

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. 2013 marks the 45th anniversary of the City of Carson.

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. En Pointe Technology, Sony, Kenwood, Pioneer, KIA, Sansui); automobile dealers (e.g. Win Chevrolet, Carson Toyota, Carson Honda, and Car Pros KIA); aerospace companies (e.g. Mag Aerospace Industries, Northrop); trucking companies (e.g. Southwest Trails, Proceed USA, BusWest, USC Intermodal Services Inc.); retail stores (e.g. IKEA, Sears, JCPenny, Target, Home Depot, Old Navy, Herbalife, 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 Health Products, Lakeshore Learning Materials). 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 StubHub Center (formerly known as 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 StubHub 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 StubHub Center is a 125-acre multisport complex

ABOUT THE CITY OF CARSON (CONT.)

that sits on the campus of California State University, Dominguez Hills (CSUDH) and features an 8,000-seat tennis 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 StubHub 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 complex from "The StubHub Center Fact Sheet" to "The 10 Most Asked Questions about The StubHub 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 StubHub website.

The City manages to generate excitement and energy with the current ongoing projects.

The City announced the coming of The Porsche Experience Driving Center in 2012. In 2013 the Environmental Impact Report was submitted and is now moving forward. 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 is a 53-acre project that will include a driving skills training course, a two-story, 65,000-square-foot building that will house a vehicle display area, restaurant, retail space, office space, training space, "client appreciation area," and a client lounge. The facility will also 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 and is expected to open late 2014.

In 2006 Council approved the plan for the Carson Marketplace (now known as The Boulevards at South Bay). The Boulevards at South Bay is a 168-acre landfill property being developed by Carson Marketplace LLC. 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. Due to changes in the economy, the developer made changes to the original plan and on March 2012, the Planning Commission conducted a proposed outlet mall and modified site plan workshop. The revised plan includes a 552,167 square feet of retail and restaurant use in the outlet mall, 2 parking garages, 147,949 square feet of discount bulk store, 833,103 square feet of retail pads, 132,987 square feet of hotel space for a total of 1,509,811 square feet of commercial space. This is still less than the 1,995,125 square feet allowed by the specific plan. The revised plan will be built in phases and Phase 1 is expected to start in the 2nd quarter of 2014 with new shops and outlet mall opening by the end of 2016.

The Carson Street Improvement Project (formerly the Carson Street Corridor Mixed Used District project) is a major step to the implementation of the Carson Street Master Plan. 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

ABOUT THE CITY OF CARSON (CONT.)

amenities such as the library, schools and Civic Center with residential and commercial development. The elimination of redevelopment has greatly affected this project however the City anticipates receiving approval from the State to fund this project sometime in 2014. The grand opening of the VIA 425 apartments in Carson Street is a key part of the City's continued efforts to upgrade Carson Street as part of the Carson Street Improvement project.

In 2012, the City was awarded the Caltrans Community-Based Transportation Planning (CBTP) Grant to create the City's first Master Plan of Bikeways since 1978. On April 13, 2013, the City teamed up with the Los Angeles County Bicycle Coalition (LACBC), a nonprofit organization and hosted a community bicycle event to promote bicycling and a bicycle tour to evaluate the proposed bicycle improvements within the draft Comprehensive Master Plan of Bikeways. The Tour de Carson also included fun educational sessions for bike anatomy & safety, bike maintenance, children's health fair, and more by the Sheriff's station and other community organizations.

Finally, the City has the following major projects scheduled for FY 2013/14 that are either funded by the General Fund, the Special Revenue Funds and/or the Carson Successor Agency Bond Funds:

<i>Project Number</i>	<i>Project Description</i>	<i>Amount</i>
675	Sepulveda Boulevard Widening- Alameda Street to East City Limit	\$5,000,000
839	Broadway Improvement: Reconstruction and rehabilitation of the existing pavement. Annual Pavement Maintenance	\$800,000
1043	Carson Street Master Plan, Implementation of Public Improvements	\$12,000,000
1252	213 th Street Pedestrian bridge over the Dominguez Channel	\$2,000,000
1337	Wilmington Ave/223 rd Street Bridge Retrofit over the Dominguez Channel	\$2,000,000
1360	FY 13/14 Annual Overlay	\$850,000
1330	Avalon Blvd. pavement restoration	\$600,000

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. City Hall is where most of the City's administration and operations are conducted. The CJMMCC is a 73,000 square-foot facility used as a meeting center for community and business-sponsored events. 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.

ABOUT THE CITY OF CARSON (CONT.)

On June 22, 2013, Carson Park celebrated the grand opening of the newly renovated facility. The Carson Park renovation is a \$12.3 million, 11-acre park facility project. The renovation included the demolition of the existing building, restrooms, 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.

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. 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. In March 2013, the City held an election for Mayor and two City Council seats.

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 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 328 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.