
ECONOMIC DEVELOPMENT

ELEMENT

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Related Plans and Programs

Other City plans and programs relevant to economic development and important to consider in decision making are described below.

South El Monte Business Improvement Districts

The City has established three Business Improvement Districts, or BIDS, as redevelopment project areas to revitalize older business districts that show signs of age and wear and that would benefit from roadway and similar capital improvements. In 1998, a total of 1,339 gross acres of industrial and commercial properties in the City were included within BIDs. Figure ED-1 identifies the boundaries of the three BIDs.

Summary of Issues

The City's economic strength lies in the industrial businesses which cover almost one-third of the City's planning area. From an economic perspective, South El Monte has a strong nonretail sales base and a weak retail sales base. Since much of the City's revenue comes from the sales associated with industrial enterprises, the City recognizes the importance of maintaining the existing industrial businesses. The City sees the need to attract new businesses with diverse opportunities for workers to earn a broad range of wages at varied skill levels.

Regional-Serving Economic Development Opportunities

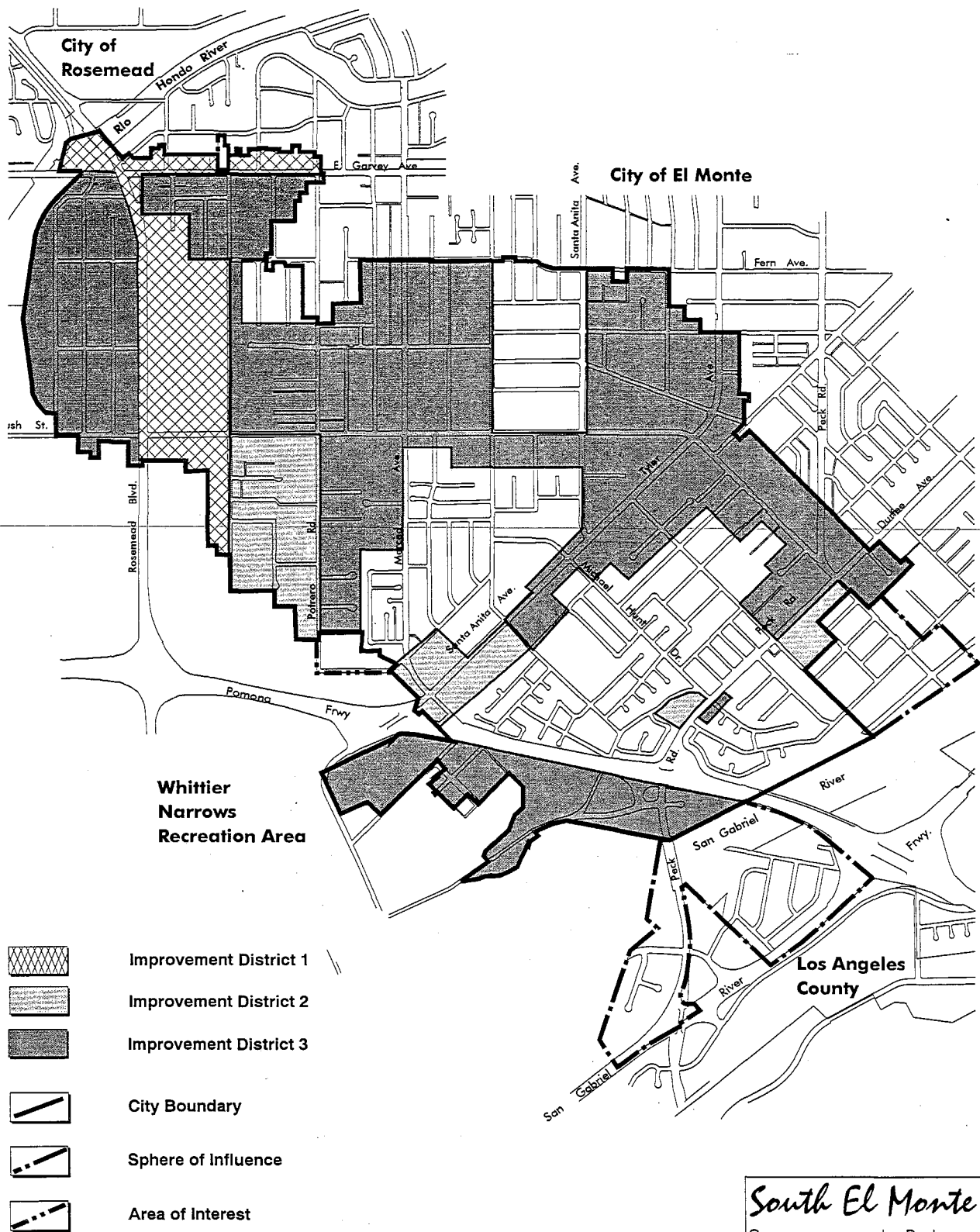
South El Monte has the opportunity to provide regional-serving retail and service commercial uses for people from the surrounding communities, as well as the local population. With the Pomona Freeway traversing the City's southern border, the potential exists to locate some regional-serving commercial developments along the freeway, where visibility is high and access is easy. The City could capture some taxable retail sales by promoting the development of commercial sites in appropriate areas.

Local-Serving Economic Development Opportunities

South El Monte has limited commercial goods and services to offer its resident population. People often must travel to neighboring cities to shop, eat at restaurants, and go to the movies. South El Monte also has a large daytime business employee population that would benefit from local goods and services.



*Retail shops to meet the needs
of the local population.*



South El Monte
General Plan

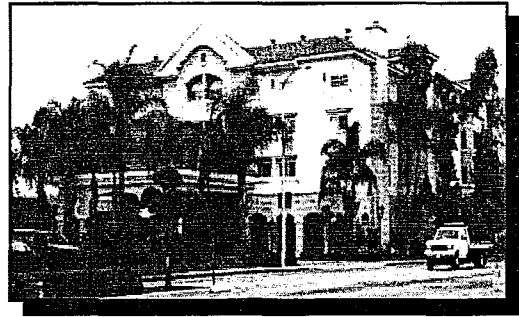
Figure ED-1
Business Improvement
Districts

Job Creation for South El Monte Residents

Many of the businesses in the City offer low-wage, low-skill employment opportunities. To improve the economic health and diversity of the community, jobs must be available for a wide variety of skills.

Facilitating Economic Development

Since creation of the three BIDs in the 1990s, the City has declined to take an active role in facilitating redevelopment activity through the authority afforded by redevelopment law. Also, additional properties have not been added to the project areas, nor has any new BID been established to include other properties in neighborhoods where infrastructure is inadequate and beginning to wear. Use of redevelopment on a focused basis can provide the catalyst for economic development.



Attractive accommodations for the business traveler

ECONOMIC DEVELOPMENT OPPORTUNITIES

While South El Monte is largely a built-out City, with relatively little vacant land available for new large-scale development, many opportunities exist for expanding the existing industrial base and attracting commercial business that can contribute revenues to the City for capital improvements and the funding of local services.

As described in the Land Use Element, eight focus areas have been identified for intensified City efforts to encourage uses vital to the community. These sites, identified in Figure LU-3 of the Land Use Element, if developed as described below, have the potential to serve as focal points for new commerce and to result in spin-off economic benefits to surrounding properties.

Area 1: East Santa Anita

The East Santa Anita area occupies approximately 21 acres of land along the eastern side of Santa Anita Avenue. This location is considered a "gateway" area into South El Monte. The southern portion of the area abuts the Pomona Freeway and continues north to Central Avenue. The area lies within a Business Improvement District.

High visibility and easy access to and from the Pomona Freeway provide opportunities for commercial and retail businesses to locate where they can serve travelers and the local community. An aggressive economic development approach for this area would be to facilitate the transition of existing industrial businesses to other areas of the City and

encourage the development of commercial and retail businesses, particularly along arterial roadways, while respecting any industrial businesses which wish to remain.

The East Santa Anita area is appropriate for businesses that meet the needs of people traveling through the City via Santa Anita Avenue, including businesses such as convenience stores, restaurants, service stations, and lodging.

Area 2: Regional Commercial

For many years, this approximately 30-acre site adjacent to the Pomona Freeway, at the south side of the Santa Anita Avenue interchange, has partly been under the jurisdiction of the U.S. Army Corps of Engineers. The site was not developed due to its function as a flood easement. However, development solutions exist to allow the property to be used for commercial purposes. Area 2 represents one of the few large vacant parcels in the City. With appropriate signage, high visibility from the freeway, and easy access, this site has the potential to support regional commercial uses that will draw customers from South El Monte, as well as from surrounding communities.

The site contains adequate coverage to attract a large regional retail shopping center with one or two anchor tenants such as electronics, home furnishings, office supplies, or automotive retail store. Other potential uses include an entertainment center with restaurants and cinema. The focus will be on

attracting users that can return revenues to the City and meet local and regional shopping and entertainment needs.

Area 3: Civic Core

The Civic Core area encompasses approximately nine acres of land south of Central Avenue near the Civic Center. The site is located within a Business Improvement District. For years, a majority of this site has supported a wholesale nursery operation. Considering the site's visibility and easy access to the freeway, the site has the potential for greater utilization. The area has the potential to provide space for freeway-oriented commercial businesses and/or local-serving shops, restaurants, and services. Given the site's proximity to the Civic Center, uses complementary City Hall may be appropriate, including public plazas and open spaces.

Area 4: Rosemead Corridor

The Rosemead Corridor includes approximately 69 acres along both sides of Rosemead Boulevard, between Rush Street and Garvey Avenue. Rosemead Boulevard is a well-traveled four-lane major arterial that connects directly to the Pomona Freeway and to the San Bernardino Freeway to the north. The east side of Rosemead Boulevard lies within a Business Improvement District.

Opportunities exist along this major arterial for the development of mixed uses such as offices, retail stores, warehouses, automotive sales and services, and manufacturing businesses. A regional open air market at the drive-in theater site draws people to the area

on a weekly basis and provides the opportunity to develop compatible uses such as other retail stores, restaurants, and food markets.

Area 5: Peck/Michael Hunt

The Peck/Michael Hunt area encompasses approximately seven acres at the four corners of the intersection of Peck Road/Durfee Avenue and Michael Hunt Drive. The site has direct access to the Pomona Freeway via Peck Road and serves as a gateway into the City. Given its location adjacent to several large residential neighborhoods, this area provides the opportunity for neighborhood-serving retail and service businesses.

Shifting to small local neighborhood service businesses in this area will allow residents to shop for service and goods in the community. Few dental, eye care, or other healthcare-related facilities are available to the residents or business employees in South El Monte. Therefore, many community members are forced to look for these and similar services in surrounding cities. Medical, dental, eye and other personal care services represent businesses that would serve the community well.

Area 6: Garvey Corridor

The Garvey Corridor includes approximately 30 acres of land along Garvey Avenue in the north portion of the City. The corridor runs from Rosemead Boulevard to Potrero Avenue, and lies entirely within a Business Improvement District. This area has the potential to draw commercial business from neighboring cities to the north and provide

goods and services to the adjacent residential and industrial neighborhoods within the City to the south.

The site is designated Commercial-Manufacturing on the Land Use Policy Map. Therefore, small-scale industrial enterprises will continue to represent compatible uses.

Area 7: Michael Hunt/Santa Anita

The Michael Hunt/Santa Anita area includes approximately 12 acres of land around the intersection of Santa Anita Avenue and Michael Hunt Drive. Given this areas proximity to residential neighborhoods, City Hall, the Senior Center, the Community Center, and the Greater El Monte Community Hospital, a unique opportunity is presented to provide neighborhood commercial goods and services that also serve the daytime business population. Neighborhood commercial businesses such as restaurants and food service, convenience stores, and other service businesses will support the surrounding uses and create increased revenue for the City.

Area 8: U.S. Army Reserve Base

Area 8 lies outside the City's corporate limits. This 11-acre parcel supports a U.S. Army Reserve Base. Should the Army choose to abandon the base and the site becomes available for alternative uses, the City plans to aggressively pursue acquisition of the property. This site is designated Low-Density Residential on the Land Use Policy Map. The site provides a chance to facilitate new housing development adjacent to an existing, well-established neighborhood in South El Monte. The site also will help the City establish a site for replacement housing as the City pursues the elimination of nonconforming residential parcels in industrial districts throughout South El Monte.

BUSINESS RETENTION AND ATTRACTION

Maintaining South El Monte's healthy industrial base and accommodating new industrial businesses represents the City's primary economic development goal. The industrial sector provides a wide range of jobs, generates revenues through direct non-retail sale of goods, and defines the community as a good place to do business.

Goal 1.0

Continue to provide opportunities for a wide range of industries to operate in South El Monte.

Policy 1.1

Institute aggressive programs to retain existing industrial businesses and to accommodate the expansion needs of businesses.

Policy 1.2

Maintain an inventory of available industrial sites, including vacant and underutilized sites.

Policy 1.3

Establish a strong marketing program for the City that promotes South El Monte as an exceptional place to expand or establish a business.

Policy 1.4

Provide pamphlets or other materials that provide information to prospective businesses about the City's development requirements for industrial buildings and businesses.

Policy 1.5

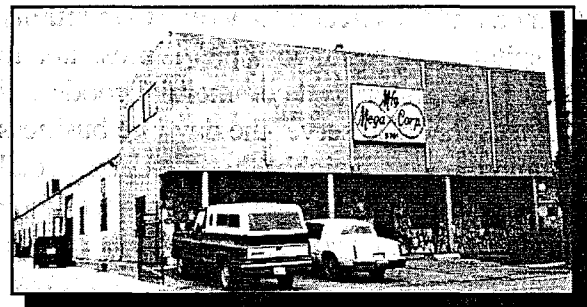
Focus industrial development in those areas of the City designated Industrial on the General Plan land use policy map.

Policy 1.6

Promote office uses and research and development businesses that broaden the economic base.

Policy 1.7

Promote businesses that broaden the range of wages and skills in South El Monte.



Industry provides jobs

REGIONAL-SERVING ECONOMIC DEVELOPMENT

South El Monte's central location within the San Gabriel Valley and along the Pomona Freeway, along which thousands of commuters travel every day, places the City in a location where it can draw travelers into the community to shop, eat at local restaurants, and stop at service stations. Several sites visible from the freeway are underutilized and have the potential to attract commercial businesses that will serve travelers and the local resident and business populations.

Goal 2.0

Attract regional-serving commercial businesses to high-visibility sites at key locations in the City.

Policy 2.1

Focus regional-serving commercial development at the key focus locations identified in the Land Use and Economic Development Elements.

Policy 2.2

Evaluate existing Business Improvement Districts for potential expansion of boundaries.

LOCAL-SERVING ECONOMIC DEVELOPMENT

City residents and the daytime business population are generally underserved in terms of local-serving uses such as grocery stores, restaurants, drug stores, dry cleaners, and similar commercial and personal service businesses providing the goods and services that people like to have readily available. Efforts are needed to attract businesses that can meet these community needs.

Goal 3.0

Attract local-serving retail and service commercial businesses.

Policy 3.1

Create incentives for local-serving retail and service commercial businesses to locate in areas where both the resident and business populations can be served.

Policy 3.2

Establish an office or a contact person within City Hall to assist or direct businesses to where they can obtain loans and other business assistance.

JOB CREATION FOR SOUTH EL MONTE RESIDENTS

The City's industrial and commercial businesses provide jobs for over 20,000 people throughout the Los Angeles area. While many local residents work in South El Monte, the opportunity exists to use the local labor force to a greater extent. Using local labor reduces commute trips into the City, increases employment levels among residents, creates greater community pride, and can serve as a business attraction tool by demonstrating that a skilled labor pool is readily available.

Goal 4.0

Increase the number of local South El Monte residents employed by businesses based in the City.

Policy 4.1

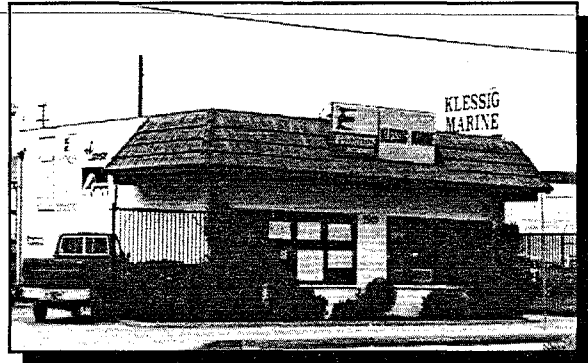
Establish a database available to City residents that lists employment opportunities with businesses based in South El Monte.

Policy 4.2

Work with local and regional job training agencies and organizations to place residents in programs that can improve their jobs skills.

Policy 4.3

Work together with local businesses and business groups to identify ways to encourage the hiring of South El Monte residents.



*Small industrial business
can employ local residents.*

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MEMBERS OF THE COMMITTEE

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