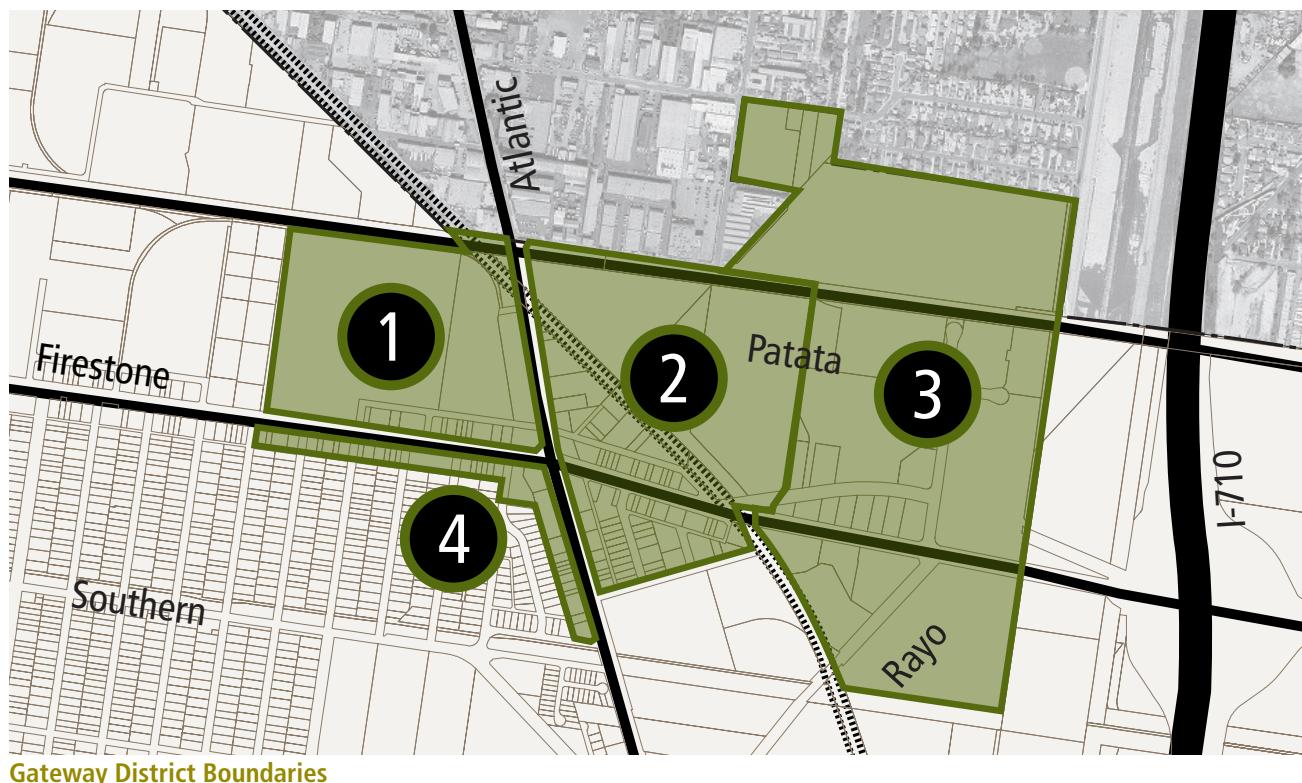


Policies

- P1** Prepare a Specific Plan for sub-area 2. The Specific Plan should identify uses, designs and densities that support transit use.
- P2** The City will work with regional transit agencies, including Metro, to pursue a multi-modal transportation facility in sub-area 2. The multi-modal station should be pursued even if the high-speed, grade separated transit on the Union Pacific Railroad is not constructed.
- P3** The City should explore new street connections between Firestone Boulevard and Atlantic Avenue.
- P4** New local streets should be considered for the Gateway District. The City should make a connection between Firestone Boulevard and Patata Street. The design of the streets should reflect the desired character of the area, as stated in the vision and policies. In particular, new streets in sub-area 2 should be focused on pedestrian circulation.
- P5** The City should explore pedestrian connections between the various sub-areas, especially between sub-areas 1 and 2, across Atlantic Avenue and within sub-area 2 across Firestone Boulevard.

- P6** The City should explore the creation of a parking district for all or part of the Gateway District. This may occur following the development of a Specific Plan for the area.
- P7** Light Industrial/Flex uses or parking garages should serve as a buffer between the transit village in sub-area 2 and the heavy industrial uses, such as Shultz Steel in sub-area 3.
- P8** Existing industrial uses in sub-area 2 may continue in their current locations, but expansions are discouraged.
- P9** The City should create entryways for the City at the intersection of Firestone Boulevard and Atlantic Avenue and at the intersection of Firestone Boulevard and I-710, especially for visitors to the Gateway shopping center and the future transit center, and for other travelers entering the City from the east along Firestone Boulevard.
- P10** The City should pursue the development of an iconic building on the southwest corner of Firestone Boulevard and Atlantic Avenue; new Single-Use Retail buildings such as gas stations or drive through restaurants will not be allowed on this visually important parcel.
- P11** New buildings in sub-area 4 should be of a consistent character and style as other new uses along Firestone Boulevard.



El Paseo/South Gate Towne Center District

Existing Conditions

The El Paseo/South Gate Towne Center District encompasses the retail and commercial area east of I-710 and around the intersections of Garfield and Firestone Boulevards. This area also forms the eastern terminus of the Firestone Retail and Entertainment Corridor.

The area is divided into three sub-areas. Sub-area 1 contains mostly retail uses in an auto-oriented environment. Predominant uses include the El Paseo Shopping Center and Sam's Club. Sub-area 2 contains the petroleum storage tanks located northwest of the Firestone/Garfield intersection. Sub-area 3 is the area on the south side of Firestone Boulevard and contains the Target store and new automobile dealers. Due to its uses and design, this area contains some of the highest volumes of traffic – particularly commercial truck traffic – in the City and a low-quality pedestrian environment.

Vision

This area should generally maintain the same mix of uses and continue to expand its role as a regional retail destination for the greater South Gate area. Existing structures should be improved over the life of the General Plan and the area should continue to be an exciting shopping and entertainment destination. Further, South Gate Towne Center and El Paseo could add multi-family housing to create a livelier district.

Allowable Place Types

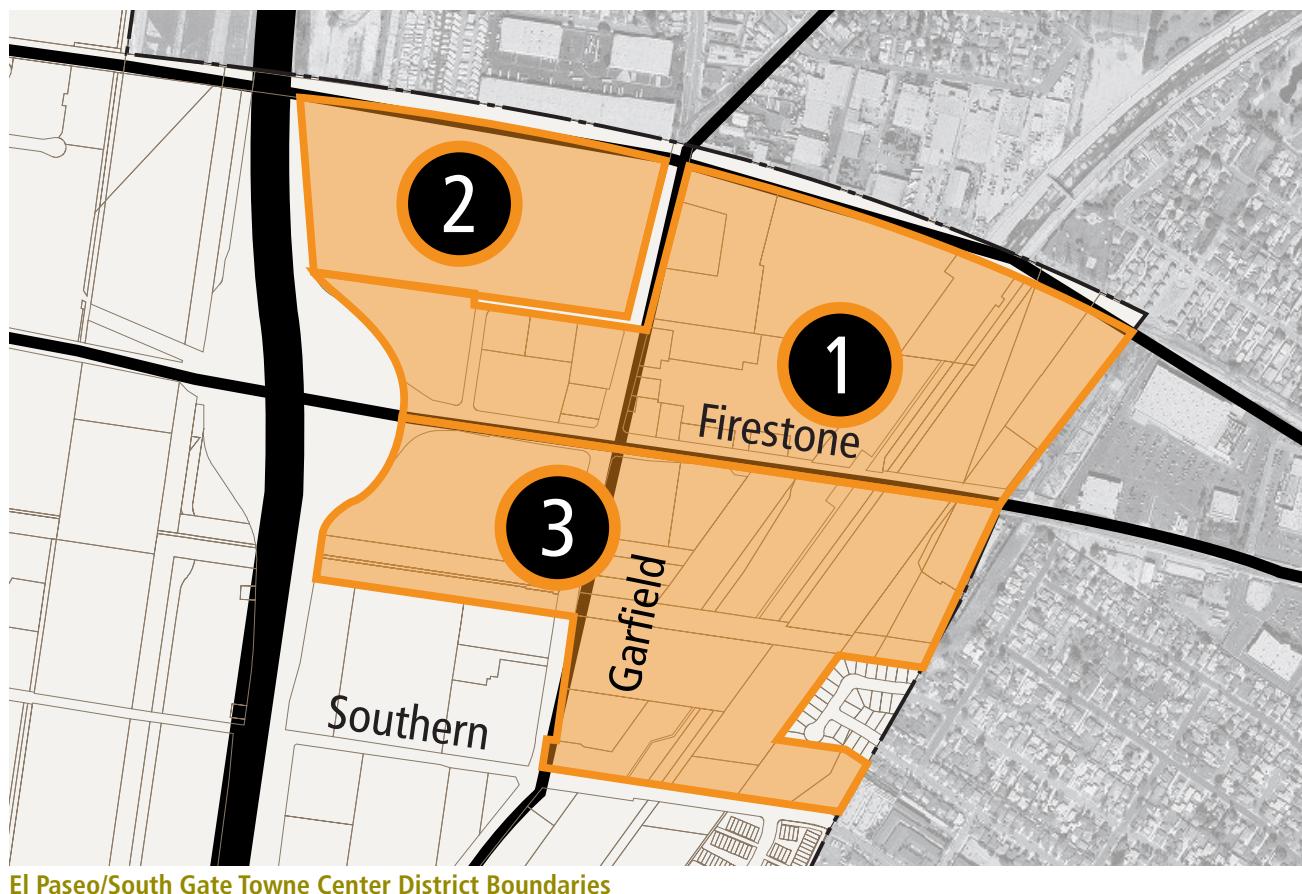
	Highly Desired	Desired	Discouraged
Sub-area 1	Single-Use Retail Open Space	Urban Village Office/R&D	n/a
Sub-area 2	Manufacturing/Distribution Open Space	n/a	n/a
Sub-area 3	Single-Use Retail	Office/R&D Civic/Institutional Open Space	Light Industrial/Flex

Other Place Types are not allowed in this area

Policies

- P1** Housing may be built on the larger parcels in sub-area 1 only.
- P2** While the area is predominantly auto-oriented, efforts should be made to improve the quality of the pedestrian environment and the visual appearance of the streetscape.
- P3** The City should explore ways of encouraging new automobile dealerships to locate in this District.
- P4** The City should explore opportunities for redeveloping the Target shopping center to become more of a regional retail destination.

- P5** The tanks in sub-area 2 will remain in place. Efforts should be made to improve the visual appearance of the tanks from I-710 and Firestone and Garfield Boulevards.
- P6** New uses for sub-area 3 should include major retail and entertainment uses that contribute to the Firestone retail and entertainment corridor. New housing will not be allowed in sub-area 3 in order to avoid conflicts with existing industrial uses.
- P7** To the extent practicable, new truck traffic should be managed to avoid negative impacts on traffic congestion and the overall retail experience.



Imperial District

Existing Conditions

The Imperial Industrial District is located east of the Los Angeles River and extends from the Rio Hondo south to Gardendale Street. The area, which contains 3 sub-areas, is bisected by Garfield Avenue and Imperial Boulevard. The majority of the District, especially sub-areas 2 and 3, contain a wide range of industrial uses including heavy manufacturing, light industrial, warehousing and small "boutique" manufacturing/fabrication facilities. In addition, sub-area 3 contains a horse stable and access to equestrian trails that are a regional resource. Sub-area 2, which also contains parcels around the intersection of Garfield Avenue and Imperial Boulevard, has a high percentage of highway commercial uses, such as gas stations and fast food restaurants. Sub-area 1 contains mostly small retail parcels fronting Imperial Boulevard. Overall, the District has a disjointed urban fabric and many of the buildings may need replacement during the time horizon of the General Plan. Although it is outside of City limits, Los Angeles County has plans to develop a mixed use government and private office complex off Imperial Boulevard, just east of the City limit in the City of Downey.

Vision

This area should be transformed over the next 20 to 30 years to provide more retail establishments that serve the needs of the community, expanded job opportunities and a diversity of housing types. Sub-area 1 is envisioned to become a mixed use retail/residential area that contains both multi-family residential buildings and buildings with a vertical mix of uses. Ground floor retail uses and other non-residential uses that cater to local residents and employees at the nearby county municipal campus in the City of Downey should be pursued. Sub-area 2 is envisioned to transform from a mix of auto-oriented retail and industrial uses into an attractive mixed use corridor. Other uses that are allowed in this sub-area are new Single-Use Retail and Light Industrial/Flex uses. Retail and mixed use development is envisioned for the major roadways of Garfield Avenue and Imperial Boulevard, while the Light Industrial/Flex uses would be allowed on the parcels off of these roadways. Sub-area 3 should remain a job-producing District, but allowed uses will include Office/R&D to help to diversify the City's job base. Manufacturing/Distribution uses are explicitly allowed in this sub-area.

Allowable Place Types

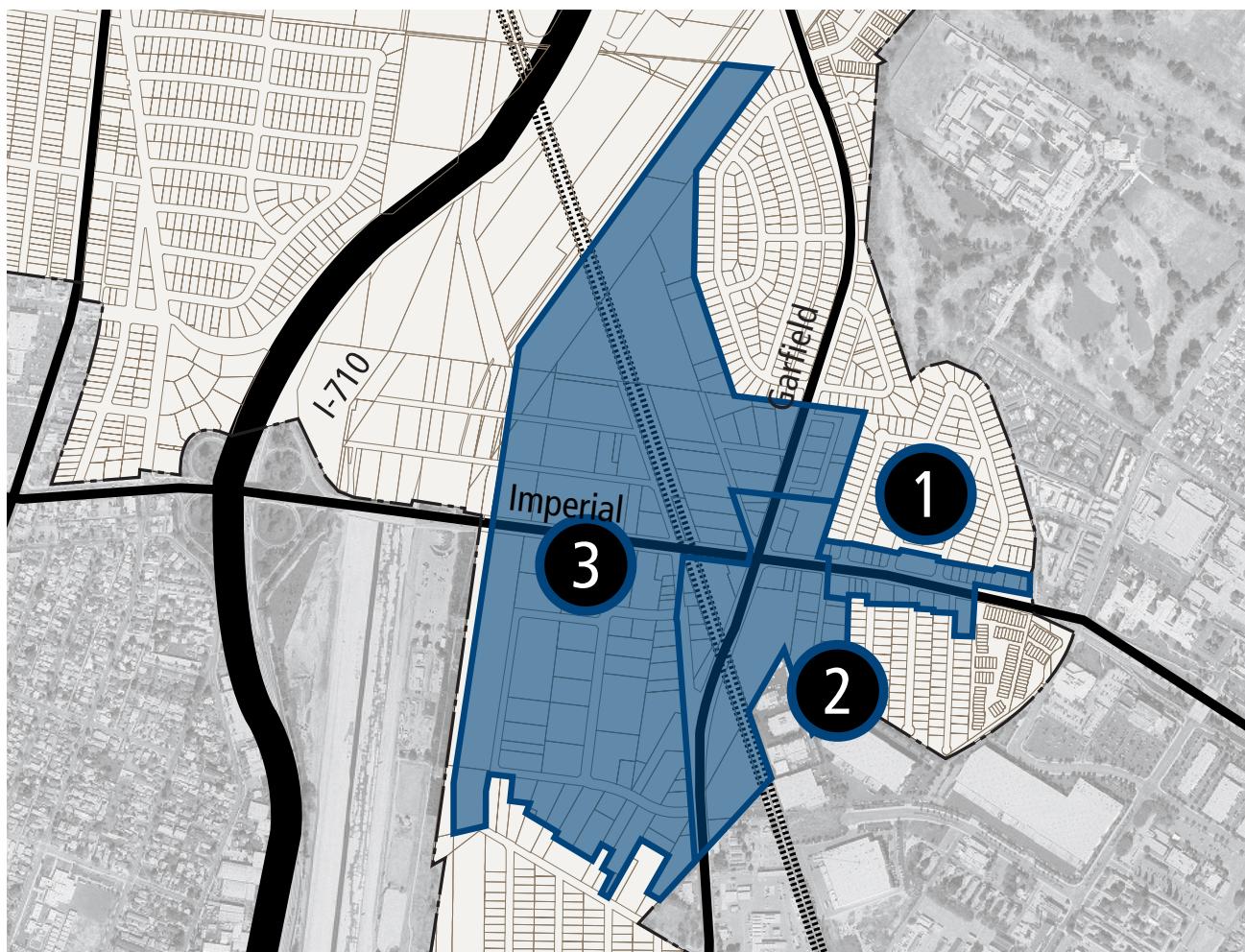
	Highly Desired	Desired	Discouraged
Sub-area 1	Neighborhood Medium-High Boulevard Medium-High Open Space	n/a	Single-Use Retail
Sub-area 2	Boulevard Medium-High Open Space	Neighborhood Medium-High Single-Use Retail	Light Industrial/Flex
Sub-area 3	Single-Use Retail Office/R&D Light Industrial/Flex Manufacturing/Distribution Open Space	n/a	n/a

Other Place Types are not allowed in this area

Policies

- P.1** New uses should capitalize on the District's proximity to the county municipal campus in Downey. Potential uses could include retail, restaurants, cafés and offices. These uses should also serve the needs of the existing residents.
- P.2** New residential uses should include multi-family housing to help to diversify the housing types present on the eastern side of the City.
- P.3** Buildings facing Imperial Boulevard should be designed to create an attractive pedestrian environment, with buildings set close together, minimal setbacks from the street and retail uses on the ground floor. Given the depth of the parcels, particular attention must be paid to potential impacts on residential areas as properties are redeveloped.
- P.4** The consolidation of small parcels for redevelopment is encouraged.

- P.5** The City should pursue the development of a supermarket in the Imperial District. Potential locations include the large parcels fronting Imperial Boulevard in sub-area 3 and the flea market site on Garfield Avenue in sub-area 2.
- P.6** As redevelopment occurs in sub-area 3, streets and streetscapes should be improved to enhance the visual quality of the area.
- P.7** The City should encourage the continued operation and potential expansion of the equestrian facilities in sub-area 3.
- P.8** The employment areas in sub-area 3 should be beautified and a variety of new job-producing uses should be encouraged.
- P.9** If Los Angeles proceeds with plans to develop a mixed use complex off Imperial Boulevard, the City should pursue a train station near Imperial Boulevard and, if a transit station is located in the vicinity, the City should allow for a high-density transit village within a ½ mile radius of the transit facility.



Imperial Industrial District Boundaries.

South Gate Triangle District

Existing Conditions

This area is bounded by the Los Angeles River, the Rio Hondo Channel, and the El Paseo/South Gate Towne Center District. The District contains numerous large-scale industrial, warehouse and storage uses. The character of the area is heavy industrial with large parcels containing large footprint buildings. Additionally, numerous properties have outdoor storage spaces for trucks, machinery and other equipment. While this area contributes to the job diversity and tax base of South Gate, the parcels are generally under-utilized and some are in need of repair and upkeep. This area will also be negatively impacted by the proposed widening of I-710. Access to this District is from Garfield but a proposed extension of Southern Avenue across I-710 and the Los Angeles River could provide direct access from the west side of the City.

Vision

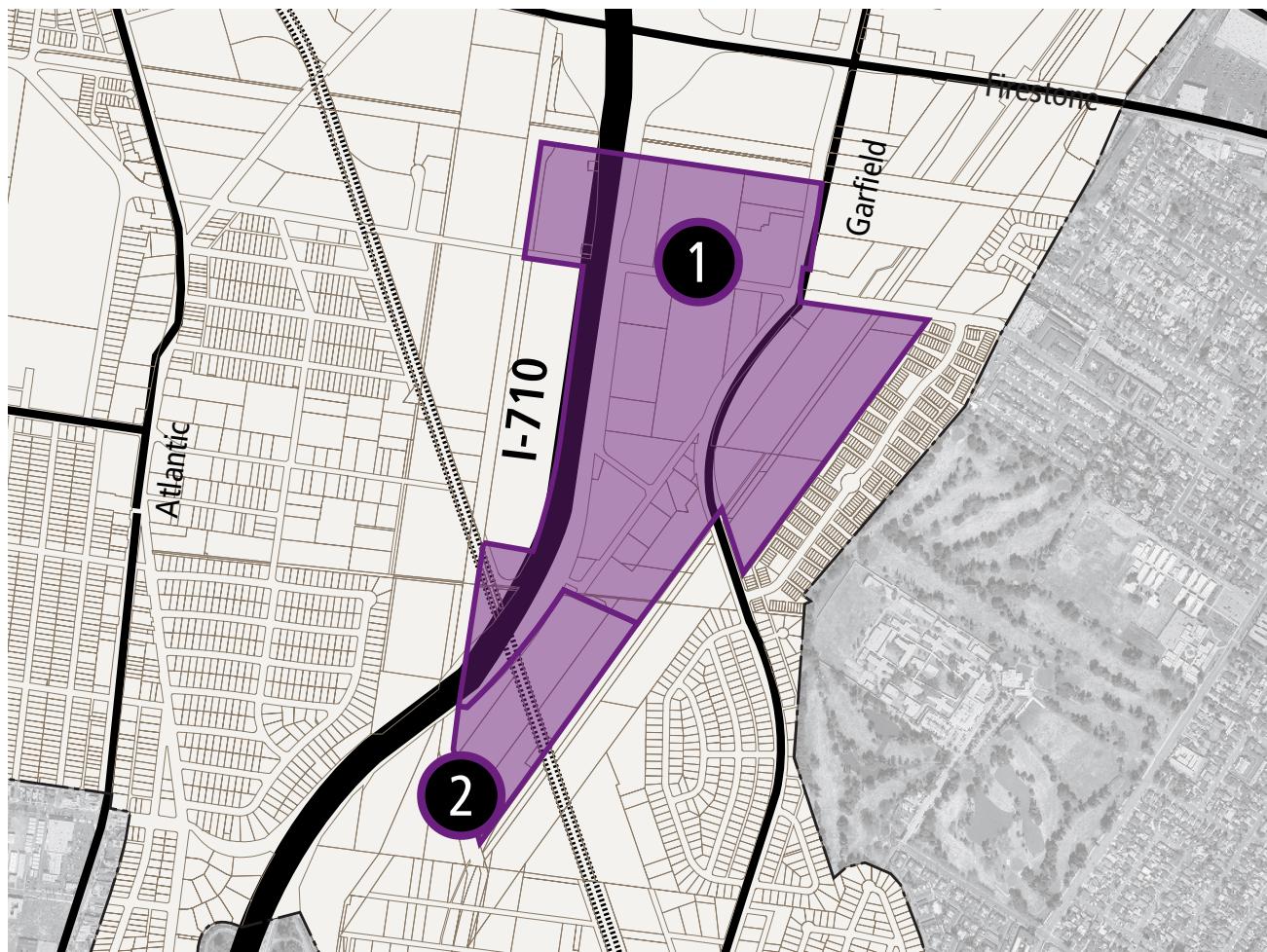
The vision for this District is to remain a job and economic development area for the City while also creating a dramatic entry to the City visible from the I-710 freeway. The District should continue to capitalize on the proximity to, and visibility from, the I-710 freeway and the large parcel sizes. Thus, future uses in this District may include a wide range of non-residential uses, including large-scale Single-Use Retail, Manufacturing/Distribution, Light Industrial/Flex, and Office/R&D uses. In addition, the area at the confluence of the Los Angeles and Rio Hondo Rivers should contain a use or structure that enhances the image of South Gate, including a destination retail or entertainment use. This area should contain a signature use or building with a unique architectural character that draws attention to the City.

Allowable Place Types

	Highly Desired	Desired	Discouraged
Sub-area 1	Single-Use Retail Office/R&D Light Industrial/Flex Manufacturing/Distribution Open Space	Civic/Institutional	n/a
Sub-area 2	Single-Use Retail Office/R&D Light Industrial/Flex Manufacturing/Distribution Civic/Institutional Open Space	n/a	n/a
<i>Other Place Types are not allowed in this area</i>			

Policies

- P1** New uses should be allowed that take advantage of the frontage on and visibility from I-710.
- P2** Single-use Retail is allowed and encouraged in this District, especially when it enhances the visibility and identity of South Gate.
- P3** The confluence of the Los Angeles River and the Rio Hondo should be developed with an iconic building with dramatic architecture and/or a major destination that includes a highly visible use, such as a park, hotel, or sports/entertainment complex that will increase the visibility of South Gate to travelers on I-710 and will serve as a gateway to the City.
- P4** As part of improvements to the Los Angeles River and Rio Hondo Channel, the City should improve public access to the riverfront and ensure that new developments contribute to the enhanced riverfront experience.



South Gate Triangle District Boundaries.

Hollydale Industrial District

Existing Conditions

The Hollydale Industrial District is a two-block-wide band of mostly manufacturing and distribution parcels located along Dakota Avenue between Century Boulevard and Gardendale Street. The parcels are bounded by single family homes on the east and west sides. A rail line, which is used by the businesses, runs parallel to Dakota Avenue.

Vision

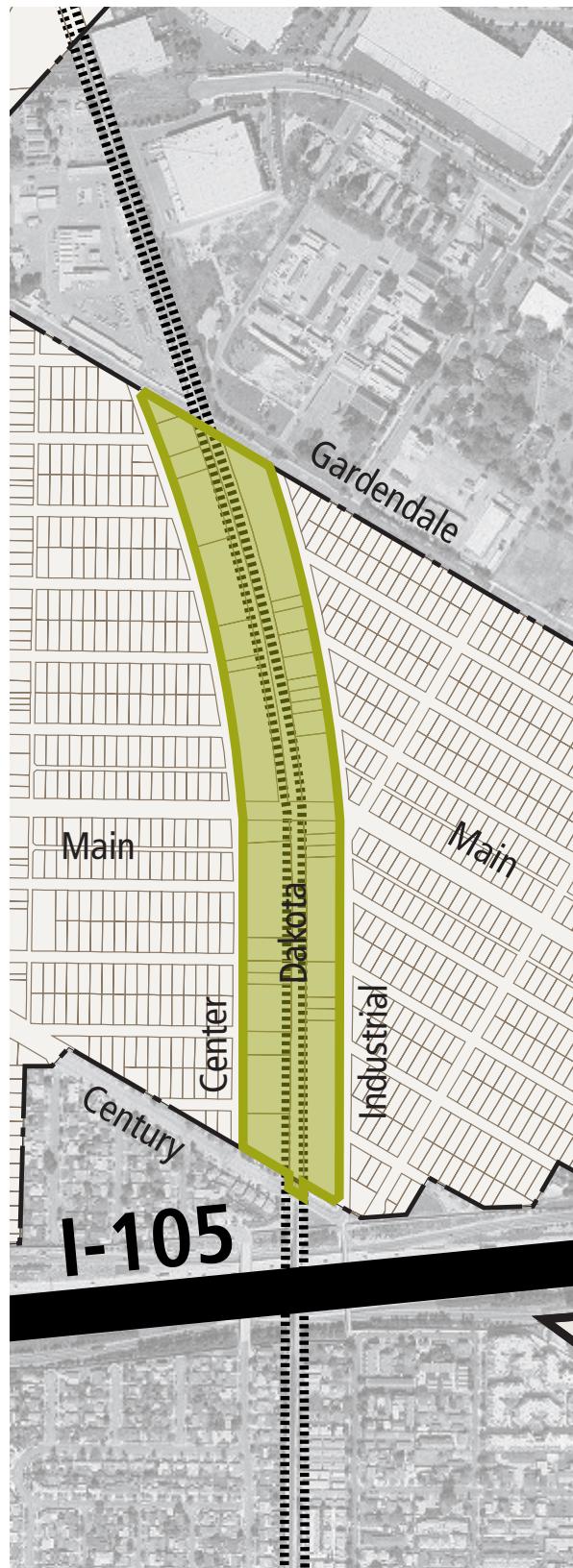
This area should remain an employment center but over time uses should transform from Manufacturing/Distribution uses to Light Industrial/Flex uses that are more visually attractive and will have less of an impact of adjacent neighborhoods.

Policies

- P.1** Small scale "boutique" Light Industrial/Flex uses should be pursued for this District.
- P.2** Existing Manufacturing/Distribution uses will be allowed to remain but expansions or major alterations will not be permitted.
- P.3** Existing property owners will mitigate negative impacts on residential areas from truck traffic and business operations and will improve the visual appearance of their property.
- P.4** Long-term truck parking will not be allowed on Center Street or Industrial Avenue.

Allowable Place Types

Highly Desired	Desired	Discouraged
Light Industrial/ Flex	n/a	Manufacturing/ Distribution
Open Space		
<i>Other Place Types are not allowed in this area</i>		



Hollydale Industrial District Boundaries.

Tweedy Educational District

Existing Conditions

This District is located at the terminus of Tweedy Boulevard east of Atlantic Avenue. The area is a former industrial area that currently has a large amount of vacant land and abandoned buildings. Single family residential areas border this District to the north and south. The Los Angeles River is the eastern boundary of the District. The Los Angeles Unified School District owns the majority of parcels in this area and is currently in the process of developing a school complex that may include a middle school, a high school and other support uses.

Vision

The vision for the Tweedy Educational District is to create a new, 21st century educational complex that is supported by complimentary uses that contribute to the betterment of South Gate. The District should include new public educational facilities and other uses such as parks, cultural facilities, and retail uses. Given its location, the design of the District should interact with the Los Angeles River and facilitate the revitalization of, and increased public access to, the riverfront.

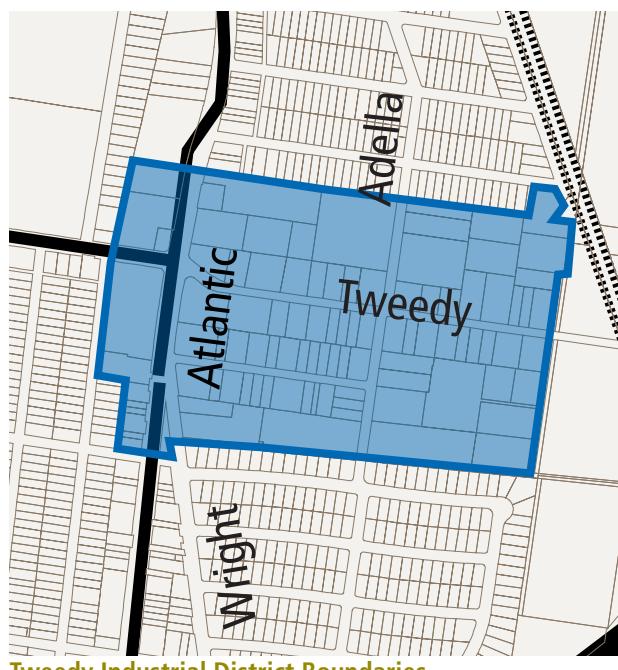
Allowable Place Types

Highly Desired	Desired	Discouraged
Boulevard Medium-High	Neighborhood Medium-High	n/a
Civic/Institutional		
Open Space		

Other Place Types are not allowed in this area

Policies

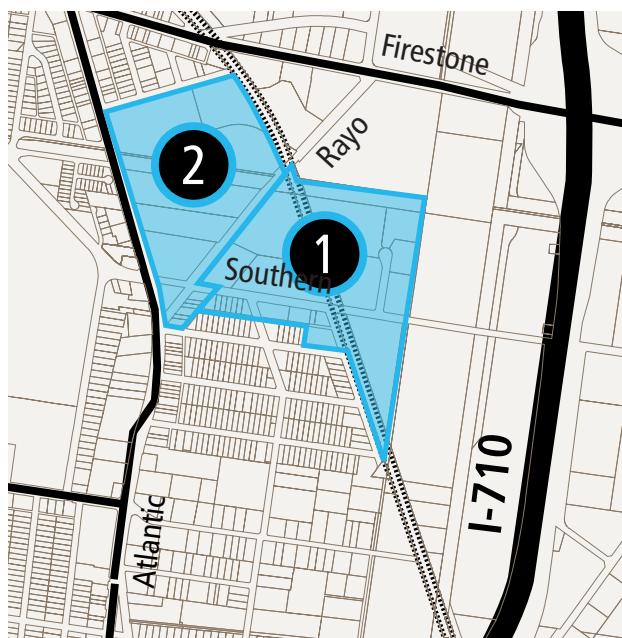
- P.1** The residential neighborhoods to the north and south of the District should be buffered from new non-residential uses in the Tweedy Educational District.
- P.2** New residential uses, such as townhomes and small scale apartments, may be located on the north and/or south side of the Tweedy Educational District to serve as a buffer between the educational uses and the residential neighborhoods.
- P.3** Retail development or mixed use development with ground floor retail should be located along Atlantic Avenue.
- P.4** The redevelopment of the District should provide direct and safe public access to the Los Angeles River through the site.
- P.5** The redevelopment of the District should improve the appearance of the public edge of the river and could include landscaping and other beautification activities.
- P.6** A new public park, joint use athletic facilities, and open space should be included in the redevelopment of the District. This facility (or facilities) should be open to the public on weekends and during non-school hours.
- P.7** The City should work closely with the Los Angeles Unified School District on plans for the property.
- P.8** The District should be designed to be highly publicly accessible and not isolated from the community.



Rayo Industrial District

Existing Conditions

The Rayo Industrial District is located south of the Gateway District and between Atlantic Avenue and the Los Angeles River. The area currently contains a variety of industrial, warehouse and distribution uses. The parcels are relatively large and there is frontage on Atlantic Avenue and the Los Angeles River. Access to the Los Angeles River multi-use trail is also through this District. The District is divided into 2 sub-areas. Sub-area 1 is located generally east of Rayo Avenue and west of the Los Angeles River. Sub-area 2 is the area generally between Rayo Avenue and Atlantic Boulevard.



Allowable Place Types

	Highly Desired	Desired	Discouraged
Sub-area 1	Office/R&D Light Industrial/Flex Open Space	Civic/Institutional	Manufacturing/Distribution
Sub-area 2	Boulevard Medium-High Civic / Institutional	Single-Use Retail Office/R&D Light Industrial/Flex	n/a

Other Place Types are not allowed in this area

Vision

In the future, the Rayo Industrial District should remain a job-producing area for the City of South Gate. Mixed use residential development will be allowed along Atlantic Avenue. The focus of the employment uses should shift from Manufacturing/Distribution uses to uses with a higher-job density, such as Office/R&D and small-scale fabrication uses. The parcels fronting Atlantic Avenue in sub-area 2 are envisioned to have either a vertical mix of uses with ground floor retail or Single-Use Retail establishments. A revitalized Los Angeles River corridor along the eastern edge of sub-area 1 will contribute to the vibrancy and beauty of the Rayo Industrial District, and buildings constructed on the parcels fronting the Los Angeles River should contribute to the enhancement of both the river and the multi-use regional trail that runs along the river.

Policies

- P.1** The existing logistics, warehouse and distribution uses will be allowed to continue in their current operations and make minor property improvements, but major expansion should not be allowed.
- P.2** New job-producing uses should help to diversify the City's tax and employment base.
- P.3** The Boulevard Medium-High and Single Use Retail Place Types are allowed and encouraged along Atlantic Avenue. These uses are not desired in other areas of the District.
- P.4** New uses adjacent to the Los Angeles River should be designed and located to capitalize on the proximity and access to the river.
- P.5** New buildings should provide enhanced public connection to the regional trail system along the Los Angeles River.

Southwest Industrial District

Existing Conditions

This small District, which is the location of the former General Motors plant, is located in the southwest corner of the City and contains approximately 1 million square feet of warehouse and logistics uses. The parcel sizes are large, with most over two acres, and the block structure has superblocks with only one cul-de-sac serving the area. The majority of buildings in this area are relatively new and thus not likely to redevelop over the time horizon of the General Plan. However, there are several parcels, including the smaller parcels on Delores Street, that are visually blighted and impact adjoining residential neighborhoods.

Vision

The vision for this District is to maintain existing uses and encourage new Light Industrial/Flex uses when redevelopment occurs. The parcels along Delores Street should be improved with new Light Industrial/Flex uses in the next 20 years.

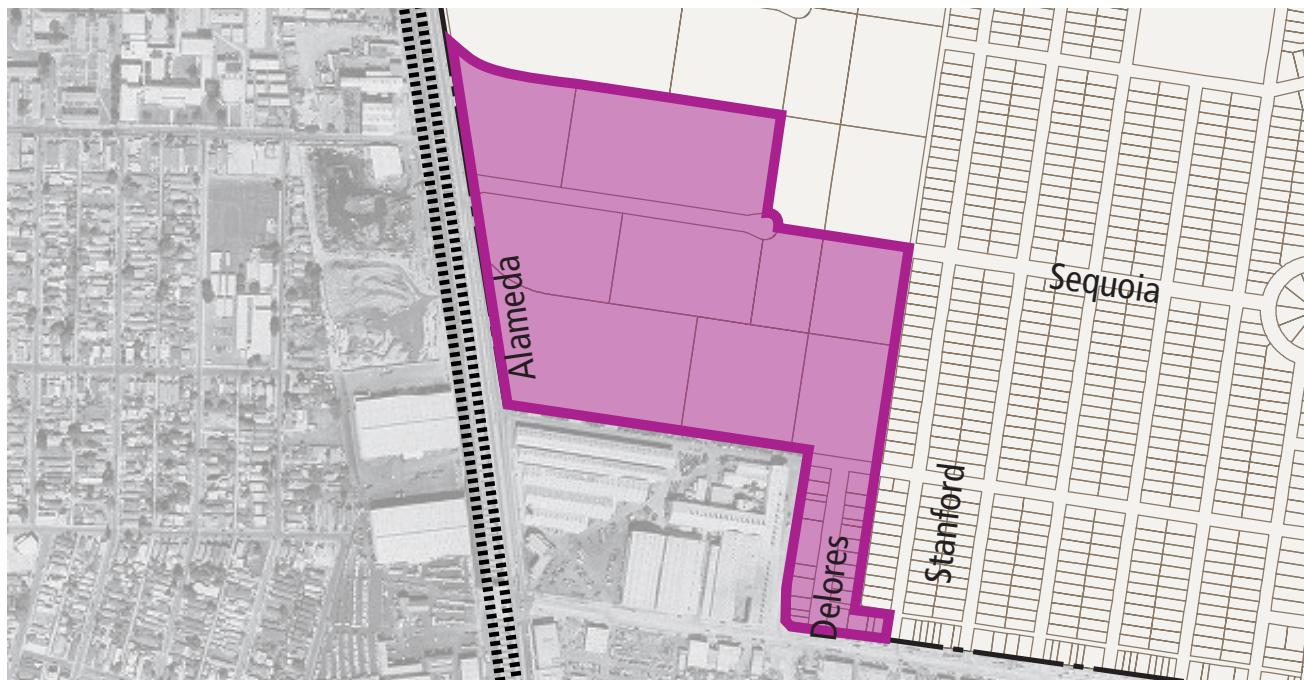
Policies

- P.1** Light Industrial/Flex uses are strongly desired and Manufacturing/Distribution uses are allowed in this District.
- P.2** The consolidation of small parcels along Delores Street for redevelopment is encouraged.

Allowable Place Types

Highly Desired	Desired	Discouraged
Light Industrial/ Flex	Manufacturing/ Distribution	n/a
Open Space		

Other Place Types are not allowed in this area



Southwest Industrial District Boundaries.

Firestone Industrial District

Existing Conditions

The Firestone Industrial District contains a mix of manufacturing and light industrial/flex spaces on the north side of Firestone Boulevard. The business uses in the District, including the Sealy Mattress facility, are very established and contribute to the City's employment base. The parcels are relatively large in size and thus make redevelopment more feasible. The buildings are industrial in character and do not contribute to a pedestrian-oriented streetscape along Firestone Boulevard.

Vision

The vision for this District is to maintain and expand the overall job base while also letting the district evolve to contain more Light Industrial/Flex, office, and retail and entertainment uses that support the vision of a major, destination entertainment corridor along Firestone Boulevard. Uses along Firestone Boulevard are envisioned to be mixed use buildings of 3 to 6 stories with ground floor retail and office or residential on the upper floors. This will help to create an attractive streetscape that is consistent with the vision for the entire Firestone corridor.

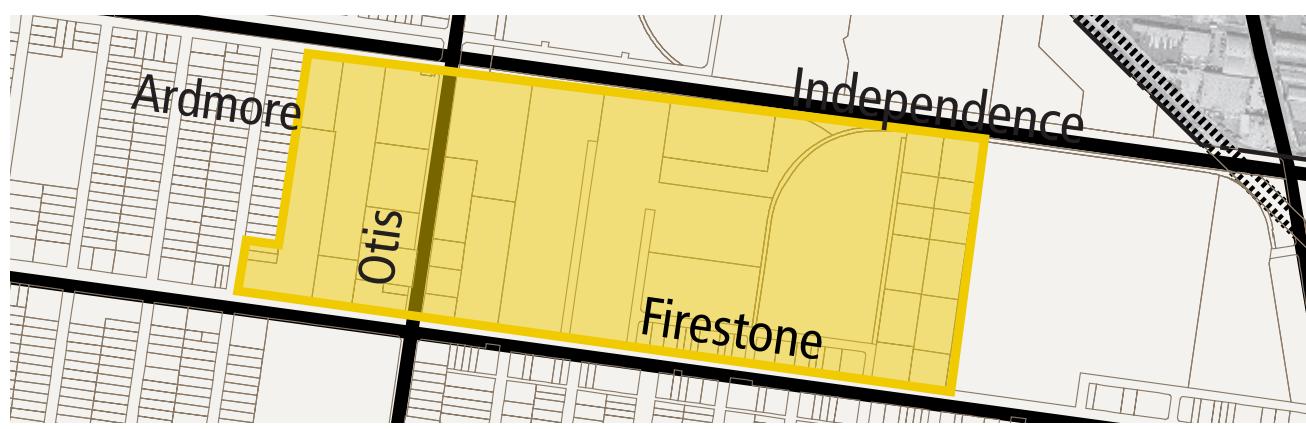
Policies

- P.1** Existing Manufacturing/Distribution uses may continue, but their expansion is discouraged.
- P.2** Place Types along Otis and internal to large parcels should be Light Industrial/Flex, Office/R&D or Single-Use Retail.
- P.3** New buildings along Otis Street for 200 feet on either side of Firestone Boulevard should be mixed use buildings with retail on the ground floor and residential or office on the upper floors. This will enable the creation of a more consistent street environment along Firestone Boulevard.
- P.4** Single-Use Retail uses with a focus on destination retail and entertainment may be considered on the eastern side of the District, in the area adjacent to the El Portal retail center. These uses should contribute to the overall vision of the City for an entertainment and retail district along Firestone Boulevard.
- P.5** Office/R&D and Light Industrial/Flex uses should be located in the northern portion of the District.
- P.6** Auto-related businesses, such as repair and sales, are discouraged in this District.
- P.7** New buildings along Firestone Boulevard should support the pedestrian environment, with buildings having minimal setbacks from the sidewalk and ground floor uses that support pedestrian activity.

Allowable Place Types

Highly Desired	Desired	Discouraged
Boulevard High	Single-Use Retail	Manufacturing/ Distribution
Office/R&D		
Light Industrial/ Flex		
Civic/Institutional		
Open Space		

Other Place Types are not allowed in this area



Firestone Industrial District Boundaries.

Ardine Industrial District

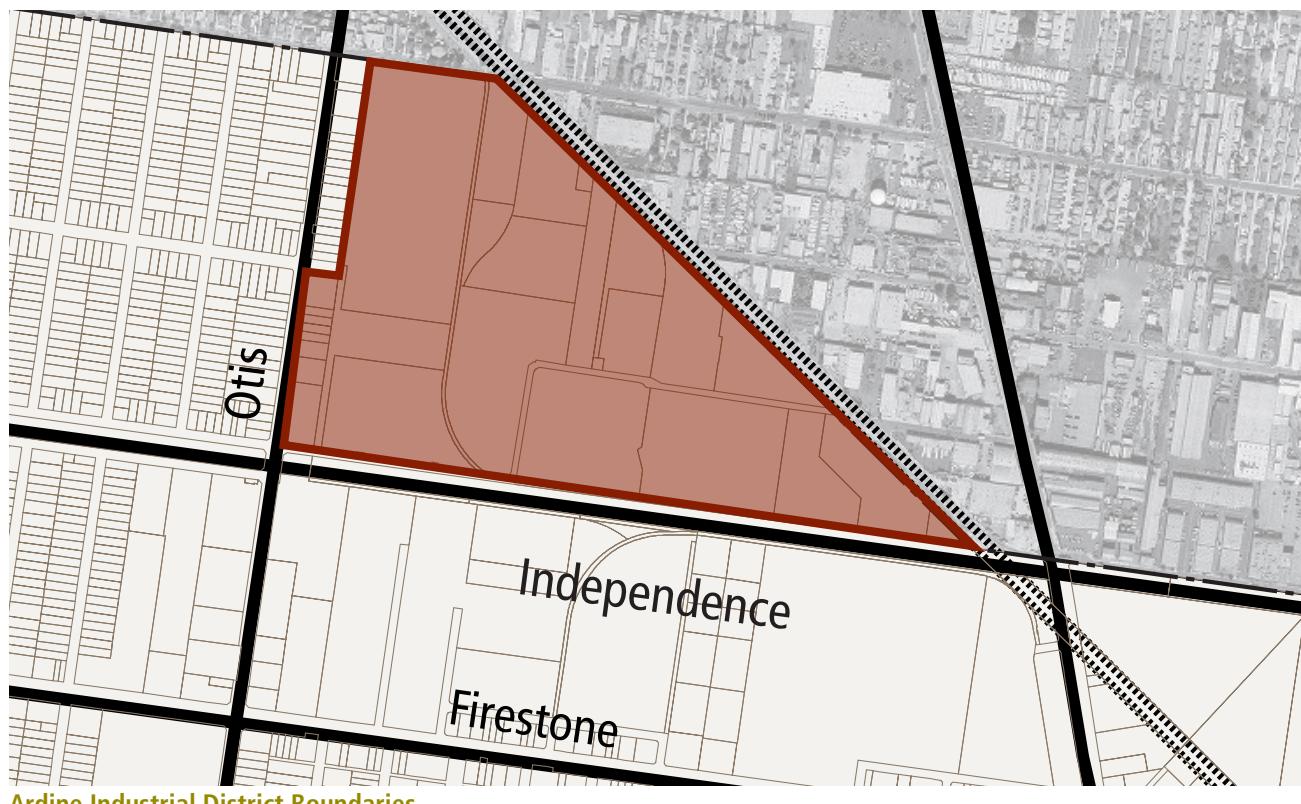
Existing Conditions

The Ardine Industrial District is located just north of the Gateway and Firestone Industrial Districts and contains a mix of heavy industrial and warehouse uses. The area is served by active rail spurs and borders the industrial land in the Cities of Huntington Park and Cudahy. While the area is actively used, there are issues with truck access and the impact of industry on nearby neighborhoods.

Allowable Place Types

Highly Desired	Desired	Discouraged
Light Industrial/ Flex	Manufacturing/ Distribution	n/a
Open Space		

Other Place Types are not allowed in this area



Ardine Industrial District Boundaries.

Vision

Transform the Ardine Industrial District over time from manufacturing and distribution uses into a higher-density employment center with an emphasis on flex/light industrial buildings that cater to small manufacturing businesses.

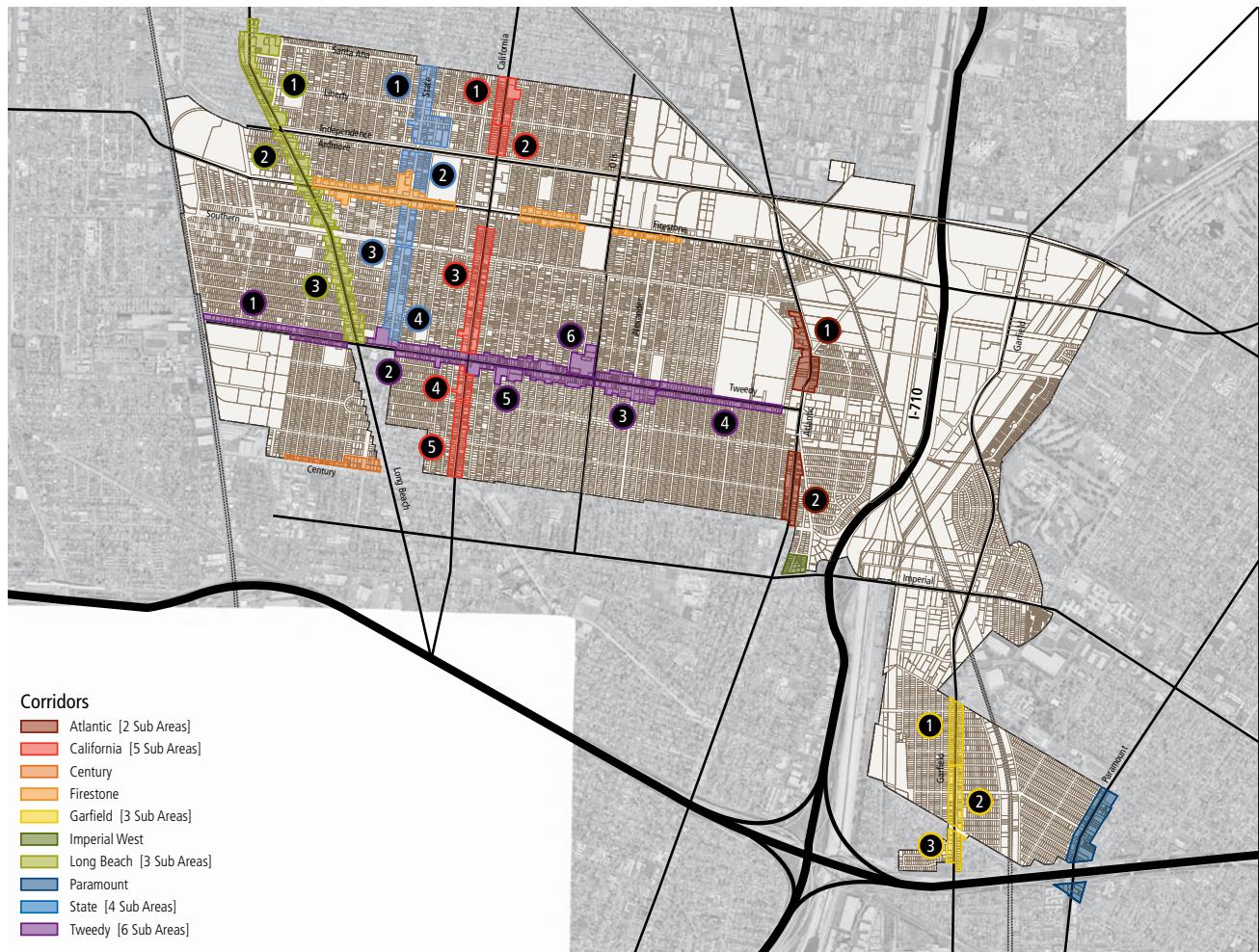
Policies

- P.1** While manufacturing and distribution uses are desired, these uses should not expand significantly in their present location.
- P.2** New development will create adequate physical buffers next to residential areas in order to mitigate the negative noise, air pollution and other impacts. These buffers may include landscaping, setbacks, and fencing. The buffers will be located on property within the Ardine Industrial District, not on property within surrounding Neighborhoods, Districts or Corridors.
- P.3** The use of the rail spur to move goods and products is preferred over trucks in order to reduce the volume of trucks on City streets.

CORRIDORS

This section provides specific information on each of the Corridors located in the City of South Gate. As with the Districts, the description of each Corridor includes a description of the existing conditions, a vision statement for the area, and specific policy guidance. A map of each Corridor is also included. The allowable Place Types for each Corridor are presented in Table CD 8. The information contained here will be considered policy statements with the force of regulation. They are developed to provide a vision of the organization of uses within the City in the future and a flexible structure to allow for changes in economic conditions and community visions.

This section provides specific information on each of the Corridors located in the City of South Gate.



Firestone Corridor

Existing Conditions

Firestone Boulevard is the primary arterial roadway through the City and helps to connect South Gate with the wider region. The Firestone Corridor contains parcels along Firestone Boulevard that are not included in other Districts. The Firestone Corridor contains predominantly auto-oriented retail and commercial uses, including a large number of used car dealers, auto repair shops and automobile parts stores. The urban fabric of the Corridor is inconsistent, with varied setbacks, building heights, lot sizes and lot area coverage. In addition, the Corridor has conditions of economic and physical blight. Many of the buildings are old and in need of significant renovation, there are numerous vacant buildings, the street and sidewalks are in need of repair, and the area is visually unattractive.

Vision

Firestone Corridor should be transformed from a blighted arterial roadway into a beautiful boulevard, with a diverse mix of uses, including retail, office and high-density housing. The number of auto dealers and other related uses should be minimized, and the streetscape should be beautified with trees, pedestrian facilities or medians. The uses along the corridor should capitalize on the high traffic volume and new uses being developed, including the El Portal retail project, the proposed courthouse complex and the expanded community college facility.

Policies

- P.1** Neighborhood High and Boulevard High uses are strongly encouraged along the length of the Corridor.
- P.2** Single-Use Retail is allowed but should not detract from the overall desired character of the Corridor.
- P.3** The assembly of parcels to allow for greater redevelopment opportunities should be encouraged and facilitated by the City, to the greatest extent possible.
- P.4** Office/R&D uses as part of mixed use projects should be targeted to the area in close proximity to the Civic Center District.
- P.5** New development should step down in height to the existing single family neighborhoods, or employ other techniques to buffer Corridor uses from adjacent residential areas.
- P.6** Over time, the Firestone Boulevard right-of-way (including the sidewalks) should be widened to accommodate increased traffic and to improve the pedestrian environment.
- P.7** The City should undertake a streetscape improvement program that includes street trees, wider sidewalks, pedestrian facilities such as benches and bollards, and improved crossings.
- P.8** Existing civic and public uses, such as the South Gate High School and the post office, should be preserved as significant community assets.
- P.9** A new mixed use project or a supermarket should be located on the large retail site at the intersection of Firestone Boulevard with State Street. The new design should bring the building to the street to enhance the Firestone Corridor.

Allowable Place Types

Highly Desired	Desired	Discouraged
Boulevard High	Single-Use Retail	n/a
Neighborhood High	Civic/Institutional	
Open Space		

Other Place Types are not allowed in this area



Firestone Corridor Boundaries.

Tweedy Mile Corridor

Existing Conditions

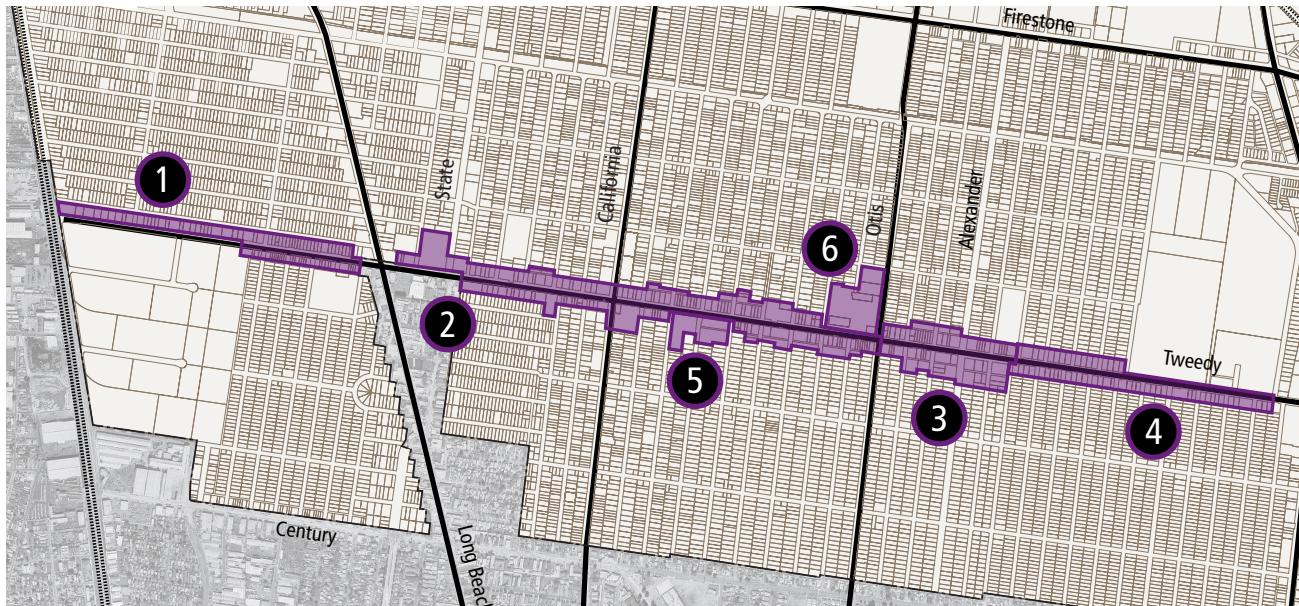
The Tweedy Mile Corridor encompasses the retail, service commercial and residential parcels fronting Tweedy Boulevard from Alameda east to South Gate Park.

The Corridor contains the area commonly known as Tweedy Mile, which is the historic downtown of South Gate but currently does not serve in this capacity.

The Tweedy Mile Corridor is divided into six sub-areas. Sub-area 1 runs from Alameda to Long Beach Boulevard and includes a mix of retail, residential and public uses, including the Southeast High School and Southeast Middle School. Sub-area 2 extends from Long Beach west to Otis. The environment is very walkable with relatively wide sidewalks and pedestrian facilities such as benches, textured crosswalks and bulbouts. A high percentage of the parcels are built to the edge of the sidewalk and have retail storefront on the street, thus creating a more pedestrian-friendly environment. Two large auto-oriented shopping centers are located along the Corridor; they are sub-area 5, which is the shopping center that contains Miller's Outpost, and sub-area 6, which is the Albertson's

shopping center. Sub-area 3 extends from Otis to just west of Alexander. This area includes many one and two story commercial buildings that contain retail and office uses. Sub-area 4 extends east to Atlantic Avenue and has mostly single family buildings on large lots. Some of these structures are used for offices and other non-residential uses.

Overall, the Tweedy Mile Corridor has a relatively "worn-down" feel. Buildings need repairs and fresh paint and there are blighted buildings along the north side of the street, street furniture is nearing the end of its useful life, streets and sidewalks are dirty, and there is no coherent design character or theme to the street. Most parcels are relatively small, with many between 7,000 and 15,000 square feet and some as small as 3,000 square feet. Parking is generally on-street or in parking lots behind buildings and, with a few exceptions, does not meet parking standards for the number of parking spaces identified in the municipal code. While the Tweedy Mile Corridor has numerous issues, the Corridor presents a tremendous asset and opportunity for the community.



Tweedy Mile Corridor Boundaries.

Vision

Tweedy Mile should be restored to be the heart and soul of South Gate, and become a place where all of the City's residents can shop, eat and meet their neighbors. The core area (which encompasses the majority of sub-areas 2, 5, 6) should maintain the same "main street" character with small storefront retail but add new uses such as restaurants, boutique stores, and specialty food stores such as bakeries, coffee shops and produce stores. Sub-areas 5 and 6 should be redeveloped with mixed use buildings that contribute to the overall fabric of the Corridor and help to breathe new life into the area. To support the revitalization of the area, residential uses should be allowed throughout the Corridor with a particular emphasis on adding mixed use developments, apartments or townhomes in sub-areas 1, 3 and 4. Adding these residential uses at the edges of the Corridor will help bring life and vitality to the area.

Policies

[Note: Policies for the Tweedy Mile Corridor may be found in Goal 5 in the Goals, Objectives, and Policies section].

Allowable Place Types

	Highly Desired	Desired	Discouraged
Sub-area 1	Neighborhood Medium Neighborhood Center Open Space	Civic/Institutional	Single-Use Retail
Sub-area 2	Main Street Open Space	n/a	Single-Use Retail
Sub-area 3	Neighborhood Medium-High Boulevard Medium-High Main Street Open Space	n/a	Single-Use Retail
Sub-area 4	Neighborhood Medium Open Space	Civic/Institutional	n/a
Sub-area 5	Boulevard Medium-High Main Street Open Space	Single-Use Retail	n/a
Sub-area 6	Boulevard Medium-High Main Street Open Space	Single-Use Retail	n/a

Other Place Types are not allowed in this area

Long Beach Corridor

Existing Conditions

Long Beach Boulevard runs in a north-south direction and connects South Gate with Huntington Park and Walnut Park to the north and Lynwood to the south. The Corridor, which includes all the parcels fronting Long Beach Boulevard through the City, contains a mix of mostly commercial uses including drive-through restaurants, motels, nightclubs, used car lots and stand-alone commercial buildings with minimal setbacks. Many buildings are older and in need of repair or replacement. The streetscape is generally unattractive due to the quality of the buildings, a lack of street trees, inconsistent signage, numerous lower-end retail business, overhead wires and sidewalks in need of repair. The Long Beach Corridor is also a heavily used transportation corridor, thus contributing to an unwelcoming pedestrian environment.

Vision

The vision for the Long Beach Corridor is to transform the Corridor into an attractive urban environment with a diverse mix of uses in buildings that are 3 to 6 stories in height. Retail uses that support the daily needs of residents will be located on the ground floor, with residential or office uses on the upper floors. The street should be attractive and inviting to pedestrians.

The Long Beach Corridor is divided into three sub-areas. The vision for sub-area 1 is primarily for residential mixed use buildings (residential over retail) or multi-family buildings. Sub-area 2 should capitalize on its proximity to the proposed Los Angeles Community College District expansion and contain uses that help to create a vibrant urban college campus. Uses could include offices that support the college's activities and housing for students and employees. Stores, restaurants and café's are also desired for ground-floor retail spaces in mixed use buildings. The vision for sub-area 3 is to create a highly urban Corridor with vertical mixed use development or residential-only buildings.

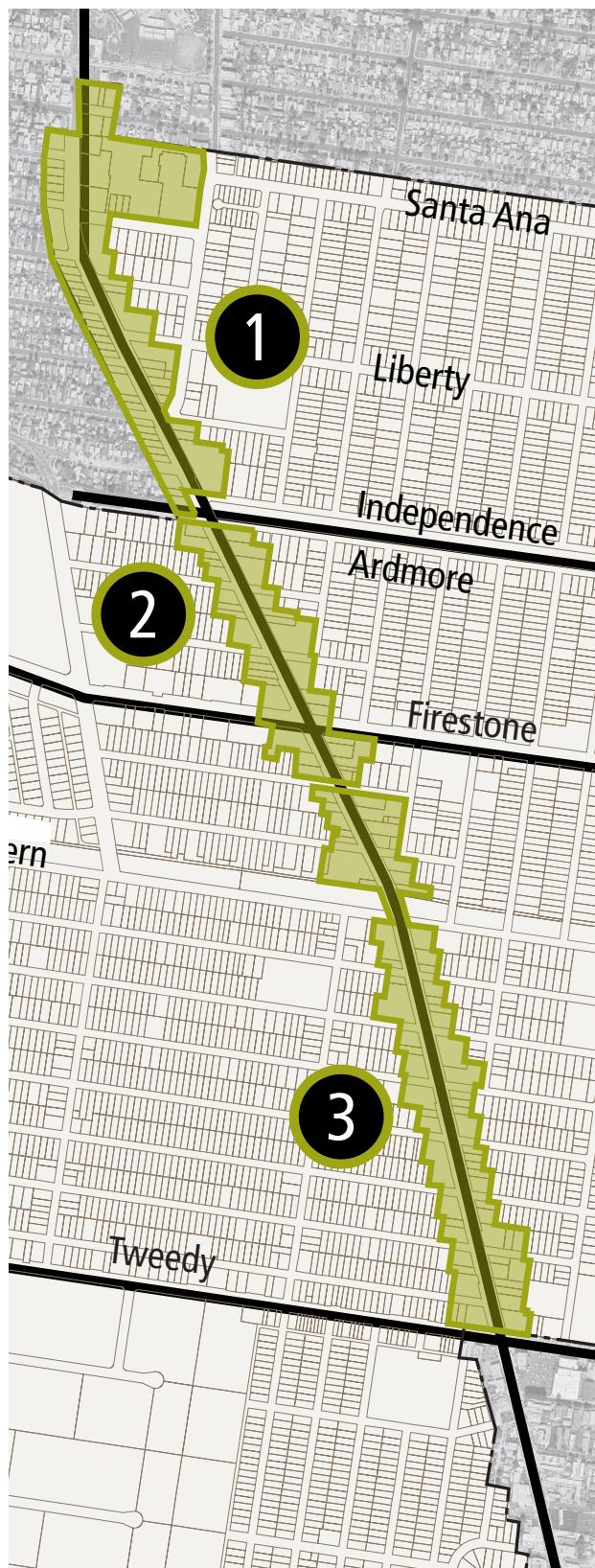
Allowable Place Types

	Highly Desired	Desired	Discouraged
Sub-area 1	Neighborhood Medium-High Boulevard Medium-High Open Space	Single-Use Retail Civic/Institutional	n/a
Sub-area 2	Boulevard Medium-High Open Space	Neighborhood Medium-High Civic/Institutional	Single-Use Retail
Sub-area 3	Neighborhood Medium-High Boulevard Medium-High Open Space	Civic/Institutional	Single-Use Retail

Other Place Types are not allowed in this area

Policies

- P1** The City should undertake a significant streetscape improvement program that includes street trees, wider sidewalks, pedestrian facilities such as benches and bollards, and improved street crossings.
- P2** The City should work with the City of Lynwood to the south and Los Angeles County (for the Walnut Park area) to the south on a corridor plan to ensure consistency of uses and streetscape character.
- P3** Sub-area 2 should be included in any planning efforts that occurs for the South Gate College District.
- P4** The intersections of Long Beach Boulevard with Tweedy Boulevard and Firestone Boulevard should include higher-density uses than the rest of the Corridor. Redevelopment efforts for the Corridor should focus on these areas first as they may catalyze change in other areas along the Corridor.
- P5** In sub-area 3, Neighborhood Medium-High and Boulevard Medium-High uses are strongly encouraged. Single-Use Retail uses are discouraged.



Long Beach Corridor Boundaries.

Atlantic Corridor

Existing Conditions

Atlantic Avenue runs in a north-south direction through the City and connects South Gate with Cudahy to the north and Lynwood to the south. While Atlantic Boulevard traverses the City from north to south, the policies for the Atlantic Corridor only apply to the portion to the south of Southern Avenue. The area north of Southern Avenue is included in the Gateway District and the Rayo Industrial District. The Corridor is divided into 2 sub-areas. The portion between Southern Avenue and Tweedy Boulevard is a combination of commercial uses on the west side of the street and industrial uses on the east side of the street. The portion of the Corridor south of Tweedy Boulevard until the City limit at Imperial Highway has mostly commercial uses with a school, single- and multi-family residential and a few industrial parcels. Overall, there is visual blight and shallow parcel depths on the southern portion, an incoherent urban fabric, an unwelcoming pedestrian environment and buildings that are in disrepair.



Atlantic Corridor Boundaries.

Vision

The Atlantic Corridor should be transformed into a mixed use corridor with multi-family housing and retail uses that support the surrounding neighborhoods. Sub-area 1 should have a strong focus on retail and office development. However, multi-family residential uses are allowed on the upper floors of mixed use buildings, particularly near the Tweedy Educational District. Single-use retail uses are allowed in this sub-area. Sub-area 2 should be predominantly residential in nature with a mix of townhomes and multi-family housing. Mixed use buildings are also encouraged in this area.

Policies

- P.1** The City should work with the City of Lynwood to create a Specific Plan for Atlantic Avenue in both cities.
- P.2** Single Use Retail is specifically allowed for the parcels in sub-area 2 near to Imperial Boulevard.
- P.3** Ground-floor retail uses will be encouraged in mixed use buildings in sub-area 1.
- P.4** Along with mixed use buildings, the area south of Michigan Avenue in sub-area 2 should favor housing types such as townhomes, rowhouses, and small scale apartment buildings.

Allowable Place Types

	Highly Desired	Desired	Discouraged
Sub-area 1	Boulevard High Open Space	Neighborhood High Single-Use Retail Civic Institutional	n/a
Sub-area 2	Neighborhood Medium-High Boulevard Medium-High Single-Use Retail Open Space	Civic/Institutional	n/a
<i>Other Place Types are not allowed in this area</i>			

California Corridor

Existing Conditions

California Avenue traverses the City in a north-south direction and contains a range of retail, residential and public uses. The California Corridor includes the entirety of the Avenue except the area covered by the Civic Center District. The northern portion of the Corridor (sub-areas 1 and 2) contains a higher percentage of retail and commercial uses, including a large supermarket center at the intersection with Santa Ana. The central portion of the California Corridor (sub-area 3), which is located between Firestone Boulevard and Tweedy Boulevard, contains both stand-alone retail and residential uses. The southern portion of the California Corridor (sub-areas 4 and 5) is more residential in character and also has a more pleasant street environment due to the presence of mature street trees. The Civic Center District is located between sub-areas 2 and 3.

Many of the uses are located on small, shallow parcels of less than $\frac{1}{4}$ of an acre in size and just over 100-feet deep. There are a variety of different frontage types that vary from parcel to parcel, ranging from front yards in single family areas to parking lots and storefronts for retail uses. Thus, there is not a consistent character to the Corridor. Additionally, many of the non-residential uses are in disrepair and detract from the visual quality of the City.



California Corridor Boundaries.

Vision

In the future, the California Corridor will be transformed into a predominantly residential corridor with retail and commercial uses focused at the major intersections. At key intervals along the Corridor, the Neighborhood Center Place Type should be applied, in order to provide many of the daily shopping needs for residents along the Corridor and in surrounding residential areas. Some existing strip-commercial developments may remain but are not desired. The Corridor will be tied together visually with an attractive streetscape that balances the needs of pedestrians and motor vehicles.

Policies

- P.1** Townhomes, rowhouses, and multi-family apartments are strongly encouraged along the entirety of the California Corridor.
- P.2** New residential buildings should shape an attractive pedestrian environment that encourages interaction among residents.
- P.3** Parking lots and garages should be located behind or to the side of buildings and should not detract from the pedestrian experience.
- P.4** Neighborhood Centers should be encouraged at the intersection of California Avenue with the following roadways: Santa Ana, Southern Avenue, Tenaya Avenue and Michigan Avenue.
- P.5** Single use retail uses are allowed in sub-areas 1 and 2 but not encouraged.
- P.6** Development of the California Corridor should be coordinated with the redevelopment of the Civic Center District to ensure a compatible design and character for the Corridor.

Allowable Place Types

	Highly Desired	Desired	Discouraged
Sub-area 1	Neighborhood Medium Neighborhood Center Open Space	n/a	Single-Use Retail
Sub-area 2	Neighborhood Medium Open Space	Neighborhood Center	Single-Use Retail
Sub-area 3	Neighborhood Medium Neighborhood Center Open Space	n/a	n/a
Sub-area 4	Neighborhood Medium Neighborhood Center Open Space	n/a	Civic/Institutional
Sub-area 5	Neighborhood Medium Neighborhood Center Open Space	n/a	Civic/Institutional

Other Place Types are not allowed in this area

State Corridor

Existing Conditions

The State Corridor traverses the City in a north-south direction and contains a range of retail, residential and public uses. The Corridor contains a small, two-block retail area, which is located between Independence and Santa Ana Streets (in sub-area 1). This area has a main street character with small, single-story retail spaces that have a minimal setback from the sidewalk, thus creating a relatively continuous street wall of storefronts. There are some parcels that have surface parking in front of the building, which detracts from the urban fabric of the area.

Sub-areas 2, 3 and 4 contain a diverse mix of retail and residential uses. The Corridor has a run-down and somewhat blighted character with numerous underutilized properties and some properties that are in disrepair.

Vision

The vision for the Corridor is to transform it into a residential corridor with pockets of retail uses. The existing retail uses in sub-area 1 should be revitalized and upgraded with new uses in existing shops, an attractive and walkable pedestrian environment, and the redevelopment of parcels that have surface parking lots into buildings that contribute to the main street character. The remainder of the Corridor should be transformed into an attractive residential area with townhomes, rowhouses and small apartments lining the street. A new Neighborhood Center that contains neighborhood-serving retail uses should be created in sub-area 4.

Allowable Place Types

	Highly Desired	Desired	Discouraged
Sub-area 1	Neighborhood Medium-High Main Street Open Space	n/a	n/a
Sub-area 2	Neighborhood Medium Open Space	Civic/Institutional	Single-Use Retail
Sub-area 3	Neighborhood Medium Open Space	Civic/Institutional	Single-Use Retail
Sub-area 4	Neighborhood Medium Neighborhood Center Open Space	Civic/Institutional	Single-Use Retail
<i>Other Place Types are not allowed in this area</i>			

Policies

- P.1** Townhomes, rowhouses, and multi-family apartments are strongly encouraged in sub-area 1 of the State Corridor.
- P.2** New residential buildings should shape an attractive pedestrian environment that encourages interaction among residents.
- P.3** Parking lots and garages should be located behind or to the side of buildings and should not detract from the pedestrian experience.
- P.4** The existing main street area in sub-area 1 should be improved and expanded with new retail uses such as restaurants, cafes and durable goods stores and the streetscape should be improved with new paving, crosswalks, street trees and pedestrian facilities, such as benches and pedestrian-scaled lighting.
- P.5** A new Neighborhood Center should be encouraged at the intersection of State Street and Southern Avenue near Cesar Chavez Park and Community Center.
- P.6** Single use retail uses are allowed but discouraged in sub-areas 2, 3 and 4.



State Corridor Boundaries.

Garfield Corridor

Existing Conditions

The Garfield Corridor extends from Gardendale Avenue south to the edge of the City limits near the I-105 freeway and includes an area one parcel deep on either side of the roadway. The area is divided into three distinct sub-areas. Sub-area 1 is predominantly single family residential with some non-residential uses located in single family structures. Sub-area 2 is a small, walkable retail area that extends along Garfield Avenue from Roosevelt Avenue to Century Boulevard. The uses include a range of retail establishments such as restaurants, furniture stores and banks. The character of the area is set by buildings with small shopfronts, which form an attractive, pedestrian-oriented retail district. The area is generally attractive but could be improved with new uses and physical improvements to beautify the buildings and the streetscape. Sub-area 3 extends from Century Boulevard south to the City limits. This area contains a mix of residential, retail and industrial uses and has an inconsistent urban fabric.

Vision

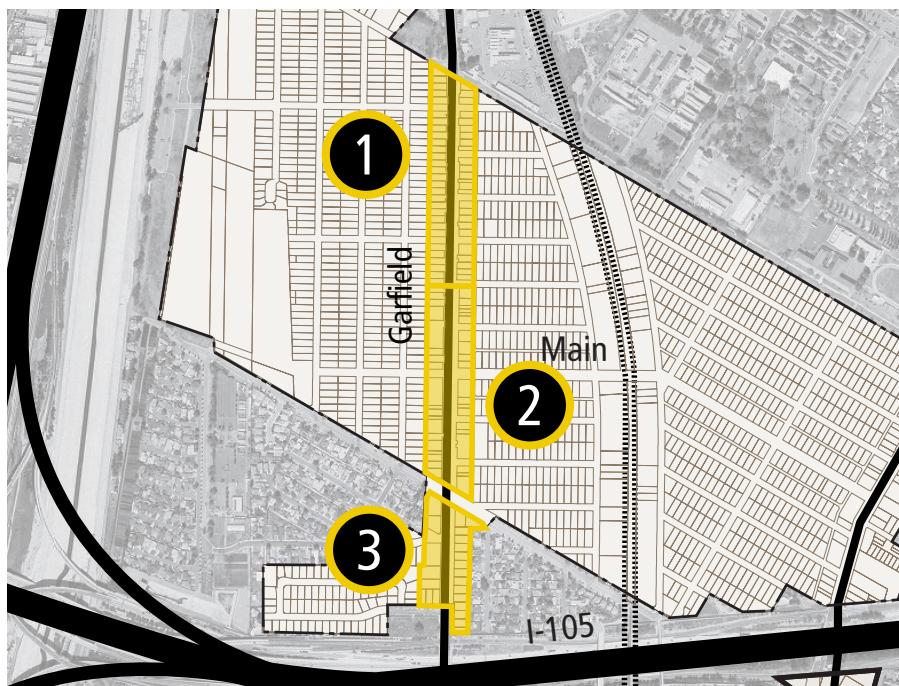
The Garfield Corridor should evolve into a beautiful corridor that is centered on a revitalized main street that is supported by a variety of new residential uses to the north and south. Sub-area 2, the heart of the Corridor, should be improved and expanded so that it will continue to be a meeting and shopping place for residents of Hollydale and Downey. The area should be beautified through streetscape improvements and improvements to the existing buildings. New higher-end retail uses, such as restaurants and cafes should be developed and new mixed use buildings should be constructed to complete and enhance the pedestrian-oriented character of the street. This plan allows the potential for the main street retail area to expand to the south, and thus Main Street is an allowable Place Type in sub-area 3. The addition of Neighborhood Medium Place Types in sub-areas 1 and 3 will increase the range of housing options, such as townhomes and small apartments in the area, and support the creation of a more vibrant retail area.

Allowable Place Types

	Highly Desired	Desired	Discouraged
Sub-area 1	Neighborhood Medium Open Space	n/a	n/a
Sub-area 2	Main Street Open Space	n/a	Single-Use Retail
Sub-area 3	Neighborhood Medium Single-Use Retail Main Street Open Space	n/a	n/a
<i>Other Place Types are not allowed in this area</i>			

Policies

- P.1** The City will complete the mixed use project at the intersection of Garfield and Harding Avenue.
- P.2** The City should work with business owners to pursue the creation of a business assessment district to assist with streetscape beautification projects.
- P.3** Single-Use Retail will be allowed near the intersection of Garfield and I-105.
- P.4** New residential development should be designed to form an attractive and walkable environment that respects the single family character of the Hollydale area and buffers the single family neighborhoods from traffic on Garfield Avenue.
- P.5** With the exception of the Hollydale Plaza development, the height of buildings in sub-area 2 should not exceed three stories in order to respect the existing character of the area.
- P.6** Residential uses may be added on upper floors above shop-front retail in sub-area 2.



Garfield Corridor Boundaries.

Paramount Corridor

Existing Conditions

Paramount Boulevard is a major north-south arterial roadway that crosses through a small portion of South Gate. Approximately 8 blocks are within South Gate and seven parcels are located on the south side of the I-105 freeway. The Corridor contains a range of commercial and retail uses in one- and two-story buildings and includes the Los Angeles Harley Davidson dealer, which draws shoppers from across the region.

Vision

The vision is to transform the Corridor over the life of the plan from an auto-oriented area into an urban boulevard with a high-density mix of residential and non-residential office and retail uses. The area should be very walkable and create a destination for employees of the County Municipal Complex in Downey and the nearby residential neighborhoods.

Policies

- P.1** Redevelopment along the Corridor should take advantage of the Corridor's proximity to the potential expansion of the County Municipal Complex in Downey.
- P.2** The City should coordinate with the Cities of Downey and Paramount to coordinate uses and streetscape improvements along Paramount Boulevard.
- P.3** Uses should capitalize on the area's proximity to I-105 by providing services for the needs of commuters passing through the area.
- P.4** The City should support the continued operation and expansion of the Los Angeles Harley Davidson dealer.

Allowable Place Types

Highly Desired	Desired	Discouraged
Boulevard	Single-Use Retail	n/a
Medium-High	Civic/Institutional	
Main Street		
Open Space		
<i>Other Place Types are not allowed in this area</i>		



Paramount Corridor Boundaries.

Imperial West Corridor

Existing Conditions

The Imperial West Corridor is a small collection of parcels located on the north side of Imperial Boulevard, just west of the I-710 interchange. These parcels are highway commercial uses fronting Imperial with single- and multi-family parcels located behind the commercial parcels. These parcels are relatively isolated from the rest of South Gate and relate more to uses and activities in Lynwood.

Allowable Place Types

Highly Desired	Desired	Discouraged
Neighborhood Medium	n/a	n/a
Single-Use Retail		
Open Space		

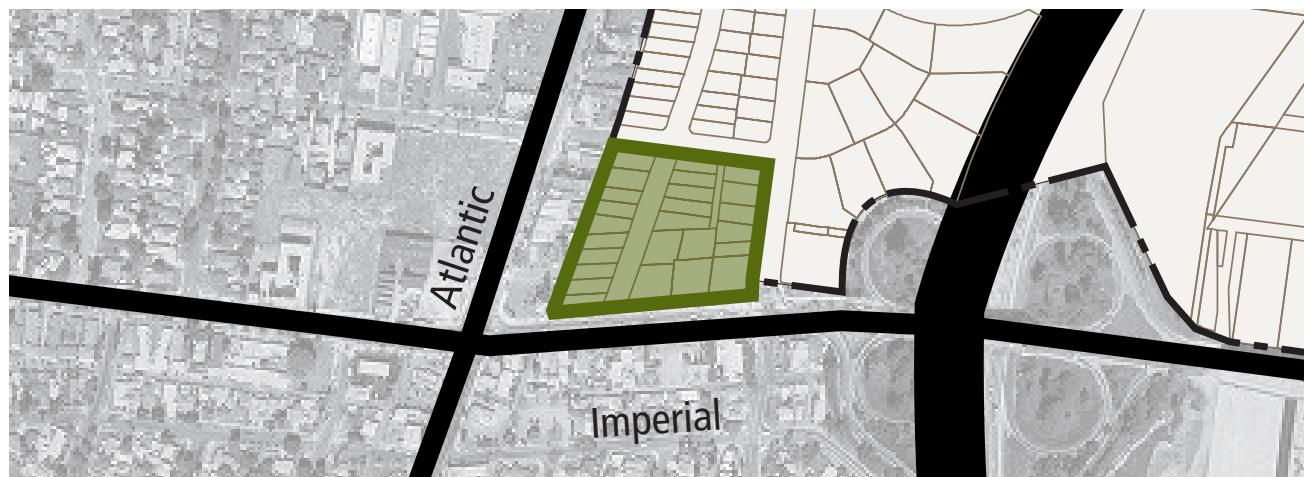
Other Place Types are not allowed in this area

Vision

The vision for this area is to allow Single-Use Retail Place Types along Imperial Boulevard to capitalize on the area's proximity to I-710. Parcels not on Imperial Boulevard should be Neighborhood Medium to allow for a diversity of housing types in the City.

Policies

- P.1** The City should coordinate development activity in this Corridor with the City of Lynwood.
- P.2** The City should allow for a diversity of auto-oriented retail and highway commercial uses for this Corridor, including gas stations, convenience stores and drive-through restaurants.



Imperial West Corridor Boundaries.

Century Corridor

Existing Conditions

The Century Corridor is located on the north side of Century Boulevard (called Martin Luther King Boulevard in Lynwood) and is bordered by Long Beach Boulevard to the east and Stanford Avenue to the west. Century Boulevard is the boundary between the City of South Gate and the City of Lynwood, and parcels on the south side of the Corridor are located in the City of Lynwood. The parcels in this Corridor are mostly single-story commercial uses with some residential uses.

Vision

The vision for this area is to allow the existing non-residential uses to continue but, in the long term, to transform the area to accommodate a range of residential densities allowed in the Neighborhood Medium-High Place Types. Appropriate building types include townhouse, rowhouses and low-scale multi-family residential buildings. The streetscape should also be improved to enhance the visual appearance of the area.

Policies

- P.1** Townhouses, rowhouses and multi-family housing are strongly encouraged along this Corridor.
- P.2** The existing commercial uses can and should be rehabilitated to provide local shopping for area residents.
- P.3** The City should work with the City of Lynwood to develop a coordinated vision for the Century Corridor. Issues to address include compatible uses, street width, and improving the quality of the streetscape.

Allowable Place Types

Highly Desired	Desired	Discouraged
Neighborhood Medium-High	n/a	Single-Use Retail
Neighborhood Center		
Open Space		
<i>Other Place Types are not allowed in this area</i>		



Century Corridor Boundaries.

IMPLEMENTATION ACTIONS

The following actions implement the Community Design Element of the General Plan. For each, a brief description is provided.

Action CD 1: Revise the Zoning Code.

Following the adoption of the General Plan, revise the Zoning Code to reflect the vision, goals, objective, and policies and development intensities established within this and other chapters of the General Plan. Specific activities that should be examined during the revision to the Zoning Code are as follows:

- Amend or revise the Zoning Code to be consistent with the General Plan.
- Consider the development of a form-based code for all or part of the City, especially areas that are expected to see significant change over the life of the General Plan.
- Develop incentives to ensure that the "Highly Desired" Place Types occur in each area and/or a disincentive to limit the "Discouraged" Place Types. This includes identifying specific parcels where each Place Type is allowed.
- Allow existing uses to remain even though they are inconsistent with the City's long-term vision for a particular Neighborhood, District or Corridor.
- Address development review regulations for different types of projects.

Action CD 2: Create citywide design guidelines and/or streetscape plans.

Develop citywide design guidelines and/or streetscape plans for all or significant parts of the City. The product may be a citywide document or specific design guidelines and streetscape plans that apply to residential areas or individual Districts or Corridors. Specific actions include but are not limited to:

- Creating neighborhood design guidelines to ensure that new, infill development or the rehabilitation of existing homes is consistent with the overall character of the neighborhood.
- Developing a color control ordinance to ensure a consistent look and feel for residential neighborhoods.
- Creating detailed streetscape plans for the Corridors in the City. These plans should address features such as street trees, lighting, benches, crosswalks, and the location and design of transit facilities.
- Developing a citywide directional sign program with coordinated graphic design elements and placing such signs along major roadways. Directional signs should be

used to both orient travelers and to provide a sense of continuity within the City.

- Initiating Public Street Advertising or Adopt-a-Street programs.
- Creating design guidelines for Tweedy Mile that will ensure a consistent and high design quality and create a visual identity for the area.
- Identifying streetscape improvements that address pedestrian facilities, street trees and landscaping, right-of-way improvements, crosswalks, traffic calming features, public art, and public plazas and meeting spaces.

Action CD 3: Create a density bonus program; explore a TDR program.

Develop and adopt an ordinance detailing procedures for implementing the density bonus program identified in Goal CD 2. As part of this process, explore the potential of a transfer of development rights (TDR) program where sponsors of projects in Districts and along Corridors may increase their project density by purchasing the development rights from sites in other locations in the City. This action may occur as part of the update to the Zoning Code.

Action CD 4: Review and revise the Building Code.

Upon adoption of this General Plan and the adoption of the revised Zoning Code, review and revise the Building Code to reflect changes in the Uniform Building Code and State legislation, and changes required to implement this General Plan and the associated Zoning Code. After revision, the Building Code should continue to be periodically reviewed and updated as necessary.

Action CD 5: Review and revise the planning intake process.

Upon adoption of this General Plan and the adoption of the revised Zoning Code and Building Code, review and revise all discretionary permit, subdivision, and environmental review procedures, protocols and applications. Continue to review and update as neces-

sary. Include a formal permit expediting program that includes both planning and building.

Action CD 6: Prepare specific plans.

Prepare Specific Plans to implement the vision of this General Plan. State law authorizes cities to adopt Specific Plans as a means of implementing their General Plan in designated areas. Specific Plans are intended to provide more detail on the types of uses permitted, development standards, and circulation and infrastructure improvements. A private or public party can initiate Specific Plans. Costs of city-initiated Specific Plans are, most often, reimbursed by pro-rata allocation of fees to developers, business owners or property owners applying for development permits in the Specific Plan area. Costs for developer-initiated plans are usually borne by the developer.

As a result of the General Plan update process, numerous Specific Plans should be developed for the identified Districts and Corridors within the City. More specifically, Specific Plans should be developed for the following areas within the first five years after adopting this General Plan:

- Tweedy Mile
- All or part of the Gateway District
- Civic Center District
- South Gate College District

These areas are considered priority areas because redevelopment will serve as a catalyst for a larger area of the City than just the Specific Plan area. In some instances, the City may not be responsible for developing the Specific Plan.

Action CD 7: Create an architectural design review process.

The South Gate Planning Commission and staff conduct architectural design review of development applications. The City should conduct a study,

which may be part of the Zoning Code update, to determine the most effective and efficient method to assure high quality architecture that reflects the City's desired character. Potential options include: maintaining the current process; hiring a "City Architect" to review applications; or creating an Architectural Design Review Board.

Action CD 8: Undertake a citywide parking management study.

Undertake a citywide parking management study to address the parking issue across the City. The parking management study should address a variety of topics related to parking in the City including, but not limited to, the following:

- Parking standards for additions to single family homes or new single family homes in areas designed with the Neighborhood Low or Neighborhood Medium Place Type Designations.
- Parking standards for new multi-family housing in Districts and Corridors.
- Reductions in the parking standards for affordable housing (for-sale and rental).
- A parking management district for the Tweedy Mile area. The district should explore one or more central public parking facilities (such as structured parking), parking pricing, and shared parking.
- Standards for shared parking or parking districts in all Districts and Corridors.

Action CD 9: Review and revise the Redevelopment Project Area.

Based on the desired outcomes of this General Plan, the City, working with the Redevelopment Agency, should review the current boundaries of the Redevelopment Project Areas and determine if the boundaries should be modified.

Action CD 10: Develop a sign ordinance.

Review and amend the existing sign ordinance for its compatibility with the General Plan Community Design Element and Zoning Code updates.

Action CD 11: Pursue an annexation/boundary line adjustment with Downey.

Pursue a boundary line adjustment to include the private park and the VFW Hall to be within the City of South Gate. Presently these parcels, which are located at the corner of Garfield Avenue and Gardendale Avenue, are located within the City of Downey.

Action CD 12: Commission an historic resources survey.

Conduct an historic resources inventory of the City upon adoption of the General Plan and, based on these results, consider programs to preserve significant historic resources, including an historic resources ordinance.

Action CD 13: Establish a fee ordinance for General Plan Updates.

Take the necessary steps to establish fee ordinances to recover the costs of the General Plan update and to prepare for future periodic updates of the General Plan and Zoning Code.

Action CD 14: Conduct an impact fee study for new development.

Prepare a study that explores the feasibility of an impact fee on new development to cover the costs to provide services and infrastructure associated with new development.

Action CD 15: Implement the General Plan monitoring and update.

Periodically review, revise and update the General Plan and the Zoning Code. Specifically, the City will complete the following activities:

- Prepare annual reports appraising the Planning Commission and the City Council of the status of the General Plan.
- Review the General Plan and the Zoning Code regularly to ensure internal consistency, consistency with federal, state and local regulations and policies and to ensure that the documents meet the vision of the City.
- Conduct a detailed review of the Neighborhood, District and Corridor maps and the Place Types every five years to ensure that the land uses, density and character reflect the community's vision for these areas.

Action CD 16: Hold bi-annual public workshops on General Plan implementation.

Approximately every other year, the City should sponsor a public workshop to update the community on the status of the General Plan and other planning and physical development projects in the City.

Action CD 17: Create a Riverfront Enhancement Plan.

Create a riverfront enhancement plan for the parts of the Los Angeles and Rio Hondo Rivers that run through South Gate. The plan should address a variety of public improvements including enhancing access from all areas of the City. The plan should also address the design of buildings to support the revitalization of the waterfront. As part of the project, conduct a study on the land at the confluence of the Los Angeles River and Rio Hondo Channel to determine an appropriate use for the area that results in a regional destination or a significant visual landmark.

Action CD 18: Create a branding and signage program.

In order to improve the identity and visual appearance of the City, a citywide branding program should be completed. The branding program should develop a new "look" for South Gate including a logo, document template and other similar activities. Once the "brand" is established, the City should create a citywide signage program to update the street signs and other way-finding in the City with the new identity.