



REDEVELOPMENT AGENCY

REQUEST FOR PROPOSAL

April 17, 2007

Redevelopment Opportunity:

*Northwest and Northeast Corner of
Washington Boulevard and Centinela Avenue*

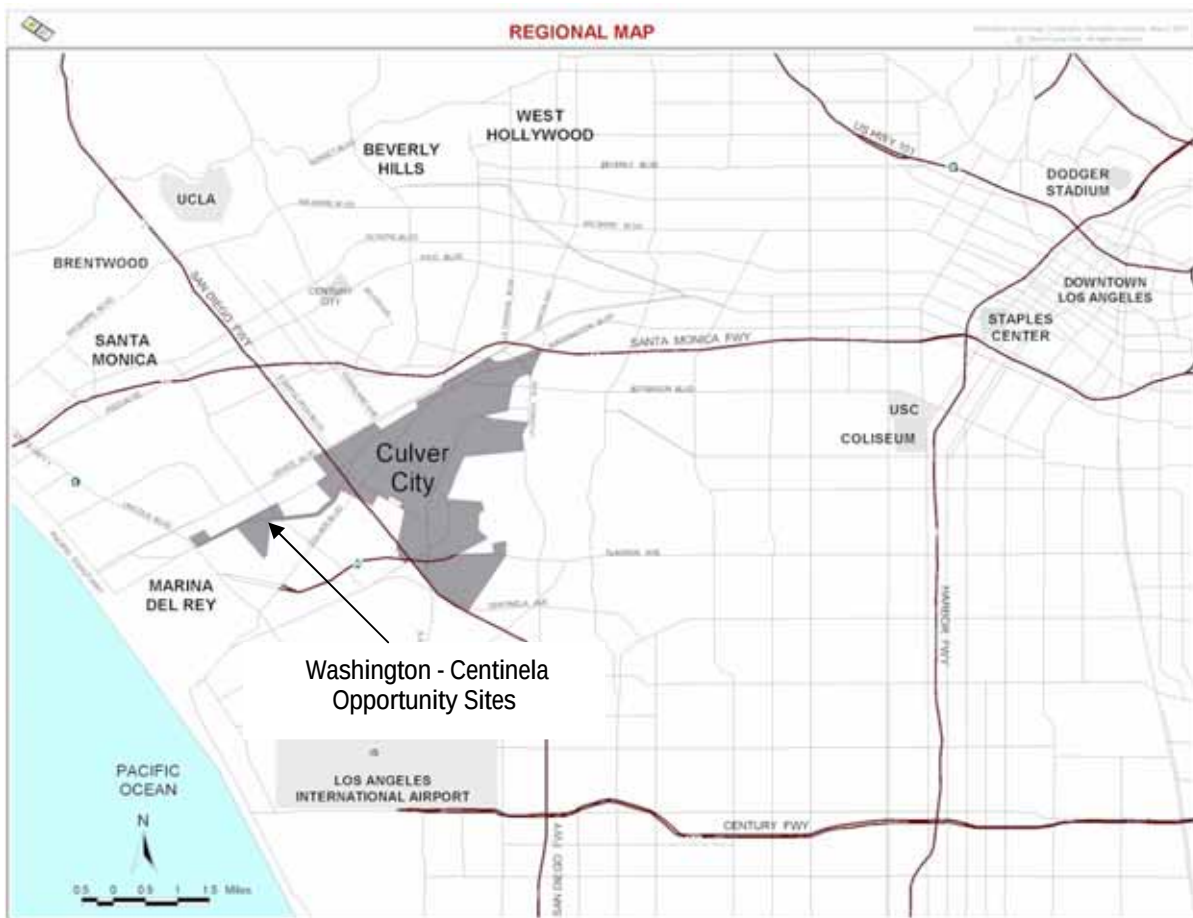


NOTE: Aerial photo above does not reflect recent demolition activities

Submittal Deadline: 5:00 p.m., May 28, 2007

PURPOSE

The Culver City Redevelopment Agency (“Agency”) is seeking proposals from a select group of qualified experienced developers for redevelopment of the two northern corners of the Washington Boulevard and Centinela Avenue intersection (the “Opportunity Sites”). The Agency has cleared most of the two sites and is now soliciting interest for two high quality, in-fill, mixed-use or commercial development projects in the City of Culver City which are the subject of this Request for Proposal (“RFP”). Preferred developments include pedestrian-oriented, neighborhood serving retail and restaurant uses. Residential and office uses are seen as complementary secondary uses and should be proposed as a mixed-use concept in accordance with the City’s Mixed-Use Development Standards.



CULVER CITY

The City of Culver City is a charter city incorporated in 1917, with a population of approximately 40,500 within five square miles. Culver City is located eight miles west of Downtown Los Angeles and six miles north of Los Angeles International Airport. It is also strategically located near the intersection of the Santa Monica (I-10), San Diego (I-405) Freeways, and the eastern terminus of the Marina Freeway (SR-90). The Culver City Redevelopment Agency was formed in 1971 and the Culver City Redevelopment Project encompasses an area covering over forty percent of the City’s land area and includes most of the City’s commercial and industrial areas.

Culver City is an ideal location for residential and/or commercial development due to the quality and stability of its neighborhoods, its sound economic base, the quality of the Culver City Unified School District, and the locally operated first class Culver City Police and Fire Departments.

SCOPE OF DEVELOPMENT

The Agency is seeking proposals for two high quality, in-fill development projects as described below. The Agency encourages creative proposals that best suit the sites and the market potential of the area that support Agency and City economic development goals of providing significant employment and revenues to the City and strengthening the City's economic base.

The overall objectives of the RFP are:

- To select a developer or development team that is qualified, experienced, and has the financial ability to develop a high quality project.
- To attract pedestrian-oriented, regional or neighborhood-serving retail and restaurant uses. Preferred uses include a specialty food market, boutiques, cafes, restaurants, and other retail stores.
- To create a high quality and creative architectural design that serves as an appropriate landmark for the west end of Culver City.
- To obtain the highest value for the land.

OPPORTUNITY SITES

The Washington – Centinela Opportunity Sites are located at the northern corners of a major gateway location where two key arterials, Washington Boulevard and Centinela Avenue, intersect. The sites are generally surrounded by a mixture of commercial, residential, and offices uses and are located within 1½ miles of Marina del Rey and the Venice area and are within two miles of the master planned Playa Vista development in the City of Los Angeles.

Washington Boulevard is a four-lane primary artery that runs east-west from the City's eastern limits through Downtown Culver City to the Marina del Rey area. For most of its segment west of the San Diego Freeway, Washington Boulevard carries on average about 30,000 vehicles per day.

Centinela Avenue is a four-lane, north-south primary artery which has two segments within the Culver City boundaries. The segment of Centinela Avenue between Washington Place and Washington Boulevard carries on average about 35,000 vehicles per day.

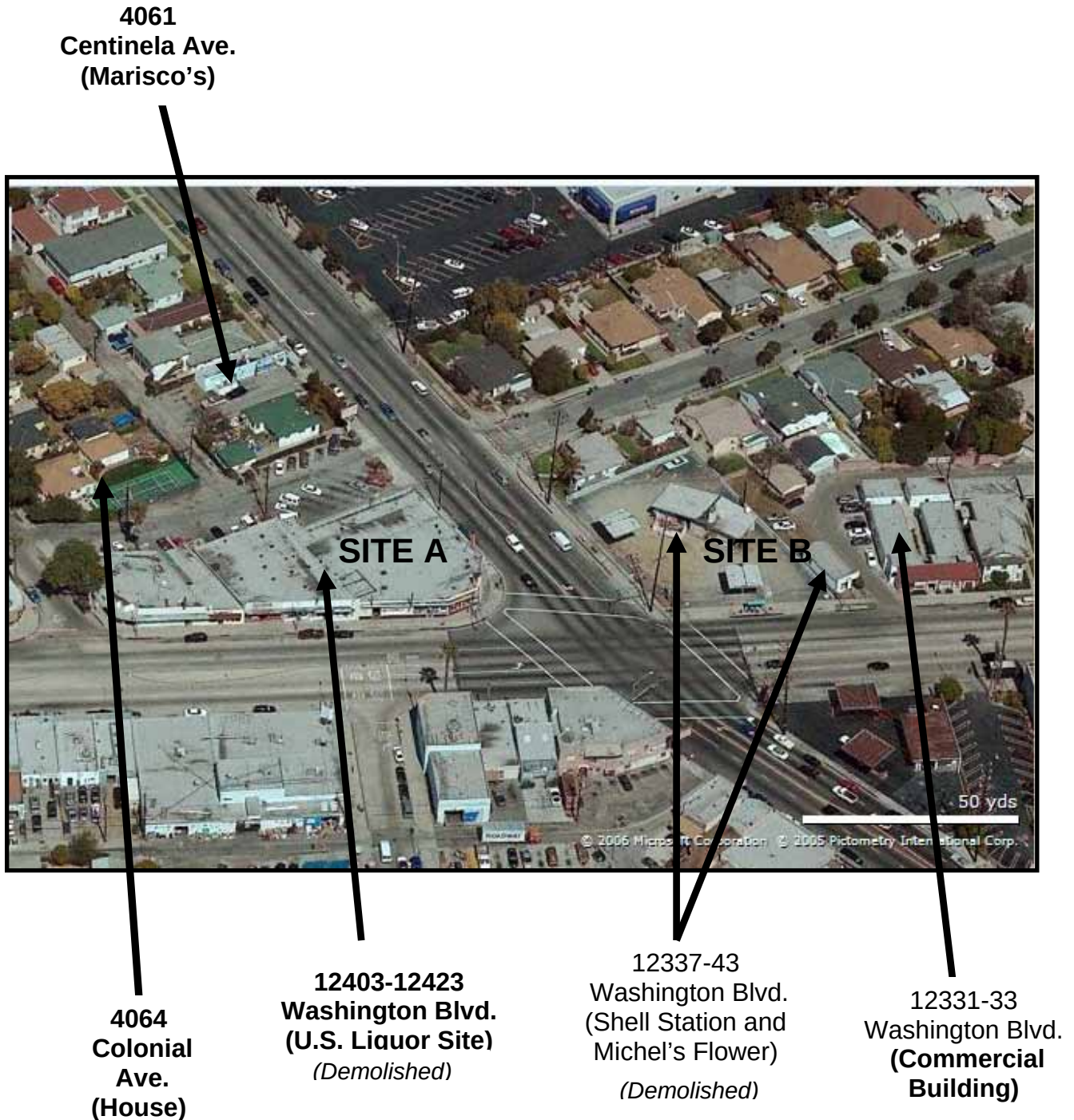
Site A

Site A of the proposed redevelopment is just over one acre in size, and currently encompasses the former U.S. Liquor building (12403-12427 Washington Boulevard), 4061 Centinela Avenue, and 4064 Colonial Avenue. A portion of the Site's structures were demolished by the Agency in November 2006. The site is currently zoned Commercial General (CG), Residential Medium Density Multiple (RMD), and Residential Single Family (R1). The applicable General Plan and Redevelopment Plan designations are General Corridor, Medium Density Multiple Family, and Low Density Single Family.

Site B

Site B is approximately 28,000 square feet in area and is located at the northeast corner of Washington Boulevard and Centinela Avenue. The site is currently zoned Commercial General (CG) and is designated General Corridor in the City's General Plan and the Redevelopment Plan.

Sites A and B are depicted in the map below. For a more detailed description of each parcel, refer to Attachment 1.



DEVELOPMENT AND DESIGN CONSIDERATIONS

Development Issues

The proposer should be aware of the following issues about the sites:

- Zone Change and General Plan Amendment - There are three zoning and land use designations on Site A. In order to redevelop the entire site in accordance with the Mixed Use Development Standards, a zone change and general plan amendment will be necessary.
- Acquisition of the Site - The Agency does not own all of the parcels comprising Site A at this time.
 - o *Former US Liquor Site Condemnation* (12403-12423 Washington Blvd.) The Agency was granted an Order for Prejudgment Possession. Though the condemnation case is scheduled to conclude in August 2007, the Agency is confident it will be able to secure title insurance and subsequently close escrow on the properties sale.
 - o *4063 Centinela Avenue house* – Not a part of the site.
 - o *12331-33 Washington Boulevard* - This parcel was recently inherited by the California Community Foundation, which anticipates obtaining title to the property in May 2007; and upon receipt intends to subsequently sell the property. The Agency is negotiating an Option to Purchase Agreement which shall be executed in June 2007. It is the intention to enter into a tri-party escrow account in which the Agency-owned parcels and the California Community Foundation owned parcel will simultaneously be transferred to the selected developer.
- Right-hand turn lane dedication. In the prior proposed redevelopment, a number of square feet were dedicated from Site A to create a right-hand turn lane for southbound Centinela Avenue vehicles turning right onto Washington Boulevard. A similar dedication of Site A property may be required by the Planning Commission to secure entitlement.
- Groundwater Contamination - Shell Gasoline Station (12343 Washington Blvd.) The former Shell Gasoline Station has groundwater contamination which is currently being remediated under the provisions contained within the Polanco Redevelopment Act. The Agency and Shell have entered into an agreement whereby Shell is performing the groundwater contamination remediation cleanup, which is anticipated to conclude within 9-12 months. In the agreement, Shell has agreed to relocate their equipment in preparation of the site's redevelopment at their expense.
- Reconfiguration of the Alleyways - Both Site A and B's alleyways will require reconfiguration. In both instances, the City's Fire Marshall requires that they continue to terminate at the street and cannot be dead-ended. The exact reconfiguration of the alleyways will be determined in the context of the project design.
- Demolitions of Improvements - Most of the parcels that comprise the sites are owned by the Agency and have already been demolished, graded and are now ready for development. The Agency has demolished all but two structures on Site A (the 4064 Colonial {House} and 4061 Centinela Avenue {Marisco's Restaurant}), which will be demolished at Agency expense prior to the closing of escrow with a developer. The Agency has concluded demolition of the Site

B properties it owns. The responsibility for demolition of the optional 12331-33 Washington Boulevard parcel will be that of the developer.

- Relocation of Tenants: The Agency has (or will) relocate all tenants comprising the two sites at their expense with exception to the optional 12331-33 Washington Boulevard parcel. The cost associated with relocating the 12331-33 Washington Boulevard tenants will be that of the selected developer.
- Relocation of Utilities - The Agency will not pay for any relocation, including placement underground of utilities at either site or perform other activities as may be required to prepare and subsequently redevelop the sites.

Land Use Considerations

- *Commercial/Retail* – A mixture of uses and business types is desired. Preferred uses include a specialty food market, boutiques, cafes, restaurants, and pedestrian-oriented, neighborhood-serving retail/commercial uses. Uses which will not be considered include restaurants with drive-through services, adult uses, vehicle repair and service, and convenience stores.
- *Housing* – For proposals that include a housing component, the Agency may desire that a portion of the units be covenanted as units affordable to low-to-moderate income occupants. If your project includes housing, please provide an adjustment factor (if any) on a per unit basis to your purchase price for the land.
- *Office* – For proposals that include an office component, the Agency is open to either for-lease or for-sale uses.

Design Considerations

Due to the highly visible location of the sites at a major intersection, urban design is very important. Competitive proposals will respond to the following specific issues:

- The project should be sensitive to the adjacent neighborhood in regards to massing, noise, traffic, shade, glare and parking.
- The frontage along both arterials should become an active pedestrian environment.
- The project should include massing elements to frame and provide visual excitement and be a landmark for the City.

Zoning Issues

The City has adopted Live/Work and Mixed Use Development Standards (Attachment No. 2) that may be applied to the sites.

- *Designation* -- There are three zoning designations on Site A: Commercial General (CG), Residential Medium Density Multiple (RMD), and Residential Single Family (R1). Zoning Map and General Plan Map Amendments will be required to develop a project on the entire site.
- *Building Height* – The maximum building height of 56 feet is permitted on properties zoned CG. The maximum building height of two stories and 30 feet is permitted for properties zoned RMD. Building height shall be dimensioned to the roof and additional height data shall be provided for parapets, mechanical equipment and rooftop architectural features.

- *Building Setbacks* – Zero setbacks are required on Washington Boulevard and on Centinela Avenue. Building massing shall comply with the rear yard setback plus a 60 degree clear-zone angle.
- *Parking* –The commercial/retail/office floor area will generally be required to provide one (1) parking space for each 350 square feet of gross floor area. Certain specific uses have different parking requirements. Depending on the size of a restaurant or the number of bedrooms proposed for each dwelling unit, the parking requirements will vary.

REDEVELOPMENT DOCUMENTS AVAILABLE

The following documents have been created for the two sites and are available for purchase and use by the new developer:

- Appraisals
- Acoustic Study
- Environmental Investigation Reports
- Soil Boring Studies
- ALTA Civil Geographical Survey
- Traffic Study

DEMOGRAPHICS

Refer to Attachment No. 3 for detailed demographic information.

AGENCY PARTICIPATION

Most of the parcels comprising the sites are owned by the Agency. It is the expectation of the Agency that the developer will purchase the site from the Agency and in the case of the 12331-33 Washington Boulevard parcel; directly from the California Community Foundation. Developers will be required to have readily available financing for their project. The close of escrow is contingent upon, but not limited to, execution of a Purchase and Sale Agreement or Disposition and Development Agreement, and evidence of financing.

ENTITLEMENT PROCESS

The Agency encourages the Proposer to submit a creative and economically viable development proposal for the site. The Agency will work with City staff and the selected developer to expedite the entitlement process.

To aid them in its refinement, the selected developer will be required to conduct at least one community meeting to present their plans to the neighborhood.

CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA)

New development on these sites shall be subject to specific environmental review as part of the applicable City and Agency review procedures. The Culver City Redevelopment Plan Amendment and Merger Certified Final Program Subsequent Environmental Impact Report (EIR) dated November 18, 1998, have been completed in compliance with CEQA, and that document may be utilized in connection with the environmental review of the proposed development of the sites.

SUBMITTAL REQUIREMENTS (See Proposal Submittal Checklist in Attachment No. 7)

Please submit six copies, one copy of which must be single-sided and unbound, of the following information in appropriate detail on each of the items described below to allow adequate review and evaluation of your proposal. In addition, please submit one electronic copy either on CD or via e-mail. The following elements should be answered as completely as possible and in an outlined organizational order:

- 1) Cover Letter.** Must be signed by a principal or officer authorized to represent and commit on behalf of the firm(s).
- 2) Identification of Developer and Associates.** For each of the principal parties comprising the proposed Development Team, please provide:
 - a. Name, address, telephone number and e-mail address of developer and project operator/manager (if appropriate).
 - b. Identification and organization of developer (individual, company, corporation, partnership, joint venture, other).
 - c. Identification of principals of development organization and project operator/manager (corporate officers, principal stockholders, general and limited partners) and manager to be responsible for the proposed project.
 - d. Indication of any relationship the development organization may have with a parent corporation, subsidiaries, joint ventures or other entities. If a joint venture is proposed, percentage of ownership of each entity should be specified. Describe the financial, liability-related and other decision-making relationships.
 - e. Identification of all key project team members including resumes of assigned personnel, describing relevant project experience as related to the subject proposal and specific required technical skills.
- 3) Development Team Qualifications.** The developer's ability to assemble and manage a development team and see a project through from concept to fruition in a timely manner is of particular interest. Strong weight in the evaluation process will be given to a developer that has the experience and proven track record in each of these areas. Keep each project description and pictures limited to two pages and provide:
 - a. A list of similar development projects in which the developer and proposed associates have participated, describing their relationships to these projects (i.e. developed, owned, operated or managed) and a general description of the project including any unique challenges. Identify the location, total project costs, land uses, length of time to complete and actual completion date. If projects include retail uses, please provide a list of anticipated tenants and projected level of pre-lease/sales at opening. Projects within enterprise/empowerment zones, and those requiring extensive site acquisition and relocation, should be included in your package. Identify which of the listed

similar projects have been successfully completed, and which have been completed over and under budget.

- b. Descriptions and illustrations of the proposed architect's work on development projects that have been built or are under construction. These projects should be of a similar magnitude to the proposed development of the site. If possible, include photographs of these projects.
- c. For each project or relevant experience, a name and phone number of a contact person familiar with this project who can act as a reference.

4) Developer Questionnaire and Financing Capacity. Please include all requested information found in the Developer Questionnaire (Attachment No. 4). Indicate how the Development Team proposes to finance the project by providing a description of how the Developer(s) financed projects of similar type and scope, including total project costs, sources and uses for similar projects.

5) Development Program.

Provide:

- a. A general overview of the type of development(s) that the Team considers appropriate for the Sites.
 - i. NOTE: A highly regarded live stage theatre company has expressed an interest in locating a second space (approximately 2,000 to 2,500 square feet) in the project area. The Agency believes that such a use could create positive economic synergies and foster the achievement of broader Agency goals. Developers whose proposals include incorporation of the theatre at a lease rate of approximately \$3,000 per month would have an advantage over other proposals that do not include a theatre.
- b. If the proposed development includes retail, indicate which retailers have been identified for the site, and the Development Team's working relationship and/or ability to secure a lease with that retailer.
- c. If the proposed development includes housing, indicate what type of housing, i.e. live/work, multifamily rental, for sale, etc., the proposed density and whether the housing is proposed as market or affordable.
- d. A site plan that includes all four sides' elevations, all levels, and a parking plan. (See Attachment No. 6 for Guidelines)
- e. Graphic images to convey the vision for the project, preferably relating to projects completed by the Development Team.
- f. Describe how the proposal addresses and maximizes fulfillment of the Agency's stated project goals and objectives

6) Work Load. Provide a list of the firm's current and anticipated major projects to December 2009 and include an acknowledgement by the developer that regardless of their work load they understand that time is of

the essence and remain committed to implementing their proposed project in a timely fashion.

- 7) Purchase Price.** Please provide your best offer for purchase of the land, stated in total and per square foot dollar amounts. Please list your offer to purchase the 12331-33 Washington Boulevard parcel separately. Cash offers are preferred, where escrow closes without the requirement that the proposed redevelopment obtain Planning Commission entitlement first. Those with higher land price offers and the best terms for the Agency will be ranked more advantageously.
- 8) Financial Analysis.** Provide a pro forma for the proposed project that includes:
- a. Costs: The development's cost identifying at a minimum the direct construction costs; indirect costs; financing costs; and cost of sales.
 - b. Revenues:
 - i. For Sale Units: If your development has for-sale units, provide the projected sale prices for the units, the anticipated absorption period, and the profit threshold required to undertake the project.
 - ii. Rental Units: If your development has for-rent units, provide income and operating cost projections for a minimum of ten years, and expected return on investment.
 - c. Include a statement of basic assumptions affecting the economic feasibility of the project. Indicate anticipated amount of equity and financing that will be obtained to undertake the project.

SELECTION CRITERIA

A concise, professional and complete response to this RFP will help the Agency identify the most qualified development team and will be indicative of the level of the respondent's commitment to the project.

Each proposal submitted will be evaluated based upon its ability to achieve a high quality and cohesive development, the qualifications and experience of the developer/development team and the potential to satisfy the City's and Agency's economic and redevelopment goals, including the provision of new employment opportunities and generating significant revenues to the City and Agency (land sale proceeds, sales tax, business tax and tax increment revenues).

Additionally, proposals will be evaluated for their ability to maximize the value of the sites, compatibility with the neighborhood, for the quality of the proposed retail/commercial tenants.

Prior experience with design, financing, construction, marketing similar housing, commercial, or mixed use (commercial/residential) projects will be critical elements in evaluating the proposals. Qualified development teams must have significant urban retail and mixed-use development experience. It is critical that the team be able to

demonstrate strong relationships with retailers or have a commercial broker on their team.

Though it is preferred that a single developer be selected to develop both Sites in their entirety, the Agency may consider awarding a proposal that excludes the former Marisco's Sea Food Restaurant located at 4061 Centinela Avenue.

SCHEDULE AND PROCESS FOR DEVELOPER SELECTION

- Interviews will be scheduled with the top candidates in June 2007.
- Consideration of Selection Committee Recommendations by the Agency in July 2007.
- The Agency may consider either entering into a Purchase and Sale Agreement or a Disposition and Development Agreement with the selected respondent(s).

PROPOSAL DUE DATE

Proposals must be received no later than 5:00 p.m., Monday, May 28, 2007 to:

CULVER CITY REDEVELOPMENT AGENCY
P.O. Box 507
9770 Culver Boulevard
Culver City, CA 90232-0507
ATTN: Joe Susca

RIGHT TO REJECT

The Agency intends to select a developer(s) that demonstrates the highest level of expertise, experience, and financial capabilities to successfully develop high quality development project. The Agency reserves the right to reject any and all proposals received or to re-issue another RFP in full when such action shall be considered in the best interest of the Agency. Nothing herein shall obligate or be deemed to obligate the Agency to accept the Statement of Qualifications/Proposals from any developer(s), or be obligated to select one or more developers for negotiations of a development agreement or to enter into any Purchase and Sale Agreement or Disposition and Development Agreement. The Agency is not required to accept any proposal.

ADDITIONAL INFORMATION CONTACTS

Joe Susca, Redevelopment Project Manager, at (310) 253-5763 by phone, or email at: joe.susca@culvercity.org or Kriss Casanova, Management Analyst, at (310) 253-5769 by phone, or email at: kriss.casanova@culvercity.org.

ATTACHMENTS:

1. Site Description.
2. Live/Work and Mixed Use Development Standards.
3. 1-mile, 3-mile, and 5-mile demographics.
4. Developer Questionnaire.
5. Los Angeles County Assessor Maps.
6. Site Plan Creation Guidelines
7. Proposal Submittal Checklist

ADDITIONAL INFORMATION ABOUT THE SITE

Staff will conduct an optional Pre-Submittal Meeting and Site Tour: Wednesday, May 2, 2007, 10:00 AM, at the northwest corner of Washington Boulevard at Centinela Avenue in the rear alley that faces Colonial Avenue. Potential developers are invited to attend.

Washington – Centinela Opportunity Sites



- CG- Commercial General
- RMD- Residential Medium Density Multiple
- R1 – Residential Single Family

	Address	APN	Agency-owned	Square Feet	Zoning	General Plan	Rdvlpt. Area
A-1	12403 – 12423 Washington Blvd.	4231-002-044 thru 49	Y	33,660	CG- Commercial General RMD- Residential Medium Density Multiple	General Corridor & Medium Density Multiple Family	Y
A-2	4064 Colonial	4231-002-060 4231-002-061	Y	9,272	R1 – Residential Single Family	Low Density Single Family	N
A-4	4061 Centinela	4231-002-051	Y	5,001	RMD - Residential Medium Density Multiple	Medium Density Multiple Family	Y

	Address	APN	Agency-owned	Square Feet	Zoning	General Plan	Rdvlpt. Area
B-1	12337-43 Washington Blvd.	4232-009-018 4232-009-002	Y	19,736	CG- Commercial General	General Corridor	Y
B-2	12331-33 Washington Blvd.	4232-009-017	N	8,179	CG- Commercial General	General Corridor	Y

SITE A – 12403 – 12423 WASHINGTON BLVD. AND
4061 CENTINELA AVE. PRIOR TO DEMOLITION



12427

12421

12419

12417

12415

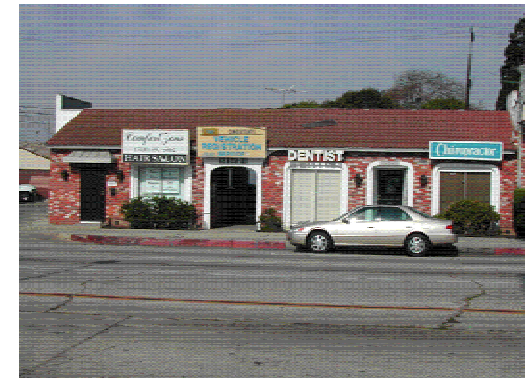
12403-12411

SITE B – 12331 - 12343 WASHINGTON BLVD. PRIOR TO DEMOLITION



12343

12337



12331-33

§ 17.400.060 LIVE/WORK DEVELOPMENT STANDARDS.

A. Purpose. This Section provides location, development, and performance standards for live/work developments in compliance with Article 2 (Zoning Districts, Allowable Land Uses and Zone-Specific Development Standards).

B. Applicability.

1. The provisions in this Section shall regulate the conversion and new construction of live/work uses, where allowed by the applicable zoning districts.

2. Except as specifically provided in this Section, live/work projects shall be in compliance with the regulations of Article 2 (Zoning Districts, Allowable Land Uses and Zone-Specific Development Standards).

3. When live/work units are constructed as part of a mixed use development, the Mixed Use Development Standards shall supersede the regulations detailed in this Section.

4. Where an Owner-Participation Agreement, Disposition and Development Agreement, or Development Agreement with the City and/or Redevelopment Agency applies to a land parcel, and the provisions of such agreement differ from the Live/Work Development Standards, the provisions of the agreement shall prevail.

C. Use Regulations.

1. Permitted uses/occupations. The following uses/occupations are permitted in live/work units:

- a.** Accountant;
- b.** Architect;
- c.** Artist and artisan;
- d.** Attorney;
- e.** Computer software- and multimedia-related professional;
- f.** Engineer;
- g.** Fashion, graphic, interior and other designer;
- h.** Insurance, real estate and travel agent;

- i. Photographer;
- j. Psychologist/psychiatrist;
- k. Other similar uses/occupations, as determined by the Director, may be permitted, provided that the allowed uses/occupations are permitted by the underlying zone.

2. Occupancy and Employees.

- a. At least one of the full-time employees of the live work unit must be a full-time resident of the live/work unit and shall possess a valid Business Tax Certificate.
- b. Only one residential area per unit shall be allowed.
- c. The residential area shall not be rented separately from the working space.
- d. No more than one employee, other than the resident(s) of the unit, shall be permitted on site at any given time in units that are less than or equal to 1,499 square feet.
- e. No more than 2 employees, other than the resident(s) of the unit, shall be permitted on site at any given time in units that are greater than or equal to 1,500 square feet.

3. Business activity. None of the uses permitted shall be operated in an objectionable manner, due to fumes, odor, dust, smoke, gas, noise or vibrations that are or may be detrimental to properties and occupants in the neighborhood, and/or to any other uses and occupants on the same property.

4. Special and/or temporary events. Special and/or temporary events in live/work units shall be required to follow the permit process for special and/or temporary events contained in Chapter 17.520 (Temporary Use and Special Event Permits).

5. Covenant. A City-approved covenant shall be executed by the owner of each live/work unit, and shall include statements that the occupant(s) understand(s) and accept(s) he/she is living in a live/work unit and must operate a business from said unit. The covenant shall also set forth the required use conditions as described in this Section.

- a. The residential component shall be contiguous with, and integral to, the working space, with direct access between the two areas, and not as a separate stand-alone dwelling unit.
- b. Only one residential component per unit shall be allowed. The residential component space and the business component space shall only be used as one contiguous habitable space and, if rented, shall only be rented together as one tenant space.

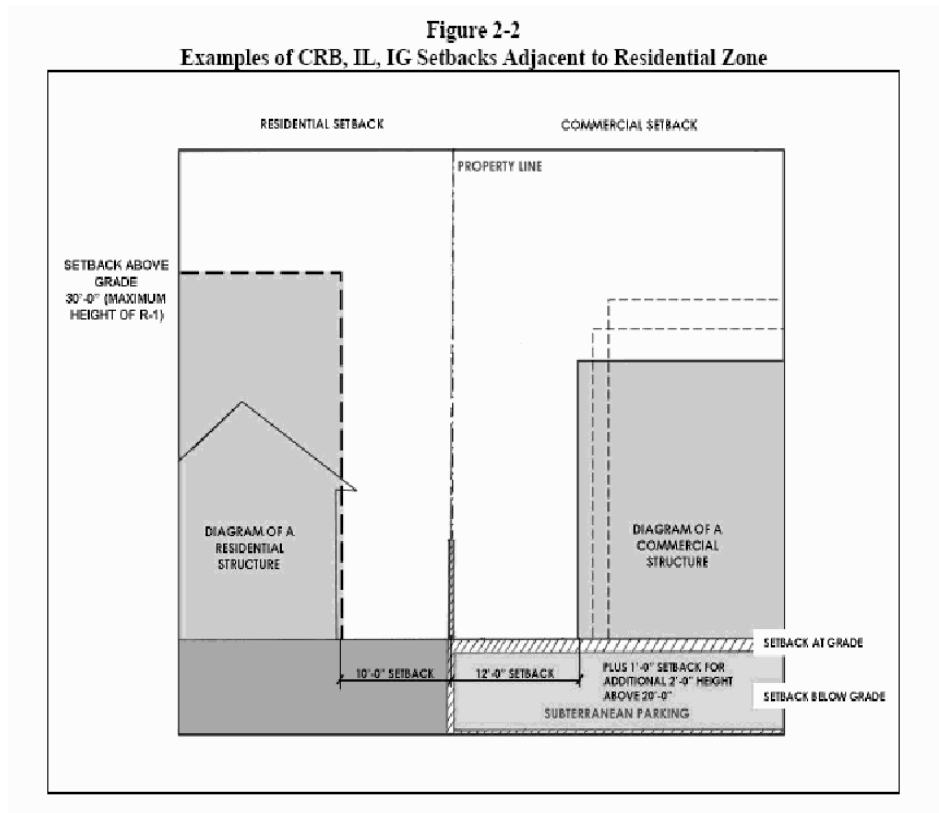
c. Any lease between the owner and a tenant, or between a tenant and a subtenant, shall refer to the fact that the unit is subject to the above-referenced covenant.

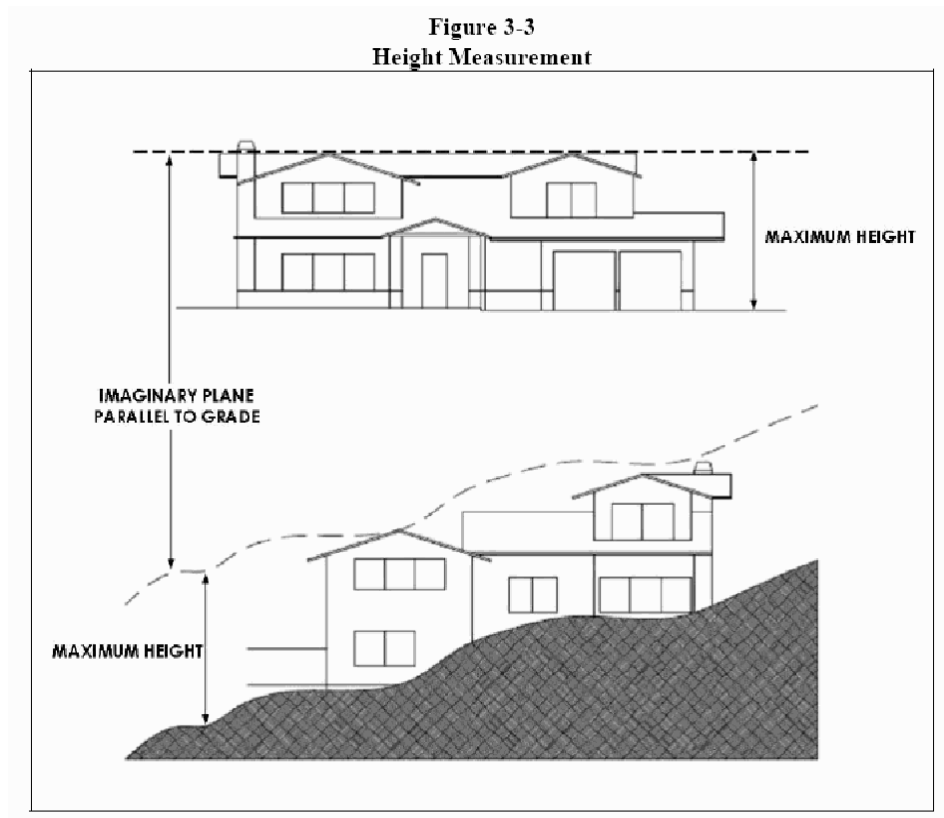
d. A resident in any live/work unit shall operate a business from the unit, and shall possess a Culver City Business Tax Certificate in good standing for business activities conducted within the unit.

D. Development Standards.

1. Unit size and dimension. The minimum square footage of a live/work unit shall be 700 square feet.

2. Floor plans. A live/work unit may include a single level floor plan or a multiple-level floor plan. See Figures 4-2 and 4-3 on the next page.





3. **Building setbacks.** Same as those required by the underlying zone.
4. **Building heights.** Same as those required by the underlying zone.
5. **Parking standards.** Live/work developments shall comply with all requirements contained in Chapter 17.320 (Off-Street Parking and Loading).
6. **Density.** The density of a live/work project shall not exceed 35 units per acre or 1 unit per 1,245 square feet of lot area (43,560 square feet divided by 35 units equals 1,245 square feet).
7. **Open space.**
 - a. Each unit shall have a minimum of 50 square feet of common and/or private open space.
 - b. Common open space areas shall have a minimum dimension of 15 feet, which may include a combination of open space and adjacent setback area.
 - c. Private open space areas shall be at least 30 square feet and 5 feet in any direction, to the extent feasible.

d. Private and common open space requirements may be satisfied by a selection or combination of the following: atriums, balconies, courtyards, decks, gardens, gyms/exercise rooms, patios, playgrounds/tot lots, rooftop decks, patios and gardens, and swimming pools. The Director may approve similar amenities not listed above.

8. Signage. Signage for live/work units shall be limited to the following.

a. Window signs.

- 1)** One window sign with a maximum dimension of 1 foot by 2 feet shall be permitted.
- 2)** No sign permit shall be required for the one permitted window sign.
- 3)** A glass door sign shall be considered a window sign.
- 4)** Window signs shall be limited to individual letters and logos placed on the surface of the window or glass door.
- 5)** No window sign on the outside of the window shall extend onto or over the perimeter window frames, mullions or building facade divisions of the window on which it is displayed.

b. Projecting/hanging signs.

- 1)** One projecting/hanging sign with a maximum dimension of 1 foot by 2 feet shall be permitted.
- 2)** A sign permit shall be required for the one permitted projecting/hanging sign.
- 3)** Projecting/hanging signs shall be displayed perpendicular to the wall to which it is affixed.
- 4)** The maximum distance between the wall and the outer edge of the sign shall be 3 feet, or if a paved sidewalk is below, 50% of the width of the sidewalk, whichever is less.
- 5)** The minimum vertical clearance from the bottom of the sign to grade or to the sidewalk below, if applicable, shall be 8 feet, unless a greater clearance is required by the Building Official.
- 6)** The maximum height of the sign shall be 15 feet above grade or from the sidewalk below, if applicable.

F. Performance Standards.

1. Light and ventilation. Adequate light and ventilation shall be provided for, and meet the California Building Code regulations in effect at the time of conversion or construction, as determined by the Building Official.

2. Sound transmission. Common walls and ceilings of live/work units shall be constructed or upgraded, using techniques to limit sound transmission as specified for residential uses by the California Building Code for new construction or equivalent in effect at the time of conversion or construction, as determined by the Building Official.

3. Minimum facilities. Each live/work unit shall have adequate kitchen facilities (sink, stove, and refrigerator hook-ups) and bathroom facilities (shower or bathtub, sink, and toilet).

4. Fire suppression and fire ratings for occupancy separations.

a. Permanently wired smoke detectors shall be installed, as required per the California Building Code or equivalent in effect at the time of conversion or construction.

b. Additional fire suppression equipment (e.g., alarm systems, sprinklers, extinguishers) shall also be provided, as required by the Building Official and the Culver City Fire Department.

c. There shall be a 2-hour occupancy separation between units.

5. Hazardous materials.

a. Flammable liquids, welding, open flame work or similar hazardous operations shall not be permitted in live/work units without specific written approval by the Culver City Fire Department.

b. Storage of hazardous materials necessary for work activities in live/work spaces may be stored in control areas per the California Building and Fire Codes or equivalent in effect at the time of conversion or construction, as determined by the Building Official and the Culver City Fire Department.

c. Exterior signage announcing said materials shall be installed and maintained per the California Building and Fire Codes or equivalent in effect at the time of conversion or construction, as determined by the Building Official and the Culver City Fire Department.

d. The control areas shall be approved as to construction and location by the Culver City Fire Department.

(Ord. No. 2005-007 § 1 (part); Ord. No. 2005-008 § 2 (part))

§ 17.400.065 MIXED USE DEVELOPMENT STANDARDS.

A. Purpose. This Section provides location, development, and performance standards for mixed use developments in compliance with Article 2 (Zoning Districts, Allowable Land Uses and Zone-Specific Development Standards).

B. Applicability.

1. The provisions in this Section shall regulate the conversion of existing buildings to include mixed uses, as defined herein, and/or new construction of mixed use projects, where allowed by the applicable zoning districts.

2. The Mixed Use Development Standards supersede the Commercial Zero Setback Overlay (-CZ), where applicable.

3. The Mixed Use Development Standards do not supersede the provisions of the Commercial Downtown District (CD) or the East Washington Boulevard Overlay (-EW).

4. Except as specifically provided in this Section, mixed use projects shall be in compliance with the regulations of Article 2 (Zoning Districts, Allowable Land Uses and Zone-Specific Development Standards).

5. Where an Owner-Participation Agreement, Disposition and Development Agreement, and/or Development Agreement with the City and/or Redevelopment Agency applies to a land parcel, and the provisions of such agreement differ from the Mixed Use Development Standards, the provisions of the agreement shall prevail.

C. Definitions.

For the purpose of this Section, the following definitions shall apply unless the context clearly indicates or requires a different meaning.

Architectural Feature. Soffit, column, wing wall, canopy, roof eave, balcony, bell tower, spires, clock tower, cupolas, turrets and any other similar element that does not create an interior floor space.

Arterial Street. Includes primary and secondary arterial streets. Primary arterial streets are major cross-town thoroughfares. Secondary arterial streets connect primary arterial streets to smaller streets and residential neighborhoods. Primary and secondary arterial streets are defined in the General Plan Circulation Element.

Blank Wall. Any wall that is not enhanced by architectural detailing, artwork, landscaping, windows, doors, or similar features. Solid and mechanical doors, and glass with less than 80% transparency, are considered blank wall areas.

Ornamental Feature. A statue, fountain, sculpture or any other similar freestanding decorative element that does not provide shelter, is not a sign, and serves an aesthetic purpose.

Street Wall. The wall of a building facing the street at or near the property line. The street wall may include arcades, colonnades, recessed pedestrian entrances, decorative stairs, public art and other features deemed pedestrian-oriented.

D. Use Regulations.

1. Uses permitted. All uses permitted in the underlying zone are permitted in mixed use developments.

2. Residential uses. Residential uses other than live/work units are prohibited on the ground floor adjacent to arterial streets. Residential entrances and lobbies are permitted on the ground floor adjacent to arterial streets.

3. Commercial uses. Commercial uses are required on the ground floor adjacent to arterial streets and at all corners adjacent to arterial streets.

4. Covenant. A City-approved covenant shall be executed by the owner of each residential unit within a mixed use development, and shall include statements that the occupant(s) understand(s) and accept(s) he/she is living in a mixed use development, and that commercial activities are permitted pursuant to the regulations of the CCMC.

5. Feasibility study. At the Director's discretion, an economic feasibility study evaluating the viability of the proposed commercial uses within the mixed use development may be required.

E. General Development Standards.

1. Minimum lot size and dimensions.

a. All lots less than 10,000 square feet shall have a minimum width of 50 feet, with alley access or access from a non-primary arterial street.

b. Lots 10,000 square feet or larger shall have a minimum width of 100 feet.

c. Mixed use projects located on parcels that are less than 5,000 square feet shall not be permitted, unless combined with one or more abutting lots to create a total site development area that is at least 5,000 square feet, subject to the above access requirements.

2. Building height. The height of structures shall not exceed the standard established by the applicable zoning district in Article 2 (Zoning Districts, Allowable

Land Uses and Zone-Specific Standards), unless a modification is granted pursuant to Subsection 17.300.025.C. (Exceptions to Height Limits).

3. Density. Residential density shall not exceed 65 dwelling units per acre or 1 unit per 670 square feet of lot area (43,560 square feet divided by 65 units equals 670 square feet).

4. Building setbacks. Building setbacks are provided in Table 4-2 (Building Setbacks).

Table 4-2
Building Setbacks

		Setbacks (1)			
		Street Wall	Side and Rear Adjacent to Residential Zone	Rear and Side Adjacent to Non- residential Zone	Adjacent to an Alley
	Underground	None required.			
Building Height	Less than or equal to 15 feet	The street wall shall have a zero setback, but may be setback up to 5 feet from the property line, if the setback area is enhanced with high quality paving material, landscaping or other similar features. See Figure 4-4 (Section of Street Wall Setback).	A 10-foot setback is required. Adequate screening and landscaping shall be provided.	No setback is required.	2 feet (2)
	Greater than 15 feet	The upper level may be setback greater than the street wall, or up to the property line.	A 60-degree, clear-zone angle must be maintained, measured from 15 feet above the existing grade, and from 10 feet from the rear property line. See Figure 4-5 (Section of Rear Setback).	No setback is required.	2 feet (2)

Notes:

- (1) Screening, landscaping or greater setback than prescribed herein, may be required where necessary to comply with visual clearance requirements for driveways, and where the reviewing authority under a site plan review may condition the use necessary to protect the public interest due to lot, site plan or building configuration and operations.
- (2) The width of an alley may be credited toward the setback requirement for properties adjacent to residential zones.

Figure 3-4
Measurement of Fence or Wall Height

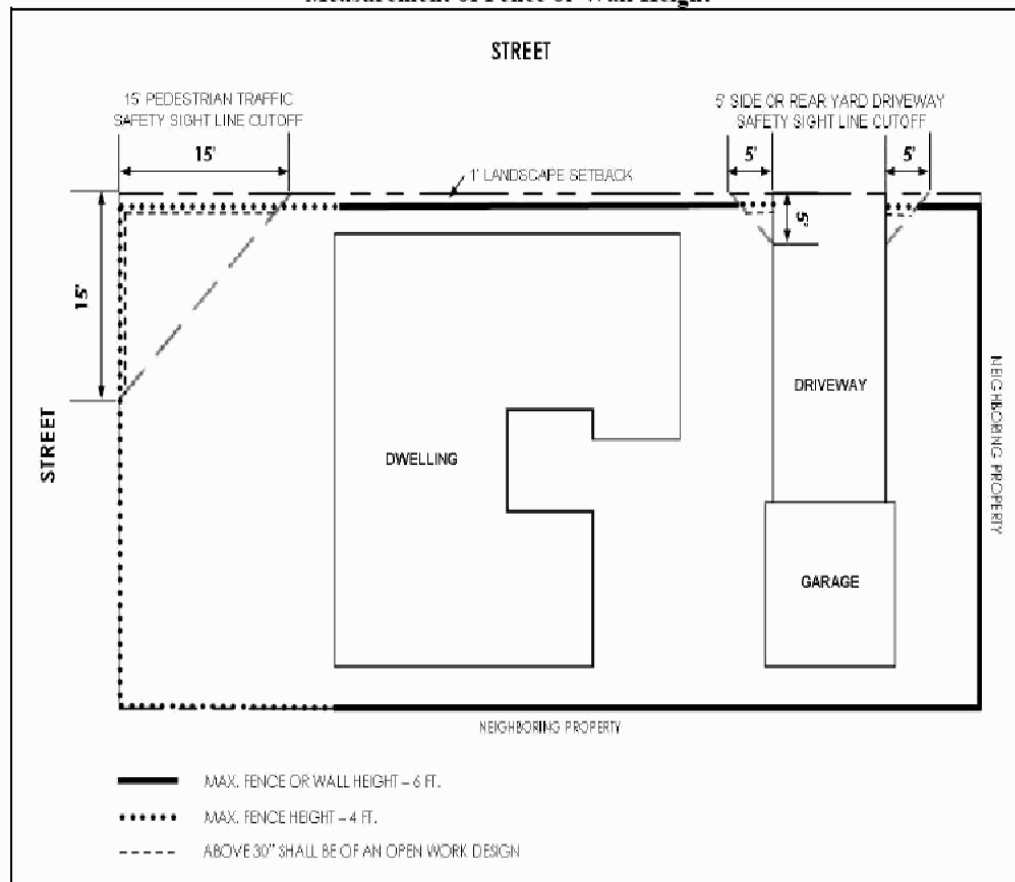
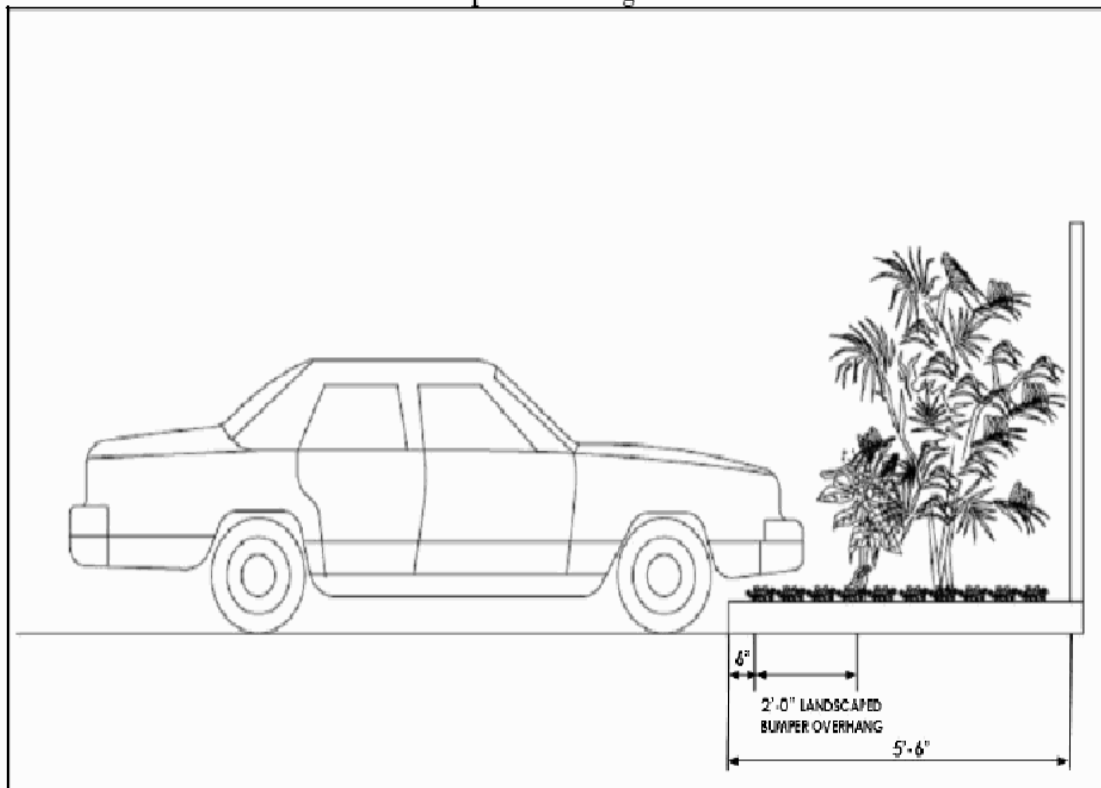


Figure 3-5
Bumper Overhang Area



F. Site Planning and Design Standards.

1. Building bulk. Projects shall be designed to achieve interesting, graceful and articulated buildings by the use of varied rooflines and vertical attachments; clearly defining the base, middle and top of each building and other architectural features. See Figure 4-6 (Building Elevation Composition).

2. Building tops. The top of the building shall be visually terminated through the use of cornices, parapets, domes, towers, or other forms or features.

3. Street wall requirements.

a. The street wall shall be architecturally modulated to create visual interest, and shall include architectural features and pedestrian amenities, such as recessed entries, arcades, colonnades, stairs, art and other architectural features deemed pedestrian-oriented by the Director, subject to the following.

1) Passageways in arcades and colonnades are, at minimum, 5 feet wide. See Figure 4-7 (Section of Street Wall).

- 2) Architectural and ornamental features do not impede pedestrian routes.
 - 3) Stairs are decorative and attractive.
- b. Street wall facade requirements shall apply to the portion of the street wall that is within 15 vertical feet above the sidewalk parallel to arterial streets.
- c. The street wall is required along 100% of the total linear property line parallel to arterial streets.
- d. No blank wall area is permitted in the street wall area.
- e. On corner lots, where one of the adjacent streets is a non-arterial street, the street wall requirements shall apply to the first 25% of the building depth immediately adjacent to the non-arterial street. See Figure 4-8 (Corner Building Street Wall Requirement).
- f. Major entrances and corners of buildings shall be articulated within the street wall facade.

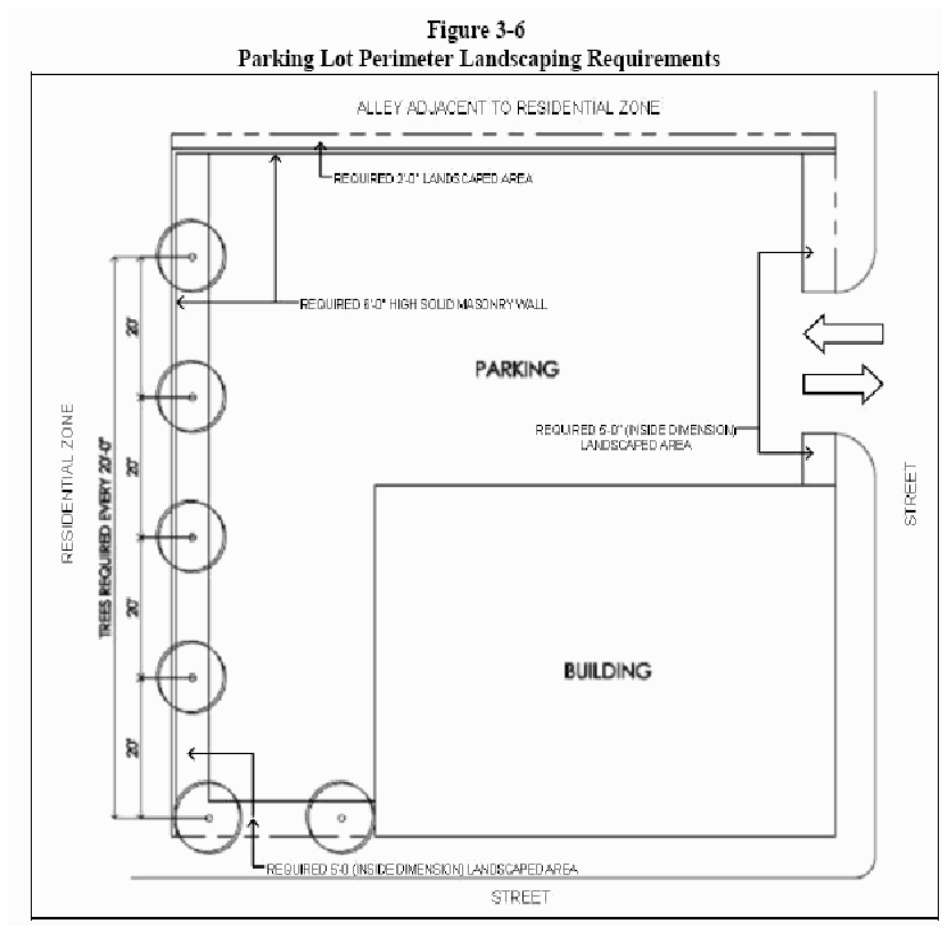
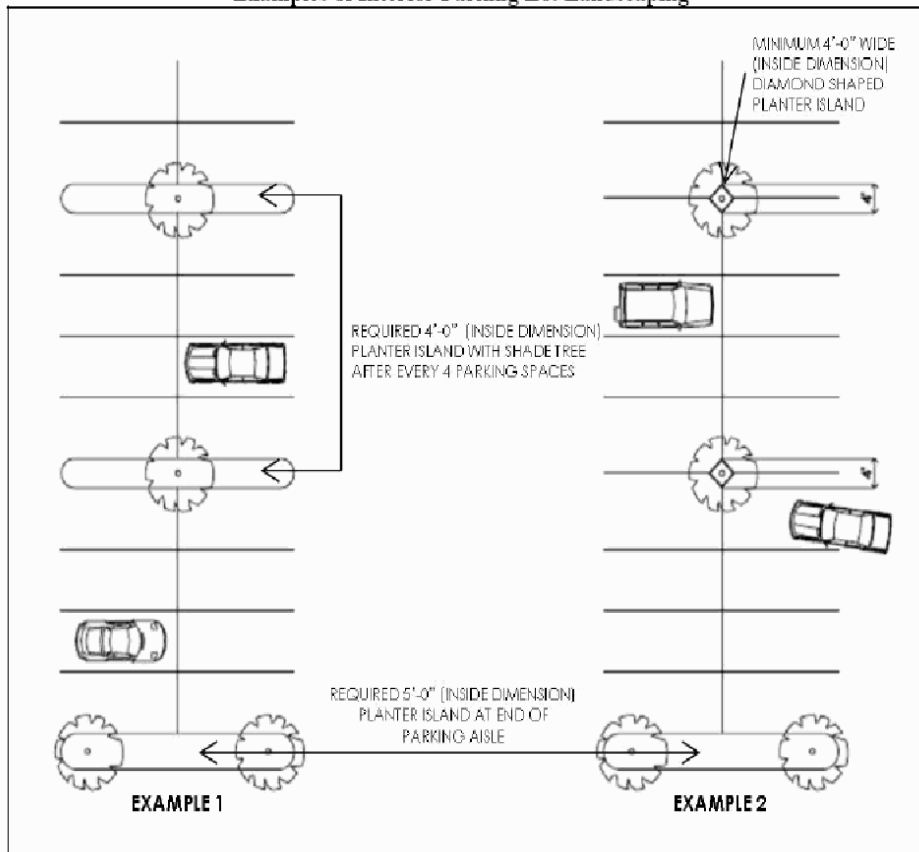
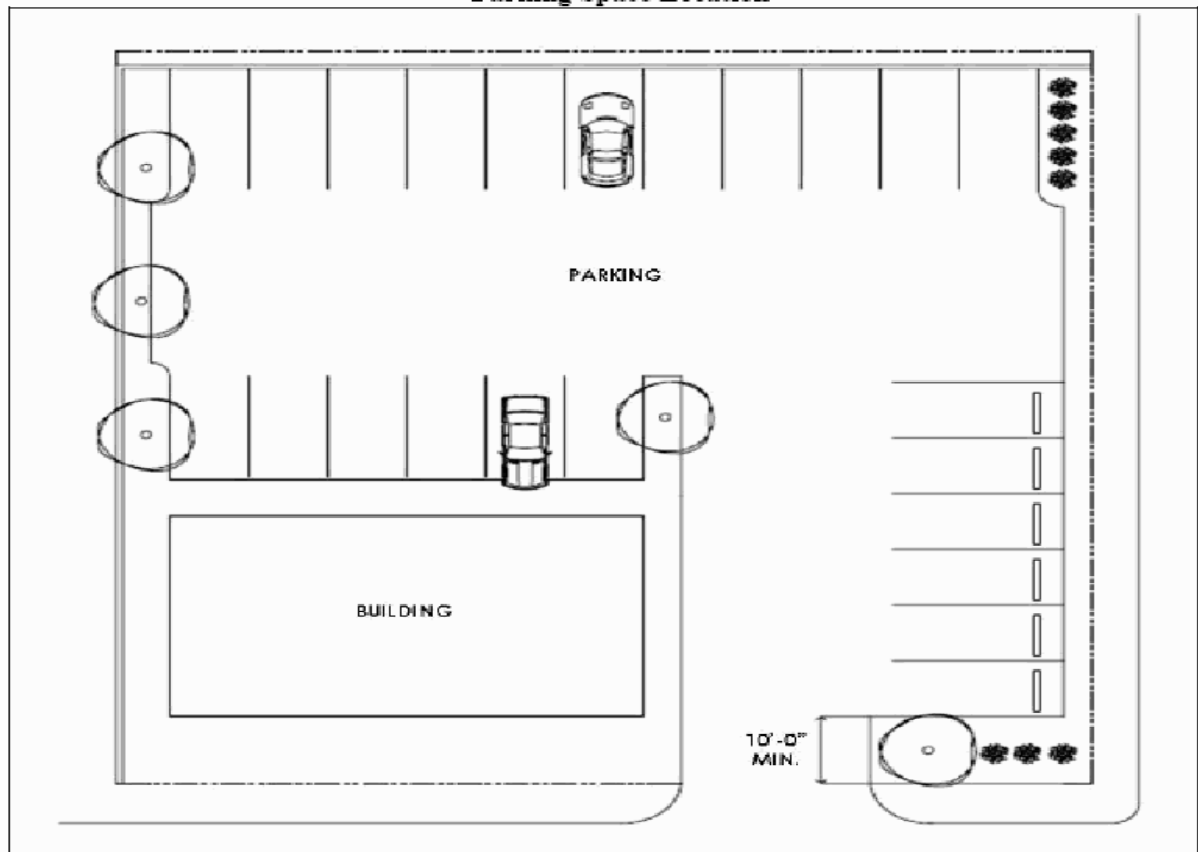


Figure 3-7
Examples of Interior Parking Lot Landscaping



**Figure 3-8
Parking Space Location**



4. Blank wall.

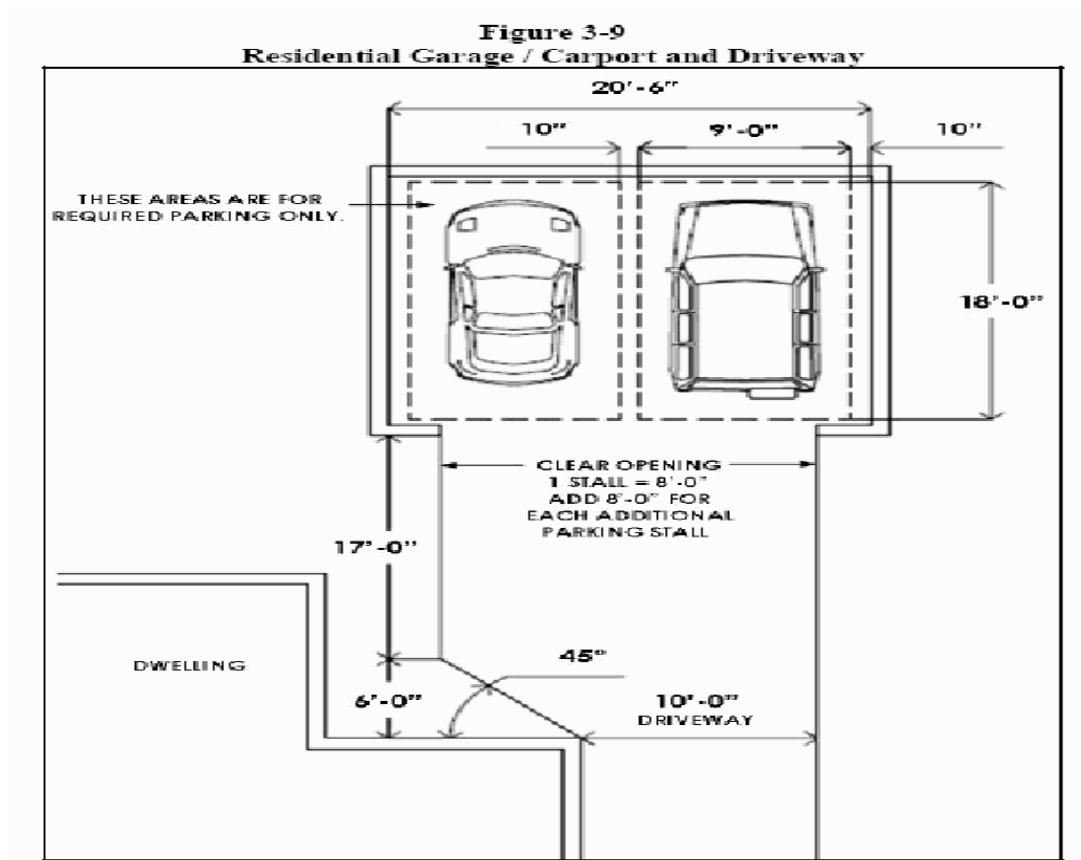
- a. Blank wall area is not permitted in the street wall area.
- b. Blank wall area shall be minimized on all building elevations.
- c. The maximum width of any continuous blank wall shall be no more than 15 feet.

5. Three hundred sixty-degree architecture.

- a. Similar architectural and design features shall be incorporated on all sides of the building.
- b. Building elevations clearly visible from adjoining residential areas should not negatively impact the character and atmosphere of the adjacent residential areas. Design elements, materials, colors, surfaces and finishes that complement the residential areas shall be used as deemed appropriate by the Director.

6. Building entrances.

- a. Pedestrian entrances shall be provided for all ground floor uses adjacent to arterial streets. Pedestrian entrances are not required on non-arterial streets. See Figure 4-9 (Plan of Pedestrian Entrances).
- b. Pedestrian entrances shall be directly accessible from the public right-of-way, and shall have direct access from the sidewalk grade.
- c. Commercial uses and residential uses shall have separate exterior entrances, elevators, and lobbies. The Director may waive this requirement, based on site constraints.



7. Signage and lighting. Signs must be developed pursuant to Chapter 17.330 (Signs). Exterior lighting shall comply with the requirements of § [17.300.040](#) (Outdoor Lighting).

8. Parking and vehicular access.

- a. Street level parking facilities and lots shall be screened from view from the adjoining arterial street(s) by ornamental walls or fences, at least 4 feet high above street grade.

b. Two-way vehicular ingress/egress areas on arterial streets shall only be permitted on development sites with a minimum of 100 feet of street frontage on the street where the vehicular ingress/egress area is located. The Director may waive this requirement, based on site constraints.

c. One-way vehicular ingress/egress areas on arterial streets shall only be permitted on development sites with a minimum of 75 feet of street frontage on the street where the ingress/egress area is located. The Director may waive this requirement, based on site constraints.

d. Vehicular ingress/egress areas are prohibited on arterial streets where the street frontage of the development site adjacent to the arterial street is less than 75 feet. The Director may waive this requirement, based on site constraints.

9. Refuse storage and collection areas. The commercial and residential components of the project shall maintain separate refuse storage and collection areas; the refuse storage and collection areas shall be clearly marked for separate uses.

G. Residential Development Standards.

1. Minimum unit size. Residential minimum unit sizes are detailed in Table 4-3 (Minimum Residential Unit Size).

Table 4-3 Minimum Residential Unit Size	
Number of Bedrooms	Minimum Unit Size (Gross Floor Area)
Studio	500
1 Bedroom	700
2 Bedrooms	900
3 Bedrooms	1,100
4 Bedrooms	150 additional gfa/bedroom

2. Unit size mix. No more than 25% of the total number of residential units shall have less than 700 square feet of gross floor area.

3. Open space.

a. Each unit shall have a minimum of 75 square feet of common and/or private open space.

b. Common open space areas shall have a minimum dimension of 15 feet in any direction, which may include a combination of open space and adjacent setback area.

c. Private open space areas shall be at least 30 square feet and 5 feet in any direction, to the extent feasible.

d. Private and common open space requirements may be satisfied by a selection or combination of the following: atriums, balconies, courtyards, decks, gardens, gyms/exercise rooms, patios, playgrounds/tot lots, rooftop decks, patios and gardens, and swimming pools. The Director may approve similar amenities not listed above.

H. Live/Work Development Standards. In addition to the standards detailed in this Section, live/work units within a mixed use development shall meet all applicable standards contained in § [17.400.060](#) (Live/Work Development Standards).

I. Parking Standards. Mixed use developments shall comply with all requirements contained in Chapter 17.320 (Off-Street Parking and Loading), and the following additional standards.

1. Parking access and circulation standards.

a. Commingled parking.

A mixed use project may have a commingled parking area for all uses, subject to the following conditions.

1) Residential, live/work and commercial parking spaces are designated with signs.

2) Residential, live/work and commercial components require 10 or fewer parking spaces each.

3) One use requires 10 or fewer parking spaces and a second use requires more than 10 parking spaces, and the Director determines that site conditions make it infeasible to provide gated or separated parking.

b. Gated parking. A mixed use project shall have a gated parking area for residents of residential units and live/work units, if the requirements allowing commingled parking are not met. The regulations governing gated parking areas are provided below.

1) Common ingress areas to residential, live/work, and commercial parking are permitted.

2) If a separated residential and live/work egress lane(s) is/are not provided, non-residential parking shall be free of charge.

3) The parking layout shall be designed so that residents are not significantly inconvenienced by non-residential parking demands, as determined by the Director.

c. Residential guest parking location.

- 1) Residential guest parking may be located in the commercial parking area.
- 2) Residential guest parking shall be accessible 24 hours per day.
- 3) Residential guest parking shall be free of charge.
- 4) Residential guest parking shall be appropriately signed.

J. Performance Requirements. All mixed use projects shall be designed to meet the following performance standards.

1. Walls on all sides of residential and live/work units shall be constructed to minimize the transmission of noise and vibration. A minimum impact insulation class (IIC) of 60 shall be required for all residential and live/work walls, floors, and ceilings.

2. Shared elevators shall have security code access for residents to reach residential floors, and to use the elevators during late evening and early morning hours. Security code access is not required for live/work access areas. Separate commercial and residential elevators are encouraged.

3. No commercial use, activity or process shall be operated in an objectionable manner, due to fumes, noxious odor, dust, smoke, gas, noise or vibrations that may be detrimental to any other uses and occupants on the same property.

4. Residential and live/work units shall be designed to allow for cross-ventilation and have high quality HVAC systems, to the extent feasible.

5. Parking areas shall be illuminated so as to provide appropriate visibility and security as determined by the Director.

6. Parking access and circulation design shall minimize vehicle circulation through residential neighborhood streets as determined by the Director.

7. Commercial loading areas and outdoor storage areas shall be designed and located away from residential units, and shall be screened from view at ground level from the residential portion of the project and from adjacent residential developments.

8. Commercial loading areas shall not significantly and/or negatively impact the pedestrian environment.

9. Adequate lighting must be provided adjacent to sidewalks and other public spaces to preserve the amenity and safety of those spaces for nighttime pedestrian use, as determined by the Director.

(Ord. No. 2005-007 § 1 (part); Ord. No. 2005-008 § 2 (part))



**Project 2852447 - Prepared For Culver City Redevelopment Agency
Centinela Ave. And Washington Blvd. - Culver City, CA
1, 3, & 5 Mile Radii**

Pop Facts: Demographic Snapshot (Part 1)	Centinela Ave. And Washington Blvd. 0.00 - 1.00 mi	Centinela Ave. And Washington Blvd. 0.00 - 3.00 mi	Centinela Ave. And Washington Blvd. 0.00 - 5.00 mi
Population			
2011 Projection	47,016	282,212	656,967
2006 Estimate	45,288	269,984	627,800
2000 Census	43,468	256,989	597,301
1990 Census	41,573	251,858	580,652
Growth 2006-2011	3.81%	4.53%	4.65%
Growth 2000-2006	4.19%	5.06%	5.11%
Growth 1990-2000	4.56%	2.04%	2.87%
2006 Estimated Population by Single Race Classification	45,288	269,984	627,800
White Alone	25,457 56.21%	167,392 62.00%	360,666 57.45%
Black or African American Alone	2,029 4.48%	20,032 7.42%	97,646 15.55%
American Indian and Alaska Native Alone	640 1.41%	1,964 0.73%	3,752 0.60%
Asian Alone	5,064 11.18%	35,784 13.25%	65,361 10.41%
Native Hawaiian and Other Pacific Islander Alone	140 0.31%	635 0.24%	1,307 0.21%
Some Other Race Alone	9,314 20.57%	30,388 11.26%	69,170 11.02%
Two or More Races	2,643 5.84%	13,790 5.11%	29,897 4.76%
2006 Estimated Population Hispanic or Latino by Origin*	45,288	269,984	627,800
Not Hispanic or Latino	26,133 57.70%	203,848 75.50%	484,637 77.20%
Hispanic or Latino	19,155 42.30%	66,136 24.50%	143,163 22.80%
Hispanic or Latino by Origin	19,155	66,136	143,163
Mexican	14,554 75.98%	45,193 68.33%	94,348 65.90%
Puerto Rican	151 0.79%	962 1.45%	2,153 1.50%
Cuban	267 1.39%	1,544 2.33%	2,594 1.81%
All Other Hispanic or Latino	4,183 21.84%	18,437 27.88%	44,067 30.78%
2006 Estimated Hispanic or Latino by Single Race Classification	19,155	66,136	143,163
White Alone	8,002 41.78%	29,405 44.46%	61,060 42.64%
Black or African American Alone	96 0.50%	609 0.92%	1,855 1.30%
American Indian and Alaska Native Alone	430 2.25%	1,197 1.81%	2,299 1.61%
Asian Alone	80 0.42%	316 0.48%	580 0.41%
Native Hawaiian and Other Pacific Islander Alone	6 0.03%	55 0.08%	128 0.09%
Some Other Race Alone	9,144 47.74%	29,281 44.27%	66,740 46.62%
Two or More Races	1,396 7.29%	5,272 7.97%	10,511 7.34%



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Centinela Ave. And Washington Blvd. - Culver City, CA
1, 3, & 5 Mile Radii**

Pop Facts: Demographic Snapshot (Part 1)	Centinela Ave. And Washington Blvd. 0.00 - 1.00 mi	Centinela Ave. And Washington Blvd. 0.00 - 3.00 mi	Centinela Ave. And Washington Blvd. 0.00 - 5.00 mi
2006 Estimated Population, Asian Alone Race by Category	5,064	35,784	65,361
Chinese, except Taiwanese	644 12.72%	7,340 20.51%	14,939 22.86%
Filipino	1,090 21.52%	5,071 14.17%	9,025 13.81%
Japanese	1,936 38.22%	9,761 27.28%	16,134 24.68%
Asian Indian	404 7.99%	4,355 12.17%	7,535 11.53%
Korean	437 8.63%	4,379 12.24%	8,733 13.36%
Vietnamese	151 2.98%	1,057 2.95%	2,184 3.34%
Cambodian	14 0.28%	72 0.20%	108 0.16%
Hmong	2 0.04%	11 0.03%	23 0.03%
Laotian	3 0.06%	25 0.07%	50 0.08%
Thai	72 1.41%	507 1.42%	877 1.34%
Other Asian	187 3.70%	2,366 6.61%	4,214 6.45%
Two or more Asian categories	125 2.46%	841 2.35%	1,542 2.36%
2006 Estimated Population by Ancestry	45,288	269,984	627,800
Arab	533 1.18%	3,526 1.31%	6,339 1.01%
Czech	152 0.34%	1,000 0.37%	2,105 0.34%
Danish	125 0.28%	897 0.33%	1,799 0.29%
Dutch	288 0.64%	2,006 0.74%	3,403 0.54%
English	1,679 3.71%	13,491 5.00%	25,793 4.11%
French (except Basque)	571 1.26%	4,492 1.66%	8,541 1.36%
French Canadian	183 0.40%	1,011 0.37%	1,960 0.31%
German	2,270 5.01%	15,879 5.88%	30,478 4.85%
Greek	177 0.39%	1,107 0.41%	2,350 0.37%
Hungarian	224 0.49%	1,732 0.64%	3,840 0.61%
Irish	1,707 3.77%	14,359 5.32%	27,299 4.35%
Italian	1,367 3.02%	10,427 3.86%	20,475 3.26%
Lithuanian	69 0.15%	672 0.25%	1,805 0.29%
Norwegian	314 0.69%	2,400 0.89%	4,424 0.70%
Polish	726 1.60%	5,031 1.86%	11,732 1.87%
Portuguese	103 0.23%	559 0.21%	1,089 0.17%
Russian	760 1.68%	8,011 2.97%	21,488 3.42%
Scottish	518 1.14%	3,439 1.27%	6,654 1.06%
Scotch-Irish	304 0.67%	2,424 0.90%	4,522 0.72%
Slovak	22 0.05%	231 0.09%	442 0.07%
Subsaharan African	387 0.85%	3,004 1.11%	9,185 1.46%
Swedish	401 0.89%	2,534 0.94%	5,002 0.80%
Swiss	40 0.09%	671 0.25%	1,408 0.22%
Ukrainian	103 0.23%	945 0.35%	2,253 0.36%
United States of America	1,252 2.77%	7,667 2.84%	18,243 2.91%
Welsh	63 0.14%	861 0.32%	1,576 0.25%
West Indian (exc Hisp groups)	142 0.31%	1,094 0.41%	4,249 0.68%
Other	25,947 57.29%	131,423 48.68%	330,122 52.58%
Ancestry Unclassified	4,862 10.74%	29,091 10.77%	69,222 11.03%
2006 Estimated Population Age 5+ by Language Spoken At Home	42,738	256,969	595,381
Speak Only English	21,326 49.90%	160,121 62.31%	379,904 63.81%
Speak Asian or Pacific Island Language	3,028 7.08%	20,086 7.82%	37,884 6.36%
Speak IndoEuropean Language	2,223 5.20%	19,025 7.40%	51,905 8.72%
Speak Spanish	15,276 35.74%	51,727 20.13%	112,682 18.93%
Speak Other Language	885 2.07%	6,010 2.34%	13,006 2.18%



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Centinela Ave. And Washington Blvd. - Culver City, CA
1, 3, & 5 Mile Radii**

Pop Facts: Demographic Snapshot (Part 1)	Centinela Ave. And Washington Blvd. 0.00 - 1.00 mi	Centinela Ave. And Washington Blvd. 0.00 - 3.00 mi	Centinela Ave. And Washington Blvd. 0.00 - 5.00 mi
2006 Estimated Population by Sex	45,288	269,984	627,800
Male	22,718 50.16%	133,731 49.53%	303,871 48.40%
Female	22,570 49.84%	136,253 50.47%	323,929 51.60%
Male/Female Ratio	1.01	0.98	0.94
2006 Estimated Population by Age	45,288	269,984	627,800
Age 0 to 4	2,550 5.63%	13,015 4.82%	32,419 5.16%
Age 5 to 9	2,690 5.94%	13,926 5.16%	33,857 5.39%
Age 10 to 14	2,703 5.97%	14,028 5.20%	34,222 5.45%
Age 15 to 17	1,201 2.65%	6,822 2.53%	17,984 2.86%
Age 18 to 20	1,286 2.84%	8,802 3.19%	19,448 3.10%
Age 21 to 24	2,033 4.49%	11,570 4.29%	29,391 4.68%
Age 25 to 34	8,605 19.00%	51,100 18.93%	115,129 18.34%
Age 35 to 44	8,020 17.71%	48,164 17.84%	109,218 17.40%
Age 45 to 49	3,462 7.64%	22,004 8.15%	49,047 7.81%
Age 50 to 54	3,052 6.74%	19,686 7.29%	43,462 6.92%
Age 55 to 59	2,592 5.72%	16,933 6.27%	37,594 5.99%
Age 60 to 64	1,949 4.30%	12,486 4.62%	28,648 4.56%
Age 65 to 74	2,664 5.88%	16,157 5.98%	37,960 6.05%
Age 75 to 84	1,774 3.92%	11,120 4.12%	27,318 4.35%
Age 85 and over	707 1.56%	4,372 1.62%	12,103 1.93%
Age 16 and over	36,947 81.58%	226,733 83.98%	521,333 83.04%
Age 18 and over	36,144 79.81%	222,194 82.30%	509,319 81.13%
Age 21 and over	34,858 76.97%	213,591 79.11%	489,871 78.03%
Age 65 and over	5,145 11.36%	31,649 11.72%	77,381 12.33%
2006 Estimated Median Age	36.94	38.30	37.85
2006 Estimated Average Age	37.92	39.12	39.90



**Project 2852447 - Prepared For Culver City Redevelopment Agency
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Pop Facts: Demographic Snapshot (Part 1)	Centinela Ave. And Washington Blvd. 0.00 - 1.00 mi		Centinela Ave. And Washington Blvd. 0.00 - 3.00 mi		Centinela Ave. And Washington Blvd. 0.00 - 5.00 mi	
2006 Estimated Male Population by Age	22,718		133,731		303,871	
Age 0 to 4	1,321	5.82%	6,729	5.03%	16,897	5.56%
Age 5 to 9	1,332	5.87%	7,141	5.34%	17,405	5.73%
Age 10 to 14	1,389	6.12%	7,143	5.34%	17,298	5.69%
Age 15 to 17	589	2.59%	3,477	2.60%	9,112	3.00%
Age 18 to 20	689	3.03%	4,281	3.20%	9,596	3.15%
Age 21 to 24	1,094	4.82%	5,880	4.40%	14,433	4.75%
Age 25 to 34	4,565	20.09%	26,486	19.81%	57,693	18.99%
Age 35 to 44	4,177	18.38%	24,574	18.38%	54,361	17.89%
Age 45 to 49	1,793	7.89%	11,078	8.28%	24,122	7.94%
Age 50 to 54	1,494	6.58%	9,596	7.18%	20,640	6.79%
Age 55 to 59	1,258	5.54%	8,183	6.12%	17,412	5.73%
Age 60 to 64	887	3.90%	5,842	4.37%	13,001	4.28%
Age 65 to 74	1,192	5.25%	7,279	5.44%	16,824	5.54%
Age 75 to 84	704	3.10%	4,557	3.41%	10,990	3.62%
Age 85 and over	231	1.02%	1,483	1.11%	4,099	1.35%
2006 Estimated Median Age, Male	35.89		37.32		36.73	
2006 Estimated Average Age, Male	36.74		38.03		37.61	
2006 Estimated Female Population by Age	22,570		136,253		323,929	
Age 0 to 4	1,229	5.44%	6,285	4.61%	15,523	4.79%
Age 5 to 9	1,358	6.01%	6,784	4.98%	16,452	5.08%
Age 10 to 14	1,314	5.82%	6,885	5.05%	16,924	5.22%
Age 15 to 17	611	2.71%	3,345	2.45%	8,872	2.74%
Age 18 to 20	596	2.64%	4,321	3.17%	9,862	3.04%
Age 21 to 24	939	4.16%	5,690	4.18%	14,957	4.62%
Age 25 to 34	4,040	17.90%	24,614	18.06%	57,436	17.73%
Age 35 to 44	3,843	17.03%	23,589	17.31%	54,857	16.93%
Age 45 to 49	1,669	7.39%	10,926	8.02%	24,925	7.69%
Age 50 to 54	1,558	6.90%	10,090	7.41%	22,822	7.05%
Age 55 to 59	1,334	5.91%	8,750	6.42%	20,182	6.23%
Age 60 to 64	1,062	4.70%	6,643	4.88%	15,647	4.83%
Age 65 to 74	1,473	6.52%	8,878	6.52%	21,136	6.52%
Age 75 to 84	1,070	4.74%	6,563	4.82%	16,328	5.04%
Age 85 and over	476	2.11%	2,889	2.12%	8,004	2.47%
2006 Estimated Median Age, Female	38.07		39.33		38.96	
2006 Estimated Average Age, Female	39.10		40.18		40.10	



**Project 2852447 - Prepared For Culver City Redevelopment Agency
Centinela Ave. And Washington Blvd. - Culver City, CA
1, 3, & 5 Mile Radii**

Pop Facts: Demographic Snapshot (Part 1)	Centinela Ave. And Washington Blvd. 0.00 - 1.00 mi	Centinela Ave. And Washington Blvd. 0.00 - 3.00 mi	Centinela Ave. And Washington Blvd. 0.00 - 5.00 mi
2006 Estimated Population Age 15 and Over by Marital Status*	37,345	229,015	527,302
Total, Never Married	14,602 39.10%	89,677 39.16%	208,743 39.59%
Married, Spouse present	14,316 38.34%	90,006 39.30%	198,400 37.63%
Married, Spouse absent	2,330 6.24%	12,031 5.25%	31,615 6.00%
Widowed	1,945 5.21%	10,704 4.67%	28,338 5.37%
Divorced	4,151 11.12%	26,597 11.61%	60,207 11.42%
Males, Never Married	8,287 22.19%	48,792 21.30%	108,501 20.58%
Males, Previously Married	1,933 5.18%	12,828 5.60%	28,554 5.42%
Females, Never Married	6,315 16.91%	40,886 17.85%	100,242 19.01%
Females, Previously Married	4,164 11.15%	24,473 10.69%	59,990 11.38%
2006 Estimated Population Age 25 and Over by Educational Attainment*	32,825	202,021	460,480
Less than 9th grade	4,336 13.21%	13,104 6.49%	30,503 6.62%
Some High School, no diploma	3,451 10.51%	13,726 6.79%	34,493 7.49%
High School Graduate (or GED)	5,405 16.47%	27,455 13.59%	63,903 13.88%
Some College, no degree	6,705 20.43%	42,600 21.09%	94,539 20.53%
Associate Degree	1,995 6.08%	13,288 6.58%	29,312 6.37%
Bachelor's Degree	7,417 22.59%	56,439 27.94%	123,356 26.79%
Master's Degree	2,271 6.92%	21,012 10.40%	48,459 10.52%
Professional School Degree	924 2.81%	9,605 4.75%	24,842 5.39%
Doctorate Degree	322 0.98%	4,791 2.37%	11,073 2.40%



**Project 2852447 - Prepared For Culver City Redevelopment Agency
Centinela Ave. And Washington Blvd. - Culver City, CA
1, 3, & 5 Mile Radii**

Pop Facts: Demographic Snapshot (Part 2)	Centinela Ave. And Washington Blvd. 0.00 - 1.00 mi	Centinela Ave. And Washington Blvd. 0.00 - 3.00 mi	Centinela Ave. And Washington Blvd. 0.00 - 5.00 mi
Households			
2011 Projection	19,696	130,543	299,415
2006 Estimate	19,005	124,419	285,673
2000 Census	18,312	118,135	271,884
1990 Census	17,410	113,156	261,690
Growth 2006-2011	3.63%	4.92%	4.81%
Growth 2000-2006	3.79%	5.32%	5.07%
Growth 1990-2000	5.18%	4.40%	3.90%
2006 Estimated Households by Household Type	19,005	124,419	285,673
Family Households	9,982 52.52%	58,856 47.30%	136,084 47.64%
Non-family Households	9,023 47.48%	65,563 52.70%	149,589 52.36%
2006 Estimated Group Quarters Population	312	4,399	12,888
2006 Households by Ethnicity: Hispanic or Latino	5,464 28.75%	19,830 15.94%	40,700 14.25%
2006 Estimated Households by Household Income	19,005	124,419	285,673
Less than \$15,000	2,399 12.62%	14,011 11.26%	38,150 13.35%
\$15,000 to \$24,999	2,128 11.20%	10,797 8.68%	26,054 9.12%
\$25,000 to \$34,999	2,271 11.95%	12,139 9.76%	27,873 9.76%
\$35,000 to \$49,999	3,178 16.72%	19,063 15.32%	41,375 14.48%
\$50,000 to \$74,999	3,587 18.88%	22,879 18.39%	49,883 17.46%
\$75,000 to \$99,999	1,996 10.50%	14,950 12.02%	32,429 11.35%
\$100,000 to \$149,999	2,046 10.76%	16,414 13.19%	35,854 12.55%
\$150,000 to \$249,999	968 5.09%	9,372 7.53%	21,295 7.45%
\$250,000 to \$499,999	317 1.67%	3,174 2.55%	7,814 2.74%
\$500,000 or more	116 0.61%	1,621 1.30%	4,946 1.73%
2006 Estimated Average Household Income	\$ 67,097	\$ 80,990	\$ 81,722
2006 Estimated Median Household Income	\$ 47,767	\$ 56,775	\$ 54,703
2006 Estimated Per Capita Income	\$ 28,289	\$ 37,557	\$ 37,548



**Project 2852447 - Prepared For Culver City Redevelopment Agency
Centinela Ave. And Washington Blvd. - Culver City, CA
1, 3, & 5 Mile Radii**

Pop Facts: Demographic Snapshot (Part 2)	Centinela Ave. And Washington Blvd. 0.00 - 1.00 mi	Centinela Ave. And Washington Blvd. 0.00 - 3.00 mi	Centinela Ave. And Washington Blvd. 0.00 - 5.00 mi
2006 Estimated Households by Type and Presence of Own Children*	19,005	124,419	285,673
Single Male Householder	3,300 17.36%	24,026 19.31%	52,817 18.49%
Single Female Householder	3,507 18.45%	25,662 20.63%	63,152 22.11%
Married-Couple Family	7,006 36.87%	42,867 34.45%	93,478 32.72%
With own children	3,153 16.59%	17,624 14.17%	39,570 13.85%
No own children	3,853 20.27%	25,243 20.29%	53,906 18.87%
Male Householder	973 5.12%	4,651 3.74%	11,157 3.91%
With own children	336 1.77%	1,705 1.37%	4,286 1.50%
No own children	637 3.35%	2,945 2.37%	6,871 2.41%
Female Householder	2,002 10.54%	11,338 9.11%	31,452 11.01%
With own children	984 5.18%	5,614 4.51%	16,689 5.84%
No own children	1,018 5.36%	5,724 4.60%	14,763 5.17%
Nonfamily: Male Householder	1,224 6.44%	8,847 7.11%	18,129 6.35%
Nonfamily: Female Householder	993 5.22%	7,027 5.65%	15,492 5.42%
2006 Estimated Households by Household Size*	19,005	124,419	285,673
1-person household	6,806 35.81%	49,688 39.94%	115,969 40.60%
2-person household	5,834 30.69%	40,574 32.61%	89,683 31.39%
3-person household	2,636 13.87%	16,089 12.94%	36,456 12.76%
4-person household	1,856 9.77%	10,415 8.37%	24,264 8.49%
5-person household	918 4.83%	4,289 3.45%	10,846 3.80%
6-person household	470 2.48%	1,881 1.51%	4,750 1.66%
7 or more person household	485 2.55%	1,473 1.18%	3,705 1.30%
2006 Estimated Average Household Size	2.38	2.13	2.15
2006 Estimated Households by Presence of People*	19,005	124,419	285,673
Households with 1 or more People under Age 18	4,998 26.30%	27,179 21.84%	66,320 23.22%
Married-Couple Family	3,332 17.53%	18,379 14.77%	41,283 14.45%
Other Family, Male Householder	450 2.37%	2,044 1.64%	5,142 1.80%
Other Family, Female Householder	1,163 6.12%	6,452 5.19%	19,182 6.71%
Nonfamily, Male Householder	30 0.16%	186 0.15%	410 0.14%
Nonfamily, Female Householder	23 0.12%	117 0.09%	304 0.11%
Households no People under Age 18	14,007 73.70%	97,240 78.16%	219,353 76.78%
Married-Couple Family	3,675 19.34%	24,488 19.68%	52,193 18.27%
Other Family, Male Householder	523 2.75%	2,607 2.10%	6,015 2.11%
Other Family, Female Householder	839 4.41%	4,886 3.93%	12,270 4.29%
Nonfamily, Male Householder	4,494 23.65%	32,687 26.27%	70,535 24.69%
Nonfamily, Female Householder	4,476 23.55%	32,573 26.18%	78,340 27.42%



**Project 2852447 - Prepared For Culver City Redevelopment Agency
Centinela Ave. And Washington Blvd. - Culver City, CA
1, 3, & 5 Mile Radii**

Pop Facts: Demographic Snapshot (Part 2)	Centinela Ave. And Washington Blvd. 0.00 - 1.00 mi	Centinela Ave. And Washington Blvd. 0.00 - 3.00 mi	Centinela Ave. And Washington Blvd. 0.00 - 5.00 mi
2006 Estimated Households by Number of Vehicles*	19,005	124,419	285,673
No Vehicles	2,038 10.72%	10,649 8.56%	28,674 10.04%
1 Vehicle	8,941 47.05%	59,096 47.50%	137,456 48.12%
2 Vehicles	6,192 32.58%	42,749 34.36%	93,850 32.85%
3 Vehicles	1,335 7.02%	9,148 7.35%	19,654 6.88%
4 Vehicles	327 1.72%	2,028 1.63%	4,216 1.48%
5 or more Vehicles	172 0.91%	748 0.60%	1,824 0.64%
2006 Estimated Average Number of Vehicles*	1.46	1.48	1.44
Family Households			
2011 Projection	10,348	61,766	142,548
2006 Estimate	9,982	58,856	136,084
2000 Census	9,617	55,893	129,685
1990 Census	9,624	55,965	128,733
Growth 2006-2011	3.67%	4.94%	4.75%
Growth 2000-2006	3.80%	5.30%	4.93%
Growth 1990-2000	-0.08%	-0.13%	0.74%
2006 Estimated Family Households by Household Income	9,982	58,856	136,084
Less than \$15,000	770 7.71%	3,891 6.61%	12,054 8.86%
\$15,000 to \$24,999	1,028 10.30%	4,097 6.96%	10,516 7.73%
\$25,000 to \$34,999	1,210 12.12%	4,865 8.27%	11,627 8.54%
\$35,000 to \$49,999	1,503 15.06%	7,232 12.29%	16,517 12.14%
\$50,000 to \$74,999	1,862 18.66%	9,998 16.99%	22,320 16.40%
\$75,000 to \$99,999	1,231 12.33%	8,428 14.32%	17,614 12.94%
\$100,000 to \$149,999	1,402 14.05%	9,963 16.93%	21,064 15.48%
\$150,000 to \$249,999	657 6.58%	6,894 11.88%	15,131 11.12%
\$250,000 to \$499,999	232 2.33%	2,259 3.84%	5,553 4.08%
\$500,000 or more	87 0.87%	1,128 1.92%	3,688 2.71%
2006 Estimated Average Family Household Income	\$ 78,145	\$ 100,824	\$ 101,411
2006 Estimated Median Family Household Income	\$ 56,451	\$ 73,361	\$ 69,408



**Project 2852447 - Prepared For Culver City Redevelopment Agency
Centinela Ave. And Washington Blvd. - Culver City, CA
1, 3, & 5 Mile Radii**

Pop Facts: Demographic Snapshot (Part 2)	Centinela Ave. And Washington Blvd. 0.00 - 1.00 mi	Centinela Ave. And Washington Blvd. 0.00 - 3.00 mi	Centinela Ave. And Washington Blvd. 0.00 - 5.00 mi
2006 Estimated Families by Poverty Status*	9,982	58,856	136,084
Income At or Above Poverty Level	8,856 88.72%	53,808 91.42%	121,562 89.33%
Married-Couple Family	6,383 63.95%	40,473 68.77%	87,618 64.39%
With own children	2,799 28.04%	16,822 28.58%	38,002 27.93%
No own children	3,584 35.90%	23,650 40.18%	49,616 36.46%
Male Householder	820 8.22%	3,881 6.59%	9,202 6.76%
With own children	358 3.59%	1,848 3.14%	4,321 3.18%
No own children	462 4.63%	2,033 3.45%	4,881 3.59%
Female Householder	1,653 16.56%	9,455 16.06%	24,742 18.18%
With own children	800 8.01%	4,847 8.24%	13,569 9.97%
No own children	853 8.54%	4,607 7.83%	11,174 8.21%
Income Below Poverty Level	1,126 11.28%	5,048 8.58%	14,521 10.67%
Married-Couple Family	623 6.25%	2,395 4.07%	5,858 4.30%
With own children	535 5.36%	1,751 2.97%	4,230 3.11%
No own children	88 0.88%	644 1.09%	1,628 1.20%
Male Householder	153 1.53%	770 1.31%	1,954 1.44%
With own children	140 1.40%	580 0.99%	1,415 1.04%
No own children	13 0.13%	190 0.32%	539 0.40%
Female Householder	350 3.50%	1,883 3.20%	6,709 4.93%
With own children	277 2.78%	1,563 2.66%	5,569 4.09%
No own children	72 0.73%	320 0.54%	1,140 0.84%
2006 Estimated Population Age 16 and Over by Employment*	36,947	226,733	521,333
In Armed Forces	25 0.07%	136 0.06%	234 0.04%
Civilian - Employed	22,742 61.55%	147,799 65.19%	327,005 62.72%
Civilian - Unemployed	1,907 5.16%	9,853 4.35%	23,825 4.57%
Not in Labor Force	12,273 33.22%	68,945 30.41%	170,268 32.66%
2006 Estimated Civilian Employed Population Age 16 and Over by Class of Worker*	22,742	147,799	327,005
For-Profit Private Workers	15,844 69.67%	98,803 67.53%	220,048 67.29%
Non-Profit Private Workers	1,442 6.34%	10,949 7.41%	24,046 7.35%
Local Government Workers	1,569 6.90%	9,838 6.66%	23,012 7.04%
State Government Workers	828 3.64%	6,431 4.35%	15,231 4.66%
Federal Government Workers	306 1.35%	2,203 1.49%	5,294 1.62%
Self-Employed Workers	2,692 11.84%	18,093 12.24%	38,062 11.64%
Unpaid Family Workers	61 0.27%	483 0.33%	1,312 0.40%



**Project 2852447 - Prepared For Culver City Redevelopment Agency
Centinela Ave. And Washington Blvd. - Culver City, CA
1, 3, & 5 Mile Radii**

Pop Facts: Demographic Snapshot (Part 2)	Centinela Ave. And Washington Blvd. 0.00 - 1.00 mi	Centinela Ave. And Washington Blvd. 0.00 - 3.00 mi	Centinela Ave. And Washington Blvd. 0.00 - 5.00 mi
2006 Estimated Employed Population Age 16 and Over by Occupation*	22,742	147,799	327,005
Management, Business, and Financial Operations	3,104 13.65%	26,900 18.20%	60,088 18.38%
Professional and Related Occupations	6,234 27.41%	49,240 33.32%	106,414 32.54%
Service	4,178 18.37%	18,169 12.29%	39,913 12.21%
Sales and Office	5,964 26.22%	38,684 26.16%	87,690 26.82%
Farming, Fishing, and Forestry	33 0.14%	85 0.06%	177 0.05%
Construction, Extraction, and Maintenance	1,436 6.31%	6,616 4.48%	13,709 4.19%
Production, Transportation, and Material Moving	1,793 7.89%	8,125 5.50%	19,014 5.81%
2006 Estimated Civilian Employed Population Age 16 and Over by Occupation Classification*	22,742	147,799	327,005
Blue Collar	3,229 14.20%	14,741 9.97%	32,723 10.01%
White Collar	15,302 67.29%	114,799 77.67%	254,172 77.73%
Service & Farm	4,211 18.52%	18,259 12.35%	40,111 12.27%
2006 Estimated Workers Age 16 and Over by Transportation To Work*	22,157	144,748	319,413
Drove Alone	15,502 69.96%	109,217 75.45%	237,889 74.48%
Car Pooled	2,687 12.13%	12,775 8.83%	30,173 9.45%
Public Transportation	1,814 8.19%	7,389 5.10%	17,131 5.36%
Walked	565 2.55%	4,104 2.84%	11,441 3.58%
Motorcycle	37 0.17%	472 0.33%	754 0.24%
Bicycle	401 1.81%	1,436 0.99%	2,619 0.82%
Other Means	112 0.50%	836 0.58%	1,667 0.52%
Worked at Home	1,039 4.69%	8,519 5.89%	17,740 5.55%
2006 Estimated Workers Age 16 and Over by Travel Time to Work*	21,117	136,229	301,673
Less than 15 minutes	4,039 19.13%	29,242 21.47%	68,264 22.63%
15 to 29 Minutes	8,667 41.04%	54,467 39.98%	116,633 38.66%
30 to 44 Minutes	5,586 26.45%	33,814 24.82%	75,580 25.05%
45 to 59 Minutes	1,504 7.12%	10,501 7.71%	22,404 7.43%
60 or more Minutes	1,321 6.26%	8,205 6.02%	18,792 6.23%
2006 Estimated Average Travel Time to Work in Minutes*	28.79	28.25	28.22
2006 Estimated Tenure of Occupied Housing Units	19,005	124,419	285,673
Owner-Occupied	6,759 35.57%	46,037 37.00%	99,591 34.86%
Renter-Occupied	12,246 64.43%	78,382 63.00%	186,082 65.14%
2006 Owner-Occupied Housing - Average Length of Residence	10	10	10



**Project 2852447 - Prepared For Culver City Redevelopment Agency
Centinela Ave. And Washington Blvd. - Culver City, CA
1, 3, & 5 Mile Radii**

Pop Facts: Demographic Snapshot (Part 2)	Centinela Ave. And Washington Blvd. 0.00 - 1.00 mi	Centinela Ave. And Washington Blvd. 0.00 - 3.00 mi	Centinela Ave. And Washington Blvd. 0.00 - 5.00 mi
2006 Estimated All Owner-Occupied Housing Units by Value	6,759	46,037	99,591
Less than \$20,000	5 0.07%	39 0.08%	109 0.11%
\$20,000 to \$39,999	20 0.30%	98 0.21%	173 0.17%
\$40,000 to \$59,999	19 0.28%	205 0.44%	354 0.36%
\$60,000 to \$79,999	31 0.46%	275 0.60%	347 0.35%
\$80,000 to \$99,999	19 0.28%	127 0.28%	242 0.24%
\$100,000 to \$149,999	29 0.43%	308 0.67%	751 0.75%
\$150,000 to \$199,999	48 0.71%	729 1.58%	2,045 2.05%
\$200,000 to \$299,999	324 4.79%	2,679 5.82%	6,358 6.38%
\$300,000 to \$399,999	630 9.32%	3,545 7.70%	8,737 8.77%
\$400,000 to \$499,999	996 14.73%	4,269 9.27%	9,748 9.79%
\$500,000 to \$749,999	2,865 42.39%	14,601 31.71%	27,652 27.77%
\$750,000 to \$999,999	1,351 19.98%	10,943 23.77%	20,082 20.17%
\$1,000,000 or more	423 6.25%	8,221 17.86%	22,981 23.08%
2006 Estimated Median Owner-Occupied Housing Unit Value	\$ 609,839	\$ 684,003	\$ 689,226
2006 Estimated Housing Units by Units in Structure*	19,282	127,983	294,974
1 Unit Attached	1,373 7.12%	6,113 4.78%	12,582 4.27%
1 Unit Detached	6,264 32.48%	41,512 32.44%	80,902 27.43%
2 Units	500 2.59%	4,161 3.25%	9,276 3.14%
3 to 19 Units	8,190 42.47%	41,152 32.15%	118,532 40.18%
20 to 49 Units	1,605 8.32%	16,261 12.71%	38,266 12.97%
50 or More Units	1,315 6.82%	18,383 14.36%	34,645 11.74%
Mobile Home or Trailer	37 0.19%	251 0.20%	572 0.19%
Boat, RV, Van, etc.	0 0.00%	150 0.12%	199 0.07%
Dominant structure type	3 to 19 uni...	1 Unit Det...	3 to 19 uni...
2006 Estimated Housing Units by Year Structure Built	19,282	127,983	294,974
1999 to 2006	1,227 6.36%	9,029 7.05%	19,545 6.63%
1995 to 1998	139 0.72%	2,141 1.67%	4,299 1.46%
1990 to 1994	549 2.85%	4,002 3.13%	10,179 3.45%
1980 to 1989	2,141 11.10%	12,901 10.08%	29,121 9.87%
1970 to 1979	3,390 17.58%	24,042 18.79%	50,132 17.00%
1960 to 1969	3,317 17.20%	20,355 15.90%	51,400 17.43%
1950 to 1959	3,660 18.98%	23,366 18.26%	53,152 18.02%
1940 to 1949	3,193 16.56%	19,634 15.34%	42,077 14.26%
1939 or Earlier	1,666 8.64%	12,514 9.78%	35,070 11.89%
2006 Estimated Median Year Structure Built**	1,963	1,964	1,963
Dominant Year Structure Built	1950 to 19...	1970 to 19...	1950 to 19...

*In contrast to Claritas Demographic Estimates, "smoothed" data items are Census 2000 tables made consistent with current year estimated and 5 year projected base counts.

** Median Year Built will be unreliable if more than half of the Housing Units in this report area were built in 1939 or earlier.



**Project 2852447 - Prepared For Culver City Redevelopment Agency
Centinela Ave. And Washington Blvd. - Culver City, CA
1, 3, & 5 Mile Radii**

Workplace Business & Employment

**Centinela Ave. And Washington Blvd.
0.00 - 1.00 mi**

	Number of Businesses	Total Employees	Employees per Business
Total Businesses	1,725	21,554	12.5
Private Sector	1,620	13,011	8.0
Government and Non-Profit*	105	8,542	81.7
Retail Trade	349	3,076	8.8
Building materials and garden supply	14	309	21.9
General merchandise stores	9	138	15.8
Food stores	41	585	14.1
Auto dealers, gas stations	21	127	5.9
Apparel, accessory stores	31	165	5.4
Home furniture, furnishings & equipment	43	216	5.0
Eating & drinking places	84	991	11.8
Miscellaneous Retail Stores	105	545	5.2
Finance, Insurance, Real Estate	126	774	6.1
Banks, saving & lending institutions	18	143	7.9
Security, commodity brokers	16	60	3.9
Insurance carriers & agencies	20	103	5.1
Real estate	66	396	6.0
Trusts, holdings & other investments	6	71	11.2
Services	902	8,133	9.0
Hotels & other lodging	9	78	8.9
Personal services	206	1,677	8.1
Business services	257	2,087	8.1
Motion pictures & Amusement	78	473	6.1
Health services	132	1,285	9.7
Legal services	37	159	4.3
Educational services	35	1,278	36.3
Social services	37	356	9.6
Miscellaneous, membership organizations & nonclassified	111	740	6.6
Agriculture & Natural Resources	32	149	4.6
Resource Extraction	0	0	
Construction	117	618	5.3
Manufacturing	68	776	11.4
Transport/Communication, Utilities	54	674	12.5
Wholesale Trade	73	583	8.0
Government	3	6,770	2,132.5
Number of Employees	21,554		
Employees per Business	12.5		
Residential Population	45,288		
Residential Population per Business	26.3		
Number of Households	19,005		
Total Employees Working at Home	1,039		

Prepared from Claritas Business-Facts which includes data from infoUSA.



**Project 2852447 - Prepared For Culver City Redevelopment Agency
Centinela Ave. And Washington Blvd. - Culver City, CA
1, 3, & 5 Mile Radii**

Workplace Business & Employment

**Centinela Ave. And Washington Blvd.
0.00 - 3.00 mi**

	Number of Businesses	Total Employees	Employees per Business
Total Businesses	14,931	172,509	11.6
Private Sector	13,881	143,988	10.4
Government and Non-Profit*	1,050	28,521	27.2
Retail Trade	3,101	38,382	12.4
Building materials and garden supply	108	2,749	25.2
General merchandise stores	90	3,087	34.5
Food stores	243	4,001	16.5
Auto dealers, gas stations	214	2,050	9.6
Apparel, accessory stores	281	1,782	6.3
Home furniture, furnishings & equipment	427	4,122	9.6
Eating & drinking places	794	11,354	14.3
Miscellaneous Retail Stores	943	9,239	9.8
Finance, Insurance, Real Estate	1,387	11,710	8.4
Banks, saving & lending institutions	241	2,306	9.6
Security, commodity brokers	210	1,635	7.8
Insurance carriers & agencies	230	2,073	9.0
Real estate	675	5,060	7.5
Trusts, holdings & other investments	30	636	21.2
Services	7,763	80,685	10.4
Hotels & other lodging	82	2,295	28.1
Personal services	1,397	8,214	5.9
Business services	2,418	23,521	9.7
Motion pictures & Amusement	821	11,053	13.5
Health services	862	11,342	13.2
Legal services	571	2,843	5.0
Educational services	283	10,473	37.0
Social services	341	4,006	11.8
Miscellaneous, membership organizations & nonclassified	988	6,939	7.0
Agriculture & Natural Resources	182	1,204	6.6
Resource Extraction	2	16	6.4
Construction	746	5,886	7.9
Manufacturing	572	9,510	16.6
Transport/Communication, Utilities	516	8,356	16.2
Wholesale Trade	534	4,793	9.0
Government	127	11,967	94.4
Number of Employees	172,509		
Employees per Business	11.6		
Residential Population	269,984		
Residential Population per Business	18.1		
Number of Households	124,419		
Total Employees Working at Home	8,519		

Prepared from Claritas Business-Facts which includes data from infoUSA.



**Project 2852447 - Prepared For Culver City Redevelopment Agency
Centinela Ave. And Washington Blvd. - Culver City, CA
1, 3, & 5 Mile Radii**

Workplace Business & Employment

**Centinela Ave. And Washington Blvd.
0.00 - 5.00 mi**

	Number of Businesses	Total Employees	Employees per Business
Total Businesses	43,683	547,004	12.5
Private Sector	40,673	451,063	11.1
Government and Non-Profit*	3,009	95,941	31.9
Retail Trade	7,861	98,256	12.5
Building materials and garden supply	225	5,161	22.9
General merchandise stores	196	7,250	36.9
Food stores	600	10,765	17.9
Auto dealers, gas stations	485	6,686	13.8
Apparel, accessory stores	804	5,348	6.6
Home furniture, furnishings & equipment	1,060	9,933	9.4
Eating & drinking places	2,054	34,665	16.9
Miscellaneous Retail Stores	2,436	18,447	7.6
Finance, Insurance, Real Estate	4,498	51,721	11.5
Banks, saving & lending institutions	756	9,300	12.3
Security, commodity brokers	817	10,289	12.6
Insurance carriers & agencies	687	6,751	9.8
Real estate	2,095	22,738	10.9
Trusts, holdings & other investments	142	2,642	18.6
Services	23,975	283,674	11.8
Hotels & other lodging	236	12,608	53.4
Personal services	3,858	21,483	5.6
Business services	6,235	65,897	10.6
Motion pictures & Amusement	2,073	29,774	14.4
Health services	4,003	44,203	11.0
Legal services	3,030	19,807	6.5
Educational services	689	56,971	82.7
Social services	1,071	11,656	10.9
Miscellaneous, membership organizations & nonclassified	2,781	21,275	7.7
Agriculture & Natural Resources	379	2,572	6.8
Resource Extraction	24	1,233	51.4
Construction	1,672	12,930	7.7
Manufacturing	1,512	25,027	16.6
Transport/Communication, Utilities	1,889	36,398	19.3
Wholesale Trade	1,458	14,648	10.0
Government	414	20,544	49.7
Number of Employees	547,004		
Employees per Business	12.5		
Residential Population	627,800		
Residential Population per Business	14.4		
Number of Households	285,673		
Total Employees Working at Home	17,740		

Prepared from Claritas Business-Facts which includes data from infoUSA.



**Project 2852447 - Prepared For Culver City Redevelopment Agency
Centinela Ave. And Washington Blvd. - Culver City, CA
1, 3, & 5 Mile Radii**

Workplace Business & Employment

**Centinela Ave. And Washington Blvd.
0.00 - 1.00 mi**

Number of Businesses	Total Employees	Employees per Business
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* Industries (Government & Non-Profit), or the Public Sector, includes Public Administration, Museums, Educational, and Social Services. All the rest of the Industries are the Private Sector.



**Project 2852447 - Prepared For Culver City Redevelopment Agency
Centinela Ave. And Washington Blvd. - Culver City, CA
1, 3, & 5 Mile Radii**

Workplace Business & Employment

**Centinela Ave. And Washington Blvd.
0.00 - 3.00 mi**

Number of Businesses	Total Employees	Employees per Business
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* Industries (Government & Non-Profit), or the Public Sector, includes Public Administration, Museums, Educational, and Social Services. All the rest of the Industries are the Private Sector.



**Project 2852447 - Prepared For Culver City Redevelopment Agency
Centinela Ave. And Washington Blvd. - Culver City, CA
1, 3, & 5 Mile Radii**

Workplace Business & Employment

**Centinela Ave. And Washington Blvd.
0.00 - 5.00 mi**

Number of Businesses	Total Employees	Employees per Business
---------------------------------	----------------------------	---------------------------------------

* Industries (Government & Non-Profit), or the Public Sector, includes Public Administration, Museums, Educational, and Social Services. All the rest of the Industries are the Private Sector.



**Project 2852447 - Prepared For Culver City Redevelopment Agency
Centinela Ave. And Washington Blvd. - Culver City, CA
1, 3, & 5 Mile Radii**

PRIZM NE Household Segments	Centinela Ave. And Washington Blvd. 0.00 - 1.00 mi		Centinela Ave. And Washington Blvd. 0.00 - 3.00 mi	
	Households	%	Households	%
Households by PRIZM NE Segment	19,005		124,419	
Top 10 PRIZM NE Segments				
	31 Urban Achievers	22.28%	16 Bohemian Mix	27.21%
	16 Bohemian Mix	16.62%	07 Money & Brains	17.56%
	29 American Dreams	15.81%	31 Urban Achievers	15.74%
	07 Money & Brains	9.20%	29 American Dreams	10.93%
	65 Big City Blues	8.60%	04 Young Digerati	7.84%
	26 The Cosmopolitans	7.83%	26 The Cosmopolitans	6.68%
	59 Urban Elders	5.12%	59 Urban Elders	2.58%
	54 Multi-Culti Mosaic	4.49%	54 Multi-Culti Mosaic	2.26%
	40 Close-In Couples	3.76%	65 Big City Blues	2.22%
	04 Young Digerati	3.39%	40 Close-In Couples	1.53%
01 Upper Crust	0	0.00%	390	0.31%
02 Blue Blood Estates	0	0.00%	112	0.09%
03 Movers & Shakers	0	0.00%	444	0.36%
04 Young Digerati	645	3.39%	9,749	7.84%
05 Country Squires	0	0.00%	0	0.00%
06 Winner's Circle	0	0.00%	22	0.02%
07 Money & Brains	1,749	9.20%	21,847	17.56%
08 Executive Suites	0	0.00%	1,112	0.89%
09 Big Fish, Small Pond	0	0.00%	0	0.00%
10 Second City Elite	0	0.00%	0	0.00%
11 God's Country	0	0.00%	0	0.00%
12 Brite Lites, LIT City	0	0.00%	23	0.02%
13 Upward Bound	0	0.00%	0	0.00%
14 New Empty Nests	0	0.00%	192	0.15%
15 Pools & Patios	0	0.00%	497	0.40%
16 Bohemian Mix	3,158	16.62%	33,855	27.21%
17 Beltway Boomers	0	0.00%	168	0.14%
18 Kids & Cul-de-Sacs	0	0.00%	117	0.09%
19 Home Sweet Home	0	0.00%	0	0.00%
20 Fast-Track Families	0	0.00%	0	0.00%
21 Gray Power	0	0.00%	361	0.29%
22 Young Influentials	0	0.00%	964	0.77%
23 Greenbelt Sports	0	0.00%	0	0.00%
24 Up-and-Comers	0	0.00%	0	0.00%
25 Country Casuals	0	0.00%	0	0.00%
26 The Cosmopolitans	1,489	7.83%	8,315	6.68%
27 Middleburg Managers	0	0.00%	0	0.00%
28 Traditional Times	0	0.00%	0	0.00%
29 American Dreams	3,005	15.81%	13,594	10.93%
30 Suburban Sprawl	0	0.00%	447	0.36%



**Project 2852447 - Prepared For Culver City Redevelopment Agency
Centinela Ave. And Washington Blvd. - Culver City, CA
1, 3, & 5 Mile Radii**

PRIZM NE Household Segments	Centinela Ave. And Washington Blvd. 0.00 - 5.00 mi	
	Households	%
Households by PRIZM NE Segment	285,673	
Top 10 PRIZM NE Segments		
	16 Bohemian Mix	27.53%
	07 Money & Brains	16.67%
	31 Urban Achievers	12.67%
	29 American Dreams	9.21%
	04 Young Digerati	8.07%
	26 The Cosmopolitans	5.83%
	65 Big City Blues	4.24%
	59 Urban Elders	3.65%
	54 Multi-Culti Mosaic	2.99%
	66 Low-Rise Living	2.32%
01 Upper Crust	1,581	0.55%
02 Blue Blood Estates	419	0.15%
03 Movers & Shakers	1,016	0.36%
04 Young Digerati	23,065	8.07%
05 Country Squires	0	0.00%
06 Winner's Circle	106	0.04%
07 Money & Brains	47,618	16.67%
08 Executive Suites	1,902	0.67%
09 Big Fish, Small Pond	0	0.00%
10 Second City Elite	0	0.00%
11 God's Country	0	0.00%
12 Brite Lites, LIT City	23	0.01%
13 Upward Bound	0	0.00%
14 New Empty Nests	917	0.32%
15 Pools & Patios	990	0.35%
16 Bohemian Mix	78,642	27.53%
17 Beltway Boomers	574	0.20%
18 Kids & Cul-de-Sacs	278	0.10%
19 Home Sweet Home	77	0.03%
20 Fast-Track Families	0	0.00%
21 Gray Power	526	0.18%
22 Young Influentials	1,275	0.45%
23 Greenbelt Sports	0	0.00%
24 Up-and-Comers	0	0.00%
25 Country Casuals	0	0.00%
26 The Cosmopolitans	16,667	5.83%
27 Middleburg Managers	0	0.00%
28 Traditional Times	0	0.00%
29 American Dreams	26,318	9.21%
30 Suburban Sprawl	659	0.23%



**Project 2852447 - Prepared For Culver City Redevelopment Agency
Centinela Ave. And Washington Blvd. - Culver City, CA
1, 3, & 5 Mile Radii**

PRIZM NE Household Segments	Centinela Ave. And Washington Blvd. 0.00 - 1.00 mi		Centinela Ave. And Washington Blvd. 0.00 - 3.00 mi	
	Households	%	Households	%
31 Urban Achievers	4,233	22.28%	19,581	15.74%
32 New Homesteaders	0	0.00%	0	0.00%
33 Big Sky Families	0	0.00%	0	0.00%
34 White Picket Fences	0	0.00%	0	0.00%
35 Boomtown Singles	0	0.00%	0	0.00%
36 Blue-Chip Blues	0	0.00%	136	0.11%
37 Mayberry-ville	0	0.00%	0	0.00%
38 Simple Pleasures	0	0.00%	0	0.00%
39 Domestic Duos	0	0.00%	0	0.00%
40 Close-In Couples	715	3.76%	1,903	1.53%
41 Sunset City Blues	0	0.00%	0	0.00%
42 Red, White & Blues	0	0.00%	0	0.00%
43 Heartlanders	0	0.00%	0	0.00%
44 New Beginnings	0	0.00%	42	0.03%
45 Blue Highways	0	0.00%	0	0.00%
46 Old Glories	0	0.00%	24	0.02%
47 City Startups	0	0.00%	0	0.00%
48 Young & Rustic	0	0.00%	0	0.00%
49 American Classics	0	0.00%	15	0.01%
50 Kid Country, USA	0	0.00%	0	0.00%
51 Shotguns & Pickups	0	0.00%	0	0.00%
52 Suburban Pioneers	0	0.00%	2	0.00%
53 Mobility Blues	0	0.00%	0	0.00%
54 Multi-Culti Mosaic	853	4.49%	2,809	2.26%
55 Golden Ponds	0	0.00%	0	0.00%
56 Crossroads Villagers	0	0.00%	0	0.00%
57 Old Milltowns	0	0.00%	0	0.00%
58 Back Country Folks	0	0.00%	0	0.00%
59 Urban Elders	973	5.12%	3,216	2.58%
60 Park Bench Seniors	0	0.00%	0	0.00%
61 City Roots	518	2.73%	1,232	0.99%
62 Hometown Retired	0	0.00%	0	0.00%
63 Family Thrifts	0	0.00%	0	0.00%
64 Bedrock America	0	0.00%	0	0.00%
65 Big City Blues	1,635	8.60%	2,767	2.22%
66 Low-Rise Living	32	0.17%	481	0.39%
67 Unclassified	0	0.00%	0	0.00%



**Project 2852447 - Prepared For Culver City Redevelopment Agency
Centinela Ave. And Washington Blvd. - Culver City, CA
1, 3, & 5 Mile Radii**

PRIZM NE Household Segments	Centinela Ave. And Washington Blvd. 0.00 - 5.00 mi	
	Households	%
31 Urban Achievers	36,181	12.67%
32 New Homesteaders	0	0.00%
33 Big Sky Families	0	0.00%
34 White Picket Fences	0	0.00%
35 Boomtown Singles	0	0.00%
36 Blue-Chip Blues	236	0.08%
37 Mayberry-ville	0	0.00%
38 Simple Pleasures	0	0.00%
39 Domestic Duos	7	0.00%
40 Close-In Couples	5,075	1.78%
41 Sunset City Blues	0	0.00%
42 Red, White & Blues	0	0.00%
43 Heartlanders	0	0.00%
44 New Beginnings	153	0.05%
45 Blue Highways	0	0.00%
46 Old Glories	77	0.03%
47 City Startups	0	0.00%
48 Young & Rustic	0	0.00%
49 American Classics	28	0.01%
50 Kid Country, USA	0	0.00%
51 Shotguns & Pickups	0	0.00%
52 Suburban Pioneers	3	0.00%
53 Mobility Blues	0	0.00%
54 Multi-Culti Mosaic	8,539	2.99%
55 Golden Ponds	0	0.00%
56 Crossroads Villagers	0	0.00%
57 Old Milltowns	0	0.00%
58 Back Country Folks	0	0.00%
59 Urban Elders	10,417	3.65%
60 Park Bench Seniors	0	0.00%
61 City Roots	3,567	1.25%
62 Hometown Retired	0	0.00%
63 Family Thrifts	0	0.00%
64 Bedrock America	0	0.00%
65 Big City Blues	12,120	4.24%
66 Low-Rise Living	6,617	2.32%
67 Unclassified	0	0.00%



**Project 2852447 - Prepared For Culver City Redevelopment Agency
Centinela Ave. And Washington Blvd. - Culver City, CA
1, 3, & 5 Mile Radii**

Retail Market Power Opportunity Gap Report By Retail Store Types		Centinela Ave. And Washington Blvd. 0.00 - 1.00 mi		
		2006 Demand Consumer Expenditures	2006 Supply Retail Sales	Opportunity Gap Surplus/ Shortage
Total Retail Sales Including Eating and Drinking Places	\$	648,994,555 \$	459,881,352 \$	189,113,204
Motor Vehicle and Parts Dealers-441	\$	129,417,740 \$	32,221,027 \$	97,196,713
Automotive Dealers-4411	\$	109,604,209 \$	24,840,052 \$	84,764,156
Other Motor Vehicle Dealers-4412	\$	9,247,171 \$	3,144,440 \$	6,102,731
Auto Parts/Accessories, Tire Stores-4413	\$	10,563,384 \$	4,239,172 \$	6,354,213
Furniture and Home Furnishings Stores-442	\$	15,943,264 \$	9,274,052 \$	6,669,212
Furniture Stores-4421	\$	9,058,550 \$	4,279,409 \$	4,779,141
Home Furnishing Stores-4422	\$	6,888,824 \$	4,994,643 \$	1,904,181
Electronics and Appliances Stores-443	\$	16,597,090 \$	23,996,604 \$	-7,399,514
Appliances, Televisions, Electronics Stores-44311	\$	12,778,332 \$	11,261,786 \$	1,516,545
Household Appliances Stores-443111	\$	2,626,458 \$	1,570,000 \$	1,056,458
Radio, Television, Electronics Stores-443112	\$	10,166,202 \$	9,691,786 \$	474,416
Computer and Software Stores-44312	\$	3,250,135 \$	11,988,811 \$	-8,738,676
Camera and Photographic Equipment Stores-44313	\$	595,695 \$	747,342 \$	-151,647
Building Material and Garden Equipment Stores-444	\$	52,692,553 \$	39,187,175 \$	13,505,378
Building Material and Supply Dealers-4441	\$	47,488,723 \$	37,568,692 \$	9,920,031
Home Centers-44411	\$	19,138,518 \$	0 \$	19,138,518
Paint and Wallpaper Stores-44412	\$	1,262,134 \$	0 \$	1,262,134
Hardware Stores-44413	\$	4,265,363 \$	3,407,003 \$	858,360
Other Building Materials Dealers-44419	\$	22,869,455 \$	34,161,689 \$	-11,292,234
Building Materials, Lumberyards-444191	\$	7,947,274 \$	11,651,456 \$	-3,704,182
Lawn/Garden Equipment, Supplies Stores-4442	\$	5,221,122 \$	1,618,818 \$	3,602,304
Outdoor Power Equipment Stores-44421	\$	742,024 \$	273,672 \$	468,352
Nursery and Garden Centers-44422	\$	4,483,712 \$	1,345,482 \$	3,148,230
Food and Beverage Stores-445	\$	82,921,031 \$	112,338,248 \$	-29,417,217
Grocery Stores-4451	\$	74,761,780 \$	105,971,697 \$	-31,209,916
Supermarket, Grocery Excluding Convenience Stores-44511	\$	71,218,581 \$	102,703,595 \$	-31,485,014
Convenience Stores-44512	\$	3,560,341 \$	3,268,101 \$	292,240
Specialty Food Stores-4452	\$	2,666,857 \$	1,194,581 \$	1,472,276
Beer, Wine and Liquor Stores-4453	\$	5,521,842 \$	5,177,876 \$	343,966
Health and Personal Care Stores-446	\$	29,259,023 \$	39,385,907 \$	-10,126,883
Pharmacies and Drug Stores-44611	\$	25,114,588 \$	32,204,395 \$	-7,089,807
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$	1,049,155 \$	0 \$	1,049,155
Optical Goods Stores-44613	\$	1,220,609 \$	4,518,709 \$	-3,298,100
Other Health and Personal Care Stores-44619	\$	1,917,475 \$	2,664,316 \$	-746,841



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Centinela Ave. And Washington Blvd. - Culver City, CA
1, 3, & 5 Mile Radii**

Retail Market Power Opportunity Gap Report By Retail Store Types		Centinela Ave. And Washington Blvd. 0.00 - 3.00 mi		
		2006 Demand Consumer Expenditures	2006 Supply Retail Sales	Opportunity Gap Surplus/ Shortage
Total Retail Sales Including Eating and Drinking Places	\$	4,803,417,240	\$ 4,755,308,519	\$ 48,108,721
Motor Vehicle and Parts Dealers-441	\$	941,461,104	\$ 664,008,677	\$ 277,452,426
Automotive Dealers-4411	\$	793,246,122	\$ 578,586,263	\$ 214,659,859
Other Motor Vehicle Dealers-4412	\$	71,645,522	\$ 45,670,980	\$ 25,974,542
Auto Parts/Accessories, Tire Stores-4413	\$	76,795,042	\$ 39,763,581	\$ 37,031,461
Furniture and Home Furnishings Stores-442	\$	130,513,839	\$ 137,761,268	\$ -7,247,429
Furniture Stores-4421	\$	73,501,781	\$ 69,028,518	\$ 4,473,263
Home Furnishing Stores-4422	\$	57,130,083	\$ 68,742,555	\$ -11,612,472
Electronics and Appliances Stores-443	\$	128,042,769	\$ 226,064,618	\$ -98,021,850
Appliances, Televisions, Electronics Stores-44311	\$	97,309,731	\$ 133,858,859	\$ -36,549,128
Household Appliances Stores-443111	\$	19,967,200	\$ 14,319,869	\$ 5,647,331
Radio, Television, Electronics Stores-443112	\$	77,455,219	\$ 119,544,946	\$ -42,089,727
Computer and Software Stores-44312	\$	26,128,722	\$ 78,178,003	\$ -52,049,282
Camera and Photographic Equipment Stores-44313	\$	4,840,336	\$ 14,041,495	\$ -9,201,159
Building Material and Garden Equipment Stores-444	\$	414,138,455	\$ 435,491,544	\$ -21,353,090
Building Material and Supply Dealers-4441	\$	373,646,432	\$ 423,964,253	\$ -50,317,821
Home Centers-44411	\$	149,991,252	\$ 198,118,438	\$ -48,127,186
Paint and Wallpaper Stores-44412	\$	10,141,162	\$ 7,277,991	\$ 2,863,171
Hardware Stores-44413	\$	32,941,212	\$ 19,743,111	\$ 13,198,102
Other Building Materials Dealers-44419	\$	180,911,239	\$ 198,830,515	\$ -17,919,276
Building Materials, Lumberyards-444191	\$	63,118,857	\$ 67,819,548	\$ -4,699,691
Lawn/Garden Equipment, Supplies Stores-4442	\$	40,602,499	\$ 11,531,292	\$ 29,071,207
Outdoor Power Equipment Stores-44421	\$	5,709,015	\$ 512,999	\$ 5,196,016
Nursery and Garden Centers-44422	\$	35,000,316	\$ 11,019,292	\$ 23,981,024
Food and Beverage Stores-445	\$	569,425,265	\$ 714,533,823	\$ -145,108,557
Grocery Stores-4451	\$	511,019,847	\$ 672,097,036	\$ -161,077,089
Supermarket, Grocery Excluding Convenience Stores-44511	\$	486,444,757	\$ 656,779,966	\$ -170,335,208
Convenience Stores-44512	\$	24,692,356	\$ 15,318,247	\$ 9,374,109
Specialty Food Stores-4452	\$	17,907,110	\$ 14,141,542	\$ 3,765,569
Beer, Wine and Liquor Stores-4453	\$	40,731,258	\$ 28,327,517	\$ 12,403,740
Health and Personal Care Stores-446	\$	210,738,016	\$ 243,120,331	\$ -32,382,315
Pharmacies and Drug Stores-44611	\$	180,419,685	\$ 201,254,548	\$ -20,834,863
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$	7,557,355	\$ 5,181,911	\$ 2,375,444
Optical Goods Stores-44613	\$	9,507,172	\$ 12,497,932	\$ -2,990,760
Other Health and Personal Care Stores-44619	\$	13,589,443	\$ 24,198,433	\$ -10,608,990



**Project 2852447 - Prepared For Culver City Redevelopment Agency
Centinela Ave. And Washington Blvd. - Culver City, CA
1, 3, & 5 Mile Radii**

Retail Market Power Opportunity Gap Report By Retail Store Types	Centinela Ave. And Washington Blvd. 0.00 - 5.00 mi		
	2006 Demand Consumer Expenditures	2006 Supply Retail Sales	Opportunity Gap Surplus/ Shortage
Total Retail Sales Including Eating and Drinking Places	\$ 10,786,273,418	\$ 11,971,454,534	\$ -1,185,181,116
Motor Vehicle and Parts Dealers-441	\$ 2,106,053,992	\$ 2,394,340,605	\$ -288,286,613
Automotive Dealers-4411	\$ 1,773,888,053	\$ 2,226,664,531	\$ -452,776,478
Other Motor Vehicle Dealers-4412	\$ 161,144,156	\$ 74,861,138	\$ 86,283,019
Auto Parts/Accessories, Tire Stores-4413	\$ 171,497,003	\$ 92,844,106	\$ 78,652,897
Furniture and Home Furnishings Stores-442	\$ 292,846,495	\$ 383,878,059	\$ -91,031,565
Furniture Stores-4421	\$ 165,983,214	\$ 199,716,203	\$ -33,732,989
Home Furnishing Stores-4422	\$ 127,084,270	\$ 184,194,342	\$ -57,100,071
Electronics and Appliances Stores-443	\$ 288,321,676	\$ 609,991,802	\$ -321,670,126
Appliances, Televisions, Electronics Stores-44311	\$ 219,009,615	\$ 357,122,913	\$ -138,113,298
Household Appliances Stores-443111	\$ 44,547,194	\$ 46,847,641	\$ -2,300,448
Radio, Television, Electronics Stores-443112	\$ 174,701,950	\$ 310,288,219	\$ -135,586,269
Computer and Software Stores-44312	\$ 58,858,918	\$ 233,274,517	\$ -174,415,599
Camera and Photographic Equipment Stores-44313	\$ 10,967,609	\$ 19,627,059	\$ -8,659,450
Building Material and Garden Equipment Stores-444	\$ 905,508,291	\$ 755,448,203	\$ 150,060,088
Building Material and Supply Dealers-4441	\$ 815,698,761	\$ 730,461,726	\$ 85,237,035
Home Centers-44411	\$ 328,737,552	\$ 264,573,744	\$ 64,163,808
Paint and Wallpaper Stores-44412	\$ 22,451,187	\$ 14,051,987	\$ 8,399,199
Hardware Stores-44413	\$ 72,944,029	\$ 46,108,001	\$ 26,836,028
Other Building Materials Dealers-44419	\$ 392,280,559	\$ 405,735,993	\$ -13,455,435
Building Materials, Lumberyards-444191	\$ 137,123,585	\$ 138,391,723	\$ -1,268,139
Lawn/Garden Equipment, Supplies Stores-4442	\$ 90,058,922	\$ 24,993,477	\$ 65,065,444
Outdoor Power Equipment Stores-44421	\$ 12,635,104	\$ 921,999	\$ 11,713,104
Nursery and Garden Centers-44422	\$ 77,660,231	\$ 24,072,478	\$ 53,587,753
Food and Beverage Stores-445	\$ 1,291,637,259	\$ 1,587,709,898	\$ -296,072,639
Grocery Stores-4451	\$ 1,159,740,553	\$ 1,434,442,367	\$ -274,701,814
Supermarket, Grocery Excluding Convenience Stores-44511	\$ 1,104,524,489	\$ 1,392,171,993	\$ -287,647,504
Convenience Stores-44512	\$ 55,465,481	\$ 42,278,374	\$ 13,187,107
Specialty Food Stores-4452	\$ 40,680,743	\$ 91,786,704	\$ -51,105,961
Beer, Wine and Liquor Stores-4453	\$ 91,716,611	\$ 61,553,128	\$ 30,163,482
Health and Personal Care Stores-446	\$ 480,964,253	\$ 613,979,762	\$ -133,015,509
Pharmacies and Drug Stores-44611	\$ 411,754,181	\$ 506,338,337	\$ -94,584,157
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$ 17,290,326	\$ 21,408,749	\$ -4,118,423
Optical Goods Stores-44613	\$ 21,519,049	\$ 26,657,536	\$ -5,138,487
Other Health and Personal Care Stores-44619	\$ 31,112,318	\$ 59,618,527	\$ -28,506,209



**Project 2852447 - Prepared For Culver City Redevelopment Agency
Centinela Ave. And Washington Blvd. - Culver City, CA
1, 3, & 5 Mile Radii**

Retail Market Power Opportunity Gap Report By Retail Store Types		Centinela Ave. And Washington Blvd. 0.00 - 1.00 mi		
		2006 Demand Consumer Expenditures	2006 Supply Retail Sales	Opportunity Gap Surplus/ Shortage
Gasoline Stations-447	\$	68,991,995 \$	44,553,314 \$	24,438,681
Gasoline Stations with Convenience Stores-44711	\$	51,687,283 \$	35,487,245 \$	16,200,038
Other Gasoline Stations-44719	\$	17,318,772 \$	9,066,069 \$	8,253,704
Clothing & Clothing Accessories Stores-448	\$	32,615,563 \$	22,710,868 \$	9,904,695
Clothing Stores-4481	\$	23,193,837 \$	17,964,075 \$	5,229,862
Men's Clothing Stores-44811	\$	1,577,541 \$	1,265,976 \$	311,565
Women's Clothing Stores-44812	\$	5,883,455 \$	2,587,606 \$	3,295,849
Children's, Infants' Clothing Stores-44813	\$	1,219,903 \$	1,331,000 \$	-111,097
Family Clothing Stores-44814	\$	12,439,719 \$	11,004,155 \$	1,435,564
Clothing Accessories Stores-44815	\$	585,151 \$	171,765 \$	413,386
Other Clothing Stores-44819	\$	1,567,613 \$	1,606,847 \$	-39,235
Shoe Stores-4482	\$	4,353,848 \$	3,628,333 \$	725,515
Jewelry, Luggage, Leather Goods Stores-4483	\$	5,093,721 \$	1,122,460 \$	3,971,262
Jewelry Stores-44831	\$	4,728,601 \$	1,122,460 \$	3,606,142
Luggage and Leather Goods Stores-44832	\$	365,120 \$	0 \$	365,120
Sporting Goods, Hobby, Book, Music Stores-451	\$	12,770,443 \$	18,576,866 \$	-5,806,423
Sporting Goods, Hobby, Musical Instrument Stores-4511	\$	8,336,582 \$	11,578,790 \$	-3,242,207
Sporting Goods Stores-45111	\$	4,114,674 \$	9,790,929 \$	-5,676,255
Hobby, Toys & Games Stores-45112	\$	2,517,577 \$	723,066 \$	1,794,511
Sew/Needlework/Piece Goods Stores-45113	\$	741,414 \$	225,000 \$	516,414
Musical Instrument and Supplies Stores-45114	\$	1,009,554 \$	840,795 \$	168,759
Book, Periodical and Music Stores-4512	\$	4,447,833 \$	6,999,076 \$	-2,551,244
Book Stores and News Dealers-45121	\$	2,864,308 \$	5,329,558 \$	-2,465,251
Book Stores-451211	\$	2,725,388 \$	5,329,558 \$	-2,604,171
News Dealers & Newsstands-451212	\$	156,895 \$	0 \$	156,895
Prerecorded Tapes, CDs, Record Stores-45122	\$	1,599,318 \$	1,669,853 \$	-70,535
General Merchandise Stores-452	\$	80,894,581 \$	14,867,785 \$	66,026,796
Department Stores Excluding Leased Departments-4521	\$	37,585,672 \$	6,621,403 \$	30,964,269
Other General Merchandise Stores-4529	\$	43,323,785 \$	8,247,717 \$	35,076,068
Warehouse Clubs and Super Stores-45291	\$	37,393,123 \$	0 \$	37,393,123
All Other General Merchandise Stores-45299	\$	5,943,173 \$	8,247,717 \$	-2,304,544
Miscellaneous Store Retailers-453	\$	16,520,173 \$	10,291,655 \$	6,228,518
Florists-4531	\$	1,138,699 \$	1,325,713 \$	-187,014
Office Supplies, Stationery, Gift Stores-4532	\$	6,776,501 \$	3,537,176 \$	3,239,325
Office Supplies, Stationery Stores-45321	\$	3,819,579 \$	295,000 \$	3,524,579
Gift, Novelty and Souvenir Stores-45322	\$	2,966,363 \$	3,242,176 \$	-275,813
Used Merchandise Stores-4533	\$	1,485,689 \$	1,094,544 \$	391,145
Other Miscellaneous Store Retailers-4539	\$	7,166,899 \$	4,342,832 \$	2,824,066



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Centinela Ave. And Washington Blvd. - Culver City, CA
1, 3, & 5 Mile Radii**

Retail Market Power Opportunity Gap Report By Retail Store Types		Centinela Ave. And Washington Blvd. 0.00 - 3.00 mi		
		2006 Demand Consumer Expenditures	2006 Supply Retail Sales	Opportunity Gap Surplus/ Shortage
Gasoline Stations-447	\$	490,237,826 \$	356,793,139 \$	133,444,687
Gasoline Stations with Convenience Stores-44711	\$	368,207,101 \$	235,804,462 \$	130,402,639
Other Gasoline Stations-44719	\$	124,135,766 \$	120,989,677 \$	3,145,088
Clothing & Clothing Accessories Stores-448	\$	252,738,679 \$	280,799,854 \$	-28,061,175
Clothing Stores-4481	\$	176,610,112 \$	215,750,681 \$	-39,140,569
Men's Clothing Stores-44811	\$	11,717,887 \$	9,527,357 \$	2,190,530
Women's Clothing Stores-44812	\$	46,075,447 \$	53,490,849 \$	-7,415,402
Children's, Infants' Clothing Stores-44813	\$	8,064,529 \$	11,485,000 \$	-3,420,471
Family Clothing Stores-44814	\$	94,427,267 \$	126,141,217 \$	-31,713,950
Clothing Accessories Stores-44815	\$	4,852,665 \$	3,646,616 \$	1,206,048
Other Clothing Stores-44819	\$	12,040,049 \$	11,483,022 \$	557,027
Shoe Stores-4482	\$	31,014,171 \$	39,446,119 \$	-8,431,948
Jewelry, Luggage, Leather Goods Stores-4483	\$	45,329,913 \$	25,626,785 \$	19,703,128
Jewelry Stores-44831	\$	42,229,528 \$	23,722,500 \$	18,507,028
Luggage and Leather Goods Stores-44832	\$	3,220,296 \$	1,906,543 \$	1,313,753
Sporting Goods, Hobby, Book, Music Stores-451	\$	102,716,719 \$	155,629,744 \$	-52,913,025
Sporting Goods, Hobby, Musical Instrument Stores-4511	\$	65,999,951 \$	93,334,265 \$	-27,334,314
Sporting Goods Stores-45111	\$	33,277,564 \$	50,711,160 \$	-17,433,596
Hobby, Toys & Games Stores-45112	\$	19,850,031 \$	26,800,091 \$	-6,950,060
Sew/Needlework/Piece Goods Stores-45113	\$	5,651,900 \$	2,855,660 \$	2,796,240
Musical Instrument and Supplies Stores-45114	\$	7,562,492 \$	12,980,642 \$	-5,418,149
Book, Periodical and Music Stores-4512	\$	36,826,783 \$	62,311,068 \$	-25,484,285
Book Stores and News Dealers-45121	\$	24,960,603 \$	40,177,070 \$	-15,216,468
Book Stores-451211	\$	23,860,085 \$	38,951,130 \$	-15,091,045
News Dealers & Newsstands-451212	\$	1,223,041 \$	1,229,923 \$	-5,882
Prerecorded Tapes, CDs, Record Stores-45122	\$	11,979,103 \$	22,137,002 \$	-10,157,900
General Merchandise Stores-452	\$	598,106,125 \$	401,464,192 \$	196,641,933
Department Stores Excluding Leased Departments-4521	\$	285,328,236 \$	348,358,160 \$	-63,029,924
Other General Merchandise Stores-4529	\$	312,885,750 \$	53,112,984 \$	259,772,766
Warehouse Clubs and Super Stores-45291	\$	267,250,307 \$	0 \$	267,250,307
All Other General Merchandise Stores-45299	\$	45,745,827 \$	53,112,984 \$	-7,367,157
Miscellaneous Store Retailers-453	\$	130,041,201 \$	149,613,248 \$	-19,572,047
Florists-4531	\$	9,044,054 \$	10,522,635 \$	-1,478,581
Office Supplies, Stationery, Gift Stores-4532	\$	54,759,113 \$	70,620,082 \$	-15,860,969
Office Supplies, Stationery Stores-45321	\$	30,871,901 \$	46,794,111 \$	-15,922,210
Gift, Novelty and Souvenir Stores-45322	\$	23,990,995 \$	23,832,835 \$	158,160
Used Merchandise Stores-4533	\$	11,876,125 \$	8,409,590 \$	3,466,535
Other Miscellaneous Store Retailers-4539	\$	54,692,788 \$	60,120,487 \$	-5,427,698



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Centinela Ave. And Washington Blvd. - Culver City, CA
1, 3, & 5 Mile Radii**

Retail Market Power Opportunity Gap Report By Retail Store Types		Centinela Ave. And Washington Blvd. 0.00 - 5.00 mi		
		2006 Demand Consumer Expenditures	2006 Supply Retail Sales	Opportunity Gap Surplus/ Shortage
Gasoline Stations-447	\$	1,098,782,342 \$	725,760,873 \$	373,021,468
Gasoline Stations with Convenience Stores-44711	\$	820,691,888 \$	420,486,928 \$	400,204,960
Other Gasoline Stations-44719	\$	278,323,697 \$	305,277,048 \$	-26,953,350
Clothing & Clothing Accessories Stores-448	\$	575,165,551 \$	912,387,200 \$	-337,221,649
Clothing Stores-4481	\$	402,441,803 \$	693,090,657 \$	-290,648,754
Men's Clothing Stores-44811	\$	26,276,014 \$	43,360,340 \$	-17,084,326
Women's Clothing Stores-44812	\$	105,561,166 \$	167,213,393 \$	-61,652,226
Children's, Infants' Clothing Stores-44813	\$	18,807,128 \$	31,244,252 \$	-12,437,123
Family Clothing Stores-44814	\$	214,574,817 \$	412,765,916 \$	-198,191,099
Clothing Accessories Stores-44815	\$	11,012,887 \$	8,172,251 \$	1,840,636
Other Clothing Stores-44819	\$	27,418,727 \$	29,401,899 \$	-1,983,172
Shoe Stores-4482	\$	70,695,730 \$	116,372,469 \$	-45,676,739
Jewelry, Luggage, Leather Goods Stores-4483	\$	102,494,098 \$	102,995,888 \$	-501,789
Jewelry Stores-44831	\$	95,502,740 \$	93,540,015 \$	1,962,725
Luggage and Leather Goods Stores-44832	\$	7,236,883 \$	9,461,299 \$	-2,224,416
Sporting Goods, Hobby, Book, Music Stores-451	\$	232,153,841 \$	376,387,086 \$	-144,233,245
Sporting Goods, Hobby, Musical Instrument Stores-4511	\$	148,836,699 \$	217,499,012 \$	-68,662,313
Sporting Goods Stores-45111	\$	75,221,517 \$	101,471,426 \$	-26,249,909
Hobby, Toys & Games Stores-45112	\$	44,726,256 \$	68,848,749 \$	-24,122,493
Sew/Needlework/Piece Goods Stores-45113	\$	12,601,471 \$	12,564,418 \$	37,053
Musical Instrument and Supplies Stores-45114	\$	17,021,195 \$	34,646,425 \$	-17,625,229
Book, Periodical and Music Stores-4512	\$	83,556,324 \$	158,921,762 \$	-75,365,438
Book Stores and News Dealers-45121	\$	56,779,297 \$	116,338,801 \$	-59,559,504
Book Stores-451211	\$	54,307,488 \$	108,370,072 \$	-54,062,584
News Dealers & Newsstands-451212	\$	2,734,856 \$	7,973,729 \$	-5,238,873
Prerecorded Tapes, CDs, Record Stores-45122	\$	27,011,618 \$	42,587,909 \$	-15,576,291
General Merchandise Stores-452	\$	1,354,573,330 \$	984,049,377 \$	370,523,952
Department Stores Excluding Leased Departments-4521	\$	647,155,015 \$	820,731,147 \$	-173,576,132
Other General Merchandise Stores-4529	\$	707,653,291 \$	163,328,231 \$	544,325,061
Warehouse Clubs and Super Stores-45291	\$	604,847,743 \$	0 \$	604,847,743
All Other General Merchandise Stores-45299	\$	103,040,289 \$	163,328,231 \$	-60,287,942
Miscellaneous Store Retailers-453	\$	289,042,234 \$	394,156,285 \$	-105,114,051
Florists-4531	\$	20,159,006 \$	32,943,241 \$	-12,784,234
Office Supplies, Stationery, Gift Stores-4532	\$	121,284,494 \$	180,997,854 \$	-59,713,360
Office Supplies, Stationery Stores-45321	\$	68,324,677 \$	114,242,148 \$	-45,917,471
Gift, Novelty and Souvenir Stores-45322	\$	53,203,221 \$	66,771,706 \$	-13,568,485
Used Merchandise Stores-4533	\$	26,683,903 \$	28,095,131 \$	-1,411,228
Other Miscellaneous Store Retailers-4539	\$	121,636,536 \$	152,272,216 \$	-30,635,680



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Centinela Ave. And Washington Blvd. - Culver City, CA
1, 3, & 5 Mile Radii**

Retail Market Power Opportunity Gap Report By Retail Store Types		Centinela Ave. And Washington Blvd. 0.00 - 1.00 mi		
		2006 Demand Consumer Expenditures	2006 Supply Retail Sales	Opportunity Gap Surplus/ Shortage
Non-Store Retailers-454	\$	38,268,105 \$	40,117,097 \$	-1,848,991
Electronic Shopping, Mail-Order Houses-4541	\$	28,143,867 \$	29,886,502 \$	-1,742,635
Vending Machine Operators-4542	\$	1,856,331 \$	329,623 \$	1,526,708
Direct Selling Establishments-4543	\$	8,265,066 \$	9,900,972 \$	-1,605,905
Foodservice and Drinking Places-722	\$	72,291,352 \$	52,419,801 \$	19,871,551
Full-Service Restaurants-7221	\$	32,605,857 \$	25,434,081 \$	7,171,775
Limited Service Eating Places-7222	\$	30,466,020 \$	19,890,766 \$	10,575,254
Special Foodservices-7223	\$	6,051,613 \$	6,196,773 \$	-145,160
Drinking Places Alcoholic Beverages-7224	\$	3,211,867 \$	905,699 \$	2,306,168
GAFO*	\$	165,514,481 \$	92,943,480 \$	72,571,001
General Merchandise Stores-452	\$	80,894,581 \$	14,867,785 \$	66,026,796
Clothing and Clothing Accessories Stores-448	\$	32,615,563 \$	22,710,868 \$	9,904,695
Furniture and Home Furnishings Stores-442	\$	15,943,264 \$	9,274,052 \$	6,669,212
Electronics and Appliance Stores-443	\$	16,597,090 \$	23,996,604 \$	-7,399,514
Sporting Goods, Hobby, Book, Music Stores-451	\$	12,770,443 \$	18,576,866 \$	-5,806,423
Office Supplies, Stationery, Gift Stores-4532	\$	6,776,501 \$	3,537,176 \$	3,239,325

* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.



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1, 3, & 5 Mile Radii**

Retail Market Power Opportunity Gap Report By Retail Store Types		Centinela Ave. And Washington Blvd. 0.00 - 3.00 mi		
		2006 Demand Consumer Expenditures	2006 Supply Retail Sales	Opportunity Gap Surplus/ Shortage
Non-Store Retailers-454	\$	295,787,069 \$	484,733,598 \$	-188,946,529
Electronic Shopping, Mail-Order Houses-4541	\$	221,366,436 \$	417,629,140 \$	-196,262,704
Vending Machine Operators-4542	\$	12,785,066 \$	10,316,231 \$	2,468,835
Direct Selling Establishments-4543	\$	61,659,316 \$	56,791,212 \$	5,068,104
Foodservice and Drinking Places-722	\$	540,842,550 \$	505,701,625 \$	35,140,926
Full-Service Restaurants-7221	\$	244,888,603 \$	187,845,214 \$	57,043,389
Limited Service Eating Places-7222	\$	225,643,361 \$	230,624,960 \$	-4,981,599
Special Foodservices-7223	\$	44,943,099 \$	77,725,869 \$	-32,782,770
Drinking Places Alcoholic Beverages-7224	\$	25,702,906 \$	9,551,087 \$	16,151,819
GAFO*	\$	1,266,300,815 \$	1,272,197,433 \$	-5,896,618
General Merchandise Stores-452	\$	598,106,125 \$	401,464,192 \$	196,641,933
Clothing and Clothing Accessories Stores-448	\$	252,738,679 \$	280,799,854 \$	-28,061,175
Furniture and Home Furnishings Stores-442	\$	130,513,839 \$	137,761,268 \$	-7,247,429
Electronics and Appliance Stores-443	\$	128,042,769 \$	226,064,618 \$	-98,021,850
Sporting Goods, Hobby, Book, Music Stores-451	\$	102,716,719 \$	155,629,744 \$	-52,913,025
Office Supplies, Stationery, Gift Stores-4532	\$	54,759,113 \$	70,620,082 \$	-15,860,969

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1, 3, & 5 Mile Radii**

Retail Market Power Opportunity Gap Report By Retail Store Types		Centinela Ave. And Washington Blvd. 0.00 - 5.00 mi		
		2006 Demand Consumer Expenditures	2006 Supply Retail Sales	Opportunity Gap Surplus/ Shortage
Non-Store Retailers-454	\$	666,145,117 \$	791,534,580 \$	-125,389,463
Electronic Shopping, Mail-Order Houses-4541	\$	499,348,475 \$	600,040,398 \$	-100,693,923
Vending Machine Operators-4542	\$	28,878,268 \$	18,867,673 \$	9,010,595
Direct Selling Establishments-4543	\$	138,407,889 \$	171,633,768 \$	-33,225,879
Foodservice and Drinking Places-722	\$	1,208,007,089 \$	1,442,827,678 \$	-234,820,588
Full-Service Restaurants-7221	\$	546,908,405 \$	503,363,936 \$	43,544,469
Limited Service Eating Places-7222	\$	503,983,614 \$	681,489,780 \$	-177,506,165
Special Foodservices-7223	\$	100,417,811 \$	226,619,931 \$	-126,202,119
Drinking Places Alcoholic Beverages-7224	\$	57,390,628 \$	31,458,006 \$	25,932,622
GAFO*	\$	2,863,116,647 \$	3,447,328,836 \$	-584,212,189
General Merchandise Stores-452	\$	1,354,573,330 \$	984,049,377 \$	370,523,952
Clothing and Clothing Accessories Stores-448	\$	575,165,551 \$	912,387,200 \$	-337,221,649
Furniture and Home Furnishings Stores-442	\$	292,846,495 \$	383,878,059 \$	-91,031,565
Electronics and Appliance Stores-443	\$	288,321,676 \$	608,991,802 \$	-321,670,126
Sporting Goods, Hobby, Book, Music Stores-451	\$	232,153,841 \$	376,387,086 \$	-144,233,245
Office Supplies, Stationery, Gift Stores-4532	\$	121,284,494 \$	180,997,854 \$	-59,713,360

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**Retail Market Power
Opportunity Gap Report
By Retail Store Types**

**Centinela Ave. And Washington Blvd.
0.00 - 1.00 mi**

2006 Demand Consumer Expenditures	2006 Supply Retail Sales	Opportunity Gap Surplus/ Shortage
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Claritas' RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census.

The difference between demand and supply represents the opportunity gap or surplus available for each merchandise line in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that merchandise line. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.



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**Retail Market Power
Opportunity Gap Report
By Retail Store Types**

**Centinela Ave. And Washington Blvd.
0.00 - 3.00 mi**

2006 Demand Consumer Expenditures	2006 Supply Retail Sales	Opportunity Gap Surplus/ Shortage
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Claritas' RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census.

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**Retail Market Power
Opportunity Gap Report
By Retail Store Types**

**Centinela Ave. And Washington Blvd.
0.00 - 5.00 mi**

2006 Demand Consumer Expenditures	2006 Supply Retail Sales	Opportunity Gap Surplus/ Shortage
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Claritas' RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census.

The difference between demand and supply represents the opportunity gap or surplus available for each merchandise line in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that merchandise line. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.



EXECUTIVE SUMMARY

Study Area: Centinela Ave. And Washington Blvd. 0.00 - 1.00 mi
Benchmark: The United States



Population

- The population in this area is estimated to change from 43,468 to 45,288, resulting in a growth of 4.2% between the year 2000 and the current year. Over the next five years, the population is projected to grow by 3.8%.

The Population in The United States is estimated to change from 281,421,906 to 298,021,266, resulting in a growth of 5.9% between 2000 and the current year. Over the next five years, the population is expected to grow by 4.8%

- The current year median age for this population is 36.9, and the average age is 37.9. Five years from now, the median age is projected to be 39.1.

The current year median age for The United States is 36.4, while the average age is 37.2. Five years from now, the median age is projected to be 37.6

- Of this area's current year population:
56.2% are White alone, 4.5% are Black or African American alone, 1.4% are American Indian or Alaska Native alone, 11.2% are Asian alone, 0.3% are Native Hawaiian or other Pacific Islander alone, 20.6% are Some Other Race, and 5.8% are Two or More Races

For The United States:
73.3% are White alone, 12.4% are Black or African American alone, 0.9% are American Indian or Alaska Native alone, 4.2% are Asian alone, 0.2% are Native Hawaiian or other Pacific Islander alone, 6.3% are Some Other Race, and 2.7% are Two or More Races

- This area's current estimated Hispanic or Latino population is 42.3%, while The United States current estimated Hispanic or Latino population is 14.5%.



Households

- The number of households in this area is estimated to change from 18,312 to 19,005, resulting in an increase of 3.8% between 2000 and the current year. Over the next five years, the number is expected to increase by 3.6%.

The number of households in The United States is estimated to change from 105,480,101 to 112,267,302, resulting in an increase of 6.4% between 2000 and the current year. Over the next five years, the number is projected to increase by 5.0%.



Household Income

- The average household income is estimated to be \$67,097 for the current year, while the average household income for The United States is estimated to be \$65,849 for the same time frame

The average household income in this area is projected to increase 8.4% over the next five years, from \$67,097 to \$72,729. The United States is projected to have a 10.7% increase in average household income.

- The current year estimated per capita income for this area is \$28,289, compared to an estimate of \$25,129 for The United States as a whole.



Employment

- For this area, 81.6% of the population is estimated to be age 16 and over for the current year. The employment status of this labor force is as follows:
0.1% are in the armed forces, 61.6% are employed civilians, 5.2% are unemployed civilians, 33.2% are not in the labor force.

For The United States, 78.2% of the population is estimated to be age 16 and over for the current year. Of this labor force: 0.5% are in the Armed Forces, 60.1% are employed civilians, 3.6% are unemployed civilians, and 35.8% are not in the labor force.

- For this area, 50.2% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:
14.2% have occupation type blue collar, 67.3% are white collar, and 18.5% are service & farm workers.

For The United States, 47.0% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:
23.9% have occupation type blue collar, 60.0% are white collar, and 16.0% are service & farm workers.

- For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:
13.6% are in "Management, Business and Financial Operations", 27.4% are in "Professional and Related Occupations", 18.4% are in "Service", and 26.2% are in "Sales and Office".
0.1% are in "Farming, Forestry and Fishing", 6.3% are in "Construction, Extraction, and Maintenance", and 7.9% are in "Production, Transportation, and Material Moving".

For the civilian employed population age 16 and over in The United States, it is estimated that they are employed in the following occupational categories:
13.7% are in "Management, Business and Financial Operations", 20.2% are in "Professional and Related Occupations", 14.7% are in "Service", and 26.7% are in "Sales and Office".
0.7% are in "Farming, Forestry and Fishing", 9.5% are in "Construction, Extraction, and Maintenance", and 14.5% are in "Production, Transportation, and Material Moving".



Educational Attainment

- Currently, it is estimated that 10.7% of the population over 25 in this area had earned a Masters, Professional, or Doctorate Degree and 22.6% had earned a Bachelor's Degree.

In comparison, for The United States, it is estimated that 8.9% of the population over 25 in this area had earned a Masters, Professional, or Doctorate Degree and 15.7% had earned a Bachelor's Degree.

Dwellings

- Most of the dwellings (64.4%) in this area are estimated to be Renter Occupied for the current



year. For the entire country, the majority of housing units are Owner Occupied.

- The majority of dwellings in this area (42.5%) are estimated to be "3 to 19 units per structure" for the current year. In The United States, the majority of dwellings are estimated to be "detached single units".
- The majority of housing units in this area (19.0%) are estimated to have been built between 1950 and 1959 for the current year. Most of the housing units in The United States (16.8%) are estimated to have been built between 1970 and 1979 for the current year.



EXECUTIVE SUMMARY

Study Area: Centinela Ave. And Washington Blvd. 0.00 - 3.00 mi
Benchmark: The United States



Population

- The population in this area is estimated to change from 256,989 to 269,984, resulting in a growth of 5.1% between the year 2000 and the current year. Over the next five years, the population is projected to grow by 4.5%.

The Population in The United States is estimated to change from 281,421,906 to 298,021,266, resulting in a growth of 5.9% between 2000 and the current year. Over the next five years, the population is expected to grow by 4.8%

- The current year median age for this population is 38.3, and the average age is 39.1. Five years from now, the median age is projected to be 40.5.

The current year median age for The United States is 36.4, while the average age is 37.2. Five years from now, the median age is projected to be 37.6

- Of this area's current year population:
62.0% are White alone, 7.4% are Black or African American alone, 0.7% are American Indian or Alaska Native alone, 13.3% are Asian alone, 0.2% are Native Hawaiian or other Pacific Islander alone, 11.3% are Some Other Race, and 5.1% are Two or More Races

For The United States:

73.3% are White alone, 12.4% are Black or African American alone, 0.9% are American Indian or Alaska Native alone, 4.2% are Asian alone, 0.2% are Native Hawaiian or other Pacific Islander alone, 6.3% are Some Other Race, and 2.7% are Two or More Races

- This area's current estimated Hispanic or Latino population is 24.5%, while The United States current estimated Hispanic or Latino population is 14.5%.



Households

- The number of households in this area is estimated to change from 118,135 to 124,419, resulting in an increase of 5.3% between 2000 and the current year. Over the next five years, the number is expected to increase by 4.9%.

The number of households in The United States is estimated to change from 105,480,101 to 112,267,302, resulting in an increase of 6.4% between 2000 and the current year. Over the next five years, the number is projected to increase by 5.0%.



Household Income

- The average household income is estimated to be \$80,990 for the current year, while the average household income for The United States is estimated to be \$65,849 for the same time frame

The average household income in this area is projected to increase 8.5% over the next five years, from \$80,990 to \$87,900. The United States is projected to have a 10.7% increase in average household income.

- The current year estimated per capita income for this area is \$37,557, compared to an estimate of \$25,129 for The United States as a whole.



Employment

- For this area, 84.0% of the population is estimated to be age 16 and over for the current year. The employment status of this labor force is as follows:
0.1% are in the armed forces, 65.2% are employed civilians, 4.3% are unemployed civilians, 30.4% are not in the labor force.

For The United States, 78.2% of the population is estimated to be age 16 and over for the current year. Of this labor force: 0.5% are in the Armed Forces, 60.1% are employed civilians, 3.6% are unemployed civilians, and 35.8% are not in the labor force.

- For this area, 54.7% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:
10.0% have occupation type blue collar, 77.7% are white collar, and 12.4% are service & farm workers.

For The United States, 47.0% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:
23.9% have occupation type blue collar, 60.0% are white collar, and 16.0% are service & farm workers.

- For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:
18.2% are in "Management, Business and Financial Operations", 33.3% are in "Professional and Related Occupations", 12.3% are in "Service", and 26.2% are in "Sales and Office".
0.1% are in "Farming, Forestry and Fishing", 4.5% are in "Construction, Extraction, and Maintenance", and 5.5% are in "Production, Transportation, and Material Moving".

For the civilian employed population age 16 and over in The United States, it is estimated that they are employed in the following occupational categories:
13.7% are in "Management, Business and Financial Operations", 20.2% are in "Professional and Related Occupations", 14.7% are in "Service", and 26.7% are in "Sales and Office".
0.7% are in "Farming, Forestry and Fishing", 9.5% are in "Construction, Extraction, and Maintenance", and 14.5% are in "Production, Transportation, and Material Moving".



Educational Attainment

- Currently, it is estimated that 17.5% of the population over 25 in this area had earned a Masters, Professional, or Doctorate Degree and 27.9% had earned a Bachelor's Degree.

In comparison, for The United States, it is estimated that 8.9% of the population over 25 in this area had earned a Masters, Professional, or Doctorate Degree and 15.7% had earned a Bachelor's Degree.

Dwellings

- Most of the dwellings (63.0%) in this area are estimated to be Renter Occupied for the current



year. For the entire country, the majority of housing units are Owner Occupied.

- The majority of dwellings in this area (32.4%) are estimated to be "detached single units" for the current year. In The United States, the majority of dwellings are estimated to be "detached single units".
- The majority of housing units in this area (18.8%) are estimated to have been built between 1970 and 1979 for the current year. Most of the housing units in The United States (16.8%) are estimated to have been built between 1970 and 1979 for the current year.



EXECUTIVE SUMMARY

Study Area: Centinela Ave. And Washington Blvd. 0.00 - 5.00 mi
Benchmark: The United States



Population

- The population in this area is estimated to change from 597,301 to 627,800, resulting in a growth of 5.1% between the year 2000 and the current year. Over the next five years, the population is projected to grow by 4.6%.

The Population in The United States is estimated to change from 281,421,906 to 298,021,266, resulting in a growth of 5.9% between 2000 and the current year. Over the next five years, the population is expected to grow by 4.8%

- The current year median age for this population is 37.9, and the average age is 38.9. Five years from now, the median age is projected to be 40.0.

The current year median age for The United States is 36.4, while the average age is 37.2. Five years from now, the median age is projected to be 37.6

- Of this area's current year population:
57.4% are White alone, 15.6% are Black or African American alone, 0.6% are American Indian or Alaska Native alone, 10.4% are Asian alone, 0.2% are Native Hawaiian or other Pacific Islander alone, 11.0% are Some Other Race, and 4.8% are Two or More Races

For The United States:

73.3% are White alone, 12.4% are Black or African American alone, 0.9% are American Indian or Alaska Native alone, 4.2% are Asian alone, 0.2% are Native Hawaiian or other Pacific Islander alone, 6.3% are Some Other Race, and 2.7% are Two or More Races

- This area's current estimated Hispanic or Latino population is 22.8%, while The United States current estimated Hispanic or Latino population is 14.5%.



Households

- The number of households in this area is estimated to change from 271,884 to 285,673, resulting in an increase of 5.1% between 2000 and the current year. Over the next five years, the number is expected to increase by 4.8%.

The number of households in The United States is estimated to change from 105,480,101 to 112,267,302, resulting in an increase of 6.4% between 2000 and the current year. Over the next five years, the number is projected to increase by 5.0%.



Household Income

- The average household income is estimated to be \$81,722 for the current year, while the average household income for The United States is estimated to be \$65,849 for the same time frame

The average household income in this area is projected to increase 8.4% over the next five years, from \$81,722 to \$88,592. The United States is projected to have a 10.7% increase in average household income.

- The current year estimated per capita income for this area is \$37,548, compared to an estimate of \$25,129 for The United States as a whole.



Employment

- For this area, 83.0% of the population is estimated to be age 16 and over for the current year. The employment status of this labor force is as follows:
0.0% are in the armed forces, 62.7% are employed civilians, 4.6% are unemployed civilians, 32.7% are not in the labor force.

For The United States, 78.2% of the population is estimated to be age 16 and over for the current year. Of this labor force: 0.5% are in the Armed Forces, 60.1% are employed civilians, 3.6% are unemployed civilians, and 35.8% are not in the labor force.

- For this area, 52.1% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:
10.0% have occupation type blue collar, 77.7% are white collar, and 12.3% are service & farm workers.

For The United States, 47.0% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:
23.9% have occupation type blue collar, 60.0% are white collar, and 16.0% are service & farm workers.

- For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:
18.4% are in "Management, Business and Financial Operations", 32.5% are in "Professional and Related Occupations", 12.2% are in "Service", and 26.8% are in "Sales and Office".
0.1% are in "Farming, Forestry and Fishing", 4.2% are in "Construction, Extraction, and Maintenance", and 5.8% are in "Production, Transportation, and Material Moving".

For the civilian employed population age 16 and over in The United States, it is estimated that they are employed in the following occupational categories:
13.7% are in "Management, Business and Financial Operations", 20.2% are in "Professional and Related Occupations", 14.7% are in "Service", and 26.7% are in "Sales and Office".
0.7% are in "Farming, Forestry and Fishing", 9.5% are in "Construction, Extraction, and Maintenance", and 14.5% are in "Production, Transportation, and Material Moving".



Educational Attainment

- Currently, it is estimated that 18.3% of the population over 25 in this area had earned a Masters, Professional, or Doctorate Degree and 26.8% had earned a Bachelor's Degree.

In comparison, for The United States, it is estimated that 8.9% of the population over 25 in this area had earned a Masters, Professional, or Doctorate Degree and 15.7% had earned a Bachelor's Degree.

Dwellings

- Most of the dwellings (65.1%) in this area are estimated to be Renter Occupied for the current



year. For the entire country, the majority of housing units are Owner Occupied.

- The majority of dwellings in this area (40.2%) are estimated to be "3 to 19 units per structure" for the current year. In The United States, the majority of dwellings are estimated to be "detached single units".
- The majority of housing units in this area (18.0%) are estimated to have been built between 1950 and 1959 for the current year. Most of the housing units in The United States (16.8%) are estimated to have been built between 1970 and 1979 for the current year.



CULVER CITY REDEVELOPMENT AGENCY

DEVELOPER QUESTIONNAIRE

This Developer Questionnaire will help the Agency assess the developer's experience and proposed team's experience with comparable projects, and will assist in determining the development entity's financial strength.

SUBMITTAL CONTENTS

1. Name
Address
Phone and FAX numbers Web and e-mail address

2. Development Entity

Identification of the development entity including all joint venture limited partners with whom the Agency would contract for development. Is the developer a subsidiary of, or affiliated with, any other corporation(s) or firms? If yes, list each such corporation or firm by name and address, specify its relationship to the developer and such other corporation or firm.

3. Development Team

Organization and management approach, and role of each development partner and major consultant in the implementation of the development. Identify and describe role of key individuals in the development team (architects, engineers, project manager, brokers and others), who would be involved in the implementation, including their relevant experience. Attach resumes of key personnel. Also identify who will be the project manager, and who has the authority to make decisions for the team. Please discuss past projects that the developer, architect and broker have worked on together.

4. Developer Experience

The developer's previous relevant project experience for projects of this size: A description of three similar projects (date, location, land uses, size, architectural features, role of development entity in the project, etc.).

Please describe any past development experience in Culver City. If you have not participated in any development activities in Culver City, please provide a description of any development activities in Southern California. When citing previous experience please specify whether the experience was of the development team as presently formed, or was it gained through employment with other entities. Newly formed partnerships in particular, often rely on individuals' experience from other organizations. This must be noted.

5. Public/Private Partnerships

Include information regarding experience in development and operation of joint public/private partnerships, and time schedules from the three most recent projects. Provide business references, including Redevelopment Agency and/or City references, and two financial references. For each reference, list the name of a specific contact person, address, telephone number, and nature of relationship.

6. Interest in Developing in Culver City

Please provide a brief paragraph on why you wish to develop in Culver City.

7. Developer's Financial Qualifications

A statement of the developer's financial qualifications and an audited or reviewed financial statement of the development entity or the individual entities which comprise the development team must be submitted. Submittal should include information as outlined in the Developer's Statement of Financial Responsibility (EXHIBIT 1). Proposers should describe their ability to raise equity/debt dollars, including current relationships with major lenders, and their ability to provide for ongoing operation and maintenance of project. Provide information regarding financing and equity arrangements for the three projects listed as developer's relevant experience.

Attachments:

EXHIBIT 1 – DEVELOPER'S STATEMENT OF FINANCIAL
RESPONSIBILITY

EXHIBIT 2 – FINANCIAL INFORMATION RELEASE AUTHORIZATION

EXHIBIT 3 - CERTIFICATION OF CORRECTNESS OF STATEMENT
OF FINANCIAL RESPONSIBILITY



EXHIBIT 1
DEVELOPER'S STATEMENT
OF
FINANCIAL RESPONSIBILITY

Please provide the following information: (For confidential Agency office use only)

1. a. The financial condition of the developer, as of December 31, or later, as is reflected in the attached financial statement, (NOTE: Attach to this statement an audited certified financial statement or a reviewed financial statement from a Certified Public Accountant showing the assets and liabilities, including contingent liabilities, fully itemized in accordance with accepted accounting standards and based on a proper audit. Also attach an interim balance sheet no more than three months old and a statement from a Certified Public Accountant as to any material changes in developer's financial condition.
- b. Name and address of auditor or Certified Public Accountant who performed the audit or review of the attached financial statement.
2. If funds for the development of the project are to be obtained from sources other than developer's own funds, a statement of the developer's plans for financing the acquisition and development of the land is required.
3. Sources and amount of cash available to developer to meet equity requirements of the proposed undertaking:

a. In Bank(s):

Account Holder Name _____

Bank _____ Account # _____

Address _____

Zip Code _____ Amount \$ _____

Account Holder Name _____

Bank _____ Account # _____

Address _____

Zip Code _____ Amount \$ _____

- b. Through loans from affiliated or associated corporation or firms:

Name _____

Address _____

Zip Code _____ Amount \$ _____

- c. Through sales of readily saleable assets:

Mortgages _____

Description _____

Market Value \$ _____

Mortgage of liens \$ _____

4. Names and address of bank references

Name _____

Address _____

Name _____

Address _____

5. Has the developer or (if any) the parent corporation of any subsidiary or affiliated corporation of the developer's offices or principal members, shareholders or investors, or other interested parties, been adjudged bankrupt, either voluntary or involuntary, within the past ten years:

Yes _____ No _____

If yes, give date, place, and under what name.

EXHIBIT 2

FINANCIAL INFORMATION RELEASE OF AUTHORIZATION
(on your letterhead)

(Date)

(Contact Person)
(Financial Institution)
(Address)

Dear _____:

(Firm Name) has submitted a proposal to the Culver City Redevelopment Agency to enter into negotiations for the purpose of developing a residential project located in Culver City.

As part of the screening process, the Agency may need to contact you about our banking relationship. I (We) authorize you to provide the Agency or their consultants with the information they require, with the understanding that all information provided will be kept confidential to the extent permitted by law.

Sincerely,

EXHIBIT 3

**CERTIFICATION OF CORRECTNESS OF
STATEMENT OF FINANCIAL RESPONSIBILITY**

I (We) _____, certify that this confidential
“Statement of Financial Responsibility) and the attached evidence of the
developer’s financial status, including financial statements, are true and correct
to the best of my (our) knowledge and belief.

Date

Date

Signature

Signature

Title

Title

Address

Address

City, State, Zip Code

City, State, Zip Code

If the developer is a corporation, this Statement should be signed by the
president and secretary of the corporation; if any individual, by such individual; if
a partnership, by one of the general partners; if an entity not having a present or
secretary, by one of its chief officers having knowledge of the financial status and
qualifications of the developer.

LOS ANGELES COUNTY ASSESSOR MAP SITE A

Attachment No. 5-A

County of Los Angeles: Rick Auerbach, Assessor

4231	2
SCALE 1" = 60'	

1999

650722
740265
990111

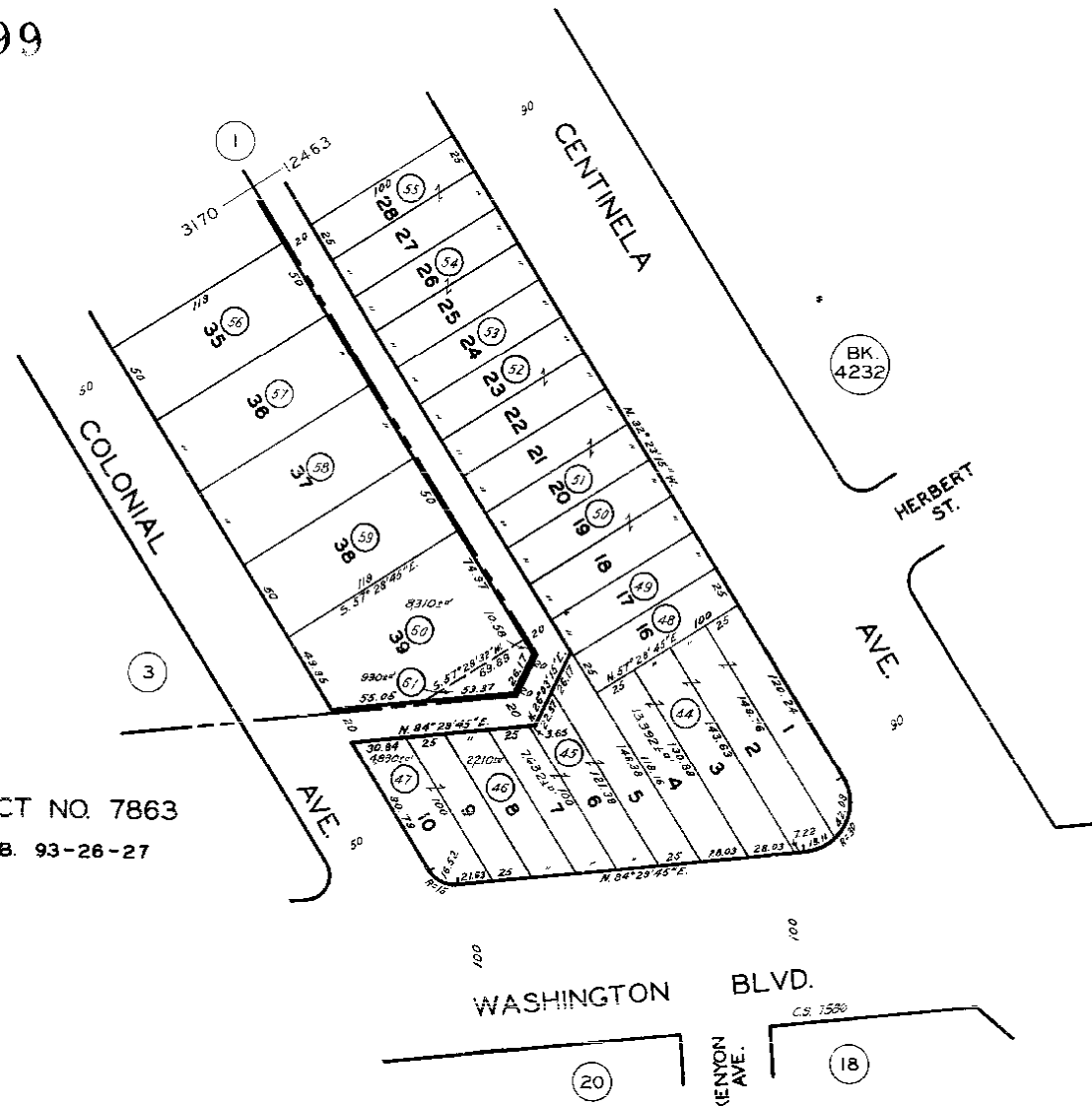
REVISED



CODE
3170
12463

FOR PREV. ASSM'T. SEE:
4231 - 32

TRACT NO. 7863
M. B. 93-26-27



ASSESSOR'S MAP
COUNTY OF LOS ANGELES, CALIF.

LOS ANGELES COUNTY ASSESSOR MAP SITE B

Attachment No. 5-B

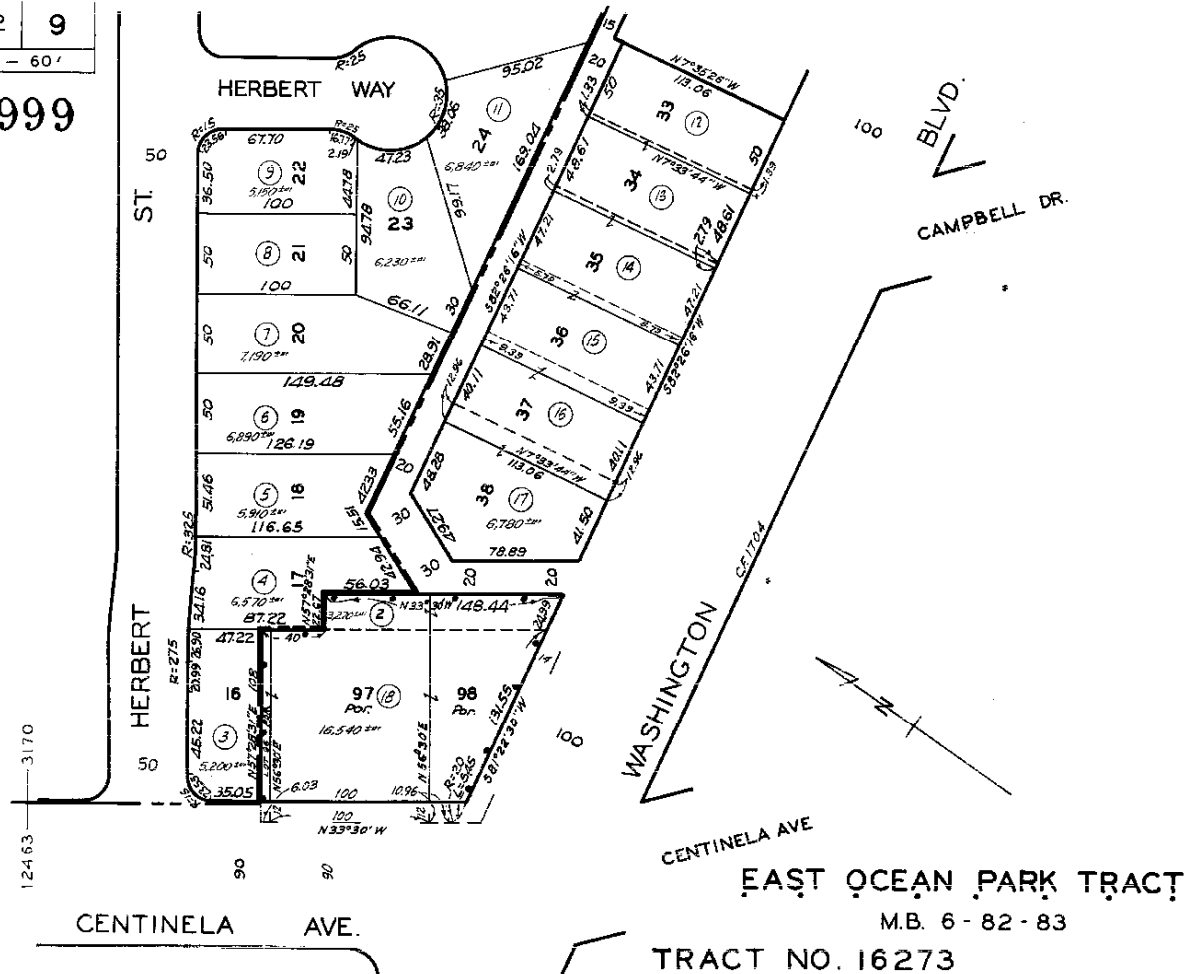
County of Los Angeles: Rick Auerbach, Assessor

4232 9
SCALE 1" = 60'

1999

CODE
3170
12463

FOR PREV. ASSM'T. SEE: 1298-9



REVISED
12-21-54
9-16-55
6-19-56
8-29-61
930111

ASSESSOR'S MAP
COUNTY OF LOS ANGELES, CALIF.

Proposal Submittal Checklist

- ☐ Cover Letter
- ☐ Identification of Developer and Associates
- ☐ Development Team Qualifications
- ☐ Developer Questionnaire and Financing Capacity
- ☐ Development Program
- ☐ Work Load
- ☐ Purchase Price
- ☐ Financial Analysis