

# South Bay Watch

**Summer 2007**

A quarterly bulletin to inform local leaders of subregional progress and alert them to emerging issues

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## “SBCCOG RESEARCH REPORT ON GROWTH IN THE SOUTH BAY DUE IN JULY”

In an urban environment such as the South Bay – one approaching full build-out and still experiencing growth – virtually all new development projects are increasing density in their neighborhoods. Is it possible for density to increase without generating additional traffic? The development strategy known as “smart growth” believes it can IF the projects are mixed-use (residential over retail, for example) and part of already compact neighborhoods or centers.



William Fulton,  
Solimar Research

Because of the concern in many areas over any additional density, the South Bay Cities Council of Governments used funds provided by the Southern California Association of Governments, to research compact mixed-use developments in different parts of the South Bay. The study asked two questions: Do compact mixed-use centers actually generate less traffic than linear arterials; and can density be increased without dramatically increasing traffic?

Some answers to these questions will soon be provided by a research team assembled by consultant Solimar Research Group, based in Ventura. The Solimar team has been headed by William Fulton, noted author and urban thinker, and included Marlon Boarnet, Professor of Urban Ecology at UCI, and one of the leading experts on the effect of urban form on transportation behavior.

The Solimar team studied the travel patterns of residents, employees and visitors of eight mixed-use districts in six South Bay cities. The study areas included four centers (downtown El Segundo, downtown Inglewood, historic old town Torrance, and Riviera Village in Redondo Beach) and four one-mile long arterials (Hawthorne Blvd. in Hawthorne, Gardena Blvd. in Gardena, Artesia Blvd. in Redondo Beach, and Pacific Coast Highway in Torrance).

Continued on Page 4

## RESIDENTS, BUSINESSES, CITIES & SCHOOLS CAN REDUCE GREEN HOUSE GASES BY BECOMING WATER AND ENERGY EFFICIENT

### South Bay Energy Savings Center

By becoming informed about the difference they can make, South Bay residents, businesses, cities and school districts can not only enhance the quality of life on our planet but can also reduce their water, energy use and expenses as well.

Since the landmark legislation AB 32, The California Global

Continued on Page 5



South Bay Cities Council of Governments Chair Jim Aldinger, Manhattan Beach (left) thanks outgoing Redondo Beach Council Member, John Parsons, City of Redondo Beach (right) for his contributions to the SBCCOG and the South Bay.

# City Showcase

## HOUSING IS HOT IN HAWTHORNE

At its nadir in the early 1990's, development of any kind in the City of Hawthorne was sparse. Incentives, provided by the City's Redevelopment Agency, were needed to induce development. But what started slowly in the late 1990's, has become a torrent of development activity, first commercial, now residential.

Currently, 2,000 for-sale housing units, in six large development projects, are either under construction, have received their required entitlements, or are under planning review. These developments offer a wide range of housing types, unit sizes, and locations. With the exception of one development, all have been processed through the adoption of Specific Plans.

The Fusion and 360° at South Bay projects are under construction on land formerly occupied by the Los Angeles Air Force Base. Fusion is located on the east side of Aviation Boulevard, between Marine Avenue and Rosecrans Avenue.

360° at South Bay is located on the southeast corner of El Segundo Boulevard and Aviation Boulevard.



Fusion was approved as the Willow Glen Specific Plan and encompasses 290 townhouse units. The developer is Centex Homes. Fusion is nearing completion, with a majority of the units sold and occupied.

360° at South Bay was approved as the Pacific Glen Specific Plan and encompasses 625 housing units. The developer is William Lyon Homes. The units range from 973 square feet studio units to 2,700 square feet townhouses. The condominium development offers a large recreational complex and open space areas in a gated community. The model units and sales office will open in late Summer 2007. Total construction will be completed by December 2010.

Primavera Courts is a mixed-use project granted its

entitlements in late December 2006. The development spans two blocks, on the east side of Hawthorne Boulevard from



West 138th Street to West 141st Street, on the site formerly occupied by South Bay Ford and a mortuary. The Primavera Courts Specific Plan includes 155 housing units and 37,000 square feet of retail and office

space. The project includes five-story mixed-use buildings fronting on Hawthorne Boulevard and townhouses on the side streets, spanning a subterranean parking structure. The mixed-use buildings include retail space on the ground floor, office and live/work space on the second floor, flats on the third floor, and two story lofts at the top of the buildings. SBF Properties is the developer of the project. The project will be the first true mixed-use development within the City and will be a model and catalyst for the renewal of Hawthorne Boulevard as the heart of the City.

Central Park is a mixed-use development granted its entitlements in March 2007. The development is located on the southwest corner of West 120th Street and Van Ness Avenue on the site of a vacant, 374,000 square foot Northrop Grumman office building. The developer of the project is Lee Homes.



The Central Park Specific Plan includes the construction of a 140,000 square foot Target and an adjacent gated residential development of 176 single family detached houses. The residential development is

designed as a walking-street concept, with an open space spine traversing the residential development and leading to the development's recreational facilities. The development will widen the market appeal for the commercial center recently established in the eastern portion of the city with the previous

Continued on Page 6

# City Showcase

## THE CITY OF INGLEWOOD PREPARES TO WELCOME BACK A RARE, HISTORIC PIECE OF ART

### “THE HISTORY OF TRANSPORTATION” MURAL

In its final stages of restoration, the City of Inglewood is eagerly anticipating the unveiling of “The History of Transportation” mural restoration and relocation project to be placed in the newly created Grevillea Art Park, located on Grevillea Avenue, directly across the street from Inglewood High School and City Hall. Nearly four years into the project, panel restoration is complete, the wooden infrastructure has been constructed, the concrete wall has been poured and plans are underway to showcase the world’s largest petrachrome mosaic mural this summer.

The 240-foot long mosaic mural was originally created in 1939 by California artist Helen Lundeborg. Commissioned by President Roosevelt’s Works Project Administration (WPA), “The History of Transportation” mural was created during the depression in a workforce development effort for out-of-work artists. Lundeborg was one of only three women commissioned by the WPA to create murals. The mural was originally placed in the City’s largest recreational park, Edward Vincent, Jr. Park.

The 60-panel petrachrome mural is a colorful mosaic stone collage portraying the history of transportation, beginning with Native Americans walking, and ending with airplane travel. Badly damaged by weather, smog, graffiti and auto collisions, the artwork was in an advanced state of deterioration after 70 years, exhibiting damage from structural breaks, surface cracks and fading color. All 60 panels had to be restored with two panels needing to be totally reconstructed.

Restoration of the mural was initiated in 2001 by enclosing the mural panels in plywood to protect them from further damage. By July of 2003, after most of the funding for the project had been secured, the panels were removed from the wall and the Sculpture Conservation Studio began restoration, four panels at a time. As part of the restoration process, the panels have

been treated with an anti-graffiti coating and the City is planning to light the panels at night.

The project has been funded almost entirely by grant funds received from Federal, State and private sources totaling more than one million dollars. The J. Paul Getty Grant Program “Preserve L.A.” initiative awarded the City of Inglewood a \$50,000 planning grant for the restoration and re-siting of the mural. The project also received restoration grants through the state’s Park Bond Acts of 2000 and 2002, from the California Heritage Fund, Urban Recreational and Cultural Center Program, the California Cultural and Historical Endowment, and a number of private donations from individuals.

To oversee the overall restoration efforts, the City’s Parks and Recreation Commission and the Historic Site Preservation Committee have worked closely on each detail since 2000. The Commission and the Preservation Committee are working on the rededication ceremony slated for August 11, 2007. Individuals interested in attending the

unveiling or finding out more information about the mural may contact Skip Halloran in the Inglewood Parks, Recreation and Community Services Department at (310) 412-8750.



*A new Grevillea Art Park will house the renovated mural in the heart of the civic center complex.*



*The new mural wall will replicate the sweeping curve of the original mural to maintain its original design.*

# EMPLOYER COMMUTER BENEFITS PROGRAMS REDUCE TRAFFIC AND POLLUTION

Imagine what traffic in the South Bay would look like with 5,000 more cars on the road every day. Thanks to the hard work of local employers, you don't have to fight that added congestion.

The South Bay Westside Transportation Management Association (SBW TMA) is comprised of representatives from about 20 large employers located in the South Bay, including Los Angeles World Airports (LAWA), The Aerospace Corporation, Boeing, Raytheon, Los Angeles Air Force Base, DirecTV, and its sister organization, the Torrance Transportation Network (TTN), along with more companies. Most of these employers are also members of the national non-profit organization Association for Commuter Transportation (ACT). ACT and the local transportation organizations are dedicated to supporting the field of Transportation Demand Management (TDM), which strives to reduce solo-driver vehicle trips and total vehicle miles traveled (VMT) on the roads in our region. While TDM is a field that most people know little about, it is one that benefits every South Bay resident and business every day, by clearing the roads and cleaning the skies.

TDM includes a variety of programs, including incentives to promote transit use, vanpooling, carpooling, biking, and walking to work. LAWA offers free transit passes to its employees, while other employers offer transit subsidy reimbursements or discounted pass sales onsite. Many companies offer seat subsidies, preferential parking, and discounts on parking permits for vanpools and carpools, as well as locker and shower facilities and financial incentives for bicycle commuters and walkers. There are also regional incentives offered by L.A County Metro, which are free to employers, and a Federal Commuter Tax Benefit Program that can save companies money in payroll taxes based on how much


money their employees set aside pre-tax to be used on commuter expenses.

A quick snapshot of South Bay employers shows that LAWA, The Aerospace Corporation, Boeing, and Raytheon, and City of Torrance, are bringing a combined 170 subsidized vanpools into the South Bay reducing daily commute trips for over 1,370 riders. The combined transit ridership at these employers and DirecTV totals over 1,770 riders. Combined Carpool Program participation of the six employers is over 2,700 employees. In addition, The Aerospace Corporation has 115 members in its bicycle commuter club.

Each year, all Southern California employers with 250 or more employees at a single worksite are required to report their employee commute trips to the South Coast Air Quality Management District (SCAQMD). A survey of just the five companies above showed a combined average trip savings of 5,126 vehicle trips every day, not counting the return trip home.

There are eleven chambers of commerce within the SBCCOG area with over 5,000 member companies. Imagine how the roads and skies of the South Bay would benefit if every company worked toward implementing TDM principles at its worksite! Every vehicle taken off the road is a step toward a better quality of life in our region.

For more information on Employer Commuter Benefits Programs, contact LAWA Rideshare Manager, Devon Deming at [ddeming@lawa.org](mailto:ddeming@lawa.org) or (310) 646-POOL (7665).

For more information on the City of Torrance Employee Rideshare Program, contact Kim Fuentes at [kfuent@aol.com](mailto:kfuent@aol.com) or 626-357-4445. 

## "Research Report" Continued from Page 1

The travel patterns, gleaned from some 2,500 detailed travel surveys collected from residents, employees, and visitors in the study areas, were then combined with the land use, economic and demographic characteristics of each district, in a lengthy series of statistical analysis. This process is helping identify those characteristics of mixed-use neighborhoods that have a statistically significant effect on the



*South Bay Planners listen to research results.*

transportation habits of those that frequent them.

The final results, including a Performance Analysis, Case Studies, and a Guidebook of strategies for how cities can best absorb increased density will be submitted to the SBCCOG in July. Although the results are not final, one interesting finding is that the particular mix of businesses in and around the denser residential neighborhood has a significant effect on the amount of traffic that is generated.

The next edition of this newsletter will summarize the complete research findings. The various products produced by the research as well as extensive data appendices will be available at [www.southbaycities.org](http://www.southbaycities.org) sometime after August 1. Stay tuned. 

## Continued from Page 1: Residents Reduce Green House Gases

Warming Solutions Act of 2006 was signed into law last year, people are taking a closer look at how green building policies may actually effect the reduction of green house gases. As less energy is used in an energy efficiency/green built home, less green house gases are produced.

South Bay local businesses and public agencies are to be commended on being in the forefront of becoming more energy efficient. Congratulations go to Raytheon and Northrop Grumman, West Basin Municipal Water District and Beach Cities Health District on being winners in various categories of the annual Flex Your Power Awards. By reducing energy use through new technologies, these businesses and agencies are reducing their annual energy use as well as annual utility costs.

Several of our local cities have taken up the challenge to become Cool Cities by signing the pledge that they will reduce emissions and energy use. Hermosa Beach, Manhattan Beach, Rolling Hills Estates and Torrance are early adopters. For information on becoming a Cool City or the California Climate Registry, contact South Bay Energy Savings Center.

Other cities, including Torrance, Rancho Palos Verdes and Palos Verdes Estates are developing green building policies that could mean not only a reduction in green house gases but also a reduction in energy and water use as well as long term cost savings for the consumer. Our cities will need to be looking not only at building policies, but other ways in which their city produces green house gas emissions such as city fleets and buildings.

The South Bay Energy Savings Center, through its Energy Efficiency Plus (EE+) Joint Procurement Process, has been able to assist cities and school districts in the South Bay with a joint effort by conducting energy surveys followed by a lighting retrofit program. This service will greatly reduce energy use and help the public agencies to reduce energy costs. Another successful program completed this year was the VendingMiser® Initiative, wherein cities participating have reduced the energy use of all vending machines throughout their city buildings and parks.

*Over 19% of  
the state's  
energy use is  
consumed by  
water uses.*



## AVAILABLE PROGRAMS THROUGH THE SBESC

The SBESC also promotes many programs offered through our partners Southern California Edison, The Gas Company, West Basin Municipal Water District and Torrance Municipal Water Department.

Over 19% of the state's energy use is consumed by water uses. There is another way to reduce energy by conserving water. You can take advantage of the SBESC water conservation programs offered through your local water agencies and our partners

West Basin Municipal Water District and Torrance Municipal Water Department, which offer such programs as WaterWise landscaping workshops, free commercial restroom retrofits, information regarding free Smart Irrigation Controllers and commercial coin-operated laundromat rebates!

Our Gas Company partner has recently announced that this year's new programs include a record \$10 million in energy-efficiency rebates and incentives.

Learn how to claim your share through home or commercial rebates. Food service equipment and process equipment rebates are favorites of the business community.


This summer, giving your air conditioner a little time off can help the South Bay conserve much needed energy and put a little money back in your pocket. By allowing Southern California Edison to turn off your air conditioner during emergency events this summer, you can earn up to \$200. Call SCE at 800-497-2813 for more information.

The planet you save today is yours – the planet you save for tomorrow is your legacy to the future. Come in and learn what you can do today.

Attendees of our workshops and exhibits will receive, on a first-come, first served basis, a free compact fluorescent light bulb to help you start saving energy and reducing green house gases.

For residents, businesses and public agencies, the South Bay Energy Savings Center offers water and energy efficiency workshops throughout the year. Please check our website calendar for summer workshops, events and seasonal give aways, at [www.sbesc.com](http://www.sbesc.com).

Drop by our office at 3868 Carson Street, Suite 110, in Torrance and browse through our energy library and display area to find out how you can begin saving water and energy today.

If your public agency or business is interested in any of these projects or wish a list of other ways to save energy call SBESC at 310-543-3022. 

# Food *for* Thought

DO YOU HAVE THIS HABIT?

**Did you know** that plain water is the fastest-growing market in plastic bottled beverages purchased?

**Did you know** that plastic bottles for water are the least-recycled plastic beverage bottle?

**Did you know** that plastic bottles from water and soda pile up in our landfills and take hundreds of years to break down?

**Did you know** that not only do all these bottles create huge waste problems, but that they are produced from petroleum?

**And** there are transportation costs involved in the distribution of the bottles from where they are produced, to when they are filled, to where they are stored, to where you ultimately purchase them.

Be sure to recycle all plastic bottles and, when you can, buy larger ones instead of many smaller ones.

**Take a step and cut the plastic bottle habit.**

[Http://boxer.senate.gov/contact/email/feedback.cfm](http://boxer.senate.gov/contact/email/feedback.cfm)

## ACHIEVEMENTS IN RECYCLING

**Congratulations to the cities of LA and El Segundo!**

**LA is the largest residential solid resources collection area in the United States. The city diverts 2.8 million tons of solid waste annually.**

**El Segundo has been declared a major recycler for a city of its size. 80% of their trash no longer goes into landfills!**

For El Segundo, call 524-2357 or email [mtobiason@elsegundo.org](mailto:mtobiason@elsegundo.org)

## CALENDAR

All meetings are open to the public

### July

- 11-GIS Working Group
- 16-Steering Committee
- 17-Legislative Committee
- 18-Livable Communities Working Group
- 25-Infrastructure Working Group

### August

- 8-GIS Working Group
- 13-Steering Committee
- 15-Livable Communities Working Group
- 21-Legislative Committee
- 22-Infrastructure Working Group
- 23-Board of Directors**

### September

- 10-Steering Committee
- 12-GIS Working Group
- 18-Legislative Committee
- 19-Livable Communities Working Group
- 26-Infrastructure Working Group
- 27-Board of Directors**

Contact [jacki@southbaycities.org](mailto:jacki@southbaycities.org) for further information

### Continued from Page 2 Housing in Hawthorne

development of Lowe's, Levitz, LA Fitness, and an array of smaller business. The development will also be a major infusion of new housing in the Holly Park neighborhood, reinforcing the neighborhood's attractiveness.

Future development projects under review include Ocean Park, the redevelopment of the Hawthorne Mall and Prestige Villas, the redevelopment of the former Robert F. Kennedy Hospital

site. The Ocean Park proposal will convert the 1,000,000 square feet mostly vacant mall into a mixed-use development. The proposed uses include offices, retail, big box retail sites, and 610 residential units. The proposed Prestige Villas development incorporates the demolition of the existing hospital structures and the construction of 128 single-family detached condominium units within a gated community.