



CITY OF GARDENA

VOLUME 2, ISSUE 2

ROSECRANS CORRIDOR REVITALIZATION PROGRAM

SEPTEMBER 12, 2007

ROSECRANS REVITALIZATION PROGRESS REPORT

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ADDITIONAL RESOURCES:

Gardena Valley Chamber of Commerce

<http://www.gardenachamber.com>

South Bay Business Resource Network

<http://www.southbayresource.net>



CORRIDOR IMPROVEMENTS

Kragen Auto Parts at 2421 W. Rosecrans Avenue has upgraded their parking lot, improving the appearance of their store.



SEEKING RESOURCES

The City is working diligently with Tassa Consulting Group to prepare an application due in October for a **State Enterprise Zone (EZ)** designation. The benefits would include individual or corporate state tax credits, business expense deductions, net interest deductions for lenders, and state preferences for contracts. Programs, businesses, and other entities located in the geographically-targeted economic development areas become eligible for a

variety of local and state-provided incentives.

STREAMLINING ACTIVITIES

Business licensing and business activity permits are being transferred from the Administrative Services Department to the Community Development Department. This will streamline the approval process for new businesses by establishing a single-point of contact for business owners to secure licensing, zoning and building approvals.

ROSECRANS—VAN NESS SHOPPING CENTER

Improvements are being planned for the Rosecrans-Van Ness Shopping Center on the north side of Rosecrans between Van Ness and Purche. City Staff have had several meetings with the property owners.

The owners are discussing a concept for façade improvements to their buildings, improving the landscape of the front park-

ing lot, and site plans that include turning the rear parking area and alley into a courtyard parking area similar to the Van Ness Courtyard located between 139th and Rosecrans.

City Staff is working on cost estimates for the courtyard. The property owners have agreed to partner with the City for the courtyard concept as long as it is cost

effective for both parties.

The rear includes a gated alley that runs from Purche east to Van Ness Avenue. The owners are being pressured to open the gate to thru traffic. The property owners feel that without a plan, opening the gate would jeopardize their businesses and encourage dumping and homeless encampments.

**MESSAGE FROM THE CITY MANAGER:
FIVE YEAR CITY ACTION PLAN 2007-2012**

It is hard to believe that five years have gone by since the City adopted its last Five-Year City Action Plan. At that time the City was deeply entrenched in fiscal survival. The following goals and strategies were identified as vital components to ensuring continued growth and successful recovery from our financial depths: 1) Fiscal Integrity and Long-Term Financial Stability; 2) Promote Economic Development; 3) Workforce Excellence; 4) Improved Quality

of Life for Residents; and 5) Attractive, Vital Livable Community.

Advancement was made in many areas, perhaps not in the specific manner envisioned, but it is quite evident that the City of Gardena is a far better place than it was five years ago.

As staff prepared the proposed plan for the next five-years, much of the discussion was on the lessons learned from the successes and disappoint-

ments of the last five-year plan. The planning process included community outreach to residents, service clubs, business and other community leaders, employee input and research on putting together a plan that would unite the organization and community in achieving objectives that would benefit the community far into the future.

The Proposed Five-Year Action Plan 2007-2012 defines a path of

integrated strategic planning, budgeting for outcomes, performance evaluation and progress based on lessons learned. The first year of the action plan is focused on motivating a new organizational culture and creating a continuous evaluation process that will always focus critical decisions on current and future organization and community goals.

- Mitchell G. Lansdell

**ROSECRANS CORRIDOR COMMERCIAL & INDUSTRIAL
REBATE: TARGETED FAÇADE IMPROVEMENT**

The City is in the process of expanding its Commercial and Industrial Rebate Program. The guidelines are being rewritten to include targeted areas of Western Avenue and Crenshaw Boulevard as eligible areas. The Rosecrans Revitalization Area will remain an eligible area.



Under the Rosecrans Corridor Commercial & Industrial Rebate Program the City is targeting the east side of Crenshaw from Rosecrans

north to El Segundo with façade improvement through CDBG funds. This program will be similar to the work completed on Van Ness north of Rosecrans. It will improve the curb appeal of the business districts along Crenshaw Boulevard and Western Avenue.



A business may be eligible for a rebate up to \$10,000 to fund eligible improvements. A major focus of the revised program is to include signs and painting. The City will

invest in establishing design guidelines for signage and painting in these areas. The intent is to create a sense of balance, uniformity, and a more pleasing attractiveness to people coming into the City. New signage and painting on Western and Crenshaw will not only be a boost to marketing the City, but will bring benefits to the smaller businesses by creating greater visibility to their establishments.

For more information:
Office of the City Manager
(310) 217-9504

**Façade
improvements
can create
greater
visibility
resulting in
increased
revenue.**

ROSECRANS AVENUE UNDERGROUND DISTRICT UPDATE

The City has been notified by Southern California Edison (SCE) that there will be a delay on the Rosecrans Avenue Underground District project due to conflicts with some of the existing underground utilities, particularly with Chevron

pipelines. The City is currently in discussion with SCE on ways to get this very important project to move forward expeditiously. The City and SCE will try to keep all parties informed.

A "Rosecrans Avenue Underground District" was

established under Rule 20 regulations. The California Public Utilities Commission's (CPUC) Rule 20 sets policies and procedures for the conversion of overhead power lines and other equipment to underground facilities, a process called "undergrounding."



ROSECRANS BEFORE UNDERGROUNDING



Naresh Solanki's Gardena Supermarket was selected for the first *Outstanding Business of the Quarter Award*, for Second Quarter 2007.

OUTSTANDING BUSINESS OF THE QUARTER AWARD: GARDENA SUPERMARKET

Gardena Supermarket opened its doors in the downtown area of Gardena Blvd. in 1986. Gardena Supermarket is a full service grocery store that has grown to be a staple business in Downtown Gardena, and employs over 40 individuals within the City of Gardena.

The City of Gardena Outstanding Business Award is presented to a business in the City each quarter. The award criteria is based on quality of the business, business achievements, and community involvement. Winners are selected at the close of every quarter,

and nominations are reviewed by the Gardena Business Advisory Council (G-BAC).

For more information: <http://www.ci.gardena.ca.us/businesses/outstandingbusiness.asp>

WESPAC: UNDERGROUND JET FUEL PIPELINE

A proposal by WesPac Smart Energy Transport Services (S.E.T.S.) to install an underground jet fuel pipeline in Gardena is currently a hot issue for residents and city officials.

The proposed 25-mile long pipeline would transport fuel for aircraft at LAX from three off-site storage facilities, and would affect the cities of Gardena,

Hawthorne, Carson, Wilmington, Compton, and Los Angeles. The proposed pipeline project, scheduled to begin in 2008, will have the greatest impact on Gardena.

The pipeline will pass near Garden's only full-service hospital, an elementary school, a church, a park, and five senior citizen retirement/

convalescent care facilities, as well as many apartment complexes if constructed using the proposed route.

The City has maintained its strong opposition to the proposed installation of jet fuel lines, citing that it already has Chevron pipelines along the same route proposed. Additionally, there is an

undergrounding utility project that is scheduled for Rosecrans Avenue. The pipeline will adversely affect this project.

In addition to expressing fear of potential explosion, residents also did not feel that the jet fuel line provided any benefits to the City.

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**GARDENA TRANSIT ADMINISTRATION, OPERATIONS,
AND MAINTENANCE FACILITY**

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The underground infrastructure is just about finished for the Gardena Municipal Bus Lines new state of the art “Green Building” at 13999 S. Western Avenue and walls are beginning to rise. The site has been hooked up to the municipal sewage and water lines and water capacity has been upgraded for fire safety.

Expected to open in the Spring of 2008, the new facility will be built on a 9.1 acre site and will house a fleet of 100 buses, and other

para transit and support vehicles. When completed, the facility will house about 200 employees including bus operators. The Transit Facility Project is fully funded through grants from the Federal Transit Admini-

stration, and local and regional transportation funds; it will not use City General Fund resources.

For more information:
Whitman Ballenger,
Transportation Director
(310) 217-9547



13999 S. Western Avenue

Gardena is about to have its first “Green” public building and it will be in the Rosecrans Corridor.