

## LAND USE STRATEGY IMPLEMENTATION DETAILS

Strategy Number	Strategy Summary	Time Frame	Relevant Subareas	Lead Organization / Department	Potential Funding Sources	Supporting Agencies / Partners
1.1.	Adopt Fox Hills master plan	1-2 years	Fox Hills	Economic Development	General Fund	Advance Planning
1.2.	Implement Fox Hills Master Plan funding, improvements, and outreach	3-5 years and beyond	Fox Hills	Economic Development	General Fund	Advance Planning Current Planning
2.1.	Study potential increases in allowable height limits in specific areas	3-5 years	Citywide review of potential locations	Economic Development	General Fund	Advance Planning
3.1.	Revise allowable height limits for hotels in select locations	3-5 years	Citywide	Economic Development	General Fund	Advance Planning
4.1.	Study creation of community benefits zoning to provide below market rate commercial spaces restricted retail, arts, or other uses determined by the City Council	3-5 years	Citywide	Planning	General Fund, Developers	Economic Development, Developers
5.1.	Encourage redevelopment of older motels through owner outreach and code enforcement	Ongoing	Citywide	Economic Development	General Fund	Code Enforcement Services, Current Planning
5.2.	Based on planned motel reuse study, identify motels positioned for replacement	1-2 years	Citywide	Economic Development	General Fund	Advance Planning

## MOBILITY AND INFRASTRUCTURE STRATEGY IMPLEMENTATION DETAILS

Strategy Number	Strategy Summary	Time Frame	Relevant Subareas	Lead Organization / Department	Potential Funding Sources	Supporting Agencies / Partners
6.1.	Continue efforts to expand usage of the municipal fiber optic loop	Ongoing	Citywide	Economic Development	General Fund	Contracted operator, Internet service providers, End-user businesses
7.1.	Expand micro-mobility options through policy development and engagement with operators	1-2 years	Downtown, Hayden Tract, Arts District, Fox Hills	Transportation	General Fund, Private operators	Economic Development, Private micro-mobility operators
7.2.	Plan and implement installation of safe street infrastructure for micro-mobility users	3-5 years	Downtown, Hayden Tract, Arts District, Fox Hills	Transportation	General Fund, Capital improvement funds	Economic Development, Advance Planning
8.1.	Study microtransit options	1-2 years	Downtown, Hayden Tract, Arts District, Fox Hills	Transportation	General Fund	Economic Development, Advance Planning
8.2.	Implement a microtransit pilot program	3-5 years	Downtown, Hayden Tract, Arts District, Fox Hills	Transportation	General Fund, Private operators, Outside grants	Economic Development, Advance Planning
9.1.	Study and pursue creation of mandatory Transportation Management Associations in specific creative office districts	3-5 years	Hayden Tract, Arts District, Jefferson Corridor, Downtown, Fox Hills, Other Areas	Economic Development	New subarea Transportation Management Associations	Transportation, TMAs, Businesses

## TARGETED CREATIVE TECH INDUSTRIES STRATEGY IMPLEMENTATION DETAILS

Strategy Number	Strategy Summary	Time Frame	Relevant Subareas	Lead Organization / Department	Potential Funding Sources	Supporting Agencies / Partners
10.1.	Review and reorganize the Technology stakeholder group to effectively represent the digital entertainment and technology industry	1 year	Citywide	Economic Development	General Fund	Technology stakeholder group
10.2.	Conduct ongoing visits with businesses in the digital entertainment and technology industry	Ongoing	Citywide	Economic Development	General Fund	Digital entertainment and technology businesses, Culver City Chamber of Commerce
10.3.	Build relationships with larger employers in the digital entertainment and technology industry	Ongoing	Citywide	Economic Development	General Fund	Large digital entertainment and technology employers
11.1.	Form a new Architecture, Engineering, and Design stakeholder group	1 year	Citywide	Economic Development	General Fund	Technology stakeholder group, New stakeholder group, Culver City Chamber of Commerce
11.2.	Conduct ongoing visits with businesses in the architecture, design, and engineering industry	Ongoing	Citywide	Economic Development	General Fund	Architecture, engineering, and design businesses, Culver City Chamber of Commerce
12.1.	Conduct business outreach meetings with Culver City biotechnology businesses	Ongoing	Citywide	Economic Development	General Fund	Biotechnology businesses, Culver City Chamber of Commerce
12.2.	Proactively prioritize recruitment of biotechnology companies through collaboration with the LAEDC	2-3 years	Citywide	Economic Development	General Fund	LAEDC

## BUSINESS IMPROVEMENT DISTRICTS AND ASSESSMENT DISTRICTS STRATEGY IMPLEMENTATION DETAILS

Strategy Number	Strategy Summary	Time Frame	Relevant Subareas	Lead Organization / Department	Potential Funding Sources	Supporting Agencies / Partners
13.1.	Conduct ongoing outreach to BIDs and business associations to enhance marketing and branding for each district	Ongoing	Downtown, Arts District, West Washington, Sepulveda	Economic Development	General Fund, BIDs	Culver City Arts District, Culver Downtown Business Association, Culver Village Business District, Washington West Business District, Culver City Chamber of Commerce
13.2.	Conduct ad hoc meetings with BIDs, business associations, and Culver City Chamber of Commerce to identify shared concerns and shared opportunities for promotion and identity-building	1-2 years	Downtown, Arts District, West Washington, Sepulveda	Economic Development	General Fund, BIDs	Culver City Arts District, Culver Downtown Business Association, Culver Village Business District, Washington West Business District, Culver City Chamber of Commerce
14.1.	Work with Hayden Tract property owners to create a property-based assessment district to fund infrastructure needs	3-5 years	Hayden Tract	Economic Development	General Fund, New assessment district	Hayden Tract businesses
15.1.	Review potential to expand Downtown and Arts District BID boundaries	3-5 years	Downtown, Arts District	Economic Development	General Fund, BIDs	Culver City Arts District, Culver Downtown Business Association, Culver City Chamber of Commerce, Business owners
16.1.	Raise awareness of BID benefits among Washington West Business District business owners, and pursue creation of a BID	3-5 years	West Washington	Economic Development	General Fund	Washington West Business District, Culver City Chamber of Commerce, Business owners
17.1.	Regularly meet with hotel operators to identify and address concerns and to build coordination capacity	1-2 years	Citywide	Economic Development	General Fund	Hotel operators
17.2.	Study potential creation of a TBID, and pursue adoption if potential exists	3-5 years	Citywide	Economic Development	General Fund, Hotel operators	Hotel operators
18.1.	Gauge opportunities for forming additional BIDs, especially in Culver Village	3-5 years	Citywide, Sepulveda	Economic Development	General Fund, BIDs	Culver Village Business District, Culver City Chamber of Commerce, Business owners

## RETAIL DISTRICTS AND SHOPPING CENTERS STRATEGY IMPLEMENTATION DETAILS

Strategy Number	Strategy Summary	Time Frame	Relevant Subareas	Lead Organization / Department	Potential Funding Sources	Supporting Agencies / Partners
19.1.	Continue to pursue code enforcement actions on vacant/disinvested storefronts and properties	Ongoing	Citywide	Code Enforcement Services	General Fund, Fines and fees	Economic Development
19.2.	Establish a program to place art and pop-up retail uses in vacant storefronts	1-2 years	Citywide	Economic Development	General Fund, Art in Public Places Program	Cultural Affairs Foundation, Culver City Chamber of Commerce
20.1.	Review and pursue changes to existing policies to ensure food trucks and pop-up dining and retail uses are allowed and encouraged in specific areas	1 year	Hayden Tract, Jefferson Corridor, Arts District, Fox Hills	Economic Development	General Fund	Advance Planning
20.2.	Examine opportunities to allow or require retail and restaurant space in future development projects in specific office districts	2-3 years	Hayden Tract, Jefferson Corridor, Arts District, Fox Hills	Economic Development	General Fund	Advance Planning
20.3.	Explore appropriate locations for adding additional residential uses in Fox Hills to support local dining and retail amenities	2-3 years	Fox Hills	Economic Development	General Fund	Advance Planning
21.1.	Study and implement land use policy and zoning changes to encourage retention of automobile dealerships	3-5 years	Downtown, Sepulveda, General Fox Hills	Advance Planning	General Fund	Economic Development
22.1.	Require that new employee cafeterias are open to the public	1-2 years	Citywide	Economic Development	General Fund	Advance Planning
23.1.	Create specific target areas in commercial corridors in which economic development efforts prioritize retention and growth of pedestrian-oriented retail, dining, entertainment, and service uses	1-2 years	Citywide, Downtown, Arts District, West Washington	Economic Development	General Fund	Current Planning Advance Planning
23.2.	Implement prohibitions/limitations on office use conversions of ground floor storefronts in locations targeted for pedestrian- and customer-oriented uses	3-5 years	Citywide, Downtown, Arts District, West Washington	Advance Planning	General Fund	Economic Development, Current Planning
24.1.	Create more stringent requirements for major renovations and redevelopment projects at shopping centers to include pedestrian-friendly design	Ongoing	Citywide	Advance Planning	General Fund, Developers	Economic Development, Current Planning

# ARTS AND CULTURE FUNDING AND MARKETING STRATEGY IMPLEMENTATION DETAILS

Strategy Number	Strategy Summary	Time Frame	Relevant Subareas	Lead Organization / Department	Potential Funding Sources	Supporting Agencies / Partners
26.1.	Disseminate information about arts and culture assets and encourage financial contributions/partnerships as part of business outreach	Ongoing	Citywide	Economic Development	Businesses	Cultural Affairs Foundation, Arts and culture organizations
27.1.	Work with developers to encourage arts contributions exceeding requirements in order to build good will with the community	Ongoing	Citywide	Economic Development	General Fund, Developers, Art in Public Places Program	Current Planning
28.1.	Determine whether and how the Cultural Affairs Foundation can become the lead partner in promoting the City's arts and culture identity and assets	1-2 years	Citywide	Economic Development	General Fund, Cultural Affairs Foundation	Cultural Affairs Foundation
28.2.	Upon formation of the Cultural Affairs Foundation, continually partner to develop and promote the City's arts and culture identity and assets	Ongoing	Citywide	Economic Development	Cultural Affairs Foundation	Cultural Affairs Foundation
28.3.	Conduct outreach to partners in surrounding cities to develop and implement cross-promotion strategies	1-2 years	Citywide, Arts District	Economic Development	General Fund	Cultural Affairs Foundation City of Los Angeles, Culver City Arts District

# SMALL BUSINESSES AND WORKFORCE DEVELOPMENT STRATEGY IMPLEMENTATION DETAILS

Strategy Number	Strategy Summary	Time Frame	Relevant Subareas	Lead Organization / Department	Potential Funding Sources	Supporting Agencies / Partners
29.1.	Encourage businesses to recruit and hire through workforce development partners	Ongoing	Citywide	Economic Development	General Fund	JVS SoCal, Other workforce development organizations, Businesses
29.2.	Explore partnership opportunities to develop internship and workforce training programs	Ongoing	Citywide	Economic Development	General Fund	West Los Angeles College, Workforce development organizations, Businesses
30.1.	Incorporate evaluation of potential affordable housing contributions when considering development opportunities	Ongoing	Citywide	Economic Development	General Fund	Advance Planning, Current Planning, Developers
30.2.	Study adoption of new affordable housing requirements	1-2 years	Citywide	Advance Planning	General Fund	Developers
31.1.	Assist small businesses in navigating permitting and approvals processes	Ongoing	Citywide	Economic Development	General Fund	Current Planning, Finance, Building Safety, Fire
31.2.	Periodically re-examine the effectiveness of small business assistance programs	Ongoing	Citywide	Economic Development	General Fund	Current Planning, Finance, Building Safety, Fire
32.1.	Assist small businesses in retaining or finding space	Ongoing	Citywide	Economic Development	General Fund	Businesses, Property owners, Commercial brokers
33.1.	Provide technical assistance to small businesses through partnerships	1 year	Citywide	Economic Development	General Fund	Culver City Chamber of Commerce, LA Small Business Development Center, U.S. Small Business Administration, Other partners