

ABOUT THE CITY OF CARSON

History

Carson was part of a Spanish Land Grant known as Rancho San Pedro that was deeded to Juan Jose Dominguez over 200 years ago. During the incorporation process, the community chose the name of "Carson" in honor of George Henry Carson, a member of the Dominguez family. The name "Dominguez," also considered as a name for the newly incorporated city, is found often in the city, labeling a street, a park, and, most notably, a California State University. Incorporated as a general law city on February 20, 1968, the city adopted the motto "Future Unlimited." Its strategic location and vacant land was part of the reason for that statement of unbridled optimism.

General Profile

Carson, located less than 20 miles south of downtown Los Angeles, is part of the South Bay section of Los Angeles County. Carson is a culturally diverse community that has a population that grew from 66,000 in 1968 to 98,159 in 2009. Three annexations have increased the city's size to 19.2 square miles. Carson is an attractive city to live and work in, having mild temperatures year round, and being naturally air-conditioned by westerly ocean breezes.

Carson is strategically located that is accessible by air, rail, and freeway. The MTA Blue Line stops in Carson on its route between Los Angeles and Long Beach. The city's own bus system, the Carson Circuit, provides convenient bus transportation within the city. Carson is close to the Los Angeles International Airport, the Long Beach Airport, the Port of Los Angeles, and the Port of Long Beach. Four freeways are adjacent to or run through the city. They are the Harbor (110), the San Diego (405), the Artesia (91), and the Long Beach (710). There is no other city in the Los Angeles-Orange County region that can match Carson's inventory of available space and ease of accessibility.

Carson has the lowest utility user's tax rate among surrounding cities like Lakewood, Gardena, Redondo Beach, Torrance, Los Angeles, and Culver City. It has the lowest business license fee, development and planning fees among selected Southbay cities like Torrance, El Segundo, Compton and Long Beach. This has contributed to the marketability of Carson to businesses. There are large modern petro-chemical facilities (e.g. Arco, Tosco Refining, Shell), electronics manufacturers (e.g. Sony, Kenwood, Pioneer, KIA, Sansui), automobile dealers (e.g. Cormier Chevrolet, Toyota, Honda, KIA), aerospace companies (e.g. In-Eros Corporation, Northrop), trucking companies (e.g. Southwest Trails, Proceed USA, USC Intermodal Services Inc.), retail stores (e.g. IKEA, JCPenny, Target, Home Depot, Old Navy, Children's Place and Staples) and restaurants (e.g. Chili's, Panera Bread, Tony Romas) within the city. Many have stayed for years and expanded (e.g. Pioneer Video, Leiner Products). The city has an active Chamber of Commerce working with it to retain and attract business. The City Council's emphasis on quality developments - both commercial and residential - along with a citywide beautification effort, have had a positive impact on the city. In spite of the struggling economy, the City currently has ongoing projects that will help boost economy in the long run. Among them are:

The Gateway/The Renaissance at City Center is located on the northeast corner of Avalon Boulevard and Carson Street. (Photo on the left lower corner of the Budget cover) This development serves as the catalyst for the future development of the City's downtown district as a livable, pedestrian friendly area with a vibrant "main street" character. The Agency partnered with Thomas Safran & Associates (the Developer) to facilitate the development of this 4.5 acre, \$70 million mixed-use project. The Agency contributed approximately \$21.4 million in redevelopment funds

ABOUT THE CITY OF CARSON (CONT.)

for this project which will be built in two phases. Phase I (known as The Gateway) was completed in April 2011 and includes the International House of Pancakes (IHOP) restaurant on the ground floor and 85 one bedroom units of affordable senior housing. Phase one is currently full and no applications are being accepted. Phase II (known as The Renaissance at City Center) began construction in the fall of 2010 and includes 150 market rate 1 to 3 bedroom rental housing units, a 25,000 square feet of lifestyle-oriented shops and subterranean parking. This mixed used project is slated for completion in the Summer of 2012.

The Boulevards at South Bay a 168-acre landfill property being developed by LNR Property Corporation and Hopkins Real Estate Group. An environmental impact report, specific plan, a General Plan Amendment, and a development agreement have all been approved for the development of this landfill. The project has reached a milestone as Tetra Tech, Inc., the environmental contractor, completed installation of the landfill gas extraction system in the area of the future Tetra Tech Operations Center. Along with the progress on the liner and gas collection systems, primary utility lines are also being installed throughout the site. The site plan includes a mix of approximately 2 million square feet of commercial, residential, restaurant and entertainment venues with a big box retail store, a 300-room hotel and up to 1150 residential units. In connection with this development is a \$22 million project to modify the Avalon/I-405 Freeway interchange. The plan is to reconfigure the existing on and off ramps to ease traffic and accessibility prior to completion of the Boulevards at South Bay. A portion of the housing bonds sold in the fall of 2010 is expected to assist in the development of the residential component.

In June 2010, the Agency entered into a Disposition and Development Agreement (DDA) to assist the Related Companies (Developer) to construct a 65-unit affordable apartment housing complex over a podium with 147 parking spaces. This project is a two and three story development consisting of 12-1 bedroom units, 33-2 bedroom units and 20- 3 bedroom units. Construction began in April 2011.

In 2006, the city adopted a Master Plan for the Carson Street Corridor Mixed Used District. The Master Plan includes a 1.75 mile section of Carson Street between the I-405 San Diego Freeway at the Dominguez Channel and the I-110 Harbor Freeway. The plan is a comprehensive long range revitalization strategy that effectively establishes a link between implementing policies of the Carson General Plan, the zoning ordinance as well as goals within the Redevelopment Plans. The Master Plan intends to implement the community's goal of making Carson Street a vibrant, distinctive and economically viable corridor that combines places to work, shop, live and entertainment. In particular the Master Plan focuses on connecting public amenities such as the library, schools and Civic Center with residential and commercial development. The Agency is currently in negotiations with two housing developers for development of two major housing projects along the Carson Corridor. In addition, the agency has assisted one developer that is currently under construction.

The Agency also entered into an Exclusive Negotiating Agreement in December 2009 with City View for development of a mixed-use project on a 9.5 acre Agency owned parcel located adjacent to Ralph's center. The proposed project will include approximately 152 market-rate residential units and 14,000 square feet of retail space. The Agency will sell the property to the developer at fair market value.

In March 2010, a cooperation agreement between the Carson Redevelopment Agency (Agency) and the City were approved authorizing the use of Agency funds to assist in renovating the Congresswoman Juanita Millender-McDonald Community Center. The renovation includes replacement of the Community Center roof, replacement of

ABOUT THE CITY OF CARSON (CONT.)

plumbing fixtures, installation of solar panels, replacement of 4 existing air handling units(HVAC), replacement of chandelier, replacement of existing marquee adjacent to Carson street, upgrading the audio/visual equipment, replacement of cooling tower, installation of energy management system, replacement of expansion tank/water meter, retrofit of parking lot lighting, upgrade of lighting occupancy sensor, replacement of existing water heaters with tankless water heaters, replacement of tile, installation of security cameras and replacement of intercom system. The renovations began in April 2011 and are expected to finish in January 2012.

Finally, the city has the following major projects scheduled for FY 2011/12 that are either funded by the general fund, special revenue funds and/or the redevelopment agency funds:

<i>Project Number</i>	<i>Project Description</i>	<i>Amount</i>
1289	Annual Concrete Replacement Program-Citywide	\$500,000
1297	Annual Pavement Maintenance	\$750,000
1304	Annual Pavement Maintenance-Rubberized Slurry Seal, Crack Seal & Cape Seal	\$250,000
894	223 rd Street Improvements - Main Street to Avalon Boulevard	\$1,975,000
1239	Santa Fe Raised Median-Del Amo Boulevard to Carson Street	\$1,250,000

Community Facilities

The city operates many community facilities. The two major facilities, City Hall and the Congresswoman Juanita Millender-McDonald Community Center (CJMMCC), are located in the Civic Center Plaza. The City Hall is where most of city administration and operations are conducted. The Congresswoman Juanita Millender-McDonald Community Center is a 73,000 square-foot facility used as a meeting center for community- and business-sponsored events. The CJMMCC houses both the Senior Technology Center which provides computer services for the senior populace and the improved Early Childhood Educational Center and the Joseph O'Neal Stroke Center. The renovation of the Community Center is currently underway and has been discussed earlier.

The Parks and Recreation division, located at 2400 East Dominguez Street, operates 12 parks, 2 swimming pools, 2 aquatic centers, 3 mini-parks, a boxing center, 2 indoor sports complex and a skate park. Park improvements for the coming year include the \$13 million renovation of Carson Park.

Government and Administration

Carson was incorporated as a General Law city on February 20, 1968. The city operates under the Council-Manager form of government, with an elected Mayor, a Mayor Pro Tem, three Councilmembers, and a City Manager. The city has had a directly elected Mayor since April 1992. Carson residents, during a special election in March 2000, voted to lengthen the term of the mayor from two to four years. The four-year term for Mayor went into effect with the city's March 2001 general municipal elections. Councilmembers are elected to alternating four-year terms. Other elected city officials include the City Clerk and City Treasurer, both also serve four-year terms.

ABOUT THE CITY OF CARSON (CONT.)

The city government is operated on a competitive system of appointments and promotions. The positions of City Manager and City Attorney are appointed by, and serve at the pleasure of, the City Council. The Work Group General Managers are appointed by, and serve at the will of, the City Manager. All other positions are filled by appointment, based on structured competitive examinations. Currently, the city has 382 authorized full-time positions, which provide a wide range of municipal services. The city operates with 10 work groups namely City Council, City Attorney, City Clerk, City Treasurer, Non-departmental, City Manager, Administrative Services, Economic Development, Development Services and Public Services.

The significant investment in commercial, retail and residential development demonstrates the city's resolve to live up to a reputation as a business-friendly, well-managed and fiscally-sound city. Its financial position should sustain its strength, allowing the Council to invest in programs that will provide a high quality of life for its residents and a vibrant economy for its business community.