

City of Culver City, California
Agenda Item Report

Meeting Date: 06/24/2013		Item Number: C-2	
SUCCESSOR AGENCY TO THE CULVER CITY REDEVELOPMENT AGENCY			
AGENDA ITEM: Approval of a One-Year License Agreement with The Culver Studios for Occasional Use of the 9300 Culver Boulevard Parking Lot for Overflow Parking.			
Contact Person / Department: 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: _____	
Public Notification (E-Mail) Meetings and Agendas – Successor Agency (06/18/13); The Downtown Business Association (06/17/13); Culver Studios (06/17/13).			
Department Approval: Sol Blumenfeld: (05/30/13)		Successor Agency General Counsel Approval: Carol Schwab (by H. Baker) (06/03/13) Successor Agency Special Counsel Approval: Murray Kane (06/03/13)	
Chief Financial Officer Approval: Jeff Muir (06/05/13)		Executive Director Approval: John M. Nachbar (06/18/13)	
<u>RECOMMENDATION:</u> Staff recommends the Board of the Successor Agency to the Culver City Redevelopment Agency (Successor Agency Board) approve a one-year license agreement (License) with The Culver Studios (Studios) for occasional use of the 9300 Culver Boulevard parking lot (Parcel B) for overflow parking. <u>BACKGROUND:</u> On November 3, 2008 the former Culver City Redevelopment Agency (Former CCRA) authorized staff to administratively approve use of Former CCRA-owned properties for up to 90 days provided the uses do not create a nuisance and are consistent with former CCRA goals. With the dissolution of the former CCRA on February 1, 2012, Parcel B has been transferred to the Successor Agency. The Successor Agency applies the provisions of the Former CCRA Policy (Policy) when considering rental requests of Former CCRA properties. Parcel B is comprised of approximately 100 parking spaces and, depending on the season, staff regularly executes license agreements for its use from two to ten days per month. The typical use of Parcel B is to provide base camps and overflow parking for entertainment crews shooting at the Studios with an average term of two days.			

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The Culver Hotel uses ten parking spaces on Parcel B for their valet operation and the Farmers' Market vendor trucks use 20 parking spaces every Tuesday afternoon/early evening.

The Policy provides for the following rental rates: (1) \$2,000 per day for entertainment production crews and (2) \$500 per week (or any portion thereof) for all other uses such as Christmas tree sale lots, construction staging, temporary parking, storage and special events such as charity fundraising, arts and crafts fairs, live performances and exhibitions. The \$2,000 per day rate is applicable to the Studios as they are involved in entertainment production.

DISCUSSION:

The Studios has requested use of Parcel B at the discounted rate of \$1,000 per day on an on-call basis as overflow parking for one year or until its ownership is transferred to Combined/Hudson for construction of the Parcel B project. The Studios guarantees it will use Parcel B for a minimum of twenty days and agree to share the lot with the Culver Hotel valet and Farmers' Market vendor trucks. (See attached proposal from the Studios).

FISCAL ANALYSIS:

Currently, the Successor Agency generates approximately \$70,000 annually for rental of Parcel B to entertainment production firms at the \$2,000 per day rate which firms primarily rent stages at the Studios. At the discounted rate of \$1,000 per day with a guarantee of twenty days, the Studios License will generate a minimum of \$20,000 in revenue over its one-year term. The Studios License will not prohibit the Successor Agency from renting Parcel B to other parties, including entertainment production firms. However, since the Studios will be providing the parking to its clients directly, the number of requests staff receives may be reduced.

ATTACHMENTS:

1. May 2, 2013 Letter of Proposal from The Culver Studios

MOTIONS:

That the Successor Agency Board:

1. Approve a one-year License with The Culver Studios for occasional use of the 9300 Culver Boulevard parking lot at the discounted rate of \$1,000 per day for a minimum of twenty days over a one-year term; and

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2. Authorize the Successor Agency General Counsel to review/prepare the necessary documents; and
3. Authorize the Executive Director to execute such documents on behalf of the Successor Agency.