

TOD Wayfinding and Naming Convention Stakeholder Meeting

August, 22, 2019 – Helms Design Center

Meeting Notes

Attendees:

Tom Wulf, Lowe Real Estate Enterprises
Aliza Guren, Karney
Alex San Andres, Karney
Wally Marks, Helms Bakery District
Dana Pesce, Apple
Sylvia Bianchi, Downtown Business Association
George Montgomery Culver City Arts District - BID Board Member
Michael Russell, Culver City Arts District Executive Director
Kai Telles, Culver City Arts District - Member
Ken Mand, Culver City Arts District Resident Association
Eric Paesel, Culver City Arts District Resident Association
Sol Blumenfeld, Community Development Director
Charles Herbertson, Public Works Director/City Engineer
Todd Tipton, Economic Development Manager
Elaine Warner, Economic Development Project Manager
Joe Susca, Senior Management Analyst, Public Works
Michael Allen, Current Planning Manager

- There was discussion that Culver City is in the center of LA and becoming a center for creativity, innovation, design, content and media.
- TOD district is at the crossing of LA and Culver City. LA may want some input in naming as it will likely affect their developments.
- Naming with “Center” or “Central” did not feel right and or geographically accurate relative to the district’s location in the City.
- Some stakeholders were not sure there was a need for a separate district and that Culver City is small enough.
- One question was whether this was a district or an area; some thought it was too small to be a distinct district.

- Concerned about forcing a name on a small district “jammed” between the Downtown and the Arts District.
- One stakeholder suggested a fun and more creative name; that would help build the destination.
- Strong arguments for naming it one of the existing districts:
 - Arts District (fits within the “arts” relative to creative office, media content and technology)
 - Downtown (near well know and current entertainment destination with theaters and restaurants)
 - Historic Helms Bakery District or Helms District – wide awareness of bakery location and association with historic building
- It was noted that this area will feel very different than the Arts District and Downtown as there will be different architecture, building massing and business composition.
- The original name “The Hub” was also discussed, but the group didn’t seem strongly in favor.
- It was noted that the area was previously industrial – perhaps focus on historical roots.
- Other names or word associations:
 - Industry / Indie
 - Trax
 - Innovation Station
 - Crossing
 - Adaptive
 - Adaptive Reuse
 - Creativeopolis
 - Creative Coil
 - DAH Hub (Downtown, Arts District, Hayden Tract + Hub)
- The name Trax got the most discussion, however it was far from a consensus.
- Who the name is for? Is it for visitors? It isn’t a destination yet. District is still “young.”
- Majority of the group thought it would be too soon to name the district and name could happen organically and should evolve over time. Perhaps readdress at future date.