

## 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 91,828 in 2012. 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 as it 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 located 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) freeways. 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 users tax rate among surrounding cities such as Lakewood, Gardena, Redondo Beach, Torrance, Long Beach, and Hawthorne. In addition, Carson has the lowest business license, 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. Win Chevrolet, Toyota, Honda, and 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, Sears, JCPenny, Target, Home Depot, Old Navy, Children's Place and Staples) and restaurants (e.g. Chili's, Panera Bread, Tony Romas and Olive Garden) within the City. Many businesses have stayed for years and expanded (e.g. Pioneer Video, Leiner Products, Lakeshore). The City works with an active Chamber of Commerce 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.

Carson is the home of The Home Depot Center, southern California's home of world-class competition and training facilities for amateur Olympic, collegiate and professional athletes. The \$150-million, privately-financed Home Depot Center is owned by the Anschutz Entertainment Group (AEG) and operated by AEG Facilities, an international sports, entertainment and venue organization that works with more than 100 of the world's most elite facilities across the globe. The Home Depot Center is a 125-acre multisport complex that sits on the campus of California State University, Dominguez Hills (CSUDH) and features an 8,000-seat tennis

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stadium, a 27,000-seat stadium for soccer and other athletic competitions and outdoor concerts, a 2,000-seat facility for track and field, and a 2,450-seat indoor Velodrome for track cycling. The Home Depot Center is home to two Major League Soccer teams, the Los Angeles Galaxy and Chivas USA. Since May 2012, the City of Carson's website has provided information about the Home Depot Center from "The Home Depot Center Fact Sheet" to "The 10 Most Asked Questions about The Home Depot Center." Other information included on the website are interactive maps and links, noise and traffic control, neighborhood protection, concert approval process, security, number of allowed events, how to register a complaint or concern, community use of facilities and a link to the HDC website.

With the loss of redevelopment dollars, the City manages to generate excitement and energy with the current ongoing and future projects. Among them are:

The Porsche Experience Center is Carson's highlight for this fiscal year. The world's eyes were on Carson in November 2011 as the media announced the building of a Porsche Experience Center in Carson. This project, which involves the transfer of an 18-person Porsche Motor Sport North America Group operation from Santa Ana to the new facility in Carson, will allow their engineering concepts to be tested on Porsche's own test track. The Porsche Experience Center will have a Porsche Gift Shop with their branded products, a Porsche Café, and a fine dining venue. This project is currently in the review and permitting process.

The Gateway/The Renaissance at City Center is located on the southeast corner of Avalon Boulevard and Carson Street. 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 II (known as The Renaissance at City Center) began construction in the fall of 2010 and includes 150 market rate one to three-bedroom rental housing units, 25,000 square feet of lifestyle-oriented shops and subterranean parking. Although a small fire delayed the completion of this project, Phase II continues to move forward.

The Boulevards at South Bay (formerly Carson Marketplace) is a 168-acre landfill property being developed by LNR Property Corporation and Hopkins Real Estate Group. 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 1,150 residential units. In connection with this development was a \$22 million project that modified the Avalon/I-405 Freeway interchange. The plan reconfigured the existing on and off ramps to ease traffic and accessibility prior to completion of the Boulevards at South Bay. An environmental impact report, specific plan, a General Plan Amendment, and a development agreement have all been approved for the development of this former landfill. This project has reached a milestone. The slab for the Operations Center has been poured and utility work continues. Site remediation is in progress and a reclaimed water system to follow water system and dry utilities are expected to be installed by the summer of 2012. There are current discussions about an outlet component being added to the project.

The Carson Street Corridor Mixed Used District project is slowly making progress. 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, and the former Redevelopment Implementation Plan. 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 entertain. In particular, the Master Plan focuses on connecting public

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amenities such as the library, schools and Civic Center with residential and commercial development. The elimination of redevelopment has greatly affected this project.

On the City parks front, a groundbreaking ceremony for the renovation of Carson Park was held in January 2012. The Carson Park Master plan project is an 11-acre main park facility project. The project includes the demolition of the existing building, restroom and ball fields and lighting, and the construction of a new 21,227 sq. ft. one story building that includes a gym, dance room, activity room, computer lab, child care room, workout room, and a commercial kitchen. Also included in the project are a remote restroom building, renovated ball fields with associated lighting, a new parking lot, new landscape and new hardscape throughout the park. Completion is estimated in January 2013.

The Reflections Mini Park on Shearer Lane had its dedication ceremony in January 2012. This project was a good example of how redevelopment funds could provide for much needed public facilities. The City is glad to see that this project finished before the elimination of redevelopment.

Early this year the City was awarded the 2012 Caltrans Community-Based Transportation Planning (CBTP) Grant to create the City's first Master Plan of Bikeways since 1978. The project is scheduled to begin July 2012 and will include several community meetings, workshops and events. For this project, the City is teaming up with the Los Angeles County Bicycle Coalition (LACBC), a nonprofit organization that will assist the City in educating and providing outreach to the community.

Finally, the City has the following major projects scheduled for FY 2012/13 that are either funded by the general fund or the special revenue funds:

<i><b>Project Number</b></i>	<i><b>Project Description</b></i>	<i><b>Amount</b></i>
675	Sepulveda Boulevard Widening- Alameda Street to East City Limit	\$5,500,000
839	Broadway Improvement: Reconstruction and rehabilitation of the existing pavement. Annual Pavement Maintenance	\$982,900
919	Wilmington Avenue Interchange Modification at the I-405 Freeway	\$24,000,000
921	Avalon Boulevard Interchange Modification at the I-405 Freeway	\$19,300,000
954	Median Irrigation System and Landscaping Upgrade, Phase II along Del Amo Blvd. from Avalon Blvd. to Wilmington Avenue	\$1,000,000
1003	223 <sup>rd</sup> Street Improvements, from Lucerne Street to Alameda Street	\$3,636,800
1201	Del Amo Boulevard Improvements from Wilmington to the 710 Freeway (by L.A. County)	\$1,000,000
1303	FY 2011-12 and FY 2012-13 Annual Slurry Seals	\$340,000

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### 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. City Hall is where most of the City's administration and operations are conducted. The newly renovated 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 renovation of the CJMMCC which included the replacement of the roof, ventilation and air conditioning, the replacement of the marquee adjacent to Carson Street, the retrofitting of the parking lot, the installation of tankless water heaters, new intercom system and security systems were all completed in September 2012. The CJMMCC houses the Senior Technology Center which provides computer services for the seniors, the improved Early Childhood Educational Center and the Joseph B. O'Neal, Jr. Stroke Center.

The Recreation and Human Services division, located at 2400 East Dominguez Street, operates 12 parks, 2 swimming pools, 2 aquatic centers, 3 mini-parks, a boxing center, 3 gymnasiums and a skate park. This year, Carriage Crest Park and Stevenson Park replaced their playgrounds. Other 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. During a special election in March 2000, Carson residents 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 election. Councilmember are elected to alternating four-year terms. Other elected City officials include the City Clerk and City Treasurer; both also serve four-year terms. In March 2012, the City Council appointed a new City Treasurer, Donesia Gause, following the retirement of Helen Kawagoe who had served the City of Carson for 37 years.

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. In 2011, the City Council appointed the new City Manager, David Biggs. The Department Directors 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 330 authorized full-time positions which provide a wide range of municipal services. The City operates with 11 departments; namely, City Council, City Attorney, Non Departmental, City Clerk, City Treasurer, City Manager, Administrative Services, Community Development, Public Works, Community Services and Capital Improvement Projects.

The elimination of redevelopment will continue to bring unknown ripple effects to the City and the economy as a whole. But as the new City Manager puts it "Perseverance will be the hallmark of 2012 here in Carson." The City Council and staff will continue to provide what is best for the City's residents.