



City of Culver City

Staff Report

File #: 24-995, Version: 1

Item #: C-3.

CC- CONSENT ITEM: (1) Approval of the Town Plaza Monument Sign Leasing Program; (2) Approval of an Agreement for the Donation of the Fabrication and Installation of the Monument Signs; and (3) Direction to the City Manager as Deemed Appropriate.

Meeting Date: June 10, 2024

Contact Person/Dept.: Elizabeth Garcia/ Economic and Cultural Development

Phone Number: (310) 253-5708

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

Attachments: Yes No

Public Notification: (E-Mail) Meetings and Agendas - City Council (06/06/2024)

Department Approval: Jesse Mays, Assistant City Manager (05/22/2024)

RECOMMENDATION

Staff recommends the City Council (1) approve the Town Plaza Monument Sign Leasing Program, (2) approve a donation agreement for the fabrication and installation of the monument signs, and (3) provide direction to the City Manager as deemed appropriate.

BACKGROUND

In 2018, The Culver Steps (The Steps) development was completed, by HC 9300 Culver LLC, which featured a new office building, retail, and restaurant spaces at the intersection of Culver and Washington Boulevards. The City, in partnership with The Steps Owner, spent approximately \$3.2 million dollars to revitalize the property adjacent to The Steps to expand the existing Town Plaza and create new public space that serves as a venue for art, music and special events. Since opening, The Steps has become a community center in Downtown Culver City featuring both independent and national brands. However, the design of The Steps features several commercial frontages on the interior of The Plaza, reducing visibility of certain businesses from the streets/sidewalk.

On March 11, 2024, the City Council approved the installation of two freestanding monument signs in the expanded portion of Town Plaza and approved a donation from The Steps Owner for the fabrication and installation of the signs. At that time, the Council provided direction on the sign specifications and Town Plaza Monument Sign Leasing Program (The Program).

DISCUSSION

The objective of The Program (Attachment 1) is to provide a framework for the leasing of business panels on the monument signs in Town Plaza. The Program would be eligible for five, ground floor properties that currently lack visibility from Culver and Washington Boulevards.

The five properties are located at: 9426 and 9432 Washington Boulevard, 9300 and 9500 Culver Boulevard, and 3912 and 3918 Van Buren Place. Please note that not all the spaces located at 9300 Culver Boulevard are eligible for The Program. A map of eligible spaces is included in Attachment 1. An overview of The Program is below:

- **Application:** Eligible property and business owners will be required to apply to participate in the program (one-time).
- **License Agreement:** Participating businesses will be required to execute a license agreement with the City. The license agreement would renew annually and would require a current tenancy in an eligible property. Tenants will be required to have owner approval to apply for the business panel. Maintenance fees will be due upon execution of the license agreement. (Note: The sample license agreement will be prepared and added to the Program document prior to finalizing and issuing to the eligible businesses.)
- **Annual Maintenance Fee:** It is proposed that an annual maintenance fee of \$500 per business panel, will be required to fund ongoing maintenance. The maintenance fee will cover routine (i.e., lighting replacement and landscaping) and non-routine maintenance (i.e., limited damage) to the sign and potential replacement (if the City desires.) The annual maintenance fee will be due upon the first anniversary of the license agreement's execution and subject to annual CPI adjustments.
- **Fabrication Costs:** The business/ property owner will be responsible for fabricating the business panel(s) per City specifications/vendors for installation.
- **Message Limitations:** All content of the business panels must be approved by the City prior to posting and must adhere to design specifications in Attachment 1. The panel will only include the name of the business. No other content will be permitted.

Donation Agreement

Based on the City Council's direction at the March 11, 2024 meeting, staff recommends the City Council approve a donation agreement for the fabrication and installation of the signs. If approved, the City Attorney will prepare an agreement that outlines the terms of the City's acceptance of the donation, including, but not limited to, the fair market value of the improvement, date of receipt, and confirmation that upon installation, the signs will become City Property.

FISCAL ANALYSIS

Due to the proposed donation, there is no cost to the City for the fabrication and installation of the monument signs. However, City staff time will be required to supervise the improvement work and

the signs will be included in the City's master insurance policy. Maintenance will be funded by the annual maintenance fee.

ATTACHMENTS

1. Town Plaza Monument Sign Leasing Program

MOTIONS

That the City Council:

1. Approve the Town Plaza Monument Sign Leasing Program;
2. Approve an agreement for the donation of the fabrication and installation of the monument signs;
3. Authorize the City Attorney to review/ prepare necessary the necessary documents; and
4. Authorize the City Manager to execute such documents on behalf of the City.