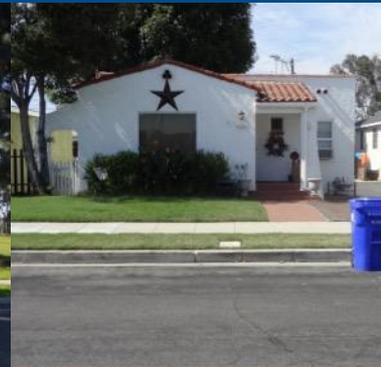




**2**  
**CARSON**  
**40**



# City Council Study Session

August 20, 2019

- Get feedback from the City Council on components from Alternatives to form “Preferred Plan” to serve as the basis for detailed General Plan

1. Project/Schedule Overview
2. Alternatives
3. Community Feedback on Alternatives (Ricardo Mendoza, Lee Andrews Group)
4. Joint Planning Commission/GPAC July 2019 Meeting Feedback (Community Development Director)
5. Discussion

# 1. Project/Schedule Overview

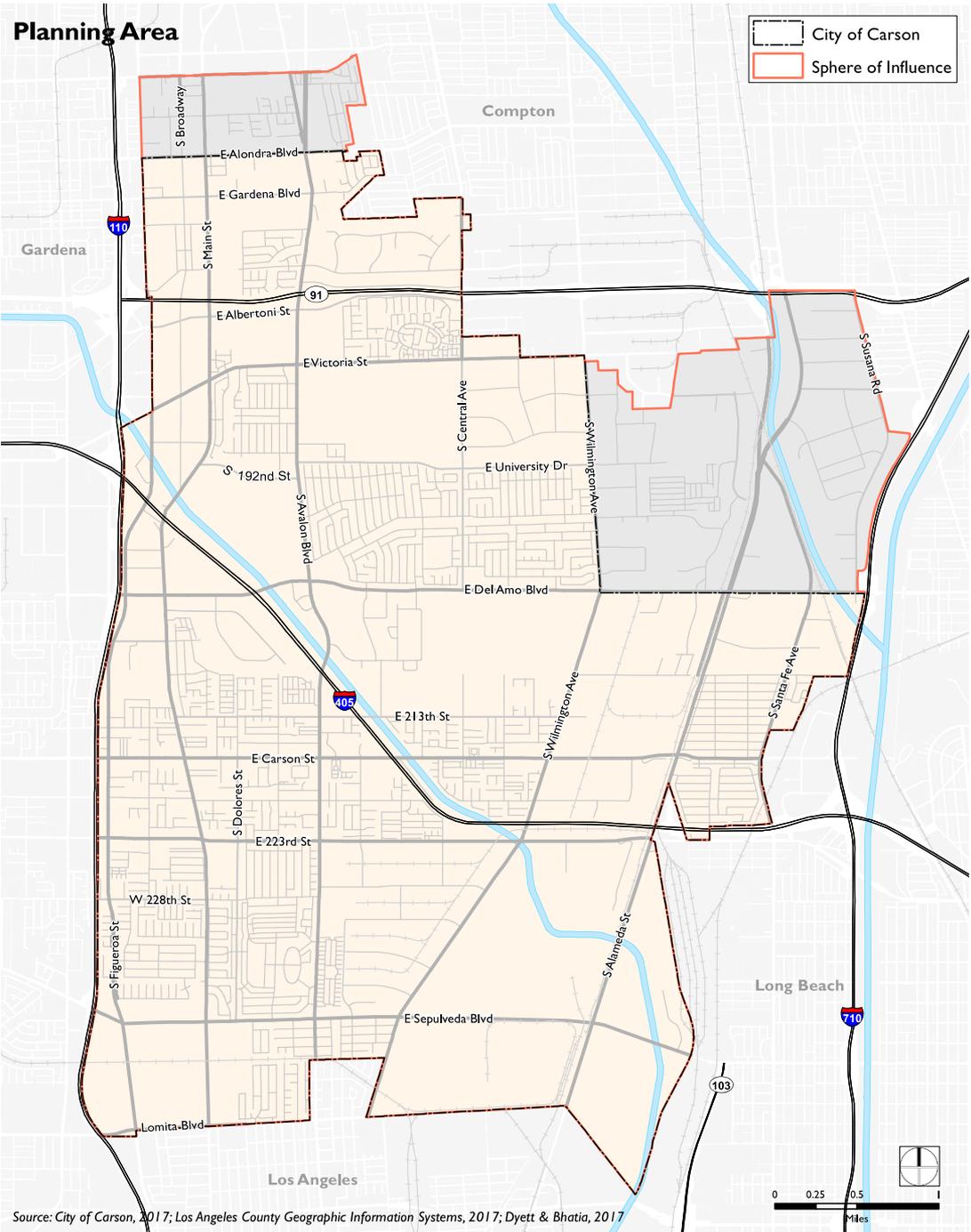
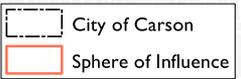
- What is the General Plan?
  - 20 year land use framework for the City's future
  - Last updated in 2004
  - Informs current and future decision makers about:
    - Where Carson has been, where Carson is today & where Carson wants to go.



# What is in the General Plan?

- Land Use and Community Design
- Circulation
- Conservation
- Open Space and Recreation
- Noise
- Public Safety
- Economic Development
- Sustainability
- Public Health

# Planning Area



Source: City of Carson, 2017; Los Angeles County Geographic Information Systems, 2017; Dyett & Bhatia, 2017

## ■ The Planning Area includes:

- Carson
- Unincorporated portions of Los Angeles County, called the “Sphere of Influence”

# General Plan Update Schedule

- The first stage involved community outreach & input from the General Plan Advisory Committee (GPAC) and the community to develop the Vision and Guiding Principles



2017 - 2018

SPRING - SUMMER 2019

FALL 2019 - SUMMER 2020

FALL 2020 - WINTER 2020

1

## VISIONING & BACKGROUND STUDIES



2

## OPTIONS & STRATEGIES



3

## DRAFT GENERAL PLAN, ZONING & ENVIRONMENTAL REVIEW



4

## HEARINGS & ADOPTION





## VISION & GUIDING PRINCIPLES

*A vision is an aspirational description of what the community would like to be in the future. It is a summary of the shared goals to be achieved by the Carson General Plan. The Vision Statement and Guiding Principles are based on input from the community, developed through stakeholder interviews, a community workshop and pop-up outreach, General Plan Advisory Committee meetings, City Council and Planning Commission workshops, and an online community survey.*

## Vision

**Carson in 2040 is a vibrant and energetic place that embraces technology, creativity, and innovation. Residents have access to quality jobs, housing, education, services and a fiscally-sound government. Businesses have access to knowledge, infrastructure, training, and a collaborative environment. The community is filled with thriving neighborhoods and strategically located new development with inviting spaces for working, living, learning, dining, gathering, and recreation.**



April 2018

# Vision

**Carson in 2040 is a vibrant and energetic place that embraces technology, creativity, and innovation. Residents have access to quality jobs, housing, education, services and a fiscally-sound government. Businesses have access to knowledge, infrastructure, training, and a collaborative environment. The community is filled with thriving neighborhoods and strategically located new development with inviting spaces for working, living, learning, dining, gathering, and recreation.**

1. Embrace development and technology that fosters an adaptable, modern city.
2. Promote vibrant, safe, and walkable mixed-use districts and neighborhoods, and revitalized corridors.
3. Provide a diverse array of housing types to meet the needs of all segments of the community.
4. Support a diversified economy with a range of employment opportunities for all residents, a fiscally-sound local government, and investment in infrastructure.

# Guiding Principles Continued

5. Encourage development of regional-scale destinations, as well as neighborhood-serving retail and amenities.
6. Foster harmony between industrial and residential land uses.
7. Improve public health and sustainability.
8. Promote development of a cohesive open space system.
9. Enhance the public realm and promote quality design.
10. Emphasize a diversity of transportation modes and choices.

# Where are we at now

- The Vision and Guiding Principles were used to develop three plan “Alternatives”



2017 - 2018

SPRING - SUMMER 2019

FALL 2019 - SUMMER 2020

FALL 2020 - WINTER 2020

1

## VISIONING & BACKGROUND STUDIES



2

## OPTIONS & STRATEGIES



3

## DRAFT GENERAL PLAN, ZONING & ENVIRONMENTAL REVIEW

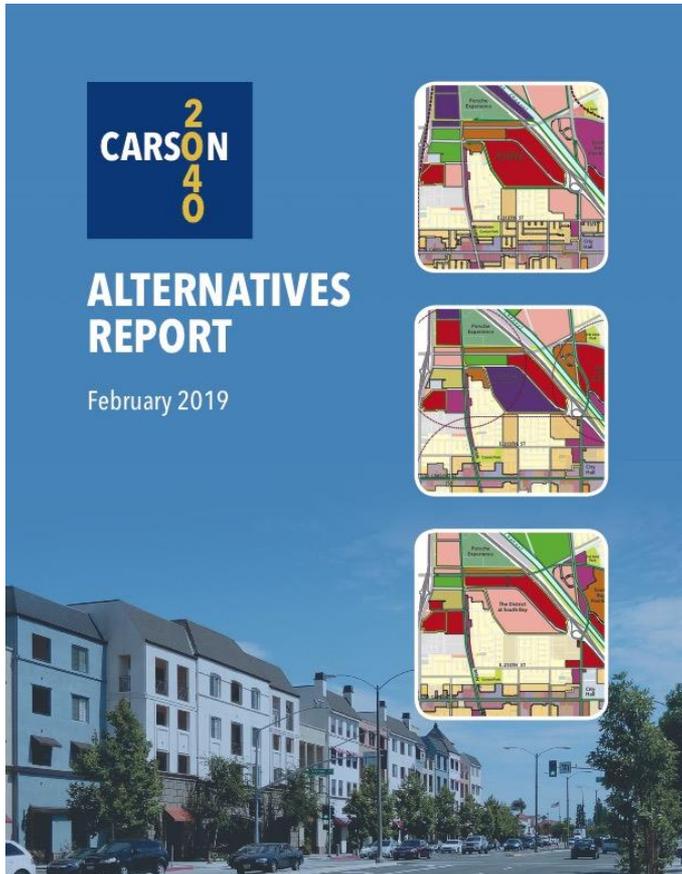


4

## HEARINGS & ADOPTION



# 2. The Alternatives



- What are alternatives?
  - They seek to achieve the objectives of the Vision and Guiding Principles
  - They explore different ways in which different land uses can be distributed throughout the city

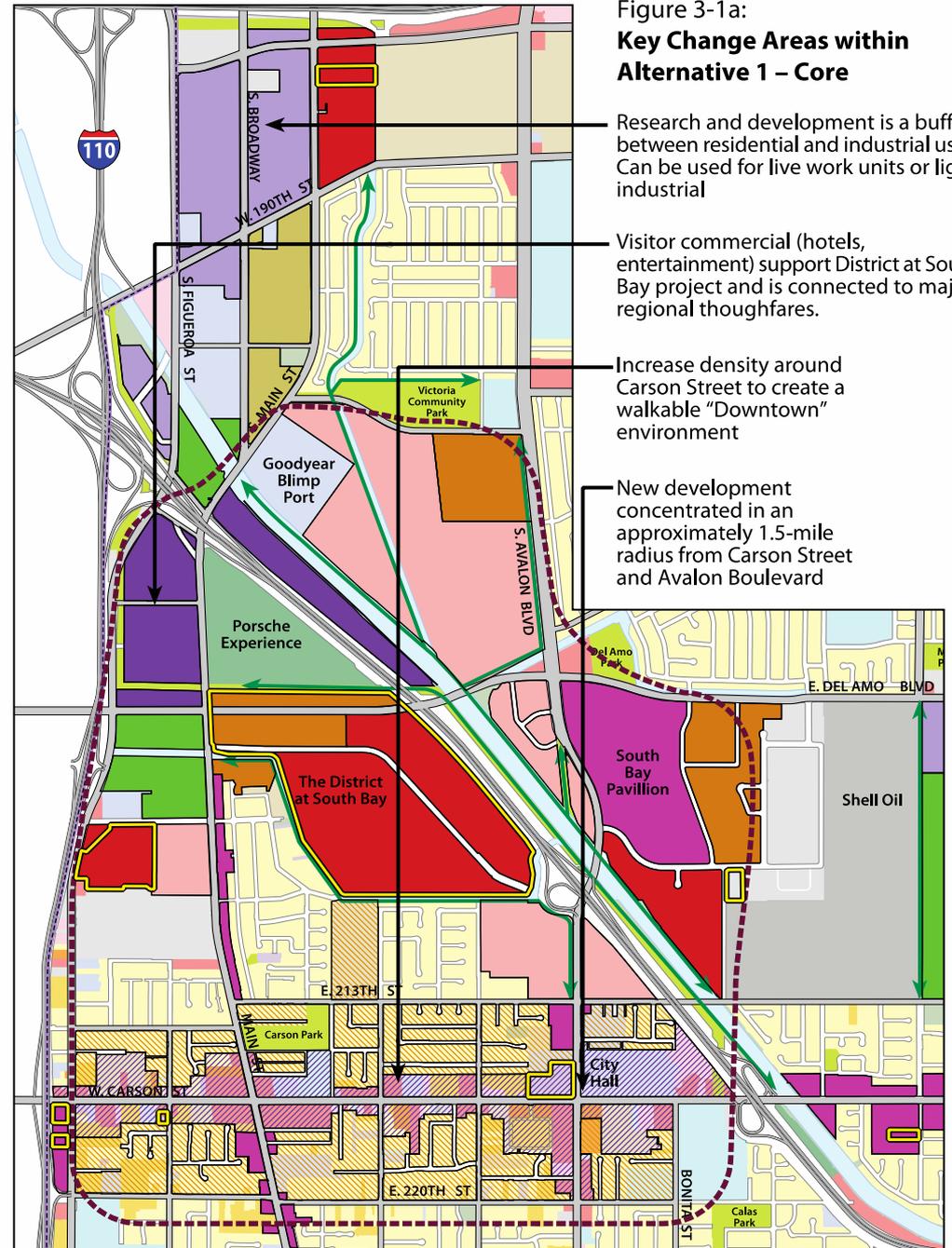
*No single alternative is “superior” to others in all respects – each alternative has its pros and cons, and differing impacts*

# What do the Alternatives include?

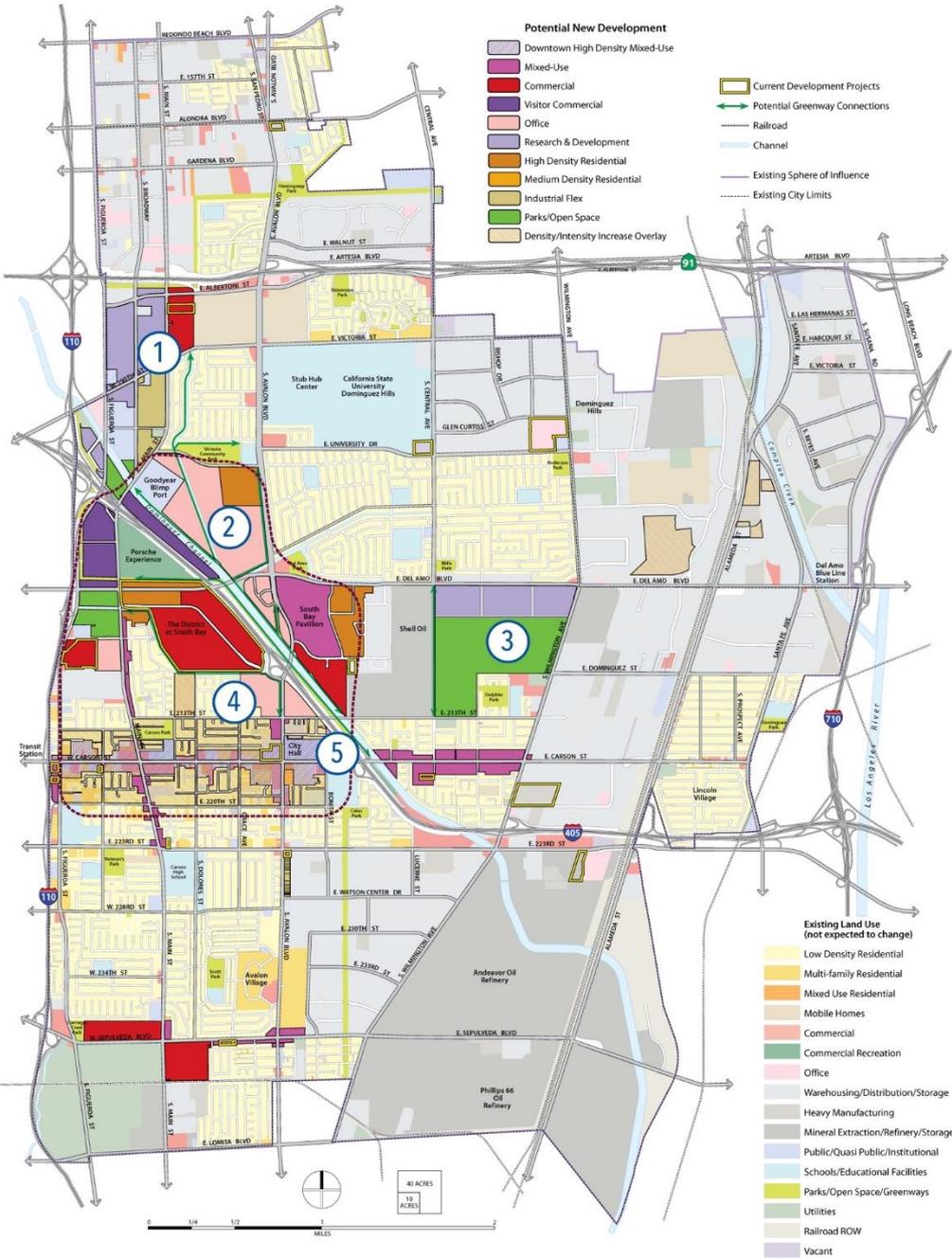
- All three alternatives:
  - Enhance neighborhood connectivity (pedestrian and bike networks)
  - Create a continuous park/trail along the Dominguez Channel
  - Continue the economic development growth along Carson Street into other parts of the city
  - Create neighborhood-serving retail near CSUDH and in the southern part of the city
  - Preserve existing single-family neighborhoods
  - Retain and expand key industrial uses
  - Create buffers between residential and industrial land uses

# Alternative 1: Core

- Concentrates new development in a central area of the city, the “core”
- Expands on the recent development of Carson Street
- Additional development would occur in select focus areas outside of this core



# Map Notes



- Potential New Development**
- Downtown High Density Mixed-Use
  - Mixed-Use
  - Commercial
  - Visitor Commercial
  - Office
  - Research & Development
  - High Density Residential
  - Medium Density Residential
  - Industrial Flex
  - Parks/Open Space
  - Density/Intensity Increase Overlay
  - Current Development Projects
  - Potential Greenway Connections
  - Railroad
  - Channel
  - Existing Sphere of Influence
  - Existing City Limits

- Existing Land Use (not expected to change)**
- Low Density Residential
  - Multi-Family Residential
  - Mixed Use Residential
  - Mobile Homes
  - Commercial
  - Commercial Recreation
  - Office
  - Warehousing/Distribution/Storage
  - Heavy Manufacturing
  - Mineral Extraction/Refinery/Storage
  - Public/Quasi Public/Institutional
  - Schools/Educational Facilities
  - Parks/Open Space/Greenways
  - Utilities
  - Railroad ROW
  - Vacant

1 This area would provide live-work units, light industrial and manufacturing uses (such as breweries or coffee roasteries), research and development office parks, and neighborhood commercial uses.



2 The Core Alternative would create a significant amount of new office and retail development, including an office park on the former Victoria Golf Course site.

3 The Shell site would become a large, central city park with portions of research and development uses.

4 Landscaping, streetscape, pedestrian, and bicycle network improvements would be concentrated in the central area of the city.

5 The Core Alternative would focus most new development in the central part of the city, around Carson Street and Avalon Boulevard. It would continue the momentum of recent development and design improvements throughout the immediate area surrounding Carson Street and Avalon Boulevard.



# Alternative 2: Centers

- Focuses on development in specific “nodes” throughout the city.
- Nodes would provide stores and services to existing neighborhoods that lack them
- Improved pedestrian amenities would be concentrated in nodes

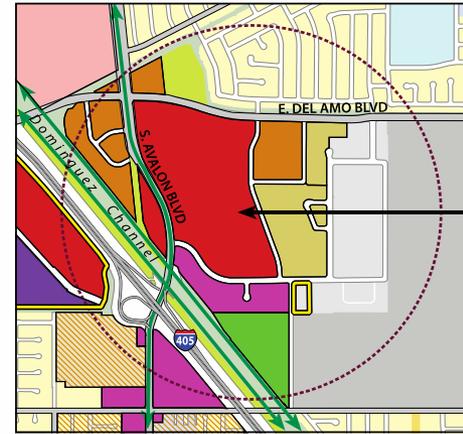
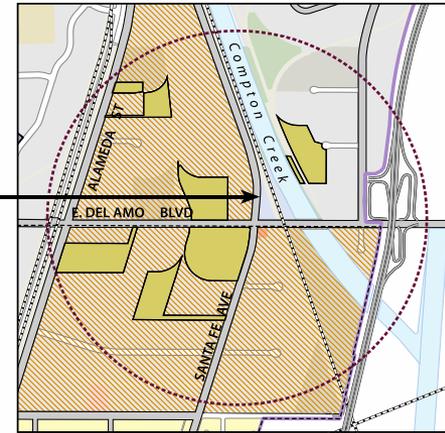


Figure 3-2a:  
**Key Change Areas within  
Alternative 2 – Centers**

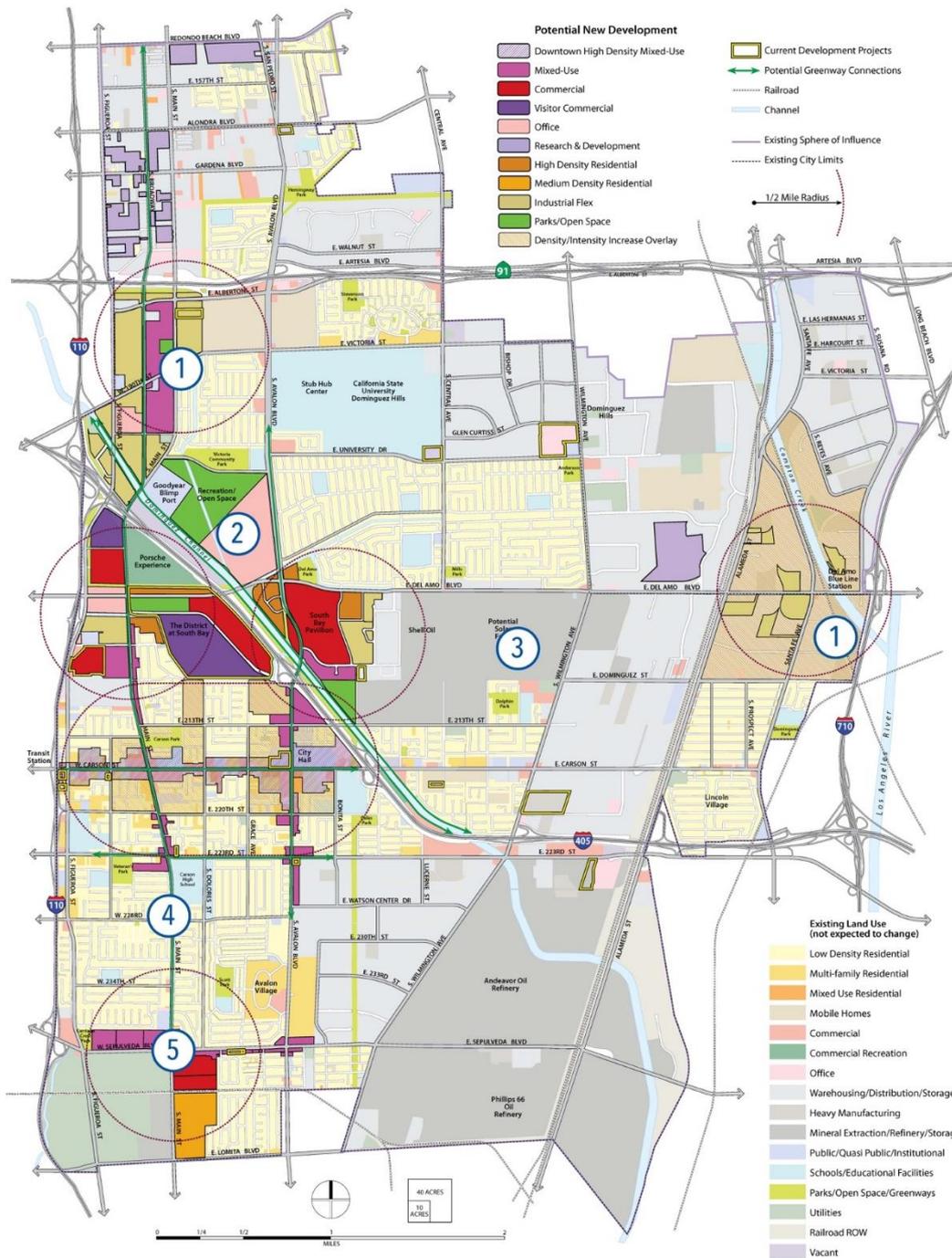
Each node is a neighborhood with stores, services, public gathering spaces, and housing.

Increased density around the Del Amo Blue Line Station to create an employment-centered mixed-use industrial area



Concentrated in “nodes” throughout the city

# Map Notes



1 This Alternative would increase development density near the Del Amo Blue Line station. It proposes live-work units, light industrial and manufacturing uses (such as breweries or coffee roasteries), mixed use, and neighborhood commercial uses west of Main Street between the Dominguez Channel and SR-91.

2 The Centers Alternative would convert about half of the Victoria Golf Course to an office park and the other half to a park and/or recreational area.

3 The Shell site would become a solar energy facility. Most land would be covered with solar panels.



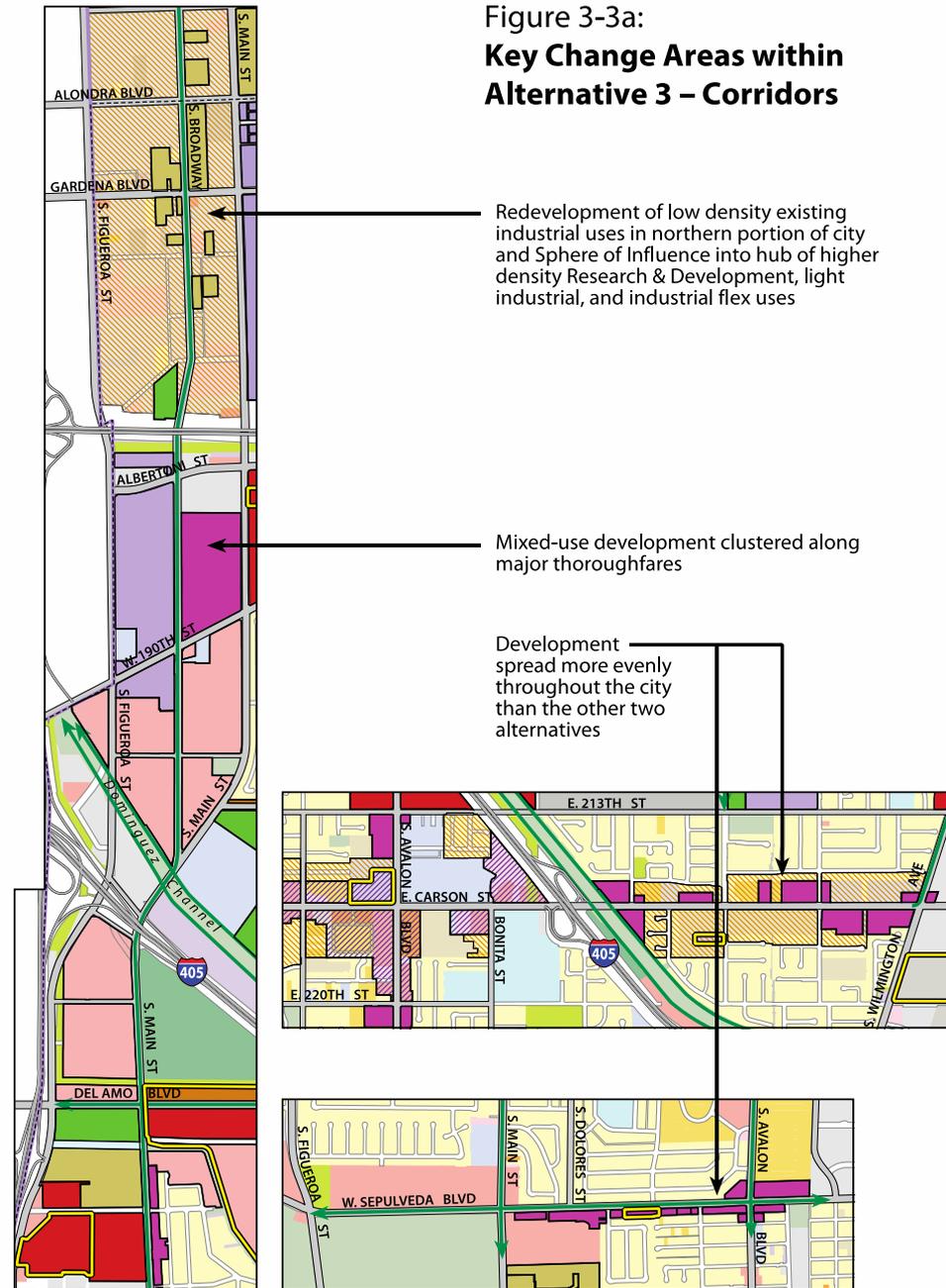
4 The centers would be connected via arterial streets redeveloped as greenways that improve mobility and provide a consistent, welcoming image for the City of Carson.

5 Each center would contain a different mix of uses, including housing, employment, and commercial uses. It would be safe and convenient to walk in each center.

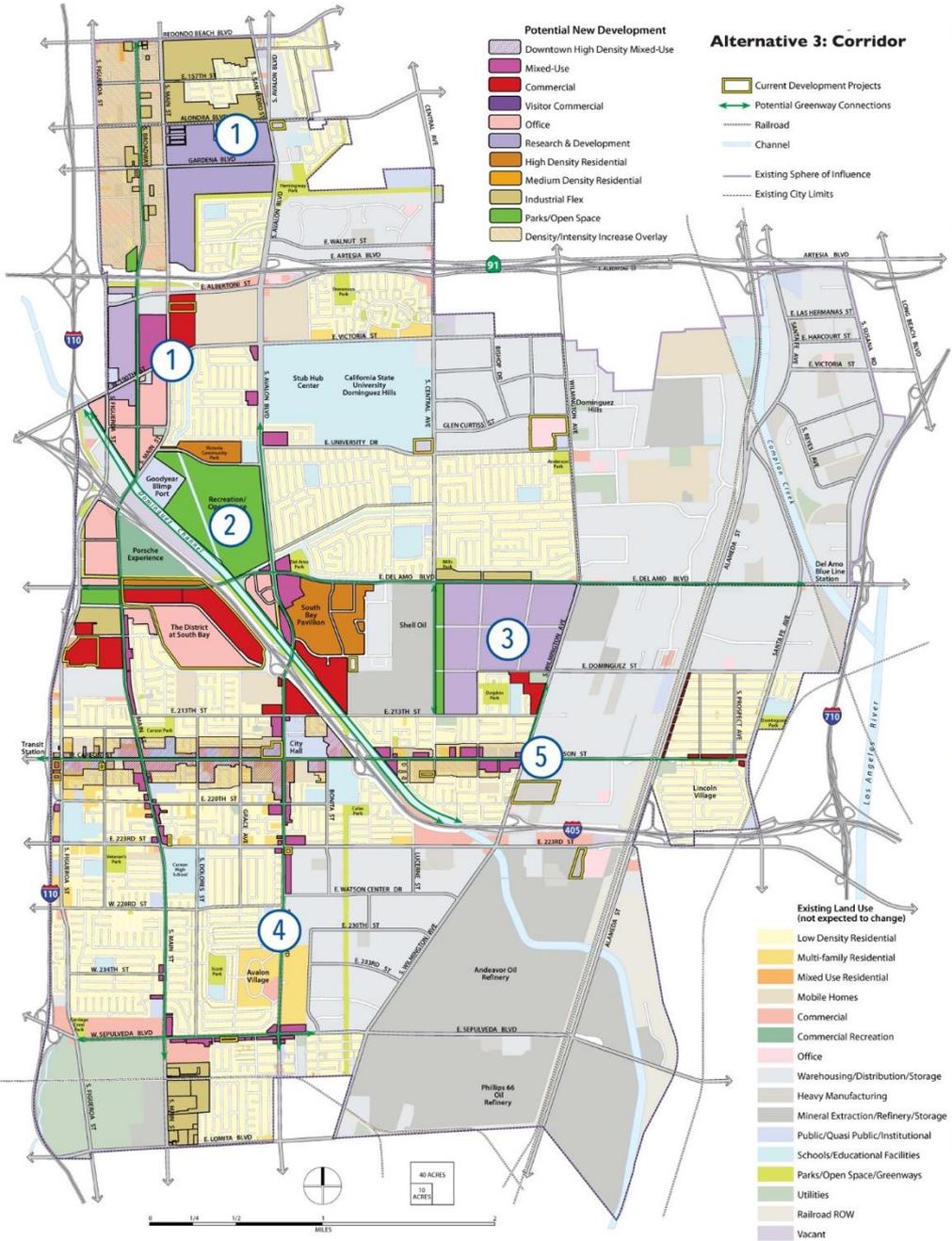


# Alternative 3: Corridors

- Clusters mixed-use development around major streets
- Residential and job growth would be spread evenly throughout the city



# Map Notes



1 This Alternative would increase development density of industrial uses north of SR-91. It proposes office, mixed use, and research and development uses near the California State University - Dominguez Hills campus.

2 The Corridors Alternative would convert the Victoria Golf Course as a park and/or recreational area.

3 The Shell site would become a research and development campus.



4 Corridors would be developed as greenways, with tree canopies, linear parks, landscaped medians, and/or trails running parallel to the street.



5 Mixed-use development is proposed along major streets, with supporting retail, housing, office, and employment uses.

# Alternatives Comparison

*The Core Alternative would result in...*



*The Centers Alternative would result in...*

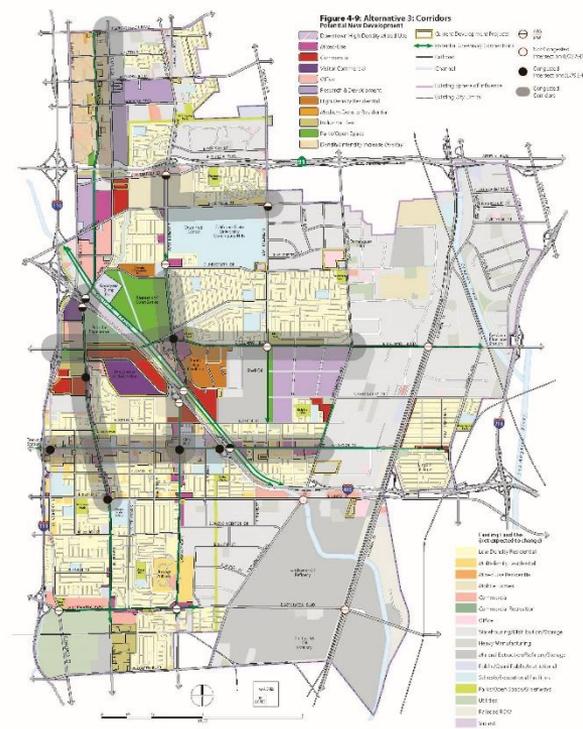
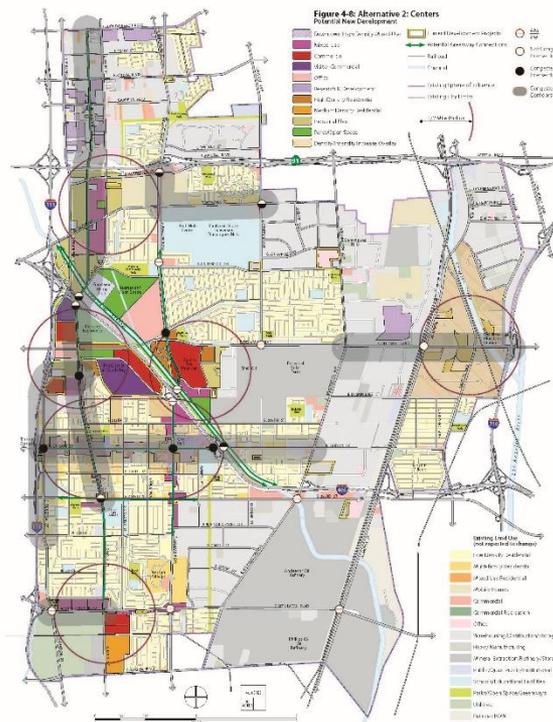
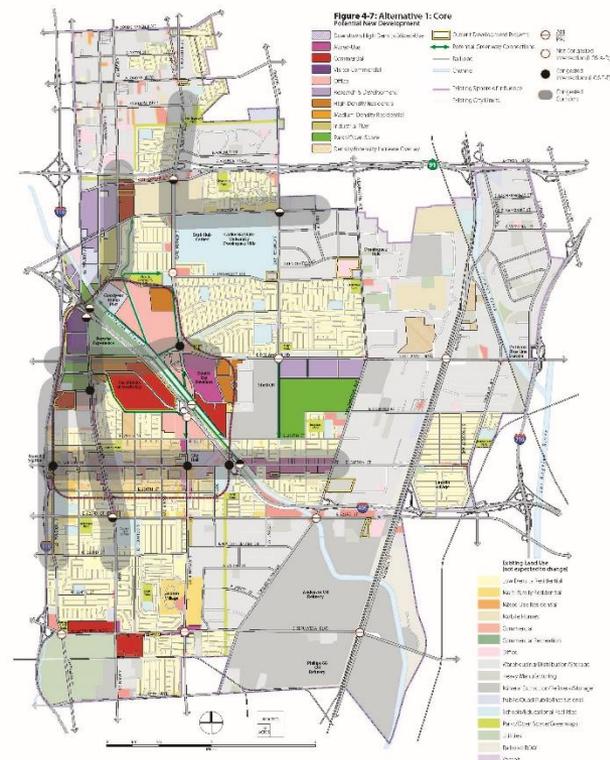


*The Corridors Alternative would result in...*



# Alternatives comparison

– Traffic impacts of the three alternatives would be mostly the same

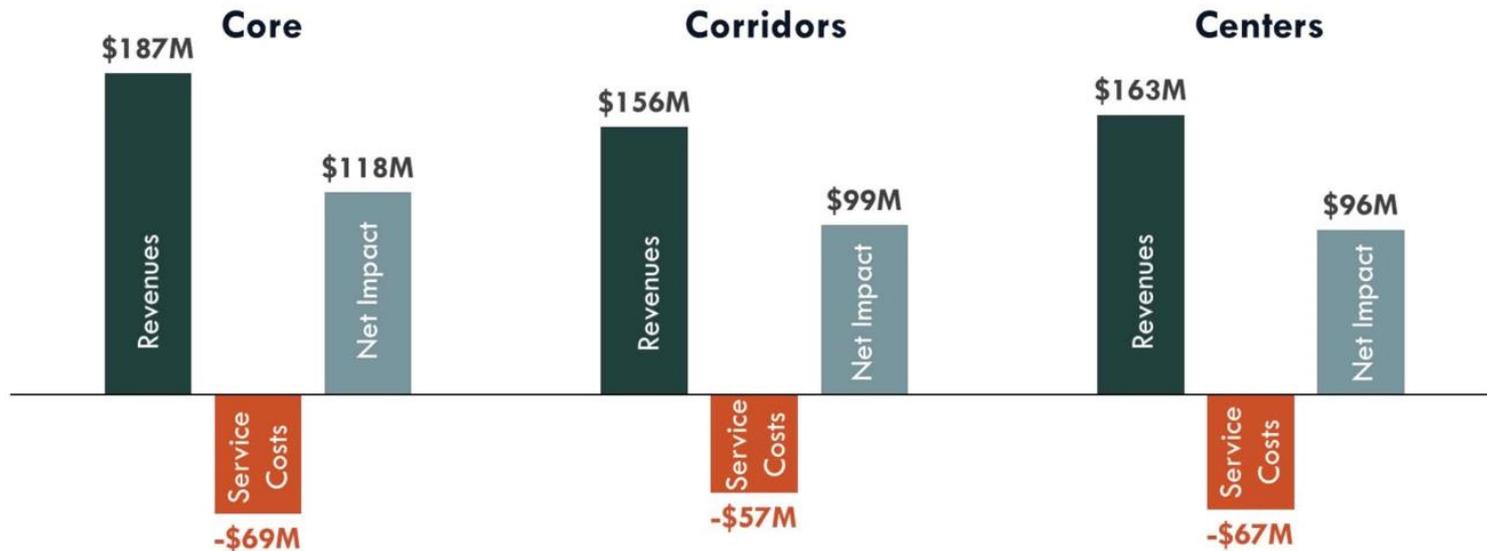


# Alternatives Comparison

- The Core Alternative would be the most net fiscally positive to the City, followed by the Corridors Alternative and the Centers Alternative

**Figure 4-16: Cumulative Net Fiscal Impact (2019-2040) by Alternative (in 2018 \$)**

Source: HR&A Advisors

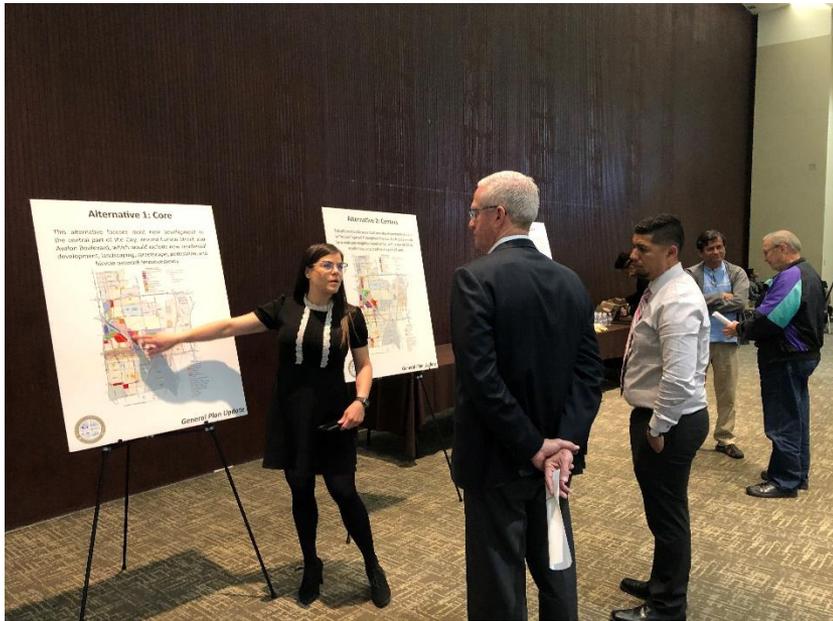


# 3. Community Feedback on Alternatives

- Workshop
- Pop-Up Outreach
- Survey

# Alternatives Workshop

- The Alternatives were formally presented to the community on May 22, 2019



# Summary of Alternatives Workshop

- The workshop attracted participants from different communities and interests throughout Carson.
- Approximately 40 participants attended and participated in the workshop.
- The workshop was organized as a hybrid open house/presentation and activity meeting.

- **Mixed-Used Housing**
  - There is a sense that more housing is needed, of a variety of types, including: medium-high density developments, single family homes, affordable housing, senior housing.
- **Transportation/Mobility**
  - Stakeholders expressed an interest in improving transit, and creating connectivity to open spaces.
- **Economic Development**
  - The need to create more developments that were family friendly (i.e. Whole Foods, Sprouts, Trader Joes, restaurants, upscale retail, theatre, skating rink and performing arts spaces).

# Summary of Outreach Activities

- Online Survey conducted to determine interests of each alternative
- Survey was also distributed via email to over 3,000 Carson Stakeholders.
- Surveys conducted at community events.

# Cont. Summary of Outreach Activities

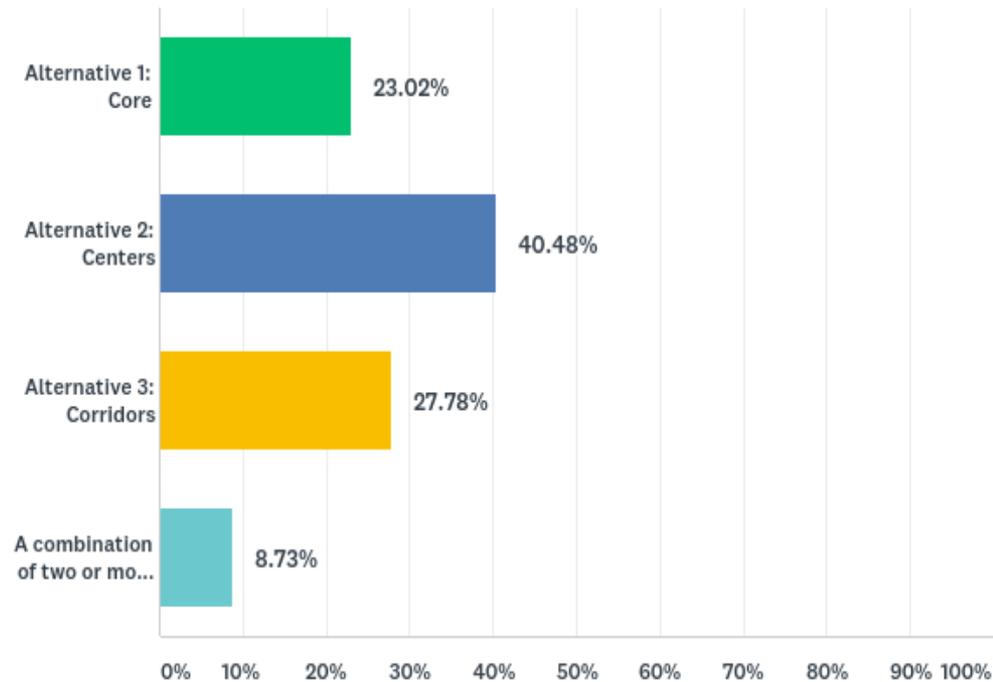
- Survey responses were collected at the following events:
  - The Cinco de Mayo Celebration
  - Filipino Independence Day
  - Juneteenth event



- 300 responses received
- 90% of responses were from Carson Residents
- 47% of respondents lived in Carson for more than 20 years
- 44.4% of respondents were between 45-64 years of age

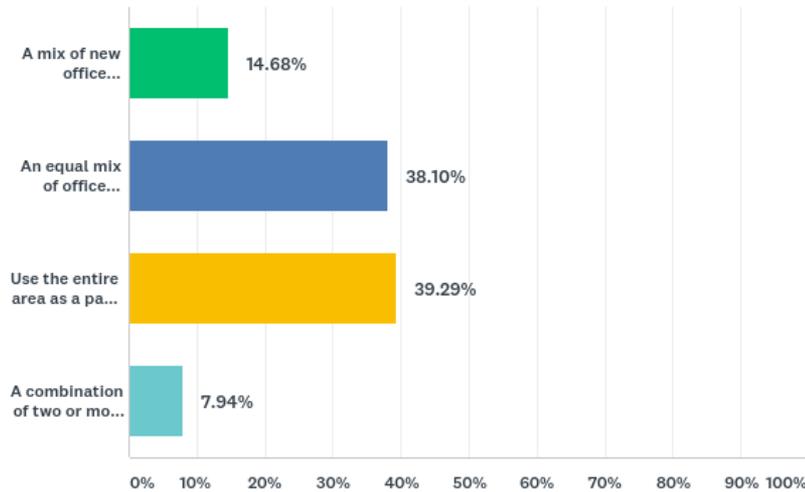
# Key Survey Results

Q1 The three alternatives concentrate new development in different parts of the city. Which alternative do you most prefer?

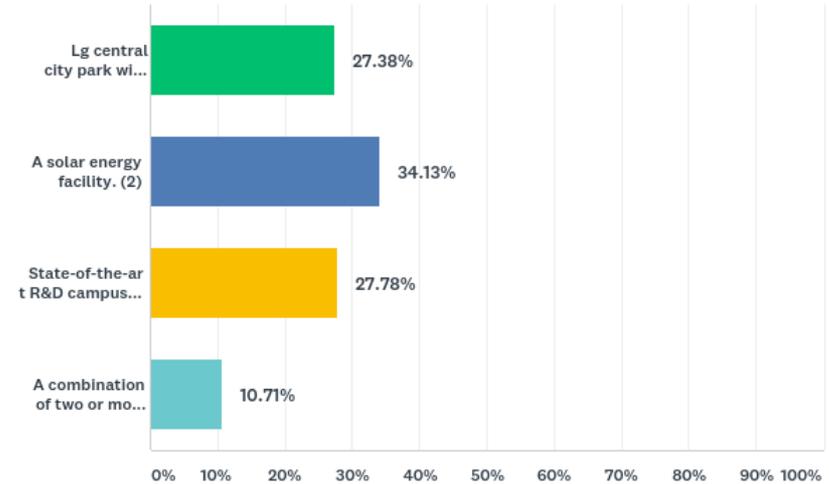


# Key Survey Results

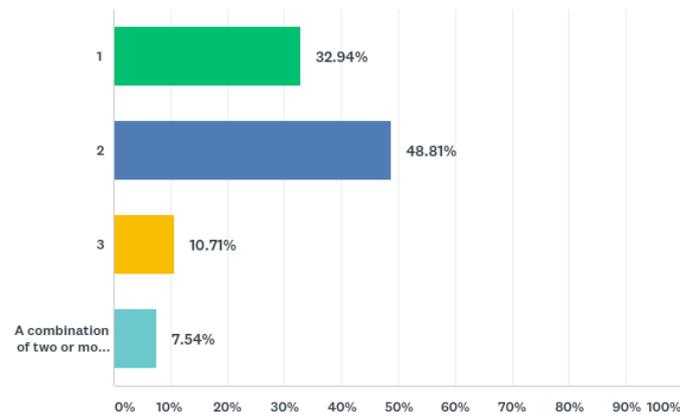
Q2 What is the best use for the Victoria Golf Course site?



Q3 What is the best use for the Shell site?



Q4 Which alternative shows the best options for the immediate vicinity around the South Bay Pavilion?

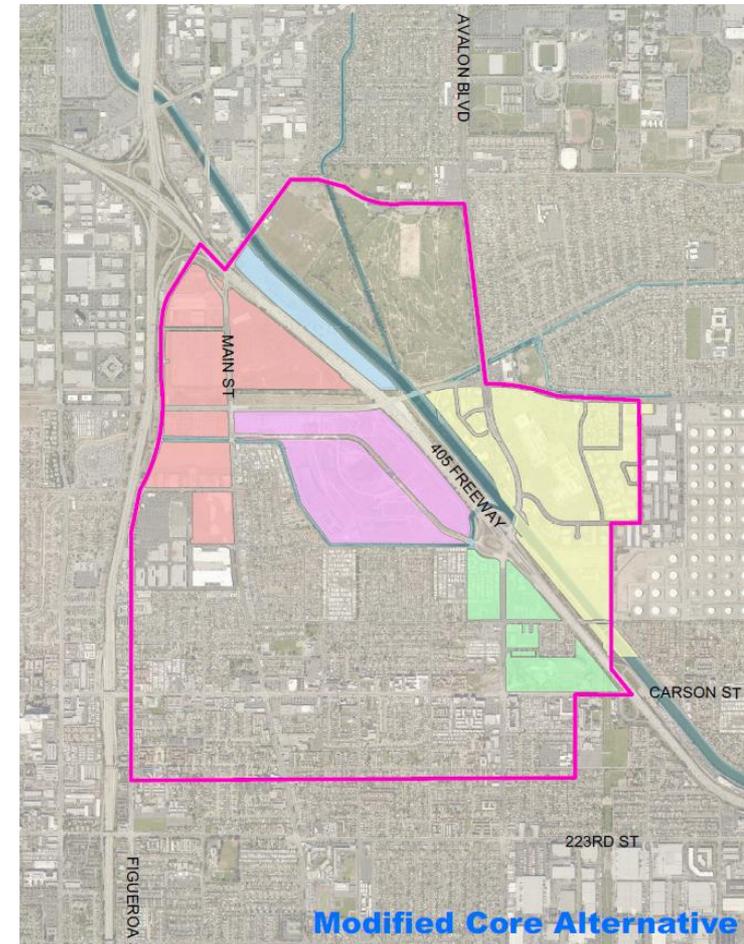


# 4. Planning Commission/GPAC Feedback

- Consider more economic development investment programs to make the alternatives concepts a reality;
- Have wider sidewalks and parkways for safe pedestrian access and make improvements to transportation corridors, especially for pedestrian and biking activities;
- Include considerations in the General Plan to revitalize the east side of Carson Street;
- Add more entertainment designated areas;
- Concern that land at Victoria Golf Course may not become available for office/other uses;
- Encourage alternative parking designs other than surface parking to maximize use of land; and
- All three alternatives result in essentially the same number of units and jobs and a fourth Alternative should be proposed.

# Modified Core Alternative

- Already provides for up to 10-story buildings;
- Large parcels of vacant land adjacent to the freeway;
- Add more areas with 10-story potential;
- Potential for large scale developments;
- Economic value will be captured with freeways locations;
- Buildings over 10 stories possible with Council approval;
- Additional height allowed if projects meet certain criteria such as outstanding design and amenities, economic benefits to the City such as tax revenues, jobs, etc.



# Examples



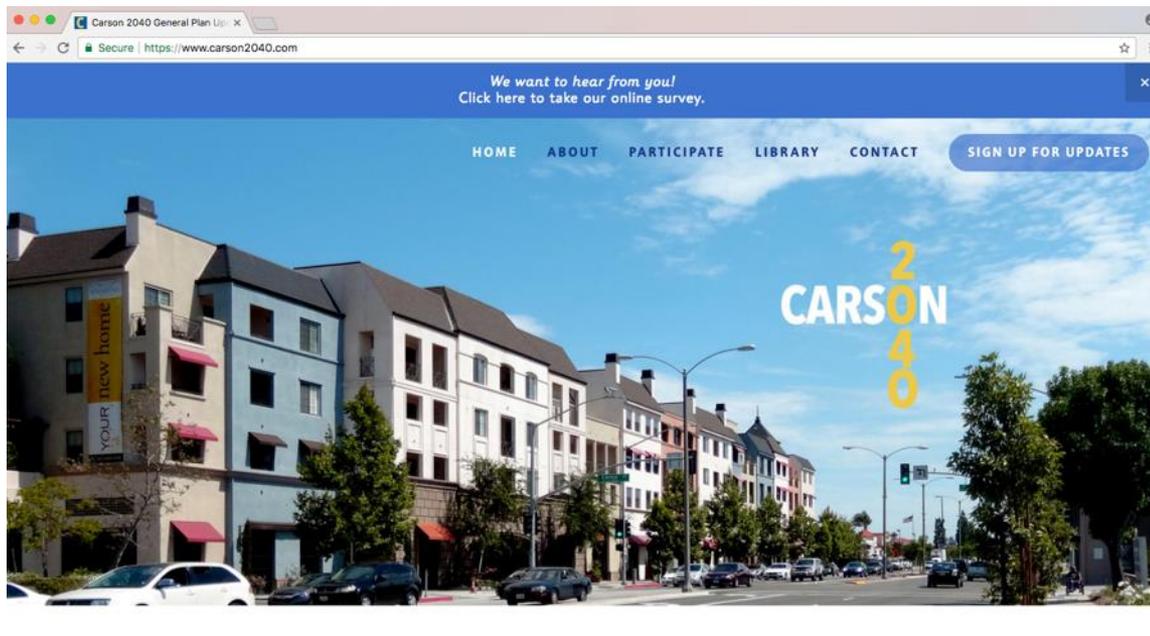
# 5. Discussion

- Does the City Council prefer a single alternative? Or,
- Which components of the various alternatives does the Council prefer?
  - Overall
  - Key Areas

# Get Connected

- Check out our website and like us on Facebook
- Sign Up to get Updates:

[www.carson2040.com](http://www.carson2040.com)





For additional questions/comments please contact us at:  
(310) 952-1700 or via email at: [planning@carson.ca.us](mailto:planning@carson.ca.us)

August 20, 2019