

Culver CITY 2017 PROFILE



Ivy Station
Lowe Enterprises

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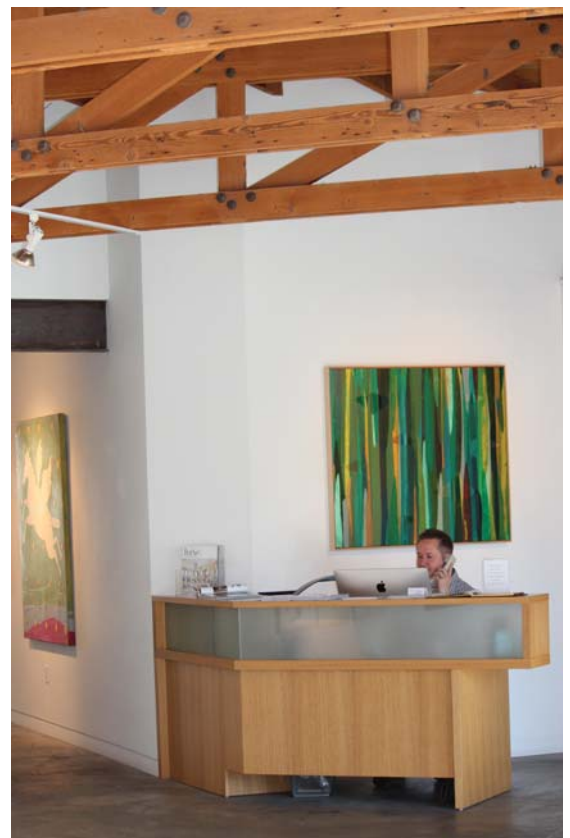
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The City of Culver City is committed to promoting and sustaining a strong, healthy business climate by attracting new business investment, retaining existing businesses, expanding the City's tax base, and balancing private sector needs with neighborhood quality of life concerns.

The Economic Development Division of the Community Development Department serves as a liaison with the business and development community, and works to support and assist commercial districts through a variety of economic development programs, public outreach and the publication of informational documents like the Culver City Profile. The City Profile is comprised of data from several sources including the U.S. Census and CoStar. Please contact the Economic Development Division at 310.253.5765 or via e-mail at www.culvercity.org if you have any questions or would like additional information regarding the City.



Platform



FP Contemporary



Access Culver City

WELCOME TO CULVER CITY!

More than 100 years ago, Culver City was built with a vision toward innovation, creativity and connectivity. Today, it continues to thrive as a center for entertainment, creative office, specialty retail, and award-winning restaurants. Located on the Westside of Los Angeles, the City is just minutes from Playa Vista, Downtown Los Angeles, Beverly Hills, and the Los Angeles International Airport. With the recent opening of the Culver City Expo Line Station, Culver City is now connected to the greater Los Angeles region via light rail from Santa Monica and Pasadena to the South Bay and Long Beach.

Our central location has spurred a vibrant business environment focused on multimedia entertainment, virtual reality, architectural design and biomedical research. Sony Pictures Entertainment, Apple Music, The Culver Studios, Nantworks and the NFL Network are just a few of the business that call Culver City home and we are thrilled to welcome HBO and Amazon Studios in the near future. To ensure our businesses continued success, The City is currently constructing a comprehensive municipal fiber network, Culver Connect, which will provide reliable and affordable high speed internet connectivity to One Wilshire and El Segundo.

Culver City is an ideal location for businesses seeking a Westside presence with a friendly, small town feel that offers walkability, strong community institutions and excellent public services. We are committed to serving both our residential and business stakeholders to develop place-making projects that are innovative and integrated into our community such as the new Ivy Station transit oriented development project and The Culver Steps retail and office project in downtown Culver City. As The Los Angeles Times, The New York Times, and The Boston Globe have noted, Culver City is a destination filled with outdoor cafes, distinctive shops, galleries and scenic boulevards. Excellent weather, a renowned school district and top notch police, fire, transportation and recreational services are additional reasons Culver City is the perfect place to live, work, and play.

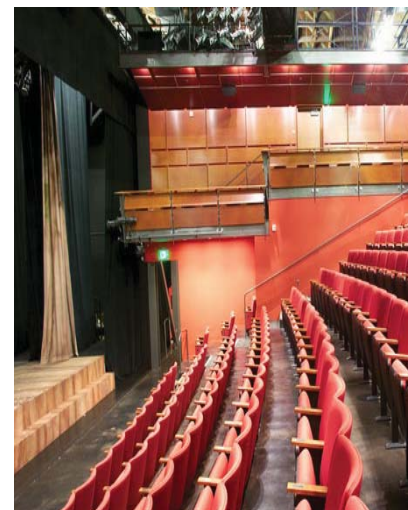
Thank you for your interest in Culver City. We look forward to welcoming you to our community.

Sincerely,

Jeffrey Cooper
Mayor
City of Culver City



NPR - West Coast



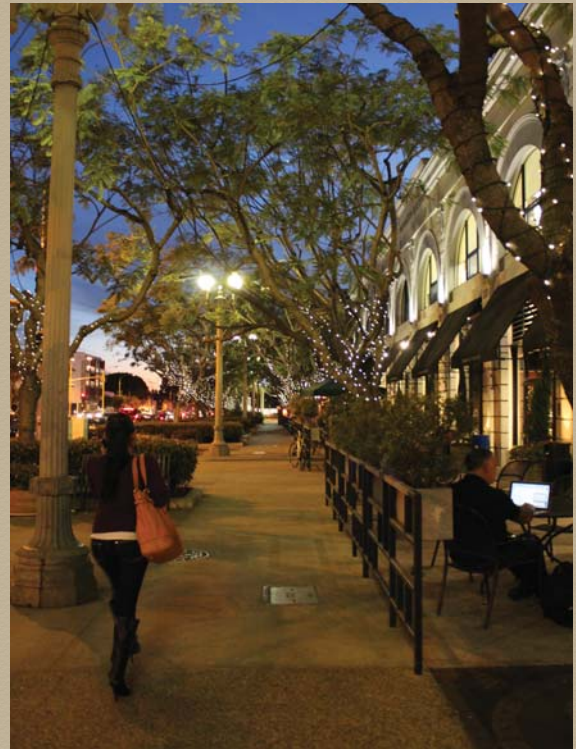
Kirk Douglas Theatre



CHOOSING CULVER CITY: A VIBRANT BUSINESS CLIMATE

Culver City is a modern and progressive community with exceptional shopping, dining, and entertainment. Its residential population of approximately 40,000 and daytime population of 59,000 makes Culver City a unique combination of small-town charm with big-city amenities. Centrally located between the beach and downtown Los Angeles, Culver City is six miles north of Los Angeles International Airport and accessible by the Expo line and major interstates such as the Santa Monica (I-10), San Diego (I-405) and Marina Del Rey (SR-90) Freeways.

Downtown Culver City is the heart of the City and is comprised of tree-lined sidewalks, theatres and renowned restaurants. Immediately east of Downtown is the City's new Transit Oriented Development (TOD) District, "The Hub," featuring the new Platform and Access developments and the soon to be built Ivy Station, immediately adjacent to the Expo Station. Further east is the iconic Helm's Bakery District and the newly formed Business Improvement District in the Arts District.



Downtown Culver City



Hayden Tract



Platform

The Hayden Tract, an internationally acclaimed center for creative industries, is also near the TOD District and is renowned for its dramatic architecture, unique media, advertising, and technology businesses. The Hayden Tract is home to a number of creative industries including Apple Music, Smashbox Studios, Zoic Studios, PopSugar, Anonymous Content, Nike, and the Tennis Channel. The City also has been working to revitalize the West Washington Boulevard area with new streetscape improvements, street graphics, landscaped medians and the emergence of a business improvement district. This area is evolving into a new dining destination with restaurants such as Hatchett Hall, Gravlax, Fin, Sunny Blue, Humble Potato, A-Frame, the Corner Door, Choco Vivo and Rockenwagner Bakery.

Culver City understands the importance of clearly communicating the requirements for opening, relocating or expanding a business. The Business Resource Center offers special assistance to new or expanding businesses with permitting, site location and other resources necessary to ensure the process goes smoothly. Interested businesses may contact staff digitally via web site, by appointment or calling our Business Resource hotline at 310.253.5765. The Business Resource Center is engaged in:

Business Meetings: To understand how we can best be of service, understand obstacles to business growth or simply to answer your questions about navigating City processes.

Permit Service: A "Permit Center" is being developed for more efficiently issuing project permits, to help advance your project and stay connected with you through the entire process.

Site Search: Business assistance in identifying sites for your specific business use in Culver City. Demographic and economic information to prospective and established City businesses so that you have all the information you need to ensure your business is successful.

Culver CITY BUSINESS RESOURCE CENTER

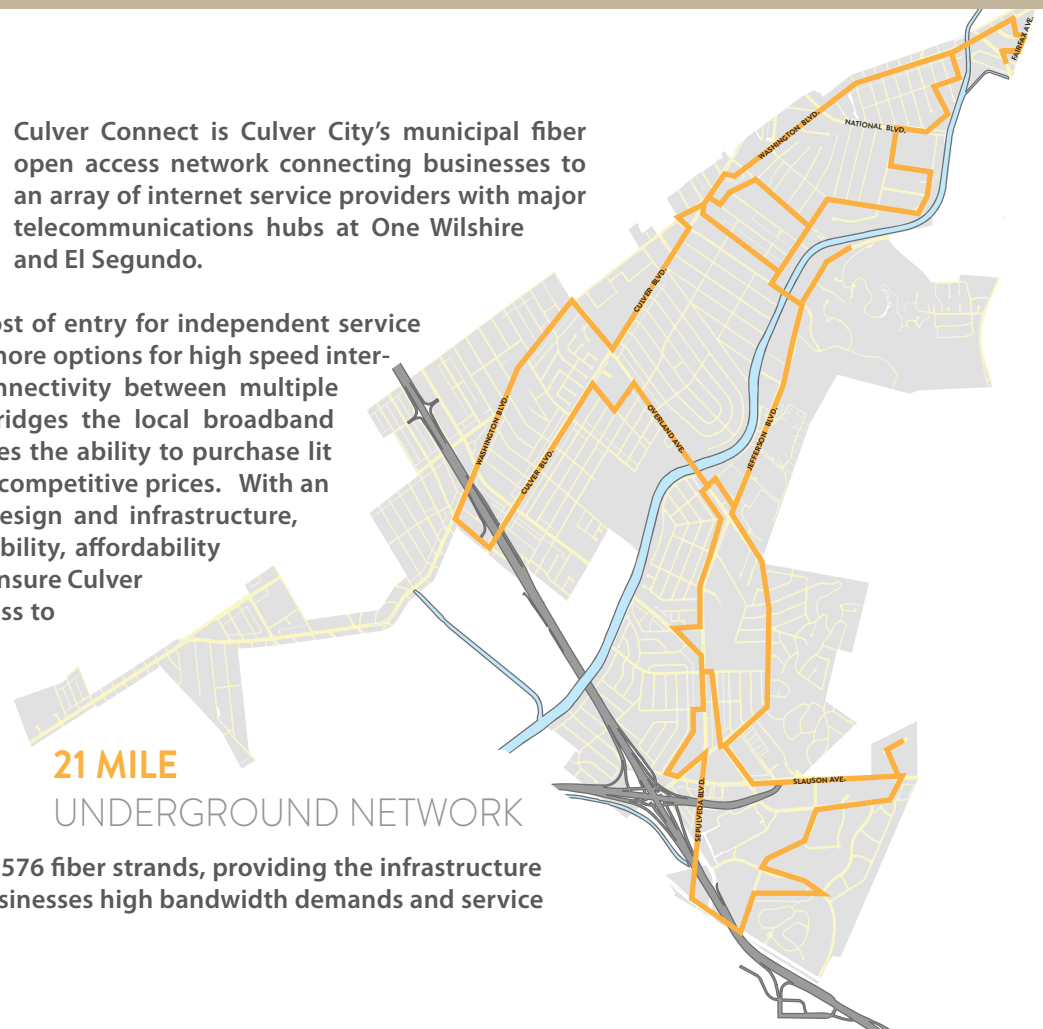


Humble Potato - Washington West



Culver Connect is Culver City's municipal fiber open access network connecting businesses to an array of internet service providers with major telecommunications hubs at One Wilshire and El Segundo.

Open access networks lower the cost of entry for independent service providers and give the businesses more options for high speed internet service and point-to-point connectivity between multiple rebroadcasting. Culver Connect bridges the local broadband service gap, and provides businesses the ability to purchase lit service or lease dark fiber at highly competitive prices. With an \$11 million dollar investment in design and infrastructure, Culver City is expanding the availability, affordability and reliability of data networks to ensure Culver City's business community has access to an array of broadband data services, and private fiber optic connectivity options. Culver Connect consists of 21 route miles of underground fiber network designed for geographic diversity, security and redundancy. Each cable within this system consists of 576 fiber strands, providing the infrastructure necessary to support Culver City businesses high bandwidth demands and service requirements.



ECONOMIC DEVELOPMENT: MAJOR PROJECTS

The City has pursued several economic development projects and initiatives to renew and revitalize its commercial and industrial districts.

The Ivy Station is currently in construction and will bring a 148-room boutique hotel, 200,000 square feet of creative office, 55,000 square feet retail /restaurants, 200 housing units and more than 2 acres of active open space to the TOD district by 2019. In downtown, The Culver Steps project will bring new retail, office, parking and an expanded Town Plaza in the heart of Culver City. On the Westside of Culver City, a Market Hall development is in design development and will feature artisanal foods, restaurants and new public parking for the district. Nearby a new mixed-use project is underway and will offer 37 new housing units and neighborhood serving retail. The City will also be completing the Area Improvement Program Phase IV median project between Beethoven Street and Glencoe Avenue.

The City's emerging Transit Oriented Development District, "The Hub", continues to evolve and is slated for several new projects including a new headquarters for HBO. Additionally, the City has undertaken a major visioning study in the TOD area to improve first and last mile transit to the Expo Station and improve mobility throughout the City.

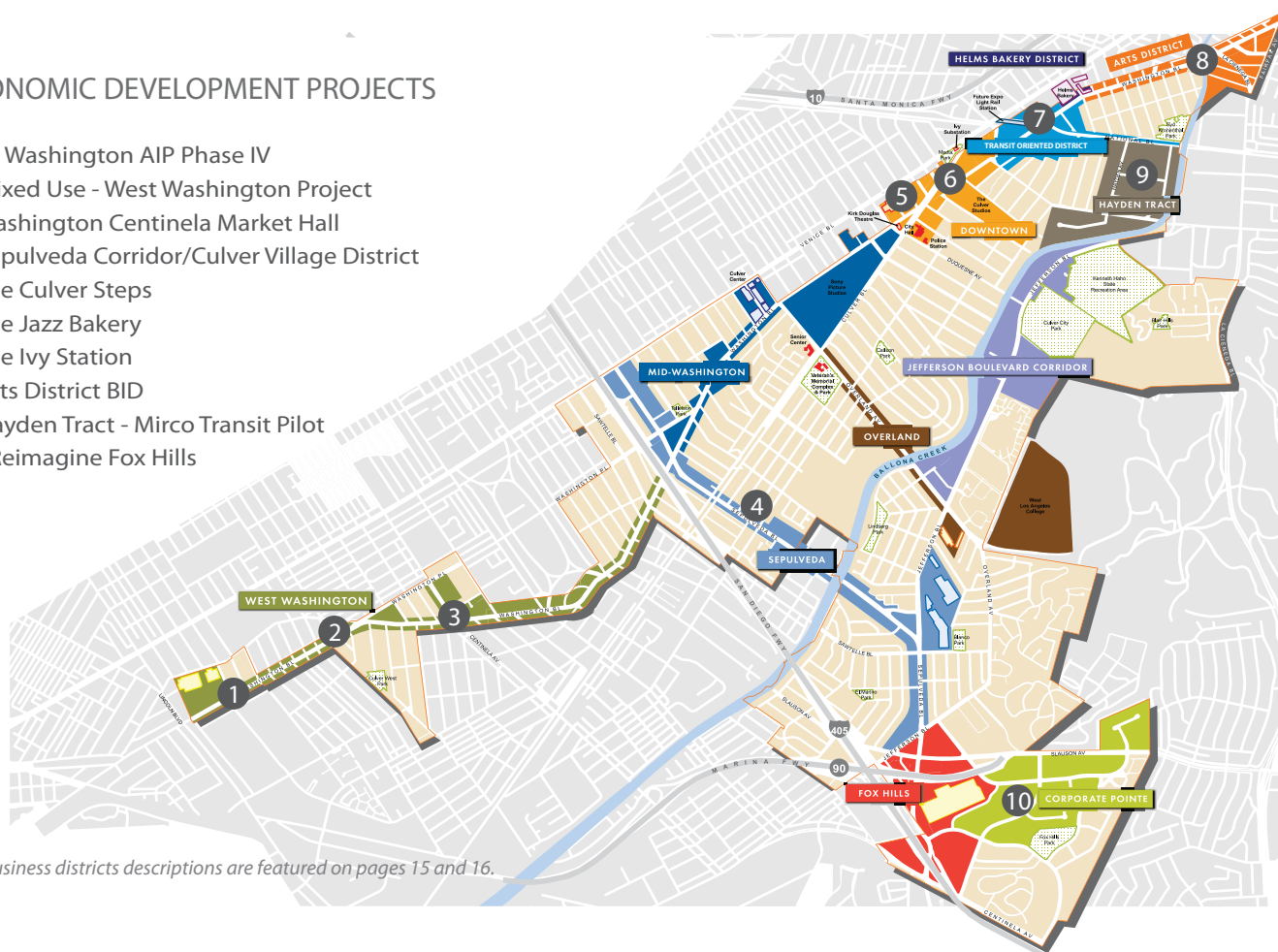


Market Hall - West Washington AIP



ECONOMIC DEVELOPMENT PROJECTS

1. W. Washington AIP Phase IV
2. Mixed Use - West Washington Project
3. Washington Centinela Market Hall
4. Sepulveda Corridor/Culver Village District
5. The Culver Steps
6. The Jazz Bakery
7. The Ivy Station
8. Arts District BID
9. Hayden Tract - Mirco Transit Pilot
10. Reimagine Fox Hills



Business districts descriptions are featured on pages 15 and 16.



The Culver Steps - Downtown



*Ivy Station - Transit Oriented Development District
Construction underway*



*Transit Oriented Development Visioning &
Micro-transit*

CULVER CITY AND THE REGION

Centrally located in West Los Angeles, Culver City is easily accessible by vehicle from two major freeways (Santa Monica (I-10), San Diego (I-405) Freeway), and the eastern terminus of the Marina Freeway (SR-90). With the opening of Expo Phase II, Culver City is now a stop between Santa Monica and Downtown Culver City and connected to the region at large.



The Hub

was recently rated the No. 1 fleet in the Country by *Government Fleet* magazine and the “100 Best Fleets” program. The City has partnered with Metro and Big Blue Bus to integrate seamless travel to other parts of the region via a dedicated transit center adjacent to the station.

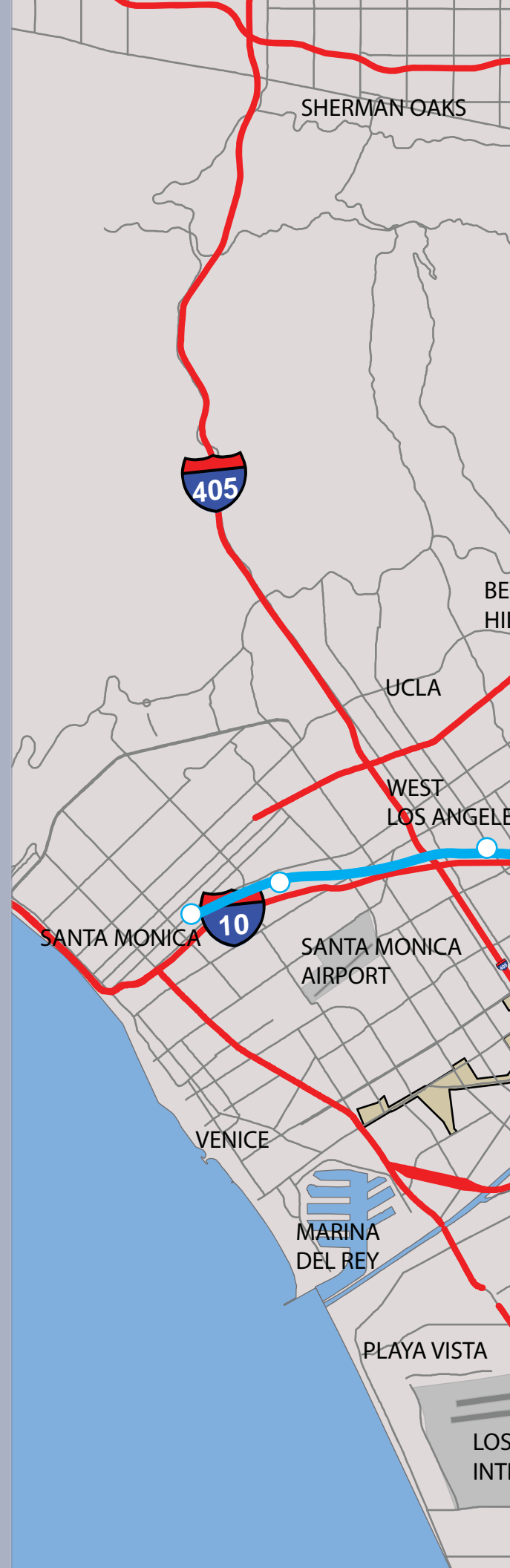
Culver City is also committed to improving multi-mobility for pedestrians and bikers through a Bicycle Master Plan approved in 2010 and a TOD Visioning Plan conducted in 2017. The plan, once completed and implemented will offer visitors, residents and employees multi-mobility options to travel to and around Culver City.

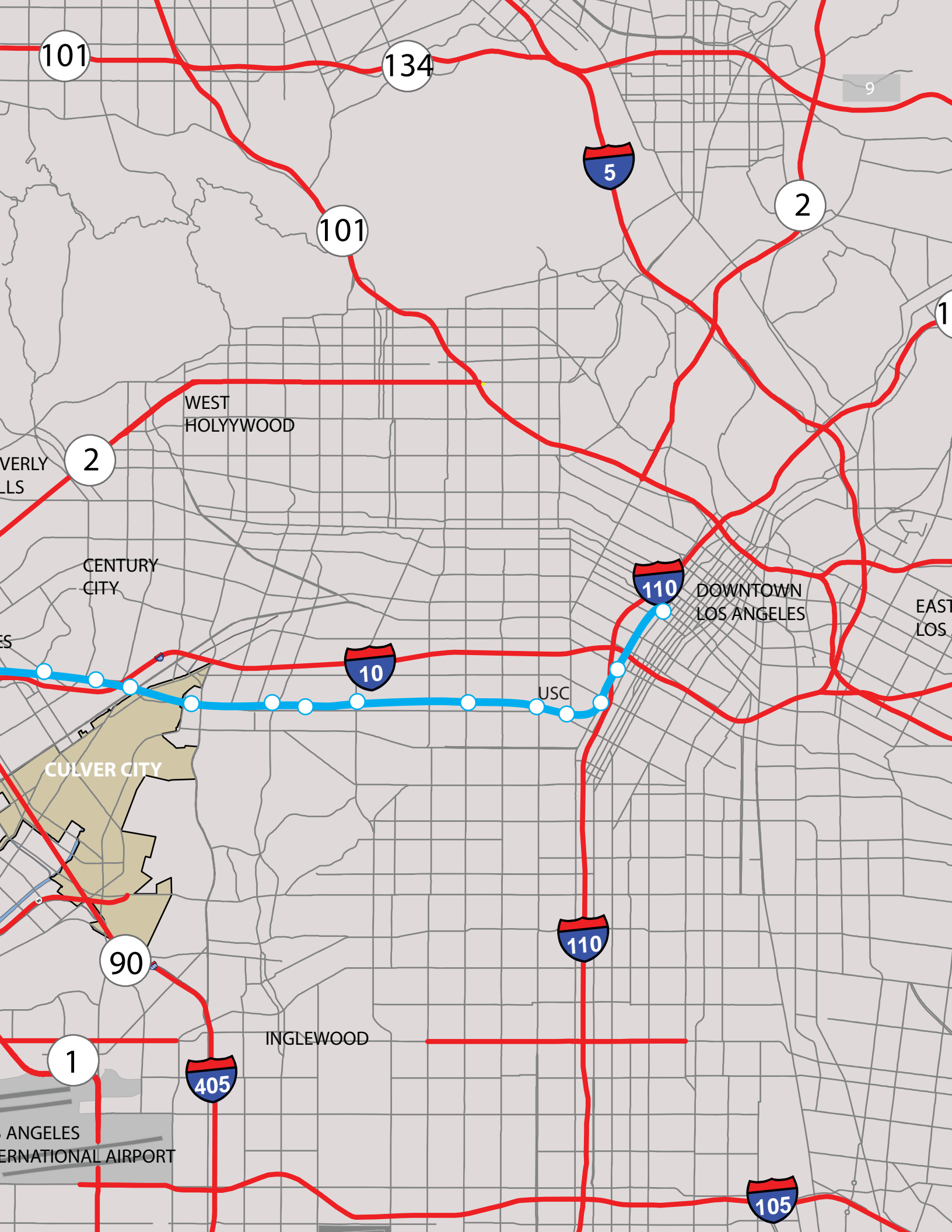


Culver City Expo Rail Station

Surrounding the light rail, a new “transit hub” has sparked redevelopment in the area with an emerging Transit Oriented Development District with proposed commercial, retail, office, housing and hotel uses within steps of the station.

In addition, The City operates a nationally recognized bus service with seven lines servicing the Westside, including UCLA and





DEMOGRAPHIC & RESIDENTIAL PROFILE

Culver City offers a safe and attractive residential and commercial environment. Culver City residents enjoy a variety of amenities from tree lined streets and parks to community events and cultural programs. A diverse and highly educated population makes Culver City a prime location for families, seniors, students and young professionals. Culver City home values have gone up 4.7% over the past year and are expected to rise 1.4% within the next year.*

The median value of homes currently in Culver City is currently \$948,500. (* Zillow, November 2017)



POPULATION

40,448

HOUSEHOLDS

17,068

AVERAGE HOUSEHOLD INCOME

\$107,662

MEDIAN AGE

40.7

HOUSEHOLD BY INCOME

< 25,000	15.2%
\$25,000 - \$49,999	17.7%
\$50,000 - \$74,999	15%
\$75,000 - \$99,999	12.3%
\$100,00 - \$124,999	10.4%
\$125,00 - \$149,999	6.5%
\$150,000 - \$199,999	9.5%
\$200,000+	13.4%

POPULATION BY AGE

Under 19	21.6%
20 - 24	5.5%
25 - 34	13.7%
35 - 44	14.5%
45 - 54	14.7%
55 - 64	13.5%
65 and over	16.5%

EDUCATIONAL ATTAINMENT

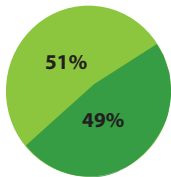
High school diploma or less	20%
Some college of Associate degree	31%
Bachelor's degree or higher	49%



approximately

40%

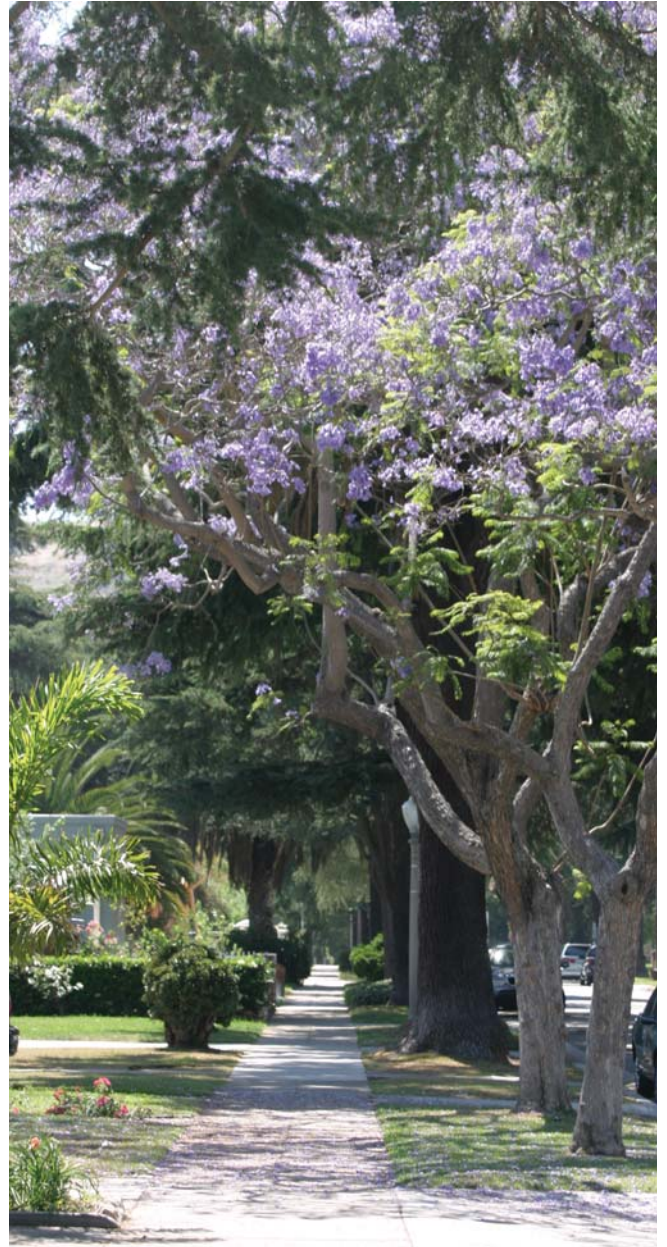
**of households
have incomes of
\$100,000 or
greater**



Culver City

Own

Rent



MEDIAN HOME VALUE = \$948,500



ARTS AND CULTURE

With numerous live performances throughout the year from music festivals, theatrical productions and community events, Culver City is a center of arts and culture on the Westside. In addition, several organizations have chosen Culver City as their preferred location for headquarters, conferences and special events. LA Film Festival, The Jazz Bakery, TEDx Culver City, Taste of the Nation Culinary Event and Asian World Film Festival are just a few of the organizations that Culver City is honored to partner with.



TEDx Culver City



LA Film Festival at Culver Studios
2017



Asian World Film Festival
2017



PERFORMING ARTS

Established in 1994, the Culver City Performing Arts Grant Program offers grants to performing arts organizations in Los Angeles County. Under the purview of the City Council and the Cultural Affairs Commission, the Performing Arts Grant Program is designed to support arts organizations and to bring distinguished cultural programming to Culver City.

Summer Music Festival

The Summer Music Festival is one of the most popular events in Culver City. Situated in the beautiful courtyard of City Hall, the Festival features musical performance from a variety of genres throughout the summer. Originally sponsored by the former Culver City Redevelopment Agency, the festival has evolved into an event sponsored by local businesses and organizations and attracts thousands of visitors to downtown Culver City each summer.



LIVE THEATRE

The Kirk Douglas Theatre in Culver City is the newest member of Center Theatre Group's family of theatres (which includes the Mark Taper Forum and Ahmanson Theatre at the Los Angeles Music Center). The 317-seat venue, located in a renovated historic theatre, opened in October 2004 and hosts a variety of productions throughout the year.

The Ivy Substation is a 99-seat theatre facility located in the heart of Culver City's historic downtown. Tim Robbins' *The Actors' Gang* is the resident company.

ART IN PUBLIC PLACES PROGRAM

Public art can contribute to defining a city's identity and to unifying a city's vision. Culver City's Art in Public Places Program (also referred to as Public Art Program) was established by Ordinance in 1988, with the view that cultural and artistic resources will:

By engaging the urban landscape, Culver City's Public Art Program brings the experience of art to a broad and diverse group of people. The goal of the program is to balance the community's physical growth and revitalization with its cultural and artistic resources, resulting in improving the general welfare of the City, and increasing the availability of art to the public. To date, there are nearly 80 pieces of public art in Culver City.

COMMUNITY EVENTS

FIESTA LA BALLONA

Created in 1951 as a week long celebration of the Early Settlers/Rancheros of Culver City, Fiesta La Ballona, is Culver City's annual "Party in the Park". Held during a weekend in August in Veterans Park event features carnival rides and games, live performances, over 100 booths featuring artisan wares, vendors, petting zoo, pony rides, beer and wine garden, food trucks, food court, and other special contests and events.

FARMER'S MARKET

The Culver City Farmer's Market is a weekly event featuring more than 30 growers and more than 20 food and craft vendors. The *Los Angeles Times* has hailed it as "one of the best weekday markets on the Westside since its establishment in 1995". Located on Main Street in Culver City, it is frequented by artisan chefs of neighboring restaurants for fresh fruit, grains and produce.



Sony Pictures Entertainment
Rainbow



SIGNIFICANT BUSINESS DISTRICTS

ARTS DISTRICT/LA CIENEGA SOUTH

The Arts District is a collection of art galleries, restaurants, unique retailers and creative businesses along Washington and La Cienega Boulevards. The area south of La Cienega also houses a unique collection of handpicked antiques, hand-made furnishings, and distinctive artwork. The companies that comprise this area represent some of the region's biggest and best importers, wholesalers and artists that cater primarily to the innovators of the interior design, retail business and architectural industries.

CULVER POINTE

Culver Pointe is a premier business center in the City's southeast corner. The area houses professional service firms in the fields of finance, insurance and real estate, as well as entertainment, media, and healthcare.

DOWNTOWN CULVER CITY

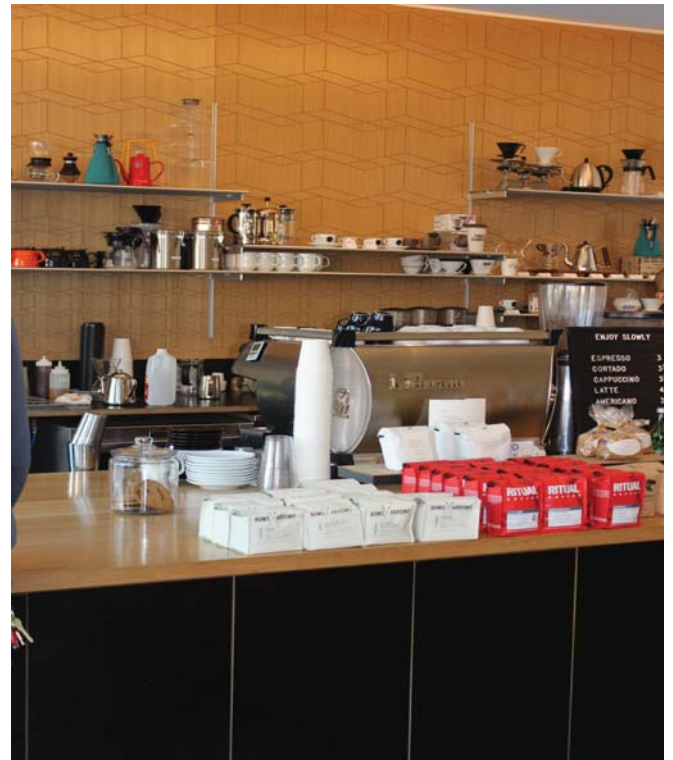
Downtown Culver City is an exciting pedestrian-friendly district encompassing an eclectic mix of restaurants, retail and entertainment venues, as well as major media powerhouses Sony Pictures Entertainment and The Culver Studios. The area is also home to City Hall, Southern California Medical Center, the historic Culver Hotel, state-of-the-art movie theatres, and nationally-renowned theatre companies Center Theatre Group at the Kirk Douglas Theatre and The Actors' Gang at the Ivy Substation.

FOX HILLS/WESTFIELD CULVER CITY

The Fox Hills area includes the City's regional mall and other large retailers with convenient access from the 405 and 90 Freeways. Macy's, Nordstrom Rack, H & M, Forever 21, Best Buy, BJ's Brewhouse and the Olive Garden are just a few of the stores and restaurants at Westfield Culver City. Other businesses in the area include Sprouts, Office Depot, Bev Mo, and Marshalls

HAYDEN TRACT

The Hayden Tract is a creative business district situated known for its internationally-acclaimed architecture. Centrally located near major studios, it is an attractive option for multi-media, post production and design firms. Many influential businesses have their offices in the Hayden Tract, including Apple, Nike, Ogilvy & Mather, Eric Owen Moss Architects, Morphosis Architects, Cunningham Architects, Smashbox Studios, Zoic Studios, and Anonymous Content.



Cognoscenti Coffee - Arts District

HELMS BAKERY DISTRICT

The Helms Bakery District is headquarters for contemporary furniture, delicious cuisine, and a delectable slice of Culver City history. The district includes home and office furniture retailers such as H.D. Buttercup, Room & Board, Arcana Books and several award winning restaurants.

JEFFERSON CORRIDOR

Culver City's Jefferson Boulevard corridor is home to media, biomedical and other creative industries. National Public Radio – West, HOK Architects, and Nantworks are just a few of the business located here.

MID-WASHINGTON

Many small community-serving businesses - salons, bakeries and retailers - are located along Washington Blvd. between Sepulveda Blvd. and Overland Avenue, just west of Sony Pictures Entertainment. The surrounding area also features several media office and studio complexes including the NFL Network.

OVERLAND

Overland Avenue connects some of the City's most find important landmarks including Culver Center, the Veterans Memorial Complex, Senior Center, Raintree Shopping Center and West Los Angeles College. Neighborhood businesses and services are also located along this popular corridor.

TRANSIT ORIENTED DEVELOPMENT DISTRICT “THE HUB”

Washington-National is the City’s emerging transit oriented development district. Three new developments in the area are underway which include an exciting mix of retail, residential office and hotel uses.

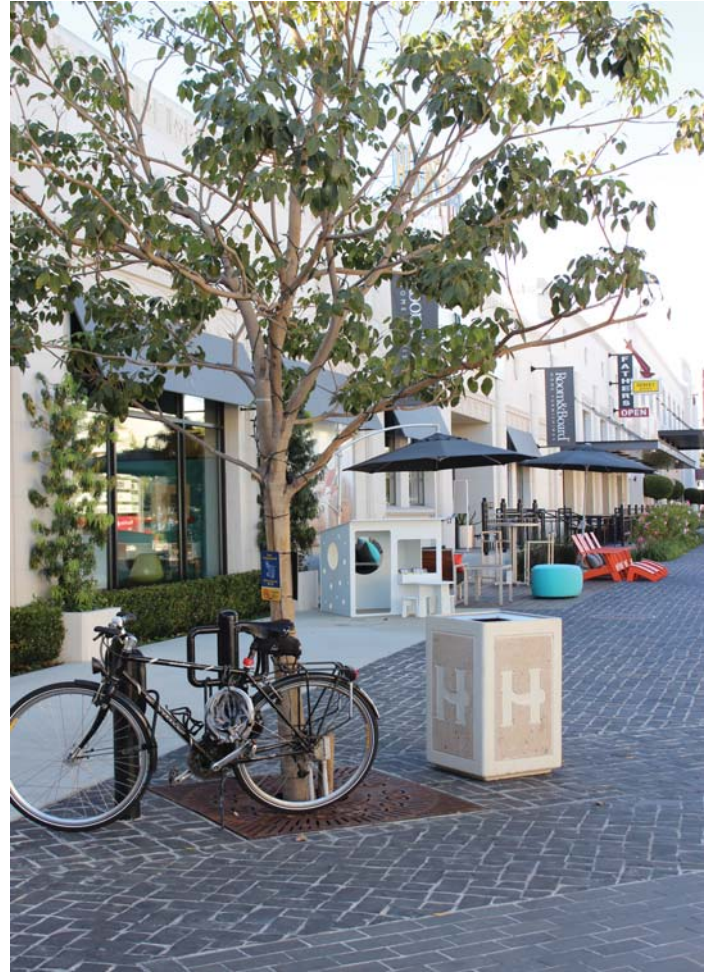
SEPULVEDA

One of the City’s busiest commercial boulevards, Sepulveda runs north-south parallel to the 405 freeway. It is anchored by neighborhood shopping centers as well as local neighborhood services, restaurants and retailers. National retailers include Target, Bed Bath & Beyond, Toys “R” Us, Babies “R” Us, Pavilions, TJ Maxx, Ross, and Pier 1 Imports.

WEST WASHINGTON

The West Washington area extends roughly two miles along Washington Boulevard between the 405 Freeway and the City’s western border at Lincoln Boulevard. This regional east-west arterial street carries over 30,000 vehicle trips per day and is home to professional and healthcare services, as well as one of the top Costco’s in the nation. The City is actively working to enhance the West Washington area through its Area Improvement Plans which incorporate public and private improvements and reinvestment. A Culver City Market Hall is planned for the area and currently in design development .

A map of these business districts is located on page 7.



Helms Bakery District



Washington West Business District

City of Culver City
Economic Development
9770 Culver Boulevard
Culver City, CA 90230
310.253.5700
www.culvercity.org/business

