




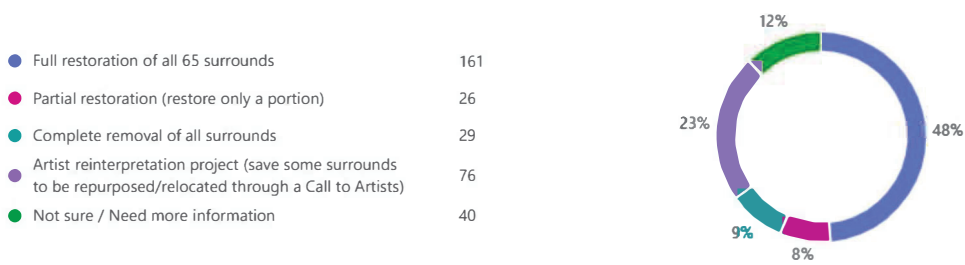
## Responses Overview Closed

Responses <b>334</b> 	Average Time <b>06:07</b> 	Duration <b>70</b> Days 
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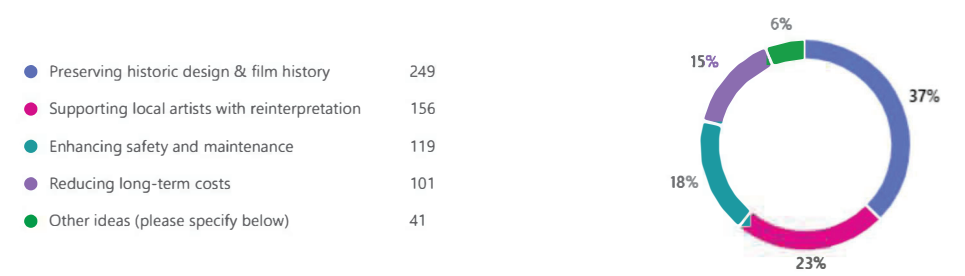
1. How familiar are you with the Tree Surrounds?



2. What option do you prefer for the future of the Tree Surrounds?

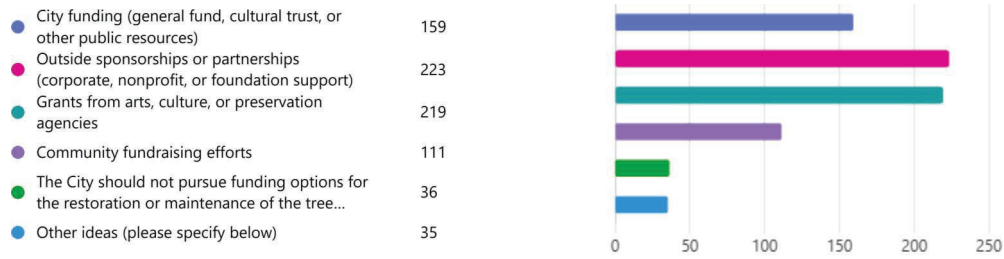


3. What should guide the City's decision? (Select up to 2)



4. If you selected "Other ideas," please share:

5. At this time, no City funds are currently available or approved for the restoration or continued upkeep of the Tree Surrounds. A recent estimate placed the cost of basic restoration of one surround at approximately \$3,800, or \$247,000 for all 65 tree surrounds. Given these costs, what funding and maintenance approaches do you think the City should explore?



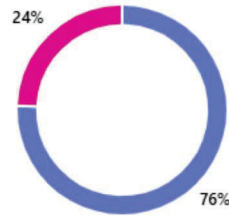
6. If you selected "Other ideas," please share:

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Responses

Latest Responses  
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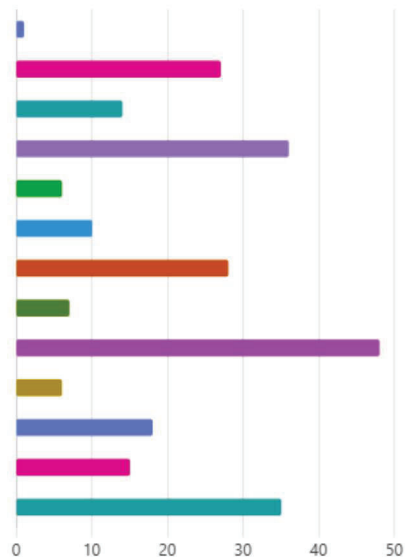
7. Do you live in Culver City?

Yes	252
No	81



8. Which neighborhood do you live in?

Blair Hills	1
Carlson Park	27
Culver Crest	14
Downtown Culver City	36
Fox Hills	6
Higuera	10
Jefferson	28
Lucerne-Higuera	7
McManus	48
Park East	6
Sunkist Park	18
Veterans Park	15
Other	35



9. Please enter your home zip code:

77  
Responses

Latest Responses  
"90404"  
"90016"  
...

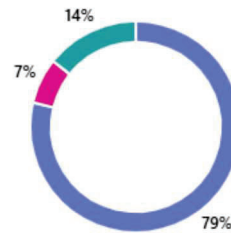
10. Do you have any additional comments or ideas about the Tree Surrounds project?

116  
Responses

Latest Responses  
"Restore and maintain them by keeping their structure and making them "sponsor..."  
...

11. Would you support the City seeking outside sponsorships (such as businesses, nonprofits, or foundations) to help fund restoration and maintenance of the Tree Surrounds?

● Yes 259  
● No 23  
● Not sure 47



12. (OPTIONAL) Feel free to leave your email address if you would like to receive future communications about this topic.

91  
Responses

Latest Responses  
"Bellatete48@gmail.com"  
...

## **Row E: What should guide the City's decision? (52 Comments)**

### **Preservation and Historic Identity**

- Preserving place-making architectural elements rather than disposing of them and starting a new arts program.
- Keeping something that makes Culver City so unique.
- It's important to have a visually prominent entrance to the eastern part of Culver City that identifies it as the Arts District and links to our history.
- Gives some historical continuity to the community.
- Every place visitors look in Culver City, they should see, hear, and feel film history and dramatic moments.
- These are more meaningful to me than the popular Hollywood sidewalk stars.
- Please keep them; they hold so many memories.
- Keeping our history.
- Creating a long-term strategy to reinforce the city's rich history in the entertainment industry.

### **Environmental and Fiscal Considerations**

- It doesn't make sense from an environmental or economic standpoint to demolish them, haul them to a landfill, and then pay to design, construct, and install replacements.
- I really love them and think they distinguish the Arts District, but I understand if they are too pricey to maintain.
- Costs are important; I chose "restore only a portion" because of this.
- Environmentally friendly approach.
- Stop spending money the city doesn't have.
- Restore them only when it is fiscally responsible to do so.
- Add more current films and have the studios pay; this is barely any money for them.

### **Design, Updates, and "Reimagining"**

- The existing tree surrounds should be cleaned, repaired, and updated with fresh ideas.
- Maybe paint them black so the movies stand out? It might be easier to maintain that way.
- Allow artists to come up with ideas.
- Lighting can be slightly adjusted or modernized to improve pedestrian safety, but they are pretty good as-is.
- I am open to a Request for Proposals (RFP) for artists to repurpose the surrounds into functional streetscape furnishings, like benches and lighting.
- Can they include film facts as a kind of scavenger hunt?
- Updating the film list to current projects and films.
- I love the concept, but the look is very 90s and dated. How about a revamped idea from local artists?
- Reinterpretation as part of an enhancement of Washington Boulevard; reach out to lighting specialists to make the lights "smarter" or adjustable for special occasions.
- Representing the current culture of the neighborhood and honoring how it has changed.
- A chance to bring a fresh ethos to the area; the surrounds look tired and outdated.

### **Infrastructure and Public Safety Concerns**

- Shine the light so we can see the sidewalks at night, please.
- They are a magnet for graffiti and wire theft; get rid of them.
- Keeping the neighborhood feeling current and not run down.
- Before you spend a cent, FIX THE SIDEWALKS. They are hazardous in many parts of the city.
- Too many empty stores have dirty sidewalks; fixing the surrounds while the sidewalks are trash-strewn is a waste of money.
- Updating the City sidewalks is more important. The surrounds are antiquated and should be removed.
- We need crosswalks on this end of town more than refurbished tree surrounds.

### **Natural Elements (Trees vs. Structures)**

- Use the money to plant actual trees elsewhere in Culver City.
- Removing palm trees, which offer no shade, and replacing them with native shade-providing species.
- My main priority is walkability; take the money for the surrounds and use it to replace missing or aging trees with shade trees.
- I would prefer adding trees that don't look like telephone poles, like the jacarandas in West Hollywood.
- Remove palm trees and add jacaranda trees.

### **Alternative Uses and Locations**

- I believe those that are restored would better represent the city if they were placed in the "downtown" area.
- They are eyesores; sell or donate them.
- Put the money toward food banks or housing.
- Include cultural and Native American history in the storytelling.

### **Survey and Administrative Feedback**

- SINCE WE CANNOT TRUST CITY HALL & ADMINISTRATION, WE NEED A NONPROFIT TO HANDLE IT.
- Critique of survey design: "up to two" was not the same as "two," and I suspect this was intended to force survey-takers to select options they didn't want.
- Determining the purpose and making certain that purpose is achieved.
- Growing tourism and walkable traffic to local businesses.
- I also support expanding opportunities for local artists; it shouldn't have to be a choice between preservation and new art.

### **Row G: Given these costs, what funding and maintenance approaches do you think the City should explore? (40 Comments)**

#### **Sponsorship and "Adopt-a-Surround" Models**

- How about seeing if local Culver City businesses would "adopt" a sign and fund its restoration in return for a mention identifying them as the sponsor?

- Allow businesses and citizens to "sponsor" the repair of each. The City could create a fancy online donor list accessed through a QR code on each surround.
- A partnership or sponsorship program with local film studios (Sony, Amazon MGM, Apple, HBO) would strengthen the project. They have a natural interest in highlighting their creative legacy.
- "Adopt-a-Tree Surround" where Culver City residents could take ownership of the upkeep and costs of restoration.
- Adoption program: each surround can be adopted for the total of the restoration cost.
- I'm willing to bet folks would sponsor a surround refurbish or redesign if their name was added to it somewhere small.
- Every Arts District event could have a fundraising component. Media businesses could adopt a surround without having a say in what is being displayed.
- Maybe some of the surrounds can be preserved if they are individually sponsored.

### **Corporate and Studio Responsibility**

- Apple benefits greatly from the vitality of the district; they would be a likely partner for funding. Have Apple pay for it.
- We have multi-million/billion dollar entertainment companies (Sony, Amazon, Apple) here that get economic incentives. Let's have them make a donation!
- Ask the film industry to pay for these: Apple, Sony, Amazon, Warner.
- Studios have a deep root in Culver City. Sponsoring gives them a street-level way to showcase their heritage and reinforces their identity as contributors to the "Heart of Screenland."
- If corporate donations are accepted, they should have no bearing on the design.

### **Fiscal Management and Budgeting**

- The General Fund should not be lumped in with the Cultural Trust Fund. Restoration would be a very appropriate use of the latter.
- If it is managed by Cultural Affairs, perhaps it could qualify as public art and use the Cultural Trust Fund to fund the entire project.

- The City needs to show some fiscal restraint unless it can get out of the multi-million dollar Jubilo Village commitment.
- Use the \$250,000 you're planning to spend on a consultant for budget participation instead.
- Stop donating money to outside interests and focus on improving existing infrastructure, like these lights.
- Use the money that you currently spend on the homeless.
- We pay enough taxes for this to be funded by the city, just as streets are funded. This is part of the City's history.
- Infrastructure provided by the city should remain the city's responsibility and be included in its operating budget as a reserve item.
- Don't do it. Stop spending money you don't have.

### **Maintenance and Operational Ideas**

- Could they be restored in phases so a fiscal fund could be replenished between restorations?
- Sponsorships must include ongoing maintenance, not just the initial cost.
- Each business should sponsor a surround and keep the sidewalk clean. Restoring them won't enhance the look until businesses take responsibility for the sidewalk.
- Perhaps the business district can cover these with funds raised from local businesses (e.g., a BID).
- Establish a Memorandum of Understanding (MOU) with a 501c3 nonprofit that the community can trust to manage funds.
- Mandatory taxes on storefronts and homes in the area for maintenance, or find volunteers. Try the local paint store for supplies.

### **Alternative Designs and Perspectives**

- Go with cheaper options to recognize these movies, like light pole signage.
- Introduce a "Then & Now" Film Trail featuring productions since 1998 using durable materials and digital enhancements like QR codes.
- Merchandise (postcards, posters, tote bags) with illustrations by local artists could help fund the project.

- If they don't serve a purpose to protect the trees, please don't spend money. Just remove them to improve the appearance of the area.
- The tree surrounds should be removed.
- Plant trees instead.
- Outside sponsorships should be nonprofit or foundation support only—no corporate funding or advertising should be part of these public installations.
- In the solicitation of artists, please reach out to other communities; our current artists-in-residence program has not done this.

### **General Comments**

- Do they need to be restored currently?
- Obviously, the city should see if sponsorships or grants are available, but if not, the city should fund it. This is what citizens look to the city for.
- Perfect time to restore before the Olympics and show tourists Culver City's past.
- Use money from the Sepulveda corridors.

## **Row K: Do you have any additional comments or ideas about the Tree Surrounds project? (91 Comments)**

### **Preservation and Community Identity**

- Keep the tree surrounds! Clean them up, repaint the legs, and put in "reimagined" title strips that reflect our cinema history and arts heritage.
- They are a huge part of downtown Culver City's identity and an important homage to the film industry.
- The tree surrounds were one of the details that made me feel this neighborhood was special when I bought my home.
- I love how different they are; they help make Culver City fun and welcoming. They say "You are home!" when I cross into the city.
- It would be a shame to lose them; I have always appreciated the unique design and celebration of film history.

- When visitors come to town, I tell them this is "Screenland." They gasp with excitement; without these, they would not know our history.
- As the city grows, we must work to preserve as much as we can. Getting rid of these would be the wrong thing to do.
- These are a unique and historical icon in Culver City and are our pride.
- They tie into the idea of Culver City as an arts district. Film history is important!
- I have always admired these and the unique sense of place they create on this attractive corridor. No need to reinvent the wheel.
- It's a wonderful way to remind visitors and residents of Culver City's unique history with the film industry.
- They represent the "Culver City Renaissance." I've always been thrilled that one of the markers is at the end of our street.
- There is only a finite amount of visual, unique indicators of our entertainment history; we need to preserve everything we still have.

### **Safety, Lighting, and Infrastructure**

- They provide great lighting and safety for this community. The lights are super valuable.
- If we keep them, at least make the light brighter.
- I'm concerned about the impact of the uplights on the dark sky and migratory birds; we should use better color temperatures and a timer.
- How are you going to protect the wiring? Thieves steal and destroy wiring for lights all the time.
- The lighting should be maintained as a city responsibility in the operating budget.
- The cost of installing all-new lighting and infrastructure would far exceed the restoration costs.
- They signal to drivers that they are entering the city and create a cohesive streetscape.
- Pedestrian-scale streetscapes are a treasure; they have been neglected for too long.
- Sidewalks are hazardous; keep the weeds under control on our sidewalks and light basins.

## **Funding and Sponsorship Ideas**

- Ask the big studios (Amazon, Apple, Sony, Netflix) to pitch in or "adopt" a surround to ensure preservation.
- I'd be interested to see if there is financing available from the 2028 Olympics budget since they were originally erected for a previous Olympics era.
- I would support outside sponsorship by foundations or nonprofits, but not corporate unless there is no alteration to the design.
- I don't want a corporation's name on them (e.g., no "Amazon presents... Gone With the Wind").
- Establish a local Business Improvement District (BID) where revenue contributes to maintenance, with the City covering at least 50%.
- Use the Cultural Trust; it was a mistake to lump the General Fund and Cultural Trust together in the survey as it skews results.
- Place a QR code next to each one that allows someone to make a donation to support maintenance.
- Auction them off on eBay to offset the costs of removal.
- Use the money right—we know there are funds being unaccounted for.

## **Design Improvements and "Reimagining"**

- If any are removed, remove the ones east of La Cienega and focus the system between National and La Cienega.
- Refresh the sculptures with a unifying theme featuring collaborations with different artists.
- Include more legible movie titles and release years, including more recent productions since 1998.
- Involve local artists or Culver City students (middle/high school) in generating ideas to reimagine them.
- I love the black and white cartoon mural on Fay and McManus; get someone creative like that to reimagine these.
- It would be awesome for them to have a website or QR codes with the film titles and filming locations.

- Create structures that provide shade or are interactive.
- Add additional frames to make them more artistic while keeping the safety and identity aspects.

### **Critical and Alternative Views**

- Always thought they were ugly. Downtown Culver City has a much nicer vibe.
- Take them out and focus on shade trees, trash cans, and sidewalk repair.
- They feel dated and do not contribute to the relevance of the Arts District.
- Remove them; they're an eyesore and I never liked them.
- Too expensive to maintain; the money should be spent on more sustainable endeavors or schools.
- I'm not sure why the City is so anxious to incur the costs of demolition and landfills.
- If they aren't "historic," they are just old. If they can be maintained without City funds, go for it; otherwise, remove them.
- Why were they not maintained in the first place? It would have been better to maintain them annually.

### **General Feedback and Neighborhood Representation**

- Several residents noted that their neighborhoods (Culver West, McLaughlin, Clarkdale, Lindberg Park/Studio Village, and the Arts District itself) were missing from the survey's location list.
- "Culver West is often forgotten. Please revise as we are a tight group."
- I would rename the area the "Jefferson Corridor."
- It is alarming that they were almost removed without community input; glad you are seeking it now.
- We need crosswalks and protected bike lanes more than refurbished tree surrounds.
- I support the recently approved art installation close by being cancelled in favor of partially restoring these.
- I like the tree surrounds and wish we had them in my neighborhood (Tellefson Park).