIN, SECONDED BY MEMBER WEISSMAN, AND UNANIMOUSLY CARRIED THAT THE REDEVELOPMENT AGENCY APPROVE CONSENT CALENDAR ITEMS C-1, C-2 AND C-3.

Item C-1

Meeting Minutes

THAT THE REDEVELOPMENT AGENCY APPROVE THE AGENCY MINUTES OF: JUNE 8, 2010 AND JUNE 14, 2010.

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Item C-2

Cash Disbursements

THAT THE REDEVELOPMENT AGENCY APPROVE CASH DISBURSEMENTS FROM JUNE 19, 2010 THRU JULY 2, 2010.

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Item C-3

Approval of the Thirteenth Amendment to the Disposition and Development Agreement for Corporate Pointe

THAT THE REDEVELOPMENT AGENCY BOARD:

1. APPROVE A THIRTEENTH AMENDMENT TO THE DISPOSITION AND DEVELOPMENT AGREEMENT FOR CORPORATE POINTE, WHICH EXTENDS THE SCHEDULE OF PERFORMANCE FOR THE DEVELOPMENT OF 700 CORPORATE POINTE FIVE MORE YEARS.
2. AUTHORIZE THE AGENCY GENERAL COUNSEL TO REVIEW/PREPARE THE NECESSARY DOCUMENTS; AND,

Item C-3
(Continued)

3. AUTHORIZE THE EXECUTIVE DIRECTOR TO EXECUTE SUCH DOCUMENTS ON BEHALF OF THE AGENCY.

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JOINT ITEM

Item J-1

Review and Discussion of Walker Parking Study and Directions to Staff on the Study

Member Armenta invited public participation.

The following members of the audience addressed the Agency:

Cary Anderson noted that the parking study did not include how many employees were in downtown or where they park; he discussed the neighborhood meeting; two-hour free parking; ticket-writer salaries; actual costs; parking rates; and he expressed concern with enforcement.

Dan Mulder expressed concern with parking spaces adjacent to Linwood E. Howe School and school district offices, and he asked that thought be given to the adjacent neighborhood.

Robert Zirgulis expressed concern with money spent on the parking study; likened the parking fees to a tax increase; and discussed the percentage of parking fees paid to Turbo Data.

Meghan Sahli-Wells, Downtown Neighborhood Association, reported no notification regarding the neighborhood meeting; expressed concern with a lack of enforcement; and she discussed alternative types of transportation and making the City more pedestrian friendly.

Stephen Gorley discussed theatre parking at City Hall and enforcement around schools.

John Byers, Byco Incorporated, discussed the removal of two-hour free parking and the importance of keeping the downtown businesses included in the discussion.

Item J-1
(Continued)

Alice Prasad, Associate Analyst, read a written comment from:

Neil Rubenstein

Member Armenta reported that a written comment from Karl Manheim would be included in the record.

Sol Blumenfeld, Assistant Executive Director, explained procedures for the hearing noting that public comments would be addressed.

Responding to Chair O'Leary, Stefan Turoff, Walker Parking, clarified that there were no outside motives for conducting the study and he provided background on the firm and clarified that the study focused on the downtown commercial area.

Christopher Evans, Redevelopment Project Manager, provided a summary of the material of record.

Steffen Turoff, Walker Parking, provided a presentation on the parking study with the aid of slides.

Discussion between staff and the Agency included: enforcement; public comment; the study information as a tool; comparisons to other cities; encouraging people to use alternate methods of transportation; funds used to pay for the study; balancing the interests of providing City services and maintaining the success of downtown; valet parking; changing perceptions; providing adequate parking; reducing time spent searching for parking; overall goals; assumptions and the rate per hour of citations; complaints and time spent with confrontations; the Ince parking structure and Expo Phase One; MOU stipulations; appropriate parking fees; long term leases; the Venice parking lot; Parcel B; investing in parking as a resource; maximizing revenue and parking efficiency; using outside services; technology; habitual offenders vs. one-time offenders; scouting for free parking; the congestion management grant; attracting people to parking structures; moving users from Watseka and Cardiff to Ince; signage; and, programmability.

Sol Blumenfeld, Assistant Executive Director, received clarification that staff was being directed to go forward and return with the item at a regularly scheduled meeting that is publicly noticed and 3-4 items would be tackled over successive meetings.

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Public Comment for Items NOT On the Agenda

None.

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Receipt of Correspondence

MOVED BY MEMBER WEISSMAN, SECONDED BY CHAIR O'LEARY, AND
UNANIMOUSLY CARRIED TO RECEIVE AND FILE CORRESPONDENCE.

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Items from Staff

None.

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Items from the Agency

Items from Member Cooper

- Questioned a delay in the distribution of an item regarding Culver City Community Gardens and he received consensus to request that a member of the Parks, Recreation and Community Services Commission make a presentation on the item.

Items from Chair O'Leary

- Received clarification regarding the Agency meeting schedule.

Items from Member Malsin

- Commended staff on the successful Fourth of July event.

Items from Member Armenta

- Thanked staff for the suggestion to scan invitations in order for the Council to receive them in a timely fashion

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Adjournment

There being no further business, at 12:03 a.m., July 13, 2010 the Agency adjourned its meeting in memory of Ronald McLendon and Lexie Noelle Valladares to Monday, July 26, 2010.

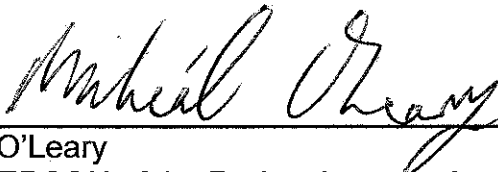
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Alice Prasad

SECRETARY of the City of Culver City Redevelopment Agency, California

APPROVED



Micheál O'Leary

CHAIRPERSON of the Redevelopment Agency, City of Culver City, California