

Culver CITY

**Draft – Downtown Culver City Entertainment Zone
Management Plan
April 2026**



I. Program Objective and Overview

In October 2025, the City Council approved the creation of a Downtown Culver City Entertainment Zone (the Zone) that encompasses the entirety of the current Downtown Business Improvement District. Entertainment Zones are designated areas wherein individuals may purchase “to-go” alcoholic beverages from local bars and restaurants, for consumption in designated public common areas, sidewalks and streets.

The Zone is intended to function as an economic development and placemaking tool that supports downtown businesses, enhances visitor experience, and compliments existing City and community special events. By encouraging visitors to linger, socialize, and explore Downtown during permitted events, the Zone is expected to:

- Increase foot traffic and sales for participating restaurants and bars;
- Generate spillover benefits for surrounding retail and service businesses;
- Reinforce Downtown Culver City’s identity as a vibrant, walkable entertainment destination.

The proposed program aligns with state enabling legislation (SB 969) and is structured to operate only during permitted special events.

The implementation of a Management Plan (the Plan) provides for the safe, controlled and consistent operation of the Zone. The Management Plan establishes mandatory operating standards to ensure public health and safety. The City maintains the authority to evaluate, modify, or suspend the Entertainment Zone based on compliance and program performance.

II. Alignment with Culver City Municipal Code

Implementation of the Entertainment Zone requires an amendment to Culver City Municipal Code (CCMC) §13.03.025 to permit the consumption of beer and wine within the defined activation area. Currently, the CCMC prohibits the consumption of beer, wine or alcoholic beverage while on any street, sidewalk, alley, highway, public playground or public park unless it has been closed/activated for a City produced or City sponsored event with the issuance of an Administrative Use Permit.

III. Proposed Boundary

The Entertainment Zone shall comprise public streets, sidewalks, and public rights-of-way in alignment with the current boundaries of the Downtown Business Improvement District (Exhibit A). The Zone encompasses Culver Boulevard between Madison Avenue and Venice Boulevard and Washington Boulevard between Hughes Avenue and Culver Boulevard. It is inclusive of side streets to the City boundary including Main Street, Cardiff Avenue and Watseka Avenue.

IV. Management Plan Implementation and Operating Requirements

The Entertainment Zone is intended to be implemented through a coordinated partnership between the City of Culver City, the Downtown Culver City Business Association (DBA), participating businesses, and event organizers. The DBA serves as the program lead, while the City retains authority over permitting, public safety coordination, and ongoing administration.

Implementation Organizations

The Culver City Entertainment Zone is operated in partnership by the following entities:

- I. Downtown Culver City Business Association (DBA)
 - a. The Downtown Culver City Business Association shall serve as the lead point of contact for the Entertainment Zone and coordinate with the participating businesses and event producers to manage the Plan requirements and serves as the point of contact for activations.
 - b. The DBA shall provide and distribute custom branded wristbands, cups, and other items necessary for the activation of the Entertainment Zone per the approval of the City.

- II. Businesses
 - a. Participating businesses are those located within the Entertainment Zone boundaries, with current on-site alcohol licenses as approved by the California Alcoholic Beverage Control.
 - b. All Participating businesses must have a current Culver City Business License.

- III. The City
 - a. The City approves the activation of the Entertainment Zone pursuant to the special event permit process, Management Plan and CCMC.

Activation and Permitting

The Management Plan allows for activation of the Entertainment Zone to compliment certain City produced/sponsored events as noted below:

- Annual Culver City Car Show
- Annual Downtown Culver City Independence Celebration
- Summer Concert Series
- Third Wednesdays
- Culver City Pride & Rally
- Downtown Culver City Holiday Tree Lighting Sled-tacular

All activations must receive a special event permit from the City of Culver City. Event organizers wishing to activate the Entertainment Zone in conjunction with their event, are required to coordinate with the DBA prior to submission of the permit. The DBA shall serve as the lead point of contact to activate the Entertainment Zone however the event producer will be responsible for all associated event and security fees.

For events not outlined above, a formal written request must be submitted by the DBA to the City Manager's Office requesting activation of the Entertainment Zone. Additional events may be approved at the discretion of the City Manager relative to the goals of Entertainment Zone.

Hours of Operation

The Entertainment Zone shall only be activated during approved special events and the hours shall align with the timeframe indicated on the special event permit (excluding load-in and load-out).

Age Verification

Participating businesses shall be required to ensure age verification and shall affix a City approved/DBA branded wristband to any individual purchasing an alcoholic beverage pursuant to standards required by ABC. Wristbands shall be worn at all times within the Entertainment Zone. Individuals consuming beverages without the appropriate wristband may be subject to certain penalties as noted in the CCMC.

Containers

Containers are required to be approved by the City and the DBA shall not be glass, metal or single use plastic. Containers may be disposable, however compliance with the City's Waste Reduction Regulations (CCMC 5.07) is required.

Purchase and Consumption

Alcoholic beverages consumed within the Entertainment Zone must be purchased at a Participating Business pursuant to management plan policies. No outside alcohol is permitted and individuals consuming beverages from a non-participating business may be subject to certain penalties as noted in the CCMC.

Alcoholic beverages purchased at one Participating Business may not be brought into any other business regardless of if they are a Participating Business. Beverages purchased from Participating Business must be consumed within the Entertainment Zone boundary.

Boundaries and Signage

No alcoholic beverages may be consumed or carried beyond the boundary the Entertainment Zone.

Signage shall be located within all participating business and at the boundaries of the Entertainment Zone notifying the public of the activation limits. Signage shall be fabricated and installed by the DBA and/or event organizer as a condition of the special event permit approval by the City.

Minimum Public Safety Deployment for Entertainment Zone

Deployment of public safety during approved Entertainment Zone activations shall occur in conjunction and as a condition of the special event permit. The Culver City Police Department CCPD, shall require the following minimum for Entertainment Zone Activation: Two (2) Law Enforcement Officers + Six (6) Private Security Professionals.

If an event includes a street closure, the deployment requirement is increased to: Four (4) Law Enforcement Officers + Two (2) Parking Enforcement Officers + 12 Private Security Professionals

The above minimum deployment is a guideline recommendation based on non-elevated safety status and typical event elements. CCPD officials and the Sergeant in charge of permits may adjust the officer count based on elevated safety status, known factors, volume/ type of event and known safety considerations. The deployment guideline is only for Entertainment Zone activations and does not constitute automatic approval as each application is subject to review.

Additional Security Requirements

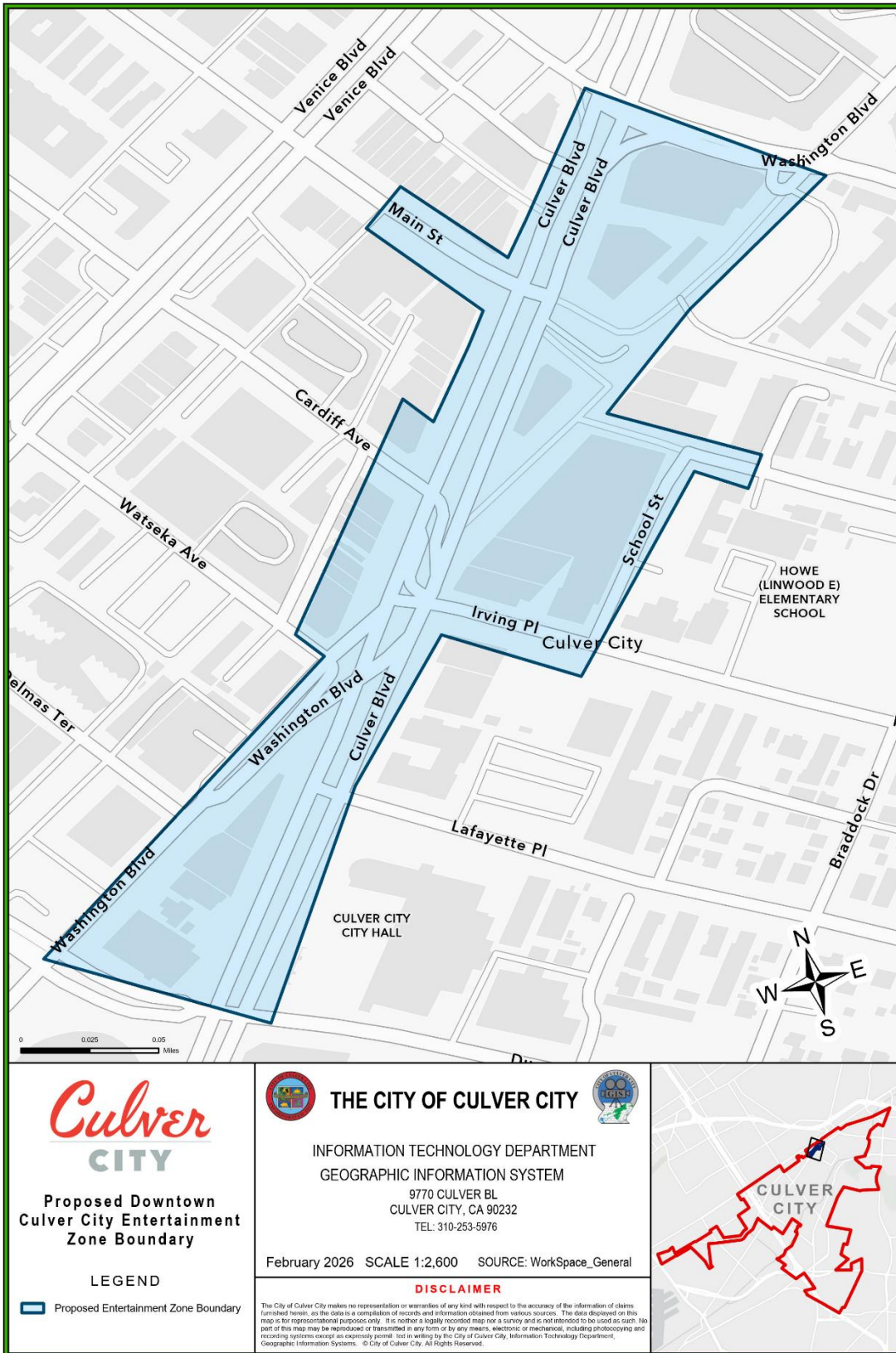
Additional Security may be required for certain events subject to the conditions of the CCPD designated special events officer. The DBA shall facilitate the provision and payment of additional private security as required per the special event permit activation.

IV. Compliance, Modification, and Evaluation

All operating requirements outlined in this plan are mandatory for the activation of the Zone. Failure to comply with these conditions or the creation of any significant health or safety concerns resulting from the operation of the Entertainment Zone may result in the modification or suspension. Any Participating Business that fails to comply with these operating requirements will be reported to the CCPD. Non-compliance could result in the business's future ineligibility to participate within the Entertainment Zone.

The City of Culver City reserves the right to modify the Management Plan with revised operating requirements at any time and will evaluate the Entertainment Zone's compliance every two years.

Exhibit A: Proposed Downtown Entertainment Zone Boundary



Culver CITY
Proposed Downtown Culver City Entertainment Zone Boundary
LEGEND
 Proposed Entertainment Zone Boundary

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