

Bergamot Area Plan Neighborhood Meeting Summary Form

Meeting Information	
Meeting Date:	November 28, 2011
Organization Name:	Bergamot Station businesses
Name of Contact Person:	N/A
Location:	Ken Edwards Center
Duration of Meeting:	2 hours
Number of Participants:	9
Staff Representation:	Peter James; Liz Bar-El; Jessica Cusick; Sarah Lejeune; Francie Stefan; Jennifer Taylor, Tom Nordyke (consultant)
City Council and/or Planning Commission Members Present:	N/A

General Comments
<p>This meeting was held to get feedback from tenants at Bergamot Station on staff’s integration of their key issues into the development of conceptual alternatives for the Art Center. Discussion centered on participants’ thoughts about preserving what they described as the “fragile ecosystem” of Bergamot Art Center. Building on input generated at an earlier meeting, participants confirmed and provided specificity on the following important factors for the long-term success and vitality of the Art Center:</p> <ul style="list-style-type: none"> • Provide new amenities and needed improvements – bathrooms, building repair • Retain and improve flexible gathering spaces – landscaping, special event spaces • Consider special access and loading - deliveries • Study separation vs. integration – transit customer vs. art-buyer “regulars.” How to design for both • Operational/business viability – lease opportunities • Maintain regional relevance – marketing and identity • Develop opportunities to share spaces and other resources • Manage parking situation • Ensure that any new uses are publicly oriented <p>During the course of the discussion, participants provided valuable comments that described the complexity of maintaining the balance of Bergamot, as well as its “spirit.” Participants stated the following specific to impending changes resulting from Expo construction, which will involve removal of the Track 16 building, and other potential construction:</p> <ul style="list-style-type: none"> • Concern that galleries cannot survive construction (hotel, underground parking) <ul style="list-style-type: none"> ○ Difficult to maintain critical mass during construction activities • Bars, restaurants, performance spaces, possibly a hotel are uses that could be compatible with existing businesses. But other uses, like creative office do not provide the “public” element that makes the Bergamot community whole. 2nd floor ok for these uses, along with SMMoA. • 2nd Floor galleries are more vulnerable than ground floor. LA is a ground-floor gallery scene, (different from examples such as New York and San Francisco). However, some thought if there

were good access to upper level (e.g. signage, elevator) and a large outdoor open space to accommodate the monthly Center events and vibe, it could work.

- Phasing is an important element in planning for the Art Center. Consider milestones that trigger new development instead of wholesale redevelopment of Bergamot all at once. . Art Center result of an organic evolution, important to keep.
- Think outside of the parcel boundaries: look at expanding the Art Center to accommodate new adjacent properties.
- Long term leases are desired
- More parking is critical—already at capacity
- Some creative ideas re. shuffling uses/ tenants. T-Building only has one gallery tenant. Potential to relocate and reuse/ redevelop site for museum. Or move Track 16 to this site.
- It might be a good idea for businesses at Bergamot Station to form some sort of tenants association to consolidate the community of gallery owners, the museum and others.

Gallery owners discussed some things that could help them survive the construction and retain their businesses, and would maintain the spirit of Bergamot in the long term. These included:

- Provide long-term leases (10 year minimum)
 - Could the City be the landlord?
- Consider tax incentives like a tax-free zone
- Retention should be on-site; Temporary relocation would be difficult; it costs about \$100,000 to move into a new location; work with Expo contractors on a schedule that meets their needs
- Maintaining the museum at the Art Center is critical.
- Replace Track 16, which provides a key function (events, etc.).
- Maintain “free” access to Bergamot (galleries, museum)
- If introducing new uses/ businesses, ensure that they’re public oriented and help draw members of the public to the Center
- Potential for the creation of a tenants association? To help organize Center events, marketing, etc.

Staff and guest Steve Sedlic from the Small Business Development Center gave brief presentation on business assistance and resources available to the Arts Center businesses—including free business counseling, access to SBA loans and financing, long-term business planning and “what if” scenarios; Buy Local SM to help them promote their businesses during EXPO construction; Be Excited, Be Prepared and the SM Alliance.

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Follow-Up Issues:

City to work with Expo CA to set up a meeting for them to provide more detailed construction information directly to Bergamot tenants. Participants encouraged to attend the December 7th Workshop,.

Sargeant Business Meeting 11.28.11

- BERKMAN IS A FRAUDULENT SCHEM ✓
- CAN GALLERIES SOLVE THE COST OF HOTEL
 - ▶ DRAFT TO MAINTAIN CAPITAL MASS.
 - ▶ BEER SITE TO TALK TO COUNTY SUPERVISOR
- THINK OUTSIDE THE PARCEL BOUNDARIES
- LOW-TERM (10-15yr) IS INTERLUDE
- PLANNING MAY BE LONG-TERM BASED ON FUTURE OUTCOMES

- 1 PROVIDE NEW AMENITIES AND NEEDED IMPROVEMENTS → BAR, RESTAURANT, PERFORMANCE, BATHROOMS
- 2 RETAIN/IMPROVE FLEXIBLE OPEN SPACE
- 3 ACCESS & LOADING
- 4 SEPARATION VS. INTEGRATION → 2ND FLOOR GALLERIES / MOST VULNERABLE
 - RELAYRADA
 - NYC - SP. EXHIBITS
 - LA IS GRAND JURY
- 5 LEASE OPPORTUNITIES
- 6 MAINTAIN REGIONAL RELEVANCE
- 7 DEVELOP SHARED SPACES
- 8 MANAGE PARKING ✓✓
- 9 PUBLIC-ORIENTED USES

- CITY AS LANDLORD →
- ### PRESERVING ELEMENTS
- LOW-TERM LEASES 10-15yr
 - TAX INCENTIVES
 - MUSEUM HOME
 - TRACK 16
 - FREE ART EXPERIENCES