

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

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| Meeting Date: 03/17/08                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  | Item Number: <u>A-3</u>                                                                |  |
| <b>AGENDA ITEM: Discussion and Conceptual Approval of the Creation of the Fox Hills Neighborhood Development and Traffic Study Area and Direction to Staff to Prepare a Related Request for Proposals</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |  |                                                                                        |  |
| Contact Person/Dept.: Charles Herbertson                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  | Phone Number: (310) 253-5630                                                           |  |
| Fiscal Impact: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  | General Fund: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>      |  |
| Public Hearing: <input type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  | Action Item: <input checked="" type="checkbox"/> Attachments: <input type="checkbox"/> |  |
| Public Notification:<br>Master Notification List (03/12/08); Fox Hills Neighborhood Association (03/12/08)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |  |                                                                                        |  |
| Department Approval:<br>Charles Herbertson (03/12/08)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  | City Attorney Approval:<br>Carol Schwab (by H. Baker) (03/12/08)                       |  |
| Fiscal Impact Review:<br>Jeff Muir (by M. Noller) (03/12/08)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  | City Manager Approval:<br>Jerry B. Fulwood (03/12/08)                                  |  |
| <p><b><u>RECOMMENDATION:</u></b></p> <p>The Economic Development Subcommittee and staff recommend the City Council approve, in concept, the creation of the Fox Hills Neighborhood Development and Traffic Study Area and provide direction to staff to prepare a related Request for Proposals ("RFP").</p> <p><b><u>BACKGROUND:</u></b></p> <p>On February 11, 2008, the City Council unanimously authorized the City's participation in the Regional Development and Traffic Mitigation Working Group and assigned the issues of regional development and traffic mitigation to the Economic Development Subcommittee (Councilmembers Malsin and Rose).</p> <p>The Subcommittee met to discuss these two issues on March 11, 2008. After significant discussion, the Subcommittee proposed creation of a Fox Hills Neighborhood Development and Traffic Study Area as a pilot program to evaluate traffic and development issues in this neighborhood, propose various traffic mitigation projects and consider the viability of potential funding mechanisms for those projects in the Fox Hills Neighborhood and the broader west-side region.</p> |  |                                                                                        |  |

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**DISCUSSION:**

During discussion of this issue, the Subcommittee was very interested in taking a new approach to addressing the issue of development in Culver City and the surrounding region, and its resulting traffic impacts. Specifically, with regard to proposed development in Culver City, the Subcommittee discussed the possibility of new development standards that would encourage the reduction of automobile trips generated in the area, by encouraging the synergistic development of non-residential uses that incorporate or provide nearby access to services such as restaurants or other amenities for use by both office tenants and nearby residents.

Given the support of the City Council for participation in the Regional Development and Traffic Mitigation Working Group, the Subcommittee also discussed the importance of developing new, innovative and regionally coordinated traffic mitigation projects and the viability of mechanisms to fund those projects.

With the substantial potential for growth in the Fox Hills area, and the associated traffic impacts rising in significance, the Subcommittee suggested implementation of a pilot project using the Fox Hills Neighborhood as a “first step.” Ultimately, should the City Council adopt this recommendation and should this pilot project prove effective, it could serve as a model applicable to both the remainder of the City and perhaps throughout the west-side region.

The Subcommittee recommends the City Council approve, in concept, this pilot project and direct staff to develop an RFP that would solicit responses from qualified consultants to perform an in-depth study of the Fox Hills Neighborhood. In general terms, this study would analyze development potential, associated traffic conditions and impacts to City services; and identify potential mitigation measures, revenue needs, and potential options for revenue generation. The draft RFP would be presented to the City Council for consideration and approval prior to its release.

**FISCAL ANALYSIS:**

As expressed by the City Council, the issues of development and resulting impacts are of significant importance to the Council and the community. Therefore, the City Manager recommends the allocation of existing staff resources for preparation of the RFP. As currently anticipated, costs to prepare the RFP can be accommodated by existing appropriations. However, it should be noted that preparation of the RFP was not part of the work plan anticipated at the time of adoption of the Fiscal Year 2007/2008 budget.

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**ATTACHMENTS:**

None

**MOTION:**

That the City Council:

1. Approve, in concept, the development of a Fox Hills Neighborhood Development and Traffic Study Area; and
2. Direct staff to prepare a Request for Proposals for associated consultant services for consideration by the City Council.