

General Plan 2045

Culver CITY



City of Culver City, California
Final General Plan

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GENERAL PLAN

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USER GUIDE

The User Guide explains the purpose of this General Plan, legal requirements, its jurisdiction, and how to use this Plan.

GENERAL PLAN OVERVIEW

A general plan documents a city’s long-range vision and establishes clear goals, policies, and actions to help the community navigate its evolution. The City of Culver City must update its General Plan periodically to respond to changing needs and conditions, to integrate recent planning efforts, and to reflect new local, regional, and State laws.

Statutory Requirements

California Government Code requires that each local jurisdiction “adopt a comprehensive, long-term general plan for the physical development of the county or city.” This document must contain an “integrated, internally consistent and compatible statement of policies” which appropriately responds to local conditions and circumstances (§65300, 65300.5, 65300.7). State laws require that general plans include the following eight topics: land use, circulation, housing, conservation, open space, noise, safety, and environmental justice. However, jurisdictions can choose to address any other subjects that they determine are important to the local context (§65302, 65303).

This General Plan meets the legal requirements of California Government Code and introduces additional Elements that the City has deemed appropriate: Governance and Leadership; Arts, Culture, and Creative Economy; Economic Development; Parks, Recreation, and Public Facilities; Infrastructure; and Greenhouse Gas Reduction.

Planning Area

This General Plan, titled *Picture Culver City 2045*, covers land within the City of Culver City’s Sphere of Influence (SOI), or the “probable physical boundaries and service area” of the city. The SOI includes land within City limits and unincorporated portions of Los Angeles County to the west of La Cienega Boulevard (Figure 1). Collectively, this area is referred to throughout the General Plan as the “Planning Area.” The Planning Area covers about 3,910 acres, of which about 3,280 acres (84 percent) are within City limits, and about 630 acres (16 percent) are in unincorporated Los Angeles County.



Ballona Creek trail



Aerial view of Culver City from Baldwin Hills

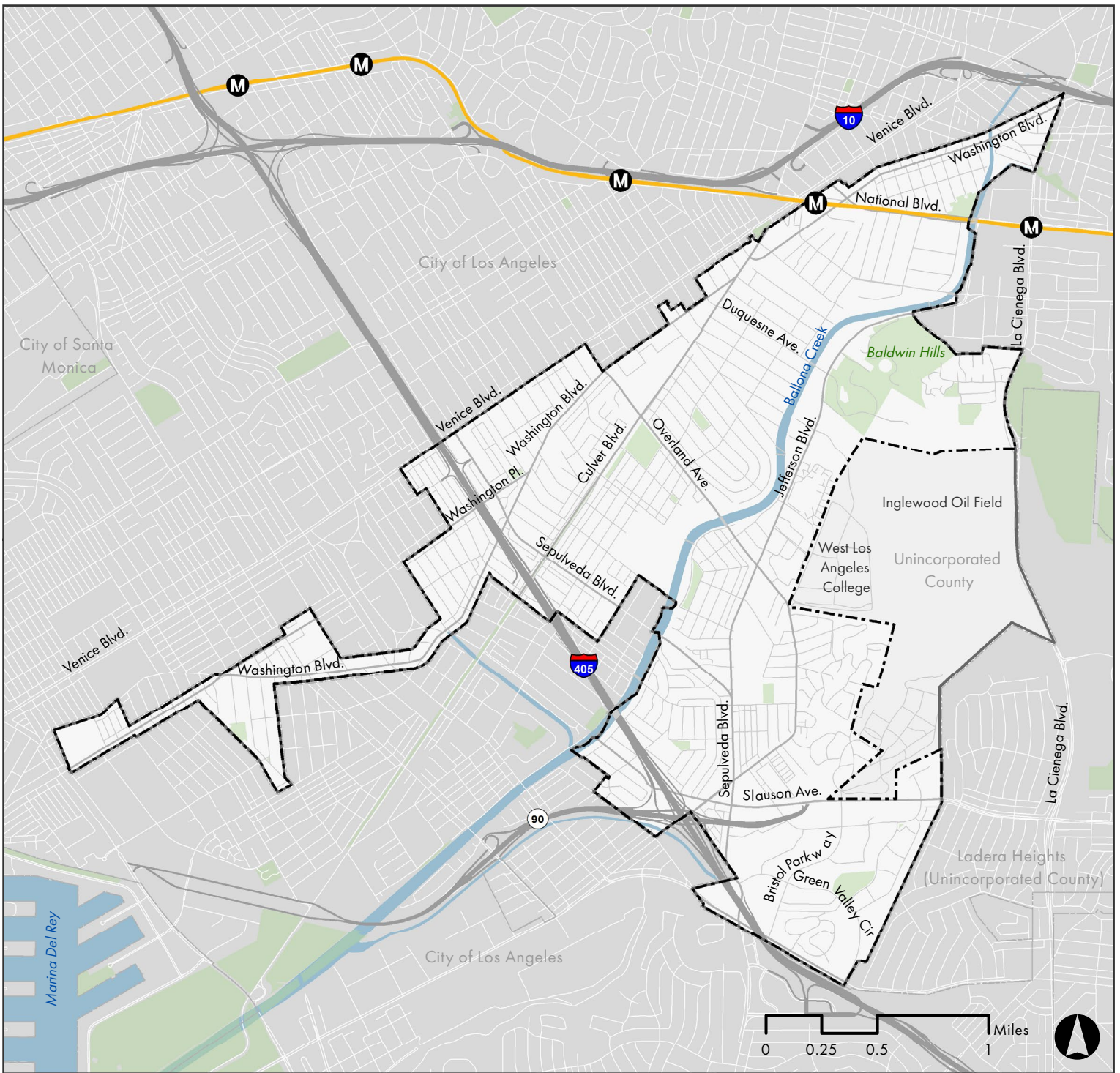










FIGURE 1

Planning Area

-  City Limits
-  Sphere of Influence
-  Metro Station
-  E Line (Expo)
-  Major Roads
-  Local Roads
-  Parks and Open Space
-  Waterbody

Sources:
 City of Culver City (2024);
 County of Los Angeles (2021); ESRI (2021).

PLAN ORGANIZATION

Culver City's General Plan Elements are grouped into four overarching sections which focus on different ways people interact with each other and their city. Each section contains State-required Elements and additional optional Elements.



Culver City Music Festival

Picture Our People

This section focuses on the well-being, safety, and civic empowerment of the people of Culver City.

ELEMENT 1: COMMUNITY HEALTH AND ENVIRONMENTAL JUSTICE

This Element identifies disadvantaged communities in the city and addresses the unique and compounded health risks in these communities.

ELEMENT 3: ARTS, CULTURE, AND THE CREATIVE ECONOMY

This Element addresses how the City can focus its investments in and partnerships with the arts, culture, and the creative economy and innovate in civic issues.

ELEMENT 2: GOVERNANCE AND LEADERSHIP

This Element addresses how the City of Culver City can increase transparency, broaden engagement and digital services with the community, center equity in local decision-making, and serve as a proactive regional leader.



Downtown Culver City

Picture Our Community

This section focuses on structural Elements that broadly impact the quality of life for people in Culver City.

ELEMENT 4: LAND USE AND COMMUNITY DESIGN

This Element designates the proposed distribution, location, and extent of different uses of land, and expresses community intentions regarding urban form and design.

ELEMENT 6: ECONOMIC DEVELOPMENT

This Element addresses sustainable economic growth, community benefits from development, a balanced housing supply, and equitable opportunity for wealth creation.

ELEMENT 5: PARKS, RECREATION, AND PUBLIC FACILITIES

This Element addresses preserving, expanding, and improving parks and open spaces, encouraging healthy and active lifestyles, and maintaining and upgrading public facilities.

ELEMENT 7: INFRASTRUCTURE

This Element addresses the equitable distribution and resiliency of water and energy infrastructure, including potable water, wastewater, and stormwater, electricity, and natural gas.



Culver City Transit

Picture How We Move

This section focuses on the movements of people, goods, and services throughout the community.

ELEMENT 8: MOBILITY

This Element establishes a zero-emission transit system that better supports safe active transportation such as cycling, walking, and other forms of modes of travel utilizing emerging technology.



Former oil field

Picture Our Environment

This section focuses on the city’s natural environment and on addressing the multidimensional hazards of climate change.

ELEMENT 9: GREENHOUSE GAS REDUCTION

This Element addresses sustainability and the environmental, social equity, and economic impacts from climate change.

ELEMENT 11: SAFETY

This Element evaluates and mitigates the risk of climate change and natural hazards such as seismic and geologic activity, wildfires, and flooding.

ELEMENT 12: NOISE

This Element identifies and evaluates noise in the community from sources like highways, arterial streets, rail operations, aviation, and industrial plants.

ELEMENT 10: CONSERVATION

This Element addresses the stewardship and conservation of cultural and natural resources.

Implementation

This chapter includes all actions needed to implement the goals and policies of this General Plan.

Other Resources

This section includes resources to help readers better understand General Plan context and terminology.

- **Appendices** – includes additional technical information for the Arts, Culture, and Creative Economy Element, the Mobility Element, and the Safety Element.
- **Glossary** – defines key terms used in the General Plan.
- **Housing Element (under Separate Cover)** – addresses the preservation of existing housing and provision of new housing, including affordable housing.

HOW TO USE THIS GENERAL PLAN

Each Element of the General Plan contains goals, policies, and implementation actions that provide the City a clear direction for implementing the community's vision.

Goals

Broad expressions of community values that describe where Culver City wants to be by 2045.

Example: GOAL AC-1

Affordable working and living spaces.

Affordable work and living spaces to meet the diverse needs of Culver City's creative sector including commercial, nonprofit and individual.

Policies

Specific statements that support the achievement of goals by mandating, encouraging, or permitting certain actions; many of the policies in this General Plan are supported by complementary policies across different Elements.

Example: AC-2.1: *Convening and activating creatives.* Convene and activate Culver City's creatives to address community and civic needs through creative sector involvement.

POLICY FRAMEWORK

Key: Goal attributes.

- Equity & Inclusion
- Sustainability
- Innovation & Creativity
- Compassion & Community

GOAL AC-1
Affordable working and living spaces. Affordable work and living spaces to meet the diverse needs of Culver City's creative sector, including commercial, nonprofit and individual.

AC-1.1: Creative sector space needs. Research, analyze, and identify the creative sector's space needs and solutions throughout the city. Such needs include affordable work, studio, exhibition, sales, rehearsal, performance, and living space for all income levels.

AC-1.2: Public/private partnerships for facility and space needs. Foster public/private partnership opportunities to meet identified facility and space needs, including through Community Benefit Agreements and Art in Public Places Program requirements with developers.

AC-1.3: Artist and creative spaces in affordable housing policy. Incorporate affordable live/workspaces for artists and creatives in the City's Community Benefit Incentive Program.

AC-1.4: Arts and cultural events. Support and permit small, inexpensive, or free informal events in partnership with arts and cultural organizations in public and private spaces.

AC-1.5: Gentrification's impacts on affordable space. Acknowledge and address the challenges of gentrification in efforts to meet affordable space needs.

GOAL AC-2
Connected creatives. Culver City's creatives are well-connected and are actively contributing to the community's civic welfare and economic prosperity.

AC-2.1: Convening and activating creatives. Convene and activate Culver City's creatives to address community and civic needs through creative sector involvement.

AC-2.2: Empowering creatives. Empower creatives to network and define their own objectives and methods for action. Examples include producing artistic projects, addressing societal problems, improving City functions, and demonstrating innovation.

AC-2.3: City support for actions led by creatives. Provide City support and seek partnerships with local creative businesses and organizations.

AC-2.4: Recognition of creatives. Recognize and celebrate leadership accomplishments of Culver City creatives.

AC-2.5: Artist engagement efforts. Expand the City's artist engagement efforts.

GOAL AC-3
Thriving creative sector. All industries in Culver City's creative sector – nonprofit and for-profit – are thriving.

AC-3.1: Creative sector and the city's economic success. Focus on the creative sector's needs, including for-profit and nonprofit, as an essential element of Culver City's economic success.

AC-3.2: Small- and mid-sized creative businesses. Support Culver City's small and mid-sized creative businesses, both for profit and nonprofit.

AC-3.3: Arts districts. Promote and facilitate the sustainability of Culver City arts districts (Arts District, Hayden Tract, Helms Bakery and Cultural Corridor).

For related policies and implementation actions connected to supporting the creative economy, see Economic Development Element Goal 2.

Arts, Culture, and the Creative Economy 89

Implementation Actions

Activities such as physical improvements, partnerships, and programs that carry out a policy.

Example: IA.AC-1: *Citywide creative facilities and space inventory.*

Develop a comprehensive, city-wide creative facilities and space inventory, directory, needs assessment and master plan.

IMPLEMENTATION ACTIONS

Key: Types of actions may include partnership, program, study, plan, physical improvements, and more.

Key: Timeframe icons for implementation actions table.

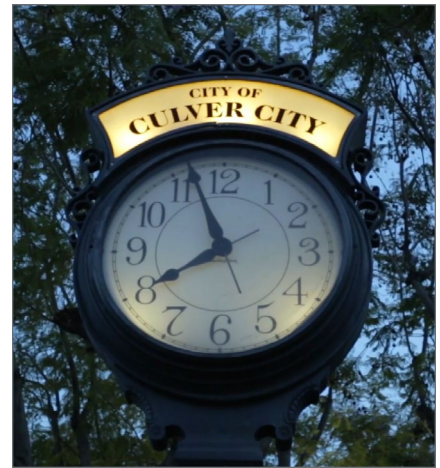
- Short-term 1-5 Years
- Medium-term 5-10 Years
- Long-term 10+ Years
- Ongoing

Implementation Action	Associated Goal(s)	Timeframe	Type of Action	Primary Responsibility	Secondary Responsibility
IA.AC-1: Citywide creative facilities and space inventory. Develop a comprehensive, city-wide creative facilities and space inventory, directory, needs assessment, and master plan.	AC-1	● ●	Study and Master Plan	Cultural Affairs	Economic Development
IA.AC-2: Community exhibition space. Develop a community exhibition space.	AC-1	● ●	Physical improvements	Cultural Affairs	Economic Development

HOW WE PICTURE CULVER CITY IN 2045

Picture Culver City 2045 articulates a community vision for Culver City in the next 25 years. This comprehensive update to the General Plan is a long-range planning document that serves as a roadmap for future decisions concerning a variety of issues, including land use, economic growth, transportation, housing, climate change, and more. Today, the city faces unprecedented challenges and rapidly changing circumstances. As it addresses public health, housing, and economic challenges in the wake of the COVID-19 pandemic and adapts to increased risks from climate change, there is a clear opportunity to reassess the city's strengths while rethinking approaches and assumptions that have guided the city to its current point.

The development of this forward-thinking plan was shaped by continuous dialogue and partnership between City government and members of the community. Throughout the General Plan Update process, the community explored their visions for the future of Culver City, identified unique and special characteristics of the city they would like to preserve, and imagined things they would like to change. The community aspirations and priorities that came out of this process are summarized into three components: an overarching vision statement which describes where the city aspires to be in 2045, a set of core values that define Culver City's culture and priorities, and key guiding principles that provide specific and objective benchmarks for implementing the General Plan. Together, the Community Vision for the Future, Core Values, and Guiding Principles lead Culver City towards a more equitable, resilient, healthy, and compassionate future.



Historic Culver City clock in Downtown



The Lion's Fountain

COMMUNITY VISION FOR THE FUTURE

Culver City in 2045 continues to be a vibrant, unique, and diverse community with a strong social and economic fabric stitched together by its arts and cultural assets, creative enterprises, high-quality services, and inclusiveness. It is a progressive and bold city leading the region to address complex challenges in housing, transportation, public health, public safety, and the environment.

Its residents, workers, businesses, and visitors enjoy smart and modern infrastructure and fiscal sustainability. The City is stewarded by a commitment to equitable planning for the future generations who will inherit Culver City as a home, as their neighbor, or as a cultural and economic destination.

Core Values

Throughout the General Plan process, community members identified many shared values and beliefs. These community values include:



GUIDING PRINCIPLES

The following Guiding Principles are benchmarks that guided the development of the General Plan and communicate the community's priorities for Culver City's progression into the future.

Public Services. Diversity and Housing. Climate Action. Ecology. Leader/Model City. Urban Design. Community Health. Arts and Culture. Creative Economy. Infrastructure and Technology. Mobility. Diversified and Circular Economy.



From left to right: Culver City PRIDE light display; Trail in Baldwin Hills; Art in Public Places 30th year anniversary banner; Bus lane in Culver City; Training for Culver City Fire Department; City bike ride

PUBLIC SERVICES

Provide high-quality public services through an equitable, adaptive, transparent, accessible, and fiscally sustainable governing structure with intentional investments and regulatory measures.

DIVERSITY AND HOUSING

Advance racial, demographic, and socioeconomic diversity by supporting a range of housing types for different income levels, household compositions, stages of life, and disadvantaged populations, including persons experiencing homelessness, the elderly, and persons with disabilities.

CIVIC ENGAGEMENT

Create more opportunities to broaden and deepen civic engagement that bring more of Culver City's diverse voices to the decision-making table.

CLIMATE ACTION

Adopt innovative and equitable policies to eliminate greenhouse gas emissions (decarbonize buildings and industry), reduce energy and water use, encourage the purchase of 100 percent renewable, carbon-free electricity, foster the transition to zero-emission vehicles, and adapt to climate disruption, ensuring all residents, are resilient to climate hazards.

ECOLOGY

Foster harmony between people and the environment through continued sustainability efforts, urban ecology, and stewardship of natural resources, like the Ballona Creek and Baldwin Hills, for the benefit of future generations.

LEADER/MODEL CITY

Be a creative and proactive leader in solving regional, state, and national challenges around issues like housing, mobility, public safety, equity, climate change, and environmental pollution and disruption.

URBAN DESIGN

Cultivate social connections between residents, workers, businesses, and visitors through urban design that sustains and revitalizes the public realm, creates great places to gather, adapts to a changing climate, and promotes public safety.

COMMUNITY HEALTH

Elevate community health and health equity through new, improved, and well-maintained public amenities that are accessible to all—like parks, sport courts and fields, gathering places, healthy and affordable food, natural resources, and community services—that allow people of all ages and abilities to thrive physically, socially, and mentally.

ARTS AND CULTURE

Sustain arts and culture in Culver City, including visual, performing, literary, and culinary arts. Support the continued preservation of historic and cultural resources in Culver City.

CREATIVE ECONOMY

Support the continued growth of creative industries as the cornerstone of the renowned arts and cultural identity and unique regional economic role of Culver City, including digital media, architecture and interior design, and visual and performing arts.

INFRASTRUCTURE AND TECHNOLOGY

Practice resilient and sustainable solutions to maintain and improve infrastructure, including water, road infrastructure, and broadband. Ensure these solutions are implemented equitably throughout the city. Embrace innovative and responsible use of technology to improve City operations, enhance public participation, and build smart, secure, and adaptable infrastructure systems.

MOBILITY

Build more active and shared modes of getting to, from, and through Culver City by providing more reliable, safe, affordable, clean, and connected carbon-free transportation and mobility options for people of all ages and abilities.

DIVERSIFIED AND CIRCULAR ECONOMY

Support a diversified, adaptable, and sustainable economy with a balance of small and large businesses across a range of industries that provide employment, commercial, and experiential opportunities. Ensure the economy is resilient to shocks and stresses, like pandemics, seismic events, flooding, wildfires and other natural and human made disasters.



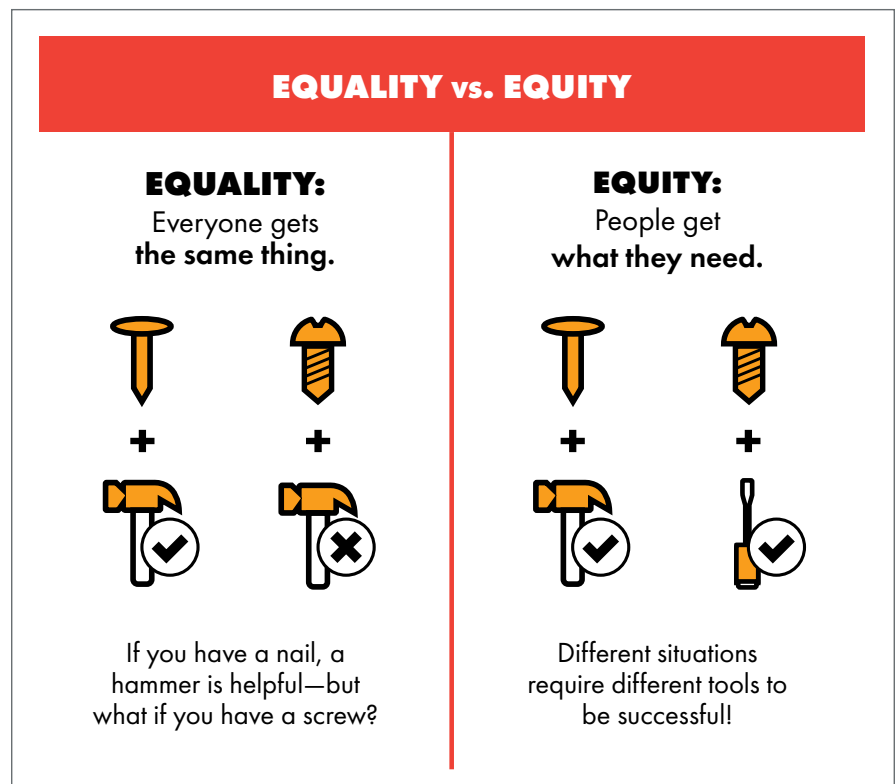
Kirk Douglas Theatre

EQUITY AND SB 1000 FRAMEWORK

Picture Culver City 2045 applies a holistic equity lens to every aspect of the General Plan Update effort. Each Element of the General Plan intentionally integrates equity, inclusion, and related concepts of health and environmental justice into its goals, policies, and actions. Specifically, all Elements strive to promote equitable outcomes in accordance with the Equity and Inclusion Core Value, advance community health and environmental justice goals, and prioritize the needs of disadvantaged communities. These goals are tied to Senate Bill 1000, the Planning for Health Communities Act, which requires jurisdictions to identify and address environmental injustices and health disparities. For the purposes of this General Plan, “disadvantaged communities” are referred to as “SB 1000 Priority Neighborhoods.”¹

Present-day environmental, economic, housing, and health disparities relate directly to historic policies and practices. Culver City Resolution 2021-RO66 acknowledged that discrimination, segregation, and police abuse have existed in the United States and within Culver City for many years. Historically neighborhoods with a higher concentration of low-income households and racial minority groups have faced unequal opportunities for homeownership and wealth accumulation, and disproportionate environmental burdens. Racially restrictive covenants, deed restrictions, and lending practices limited African American, other people of color, and those of non-Christian faiths from housing and land ownership within Culver City.

The City, through its General Plan, commits to develop and enforce policies and practices that create more equitable outcomes for residents, especially through the Community Health and Environmental Justice Element, as well as through the implementation of other Elements.



1. Refer to the Community Health and Environmental Justice Element for more information on this bill and how disadvantaged communities were identified.





GENERAL PLAN BACKGROUND

Culver City's regional location, history, and community context are important factors that have shaped what the city is today. Together, these contextual features set the stage for how the City will respond to future challenges and opportunities throughout the General Plan horizon.

REGIONAL LOCATION

Culver City is in the southern part of Los Angeles County in Southern California (Figure 2). The city is surrounded on three sides by the City of Los Angeles, with an unincorporated area of Los Angeles County (known as Ladera Heights) forming Culver City's southeastern boundary. City Hall is about five miles east of the Pacific Ocean, five miles north of Los Angeles International Airport (LAX), and eight miles west of downtown Los Angeles.

The city is served by three major freeways. Interstate 405 (I-405) runs in a north-south direction in the western part of the city, and Interstate 10 (I-10) runs in an east-west direction just outside the northern boundary of the city, providing connections to other cities throughout the region. State Route 90 (SR-90) intersects Culver City from the west and ends at Slauson Avenue in the Fox Hills neighborhood. In addition to these major corridors, the Metro E (Expo) Line's Culver City Station on National Boulevard connects Culver City residents west to Santa Monica and east to Downtown Los Angeles.

Local Context

Culver City is distinguished by its unique natural resources, landmarks, and places, shown in Figure 3. Culver City's distinct neighborhoods are depicted in Figure 4.

- Downtown Culver City is the vibrant center of the city, home to a vast array of entrepreneurial businesses, creative enterprises, cultural organizations, and resident-serving retail.
- Westfield Culver City is a shopping center conveniently located at the junction of the 405 and 10 freeways. This shopping center has become a popular attraction, serving the region and providing a tax revenue source for Culver City.
- Culver City is home to multiple arts districts (Culver City Arts District, Cultural Corridor, Hayden Tract, and Helms Bakery) that are thriving hubs of creative activity. The Cultural Corridor has a cluster of creative sector businesses, cultural institutions, and historic architecture. The Cultural Corridor includes landmarks such as the Ivy Substation at its northern terminus, the Culver Steps, Kirk Douglas Theatre, Sony Pictures Studio, and the Wendt Museum at its southern end.
- "Creative Tech" companies such as Sony Picture Studios, Amazon

Studios, and Apple are a primary economic driver in Culver City.

- Ballona Creek is an 8.8-mile waterway that runs through Culver City and empties into Santa Monica Bay, providing flood protection and important recreational, aesthetic, and ecological benefits to the community. It has a multi-use bicycle and pedestrian path that connects residents to the Park to Playa Trail.
- Once a large oil drilling site, Baldwin Hills Scenic Overlook is a major regional hiking destination with 58 acres of restored native habitat and a panoramic view of the Los Angeles Basin, the Pacific Ocean, and surrounding mountains.
- Culver City Transit Center, Robertson Transit Hub, and West Los Angeles Transit Center are key transportation hubs in and near the city, connecting multiple bus and rail services from Culver City-Bus, LA Metro, LA Department of Transportation, and Santa Monica Big Blue Bus.
- Opened in 2012, the Metro E Line has provided a catalytic boost to the city's transit accessibility and viability as a location for transit-oriented development.



Kirk Douglas Theatre



Downtown Culver City



Culver City street festival



Hayden Tract

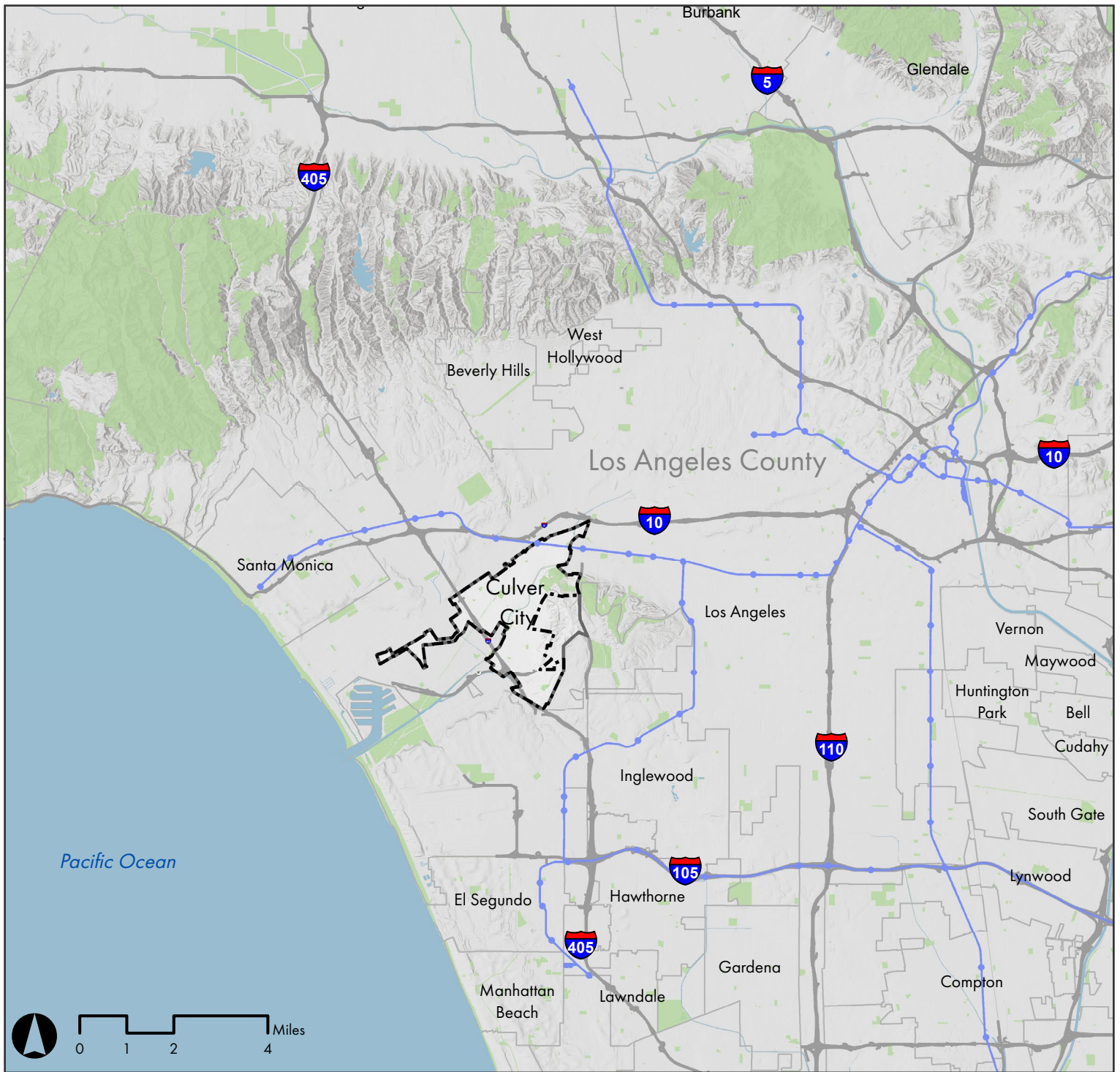


FIGURE 2

Regional Context

- City Limits
- Sphere of Influence
- Metro Stations
- Metro Lines
- Freeway/Highway
- Regional Parks and Open Space
- Waterbody

Sources: City of Culver City (2021);
 County of Los Angeles (2021);
 LA Metro (2023); ESRI (2021).

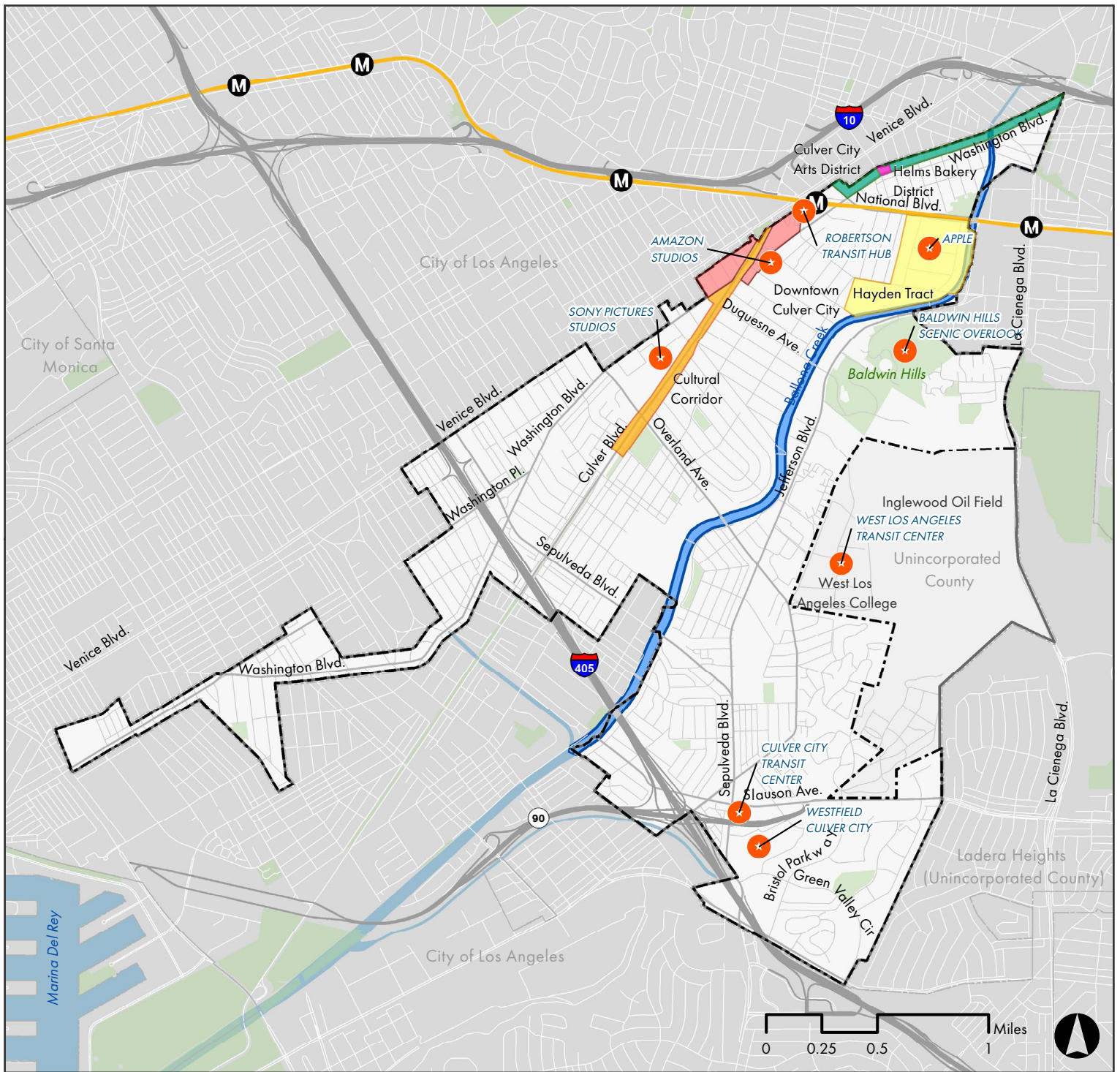


FIGURE 3

Local Features Map

Sources:
 City of Culver City (2024);
 County of Los Angeles (2021);
 ESRI (2021).

- City Limits
 - Sphere of Influence
 - M Metro Station
 - E Line (Expo)
 - Major Roads
 - Local Roads
 - Parks and Open Space
 - Waterbody
 - * Local Featured Places
 - Ballona Creek
- Featured Districts**
- Cultural Corridor
 - Culver City Arts District
 - Downtown Culver City
 - Hayden Tract
 - Helms Bakery District

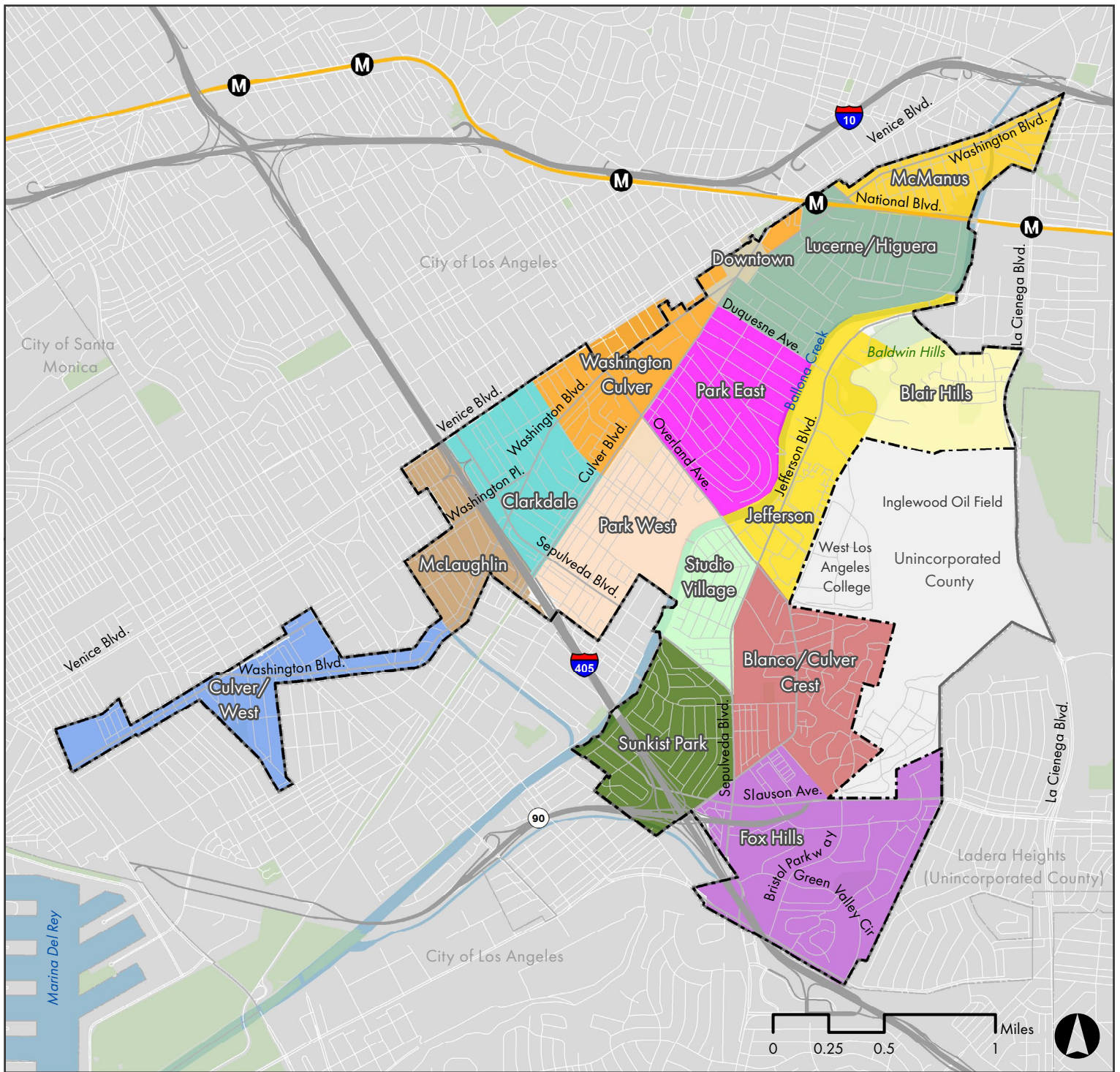


FIGURE 4

Culver City Neighborhoods

- | | | |
|----------------------|---------------------|-------------------|
| City Limits | Blair Hills | McLaughlin |
| Sphere of Influence | Blanco/Culver Crest | McManus |
| Metro Station | Clarkdale | Park East |
| E Line (Expo) | Culver/West | Park West |
| Major Roads | Downtown | Studio Village |
| Local Roads | Fox Hills | Sunkist Park |
| Parks and Open Space | Jefferson | Washington Culver |
| Waterbody | Lucerne/Higuera | |

Sources:
 City of Culver City (2024);
 County of Los Angeles (2021);
 ESRI (2021).

HISTORICAL CONTEXT

The historical context of Culver City includes both the history of the land that became Culver City and the development of the City of Culver City as an incorporated agency in the greater metropolitan region of Los Angeles.

Indigenous Peoples

The area now called Culver City was originally inhabited by Indigenous peoples who lived here for several thousand years and had their own unique and complex social and economic systems of relationships prior to contact with Europeans. Known as the Gabrielino-Tongva, the Indigenous peoples in this region, as in other parts of the continent, were removed from their ancestral lands through the processes of Spanish colonization and mission-building, Mexican nation-forming, United States westward expansion, and other practices of dispossession that occurred from the 1500s through the early 1900s.

Founding of Culver City

2. Culver City Historical Society. Culver City Timeline: A Work in Progress. 2014.
3. Masters, Nathan. Culver City: From Barley Fields to the Heart of Screenland. Public Media Group of Southern California. KCET. 2012.

Gabrielino-Tongva woman gathering acorns



The modern history of Culver City began in 1819 when brothers Agustín and Ygnacio Machado and their partners Felipe and Tomás Talamantes established the 14,000-acre Rancho La Ballona. They raised cattle and horses, grew grapes and barley, and built homes (including the historic Centinela Adobe in present-day Inglewood) on their land.²

The area remained as a ranch until 1913, when real estate developer Harry Culver announced plans to develop a city. Culver selected a 1.2 square mile area along present-day Main Street due to its proximity to a junction of three streetcar lines and its location between the growing resort town of Venice and downtown Los Angeles.³ Early marketing materials touted the city's strategic location, claiming, "all roads lead to Culver City." Culver City was incorporated in 1917.

Growth of Culver City

After Filmmaker Thomas Ince opened the city's first movie studio in 1916 (which later became Sony Pictures Studios), Culver City quickly became a hub of the movie industry. Major studios filmed several classic movies in Culver City, including *The Wizard of Oz*, *Singin' in the Rain*, *Ben Hur*, *Gone with the Wind*, and *Citizen Kane*. As the epicenter of Southern California film production, Culver City proudly declared itself the "Heart of Screenland."

Though movie studios formed the city's primary economic base, industry began to locate in Culver City starting in the 1920s with Western Stove (1922), Helms Bakeries (1930), and the Hayden Industrial Tract (1940s). With jobs came residents, and Culver City's residential neighborhoods grew, supported by the creation of a Unified School District in 1949. The city continued to expand throughout the mid-20th century, with a total of 42 annexations giving Culver City its current shape today.⁴

Historic Culver Boulevard



Redevelopment & Modernization

Starting in the 1970s, ambitious redevelopment plans substantially transformed the look, layout, and feel of Culver City. Major projects include the construction of Fox Hills Mall (now Westfield Culver City) in 1975, which became a major source of sales tax revenue for the City. In 1996, the City completed redevelopment of its Downtown area, which included the construction of a new City Hall.⁵

Today, the city has quadrupled in size with a community of over 40,000 residents. Staying true to its "Heart of Screenland" roots, the city has evolved to support a host of creative economy stakeholders in film, the visual arts, theatre, architecture, and design.

4. Culver City Historical Society. *Culver City Timeline: A Work in Progress*. 2014.

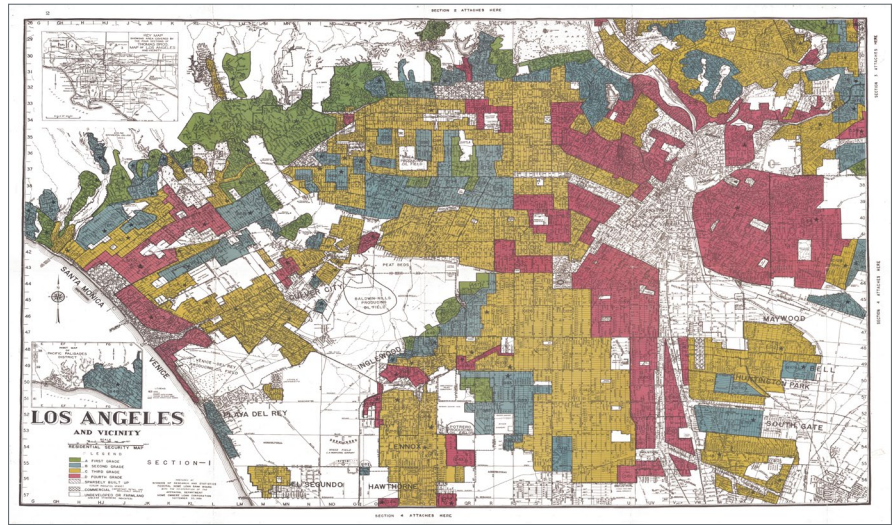
5. Culver City Historical Society. *Culver City Timeline: A Work in Progress*. 2014.

History of Exclusionary Policies and Practices

Like many new suburban towns in the early twentieth century, Culver City was marketed as an opportunity for upwardly mobile workers to seek leisure and entertainment away from the nuisances of industry. Prior to the automobile, electric streetcars made it possible for prospective home buyers and businesses to move. Newspaper advertisements of the time show the roots of racially exclusionary development policies in Culver City.

As a powerful appointed leader of the real estate industry lobby in Los Angeles and California, Harry H. Culver advocated for various practices that boosted property values in Culver City and communities like it. These practices excluded or were financially burdensome for poor, working class, and non-white population groups. For example, low-income minority groups were economically excluded from Culver City through mandatory zoning requirements for large lot developments, which made land unaffordable. These exclusions were legalized through “deed restrictions” which included language like “these premises shall not ever be conveyed, transferred, leased or demised to any person other than of the White or Caucasian race” and were not unique to Culver City.⁶ In the early decades of the city’s founding, when marketing, zoning policy, and deed restrictions were insufficient in excluding “unwanted” prospective residents, formal City entities, such as the police and attorneys, and informal city actors, such as the Ku Klux Klan, enforced racial exclusion.⁷

Like most American cities, redlining



Robert K. Nelson, LaDale Winling, Richard Marciano, Nathan Connolly, et al., “Mapping Inequality,” *American Panorama*, ed.

further reinforced racial segregation and inequities in Culver City. Redlining began in 1934, when the Federal Government-sponsored Home Owners Loan Corporation (HOLC) produced maps of cities nationwide that rated neighborhoods from “A,” which represented the “best” areas for banks to invest and distribute loans, to “D,” areas considered “hazardous.”⁸ Areas graded as “A” were depicted in green and areas graded as “D” were depicted in red—thus the origin of the term redlining. Places that received poor grades were typically where Black or African American, Mexican or Mexican American, and other racial minority or immigrant groups lived. In these places, it was difficult for homeowners to secure federally backed loans or favorable private sector loans. In combination with racially restrictive real estate policies, redlining replicated and, in some cases, exacerbated racial segregation and the wealth gap between Black and White Americans. Culver

City’s redlined neighborhoods are shown in Figure 5.

The legacy of redlining in Culver City can still be observed today, including:

- Areas west of the 405, in the Culver/West neighborhood, which received a “C” grade in the HOLC map. Today, those areas are in an Senate Bill (SB) 1000 Priority Neighborhood and have higher concentrations of Latino residents, low-income households, and lower access to parks.
- Areas east of the 405, in the Clarkdale neighborhood, which received a “D” grade in the HOLC map. Today, those areas are also in an SB 1000 Priority Neighborhood and have a higher concentration of low-income households. Additionally, the area has a higher concentration of both existing multifamily rental units and proposed or in-development projects for new, market rate multifamily rental units.

⁶ Kent, John. General Plan Update Speaker Series. Culver City: From Whites Only to National Model of Diversity and Inclusion? 2019.

⁷ Ibid.

⁸ Reft, Ryan. Segregation in the City of Angels: A 1939 Map of Housing Inequality in LA. KCET. 2017.

For more information on the SB 1000 Priority Neighborhoods, see Element 1: Community Health and Environmental Justice

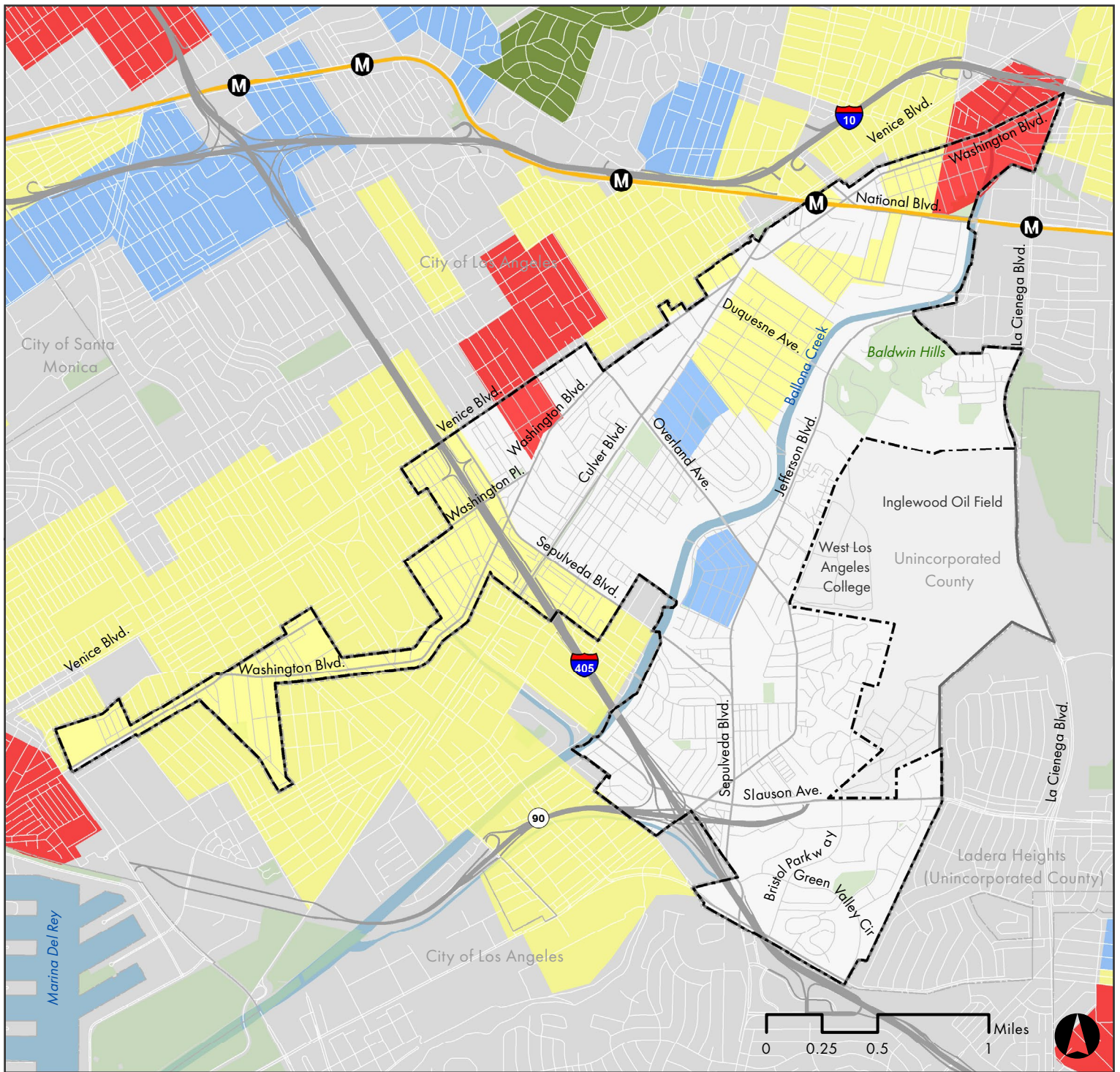


FIGURE 5

Home Owners Loan Corporation Redlining

Sources:
 City of Culver City (2024);
 County of Los Angeles (2021);
 HOLC (1939); ESRI (2021).

- City Limits
- Sphere of Influence
- Metro Station
- E Line (Expo)
- Major Roads
- Local Roads
- Parks and Open Space
- Waterbody

HOLC Grade

- A
- B
- C
- D

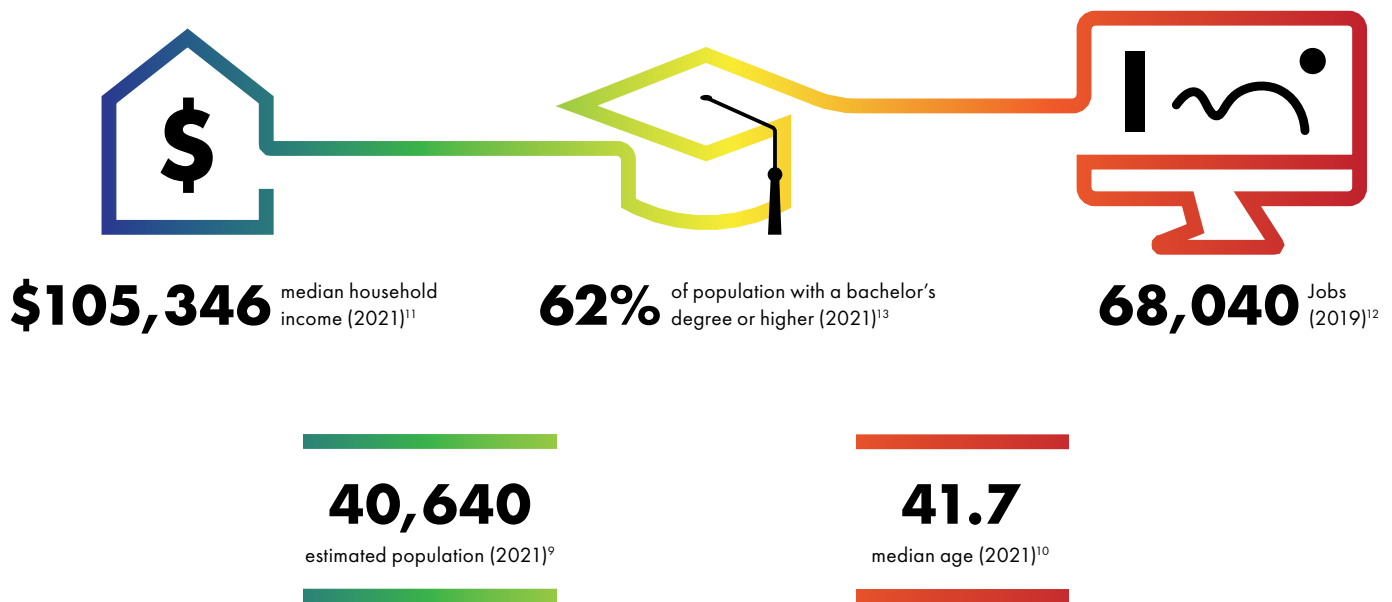
Home Owners Loan Corporation (HOLC) produced maps of cities (1939) nationwide that rated neighborhoods from "A," which represented the "best" areas for banks to invest and distribute loans, to "D," areas considered "hazardous." Areas graded as "A" were depicted in green and areas graded as "D" were depicted in red—thus the origin of the term redlining.

COMMUNITY PROFILE AND TRENDS

Culver City is a vibrant, highly educated, and healthy community that offers a high quality of life to its residents. The city is experiencing a period of substantial job growth and economic vitality, particularly within its creative economy and entertainment industry. Combined with its central regional location, these strong assets make Culver City a desirable location to live in, work, and visit and indicate the city is well-positioned to attract additional employment and housing growth.

Over the last two decades, Culver City has experienced significant structural changes in its population and economy. Its most vulnerable residents face increasing risk of displacement and disproportionate health burdens, and these issues have been magnified by the COVID-19 pandemic. While it is not possible at this moment to fully predict COVID-19's impact on Culver City's growth over the next 25 years, it is important to keep in mind that the General Plan is meant to be a decades-spanning document that serves the current and future residents of Culver City, regardless of temporary or long-lasting disruptions.

BY THE NUMBERS



Demographic and Community Health Trends

Stagnant population growth. Culver City's population has only increased by 5 percent since 2000, and its household and population share of the region is shrinking. Its slow population growth is largely attributable to a lack of residential development over the past 20 years.

Ageing population. Culver City's population skews older, with almost a third of residents over the age of 55.¹⁴ Combined with stagnant population growth, this has significant implications for future economic growth and existing social support systems.

Health outcome disparities. While Culver City has a population that is generally healthier than Los Angeles County or the State of California, there are still discrepancies in health outcomes between neighborhoods which reflect underlying and enduring social inequities.

9. U.S. Census Bureau. Table S0101: "Age and Sex." 2017-2021 American Community Survey 5-Year Estimates.
 10. U.S. Census Bureau. Table S0101: "Age and Sex." 2017-2021 American Community Survey 5-Year Estimates.
 11. U.S. Census Bureau. Table S1903: "Median Income in the Past 12 Months (In 2021 Inflation-Adjusted Dollars)." 2017-2021 American Community Survey 5-Year Estimates.
 12. Longitudinal Employer-Household Dynamics (LEHD On the Map). 2019.
 13. U.S. Census Bureau. Table S1501: "Educational Attainment." 2017-2021 American Community Survey 5-Year Estimates.
 14. U.S. Census Bureau. Table S0101: "Age and Sex." 2017-2021 American Community Survey 5-Year Estimates.

For example, there is a 7-year difference in life expectancy between the Blair Hills and Jefferson neighborhoods, which have the longest life expectancies across the city at 85 years, and the Culver/West neighborhood, which has the shortest life expectancy at 78 years.¹⁵ Discrepancies in life expectancy across racial groups has been exacerbated by the COVID-19 pandemic. Although demographic and socio-economic data is not yet available for Culver City, in Los Angeles County, Native Hawaiian or Other Pacific Islander, Hispanic/Latino, and Black residents are experiencing a disproportionate rate of incidences and deaths from COVID-19.¹⁶



Culver City street fair

Economic Trends

Changing income distribution. In the last two decades, there has been an outflow of lower-income households and inflow of higher-income households in Culver City. Between 2000 and 2021, the share of households earning more than \$150,000 in the city has increased by over five times, while the city has lost more than half of its share of households earning between \$25,000 and \$50,000.¹⁷ This increasing income inequality heightens displacement pressures for existing low-income renters. Black and Hispanic households, which respectively earn 22 percent and 20 percent less than the city’s median household income, are at particular risk of displacement.¹⁸

Job growth. Prior to the pandemic, Culver City was experiencing a period of substantial job growth and increasing its share of regional jobs. Between 2002 and 2019, Culver City’s annual job growth was more than 2.5 times higher than LA County.¹⁹ Although



Culver Studios

there is no employment data available for Culver City since the onset of the COVID-19 pandemic, the unprecedented economic and employment impacts are clear. In May 2020, the City formed an Economic Recovery Task Force (ERTF) to develop a comprehensive Recovery Action Plan and focus on rebuilding the economy through an equity lens. Throughout this effort, it will be important to consider the impact that employment changes will have on City resources and infrastructure.

Strong creative economy. Culver City is experiencing a boom in high-earning tech and professional service employers and is home to large anchor corporations like Sony Pictures Entertainment, Home Box Office, Amazon Studios, and Apple. The sustainability of these industry sectors will require more support services, such as childcare, adequate transportation infrastructure, and housing for employees.

15. U.S. Small-Area Life Expectancy Estimates Project (USALEEP): Life Expectancy Estimates File for Culver City, California. 2010-2015; National Center for Health Statistics. 2018.

16. County of Los Angeles Public Health COVID-19 Surveillance Dashboard.

17. U.S. Census Bureau. Table S1901: “Income in the Past 12 Months (In 2021 Inflation-Adjusted Dollars) 2017-2021 American Community Survey 5-Year Estimates; U.S. Census Bureau. Table DP3: “Profile of Selected Economic Characteristics.” 2000 Decennial Census.

18. U.S. Census Bureau. Table S1903: “Median Income in the Past 12 Months (In 2021 Inflation-Adjusted Dollars).” 2017-2021 American Community Survey 5-Year Estimates.

19. Longitudinal Employer-Household Dynamics (LEHD On the Map). 2019.

Housing Trends

Jobs to housing imbalance. Job growth has far outpaced housing production in Culver City. Between 2002 and 2019, the city has only added one housing unit for every 43 jobs created.²⁰ This not only has an adverse impact on housing affordability, but also poses significant transportation challenges associated with increased regional congestion and greenhouse gas emissions. The city's job to housing imbalance is part of a larger, regional housing issue that must be addressed in collaboration with other jurisdictions.

Rising housing costs and displacement risk. Since 2010, average apartment rents in the city have increased by 65 percent or more than 7 percent annually.²¹ This has resulted in 54 percent of Culver City renter households being cost-burdened, meaning they spend more than 30 percent of their monthly income on rent.²² These racial inequities manifest spatially and indicate areas where the City can prioritize future investment and resources: the core of Culver City (Downtown, Blair Hills, and Park West) are the least

rent-burdened neighborhoods of the City, while southwest neighborhoods (West Washington, McLaughlin, Washington Culver, and Sunkist Park) show the highest displacement risk, with a disproportionate population of rent-burdened, lower-income households of color. As of September 2020, City Council adopted a permanent Rent Control Ordinance and a permanent Tenant Protections Ordinance to help mitigate displacement risk across the city.

Mobility Trends

Growing commuter population. Prior to the pandemic, a majority of Culver City residents worked in neighboring cities, such as Los Angeles, Inglewood, and Santa Monica. At the same time, 97 percent of workers employed in Culver City commuted from outside City limits (most driving alone), with almost one third of all workers commuting from cities more than 10 miles away.²³ The City will need to carefully consider strategies to address congestion and regional air quality management while anticipating the implications of new remote work models on citywide commuting patterns.

Pedestrian and cyclist safety. Local congestion and speeding have significant consequences for the safety of pedestrians, cyclists, and other vulnerable travelers. Between 2014 and 2018, a total of 1,811 vehicle-involved collisions occurred in Culver City. 5 percent of these collisions resulted in a fatal or severe injury and 14 percent specifically involved pedestrians or cyclists.²⁴ These trends indicate the importance for the City to prioritize vulnerable road users and decrease reliance on single occupancy vehicles.

Emerging technology in transportation. Micromobility, autonomous vehicles, ridehailing apps, and other shared mobility services are becoming increasingly common on the public right of way. In recent years, the City has also experimented with deploying Slow Streets in residential neighborhoods and closing lanes in the Downtown area and the Arts District to accommodate outdoor dining and other community activities. These emerging technologies and new policies present an opportunity for the City to expand its multimodal perspective and create innovative mobility solutions and partnerships.

Climate Change Trends

Flooding hazards. Climate change is expected to increase intense storm events and drought conditions throughout the region. In particular, the northern part of the city is at an elevated risk for flooding.

Fire hazards. The number, frequency, and duration of wildfires are expected to increase significantly throughout California. The Blair Hills and Culver Crest neighborhoods, which are located directly adjacent

to wildlands in Los Angeles County, need to address the increased risk of fire hazards.

20. Ibid; California Department of Finance E-5: Population and Housing Estimates for Cities, Counties, and the State. 2011-2021 with 2010 Census Benchmark.

21. CoStar Group.

22. U.S. Census Bureau. Table DP04: "Selected Housing Characteristics." 2017-2021 American Community Survey 5-Year Estimates.

23. Longitudinal Employer-Household Dynamics 2019 (LEHD On the Map)

24. Statewide Integrated Traffic Records System (SWITRS) collision data. 2014-2018.

GENERAL PLAN UPDATE PROCESS

The General Plan process was comprised of five stages that began in 2019 and ended in 2024.

EXISTING CONDITIONS

(2019-2020)

A series of fourteen reports were published which reviewed existing policies, technical reports, and planning documents, including the existing General Plan and zoning ordinance, regional planning documents, and other plans, studies, reports, and regulations. These reports identified key issues and opportunities for the city and analyzed existing conditions in the city across a range of topics.



The urban design analysis in the Land Use and Community Design Existing Conditions Report informed General Plan policy related to neighborhood design and scale.

LISTENING AND VISIONING

(FALL 2020-WINTER 2021)

Following significant public engagement, a long-term vision and guiding principles for the General Plan were prepared, summarizing how community members envision the future of their city and their most important core values. The vision and guiding principles were presented to City Council for review prior to moving forward into more detailed alternatives and policy development.



General Plan Visioning Festival

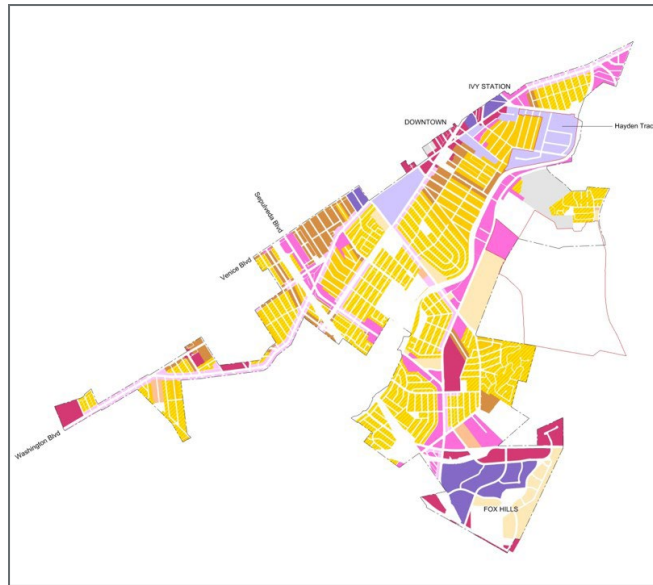


Walk & Roll pop-up

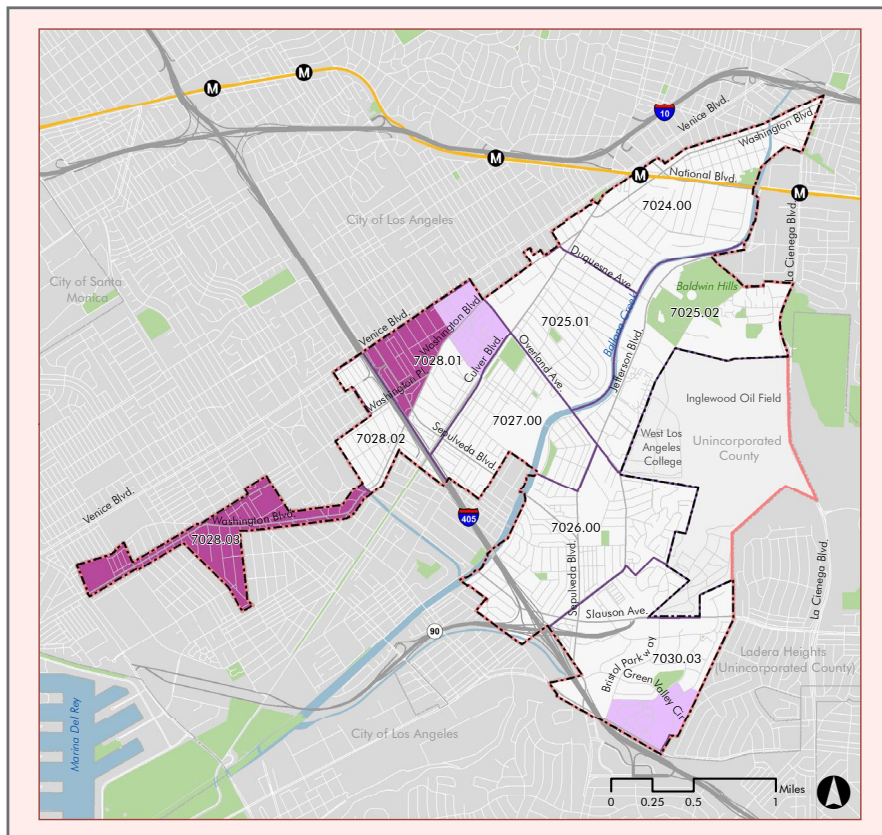
PLAN ALTERNATIVES

(WINTER-SUMMER 2021)

During this stage of the process, three different land use and transportation alternatives were created for the city. The alternatives illustrated tradeoffs and were presented and discussed with the General Plan Advisory Committee (GPAC), community members, Planning Commission, and City Council prior to selecting a preferred direction for the General Plan that best aligned with the community's vision.



The Dispersed Infill Land Use Alternative formed the basis of the Preferred Land Use Alternative



SB 1000 Priority Neighborhoods in Culver City. (Find the full map with legend in the Community Health and Environmental Justice Element on page 45)

POLICY AND PLAN DEVELOPMENT

(SUMMER 2021-SUMMER 2023)

Key outcomes, performance metrics, goals, and policies for each General Plan element were drafted as a series of eleven policy frameworks. These policy frameworks received input from the community, GPAC, the Technical Advisory Committees (TACs), City staff, Planning Commission, Cultural Affairs Commission, and City Council and were then refined as individual General Plan elements.

REVIEW AND ADOPTION

(SUMMER 2023-SUMMER 2024)

A Public Draft General Plan and Environmental Impact Report (EIR) were released for community, Planning Commission, and City Council review. The EIR evaluates potential environmental impacts of the General Plan. The Final EIR and General Plan were adopted by City Council in 2024.

WHO WE HEARD FROM

The engagement effort for the General Plan was systematic, far-reaching, and inclusive. Throughout the process, the City listened, informed, and collaborated with the community to develop a shared vision for the future, to stimulate and capture community conversation around plan topics, and to foster public ownership of the General Plan. With the COVID-19 pandemic occurring midway through the planning process, the City adapted quickly and shifted community engagement events to online meeting platforms. When possible, engagement materials were provided in both English and Spanish. Residents, businesses and employees, community groups and nonprofits, neighborhood organizations, developers, institutions, regional agencies and partners, schools, and other stakeholders who had an interest and stake in the General Plan were invited to participate in the process through a variety of engagement activities, which are detailed below.



Project website pictureculvercity.com



GPAC meeting #1 orientation

Speaker Series

From the fall of 2019 to spring 2020, the City hosted a Speaker Series to inform, educate, and discuss issues that are important to all community members. Topics included equity and inclusivity, mobility innovation, emergency preparedness, housing affordability, urban design, discriminatory land use policies, healthy communities, and regional economics.

Interactive Project Website

The regularly updated website contained project updates, reference documents, meeting summaries, and meeting announcements, among other materials. It included multiple interactive components, including comment features and online surveys. The website was revamped during the COVID-19 pandemic to include more resources, videos, and learning materials.

Stakeholder Interviews

From September to December 2019, twenty-two stakeholder interviews were held to explore different aspects of Culver City's character, vision, and key assets. There were also an additional fourteen specialized stakeholder discussions that focused on arts, culture, and the creative economy. These interviews were conducted with representatives from community groups, business leaders, advocacy organizations, and community leaders.

General Plan Advisory Committee (GPAC) Meetings

The City formed a GPAC that is advisory and non-voting which met as frequently as every other month during the General Plan Update process. The GPAC provided high-level feedback on a range of project

issues, including the vision and guiding principles, land use and transportation alternatives, health, economic development, and other key policy topics. A total of eighteen meetings were held, and all meetings were open to community members with opportunity for public comment.

Technical Advisory

Committee (TAC) Meetings

Along with the GPAC, six different TACs were formed to explore specific General Plan topics in detail throughout the General Plan Update process. Similar to GPAC, all TAC meetings were open to community members with opportunity for public comment. Each TAC was comprised of approximately five people who have expertise in the topics listed below.

- Arts and Culture (3 total meetings)
- Economic Development (3 total meetings)
- Housing (4 total meetings)
- Policing and Public Safety (4 total meetings)
- Sustainability, Health, Parks, and Public Spaces (3 total meetings)
- Transportation and Mobility (3 total meetings)

Community Workshops and Festivals

The City hosted 14 community meetings and festivals that included interactive components such as mapping exercises, real-time balloting, and arts-based engagement to gather input from participants. These events were planned around key phases of the General Plan Update process, primarily the visioning, alternatives, policy frameworks, and General Plan review phases.

Pop-Up Workshops and Community Events

To meet people where they are, rather than only asking them to come to a community workshop, the General Plan Update included “pop-up” events or “intercept” meetings at existing, well-attended events in Culver City during key junctures in

the planning process. These pop-up events helped raise awareness about the General Plan and reach a cross-section of the community who might not otherwise attend a community workshop. This included the following:

- Abilities Carnival and Resources Fair
- Art Walk & Roll Festival
- Culver City’s Farmers Market
- Culver City Pride Rally
- Culver City’s Speaker Series
- Fiesta La Ballona
- Juneteenth Celebration and Resource Fair
- Summer Sunset Concert Series



From left to right, top to bottom: General Plan Visioning Fest; Walk & Roll Festival pop-up; Visioning community workshop; Visioning pop-up

Online Engagement

+ Surveys

As a parallel process to the workshops, the City used online surveys and tools to obtain feedback on the General Plan.

- **Visioning Survey.** From February to July 2020, community members were invited to share their input on what is unique and special about Culver City, key issues and challenges facing the city today and in the future, and what they envision for the city in 2045.
- **Alternatives Surveys.** From April to June 2021, community members were invited to share their input on land use alternatives and priorities for the city as a whole, residential neighborhoods, commercial corridors, industrial areas, and building heights.
- **Public Safety Survey.** This survey was completed as part of a 90-day Public Safety Review process initiated by City Council. A non-randomized sample of people who live, work, go to school, or spend time in Culver City shared their thoughts about public safety services and responses, as well as perceptions of the Culver City Police Department (CCPD).
- **Existing Conditions Video Series and Microsurveys.** Throughout the summer of 2020, the City released a series of 10 educational videos which informed the community, the GPAC, and decision-makers about existing conditions in Culver City. The series covered a range of topics, including climate change, environmental justice, mobility, open space, and market conditions. In conjunction with each educational video, the City launched brief micro-surveys that asked residents to share their experiences, thoughts, and ideas on each existing conditions topic.

- **Online Storybank.** Using an interactive online mapping tool, City asked community members to share personally meaningful stories about the places, events, and people that make Culver City a special place. The City also engaged with facilities like the Culver City Senior Center to collect paper story submissions.
- **Public Draft General Plan Online Comment Form.** Following the release of the Public Draft General Plan, the City posted a feedback form on General Plan project website to obtain comments from members of the community on the Public Draft General Plan. The feedback form was open from September through November 2023.

City Council and Planning Commission Meetings

The City Council and Planning Commission received periodic updates on the General Plan Update. Additionally, meetings and joint study sessions were held with the City Council, the Planning Commission, and various Committees (including the Cultural Affairs Commission and the Advisory Committee on Housing and Homelessness) throughout the planning process at key phases to gather input and provide direction. Residents and other stakeholders also attended and provided public comments at these meetings.

The image shows a screenshot of a survey form titled "What stories need telling in Culver City?". The form includes a header for "General Plan 2045" and a paragraph explaining the purpose of the survey. Below this, there is a section for "Your Story:" with handwritten text: "EACH YEAR A PARADE HAS BEEN HELD IN LINDBERG PARK ON 4TH OF JULY. ALTHOUGH I DON'T HAVE KIDS IT WAS THE SENSE OF COMMUNITY FOR ALL OF THE AREA TO PARTICIPATE". There is also a section for "Where did it happen?" which is currently blank. At the bottom of the form, there is a caption: "4TH OF JULY COMMUNITY PARADE @ LINDBERG PARK" and a small text box: "What: Each year a parade has been held in Lindberg Park on 4th of July. Although I don't have kids, it was the sense of community for all of the area to participate."

Story from community member who participated in online storybank activity