



The Rosecrans Corridor: Reclaiming It for Gardena

A Framework for Business and Job Creation for the Eastern Sector of the Rosecrans Corridor



July 2006

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EXECUTIVE SUMMARY

This report highlights the competitive strengths of the Rosecrans Corridor in Gardena for attracting and retaining businesses, identifies the areas most appropriate for targeting investment, and notes the areas that need improvement to effectively attract desired growth.

Economic Background and Drivers

The eastern sector of the Rosecrans Corridor requires new investment to achieve a strong economic presence in Gardena. Factors affecting the economic health of the Corridor range from the physical assets and City policies to competition from neighboring cities and investment decisions made by existing landowners.

Economic Vision & Goals

The economic vision for the Rosecrans Corridor in Gardena is to link the retail needs of residents with business attraction supported by a strong industrial job base and increased housing opportunities. Four goals identified to achieve the vision for the Corridor are to:

- Attract new retail investment targeted at serving the needs of the local residents as well as those in nearby communities
- Increase tax revenues through retail sales and increased land values
- Encourage multifamily housing development along the Corridor to increase the consumer base for the existing and future retail
- Attract firms in growth industries to locate in Gardena's industrial development north of the Rosecrans Corridor to maintain a healthy balance of well-paying jobs available to local residents

Recommended Economic Strategies

The following strategies are designed to achieve the goals and vision outlined for the eastern sector of the Rosecrans Corridor:

1. Specific Plan
2. Enterprise Zone
3. Mid-Sized Community Retail Developments
4. Multi-Family Housing or Mixed-Use
5. Attract Growth Industries
6. Attract Business-to-Business Companies
7. Public Infrastructure Upgrades
8. Development/Reuse of Brownfields

A coordinated effort by stakeholder groups will be necessary to successfully execute the strategies that are recommended to achieve the economic vision for the eastern sector of the Rosecrans Corridor. With these strategies, the City of Gardena has a golden opportunity to dramatically improve economic conditions along the eastern sector of the Rosecrans Corridor.

Opportunity Sites



**1310 - 1346 W. Rosecrans Ave. at
Normandie Ave.**



2405 W. Rosecrans Ave.



2129 W. Rosecrans Ave. between Van Ness Ave. and S. Western Ave.

INTRODUCTION

Maintaining a resilient economy requires planning and vision. Although difficult to reach a consensus, efforts have been made by several stakeholder groups to develop a vision for the future of the eastern sector of the Rosecrans Corridor. All stakeholders agree however, that the Corridor requires new investment to achieve a strong economic presence in Gardena.

This report highlights the competitive strengths of the eastern sector of the Rosecrans Corridor to attract and retain businesses, it identifies the areas most appropriate for targeting investment; and it notes the areas that need improvement to effectively attract desired growth.

This analysis seeks to catalyze new investment through:

- **Identification of the physical assets in the eastern sector of the Rosecrans Corridor that can contribute to enhancing the economic future of the area to make it a vibrant part of the City's economy;**
- **Provision of an understanding of the challenges that impact businesses and development within the City; initial identification of strategies to improve or eliminate these problems;**
- **Identification of development opportunities that can serve as catalysts for the successful and dynamic economic development of the eastern sector of the Rosecrans Corridor; and**
- **Identification of infill opportunities for residential or mixed-use projects that can serve as catalysts for the revitalization of adjacent residential neighborhoods.**

Five years ago, an Urban Land Institute Advisory Panel (ULI Advisory Panel) studied the Corridor and presented a report titled *A Framework for Revitalizing the Rosecrans Corridor*. The current report updates and expands on that analysis. Many of the recommendations made five years ago remain true today. However, the formation of a redevelopment agency proposed by the ULI Advisory Panel was defeated in September 2004. This re-evaluation of the Corridor will identify strategies that can be implemented with or without a redevelopment agency. Although they take longer, they will allow the City to move forward.

ECONOMIC BACKGROUND & DRIVERS

Need for Reinvestment

Gardena has excellent geographic advantages for economic growth, but these advantages are not sufficient to ensure economic vitality. Gardena's location has produced a strong industrial base; the City provides twice as many jobs to the region as it provides workers. However, industrial needs have changed since Gardena was originally developed. Consequently, not all of the existing industrial space in the City commands top dollar. Re-investment in existing properties is needed.

In its present condition, the eastern sector of the Rosecrans Corridor looks as if it has not been decided whether it is in an industrial district or a commercial district. When one looks at the land use designation in the General Plan, it is discovered that it must serve multiple uses. However, the existing uses are visually unappealing, although the General Plan map looks neat and organized. The age of the buildings contributes to the visual discordance because some of them look neglected and suffer from deferred maintenance. Living with disparate uses requires appealing design and well-maintained properties.



**Industrial and Commercial
Uses on W. Rosecrans Ave.**



Factors Affecting Economic Health

Factors affecting the economic health of the eastern sector of the Rosecrans Corridor range from physical assets and City policies, to competition from neighboring cities and investment decisions made by existing landowners. How the following factors are strategically employed will determine whether or not the Rosecrans Corridor will become a vibrant part of the City's economy:

Strengths

- Property depth on the northern blocks between Van Ness and Normandie Avenues is attractive for new development.
- The City is making an investment in the Rosecrans Corridor through:
 - New street trees and cultural art banners on W. Rosecrans Ave.
 - Façade improvements and parking improvements along Van Ness Ave.
 - Constructing a \$12 million “green” transportation center on Western Ave.

- The disposable income of the residents in northern Gardena, combined with the lack of existing retail opportunities, makes for an enticing investment in new retail development.
- Proximity to the 105, 110, 91, and 405 Freeways makes Gardena a strategic location for businesses and residents.
- The City has restructured its \$26 million debt.

Weaknesses

- Parcel sizes are too small to support reinvestment by the property owner.
- Opportunities are limited to assemble several properties for reinvestment.
- Older buildings often don't conform to newer business requirements such as higher ceilings or larger floor area; there has been a lack of reinvestment or ability to adapt to new requirements that could result in lower rents and property values.
- Older buildings have safety issues such as lead paint, asbestos, as well as no fire alarms or sprinklers.

- The most attractive properties are owned by multiple landowners.
- The City has few incentives to offer property owners or investors to encourage quality projects.
- Overhead transmission lines on W. Rosecrans Ave. are unsightly and detract from the appearance of the Corridor.
- The eastern sector of the Rosecrans Corridor has a profound lack of uniform design standards.

Opportunities

- Build on the urban design projects on W. Rosecrans Ave. (Crepe Myrtle trees and Cultural Banners) with implementation of design guidelines for new development and façade improvements.
- Attract high profile projects to the intersections of Rosecrans and Van Ness and Rosecrans and Normandie – both locations have good accessibility and high visibility for catalyst projects.

- Require an anchor tenant that is a destination store which attracts visitors to the site and draws continuous foot traffic to the stores sharing the complex.
- Engage property owners in the possibility of joining forces with a developer to bring new development to the Corridor.
- Encourage façade improvements and general maintenance to create a positive business environment.

Threats

- Gardena is surrounded by eleven South Bay cities; nine have redevelopment agencies that allow them to capture new investment and sales tax revenue more successfully than Gardena.
- If Inglewood acts first, certain large retailers may lose interest in Gardena until its residential population either doubles or increases their disposable income.
- Property owners who are content with the status quo show little or no interest in re-investing and, as such, prevent new development/new investment from occurring in the neighborhood.

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**Urban Design Projects
Crepe Myrtle Trees and Cultural Banners**



Looking west on W. Rosecrans Ave. toward Van Ness Ave.



Housing on W. Rosecrans Ave.

Existing Physical Conditions

A 2005 land use study of the exterior physical characteristics of the commercial and industrial buildings on W. Rosecrans Avenue reveals that all but nine parcels on the south side and twenty-one parcels on the north side exhibit one or more of the following:

- **Physical deterioration**
- **Deferred maintenance**
- **Inadequate parking**
- **Functional obsolescence**
- **Incompatible uses**
- **Irregular shape for re-use**
- **Lack of site amenities such as landscaping**
- **No design guidelines for signage**

These characteristics do not mean buildings on these parcels should be scrapped and newly developed. Many buildings would become assets to the community with proper maintenance and façade work.

If the community wishes to have new shopping opportunities where they can purchase needed products and services, then

new strategies are needed to encourage investment by the private sector.

Land Use Observations

A parcel map of the street shows that the properties on the north side of the street are much deeper than the properties on the south side. From the perspective of a potential investor in the community, the north side of the street is attractive for medium scale retail, commercial, and industrial uses.

The south side is attractive for smaller-scale uses. Combining the property with an existing rear property to offer a deeper site would enhance the use. Apartments, townhouses, or condos would improve the value of the property if there were enough depth to buffer them from the noise of the street. Other potential uses would be small office buildings or mixed-use projects that combine neighborhood-serving retail or office with housing above.

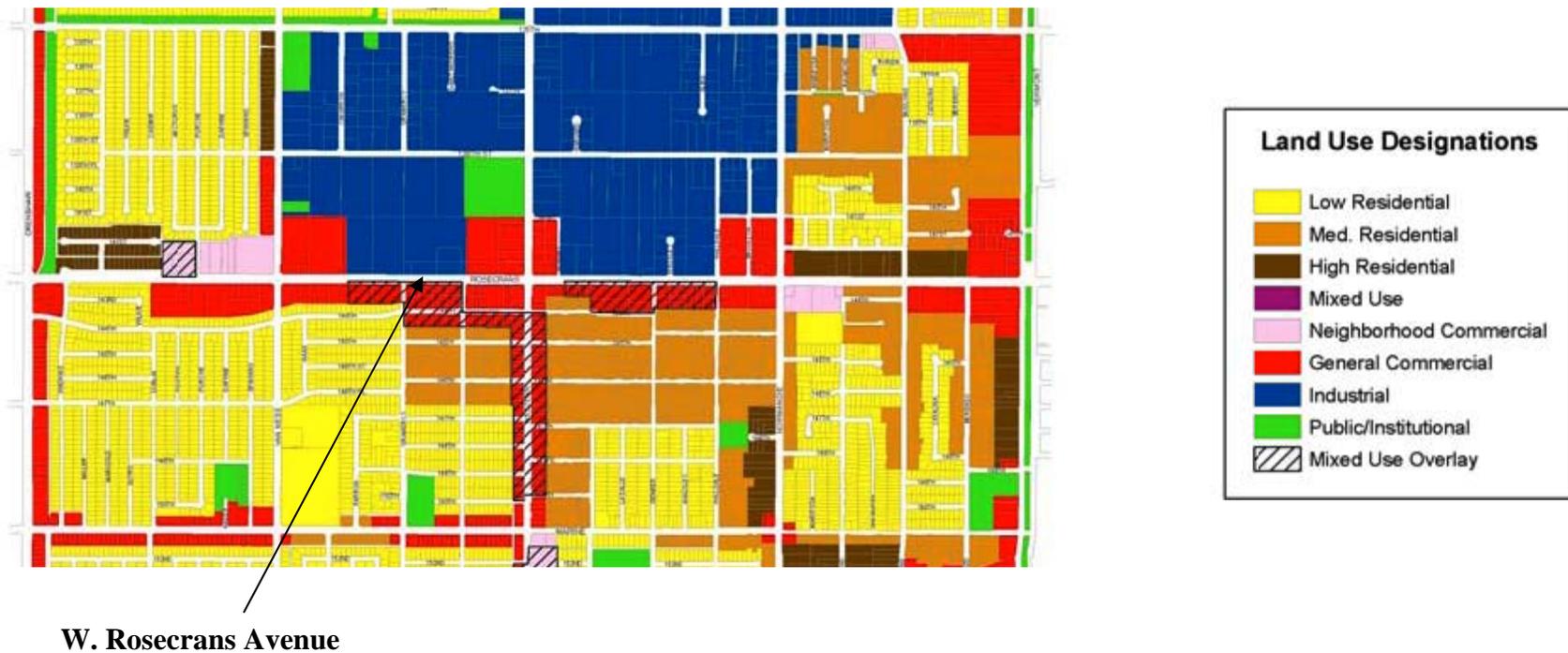
If a larger retail store is desired, several properties will need to be consolidated, preferably at an intersection to increase accessibility. In the Gardena 2006 General Plan, the northeast corner of Rosecrans and Van Ness, the northeast and northwest corners of Rosecrans and Western, and the northwest corner of Rosecrans and Normandie are targeted for general commercial land use.

Amended Gardena General Plan

The proposed land use designations for the Rosecrans Corridor provide for higher uses than the previous General Plan, which may encourage redevelopment toward the desired uses. Developers will be able to offer a higher price for the land in

light of the allowable uses provided that they are able to purchase several adjacent properties. The Mixed Use Overlay provides one such incentive.

Figure 1: Proposed General Plan Land Use Policy, Gardena 2006 General Plan



Mixed-Use Overlay District

(Maximum Density: 20 units per acre and FAR: 0.5)

The Mixed-Use Overlay District permits residential development with a Conditional Use Permit (CUP) on selected areas designated for Commercial and Industrial land uses. The purpose of this land use designation is to allow greater flexibility of development alternatives.

One of the recommended land uses designated by the General Plan that is desired is higher density residential development in areas that are experiencing both physical and economic blight. To prevent a patchwork of incompatible land uses, residential development in the Mixed-Use Overlay District would be allowable only on a project site greater than or equal to 1.5 acres.

Traffic

Traffic mitigation is needed; drivers tend to pass through the City. Providing a planted center median down W. Rosecrans Ave. would help to enhance the attractiveness of the Corridor. Property owners often respond to such enhancements by investing in improvements to their property. Additionally, it enhances the appearance of the Corridor and encourages drivers to slow down and tends to bring greater visibility to an area that drivers typically would not notice.

Overhead Power Lines

One of the most detracting characteristics of the view along the eastern sector of the Rosecrans Corridor is the overhead power lines, particularly the transmission lines. If the transmission lines were placed underground, Rosecrans could become a more attractive location for community retail investment.



Power Lines on W. Rosecrans Ave.

The Brownfield Impact on Rosecrans

The cost of cleanup of contaminated soil or groundwater is an additional contributor in hindering development on several properties in the Rosecrans Corridor. Recognizing this, the City of Gardena has been working in partnership with the U.S. Environmental Protection Agency (EPA) for over five years to identify potential Brownfield sites for reuse/redevelopment and to identify resources to support the process.

“With certain legal exclusions and additions, the term “Brownfield site” means real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant.”

A brownfield study was conducted in 1999 following the City Council approval of \$10,000 for the initial survey. At that time, the survey identified 45 potential brownfields in the City. It was further determined that the highest percentage of the brownfield sites were located in the northern part of the City, with the majority located in close proximity to the Rosecrans Corridor.

Between 2000 and 2005 a total of 15 environmental assessments were done to determine potential contamination and reuse of the sites. Three sites have been developed in other

areas of the City, however little successful remediation and redevelopment has taken place near the Rosecrans Corridor where the majority of the brownfield sites were identified.

The factors hindering redevelopment of brownfields are similar to the factors hindering new investment in the eastern sector of the Rosecrans Corridor. These factors include:

- Multiple ownership of properties
- Unwillingness of the responsible parties to participate in self-cleanup programs
- Lack of control of the properties by the City; Gardena has no money to purchase properties
- Lack of available tools to encourage owners to clean up and redevelop properties (inability to assemble land)
- Lack of City incentives to encourage developers

One of the most successful brownfield projects to date is the planned construction of a \$25 million state-of-the-art municipal transportation facility. Because this is a “public use” project, the City was able to acquire the 9.2 acre site through the public process of “eminent domain.” Without a redevelopment agency, this tool is unavailable for improving the economic vitality of the City through private development projects.

The development of at least two of the more visible brownfield sites on the Corridor would bring a substantial facelift to Rosecrans. Successful development however, will require the willingness of the Rosecrans property owners to partner with the City for redevelopment of their sites.

ECONOMIC VISION & GOALS

The vision most often suggested for the eastern sector of the Rosecrans Corridor is a retail destination with upgraded streetscapes and a pleasant visual appeal. This translates into an economic vision for the Corridor of linking the retail needs of residents with business attraction supported by a strong industrial job base and increased housing opportunities.

Goal 1: Attract new retail investment targeted at serving the needs of the local residents as well as those in nearby communities.

Goal 2: Increase tax revenues through retail sales and increased land values.

Goal 3: Encourage multifamily housing development along the Corridor to increase the consumer base for the existing and future retail.

Goal 4: Attract firms in growth industries to locate in Gardena's industrial development north of the Rosecrans Corridor to maintain a healthy balance of well-paying jobs available to local residents.

RECOMMENDED ECONOMIC STRATEGIES

The following strategies are designed to achieve the goals and vision outlined for the eastern sector of the Rosecrans Corridor.

To achieve the goals:

- Coordinated effort by various stakeholder groups is necessary.
- Commitment from the City Leaders to support viable, high quality development projects.
- The promotion of Gardena's strengths and a commitment to new investment are essential.
- Perseverance and a focused effort toward a commonly developed vision are important.

Commitment to and follow-through of the community vision has been proven as an effective economic strategy in other communities.

**What can be done to reclaim
Rosecrans for Gardena?**

Strategy #1: Specific Plan

A specific plan is a tool for the systematic implementation of the general plan. It effectively establishes a link between implementing policies of the general plan and the individual development proposals or development strategies in a defined area. A specific plan is sometimes used to implement the policies of the economic development element of a general plan.

As a tool to further the goals of economic revitalization of the Rosecrans Corridor it can bring together detailed policies and regulations into a focused development scheme. The specific plan is developed through a community input process intended to reflect the desires and concerns of local stakeholders.

New development projects may be more attractive if the Environmental Impact Report (EIR) prepared for the specific plan is a Program EIR. It can streamline the development process by considering the developments desired by the community in detail thereby eliminating the need for additional environmental documentation.

Strategy #2: Enterprise Zone

The California State Enterprise Zone Program (EZ) was created to stimulate economic growth in areas throughout the state that are economically distressed. The Program provides a variety of incentives to cities to help stimulate business expansion in designated areas. The Program is designed to aid in attracting and retaining businesses and industries to help facilitate the creation of job opportunities for California residents. Currently, there are 42 California Enterprise Zones throughout the State.

The Enterprise Zone Program is a 15-year partnership between local governments and the private sector created to generate new economic activity through investment, providing a catalyst for growth.

The State administers performance-based tax credits and incentives to Enterprise Zone Businesses to promote business expansion and job creation. Tax credits encourage business investment in qualified machinery or certain depreciable property or through hiring qualified residents.

Several cities have used the EZ to attract both moderate and large businesses to areas that when compared to other parts of their city would not sustain or attract national credit tenants.

The City plans to apply for an EZ designation in 2006. If successful, it could provide the City the opportunity to offer tax incentives to businesses and allow the private sector market forces to strengthen the local economy. It may also be a foundational tool to attract anchor businesses to locate to the eastern sector of the Rosecrans Corridor.

Strategy #3: Mid-Sized Community Retail Developments

Retail studies of Gardena have shown that there are local shopping needs that are not currently being fulfilled in Gardena or in neighboring cities. The eastern sector of the Rosecrans Corridor has several sites that would be suitable to fill those needs, such as the corners of Rosecrans and Van Ness and Rosecrans and Normandie. However, the local landowners must participate in this strategy, either by selling or redeveloping their land. The City can assist by aiming its efforts at business attraction to target companies that will fill the local retail needs.

Strategy #4: Multi-Family Housing or Mixed-Use Development

More people want to live in Gardena than can be supported by the available housing, as reflected in the increase in home prices. To protect the single-family neighborhoods and meet the housing demand, the Community Development Department has identified commercial corridors for mixed-use development. Two blocks of Rosecrans have been designated to allow mixed-use projects: between Van Ness and Western and between Western and Normandie. The mixed-use overlay district was established to encourage residential development.

Strategy #5: Attract Growth Industries

Gardena has a rich legacy of manufacturing that continues through today with companies like Nissin Foods, Hitco, and Brek Manufacturing.

To remain competitive, landowners must upgrade their buildings to accommodate the new growth industries. Many buildings have become obsolete due to their size or low ceiling height and an absence of fire sprinkler systems and smoke detectors. The City can encourage this type of investment through education of the landowners, promotion of the City, and by offering rebate incentives for property improvements.

Strategy #6: Attract Business-to-Business Companies

As a strategy to encourage reinvestment within the industrial areas north of Rosecrans Corridor, business attraction can

focus on companies that sell goods to other businesses (business-to-business). Their needs are for large floor warehouse-type buildings, but because they are retailers that sell to other businesses rather than wholesalers, they generate sales tax. There are many such businesses in the construction industry. Gardena boasts a cluster of metal working companies that may welcome a local supplier. Smart & Final is an example of a supplier for small restaurants.

Strategy #7: Public Infrastructure Upgrades

Streetscape beautification has begun on Rosecrans through the program to plant Crepe Myrtle street trees and hang cultural banners. A planted median and underground power lines are important improvements that will encourage private investment. The first step in the strategy, however, is to establish **design guidelines** so that any new development coming into the area enhances the visual appeal and contributes to the revitalization of the Corridor.

A "Rosecrans Utility District" has been established under Rule 20 regulations. Southern California Edison will begin the process to underground all overhead utilities on Rosecrans between Vermont and Crenshaw. It is anticipated that Edison contractors will begin construction to install the underground conduits in October 2006. This work will take 6 months. The actual undergrounding work will follow the completion of the installation of the conduits.

Strategy #8: Development/Reuse of Brownfields

Brownfields redevelopment is recognized nationwide as a critical component to the economic revitalization of both urban and rural communities. The benefits (both public and private) in redeveloping brownfield sites include bringing jobs to underutilized sites, increased revenues from property taxes, new business opportunities in untapped markets, continued economic growth in order to reduce the effects of urban sprawl, and access to land with well-developed infrastructure. In addition, there is an increase in the environmental and community standing and an improved quality of life that accompanies these benefits.

The cost of cleaning or remediating soil and groundwater contamination often inhibits redevelopment of out-dated property. Therefore, government has had to step in to spur landowners to action. Gardena has begun this process and should continue through the U.S. EPA grant programs as well as considering whether implementation of the California Land Environmental Restoration and Reuse Act would facilitate reuse of unused properties of less than 5 acres.

Demonstrating the Vision

As an early step, the redevelopment of one corner of W. Rosecrans Ave. with a complementary median strip will demonstrate to the stakeholders what is possible. The images throughout this report are meant to encourage those first steps by showing what is possible. Let's reclaim Rosecrans for Gardena!



**S. Western Ave. North of
W. Rosecrans Ave.**



**Crepe Myrtle Tree on
W. Rosecrans Ave.**

PUTTING IT ALL TOGETHER

In summary, the need for reinvestment is clear. The economic strengths, weaknesses, opportunities, and threats of the area have important consequences for the future economic health of the eastern sector of the Rosecrans Corridor and for Gardena as a whole. Existing physical conditions, including the nature of developable parcels along the Corridor, play an important role in the type of development possible in the area. Changes to the Gardena General Plan can serve as guidelines for this economic development. Additional factors, such as traffic and housing, must be taken into account when considering the future of the Rosecrans Corridor in Gardena.

The economic vision for the Rosecrans Corridor is to link the retail needs of residents with business attraction supported by a strong industrial job base and increased housing opportunities.

Business attraction will be aimed at new retail investment targeted at serving the needs of local residents as well as those in nearby communities. Design guidelines will ensure that new development projects contribute to a uniform image along the corridor. Condominiums, townhouses, and apartments will provide alternative housing options in the city and increase the residential base supporting the existing and future retail.

Recruitment of new businesses in growth industries will revitalize Gardena's industrial development north of the

Rosecrans Corridor and will provide a healthy balance of well-paying jobs available to local residents. Increased tax revenues from retail sales and increased land values will support the public improvements and goals for the Rosecrans Corridor in Gardena.

Coordinated effort by stakeholder groups will be necessary to successfully execute the strategies that are recommended to achieve the economic vision for the Rosecrans Corridor.

Attraction of mid-size community retail developments will require promotion of Gardena's strengths. Construction of multi-family housing and mixed-use developments will flow from a focused effort toward a commonly developed vision. The attraction of growth industries and business-to-business companies will result from the promotion of Gardena's strengths and a commitment to new investment. Upgrading the public infrastructure along the eastern sector of the Rosecrans Corridor will become achievable through development of design guidelines for new development and the revenues generated from new housing, shopping centers, and business parks.

With these strategies, the City of Gardena has a golden opportunity to dramatically improve economic conditions along the eastern sector of the Rosecrans Corridor.

BLUEPRINT FOR RECLAIMING THE EASTERN SECTOR OF THE ROSECRANS CORRIDOR

PROGRAM	PURPOSE OF PROGRAM	HOW TO IMPLEMENT THE PROGRAM
Strategic Plan	To establish the desire and will to effect change in the Rosecrans Corridor; to establish commitment from the City Leaders to support viable, high quality development projects.	This can be accomplished via a community visioning session, an economic development strategic plan, or a specific plan for the Corridor; the goals for the Corridor must be articulated and recorded.
Specific Plan	To bring together detailed policies and regulations into a focused development scheme.	The work program should incorporate early policy direction from the legislative decision-making body, defining the general direction for the specific plan and its objectives and policies. This direction may take the form of precise guidelines for what the specific plan should accomplish, or a general vision of the planning area.
Public Infrastructure Upgrades	Upgrade public spaces, as was done with street trees and cultural banners, in order to improve the appearance of the Corridor, instill community pride, and encourage private investment.	Construct landscaped traffic medians; use decorative concrete or pavers at intersections; plant trees wherever possible; enhance City entrance points with distinctive signage and other decorative touches; partner with Southern California Edison in order to implement the Rosecrans Corridor Underground Utility District.
Design Guidelines	To establish strict, specific architectural design guidelines that aim for the upscale look of higher-end communities; to discourage the tendency of developers to offer the least expensive and most uninspired designs based on low expectations from the community.	A consultant is helpful here. With community input, develop design guidelines for new commercial, residential, and mixed-use development as well as landscaping requirements for industrial development. Guidelines should allow for flexibility.
Code Enforcement	To prevent further deterioration of the Rosecrans Corridor; to maintain the appearance of the Corridor; to create an expectation within the community that a minimum level of property maintenance is required and expected.	Hire an additional Code Enforcement Officer to ensure commercial and industrial property maintenance standards; officers should be knowledgeable of other City programs that may be able to assist the business owner in addressing maintenance and health and safety issues.

The Rosecrans Corridor: Reclaiming It for Gardena

PROGRAM	PURPOSE OF PROGRAM	HOW TO IMPLEMENT THE PROGRAM
Commercial Rehabilitation	To remodel and revitalize existing commercial and industrial properties on Rosecrans Corridor; to provide design consistency; and to maintain an up-to-date, attractive Corridor.	The Rosecrans Corridor Commercial & Industrial Rebate is one tool that can be used to encourage qualifying property owners to upgrade their façades. Utilize the services of an architect to provide the owner with a visual of the possibilities of the finished product. Conduct business outreach to businesses to market the program; advertise through the Chamber of Commerce and the Rosecrans Corridor Revitalization Program Newsletter.
Economic Development	To attract developers to bring high-quality projects to the Rosecrans Corridor that are aligned with the City's economic vision and goals; to target mid-sized community retail, multi-family housing, or mixed-use development; to target growth industries and business-to-business companies.	Develop marketing materials for the Rosecrans Corridor and the City of Gardena. City staff should annually attend the ICSC Conference. Conduct business outreach to landowners to market development projects.
Enterprise Zone	To stimulate economic growth through incentives that help attract and retain businesses and support business expansion.	Submit an application to the State Housing & Community Development Department in 2006. If awarded, the program must be promoted; conduct visits to businesses to educate business owners and market the program; advertise through the Chamber of Commerce and the Rosecrans Corridor Revitalization Program Newsletter.
Brownfields	To identify and remediate soil and groundwater contamination on properties suitable for reinvestment and reuse/redevelopment; to increase the economic capacity of industrial and commercial properties in the Corridor.	Continue to work with the U.S. EPA on environmental assessment and remediation of brownfield sites. Educate property owners about the tools for assessment and remediation such as the <i>Center for Creative Land Recycling's</i> innovative loan program that provides low-interest, forgivable loans of up to \$125,000 for brownfield site assessment and characterization, technical assistance, and remedial action planning. Encourage strong community involvement.
Redevelopment Agency	To provide financial means to accomplish the desired visual and economic revitalization of the Rosecrans Corridor.	Establishing a redevelopment agency requires community and political support. At this time there is no support for such an effort.

The Rosecrans Corridor: Reclaiming It for Gardena



**A Redevelopment/Re-Use Opportunity:
NE Corner of W. Rosecrans Ave. and Van Ness Ave.**



Rosecrans Boulevard in Hawthorne



Rosecrans Boulevard in Manhattan Beach

