

Economic Development Element



SECTION 8
ECONOMIC DEVELOPMENT ELEMENT

8.1 INTRODUCTION

8.1.1 SCOPE OF ELEMENT

The economic development element is not a mandatory element as are the previous elements and their components. Section 65303 of the government code states that cities and counties may incorporate optional elements to complement those elements required under state law. The number and type of additional issues that may be addressed in these optional elements are left to the discretion of the city or county preparing and adopting the optional element or elements.

The government code does state that once an optional element has been adopted, the optional element has the same force and authority as the mandatory elements. The optional elements can significantly expand the authority of the local government over a particular issue area that is unique to that particular jurisdiction and not adequately covered in the required elements. The other state requirements that pertain to the mandatory elements, such as internal consistency, apply also to optional elements as well.

The economic development element for the City of Maywood General Plan is specifically concerned with the identification of a development strategy which will address development potentials that will broaden and stabilize the city's economic base. The goals and policies contained in this element have been formulated for the city so that it may utilize existing programs whenever possible and to provide a continuity with implemented policies of the previous general plan.

8.1.2 ISSUES

The background report documents past and current economic trends in the City of Maywood. A number of emerging issues and trends which have occurred in recent years are the focus of this element:

- Commercial development in Maywood is generally spread out along the two major arterials that traverse the city. A number of undeveloped parcels and vacant buildings are located along this arterial.
- There is a commercial center that has been created at the Atlantic/Slauson intersection through the efforts of redevelopment. New shopping centers occupy three of the four corners of this intersection and the greatest concentration of retail floor space is located at this intersection.
- Industrial development is located along the periphery of the city adjacent to residential neighborhoods. Currently, new industrial growth has occurred through redevelopment.

8.2 GOALS AND POLICIES

8.2.1 ISSUE: COMMERCIAL AND INDUSTRIAL DEVELOPMENT

The following goals and policies focus on promoting new commercial and employment generating uses in the city.

GOAL 1 Encourage businesses to locate in Maywood.

Policies

- 1.1 Encourage businesses that will increase sales tax revenue in the city.
- 1.2 Establish enterprise zones to attract new business to the city.

GOAL 2 Promote Maywood's location in Southern California as an ideal place for businesses.

Policies

- 2.1 Promote Maywood's proximity to downtown Los Angeles and transportation accessibility as attributes for business location.

8.3 ECONOMIC DEVELOPMENT PROGRAM

The economic development element addresses issues that are common to other elements of the General Plan, such as the land use element. The economic development element is especially concerned with commercial and employment generating development provided by industrial, research and development, and office activities.

Commercial development in Maywood is primarily located along Slauson Avenue and Atlantic Boulevard. Growth and renewal in these areas has been achieved in recent years promoting revitalization through redevelopment. As a result, new commercial activity occurred in key commercial areas of the city. New development located at the intersection of Slauson Avenue and Atlantic Boulevard is an example of this redevelopment effort.

The land use policy map promotes continued industrial development in the city. New industrial activity is currently occurring along Maywood Avenue in the western section of the city. Land in the eastern section along Walker Avenue and 59th Place is currently designated industrial. Fruitland Avenue and portions of 52nd Street in the northern section of the city also contain industrial activity.

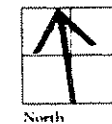
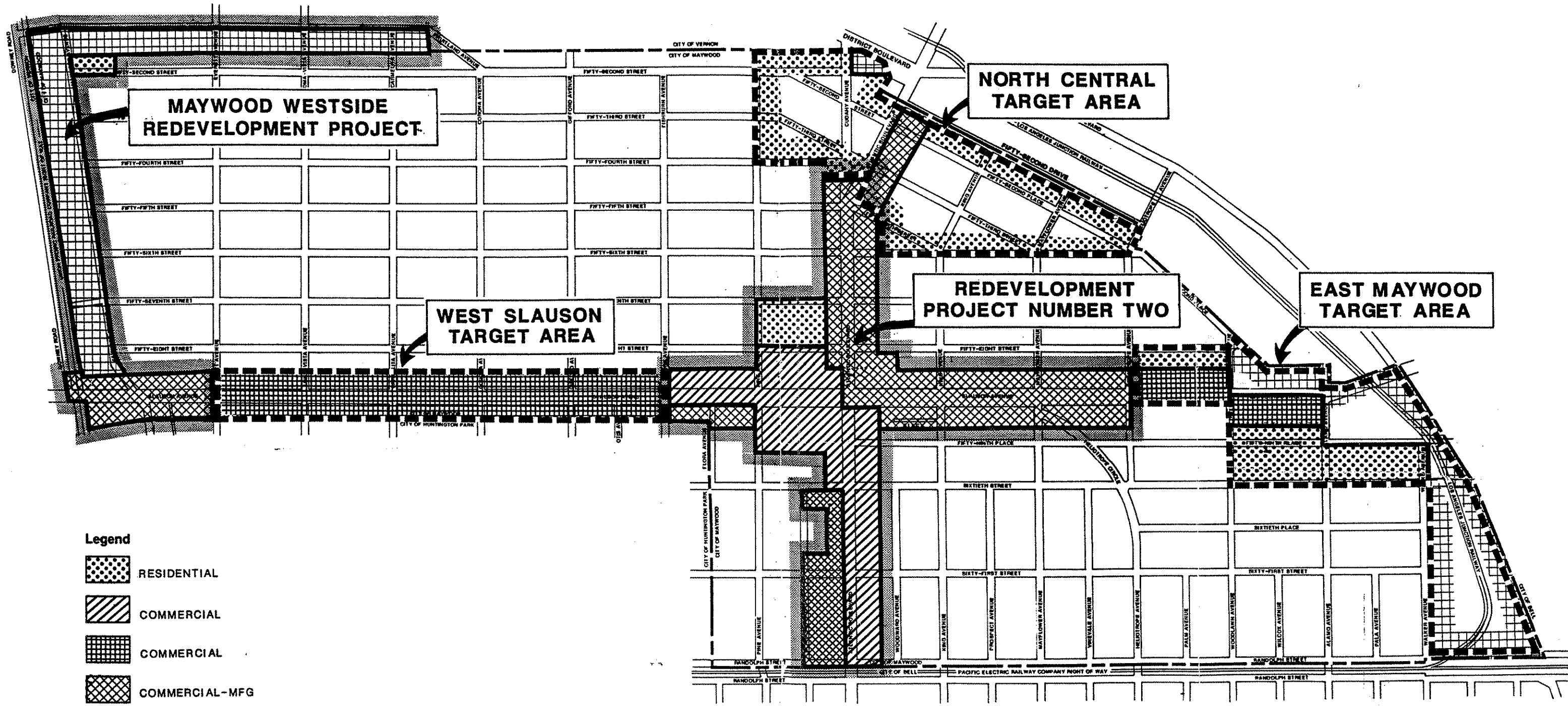
Redevelopment

Currently, there are two redevelopment project areas in the city: Maywood Westside Redevelopment Project and Redevelopment Project Area No. 2 (see Exhibit 8-1). The economic development element allows for expansion of redevelopment activities into other areas in the city. These areas include: West Slauson Target Area; North Central Target Area and East Maywood Target Area (see Exhibit 8-1).

West Slauson Target Area connects the two existing redevelopment project areas along the western corridor of Slauson Avenue. The primary focus of this target area includes general commercial activity which corresponds to the land use designated by the land use element policy map.

North Central Target Area extends north of the Redevelopment Project Area No. 2 to the city limits along Atlantic Boulevard. The target area encompasses the residential neighborhoods on the west side of Atlantic to Pine Avenue and on the east side between 52nd Drive to 56th Street. The impetus for creating this target area is to provide funds for residential property owners to fix up existing residential uses in the area.

East Maywood Target Area extends east from redevelopment project area along Slauson Avenue to the city limits. This area includes the existing industrial uses along Walker Avenue, as well as the residential uses between Slauson Avenue south



North



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to 60th Street ending at Woodlawn Avenue. The idea of creating this target area is to expand existing industrial uses and create new commercial opportunities.

**Economic Development Element
Background Report**

MAYWOOD GENERAL PLAN

ECONOMIC DEVELOPMENT ELEMENT BACKGROUND REPORT

8.4 INTRODUCTION

This background report documents past and current trends for the City of Maywood. Most of this discussion focuses on commercial and industrial development in the city. A number of emerging issues and trends which have occurred in recent years are summarized below:

- Commercial development in Maywood is generally spread out along the two major arterials that traverse the city. A number of underdeveloped parcels and vacant buildings are located along this arterial.
- There is a commercial center that has been created at the Atlantic/Slauson intersection through the efforts of redevelopment. New shopping centers occupy three of the four corners of this intersection and the greatest concentration of retail floor space is located at this intersection. City has agreement for development of 4th corner.
- Industrial development is located along the periphery of the city adjacent to residential neighborhoods. Currently, new industrial growth has occurred through redevelopment.

8.5 ECONOMIC DEVELOPMENT IN THE CITY

In 1978, the Redevelopment Agency was established to eliminate blighted and deteriorated areas within designated sections of the city. The agency created two project areas--Project Area Number One, established in 1978, and Project Area Number Two, established in 1982.

8.5.1 PROJECT AREA NUMBER ONE

Boundaries of Project Area Number One of the Maywood Westside Redevelopment Project include the western and northwestern fringes of the city, as indicated in Exhibit 2-5.

Existing land uses within the project area include a mix of commercial, industrial, and residential uses. Industrial uses include manufacturing, warehousing, distribution, and research and development facilities, along with compatible service and office uses.

While the existing land use of the western area starting south of Slauson to Fruitland Avenue is a mixture of industrial and residential uses, the redevelopment plan provides for only industrial development. The portion of the project area along Slauson Avenue from Maywood Avenue to Everett Avenue is designated for commercial uses only.

The northwestern project area along Fruitland Avenue from Maywood Avenue to one-half block west of Carmelita Avenue is designated as industrial. Three parcels starting at the corner of Maywood Avenue and 52nd Street on the north side of the street are designated for a mix of residential and industrial uses; these parcels are currently residential.

8.5.2 PROJECT AREA NUMBER TWO

Project Area Number Two encompasses the city's central business district which includes Slauson Avenue from Fishburn to Heliotrope Avenues and Atlantic Boulevard from Randolph Street to the intersection of Atlantic Boulevard and Cudahy Avenue. This project area was established in 1982 to redevelop scattered blighted sites and properties within the designated project area.

The redevelopment plan divided Slauson Avenue commercial district into two categories--medium commercial and commercial manufacturing. The areas designated as commercial-manufacturing include an area south of Slauson Avenue between Fishburn Avenue to Pine Avenue and east of Atlantic Boulevard to Heliotrope Avenue. Light commercial is designated on the north side of the street at Fishburn to one parcel west of Atlantic and on the southside from Flora Avenue to Atlantic Boulevard.

8.6 ECONOMIC CHARACTERISTICS

Maywood's economic base is one of the smallest compared to the other surrounding and unincorporated districts in the study area, with an estimated 2,040 persons employed in the city according to 1984 estimates prepared by the Private Industry Council of Los Angeles. Of this number, 597 persons were employed in manufacturing activities at 43 worksites. The next largest sectors in terms of

employment are retail trade, services, wholesale trade, transportation, communication, and utilities, with employment numbering 447, 358, 355, and 241 persons, respectively. Overall, the city's economic base between 1976 and 1984 changed slightly, with an increase in the employment population of 252 persons and 13 worksites. Table 8-1 summarizes employment statistics for the city for 1976 and 1984.

TABLE 8-1
CITY OF MAYWOOD
CHANGE IN EMPLOYMENT: 1976 - 1984

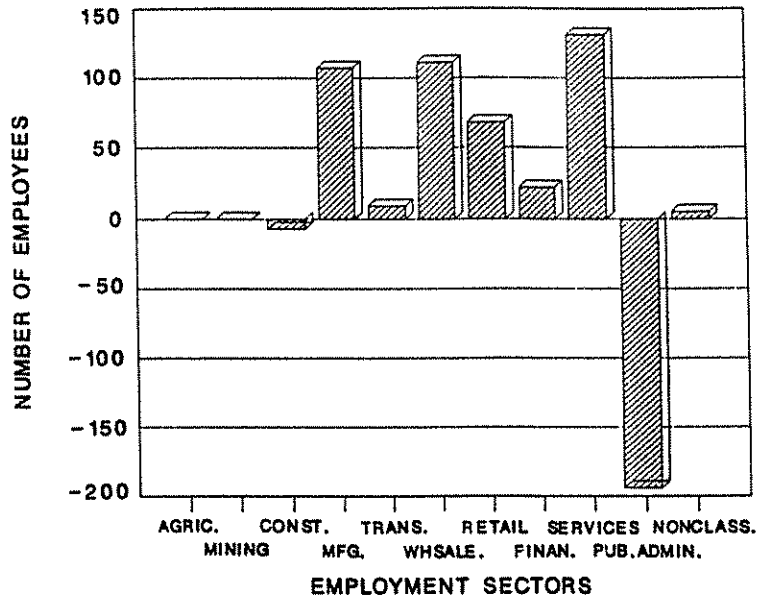
| <u>Employment Sector</u> | <u>1976 Employment</u> | | <u>1984 Employment</u> | | <u>1976-1984 Employment</u> | |
|--------------------------|------------------------|----------------|------------------------|----------------|-----------------------------|----------------|
| | <u>Number</u> | <u>Percent</u> | <u>Number</u> | <u>Percent</u> | <u>Number</u> | <u>Percent</u> |
| Agriculture | 21 | 1.0 | 21 | 0.9 | 0 | 0.0 |
| Mining | 0 | 0.0 | 0 | 0.0 | 0 | -- |
| Construction | 98 | 4.8 | 91 | 4.0 | -7 | -7.1 |
| Manufacturing | 490 | 24.0 | 597 | 26.0 | 107 | 21.8 |
| Transportation | 232 | 11.4 | 241 | 10.5 | 9 | 3.9 |
| Wholesale Trade | 244 | 12.0 | 355 | 15.5 | 111 | 45.5 |
| Retail Trade | 379 | 18.6 | 447 | 19.5 | 68 | 17.9 |
| Financial | 76 | 3.7 | 98 | 4.3 | 22 | 28.9 |
| Services | 227 | 11.1 | 358 | 15.6 | 131 | 57.7 |
| Public Admin. | 258 | 12.6 | 64 | 2.8 | -194 | 75.2 |
| Nonclassified | <u>15</u> | <u>0.7</u> | <u>20</u> | <u>0.9</u> | <u>5</u> | <u>33.3</u> |
| Total | 2,040 | 99.9 | 2,292 | 100.0 | 252 | 12.4 |

Source: Private Industry Council, 1976, 1984.

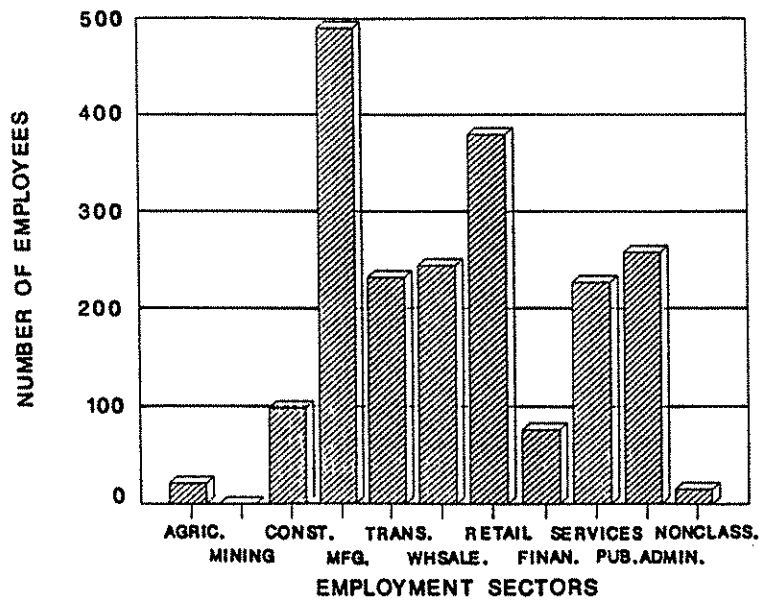
The fastest growing sectors of the local economy between 1976 and 1984 included the wholesale trade, services, and manufacturing sectors as indicated in Table 8-1. Employment characteristics and the change in employment between 1976 and 1984 is depicted in Exhibit 8-2.

Most of the recent commercial and industrial construction has occurred within the redevelopment project areas. Since 1983, over 140,000 square feet of retail floor space has been built in the city. In 1988, construction started on a number of light industrial buildings west of Maywood Avenue within the redevelopment project area.

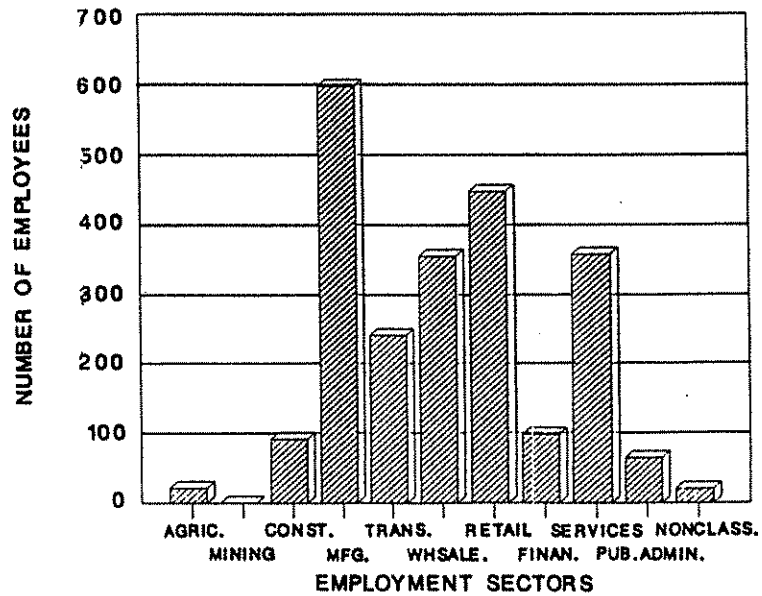
**CHANGE IN
EMPLOYMENT
1976-1984**



EMPLOYMENT - 1976



EMPLOYMENT-1984



**Employment 1976 - 1984
Maywood General Plan**



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A major factor in the city's small employment base compared to that of cities in the surrounding region is the distribution of land uses within the city. The majority of land in the city is developed as residential with limited area devoted to commercial and industrial uses. This largely results from historic development patterns in the region in which industrial activities were concentrated in the cities of Vernon and Commerce and workers lived in the predominantly residential communities located next to the industrial districts.

In Table 8-2, the distribution of land use in Maywood is compared to similar categories for the east central region of the Los Angeles County (which includes Maywood, adjacent cities, South Gate, Montebello, and parts of Los Angeles) and to the urbanized area of Los Angeles County as a whole. While the city's proportion of commercial land use compares favorably with the region and county, the city's share of industry is substantially less than that found in both the region and the county. Comparisons like the ones shown in Table 8-2 may be misleading since the comparison is based solely on land area and not population. Because the city's population density is much higher than the average for the county, its share of commercial and industrial land uses should be considerably greater than that shown in Table 8-2.

TABLE 8-2

LAND USE BY USE TYPE

| | <u>Maywood</u> | | <u>East Central Region^a</u> | | <u>Urban L.A. County</u> | |
|----------------------|----------------|----------------|--|----------------|--------------------------|----------------|
| | <u>Acres</u> | <u>Percent</u> | <u>Acres</u> | <u>Percent</u> | <u>Acres</u> | <u>Percent</u> |
| Residential | 427 | 72.9 | 15,395 | 49.8 | 407,579 | 61.8 |
| Institutional | 31 | 5.3 | 1,390 | 4.5 | 41,720 | 6.3 |
| Parks and Open Space | 10 | 1.7 | 659 | 2.1 | 73,356 | 11.1 |
| Utilities | 2 | 0.1 | 1,226 | 4.0 | 26,069 | 4.0 |
| Commercial | 45 | 7.7 | 2,380 | 7.7 | 45,090 | 6.8 |
| Industrial | <u>71</u> | <u>12.1</u> | <u>9,852</u> | <u>31.9</u> | <u>65,893</u> | <u>10.0</u> |
| Total ^b | 586 | 99.8 | 30,902 | 100.0 | 659,707 | 100.0 |

a East Central Regional includes Maywood, the adjacent cities of South Gate and Montebello, and parts of Los Angeles.

b Totals do not include streets, easements, etc.

Note: Figures for county and east central area excludes agriculture, mining, and wilderness areas.

Source: Los Angeles Regional Planning Commission and Maywood General Plan.