



COMMUNITY VISIONING WORKSHOP SUMMARY

Key Takeaways, Photos, and Stories

Workshop Date and Time: February 8, 2020 | 9:30 am to 1:00 pm

Workshop Location: Sony Pictures Studio



Community Visioning Workshop Overview

On February 8, 2020, the City of Culver City held a half-day Community Visioning Workshop to introduce community members to the General Plan Update, also known as the “Picture Culver City” initiative. The workshop was held from 9:30 AM to 1 PM at Sony Pictures Studio (10202 W. Washington Boulevard).

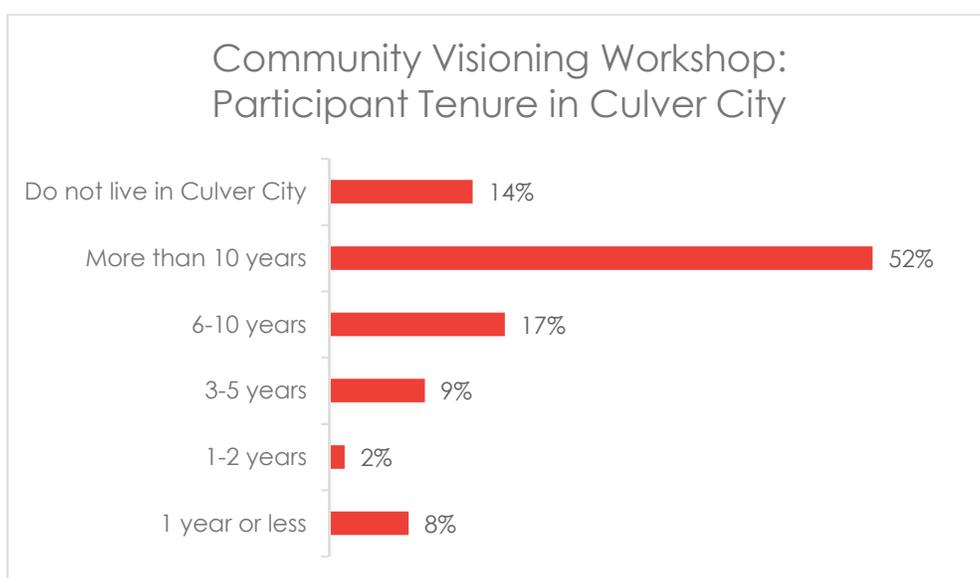
About 115 community members attended the workshop and participated in activities that included:

- Interactive stations before the start of the presentation and table activities:
 - Tells Us About Yourself (Demographics)
 - Where do you live and work?
 - Facts about Culver City
 - What is a General Plan?
 - How can we increase collaboration?
- Storytelling Activity: What stories need telling in Culver City?
- Presentation on the General Plan Update: What is Picture Culver City?
- Small Group Discussions and Idea Mapping
 - What is unique and special about our city?
 - What issues and challenges do we face?
 - What would you like to see in Culver City in 2045?
 - How can we help build community ownership of Picture Culver City?
- Summary and Next Steps

This report provides a summary of the workshop activities. For residents who were unable to attend the workshop, similar interactive questions and activities were posted to the project website at pictureculvercity.com/survey.

Results from Interactive Activity Stations

Some of the attendees completed a demographic survey. The demographic breakdown of who attended is summarized in the charts below. Most participants were 45 years and older (52%) and identified as White or Caucasian (60%). Half of the participants have lived in Culver City for more than ten years.



Workshop Presentation

After participants shared stories in their small groups, Matt Raimi, project consultant with Raimi + Associates, gave a presentation walking community members through:

1. Policy context for Picture Culver City (General Plan Update)
2. Overview of Culver City Today
3. Description of Picture Culver City Engagement Objectives and
4. Summary of Community Feedback Collected at Activities To-Date

The workshop presentation is attached in the appendix and available on the project website: www.pictureculvercity.org.

Small Group Discussion and Idea Mapping

Following the introduction and presentation, attendees were invited to participate in small group discussions led by project staff as facilitators. Each group discussed four questions, with a note-taker assigned to complete a worksheet tracking major themes from each question and a reporter assigned to share a summary of the discussion with the larger group at the end. At the end of the small group discussions, the following input was collected: 9 Reportback Worksheets; 11 Idea Maps; 31 pages of notes from facilitators; and 16 comments cards. Content ranged from answers to discussion questions to evaluation of the workshop and process of the General Plan Update.

The following pages include key concepts from the discussions and idea maps produced by attendees. The appendices include detailed workshop results and responses to the four questions from this portion of the workshop.

What is unique and special about our city?

The results from this and other questions were very similar to what the project team has heard from community members and stakeholders in other engagement activities. The number after each bullet point represents the number of times it was repeated.

- **Community Character**
 - Sense of community (+13)
 - Small town feel in big metro area (+10)
 - Welcoming and inclusive, diverse (+5)
- **Public Services**
 - Good public services (+11)
 - Great schools (+7)
 - Senior Center (+3)
 - Safety
- **Built Environment + Land Use**
 - Walkability (+7)
- **Arts + Creative Economy**
 - Arts and culture (+2)
 - Galleries (+2)
- **Parks + Open Space**
 - Parks and green spaces (+6)
 - Tree Canopy (+5)
 - Ballona Creek and bike path (+3)
 - The Plunge
- **Economy + Business**
 - Small businesses (+3)
 - Prioritization of non-corporate projects (+2)

What issues and challenges do we face?

There is a sense that Culver City is a small town where “problems of the world are felt locally,” and residents and leaders are inclined to find solutions for these issues and challenges. The number after each bullet point represents the number of times it was repeated.

- **Community Character**
 - Keep diversity, grow inclusively (+3)
 - Disconnect between homeowners and renters
- **Housing + Homelessness**
 - Affordable housing (+9)
 - Homeless crisis (+9)
- **Transportation + Mobility**
 - Traffic (+12)
 - Access to Metro (+5)
 - Location is a challenge and a benefit
- **Public Services**
 - Education threatened, fewer children (+4)
 - Youth activities needed
- **Parks + Open Space**
 - General lack of parks and green space (+2)
 - Maintenance and Access (+3)
- **Built Environment + Land Use**
 - Jobs-housing mismatch (+2)
 - Preservation, annexation, new uses (+5)
- **Development**
 - Traffic and parking impacts (+3)

What would you like to see in Culver City in 2045?

Community members want to enhance what makes Culver City unique while addressing the issues and challenges that are felt both locally and globally. The number after each bullet point represents the number of times it was repeated.

- **Overall Vision**
 - A vibrant, thriving community (+6)
 - Racial diversity (+2)
 - Collaboration and innovation (+2)
- **Housing + Homelessness**
 - Build more housing (+6)
 - Solve affordability issue (+3)
 - Eliminate homelessness (+3)
- **Transportation + Mobility**
 - Excellent, improved public transportation (+10)
 - Better connectivity and overall mobility (+5)
- **Public Services**
 - More services, for more people (+4)
 - More education on diversity
- **Parks + Open Space**
 - Riverwalk concept for Ballona creek
- **Built Environment + Land Use**
 - Rethink the Inglewood Oil Field (+7)
 - Embrace mixed use (+2)
- **Development**
 - Context-sensitive development (+2)
 - Require open space in new buildings

The participants discussed a range of issues, opportunities, and ideas for Picture Culver City in their groups. Thoughts on the small-scale and specific neighborhood improvements that can improve walkability, to the large-scale “issues of the world” that are felt deeply and broadly across the city and region, and everything else in between were discussed. Highlights from the report back statements made by each group include:

Area of Culver City

Vision and Supporting Ideas

Inglewood Oil Field



A decommissioned oil field that is revitalized and repurposed for community-serving, environmentally-conscious uses, such as an expanded regional park with an educational center; facilities for social and medical services; a sports complex, or something like the Griffin Club in neighboring Cheviot Hills; or a solar energy field to transition the City away from use of fossil fuels.

Hayden Tract



A mixed-use neighborhood that continues to grow by adding housing; building new public amenities like parks and schools to accommodate growth within and outside of the boundaries of Culver City; and attracting new entertainment, commercial, and retail activities to the area.

Downtown



A walkable and complete neighborhood with new amenities and improved public services and systems such as Kirk Douglas Theater enhancements; new bike lanes; more social services; better synchronization of pedestrian lights; new pedestrian scrambles and other safety improvements; and enhanced retail that is locally owned and maintains the small-town character of Culver City.

Fox Hills



An enhanced high-density neighborhood that is better integrated with the rest of Culver City, physically and in terms of “feel” of the built environment, by improving public transit connectivity; adding community-serving retail and entertainment; developing it as a second arts-focused district with new jobs, a maker space, and live-work housing; and providing more educational and childcare/daycare services to support young, working families.

Ballona Creek



A recreational asset that provides more opportunities for social connection with the natural environment in and outside of Culver City by adding more trees; creating more openings to the bike path and creek; and improving the bike path itself.

Culver City Metro Station



A mixed-use hub with mobility options for all, regardless of ability and age, that supports public transit and active transportation by up-zoning properties to mixed use that accommodates more dense housing along with new retail and commercial space; adding more trees; improving bike lane and sidewalk connectivity to activity centers like Main Street, Downtown, parks, and schools; and experimenting with micro mobility, on-demand shuttles, and other local transit options.

How can we help build community ownership of Picture Culver City?

The last question asked participants to explore ideas for engagement strategies that could help reach more people in Culver City and broaden the vision for the future to include more voices.

- **Engage community groups**
 - Outreach to neighborhood groups
 - Reinvigorate neighborhood associations
 - Reach out to trusted orgs, especially renter rights orgs
- **Engage youth and new leaders**
 - Target youth by reaching out to schools, conducting library workshops, etc.
 - Do advocacy training, reach out to new residents
- **Go to places of Interest**
 - Incorporate programming into childcare services
- Do these workshops at churches
- Syd Kronenthal Park, evening times
- Post offices, libraries, etc.
- **Try traditional + new outreach strategies**
 - Door-to-door
 - Pop-ups, visible locations for people to drop in
 - Snail mail
 - Doorhanger flyers for students
- **Show, don't tell**
 - Show design possibilities
 - Tactical urbanism along Ballona Creek
 - More visual presentations

Summary and Next Steps

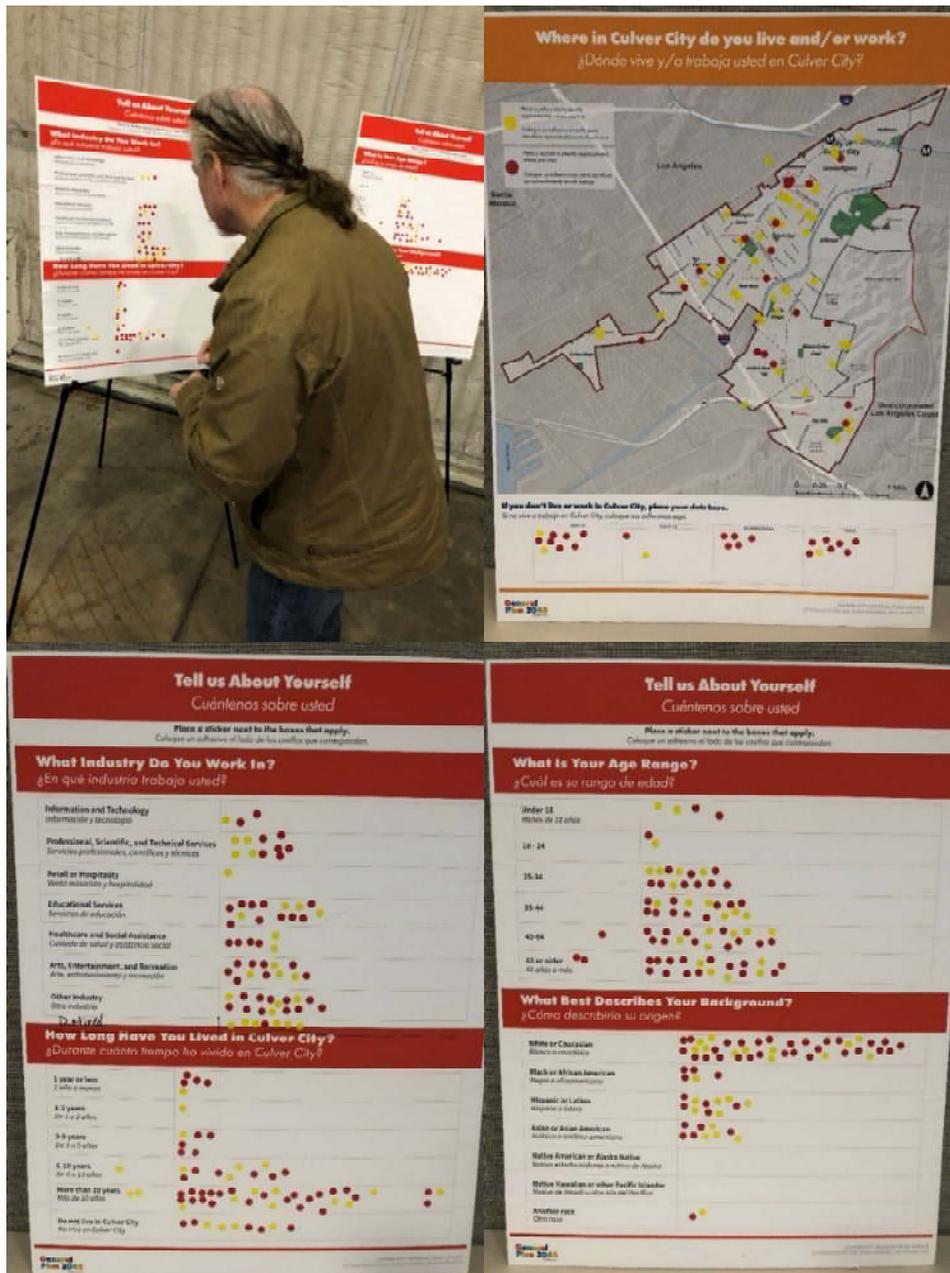
The workshop concluded with a report back from each group, where a group-designated participant shared highlights from the discussions had at each table. After the presentations, everyone in attendance was asked to share additional comments or thoughts, and Matt Raimi gave concluding statements, inviting attendees to continue participating in the upcoming engagement activities.



ATTACHMENTS

Photos from Interactive Stations

Clockwise: (1) A person interacting with the “Tell us About Yourself” boards; (2) “Where in Culver City do you live and/or work?” Results; (3 and 4) “Tell us About Yourself” Results for Industry of Employment, Tenure in Culver City, Age Range, and Demographic Background



Detailed Idea Map Feedback

- **Transportation and Transit**
 - Bike Lanes
 - In residential neighborhoods
 - Down Sepulveda (+1)
 - On Washington, to and from the Metro Station and protected along the area connecting to Culver/West (+4)
 - Improve path on Ballona and make more connections (+1)
 - Near Veterans Memorial Park
 - Sidewalks
 - Scramble signals, like in Santa Monica
 - Improvements connecting to Ballona Creek
 - Along Culver Blvd, near Veterans Memorial Park
 - Between Main Street and Metro Station
 - Designate fixed scooter deposit areas
 - New sidewalks on Farragut, westside between Overland and Motor
 - New sidewalks on Jefferson/Leahy
 - Enhanced Public Transit
 - Dedicated bus lanes down Sepulveda
 - Shuttles with fixed routes to popular places, like parks, Downtown, and schools (+1)
 - Micro-transit, on-demand public transit
 - More zero-emission shared vehicles on west side of town, like Envoy mobility hub
 - Near Sepulveda/ Washington/Culver
 - Near Slauson/Jefferson
 - In Park East Neighborhood
 - Road Improvements
 - Downtown retail area, on Washington
 - Complete streets throughout the city
 - Better synchronize traffic lights for both cars and pedestrians
 - Sepulveda, south of Culver City HS
 - Traffic-calming measures on medians, at Overland/Ballona Creek Path
 - Free transit for all students
 - Reduce cut-through traffic (+1)
 - Reliable bus tracking app
- **Industrial and Office**
 - Makerspace
 - Culver City High School
 - Fox Hills Neighborhood
 - Blanco/Culver Crest Neighborhood
 - MacManus Neighborhood / Syd Kronenthal Park
 - Baldwin Hills Scenic Overlook Park
 - Near 405/90 juncture

- Professional Jobs
 - Culver City High School
 - MacManus Neighborhood
 - Sony Pictures Studio
 - Fox Hills Neighborhood
 - Near 405/90 juncture
- Arts and Creative Jobs
 - Near Veterans Memorial Park (+1)
 - Culver City High School
 - Inglewood Oil Field
 - MacManus Neighborhood (+1)
 - Near 405/90 juncture
 - Hayden Tract
- Revitalize commercial frontages
- **Commercial and Amenities**
 - Sit-Down Restaurants
 - Near Blanco/Culver Crest Neighborhood on Jefferson/Overland (+1)
 - Studio Village
 - Shopping or Retail Services
 - MacManus Neighborhood
 - Downtown (+2)
 - Park/East
 - Lindberg Park area (+1)
 - Sepulveda/Braddock area (+1)
 - Near 405/90 juncture
 - Blair Hills
 - Entertainment
 - Places to listen to music
 - Do something to K Douglas
 - Hayden Tract (+1)
 - West LA College
 - Ballona Creek
 - Fox Hills
 - Near Culver City High School
- **Housing**
 - Apartment Locations
 - Major corridors
 - Hayden Tract
 - McManus
 - Fox Hills
 - Mclaughlin
 - Culver/West
 - Townhome Locations
 - Senior Living Locations

- Culver/West
 - Additional Characteristics
 - Combined with supportive services
 - Affordable to homeless and low-income populations
 - Mixed-Use in the northern part of the city, near Hayden Tract (+4), near Downtown (+5), along major corridors (+2), in Fox Hills (+1), Sunkist Park area southwest of the 405, at Metro Station (+2)
 - Transitional living options for youth, seniors, small families
 - Live/Work in Fox Hills
- **Parks and Environment**
 - New parks in growing neighborhoods or park-poor areas
 - Hayden Tract, near McManus and Lucerne/Higuera Neighborhoods (+3)
 - Clarkdale Neighborhood
 - Park West Neighborhood, near the 405 freeway
 - Blair Hills Neighborhood
 - Blanco/Culver Crest, near West LA College (+1)
 - Near the Culver City Metro Station
 - Improved existing parks and amenities
 - Veterans Memorial Park (+4)
 - Lindberg Park (+2)
 - Solar Lighting
 - Fox Hills Park (+1)
 - Syd Kronenthal Park (+1)
 - Alexander Park
 - Ivy Substation / Media Park (+1)
 - Tellefson Park (+1)
 - Decommissioning the Inglewood Oil Field and transitioning it to community use
 - As a large regional park (+11)
 - As a center of public services, including health and social services (+2)
 - As a place to generate solar energy
 - As a sports complex
 - Like Griffin Club
 - Enhancing Ballona Creek (+6)
 - Adding new trees throughout the city (+2)
 - In heavily walked areas like Downtown and the Hayden Tract
 - In areas that aren't as well-connected to the city, like McLaughlin Neighborhood
 - Along the bike path, with more drought-resistant sustainable trees (+1)
 - Solar and Renewable Energy
 - Add solar on all new buildings
- **Services**
 - Education
 - Incorporate West LA College into the city

- Hayden Tract
- McManus Neighborhood
- Near Metro (+1)
- Near Culver/405 juncture
- Social Services
 - Southwest of Veterans Memorial Park, combined with housing
 - City Hall area
 - Near West LA College
 - Near Culver/405 juncture
 - Near Exceptional Children Foundation
- Health Facilities
 - Culver/West
 - Park/East
- Daycare or Childcare
 - Lucerne/Higuera or near Hayden Tract (+2)
 - Fox Hills
- Public Services and amenities
 - Post Office – Where will Jefferson post office be now?
 - A bigger library
- **Other**
 - Fewer giant parking lots, like Pavilions'
 - Small community gardens, to connect children to food, in Clarkdale Neighborhood
 - Community farm in Fox Hills Park
 - Community gathering spaces in Fox Hills and Sunkist Park Neighborhoods
 - Integrate Fox Hills with rest of city