



City of Arts & Innovation

Development Committee

TO: DEVELOPMENT COMMITTEE MEMBERS DATE: JUNE 21, 2018

FROM: COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT WARD: 1

SUBJECT: CONSIDERATION OF VARIOUS DEVELOPMENT OPTIONS FOR THE SHOWCASE AT THE FOX ENTERTAINMENT PLAZA - DIRECT SUBMITTAL

ISSUE:

Consider various development options for The Showcase at the Fox Entertainment Plaza and provide feedback and direction to staff.

RECOMMENDATION:

That the Development Committee consider various use options for development of The Showcase at the Fox Entertainment Plaza and provide feedback and direction to staff.

BACKGROUND:

Completed in 2013, at a cost of \$14.4 million, the Fox Entertainment Plaza ("FEP") includes approximately 14,000 square feet of restaurant space, a 4,000 square foot black box theater ("The Box"), a 400-stall parking garage, and approximately 9,000 square feet of museum/exhibit and trade show exhibit space ("Showcase"). The FEP was constructed with the vision of expanding the creative economy, revitalizing downtown, and promoting Riverside as a destination.

On October 8, 2013, following discussion, the City Council approved agreements for the operation and management of the Fox Performing Arts Center and Riverside Municipal Auditorium with Live Nation Worldwide, Inc. The Fox Performing Arts Center is a first-class live entertainment and special event venue that averages more than 1,250 attendees per show.

On October 4, 2016, following discussion, the City Council approved a 55-year lease agreement with Riverside Food Hall, LP for the vacant FEP restaurant space, located at 3605 Market Street, for the development of a communal food hall featuring local, artisanal eateries and bars, known as the Riverside Food Lab. The Riverside Food Lab is fully leased and is currently under construction with an anticipated opening in summer of 2018 (or sooner).

The Showcase, originally intended to be used as museum exhibit space, has, since 2016, hosted approximately 29 events, all of which have been non-exhibit related functions (with Live Nation being the most frequent user), and has generated minimal revenue. The Showcase is currently

operated, managed, and maintained by the City's Arts and Cultural Affairs staff, the space typically goes "dark" during November and December as staff is managing all aspects of Festival of Lights.

DISCUSSION

Over the past year, staff has received interest from various individuals to convert The Showcase into different/varying uses from the original exhibit space related intent.



As requested by Chair Gardner, staff has identified the following current and potential uses for the Development Committee's review and consideration:

Exhibition Space:

The Showcase was originally intended to be utilized as museum-related exhibition space but has never been utilized in this fashion.

In order to make the space better suited for potential museum-style exhibits and museum storage/exhibition space, staff recommends the following improvements be made to the space: installation of additional climate control systems, new security system, new storefront, and upgraded storage options. Additionally, should the Development Committee decide to continue the current use, staff further recommends that the space be operated, managed, marketed, and maintained by the Riverside Metropolitan Museum. Beyond the physical improvements to the Showcase, substantial increases would need to be added to the budget of the Riverside Metropolitan Museum annually. The Riverside Metropolitan Museum Director concurs with this assessment.

Staff recently received a proposal from an individual, Ted Wells, who is proposing to utilize the space for exhibition of his 100+ historic chairs. These historic chairs visualize the development and evolution of chairs from the 18th to 21st century. Mr. Wells' chairs were most recently on display at the Museo de las Californias del Centro Cultural in Tijuana, Mexico.

Commercial/Entertainment Use:

The Fox Performing Arts Center, the Riverside Food Lab and The Box are all entertainment

venues. Utilizing The Showcase use as a commercial/entertainment venue could be a natural use.

Staff has received two lease proposals for an Arcade-Style Bar and Eatery. An arcade-style bar and eatery, commonly known as “Barcade’s”, typically offer customers craft beer from local and regional breweries, classic coin-operated video games from the 1980’s and 1990’s, pinball machines, a full bar, and menu of classic pub food. Notable Southern California Barcade establishments include, but are not limited to: Coin Haus (San Diego), Mission Control (Santa Ana), EightyTwo (Los Angeles), Button Mash (Los Angeles) and Punch Bowl Social (Rancho Cucamonga). A Barcade would require a minor Conditional Use Permit (CUP) for the on-site sale of alcohol.

Staff has also received a lease proposal from Riverside Food Hall, LP for the expansion of the Riverside Food Lab. As proposed, the expansion could entail a 2,800 square foot escape room as well as other food or beverage amenities. Riverside Food Hall, LP is still very interested in The Showcase but recently informed staff that it cannot consider the space until the Riverside Food Lab is open and stabilized (estimated 6-12 months from opening).

Moreover, The Showcase was not constructed to accommodate the noise levels that a Barcade (or any commercial use – such as the expansion of the Riverside Food Lab) will generate. As such, noise cancelling technology would have to be integrated in order to not interfere with events taking place at the adjacent Fox Performing Arts Theater and The Box.

Other ideas include a co-working kitchen, which involves a commercial kitchen that enables culinary entrepreneurs to create their goods from a certified, food rated facility.

Should the Development Committee decide to repurpose the space for commercial use, to ensure fairness, staff recommends that a Request for Proposals (RFP) be issued and/or a commercial broker be engaged to identify potential tenants.

Special Event Venue:

The bulk of The Showcase’s usage, to date, has been for special events. Should the Development Committee decide to continue to use the space as a Special Event Venue, staff recommends that a commercial, preparation or warming kitchen be installed, to make the space more competitively equitable, and a 3rd party operator be enlisted to operate, manage, market, and maintain the space.

FISCAL IMPACT:

There is no fiscal impact associated with this report.

Prepared by:	Rafael Guzman, Community & Economic Development Director
Certified as to availability of funds:	Adam Raymond, Chief Financial Officer/City Treasurer
Approved by:	Al Zelinka, FAICP, City Manager
Approved as to form:	Gary G. Geuss, City Attorney

Attachment:	Presentation
-------------	--------------