



**City of South Gate  
HOLLYDALE AREA SPECIFIC PLAN**

**VISIONING AND PRELIMINARY DESIGN PLAN**

**Steering Committee Meeting #2  
Wednesday, January 28, 2015, 3:00 – 5:00 p.m.**

**Community Workshop #2  
Wednesday, January 28, 2015, 6:30 – 8:30 p.m.**

**DISCUSSION NOTES – Draft 2/3/15**

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At the Steering Committee meeting and the following community workshop, the participants discussed issues, opportunities and constraints as well as preliminary recommendations for the Hollydale Area. These meetings were scheduled as a follow up to meetings in December 2014 to get additional and extensive public input in the early stages of this project. The comments received by the two groups were generally in agreement and are noted below.

**Eco-Rapid Transit**

Community members asked about the location of the two proposed stations. *The Green Line transfer station is proposed be located in the 105 Freeway right-of-way and the Gardendale station is proposed to be located at Gardendale Street. The consultant team also discussed the advantages and disadvantages of moving the Gardendale Station north so that it is closer to Imperial Highway. The need for support from the City of Downey and the Eco-Rapid Transit Authority for potential station re-location was also discussed.*

Concern was expressed regarding the location of the Gardendale station because it is near too many residences. There was discussion that it may be better located closer to Garfield and Imperial. Another point of view is that the Gardendale station location will increase property values in Hollydale.

**Land Use**

The Preliminary Plan was well-received by participants in both meetings and the discussion included implementation issues.

Participants spoke of the need for retail uses that will bring more visitors to the area and provide neighborhood services, such as a Starbucks or other coffee shops, Trader Joe's or other grocery store, pharmacy, delis, beauty shops, bike repair stores, and other restaurant uses, such as the new Porto's development in Downey. Soccer stores and pizza places could be popular attractions for the soccer playing families at Hollydale Regional Park. There is also a need for new and improved community facilities, including a youth center; and improvements to Hollydale Park so that it is more utilized. The County library should also be expanded to serve as a better draw.

Consideration should also be given to adding more services (catering to a range of age groups from youth to elderly) and office, both administrative and professional – one of the residents indicated interest in opening an internet based center that could serve youth enrolled in the STEM program at Legacy High School.

It was also noted that we should think more modestly about the amount of new retail in Hollydale because another recession will likely bring more retail vacancies, which then triggers vandalism and crime.

Other comments regarding land use include:

- The area on Garfield Avenue south of Century Boulevard and north of the 105 freeway needs improvement. There is already a lot of existing retail there.
- Buildings along Paramount Boulevard should have subdued colors.
- Handwritten window signage is of concern to the aesthetics of the area. Better signage and enforcement is important.
- Planning for Hollydale should be coordinated with LA County's Rancho Los Amigos Campus Plan.
- Consider requiring noise proofing in new development to reduce noise and vibrations from the trains and ambulance traffic along Garfield Avenue.
- Parking is adequate for the current uses; however, as the vacancies are filled, additional parking will need to be provided.

## **Population and Housing**

Participants noted that the population counts mentioned in the presentation showed a decrease in population while the reverse is true. The discrepancy was attributed to several things including the Census' undercounting of undocumented immigrants as well as differing methodologies between the US Census and California DOF.

Participants discussed the need for more housing to support local businesses and attract new retail uses. However, it should be noted that many of the existing residents were not very enthusiastic about additional housing of a higher density nature, and wanted to keep

the status quo. Concern was mostly confined to potential new apartment rentals in the area, particularly Section 8 housing, in terms of attracting transient residents to the area who may take less care of their properties, as well as the impact more residents will have on traffic and the Hollydale K-8 School.

### **Retail Buildings**

Contrary opinions regarding the current building stock along Garfield were expressed. Some participants felt that tearing down the older buildings and starting anew was the best way forward; while others strongly expressed the need to rehabilitate and improve existing buildings. Building upon the Fifties architecture and its use as a marketing tool was discussed.

The need for façade improvements with new signage, lighting etc. was suggested. City of Paramount's loan/grant program for upgrading retail façades was also mentioned.

### **Industrial Uses**

Participants noted that industrial uses were successful in South Gate due to good access. The desire to maintain higher paying industrial jobs was also mentioned. Demand for industrial space in South Gate is linked to the need for larger facilities. Participants also noted the need for incentives for attracting industrial uses.

The City of Vernon was cited as the strongest competitor with regards to industrial uses. Cheap power in Vernon was considered a major factor. It was also pointed out that the City of Vernon had recently prohibited warehousing uses (low job creators) within its city boundaries.

### **Circulation and Streetscape Improvements**

There was considerable discussion about bicycle and pedestrian circulation. Several participants felt that bike lanes are too urban for the character of Hollydale and would impact needed street parking. Others expressed an interest in bike lanes and a need for bike racks along Garfield Avenue.

Participants expressed an immediate need for more traffic lights, streets lights, and lighted crosswalks, especially on Century Boulevard for student safety. It was noted that there should be a traffic light on Main Street at the tracks. There was concern about the level of traffic on Main Street, and additional trucks/traffic being diverted to local streets.

Participants commented that street maintenance is an issue and feel that Hollydale has been abandoned by the City in terms of how long it takes for improvements to happen. It was suggested to require private development to help with maintenance of street improvements. There is an immediate need for street trees, pothole repairs, etc. It was

mentioned that the Specific Plan will identify any other infrastructure upgrades that are necessary.

Suggestions for funding street tree improvements include Southern California Edison, which donated 120 cherry trees last year to Hollydale Regional Park, as well as the US Forest Service, which also donates trees.

### **Local Crime and Safety Issues**

It was noted that City services are below par in terms of police department response time, which is slow, particularly for graffiti and vandalism. Policing is important, and there is concern that crime ratios will go up around the rail station with this plan.

### **Marketing the Area**

The need to market the area to outside retailers as well as residents was discussed. Ideas included:

- Signage and banner programs are relatively low-cost and are very effective in highlighting an area
- Organizing a food truck night to attract residents and visitors
- With City assistance, create “Pre-Business Improvement District” that brings local property and business owners together and helps market the area in a more cohesive manner.
- Build on local assets – Hollydale Regional Park, potential transit, LA River Bike Path, etc. – to market the area.
- Promote City as business-friendly.

### **Funding Sources for Plan Improvements**

There was some discussion about both the amount and source of financing that might eventually be needed for many of the public improvements suggested, and that the City was currently experiencing less funding potential, particular with the loss of RDA tax increment financing and some decline in CDBG funded.

*The consultant team indicated that while these issues would be addressed in the implementation plan in detail, a range of funding sources were mentioned. Public realm improvements in Specific Plan can be funded a variety of ways, including state and federal grants, the City’s Capital Improvement Program (CIP), the General Fund, and the private sector. Unconventional funding sources such as the Santa Monica Mountain Conservancy were also suggested.*