



Green Zones Phase I Implementation

February 20, 2018

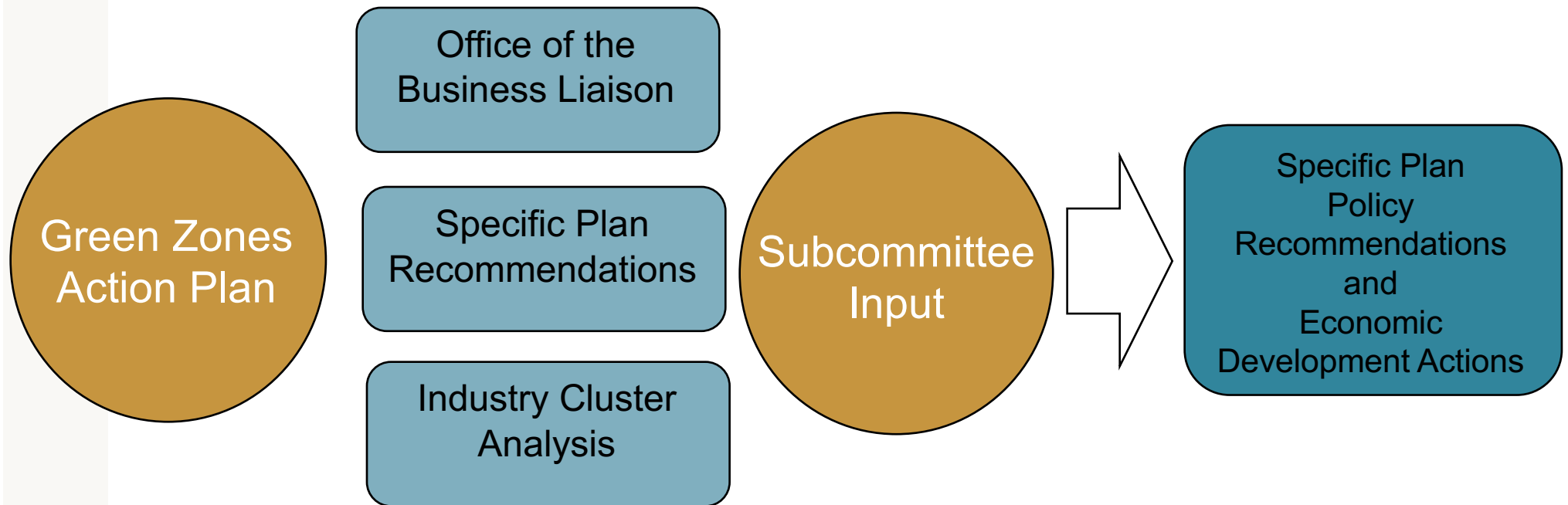


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Overview

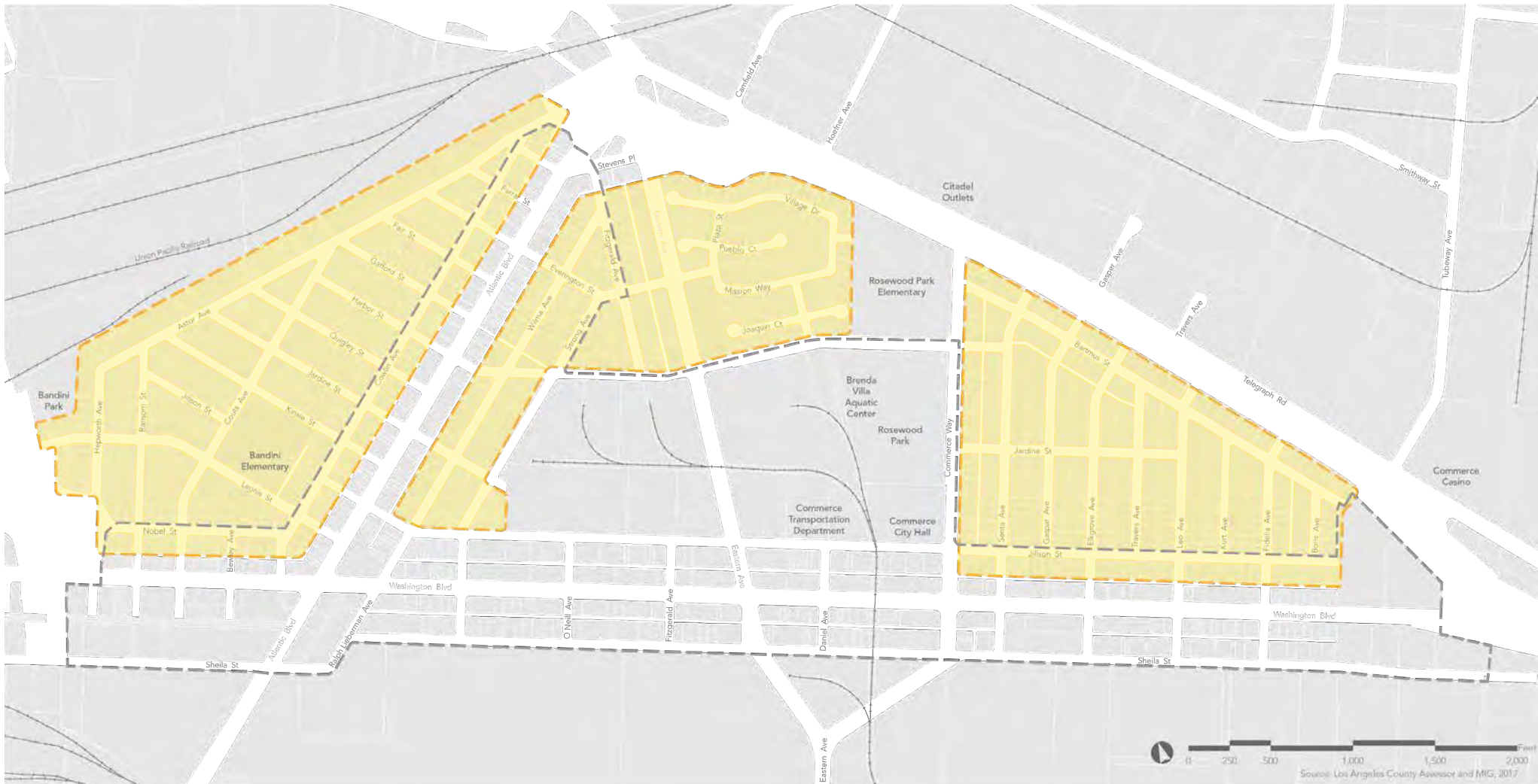
BACKGROUND



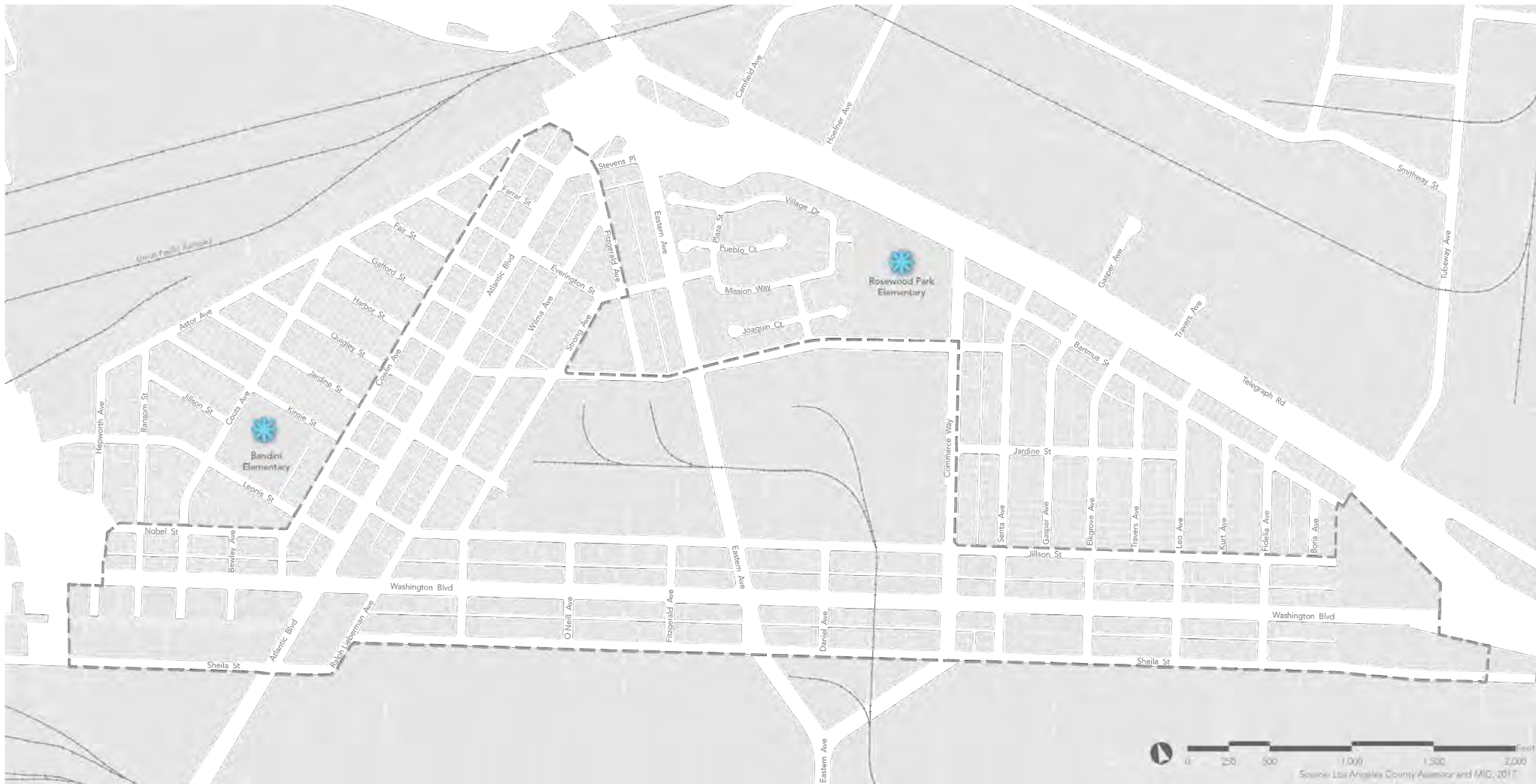
STUDY AREA



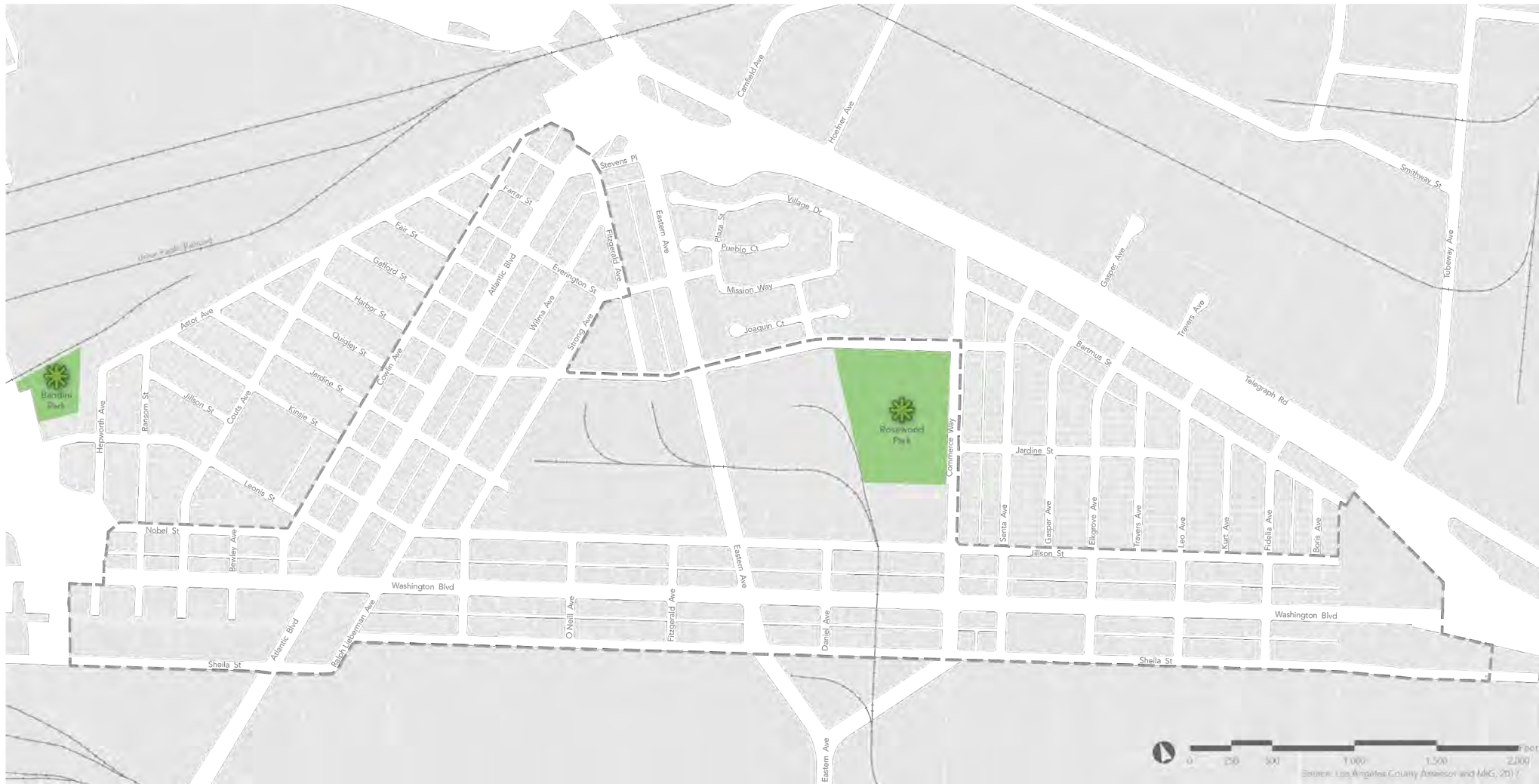
STUDY AREA



STUDY AREA



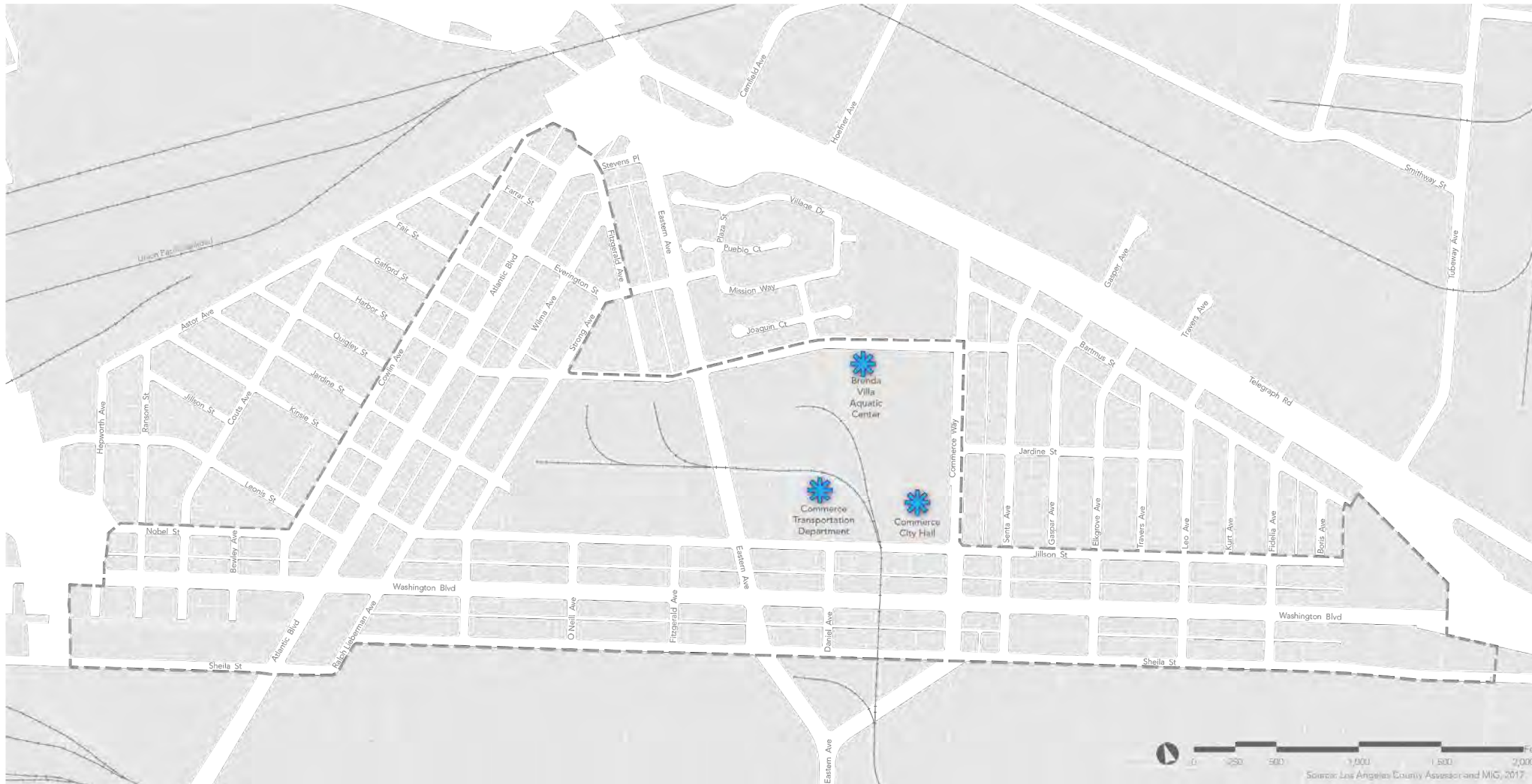
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STUDY AREA



STUDY AREA



BUSINESS QUESTIONNAIRE

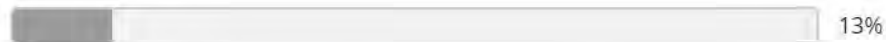
Respondents: 89

City of Commerce Green Zones Action Plan Business Questionnaire

The City of Commerce is working with businesses, residents and community groups to develop a program to help businesses improve their bottom line and to be more clean and green. The City's Business Liaison Office is conducting this survey in order to better understand the needs of the business community and provide high-quality services.

This survey should only take a few minutes to complete.

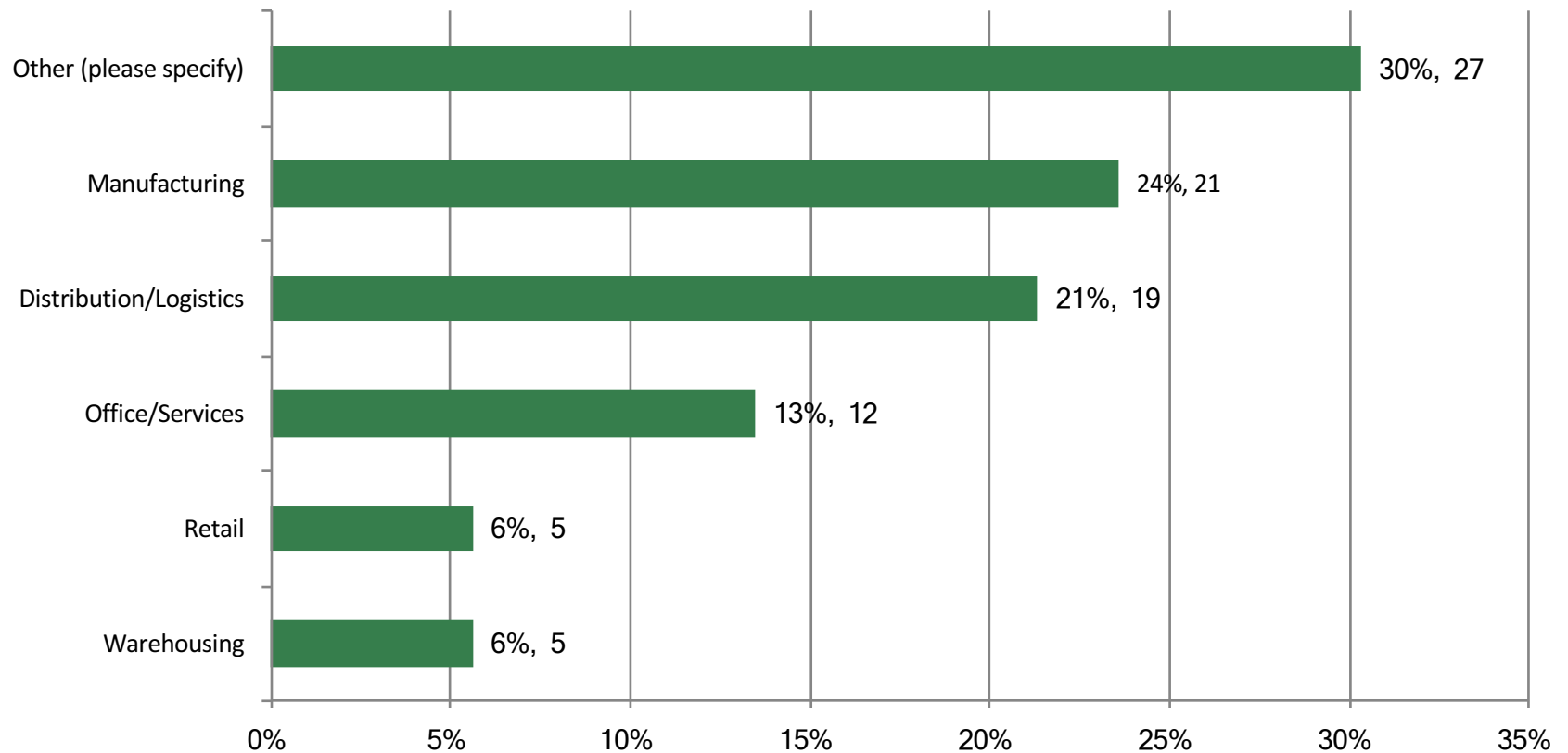
To begin taking the survey, press "next".



Next

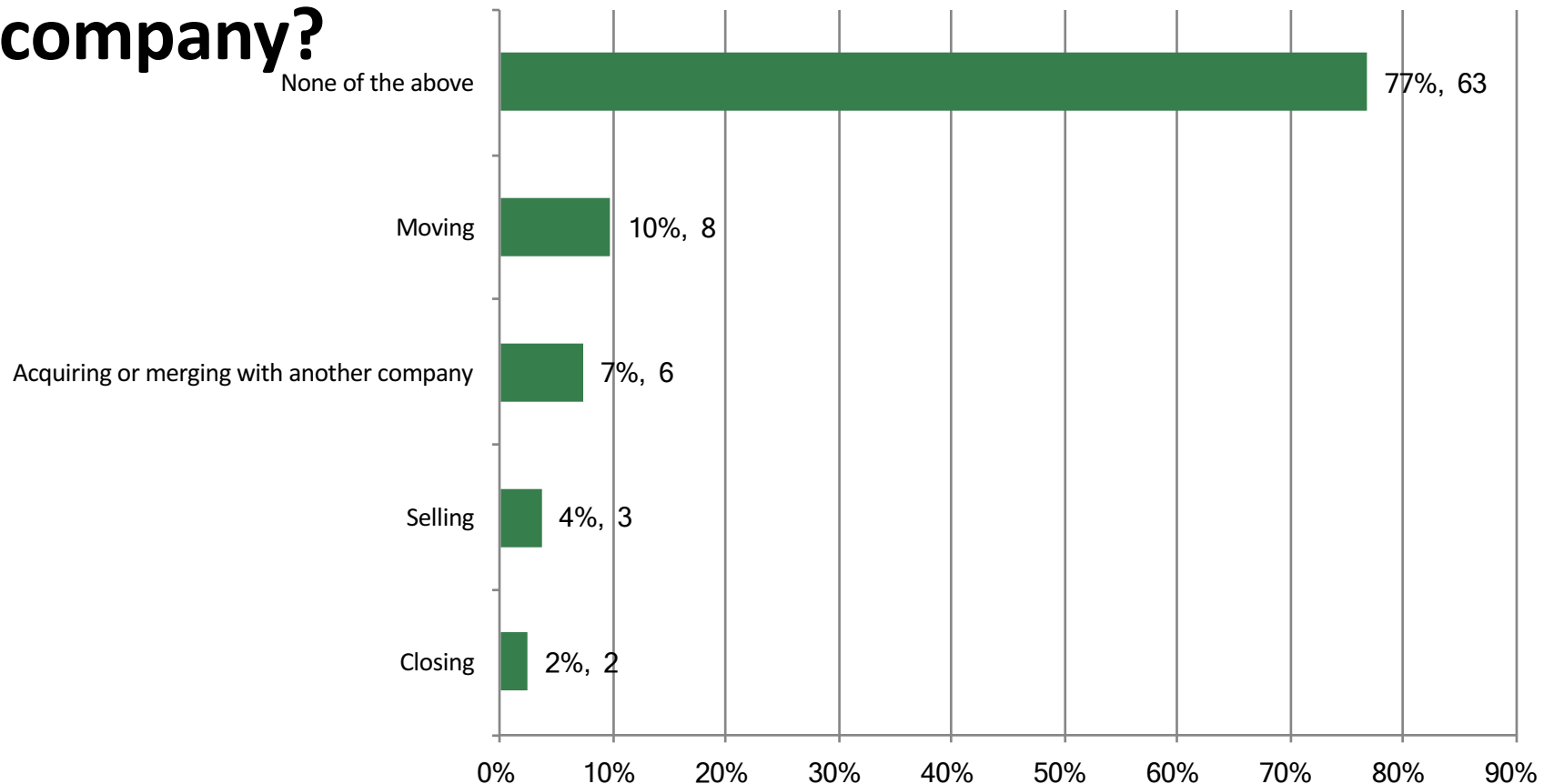
BUSINESS QUESTIONNAIRE

Types of Businesses



BUSINESS QUESTIONNAIRE

Are you currently considering moving, closing, selling, acquiring or merging with another company?



VISION FRAMEWORK







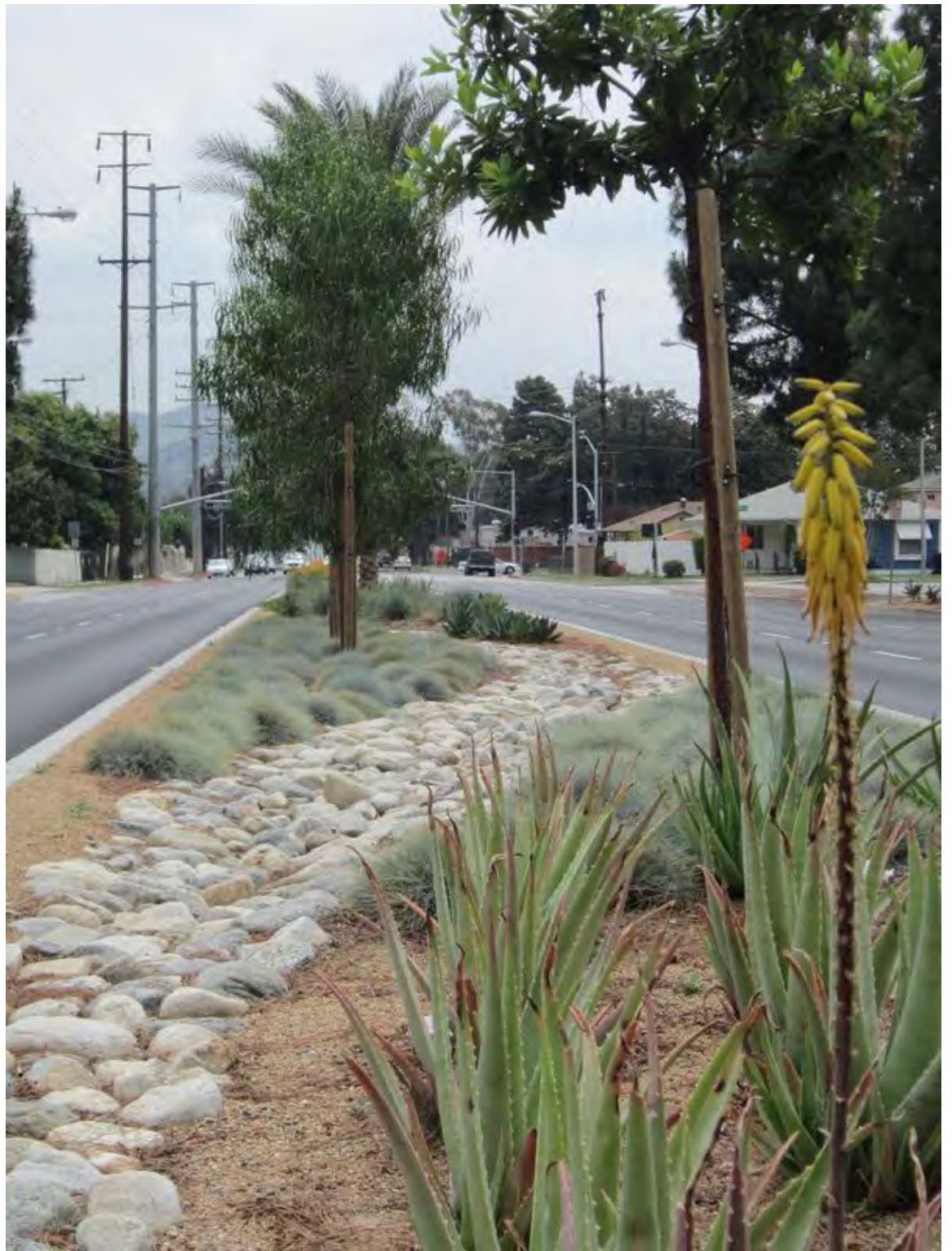


























INDUSTRY CLUSTER ANALYSIS

OVERVIEW AND SCOPE

- HR&A was retained by the City of Commerce (the “City”) to **prepare an industry cluster analysis to identify key industry clusters and analyze growth trends and linkages**, involving:
 - Assessing economic trends and indicators within Los Angeles County and the broader Southern California region, both on a sector-specific level and as a whole using numerous data sources;
 - Highlighting industry, employment, and real estate changes within the Production, Distribution, and Repair sector and articulating its likely future in the City;
 - Analyzing and incorporating local business input garnered through outreach, including in-person meetings and a survey, to understand City-specific challenges and opportunities;
 - Integrating various economic elements by sector such as size, projected growth, average wages, and existing concentrations to develop a comprehensive analytic framework; and
 - Applying widely accepted methodologies such as quadrant analyses and location quotients to determine the City’s comparative industry concentrations and future opportunities to position the City to attract growth industries.

LIMITING FACTORS

- While this industry cluster analysis provides economic context and high-level opportunities, **comprehensive City-specific considerations may drive land use and economic development policy decision making**, such as:
 - Real estate market demand and financial feasibility
 - Fiscal implications
 - Environmental impacts and agencies
 - Infrastructure capacity
 - Building stock and available land
 - Community needs and aspirations
- A limited number of survey responses and available local data **greatly constrained highly-specific inferences about the City's economy.**
- **The study uses available secondary data to supplement survey information** where possible, including:
 - InfoUSA
 - EMSI
 - US Census

KEY TAKEAWAYS

- Although Commerce has 48,000 jobs within the City, only 800 of those are held by City residents.
- Employment grew regionally but contracted in Commerce, largely due to losses in manufacturing jobs and a reduction in the number of jobs per business.
- The PDR sector is largely shifting away from Los Angeles County to the Inland Empire; however, there is strong market support for industrial space in Commerce due to business needs for local last stop distribution facilities coupled with constrained industrial supply regionally.
- Commerce businesses prize the City's location, although spatial and regulatory constraints are the most cited obstacles to business expansion.
- Commerce has higher than average concentrations of logistics and distribution and the arts and entertainment (attributed to the Commerce Casino) sectors; it also has sectors anticipated to grow regionally including professional and technical services and construction.
- However, Commerce' business attraction and retention strategy will need to balance the City's fiscal, quality of life and environmental goals with the right set of market opportunities and industry clusters.

POTENTIAL NEXT STEPS

- Evaluate the City's fiscal health and the contribution of industrial and warehouse uses towards the City's fiscal resources, now and in the future.
- Assess fiscal scenarios 5, 10, and 15 years into future, identifying key contributors to the City's fiscal revenues and costs to inform sound policy direction.
- Conduct a wider real estate market opportunities analysis to identify ways of diversifying and growing the City's tax base.
- Evaluate key physical planning and infrastructure interventions that minimize the conflict of truck traffic with neighborhood quality and other quality of life factors.
- Identify and evaluate peer cities that have adopted successful strategies to balance industrial and warehouse uses with long-term fiscal and economic development goals.
- Consider ways to bolster the City's retail and entertainment destinations to support economic and fiscal vitality.

LAND USE POLICY



WAREHOUSING

Findings

- Increase in warehousing and distribution
- Decrease in manufacturing
- Impacts to infrastructure
- Lower job density

WAREHOUSING

Options

1. Maximum buildings size
2. Parcel tax
3. Warehousing overlay
4. Minimum lot size
5. Total warehouse cap
6. New findings and/or performance standards
7. Loading spaces



WAREHOUSING

Option 1: Limit Building Size	Implications
<ul style="list-style-type: none">● Establish a maximum building size for new warehousing● Establish a maximum building size for warehousing just within the C/M-1 zone	<ul style="list-style-type: none">● Facilitates transition of land uses● Provides opportunity to attract new/different business

WAREHOUSING

Option 2: Parcel Tax	Implications
<ul style="list-style-type: none">• Tax per square foot	<ul style="list-style-type: none">• Source of revenue• May not be full compliance

WAREHOUSING

Option 3: Warehousing Overlay	Implications
<ul style="list-style-type: none">● Restrict warehouse and distribution uses in certain areas	<ul style="list-style-type: none">● Prevent warehouses from locating near sensitive uses● Control over location

WAREHOUSING

Option 4: Minimum Lot Size	Implications
<ul style="list-style-type: none">• Increase minimum lot area (currently 20,000 sq. ft.)	<ul style="list-style-type: none">• Encourage lot consolidation• Reduce smaller warehouses• Discourage warehousing on Atlantic Ave. (for example)



WAREHOUSING

Option 5: Establish Total Warehouse Cap	Implications
<ul style="list-style-type: none">• Citywide or zone-wide development cap	<ul style="list-style-type: none">• Tracking burden• Equity concerns

WAREHOUSING

Option 6: New findings and/or performance standards	Implications
<ul style="list-style-type: none">• Build on required standards to reduce impact	<ul style="list-style-type: none">• Moderate impact on sensitive uses (e.g., residential)

WAREHOUSING

Option 7: Loading Spaces	Implications
<ul style="list-style-type: none">• Evaluate minimum loading space size	<ul style="list-style-type: none">• Increase efficiency• Encourages some types of logistics uses

ATLANTIC BOULEVARD

Observations

- Small walkable blocks
- Central location to neighborhoods



ATLANTIC BOULEVARD

Options

1. Modify allowed uses and development standards
2. Lot consolidation
3. Options for implementation



ATLANTIC BOULEVARD

Option 1: Modify allowed uses and development standards for:

- Residential
- Maker shops
- Commercial



ATLANTIC BOULEVARD

Option 1 (cont.):
Modify parking standards for residential and commercial



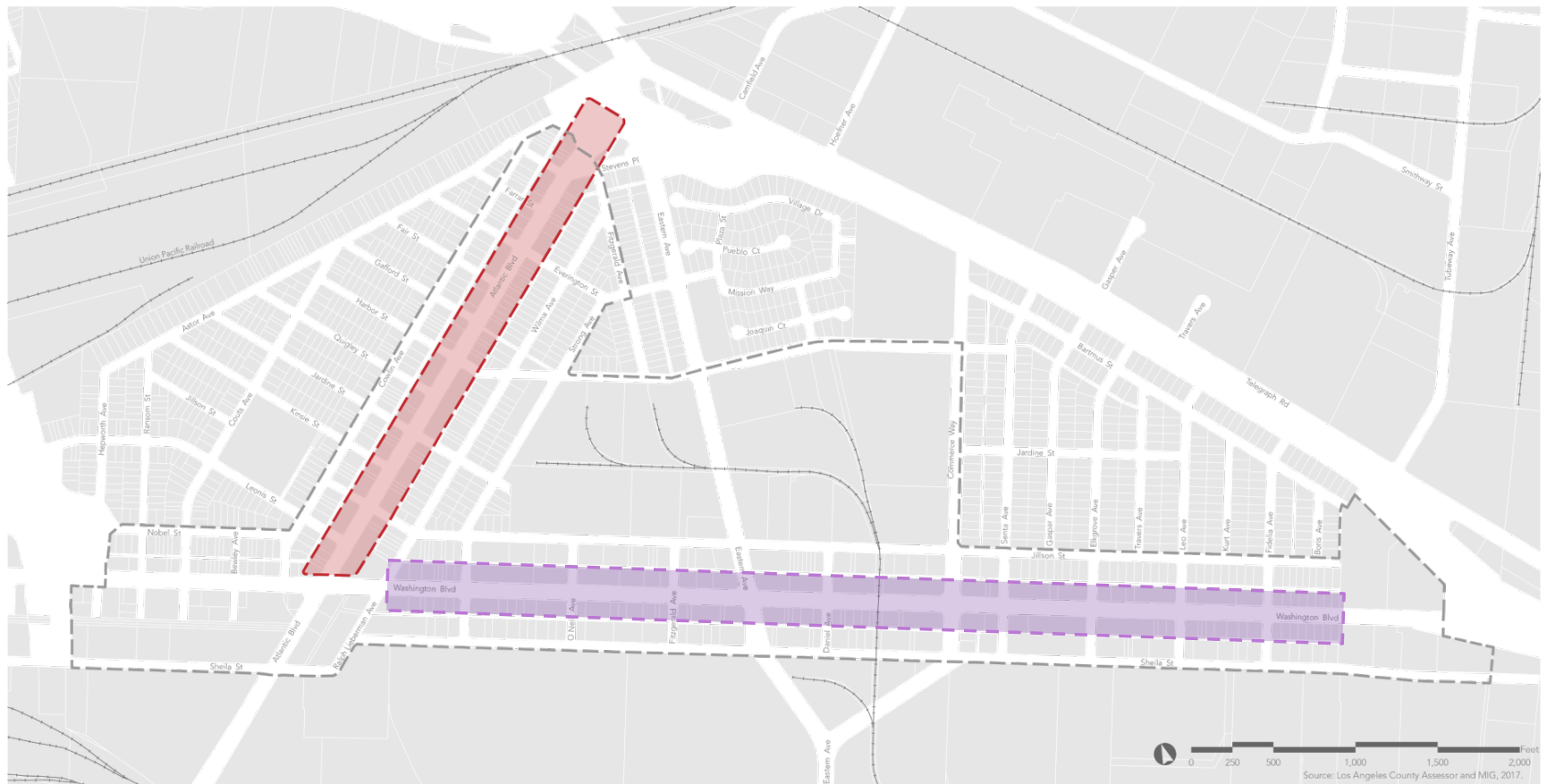
ATLANTIC BOULEVARD

Option 2: Lot Consolidation



ATLANTIC BOULEVARD

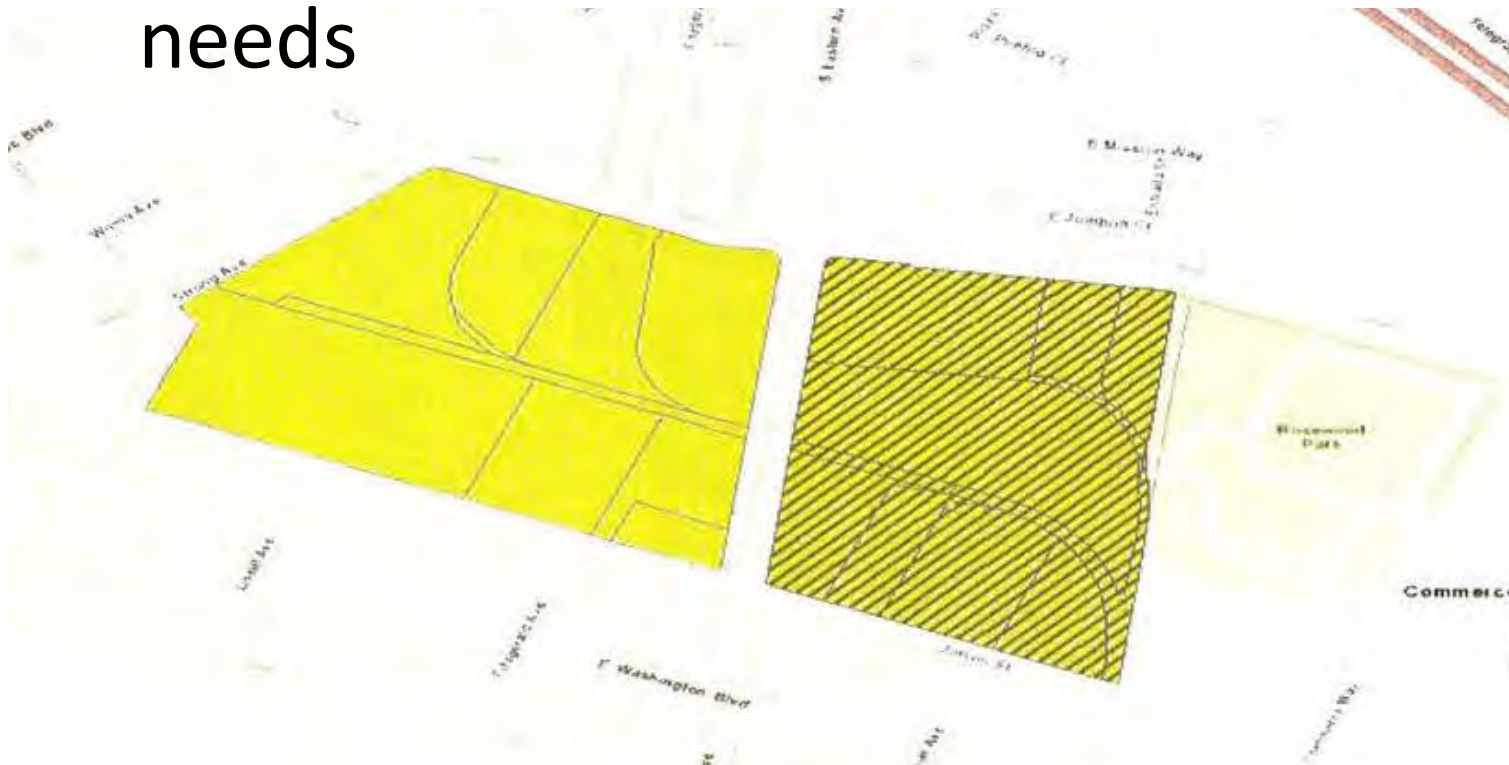
Option 3: Specific Plan



HOUSING OVERLAY

Observations

- Complements adjacent residential uses
- Provides opportunity to meet housing needs



HOUSING OVERLAY

Options

1. Consider edits to the HOO
2. Simplify HOO standards
3. Expand HOO



HOUSING OVERLAY

Option 1: Consider edits to the HOO

Development Standard	Current Regulation	Options to Consider
Density	40 du/ac	<ul style="list-style-type: none">• 60 du/ac• 85 du/ac
Minimum Dwelling Unit Size	Studio: 500 sf 1-bdrm: 600 sf 2-bdrm: 800 sf 3-bdrm: 1,000 sf	<ul style="list-style-type: none">• Remove minimum dwelling unit sizes.• Allow for micro-apartments (minimum 150 square feet) consistent with AB 352 (Section 17958.1 of the Health and Safety Code). Cities may not limit efficiencies within 0.5 miles of public transit.
Distance Between Buildings	10 ft plus Increase of 5 ft for every 10 ft of height, or fraction thereof, above 25 ft	Remove requirement increasing distance requirement based on height.

HOUSING OVERLAY

Option 1: Consider edits to the HOO

Development Standard	Current Regulation	Options to Consider
Landscape/Open Space Standards		
Publicly Accessible Open Space (nonresidential)	15% of net lot area	Remove requirement or create incentives for the provision of publicly accessible open space, rather than a requirement.
Private Open Space (multi-family residential)	1st floor—150 sf per unit Upper floor—100 sf per unit	<ul style="list-style-type: none">• Allow for flexibility: allow open space requirements to be met through private or common open space, rather than requiring private open space.• Require consistent minimums regardless of location on ground floor.
Publicly Accessible Open Space (nonresidential)	15% of net lot area	Remove requirement.

HOUSING OVERLAY

Option 1: Consider edits to the HOO

Development Standard	Current Regulation	Options to Consider
Use Restrictions		
Publicly Accessible Open Space (nonresidential)	15% of net lot area	Remove requirement.
Private Open Space (multi-family residential)	1st floor—150 sf per unit Upper floor—100 sf per unit	<ul style="list-style-type: none">Allow for flexibility: allow open space requirements to be met through private or common open space, rather than requiring private open space.Require consistent minimums regardless of location on ground floor.

HOUSING OVERLAY

Option 1: Consider edits to the HOO

Development Standard	Current Regulation	Options to Consider
Parking		
Efficiency/1-bedroom unit	1 space per unit within a garage; plus ½ guest space per unit; guest spaces may be uncovered	0.75 space/unit (no garage requirement)
2 or more bedrooms	2 spaces per unit within a garage; plus ½ guest space per unit; guest spaces may be uncovered	(For 2 bedrooms only) 1 space/unit (no garage requirement)
3 or more bedrooms		1.5 spaces/unit (no garage requirement)
		<ul style="list-style-type: none">• Allow for shared parking reduction for mixed use development• Reduce parking for senior housing

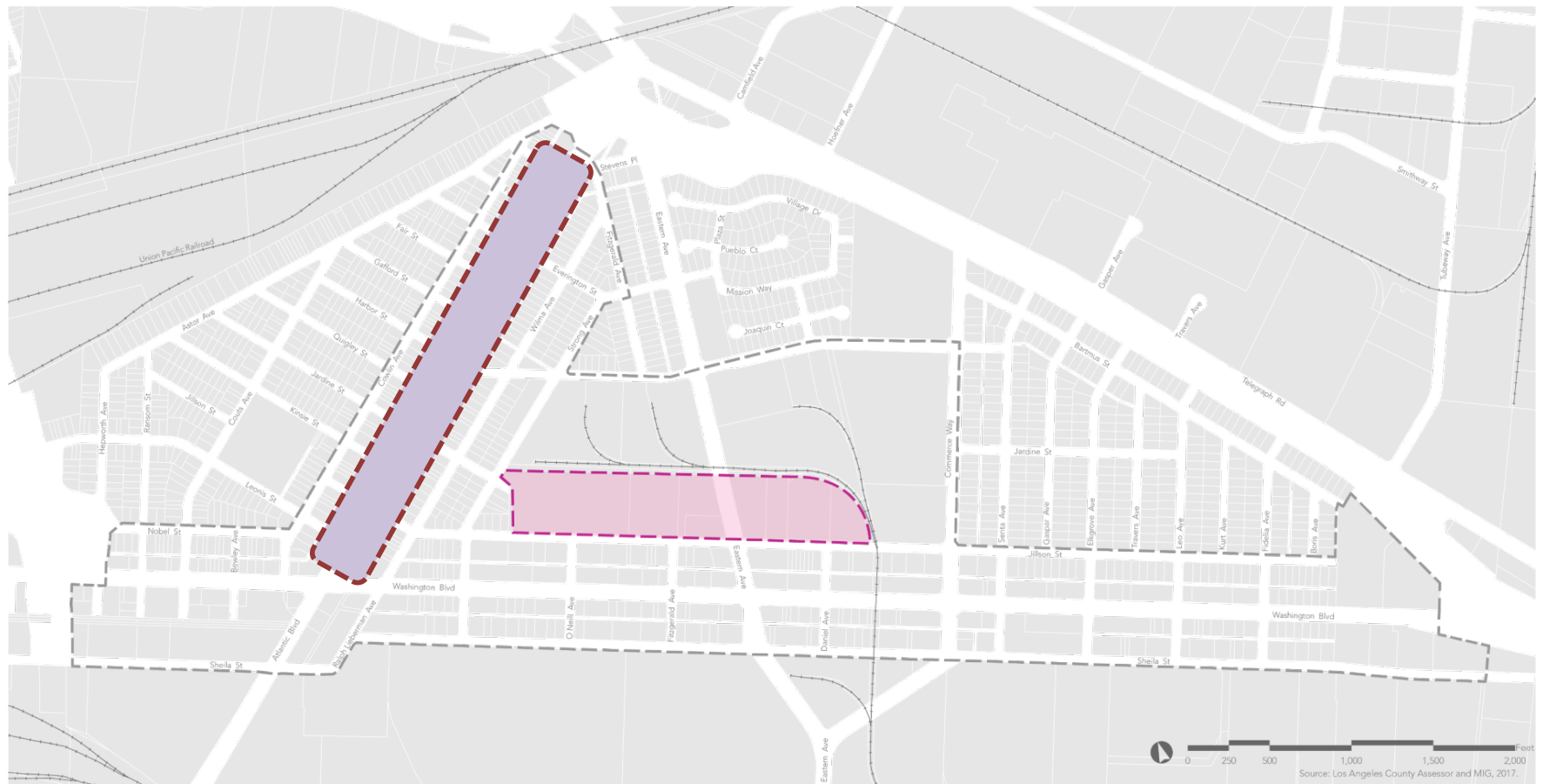
HOUSING OVERLAY

Option 2: Simplify HOO Standards



HOUSING OVERLAY

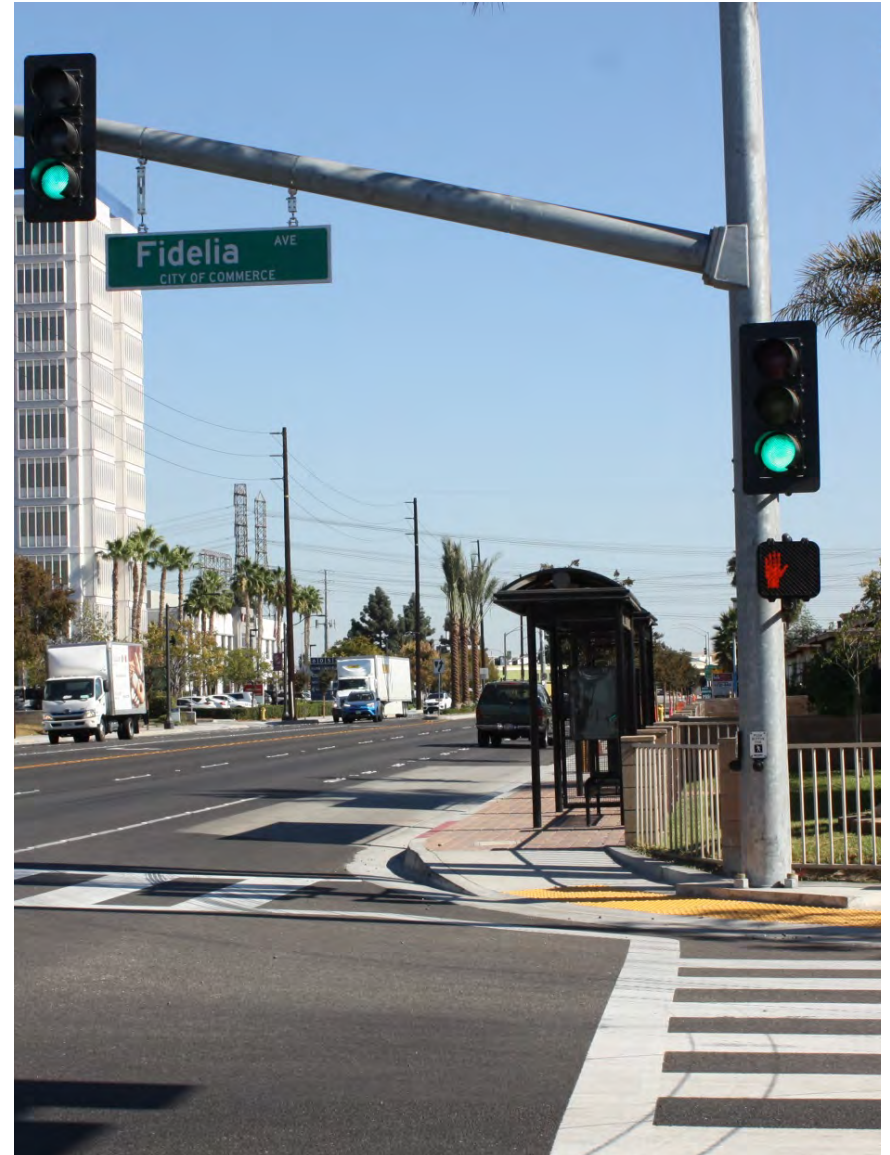
Option 3: Expand HOO



WASHINGTON BOULEVARD

Observations

- Extensive recent improvements
- Larger parcel sizes than Atlantic Ave.
- Facilitates goods movement



WASHINGTON BOULEVARD

Options

1. Catalytic Sites
2. Modify Allowed Uses and Development Standards
3. Maximize utilization of alleys



WASHINGTON BOULEVARD

Option 1: Catalytic Sites



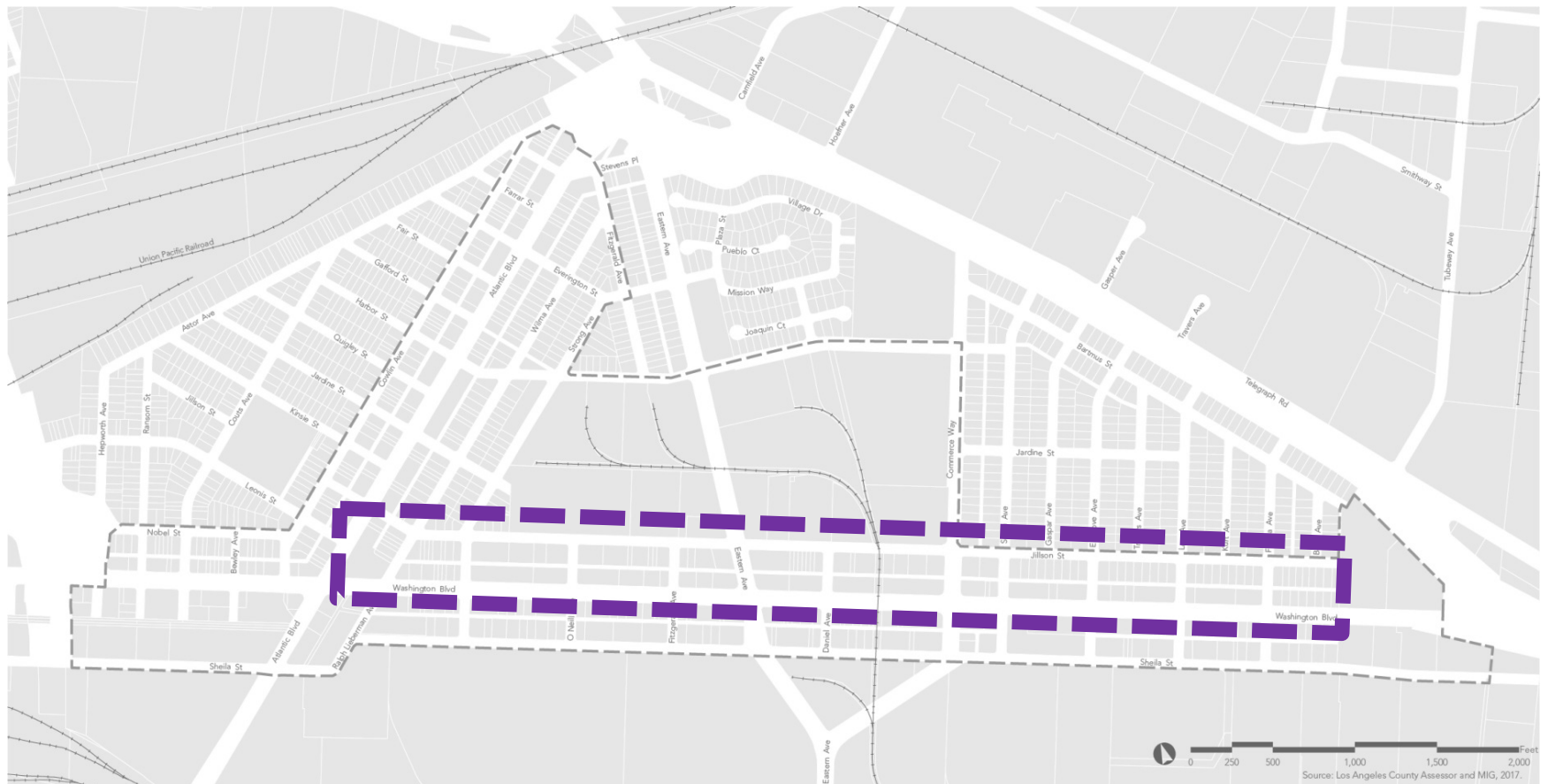
WASHINGTON BOULEVARD

Option 2: Modify Allowed Uses and Development Standards



WASHINGTON BOULEVARD

Option 3: Alleys



Connectivity

CONNECTIVITY





CONNECTIVITY

Options

1. Negotiate to lease and convert railroad spurs
2. Redirect truck traffic to Shelia Street

CONNECTIVITY

Option 1: Negotiate to lease and convert railroad spurs



CONNECTIVITY

Option 2: Redirect truck traffic to Shelia Street



SMALL BUSINESS ENCOURAGEMENT

SMALL BUSINESS ENCOURAGEMENT

Options

1. Maker shops and creative office
2. Event programming



SMALL BUSINESS ENCOURAGEMENT

Option 1: Maker shops and creative office



SMALL BUSINESS ENCOURAGEMENT

Option 2: Event Programming



OFFICE of ECONOMIC DEVELOPMENT, SUSTAINABILITY & BEAUTIFICATION



OFFICE OF ECONOMIC DEVELOPMENT, SUSTAINABILITY & BEAUTIFICATION

Economic Development

- Business Attraction
 - New sectors
 - Green and clean business
- Marketing/Promotion – New city brand



OFFICE OF ECONOMIC DEVELOPMENT, SUSTAINABILITY & BEAUTIFICATION

Sustainability

- Green and clean programs
 - Education
 - Facilitate process
- City ambassador
 - Support development services
 - Promote participating business



OFFICE OF ECONOMIC DEVELOPMENT, SUSTAINABILITY & BEAUTIFICATION

Beautification

- Promote city programs
- Coordinate and connect business to external programs
 - Façade improvements
 - Landscaping

PROPOSED ACTION

PROPOSED ACTION

Recommendation

- Proceed with the process to incorporate the office of the Business Liaison into the new economic development office.

PROPOSED ACTION

Recommendation

- Direct staff to initiate the land use policy options through the tools identified in the GAZP Phase 1 Implementation and coordinate with the updates to the General Plan and Zoning Ordinance.

QUESTIONS