



# **Temporary Activation of 101 Walnut Avenue**

***License Agreement  
with IYKYK! Coffee Lab***

**May 20, 2025**

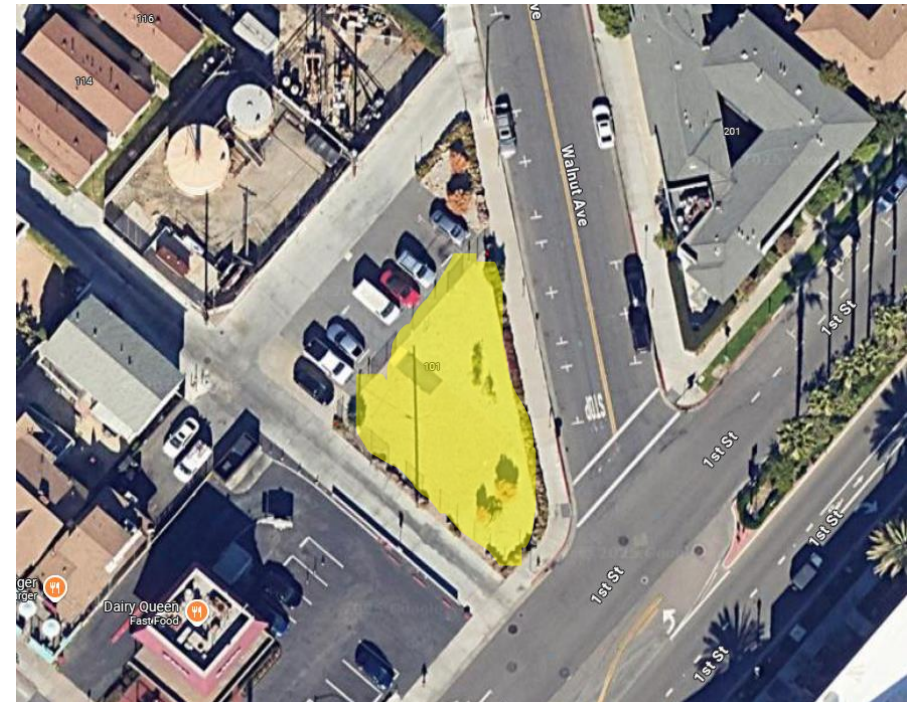
# Request & Project Overview

**Request:** Approval of a License Agreement with EVA Coffee Project LLC (DBA IYKYK! Coffee Lab)

**Purpose:** Temporarily activate a City-owned vacant lot with a seasonal café to enhance vibrancy in the Downtown area during the summer

**Location:** 101 Walnut Avenue – behind Dairy Queen, near Pacific City, in a high foot traffic area

**Duration:** May 24 – October 5, 2025 (optional extension through May 2026)



# Key Terms

## Financial Terms:

- License Fee: Greater of \$1,200/month or 10% of gross revenue
- Licensee responsible for all utilities, maintenance, improvements, and insurance

## Operational Terms:

- Operating Hours: Primarily weekends
  - 8 a.m. - 8 p.m.
  - Weekday operations permitted
- All equipment/materials must be removed daily
- Licensee responsible for:
  - Maintaining ADA compliance
  - Preserving existing metered parking access
  - Daily maintenance and full site clean-up



# Site Challenges & Pilot Opportunity

## Constraints:

- Limited long-term development potential due to size, shape, and regulatory requirements
- 2024 RFP yielded no viable long-term proposals

## Pilot Program Benefits:

- Activates an underutilized Downtown site with minimal City investment or risk
- Tests a community-serving use in a low-impact, flexible format
- Supports a Huntington Beach-based business
- Enhances public space and promotes community interaction



# Recommendation

Approve and authorize the Mayor and City Clerk to execute the License Agreement with EVA Coffee Project LLC (DBA IYKYK! Coffee Lab)



# Questions?

