



City of Culver City

Staff Report

File #: 22-1166, Version: 1

Item #: C-3.

CC - CONSENT ITEM: (1) Waiver of the Restriction on the Maximum Number (12) of Annual Special Events Allowable in a Calendar Year for The Culver Steps, Town Plaza and Ivy Station Properties; and (2) Designation of Culver Steps' Events taking Place in Town Plaza as City-Sponsored Events.

Meeting Date: November 14, 2022

Contact Person/Dept.: Elizabeth Garcia, Office of Economic and Cultural Development
Todd Tipton, Office of Economic and Cultural Development

Phone Number: 310-253-5708/310-253-5783

Fiscal Impact: Yes No **General Fund:** Yes No

Attachments: Yes No

Commission Action Required: Yes No **Date:**

Public Notification: (E-Mail) Meetings and Agendas - City Council (11/09/2022); Downtown Business Association (11/9/2022)

Department Approval: Jesse Mays, Assistant City Manager (11/02/2022)

RECOMMENDATION

Staff recommends the City Council (1) waive the restriction on the maximum number (12) of annual special events allowable in a calendar year per the Culver City Municipal Code (CCMC), for the Culver Steps located at 9300 Culver Boulevard, Town Plaza, and the Ivy Station located at 8840 Washington Boulevard; (2) designate Culver Steps' events taking place in a portion of Town Plaza as City-sponsored events.

BACKGROUND/DISCUSSION

The Culver Steps, Town Plaza and Ivy Station properties were designed to facilitate community gatherings and attract visitors, residents, and employees to the sites and surrounding commercial businesses. To achieve this objective, outdoor entertainment, events and activities are often held in these locations. The frequency of the events in all locations is anticipated to exceed the 12-event annual maximum authorized by the Culver City Municipal Code (CCMC).

Specifically, CCMC Section 17.520.015.B provides that outdoor entertainment and assembly events and other similar events "...designed to attract large crowds, and which are held on private or public property [are allowed] for up to 12 days per calendar year **or as determined by the applicable Review Authority.**"¹ (Emphasis added.)

Culver Steps and Ivy Station - Events on Private Property

In 2022, the former Community Development Director (Director), pursuant to his authority under Section 17.520.020, authorized certain additional events beyond the 12-event maximum for both Culver Steps and Ivy Station, subject to the approval of a special event permit for each event. With regard to the proposed events for 2023 for these two properties, the Director deferred such review authority to the City Council in order for the City Council to make a policy decision as to whether such a waiver is appropriate.

In proposing a full program of events at these two locations, which include, but are not limited to, yoga, dancing, music, and other events that are open to the public, each property owner's goal is to activate these respective spaces and surrounding areas. Because the number of events anticipated exceed the 12-event maximum, a waiver of this restriction is necessary. In addition, special event permits will be required as applicable.

Town Plaza

Some of the events proposed by Culver Steps for 2023 include utilization of Town Plaza to activate the immediately adjacent space (discussed further below under City Sponsorship). In addition, there are numerous other City-produced and/or City-sponsored events that will occur throughout 2023 in Town Plaza. Collectively, these events will exceed the 12-event maximum for the Town Plaza property. Therefore, staff is recommending the City Council waive the restriction of the 12-event maximum for Town Plaza for 2023. These events will need to comply with additional requirements, such as securing a special event permit and license agreement, as applicable. (See Note 1, below, for further information about the 12-event restriction applying to City events in Town Plaza.)

City Sponsorship

Pursuant to City policy, including the newly proposed Town Plaza Use Policy, the Culver Steps events for 2023 that are proposed to utilize a portion of Town Plaza require City sponsorship. These events include:

- **Movies on The Steps** - July 7, 14, 21 and 28; August 4, 11, 18 and 25; and October 20; family-friendly movies; free event; open to the public.
- **PLAY at The Steps** - August 2, 9, 16, 23, 30; September 6, 13, 20 and 27; and October 4, 11, 18 and 25; music/play class for kids 0 - 6 years old; free event; open to the public.

To be categorized as a "sponsored" event by the City, an event must meet the criteria set forth in the Culver City Municipal Code (CCMC Section 17.330.040.B.7.b.ii and City Council Policy No. 2502, Special Events Grant Program), confirming that the City is (a) participating in an official capacity in the planning, preparation or promotion of the events or activity; and (b) contributing 25% of the total estimated costs of the civic event or activity or at least \$1,000, whichever is less. This contribution may take the form of funds, labor, staff time, materials, a coverage of fees, or any combination

thereof.

The CCMC and Policy require both (a) and (b) conditions be satisfied. Additionally, City Council Policy requires that for an event to be considered City-sponsored, the City Council must determine, by specific action, that the above criteria have been met.

Staff has confirmed that all proposed events will satisfy the City's minimum financial contribution to qualify for City sponsorship of at least \$1,000 in the form of in-kind staff time involved with the City's participation in the planning, preparation and/or promotion of the events and activities. There is no request for monetary funds associated with these events.

Culver Steps is requesting City-sponsorship for the above-listed events described above. In addition, a sA special event permit and license agreement will be required for each of these events in Town Plaza. Staff has confirmed that the 2023 events do not conflict with events already scheduled for Town Plaza.

FISCAL ANALYSIS

ATTACHMENTS

None.

MOTIONS

That the City Council:

1. Waive the restriction on the maximum number of annual special events (12) allowable in a calendar year for Town Plaza (City-Property), Culver Steps (Private Property) located at 9300 Culver Boulevard and Ivy Station (Private Property) located at 8840 Washington Boulevard;
2. Designate the Culver Steps' events taking place in a portion of Town Plaza as City-sponsored events as outlined in the staff report;
3. Authorize the City Manager to approve applicable City permits and licenses needed to conduct events;
4. Authorize the City Attorney to review/prepare any necessary documents; and
5. Authorize the City Manager to execute such documents on behalf of the City.

NOTES

1. This provision has been interpreted to apply to Town Plaza. Staff plans to come back to City Council in 2023 with an overall discussion of the 12 event maximum, particularly as it relates to City events on City property.