

0150-12953-0000

TRANSMITTAL

TO The City Council	DATE 04/01/25	COUNCIL FILE NO. 24-0778
FROM Municipal Facilities Committee		COUNCIL DISTRICT 15

At its meeting held on March 27, 2025, the Municipal Facilities Committee approved the attached Department of General Services (GSD) report, which is hereby transmitted for Council consideration. Adoption of the report recommendation would authorize GSD to negotiate and execute a non-profit license agreement with Little Italy of Los Angeles Association (LILAA) for the use of public plaza for community events at 603 South Harbor Boulevard. The term for the license agreement is five years, with one five-year option to extend.

Fiscal Impact: There is no General Fund impact as this is a no-cost license agreement. LILAA is responsible for tenant improvements, maintenance, custodial, and security costs for events. The City will cover water and electricity costs for the plaza.



 for Matthew W. Szabo
 City Administrative Officer
 Chair, Municipal Facilities Committee

MWS:AW:05250125

CITY OF LOS ANGELES

CALIFORNIA

TONY M. ROYSTER
GENERAL MANAGER
AND
CITY PURCHASING AGENT



KAREN BASS
MAYOR

DEPARTMENT OF
GENERAL SERVICES
ROOM 701
CITY HALL SOUTH
111 EAST FIRST STREET
LOS ANGELES, CA 90012
(213) 928-9555
FAX No. (213) 928-9515

March 27, 2025

Honorable City Council
City of Los Angeles
c/o City Clerk
Room 395, City Hall
Los Angeles, CA 90012

Attention: Adam Lid, Legislative Assistant

**REQUEST AUTHORITY TO NEGOTIATE AND EXECUTE A LICENSE AGREEMENT
WITH LITTLE ITALY OF LOS ANGELES ASSOCIATION
FOR THE USE OF THE CITY-OWNED PUBLIC PLAZA LOCATED AT
603 SOUTH HARBOR BOULEVARD, SAN PEDRO, CA 90028**

The Department of General Services (GSD) requests authority to negotiate and execute a no-cost license agreement, as directed by Council File 24-0778 with Little Italy of Los Angeles Association (LILAA), a non-profit organization, 501(c)(3) for the use of the City-owned plaza at 603 South Harbor Boulevard, San Pedro, CA 90028 in Council District 15 (CD15).

BACKGROUND

In 2019, the City entered into a five-year license agreement (C-134329) with LILAA to revitalize the underutilized Pepper Tree Plaza in front of the San Pedro City Hall, located at South Harbor Boulevard and West 6th Street. Supported by CD15, this initiative aims to transform the space into Piazza Miramare, a vibrant cultural hub celebrating Italian heritage.

The \$6 million redevelopment is funded through multiple sources, including CD15's Real Property Trust Fund, with LILAA securing additional financial commitments through community stakeholders. LILAA continues to actively fundraise, offering sponsorship opportunities such as engraved floor bricks and tiles on the Fontana del Pescatore (Fisherman's Fountain).

Scheduled for completion in Q4 2025, the redesigned plaza will feature terraced seating, a trellis for shade, and a central fountain, creating a functional and engaging public space for events and gatherings. The proposed license agreement will authorize LILAA to

manage, improve, and activate the site, ensuring its role as a cornerstone of cultural enrichment and economic revitalization in San Pedro. This collaboration highlights CD15's dedication to fostering cultural enrichment and driving economic revitalization in the community.

TERMS AND CONDITIONS

The proposed license agreement is for zero rent with an initial five (5) year term and one (1), five (5) year option to renew at the City's sole discretion. The City may terminate the license agreement upon a 30-day written notice. A complete set of terms and conditions are included in the attached term sheet.

COMMUNITY BENEFIT

The City Administrative Office (CAO) completed the Community Benefit Analysis (CBA) which supports the recommendation for approval of the proposed terms and conditions. See the attached CBA.

MAINTENANCE/UTILITIES/LANDSCAPING

LILAA will assume full responsibility for all costs, maintenance, and upkeep related to the fountain, ensuring it remains functional and in good condition as well as the donor walls. LILAA's maintenance responsibilities also include removing graffiti and restoration of the fountain and donor walls due to vandalism. Further, LILAA will provide adequate security measures during events or activities to ensure the safety of both the premises and attendees.

The City will cover water and electricity costs for the Plaza, as separate meters for the fountain were not included in the project's design phase.

The Department of Recreation and Parks (RAP) provided the landscaping services at the plaza previously, but those services were suspended during the redevelopment project. RAP will reevaluate those needs upon project completion to assess service needs and the associated costs for ongoing maintenance for Piazza Miramare.

FISCAL IMPACT

There is no anticipated impact on the General Fund as the license agreement contains zero rent.

RECOMMENDATION

That the Los Angeles City Council, subject to the approval of the Mayor:

1. FIND, Pursuant to Los Angeles City Charter Section 371(e)(10) and Administrative Code Section 10.15(a)(10), that the use of competitive bidding would be undesirable and impractical for this contract. Little Italy of Los Angeles Association (LILAA) is uniquely positioned to provide cultural programming, community engagement, and activation for the City-owned Fontana del Pescatore Plaza located in San Pedro. As the recognized steward, LILAA has deep-rooted connections with the local Italian-American community, established partnerships, and expertise in curating authentic programming that preserves and promotes the historical and cultural significance of the plaza. Given its specialized experience, longstanding commitment, and ability to leverage community resources, LILAA is the most qualified and cost-effective organization to oversee programming, ensuring the successful activation and enhancement of this public space.
2. AUTHORIZE the Department of General Services to negotiate and execute a license renewal with the Little Italy of Los Angeles Association for the use of the City-owned plaza at 603 South Harbor Boulevard, San Pedro, CA 90028 under the terms and conditions substantially outlined in this report.



Tony M. Royster
General Manager

Attachment: Term Sheet
CBA
Project Renderings

LEASING TERM SHEET

MFC DATE March 27, 2025

LANDLORD City of Los Angeles

ADDRESS 111 E. 1st Street, Room 201, Los Angeles, CA 90012

TENANT Little Italy of Los Angeles (LILAA)

ADDRESS 638 S Beacon Street, Suite #601, San Pedro, CA 90731

LOCATION 603 S. Harbor Blvd., San Pedro, CA 90731

AGREEMENT TYPE License

USE Public Plaza

SQUARE FEET Approximately 9,897 sq. ft.

TERM Sixty months (60 months) upon City Clerk Attestation

EARLY POSSESSION N/A

RENT START DATE N/A

LEASE START DATE Upon City Clerk Attestation

OPTION TERM One, five-year option to extend at the City's sole discretion

HOLDOVER None

SUBLET/
ASSIGNMENT No right to sublease or assign

TERMINATION City may terminate license agreement upon thirty (30) days written notice

RENTAL RATE \$0.00

ESCALATION N/A

RENTAL ABATEMENT N/A

ADDITIONAL RENT N/A

PROPERTY TAX	N/A
OPEX	N/A
CAM	N/A
OTHER	N/A
SECURITY DEPOSIT	N/A
MAINTENANCE/ REPAIR	The Licensee shall be solely responsible for all costs, expenses, liabilities, and any other obligations associated with the fountain and donor walls.
TENANT IMPROVEMENTS	None.
PARKING	None
UTILITIES	The Licensee currently has no obligation for utility costs; however, this may be subject to change based on future agreements or requirements.
CUSTODIAL	Licensee shall be responsible for all custodial costs, regarding its use.
SECURITY	Licensee shall be responsible for security during its use.
PROP 13 PROTECTION	None
INSURANCE (City)	Licensee shall be responsible for insurance. Licensee shall indemnify and hold harmless the City.
OTHER:	Appropriate Insurance coverage to be determined By City Risk Management Division. The Licensee shall be responsible for providing generators and any other necessary equipment at its own expense for events or other required purposes.
PRINT:	Mario Amalfitano
SIGNATURE:	 Mario Amalfitano (Mar 5, 2025 15:28 PST)

**Report from
OFFICE OF THE CITY ADMINISTRATIVE OFFICER
Community Benefits Analysis for Proposed Non-Profit Lease**

I. Proposed Lease Terms and Conditions	
Facility Location:	603 South Harbor Boulevard, San Pedro, CA 90731 (Public Plaza) in Council District 15
Lessee:	Little Italy of Los Angeles Association (LILAA)
Council File Reference:	C.F. 24-0778 (Adopted by City Council on 7/30/2024)
Space Assignment:	Approximately 9,897 square feet (APN# 745-502-6939)
Term and Renewal Option:	Five-year term commencing upon execution, with one five-year option to extend.
Market Rate:	\$1.03 per square foot or \$122,326.92 annually
Proposed Rental Rate:	\$0.00 during the initial term, and rates subject to re-negotiation at the discretion of the City.
Tenant Improvements, Custodial, and Associated Costs:	Lessee shall be financially responsible for tenant improvements, maintenance, custodial, and other associated costs for the fountain and donor walls.
II. History and Current Services	
Mission:	LILAA’s mission is to educate and celebrate Italian and Italian American culture by connecting residents of the City of Los Angeles with the rich history of this community through cultural programming, education, and community accessible events.
Vision:	LILAA’s vision is to create and strengthen cultural ties between the Italian American community and the greater Los Angeles.
Background / History:	LILAA was founded in 2018 to honor and celebrate the many generations of Italians who first immigrated to San Pedro and the greater Los Angeles area. The effort was initiated by Council District 15 and the Italian American Community in San Pedro to create cultural and community ties with Italian culture and the broader Los Angeles community.
Current Services:	LILAA’s current services include cultural programming and community education. The four annual community events held are: 1. 5K Italy Run, 2. Festa Italiana, 3. Gaelic and Garlic, and 4. Carnevale Festival. LILAA also awards students in San Pedro and Long Beach through youth poetry and art competitions.

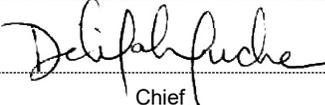
**Report from
OFFICE OF THE CITY ADMINISTRATIVE OFFICER
Community Benefits Analysis for Proposed Non-Profit Lease**

III. Community Benefits Analysis			
A. <u>Value of Dedicated Staff:</u> \$29,856.00			
Staff	Rate	Annual Salary	
Volunteers including Board Members	20 volunteers valued at \$37.32/hour for 40 hours/year	\$29,856.00	
		Total	\$29,856.00
B. <u>Value of Services to Participants:</u> \$98,062.85			
Events	Item	Item Cost	Annual Cost
5K Italy Run	Race Consultant	\$10,000.00	\$40,217.00
	Equipment Rentals	6,715.00	
	Police and Security	5,870.00	
	Event Productions	4,000.00	
	Traffic Management	4,000.00	
	Entertainment Services	2,748.00	
	Banners and Bibs	2,274.00	
	Finishers Metals	1,830.00	
	Setup Crew	1,280.00	
	Photography	1,000.00	
	Port of LA Permit	500.00	
Festa Italiana	Equipment Rental	9,788.00	28,132.70
	Entertainment Services	6,810.48	
	Sound and Power	4,873.40	
	Coordinators	3,500.00	
	Street Closure	2,019.96	
	Cleaning and Restroom	1,140.86	
Gaelic and Garlic	Equipment Rentals	11,755.28	14,775.55
	Street Closure	2,247.24	
	Portable Restrooms	773.03	
Carnevale Festival	Production Team	2,500.00	6,998.00
	Equipment Rentals	2,390.00	
	Street Closure	1,236.00	
	Portable Restrooms	872.00	
Poetry and Art Competition	Planner	6,820.00	7,939.60
	Judges	1,119.60	
		Grand Total	\$98,062.85

Value of Direct Services:

**Report from
OFFICE OF THE CITY ADMINISTRATIVE OFFICER
Community Benefits Analysis for Proposed Non-Profit Lease**

Value of Operational Budget:	C. <u>Value of Operational Budget</u> : \$4,113.00	
	<u>Item</u>	<u>Annual Cost</u>
	Insurance	\$2,413.00
	Board Meeting Cost	1,000.00
	Office Supplies	700.00
	Total	\$4,113.00
Additional Offsets / In-Kind Services:	D. <u>Value of Additional Offsets</u> : \$0.00	
Total Community Benefits:	<u>\$132,031.85</u> annually (=A+B+C+D above)	
Market Value for Leased Space:	<u>\$122,326.92</u> annually	
Benefits Finding and Recommended Action:	<p>Community benefits estimated at <u>\$132,031.85</u> annually exceed the annual market value of <u>\$122,326.92</u> for the leased space by <u>\$9,704.93</u>.</p> <p>Approval of the proposed lease terms is recommended on the basis that the value of the community benefits exceeds the market value of the leased space.</p>	

0220 - 05479 - 0061	Aira Wada		
Work Assignment Number	Analyst	Chief	Assistant CAO

YC/AW/05250050

Release Date: 03-11-25



PIAZZA MIRAMARE

SAN PEDRO | CA



Gensler

JOIN US TO HELP WRITE
THE NEXT CHAPTER
OF DOWNTOWN
SAN PEDRO



THE SITE & NEIGHBORHOOD

The site is currently known as the Pepper Tree Plaza and is located next to the Historic San Pedro City Hall, at the corner of S Harbor Blvd and W 6th St. While it is located in the center of Little Italy and Downtown San Pedro, based on public outreach the team learned that the current plaza is not meeting the community's needs.



COMMUNITY VISION

Piazza Miramare will be an open and inviting gathering place where the San Pedro community can come together and create lasting memories. Whether you are meeting a friend for coffee, having lunch with coworkers, playing with your kids on your way to the waterfront, or attending a cultural festival – this is San Pedro's Civic Heart.



THE DESIGN



SITE PLAN

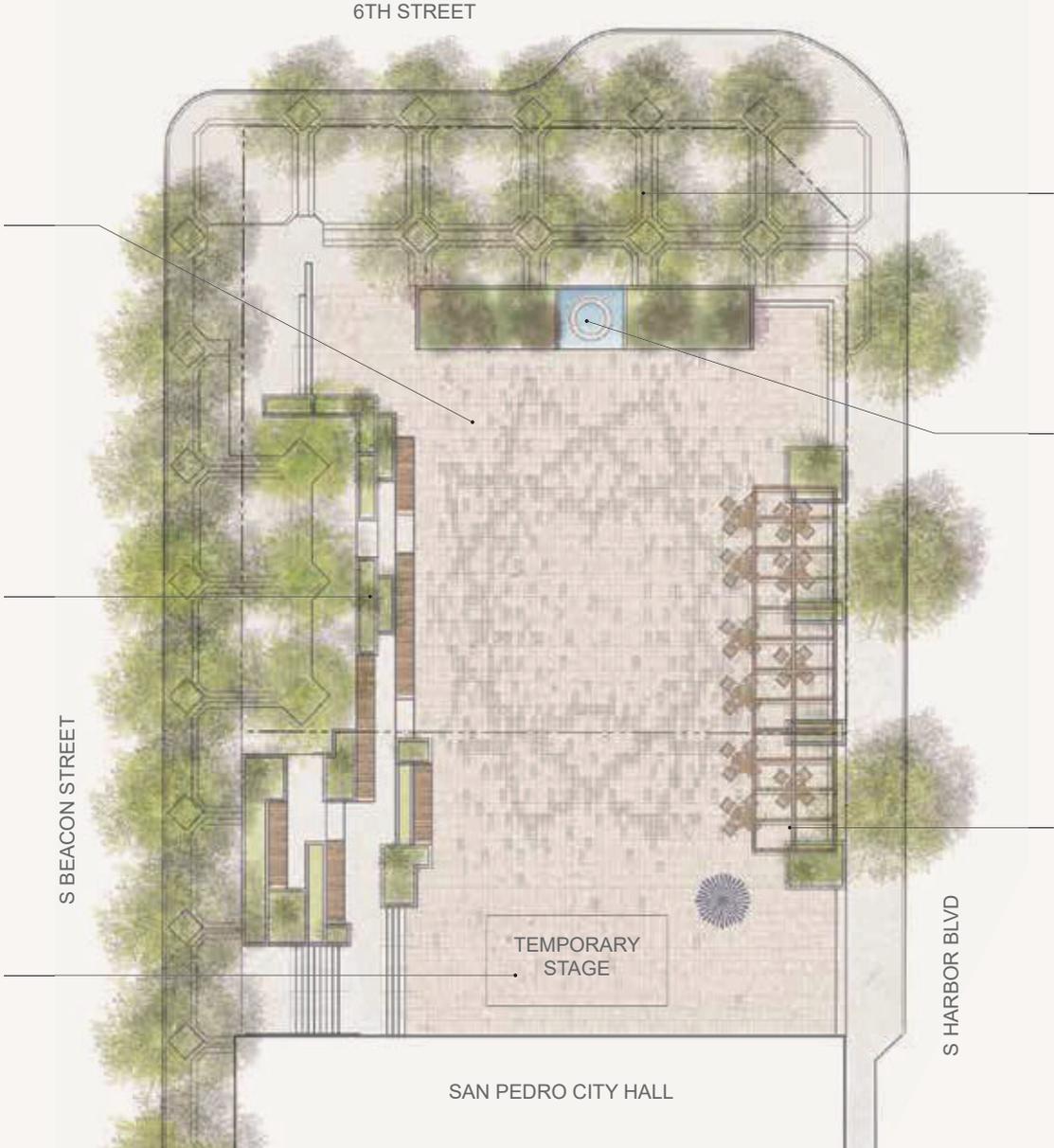
Large Flat Programmable Space



Stepped Terrace Seating



Temporary Stage Infrastructure



Food Truck Dining Grove



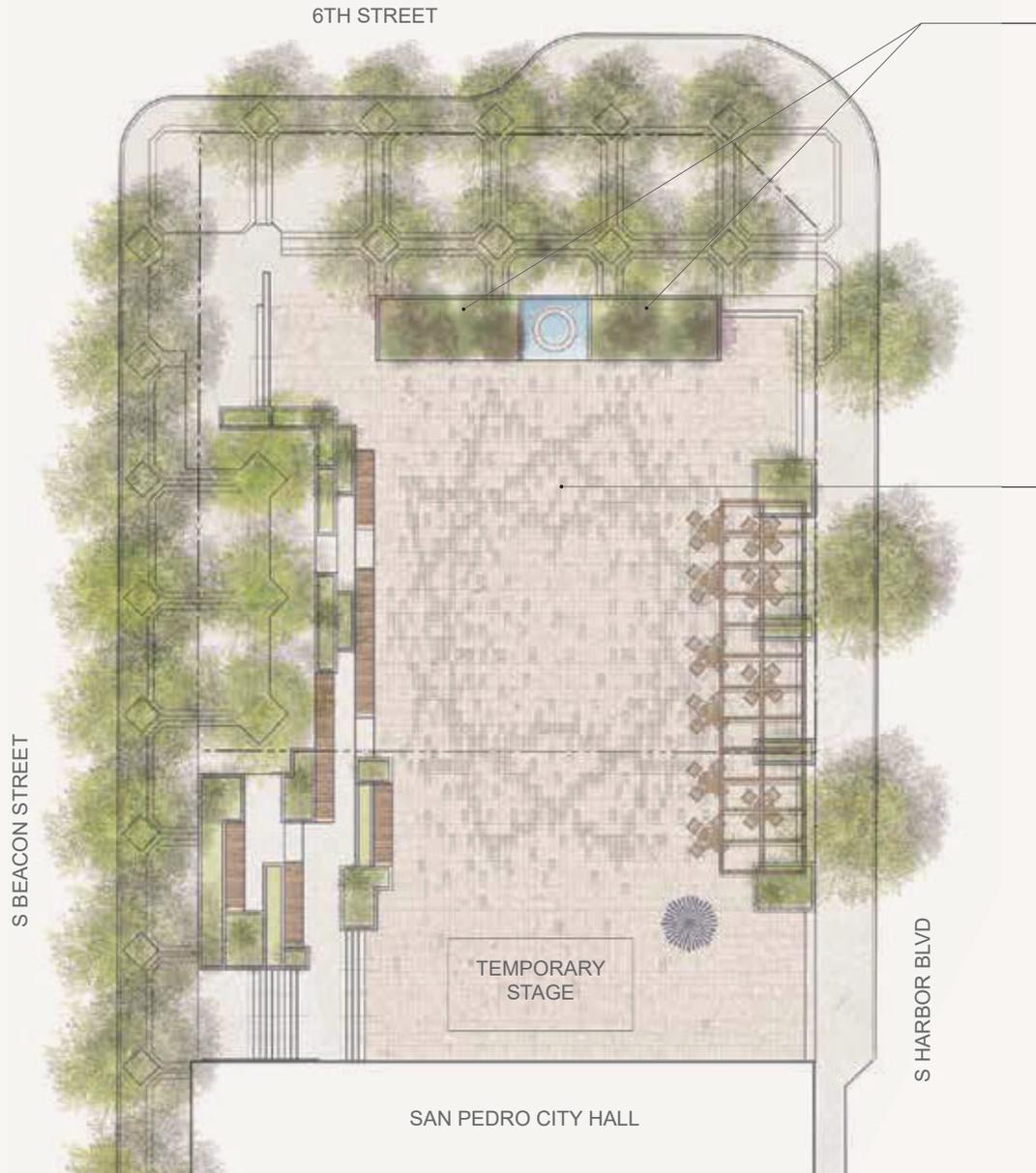
Fontana del Pescatore



Waterfront Shade Trellis



CELEBRATING COMMUNITY



San Pedro Community “Walk of Fame”

A number of local historic artifacts are currently located in various locations on the site. This design proposes locating these artifacts in a row along 6th St planters so they are prominently on view for pedestrians passing through the plaza. Details on exact locations Artifacts and Landmarks Relocation page.



Piazza Del Campidoglio

To honor the legacy of Italian American fisherman in San Pedro, the plaza paving pattern is modeled after the Piazza del Campidoglio, which was one of the first modern square to be designed in Rome.

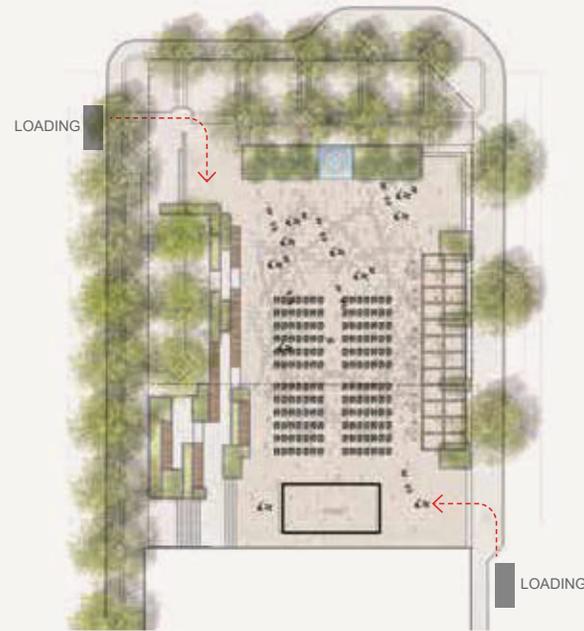


EVENTS & LOADING

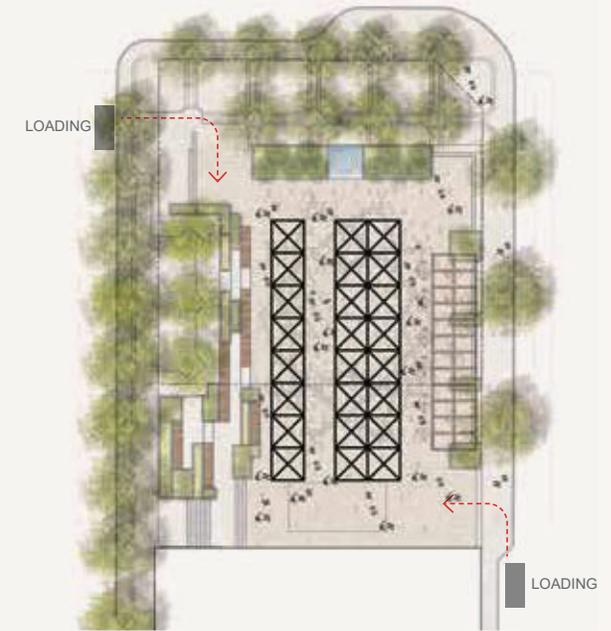
The new plaza offers nearly **7,000 square feet** of flexible flat paved area to hold a variety of events. Built in lighting and power infrastructure will make it easy for event producers to “plug and play” without the need for expensive generators and excess equipment. Two loading areas are designated off Beacon St and Harbor Blvd with wide, level passages for easy access.



Event Type: Xmas Tree Event
Layout Description: Audience Standing Room
Estimated Attendee Qty: 500-750+ Standing



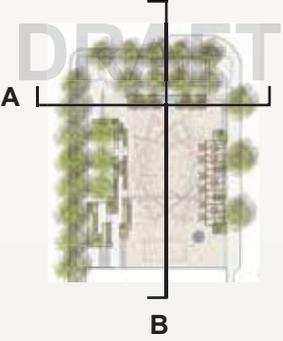
Event Type: Live Performance
Layout Description: Seated Folding Chairs
Estimated Attendee Qty: 250 Chairs + 200 Standing



Event Type: Farmers / Vendors Market
Layout Description: Pop-Up Tents (10'x10')
Estimated Vendor Qty: 24 Tents (10' x 10')



SITE SECTIONS



A - EAST-WEST SECTION THROUGH FOUNTAIN

**Not to Scale*



B - NORTH-SOUTH SECTION

**Not to Scale*

FONTANA DEL PESCATORE



Honoring San Pedro History and Donors

The plaza design proposes to re-purpose the existing historic urn on the site of the Pepper Tree Plaza and transform it into a fountain to celebrate the generous donors and sponsors making this project possible.

The prominent placement of the fountain will ensure that everyone on the plaza and 6th St sidewalk will engage with it. The fountain is proposed to be a drought-wise system that will recirculate water and designed to look elegant if and when the water needs to be shut off for drought reasons.

The base of the fountain will feature various sizes and finishes of tiles paying tribute to donors. This design will be refined and completed in the Construction Documents phase of the project, when more information about donor tiles are known.

BEACON STEPS



A Place to Meet, Watch, and Relax

Terraced seating along Beacon St integrates the site's natural grades into a beautiful and functional element within the plaza. When performances are taking place in the plaza, these steps provide an optimal place to view programming, or simply take a rest and relax.

Wood seats provide warmth and comfort for visitors when the plaza is hosting events. This seating is interspersed with planting areas to soften retaining conditions found at the edges of the site while providing overall tactility.

WATERFRONT TRELLIS



Engaging the Waterfront and Sidewalk

The waterfront shade trellis offers an airy open space to sit and enjoy a coffee or lunch and watch ships pass. Just two steps up from the sidewalk, it is accessible from all sides. Movable cafe tables and chairs are placed under it, so users can create their own space and experience.

VIEW TOWARDS BEACON ST



VIEW TOWARD HARBOR BLVD

