

# *Culver* CITY 2016 PROFILE







Lukshon

## WELCOME TO CULVER CITY!

Culver City has a unique history. From the settlement of the Ranchos to the center of the entertainment industry, our community was built with vision and innovation. Today, as we celebrate our Centennial year, Culver City continues to thrive as a regional hub of creative office, entertainment, biotech, specialty retail, and award-winning restaurants. Conveniently located on the Westside of Los Angeles, the City is just minutes from the Los Angeles International Airport and the Pacific Ocean. With the recent opening of the Culver City Expo Light Rail Station, connecting Santa Monica to downtown Los Angeles, the City's regional connection has been strengthened. Our new Transit Oriented Development district features The Platform, Access Culver City and the soon-to-be built Ivy Station which will bring together, shopping, housing and employment to fulfill the promise of a truly sustainable transit oriented development in the heart of Culver City.

The City also has a vibrant business environment that is focused on multi-media entertainment, virtual reality, architectural design and biomedical research and is particularly attractive to businesses seeking a Westside location with a friendly, small town feel that offers walkability, strong community institutions and excellent public services. The City will also be constructing an innovative municipal fiber optic network that provides our business community access to fast, reliable and secure high speed internet, connecting to One Wilshire and El Segundo.

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, learn and play.

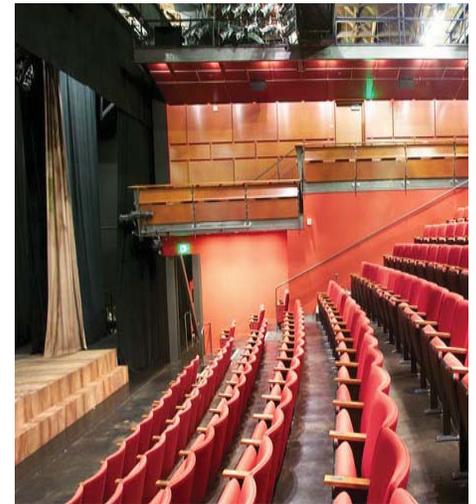
When inviting business to choose Culver City, our founder, Harry Culver often said "All roads lead to Culver City." It was true then, and even more true today with our transportation and fiber connections. We look forward to welcoming you to our community.

Sincerely,

Jim B. Clarke  
City of Culver City



The Culver Hotel



The Kirk Douglas Theatre



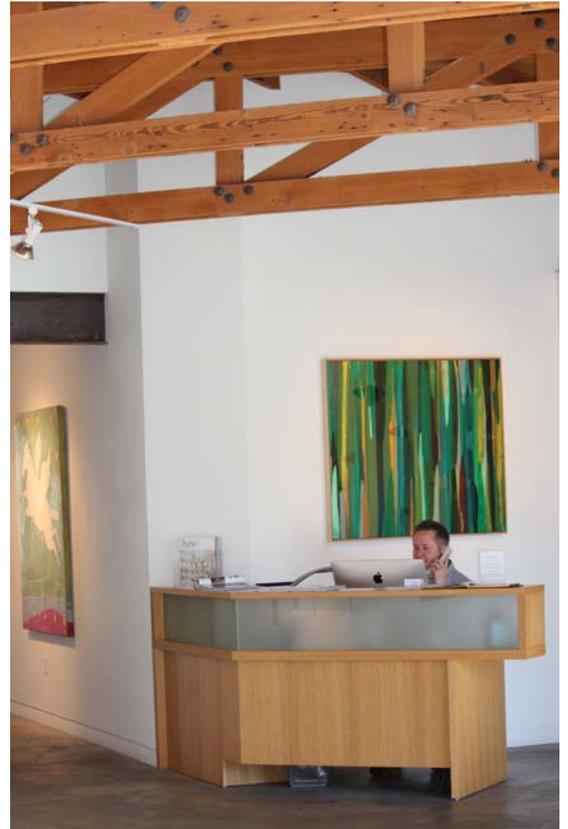
# TABLE OF CONTENTS

<b>BUSINESS ENVIRONMENT</b>	<b>4</b>
<b>BUSINESS RESOURCES AND OFFICE MARKET</b>	<b>5 - 6</b>
<b>ECONOMIC DEVELOPMENT PROJECTS</b>	<b>7 - 8</b>
<b>CULVER CITY &amp; THE REGION</b>	<b>9 - 10</b>
<b>DEMOGRAPHICS &amp; RESIDENTIAL PROFILE</b>	<b>11 - 12</b>
<b>ARTS &amp; CULTURE</b>	<b>13 - 14</b>
<b>BUSINESS DISTRICTS</b>	<b>15 - 16</b>
<b>SHOPPING &amp; RETAIL</b>	<b>17</b>

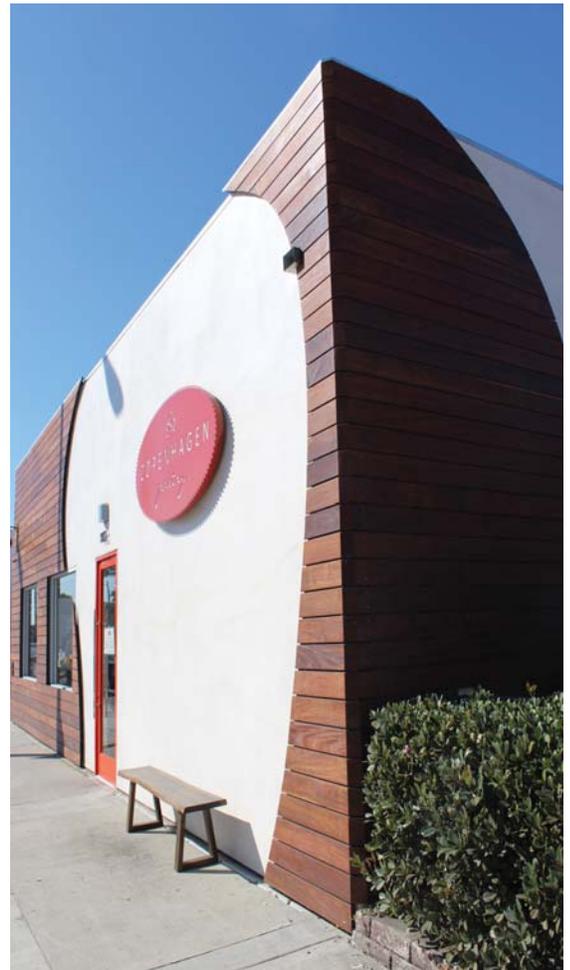
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The City of Culver City is committed to promoting and sustaining a strong, healthy business climate by attracting new business investment, retaining existing businesses, expanding the City's tax base, and balancing private sector needs with neighborhood 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](http://www.culvercity.org) if you have any questions or would like additional information regarding the City.



*Fresh Paint Art Gallery*



*Copenhagen Bakery*

## 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. 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, Maker Studios, Smashbox Studios, Zoic Studios, PopSugar, Anonymous Content, Nike, Comedy Central, 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.



*Platform*



*Stealth Building - Hayden Tract*



*Arts District*

## Culver CITY BUSINESS RESOURCE CENTER

### WE'RE HERE TO HELP.

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.
- **Information:** 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.



Access Culver City



Downtown Culver City

*Culver*  
connect  
FAST. SECURE. FIBER.

In August 2016, Culver City will begin constructing an open source fiber optic network that will connect businesses to an array of internet service providers at One Wilshire and El Segundo. Businesses will be able to purchase /lease lit and dark fiber at competitive prices and reduced cost of entry. In addition, it will allow businesses to obtain the bandwidth they require to make their business as successful as possible. The infrastructure project is slated to be completed in one year.



NPR - Jefferson Boulevard

## OFFICE MARKET

Over the last several years, the City has experienced a commercial and industrial area renaissance and grown into a modern and progressive community largely due to successful redevelopment programs.

The City has a vibrant business environment that is focused on multi-media, technology, entertainment and design. It is particularly attractive to businesses seeking a Westside Los Angeles location with an “Urban Village” feel that offers ample transit, walkable and bicycle friendly streets, strong community institutions and a high degree of self-containment with people working, recreating and living in the same area.

Culver City’s economy has remained relatively strong throughout the recession with core business sectors such as Media and Information, Professional, Retail, and Government. Current unemployment is at 6.8% versus 10.0% for Los Angeles County. In addition the jobs/workforce ratio is 1.82, indicating Culver City’s continued viability as a major employment center.

## CREATIVE OFFICE DISTRICTS

### HAYDEN TRACT

The Hayden Tract is an 86 acre creative office and industrial district located south of National Boulevard between Hayden Avenue and Eastham Drive. Once a manufacturing center, mid-century bow truss buildings have found new life as creative office hub with technology, advertising, media and fashion tenants attracted by the area’s large building footprints, central location and proximity to the studios.



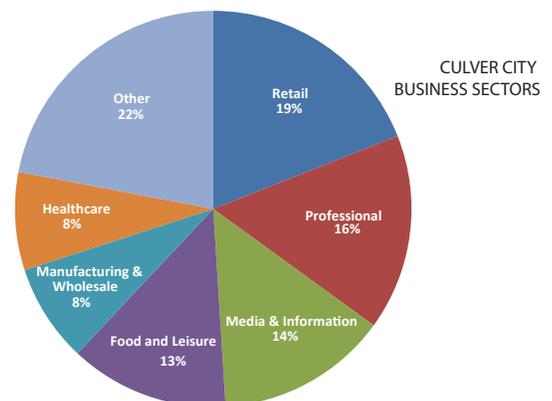
The Beehive (Creative Office) - Hayden Tract

### CORPORATE POINTE/FOX HILLS

Corporate Pointe/Fox Hills is a premier business center in the City’s southeast. The area houses professional service firms in the fields of finance, insurance and real estate, as well as entertainment, media, and healthcare companies. Symantec Corporation has located their expansive Southern California campus and it the area which is transforming into a center of creative office just down the street from Playa Vista.

### JEFFERSON BOULEVARD

Jefferson Boulevard corridor has become a magnet for new bio-medical companies and creative industries including National Public Radio – West, HOK Architects and Nantworks. Culver City Park, the community’s largest recreational facility, which features playing fields, a state-of-the-art skate park and a popular dog park, is a central amenity in this area.



## ECONOMIC DEVELOPMENT: MAJOR PROJECTS

The City has pursued several economic development initiatives to renew and revitalize its commercial and industrial districts. Within the commercial areas, this work includes streetscape, storefront rehabilitation and parking enhancements. Most recently, parking opportunities have been created in the Hayden Tract by repurposing an old rail spur and organizing a business and property owner association to manage it.

The Hub is the emerging Transit Oriented Development District in planning over the last 10 years and now being realized with completion of the first two new TOD's – Platform and Access. These projects bring a collective 38,000 square feet of new commercial/office space, 71,000 square feet of retail/restaurant space, 115 housing units and over 2 acres in open space and parks.

The Ivy Station is set to begin construction in 2017 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. 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, the Baldwin project is will bring a mixed-use project to the area with 37 units and neighborhood serving retail. In downtown, "Parcel B" is set to break ground this year and will bring new retail, office, parking and an expanded Town Plaza in the heart of Culver City.



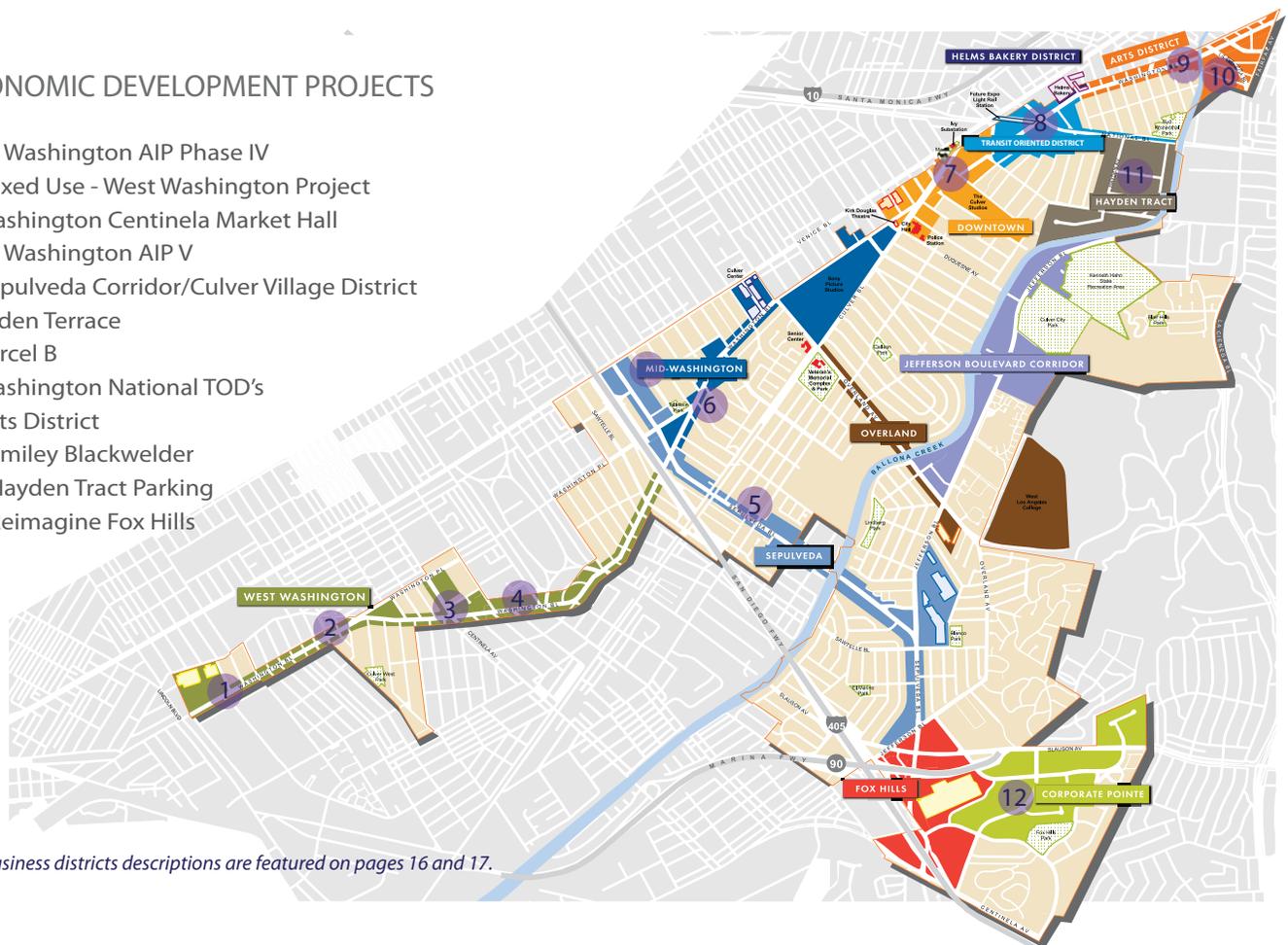
Market Hall - West Washington AIP



Mixed Use - West Washington AIP

### ECONOMIC DEVELOPMENT PROJECTS

1. W. Washington AIP Phase IV
2. Mixed Use - West Washington Project
3. Washington Centinela Market Hall
4. W. Washington AIP V
5. Sepulveda Corridor/Culver Village District
6. Tilden Terrace
7. Parcel B
8. Washington National TOD's
9. Arts District
10. Smiley Blackwelder
11. Hayden Tract Parking
12. Reimagine Fox Hills



Business districts descriptions are featured on pages 16 and 17.



*Parcel B - Downtown*



*Ivy Station - Transit Oriented Development District*

## 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. 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.



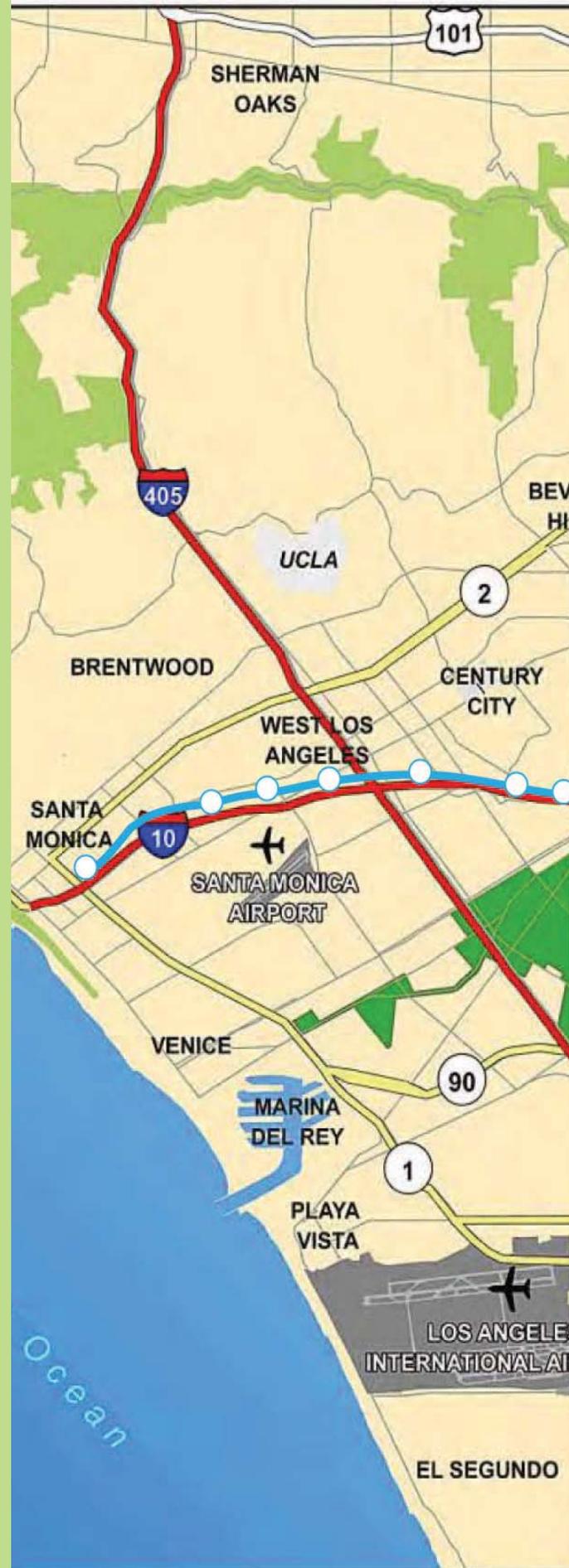
Access Culver City  
Mixed Use Project across from Expo Rail Station

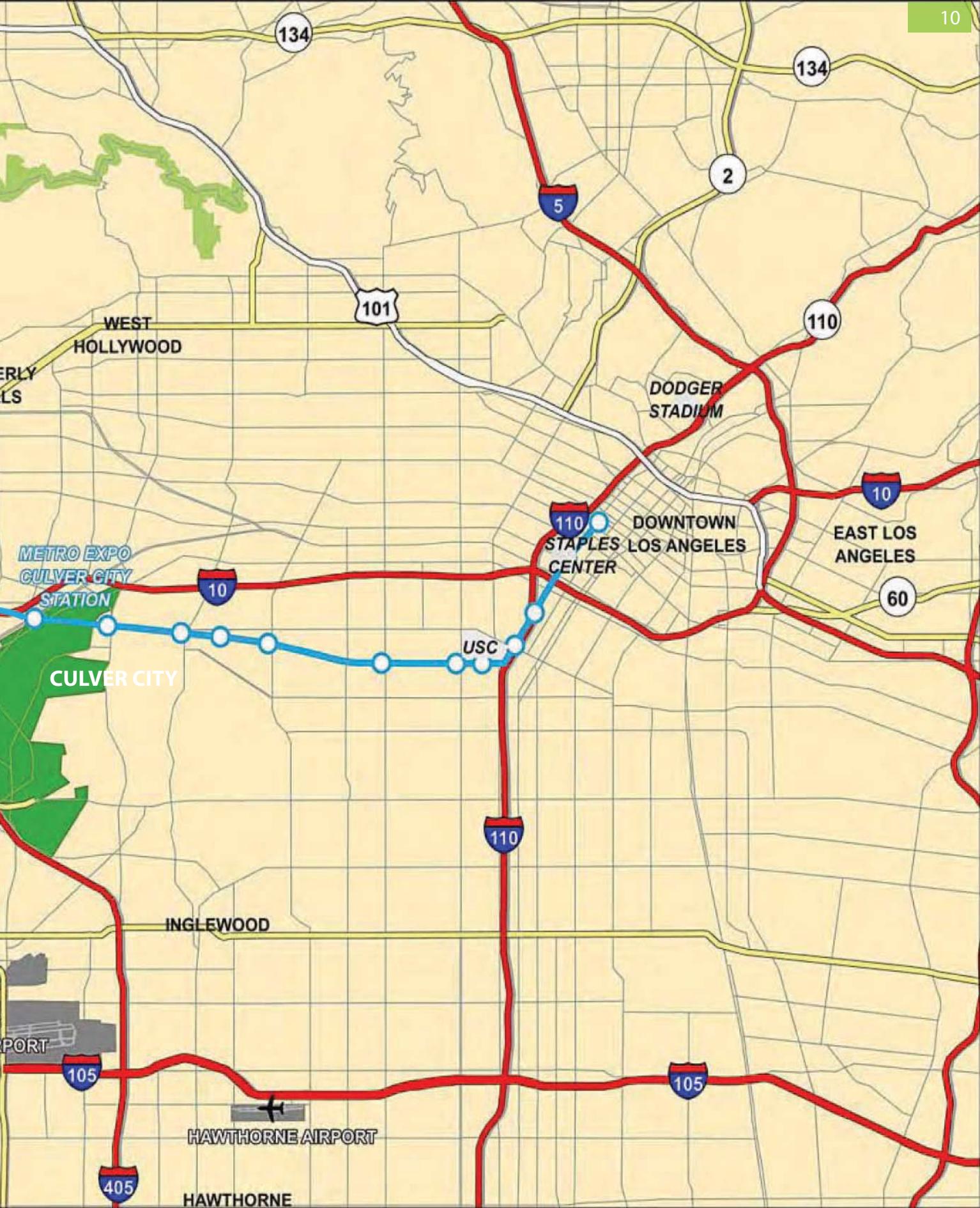
In addition, The City operates a nationally recognized bus service with seven lines servicing the Westside, including UCLA and was recently rated the No. 1 fleet in the Country by *Government Fleet* magazine and the “100 Best Fleets” program. The City has partnered with Metro and Big Blue Bus to integrate seamless travel to other parts of the region through connections via a 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. The plan, once fully implemented, will offer visitors, residents and employees multi-mobility options to travel to and around Culver City.



Culver City Expo Rail Station





METRO EXPO  
CULVER CITY  
STATION

CULVER CITY

USC

STAPLES  
LOS ANGELES  
CENTER

DODGER  
STADIUM

EAST LOS  
ANGELES

INGLEWOOD

HAWTHORNE AIRPORT

HAWTHORNE

## 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 9.2% over the past year and are expected to rise 2.2% within the next year.\*

The median value of homes currently in Culver City is \$885,000 while the median price of homes sold is \$688,650. (\* Zillow, August 2016)



### POPULATION

39,717

### HOUSEHOLDS

16,515

### AVERAGE HOUSEHOLD INCOME

\$90,057

### MEDIAN AGE

38.40

### HOUSEHOLD BY INCOME

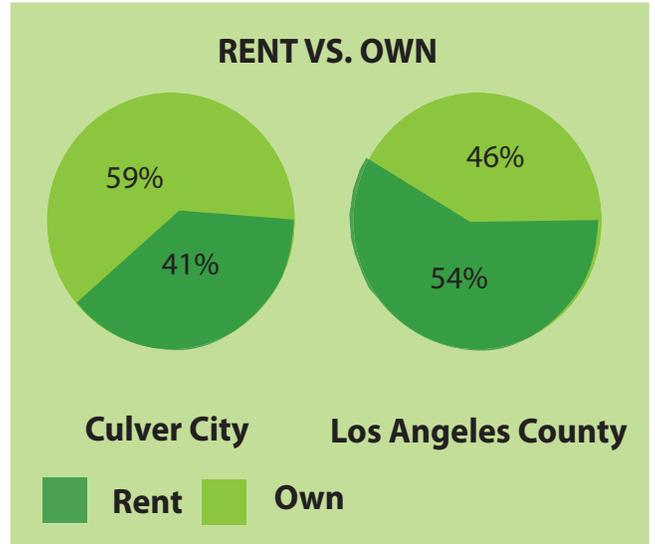
< 25,000	21.1%
\$25,000 - \$49,999	20.8%
\$50,000 - \$74,999	15.8%
\$75,000 - \$99,999	12.4%
\$100,000 - \$124,999	7.9%
\$125,000 - \$149,999	5.4%
\$150,000 - \$199,999	6.7%
\$200,000+	9.9%

### POPULATION BY AGE

Under 19	22.8%
20 - 24	5.8%
25 - 34	15.8%
35 - 44	15.9%
45 - 54	13.9%
55 - 64	11.8%
65 and over	14%

### EDUCATIONAL ATTAINMENT

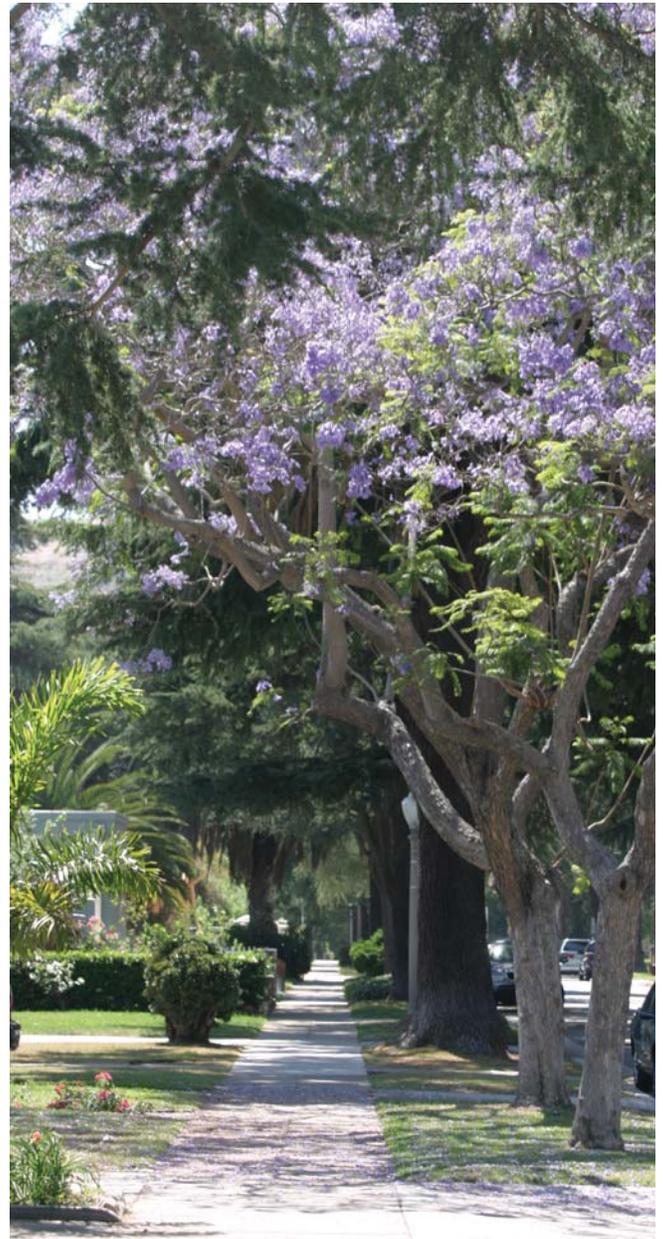
High school diploma or less	24.7%
Some college of Associate degree	32.8%
Bachelor's degree or higher	45%



**MEDIAN HOME VALUE IS \$885,000\***



**37%** of households have incomes of \$75,000 or greater



## 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 Indicade are just a few of the organizations that Culver City is honored to partner with.



TEDx Culver City

## ARTS DISTRICT

Culver City features one of the highest concentrations of fine art galleries in Southern California with nearly twenty galleries located within the City's borders. Although there are several art galleries located in other parts of Culver City, the majority are in the Culver City Arts District, generally defined as the section of Washington Boulevard between Helms Avenue and Fairfax Avenue. For information on current exhibitions and businesses within the Arts District, please visit [www.culvercityartsdistrict.com](http://www.culvercityartsdistrict.com).



LA Film Festival at Culver Studios  
2016



## 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.

### CORPORATE POINTE

Corporate 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, Marshalls and Bunnin Chevrolet.

### 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.



TOD Distict - The Hub

### 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.

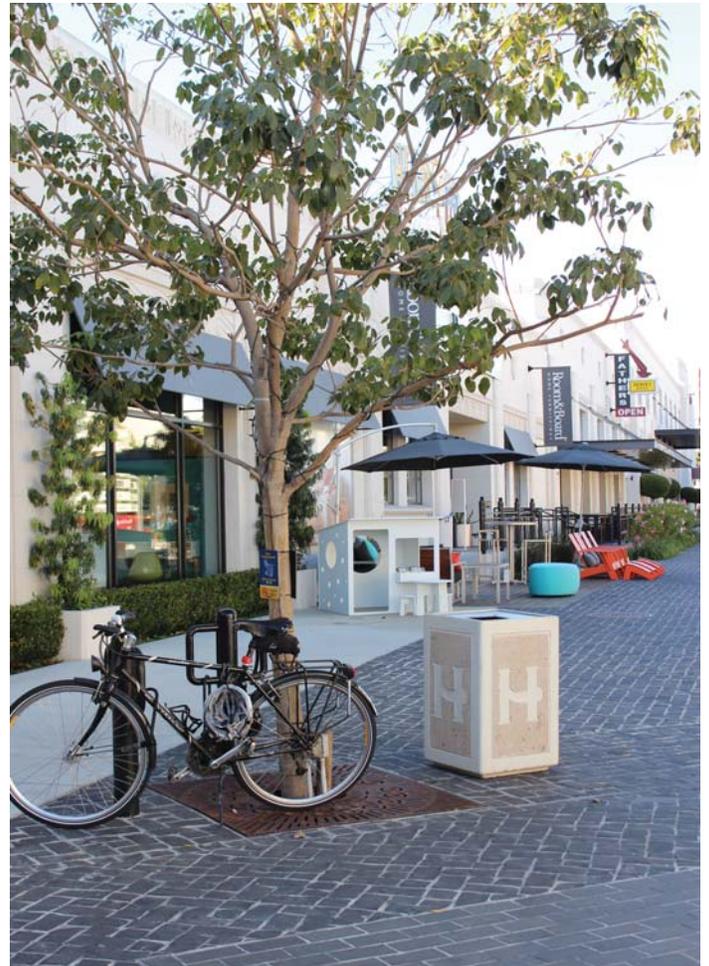
**SEPULVEDA**

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. Two new major development projects: Washington Centinela Market Hall and Baldwin Projects are also planned for the area.

*A map of these business districts is located on page 6.*



*Helms Bakery District*



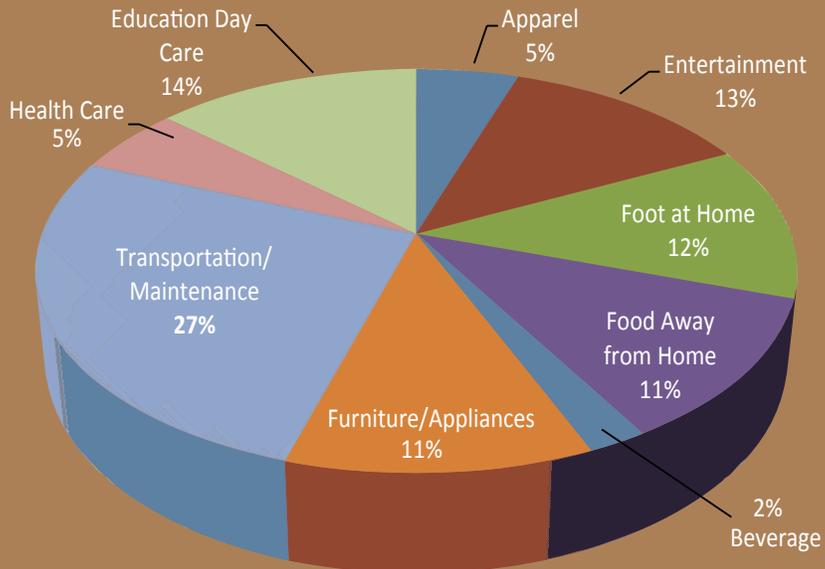
*Washington West Business District*

# SHOPPING & RETAIL

Culver City has a broad based economy that supports its municipal services, amenities and superior quality of life. Today, sales tax related to consumer spending is the City's largest single tax source providing more than 70% of the total taxes generated. The City has created an attractive retail environment and is poised for continued growth in consumer spending.

Entertainment, Food, Beverage and Transportation Sales are at the top of the City's consumer spending. The Downtown enjoys high sales related to food, beverage and entertainment but other city districts are also ripe with opportunity for growth and investment including the Arts District, Fox Hills, West Washington and Jefferson Corridor.

ANNUAL CONSUMER SPENDING = \$4.4 BILLION

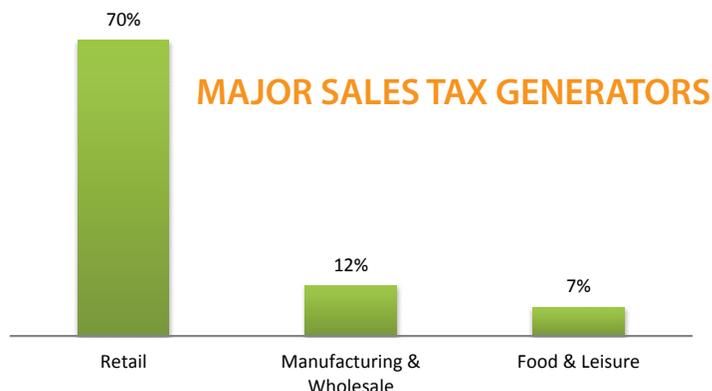
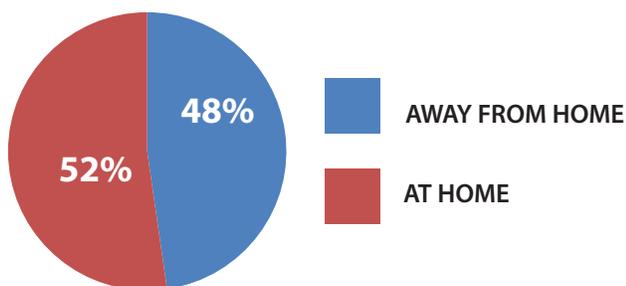


Cognoscenti Coffee - Arts District



Platform - TOD District

## FOOD & BEVERAGE = \$8.9 MILLION



Please contact the Economic Development Division at 310.253.5765 or via e-mail at [elaine.warner@culvercity.org](mailto:elaine.warner@culvercity.org) if you have any questions or would like additional information regarding the City.

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