



City of Lomita
24300 Narbonne Avenue
Lomita, CA 90717

GPAC MEETING AGENDA

Meeting: General Plan Advisory Committee #8

Date/Time: March 6, 2024 | 5:30 PM

Location: Lomita City Hall, 24300 Narbonne Avenue

AGENDA DETAILS

I. CALL TO ORDER

II. CONSULTANT PRESENTATION

- a. Draft Mobility Goals and Policies
- b. Draft Economic Development Goals and Policies

III. ROUNDTABLE DISCUSSION

IV. PUBLIC COMMENT OPPORTUNITY

MEMORANDUM

To: Lomita General Plan Advisory Committee

From: Perry Banner, De Novo Planning Group

Subject: Policy Set Review #2: Mobility and Economic Development

Date: February 29, 2024

The March 6th General Plan Advisory Committee (GPAC) meeting will focus on a discussion, feedback, and input on the Draft General Plan Mobility and Economic Development Policy Sets.

MOBILITY AND ECONOMIC DEVELOPMENT POLICY SETS

The Draft Mobility and Economic Development Policy Sets include goals, policies, and implementation actions related to each topic addressed within these sets. These goals, policies, and actions will represent the core of the General Plan Mobility and Economic Development Elements.

The Final Mobility and Economic Development Elements will include their respective policy sets, which will be revised based on the GPAC's discussion and input from City staff, and will include introductory language explaining the purpose, intent, and scope of the element. The final elements will also include graphics, maps, and other items, such as call-out boxes to illustrate key concepts and define key terms.

When reading the policy sets, please keep in mind that the General Plan is a blueprint for a city's growth and development. The General Plan provides high-level, long-range policy guidance on a range of issues, including land use, open space, conservation, noise, circulation, housing, safety, and economic development.

The General Plan is implemented through a number of City plans and regulations, including the Zoning Code and Capital Improvement Program (CIP).

WORK EXERCISE

Please consider the following questions and be prepared to discuss.

Draft Mobility Policy Set

1. In reviewing the Draft Mobility Policy Set, which addresses the topics of a Local Circulation System, Regional Circulation, Complete Streets, Parking, Transit, Active Transportation, Goods Movement, Funding, and Transportation Management, do you feel that all of the key issues raised by the GPAC related to mobility have been adequately addressed?
2. Are there goals, policies, or actions that you disagree with?
3. Are there goals, policies, or actions that you feel should be revised or added?

Draft Economic Development Policy Set

1. In reviewing the Draft Economic Development Policy Set, which addresses such topics as support for the business community, economic diversification and business expansion, and workforce development and retention, do you feel that all of the key issues raised by the GPAC related to economic development have been adequately addressed?
2. Are there goals, policies, or actions that you disagree with?
3. Are there goals, policies, or actions that you feel should be revised or added?

ATTACHMENTS

1. Draft Mobility Policy Set

Introduction to Mobility

The City of Lomita consists of approximately 38 miles of roadway. With only 1.91 square miles, the city is bordered by Los Angeles, Torrance, Rolling Hills Estates, and Rancho Palos Verdes, all connected by a vast network of roadways. The Mobility Element provides the framework for decisions concerning the city's multimodal transportation system, which includes all users of streets, roads and highways, including bicyclists, children, persons with disabilities, motorists, movers of commercial goods, pedestrians, users of public transportation, and parking, plus goods movement and parking. The Mobility Element provides for coordination with the Los Angeles County Metropolitan Transportation Authority (Metro), which serves as the coordinating agency for transportation funding for Los Angeles County.

State law (California Government Code Section 65302(b)) mandates that the Mobility Element contain the general location and extent of existing and proposed major thoroughfares, transportation routes, terminals, military airports and ports, and other public utilities and facilities, to the extent these items exist in the planning area.

The Mobility Element reflects the City's desire to provide complete street, bicycle, and pedestrian facilities to serve residents, employees, and visitors to the city. The city's transportation infrastructure is included as a main component for mobility, and is impacted by growing developments, population, business, recreational activities, and more. This element will incorporate policies and actions that will maintain and/or improve safety, walkability, and connectivity within and through Lomita, accommodating these expectations for economic growth.

Organization of Element

The Mobility Element will address each of the topics below as they relate to the City of Lomita. The goals and policies of this element are organized around the following topics:

- Local Circulation System
- Regional Circulation
- Complete Streets
- Parking
- Transit
- Active Transportation
- Goods Movement
- Funding
- Transportation Management



Roadway Classification

Figure M-1 depicts the City of Lomita's Local Transportation network and presents the roadway Functional Classifications. These are defined by the vehicle volume and number of vehicular lanes provided, and may include other features such as raised medians, center turn lanes, on-street parking, and bike lanes. The City's roadway Functional Classifications are defined as follows:

- **Major Arterials** serve as high-capacity inter-city thoroughfares, and generally carry the majority of traffic traveling through the city and provide regional travel. Their primary function is to move vehicles. Major Arterials are designed to carry high traffic volumes at higher speeds. They consist of four to six travel lanes (two to three in each direction) and a raised or painted median with a center turn lane. Typical posted speeds may range from 35 to 45 miles per hour. Designated major arterials in Lomita include Pacific Coast Highway, Lomita Boulevard, Crenshaw Boulevard, Western Avenue, and Palos Verdes Drive North.
- **Minor Arterials** provide for traffic movement across the city, as well as shorter distance local intra-city traffic movement. This classification of roadway generally provides greater access to abutting land uses compared to major arterials. They consist of two to four travel lanes (one to two in each direction) and a painted median that may have a center turn lane. This classification of roadway generally carries lower traffic volumes than Major Arterials. Narbonne Avenue is the only designated minor arterial in Lomita. Typical posted speeds may range from 25 to 35 miles per hour.
- **Collectors** are intended to carry low to moderate capacity traffic between the arterial street network and local streets. They serve commercial, residential, or public uses, and consist of two travel lanes (one in each direction) and are undivided (with or without centerline striping). Typical posted speeds may range from 25 to 35 miles per hour. Designated collector streets in Lomita include 250th, 255th, and 262nd Streets (east-west collectors) and Pennsylvania Avenue, Eshelman Avenue, Walnut Avenue, and Ebony Street (north-south collectors).
- **Local Streets** provide intra-city direct access and parking to adjacent land uses. Local Streets are not intended to serve through-traffic. They typically consist of two travel lanes (one in each direction) and are undivided (with or without centerline striping). Typical posted speeds are 25 miles per hour.



GOAL M-1 LOCAL CIRCULATION SYSTEM

A community served by a safe and balanced circulation system that meets the needs of all users.

The circulation system includes a hierarchy of roadways, railways, and off-street paths and trails that serve mobility and local access needs for those who live in, work in, or visit Lomita. The circulation system allows individuals to travel safely and conveniently to, from, and through the city by vehicle, transit, bicycles, foot, and other methods.

M-1 Policies

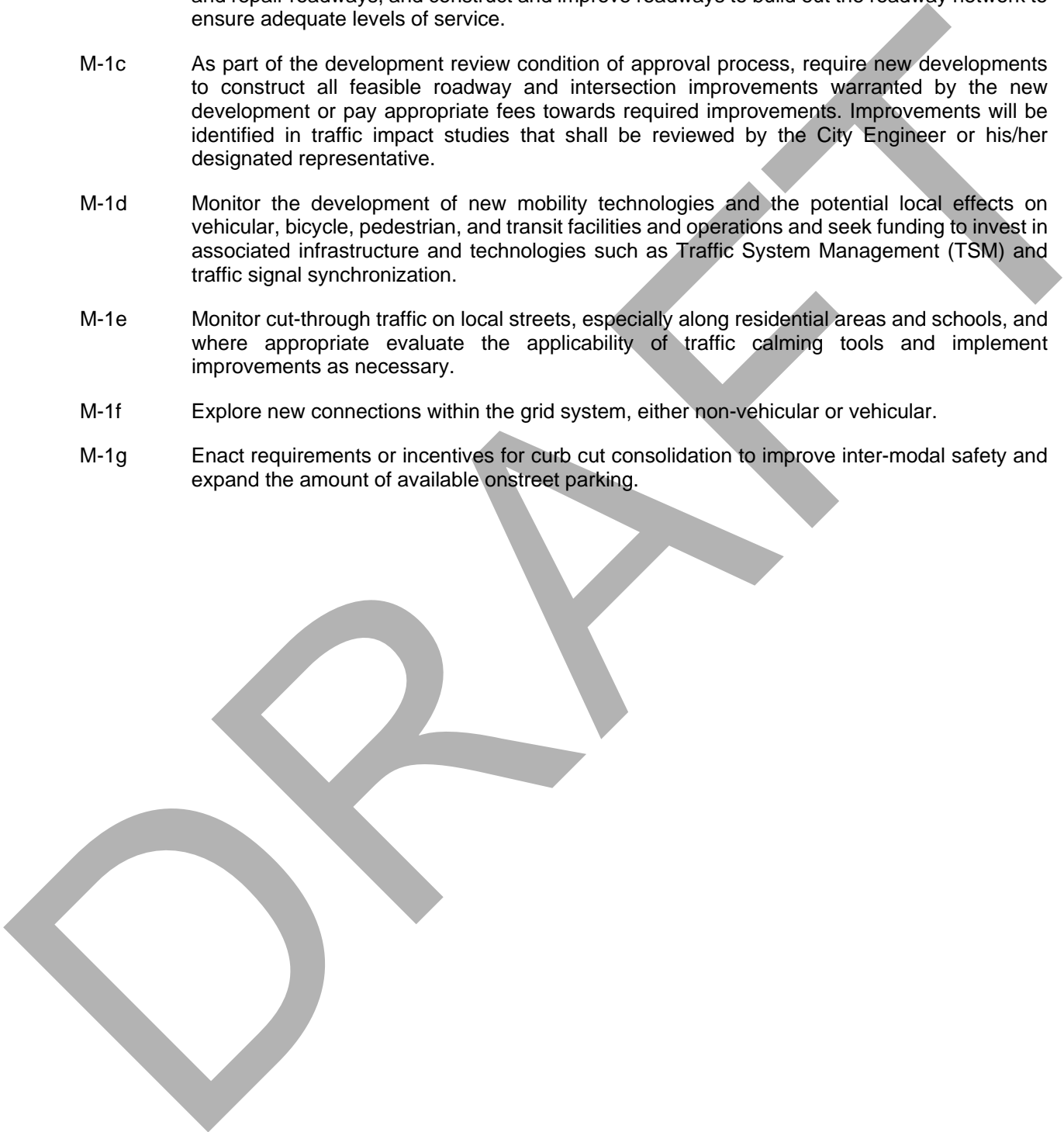
- M-1.1 **Arterial Roadway Network.** Implement the roadway network based on the classifications mapped in Figure M-1. Implementation will require a plan to accommodate existing and future needs due to land use growth and shifts in travel patterns.
- M-1.2 **Vehicle Level of Service (LOS).** Maintain vehicular LOS “D” along major city intersections (two major arterials intersecting) whenever possible. Certain intersections may be exempt from the LOS “D” target as determined on a case-by-case basis determined by right-of-way constraints, community goals, and complete street objectives.
- M-1.3 **Traffic System Management.** Facilitate the efficient movement of vehicles and minimize delay utilizing existing roadway facilities.
- M-1.4 **Development-Related Traffic Impacts.** Impose conditions on new development to provide appropriate and feasible improvements to enhance and/or prevent the impediment to traffic flow, parking, ADA accessibility, and roadway operations.
- M-1.5 **Effects of New Technologies on Traffic Flow.** Maximize technologies and services such as ride-hailing, autonomous vehicles, electric bicycles, scooters, and other mobility devices, without adversely affecting the city’s transportation network, such as added traffic on roads and sidewalks.
- M-1.6 **Promote Safe Streets.** Use a safe systems approach for transportation planning, street design, operations, emergency response, and maintenance that proactively identifies opportunities to improve safety where conflicts between users exist to eliminate traffic fatalities and serious injuries in our roadways.
- M-1.7 **Traffic Calming on Local Streets.** Use traffic calming strategies, such as diverters, median islands, and speed humps, in residential and school areas to create a pedestrian-friendly circulation system and promote safety, while not reducing parking supply.
- M-1.8 **Transportation Demand Management.** Encourage the development of Transportation Demand Management plans for all major developments or facility expansions to encourage ride-sharing and other improvements, thereby reducing vehicle trips.

M-1 Actions

- M-1a Periodically review and assess the vehicular level of service along city facilities to determine what, if any, improvements are warranted to maintain a safe and efficient flow of traffic throughout Lomita. Based on a thorough review of facility operations and funding availability, improvements should be included in the City’s Capital Improvement Plan and/or required as part of project approval through the development review process.



- M-1b Continue to update and implement projects in the City's Capital Improvement Plan to maintain and repair roadways, and construct and improve roadways to build out the roadway network to ensure adequate levels of service.
- M-1c As part of the development review condition of approval process, require new developments to construct all feasible roadway and intersection improvements warranted by the new development or pay appropriate fees towards required improvements. Improvements will be identified in traffic impact studies that shall be reviewed by the City Engineer or his/her designated representative.
- M-1d Monitor the development of new mobility technologies and the potential local effects on vehicular, bicycle, pedestrian, and transit facilities and operations and seek funding to invest in associated infrastructure and technologies such as Traffic System Management (TSM) and traffic signal synchronization.
- M-1e Monitor cut-through traffic on local streets, especially along residential areas and schools, and where appropriate evaluate the applicability of traffic calming tools and implement improvements as necessary.
- M-1f Explore new connections within the grid system, either non-vehicular or vehicular.
- M-1g Enact requirements or incentives for curb cut consolidation to improve inter-modal safety and expand the amount of available onstreet parking.





GOAL M-2 REGIONAL CIRCULATION

A city that facilitates the movement of people, services, and goods between neighboring jurisdictions and agencies to promote consistent and efficient regional circulation.

The circulation system includes a comprehensive network of roadways that provide regional connections for people and for goods movement. Since these regionally significant connections serve transportation needs for people across the county and beyond, these facilities need to be planned and maintained in coordination with other agencies.

M-2 Policies

- M-2.1 **Agency Coordination.** Coordinate with neighboring cities, transportation providers, and regional agencies such as Caltrans, the County of Los Angeles, South Bay Cities Council of Governments, and Metro to meet the mobility needs of people living in, working in, or visiting Lomita.
- M-2.2 **Facility Connections.** Plan and implement vehicular facilities, roadway treatments, active transportation facilities, transit routes, and goods movement network to relate to those in neighboring jurisdictions.
- M-2.3 **Local Facility Utilization.** Discourage pass-through traffic on local Lomita streets and the use of local streets by those users not doing business in Lomita.

M-2 Actions

- M-2a Participate in regional planning forums to ensure that the City's concerns are considered at the regional level.
- M-2b Advocate for the completion of planned regional transportation projects that would improve traffic conditions on city streets.
- M-2c Monitor land use, circulation planning, and the development review process of neighboring jurisdictions so that the City has an opportunity to recommend that impacts to Lomita are considered by those jurisdictions.
- M-2d Implement traffic calming measure to discourage pass-through traffic on local streets.



GOAL M-3 COMPLETE STREETS

A community with a well-designed and built transportation network that is safe, accessible, comfortable, and convenient for all transportation modes and users.

Complete streets are streets that are designed to provide safe travel for everyone – people driving, riding transit, walking, biking, or using any other means of travel. Planning for and designing complete streets starts with policies that promote consideration for all users within all facility types.

M-3 Policies

- M-3.1 **Complete Streets for Roadway Projects.** Apply Complete Streets principles to all transportation improvement projects (e.g., safety, intelligent transportation systems, pedestrian, bicycle, and transit facilities) to accommodate the needs of street users of all ages and abilities.
- M-3.2 **Multimodal Connectivity.** Link activity centers, employment centers, public facilities, and schools to transit and active transportation facilities.
- M-3.3 **Streetscape Improvements.** Require roadway, sidewalk, and median improvements that enhance the visual character of the roadway system and promote pedestrian and bicycle safety.
- M-3.4 **Traffic Calming on Residential Streets.** Encourage traffic calming strategies and incorporation of traffic calming design in residential areas to slow traffic and promote safety.
- M-3.5 **ADA Accessibility.** Implement a transportation network that is safe, accessible, and consistent with the Americans with Disabilities Act (ADA) to allow mobility-impaired users, such as disabled persons and seniors, to safely travel within the city.
- M-3.6 **Safe Routes to School.** Provide infrastructure improvements, enforcement, and incentives to support Safe Routes to School programs and promote walking and bicycling to local schools.

M-3 Actions

- M-3a When planning roadway facilities, incorporate the concept of complete streets, while considering the land use and design context of the surrounding areas.
- M-3b Periodically review and update the City's standard street plans to ensure that the plans reflect the City's goals and policies for the circulation system.
- M-3c Partner with Lomita school administrators to improve traffic and parking conditions in school areas, especially during school drop-off and pick-up periods.
- M-3d Develop strategies and guidelines to set curb use priorities that consider the needs of through traffic, transit stops, bus turnouts, passenger drop-off/pick-up, deliveries, and short-term/long-term parking, especially along major corridors.
- M-3e Comply with ADA requirements and design projects to remove physical barriers to accessibility in transportation systems and facilities for people with disabilities.



GOAL M-4 PARKING AND CURBSIDE MANAGEMENT

A community with an adequate parking supply to support business vibrancy and a high quality of life and strategies such as curb management to support safe and convenient parking for residents and businesses.

Adequate off- and on-street parking is necessary to accommodate people who rely upon vehicles to travel to homes, businesses, recreation, and other uses. Effectively planning for and managing both public and private parking supply provides a balance between meeting demand and efficiently using space.

M-4 Policies

- M-4.1 **New Development Parking Supply.** Ensure new residential and non-residential developments provide adequate parking supply to meet demand and reduce spillover to surrounding areas.
- M-4.2 **Effects of New Technologies on Parking Demand.** Monitor the development of new mobility technologies and the potential effects on parking demand and curbside use.
- M-4.3 **Parking Demand and Supply Trends.** Monitor trends in the region pertaining to reduced parking demand for transit-oriented developments, mixed-use developments, and other high activity areas and the allocation of parking for shared vehicles, alternative energy vehicles, bicycles, and other modes of transportation.
- M-4.4 **Shared Parking.** Encourage new and existing developments, especially those in mixed-use districts, to share parking between uses to maximize the existing parking supply, minimize the amount of new parking construction, and encourage “park once” behavior in commercial areas.
- M-4.5 **Bicycle Parking.** Require the provision of bicycle parking as part of new private developments.
- M-4.6 **Curbside Management.** Balance the need for curbside users generated by transit boarding, emergency vehicle access, Americans with Disabilities Act (ADA) access, bicycles, bicycle infrastructure, taxis, transportation network companies (TNCs), and delivery vehicles.

M-4 Actions

- M-4b Periodically review the City's parking code to address new types and patterns of development and new technologies which may have an impact on parking supply and/or demand in Lomita.
- M-4c Maintain and manage the parking supply to ensure efficient and safe utilization through the employment of parking management strategies, such as shared parking in mixed-use areas and explore preferential parking districts in residential areas.
- M-4d Install safe, useful, and convenient short- and long-term bicycle parking facilities in the public right-of-way or near key destinations, City facilities, and transit facilities.



GOAL M-5 TRANSIT

A community with a comprehensive public transportation system.

Transit is part of a comprehensive transportation network. It is a critical mode of transportation for those who cannot drive or do not have access to a vehicle and also supplements other modes such as bicycle and pedestrian travel.

M-5 Policies

- M-5.1 **Transit Use.** Support programs encouraging public transit use by people living in, working in, or visiting Lomita.
- M-5.2 **Improve Local Public Transit Service.** Work with Metro, Torrance Transit, and other local public transit providers to plan and improve local transit service and transit facilities, including bus stops, in the city.
- M-5.3 **Transit Facilities.** Require new developments to construct, when appropriate, transit facilities, including bus turn-outs, lighted bus shelters, and route information signage.
- M-5.4 **Effects of New Technologies on Transit Use.** Monitor the development of new mobility technologies and the potential effects on transit demand and how users access public transit.

M-5 Actions

- M-5a Continue on-going coordination with transit authorities toward the expansion of transit facilities.
- M-5b Work with transit providers to increase transit service frequency, speed, and reliability and increase ridership and to strengthen linkages and access to key destinations.
- M-5c Explore new intracity transit options such as a Lomita trolley to transport individuals between commercial areas, residential areas, and parks.



GOAL M-6 ACTIVE TRANSPORTATION

A community with a comprehensive network of pedestrian and bicycle facilities that encourages active transportation.

A network of supportive infrastructure can encourage travel by non-motorized transportation. The city has existing pedestrian and bicycle paths that support active transportation. Connecting gaps and providing supportive infrastructure benefits users and promotes these travel modes.

M-6 Policies

- M-6.1 **Bicycle and Pedestrian Master Plan.** Implement the Bicycle and Pedestrian Master Plan to provide active transportation facilities that can serve as an alternative to automobiles, including the Plan's facility recommendations as shown in Figure M-2.
- M-6.2 **Local Travel Network.** Coordinate with the South Bay Cities Council of Governments to promote local micromobility modes by implementing the Local Travel Network plan and supporting efforts to integrate the network with adjacent cities, as shown in Figure M-3.
- M-6.3 **Sidewalk and Bikeway Gaps.** Create a connected and complete active transportation network by identifying and eliminating gaps in sidewalks and bikeways.
- M-6.4 **Bicycle/Pedestrian Facilities at New Developments.** Require new residential and non-residential developments in the city to provide safe and attractive bicycle and pedestrian facilities, such as secure bicycle parking, pedestrian-scale lighting, street furniture, landscaping, and other improvements.
- M-6.5 **Effects of New Technologies on Active Transportation.** Monitor the development of new mobility technologies and the potential effects on designing a transportation network that accommodates all modes and users.

M-6 Actions

- M-6a As part of development review and specific plans, require land development projects to provide connectivity and accessibility to a mix of uses such as schools, parks, work, and shopping destinations that meet residents' daily needs including secure parking and safety measures.
- M-6b Review and update the City's Municipal Code, as necessary, to consider bicycle and pedestrian access as part of the site plan review for new development projects.
- M-6c Dedicate capital improvement funding for citywide projects that can be completed through work orders and reallocation of staff resources including pedestrian refuge islands, raised crosswalks, or other relevant crosswalk enhancements as they become available.
- M-6d Require that all roadway resurfacing projects and land development projects be circulated through a comprehensive process that considers narrowing lanes, lane reconfiguration, and other opportunities.
- M-6e Develop a project delivery process and charter that require the input of planning, police, transit, and public works in capital improvement project delivery, from concept to construction.



GOAL M-7 GOODS MOVEMENT

A community that integrates safe and efficient goods movement into the local transportation network.

Planning for a transportation system to facilitate goods movements is necessary to anticipate regional and local needs for the safe and efficient movement of goods and people, while minimizing negative impacts on local circulation and sensitive land uses.

M-7 Policies

- M-7.1 **Local Truck Routes.** Maintain a network of local truck routes to facilitate goods movement to regional roads and to discourage the use of residential roads.
- M-7.2 **Roadway Design.** Maintain roadway design standards to facilitate access to light industrial and manufacturing areas along designated truck routes.

M-7 Actions

- M-7a Review and update the City's designated truck routes as needed while considering the potential mobility conflicts and the location of sensitive land uses in Lomita.
- M-7b Monitor e-commerce trends and develop regulations and guidance to address potential adverse effects of goods movement deliveries, including increased truck traffic and increased demand for curbside loading.



GOAL M-8 FUNDING

A community with a well-funded and fiscally sound transportation system that utilizes a variety of funding methods.

Funding and financing sources are available at the regional, state, and federal level to help realize the City's transportation vision and mobility plan. These funds can complement the City's resources to plan, design and implement circulation and access improvements and promote the General Plan's goals.

M-8 Policies

- M-8.1 **Innovative Funding.** Research and pursue innovative funding sources at the federal, state, regional, and county level to implement transportation projects.
- M-8.2 **Regional Funding.** Encourage regional agencies to continue to provide adequate transportation funding to local jurisdictions such as Metro's Measure R and Measure M to fund capital projects and programs.
- M-8.3 **Development Fees.** Ensure that new development projects contribute their appropriate fair share to transportation network improvements.

M-8 Actions

- M-8a Develop and support a flexible financing program to fund the construction, maintenance, and improvement of the roadway system.
- M-8b Monitor federal, state, and Metro funding programs to identify potential sources of funds for transportation and transit programs, to implement the City bikeway system, and to improve intersections and transit facilities improvements in the City in Lomita. Pursue any potential funding through the identified programs.



GOAL M-9 TRANSPORTATION MANAGEMENT

A community with transportation management strategies that contributes to achieving regional and statewide greenhouse gas emission targets.

Recent state legislation has shifted to focus land use and transportation planning on reducing vehicle miles traveled (VMT), in alignment with a goal to reduce greenhouse gas emissions (GHG) and address climate change. Transportation management strategies that promote alternatives to single-occupancy vehicle travel can be employed to guide land use and transportation decisions in support of these environmental goals.

M-9 Policies

- M-9.1 **Vehicle Miles Traveled Guidelines.** Require vehicle miles traveled (VMT) analysis for the purposes of environmental review under the California Environmental Quality Act (CEQA). The City shall continue to maintain Level of Service (LOS) standards for the purposes of planning and designing street improvements.
- M-9.2 **Transportation Demand Management.** Require transportation demand management (TDM) strategies as mitigation measures for new projects that exceed the City's Vehicle Miles Traveled impact thresholds.
- M-9.3 **Regional Coordination.** Encourage regional agencies such as Metro, the South Coast Air Quality Management District (SCAQMD), and the South Bay Cities Council of Governments to promote TDM programs that reduce single occupancy vehicle travel.
- M-9.4 **New Development.** Work with developers to reduce greenhouse gas emissions and minimize congestion related to new development through improvements to the circulation system and on-site improvements that encourage public and active modes of travel.

M-9 Actions

- M-9a Review and update the City's Municipal Code and related implementation documents, as necessary, to reflect TDM best practices.
- M-9b Require developments that are approved based on TDM plans to incorporate monitoring and enforcement of TDM targets as part of those plans.
- M-9c Consider adoption of vehicle miles traveled (VMT) guidelines and thresholds for transportation analysis for the purposes of environmental review under the California Environmental Quality Act (CEQA).

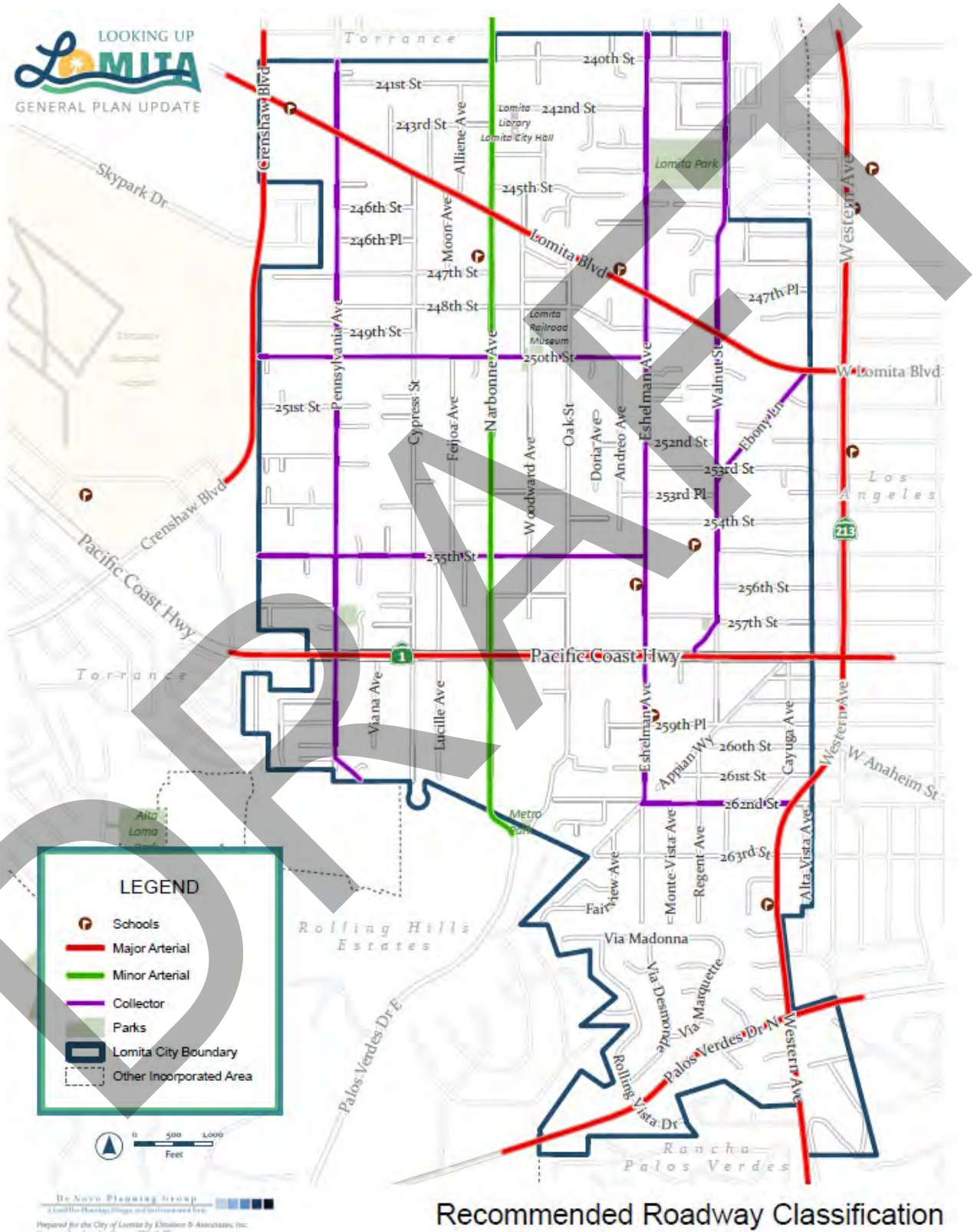


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Figure M-1 Functional Classification



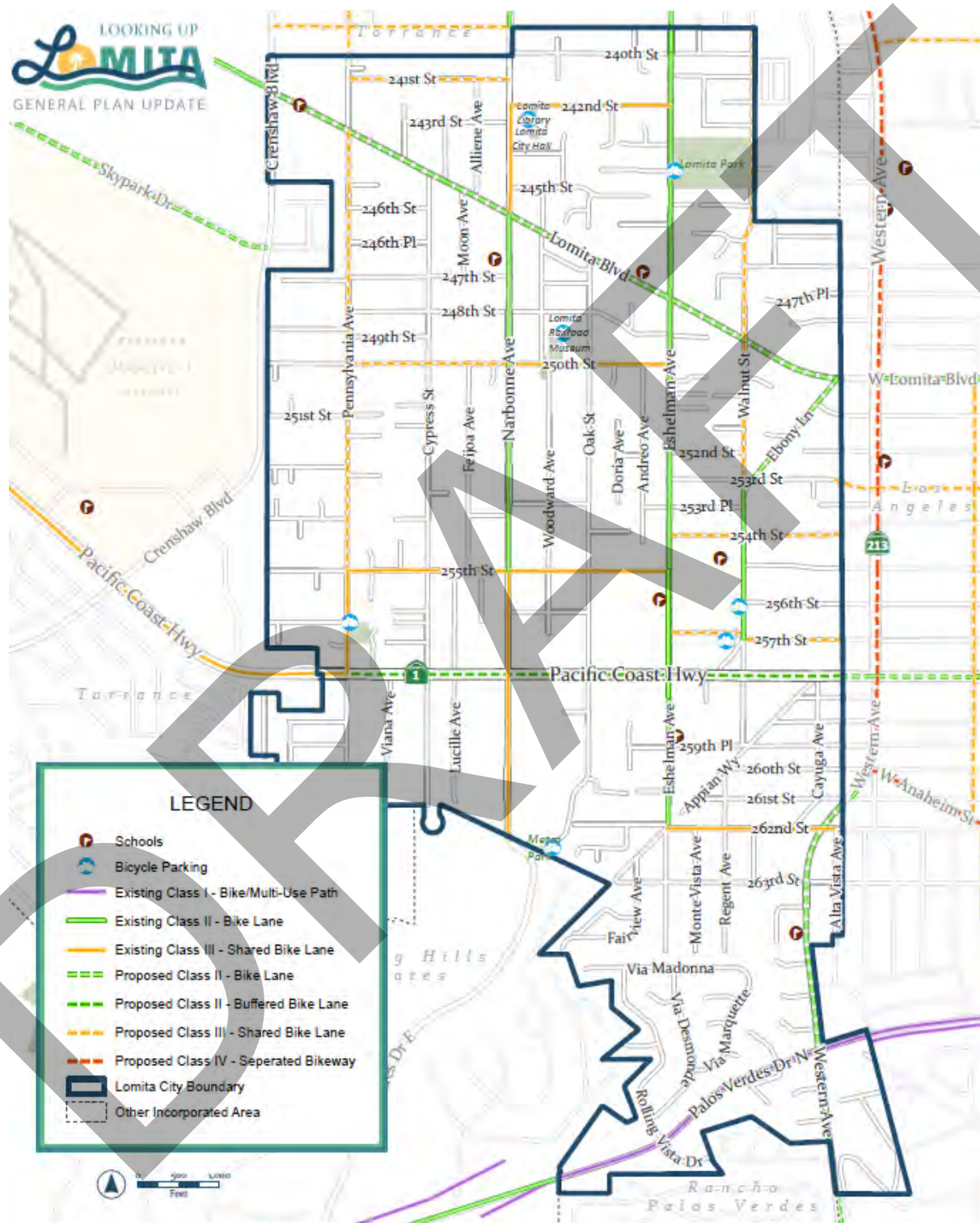


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Figure M-2 Existing and Planned Bike Facilities



Existing and Planned Bikeway Facility

DeVore Planning Group
 11000 Wilshire Blvd, Suite 1000, Los Angeles, CA 90024
 Prepared for the City of Lomita by DeVore & Associates, Inc.
 Date: 08/20/2014



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Figure M-3 Local Transportation Network





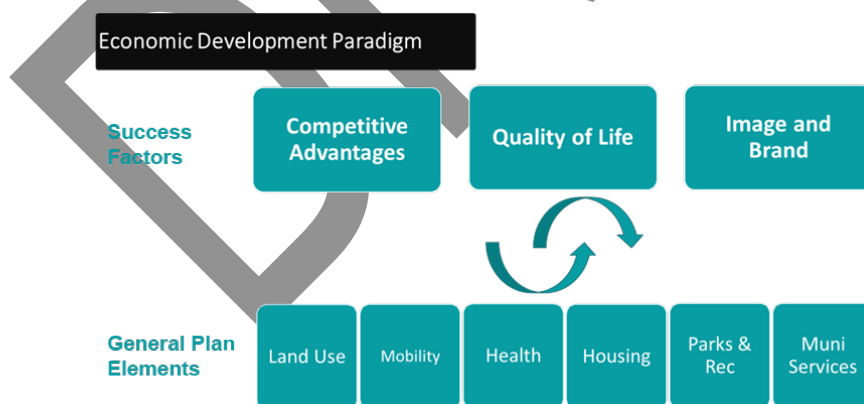
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Economic Development

Introduction to Economic Development

The Economic Development Element is intended to guide the City's future policy decisions in service of supporting and strengthening the local economy. The Economic Development Element is not a required element for a General Plan, but the City has decided to include it in recognition that promoting economic vibrancy and resiliency is a central aspect of planning for Lomita's future. While presented as a separate chapter, the policies contained within the Economic Development Element are intertwined with those found in the other Elements of the General Plan. Decisions made around the topics of these other elements, such as land use, housing, mobility, open space, and health and wellness, necessarily impact economic development, and vice-versa.



Contents:

- + Revitalize Lomita's Mixed-Use Commercial Corridors
- + Economic Diversification
- + Business Community Support
- + Workforce Development and Retention
- + Fiscal Sustainability

Key Opportunities and Challenges

The Economic Development Element has been informed by local and regional stakeholder input, suggestions from the City's General Plan Advisory Committee, and research and analysis contained in the "Lomita General Plan Update: Existing Socioeconomic, Demographic, and Market Conditions and Trends" report and the "Overview of Fiscal Trends and Fiscal Impact Analysis of Proposed General Plan Land Use Alternatives" memorandum, completed in 2023 as part of the General Plan Update process. Given the City's market and fiscal conditions, the documents identified several key opportunities and challenges impacting economic growth and development in the City. They include the following:

- Lomita residents earn less than the average wage for the South Bay Region, in part reflecting lower levels of educational attainment. These lower levels of education are reflected in the industries in which residents are employed, including health care, retail, education, and manufacturing, which have many occupations not requiring secondary education degrees.
- The City is experiencing spending "leakage" in nearly all retail categories, suggesting opportunities for targeted growth in retail categories that serve residents of both the City and surrounding communities. Although the City is unlikely to attract a major regional shopping center given the relatively competitive regional landscape, there are opportunities for growth in more experiential environments with a mix of dining, entertainment, and local/small businesses, bolstered by special programming and a sense of place.
- Lomita receives a relatively modest allocation of property tax revenue compared to the Countywide average. A lack of new development, redevelopment of existing properties, and/or property ownership turn-over through market transactions also contribute to lower property tax revenue. Property tax revenue growth can be driven by City-adopted plans and policies that support new development and / or the redevelopment and reuse of property that is under-utilized.

Organization of Element

Given market conditions and trends in Lomita and its location in the region, this Element has identified key areas in which the City has the greatest opportunity to promote economic stability and development. The goals and policies identified in the Economic Development Element are focused on these areas of opportunity and underscore the City's commitment to being a place where workers, residents, visitors, and businesses can thrive, today and into the future. The policies are followed by suggested actions that can support implementation. These actions are not intended as programmatic, as the most appropriate implementation measure may evolve based on state law, economic conditions, and other factors. The Element is organized into five goal topics, as follows:

- *Revitalize Lomita's Mixed-Use Commercial Corridors*
- *Economic Diversification*
- *Business Community Support*
- *Workforce Development and Retention*
- *Fiscal Sustainability*

GOAL ED-1 REVITALIZE LOMITA'S MIXED-USE COMMERCIAL CORRIDORS

Enhance successful corridors for commerce and mixed-use development.

Major commercial activity corridors have the potential to drive economic diversification, anchor business activity, and generally open the City to increased economic opportunity. By enhancing the City's mixed-use corridors for different target audiences, Lomita can promote economic activity that serves the needs of residents, workers, and visitors. Although there are limited opportunities for the development of large retail centers in the City given market forces and land availability, the trend in retail use is shifting away from brick-and-mortar shopping in favor of e-commerce for many types of goods. This has created new opportunities for retail growth in smaller-scale experiential environments with a mix of dining, entertainment, and local/small destination-oriented businesses. Enabling more intense development of mixed-use spaces along corridors and investing in corridor marketing, and infrastructure can generate employment and daytime activity that can support a wide range of businesses with an established customer base. These opportunities in turn will enhance the City's overall economic base and prospects.

ED-1 Policies

1. **Intensification.** Promote mixed-use development, including outdoor dining and other entertainment uses, along the commercial corridors to build a sense of place.
2. **Streetscape Improvements.** Enhance aesthetics and "curb appeal" of the commercial corridors with strategic investments such as landscaping, outdoor lighting, wayfinding, entry and building façade improvements, and other initiatives that increase its attractiveness for businesses and consumers.
3. **Intentional Business Types.** Promote businesses that will serve to attract visitors from across the region as well as support the local needs of residents.
4. **Downtown Improvements.** Promote business and land uses at the Lomita Boulevard and Narbonne Avenue intersection and along the corridors that align with the Downtown Vision Plan and establish a downtown identity.
5. **Pacific Coast Highway Improvements.** Promote businesses along Pacific Coast Highway that can attract and serve pass-through commuters.
6. **Accessibility.** Enhance City and regional connectivity along the commercial corridors and other major City thoroughfares.
7. **Branding Strategy.** Intentionally create and cultivate distinctive branding for the city's commercial areas.

ED-1 Actions

1. Identify underdeveloped or underutilized sites and buildings in commercial corridors that represent redevelopment opportunities.
2. Improve redevelopment potential of opportunity sites by engaging with and educating property owners, finding strategic opportunities for parcel consolidation, and facilitating investor "matchmaking" through a public online inventory and other efforts.
3. Explore additional in-lieu fees and adopt development agreements that reallocate investment into the public realm.

4. Encourage development of mixed-use spaces in high-activity areas and corridors through zoning changes and incentive programs (e.g., density bonuses and other concessions).
5. Implement strategies and actions in the Housing Element that promote the development of diverse housing options in targeted areas along the corridors to enhance economic activity and accessibility for residents.
6. Pursue funding from local, state, and federal sources to support storefront and streetscape improvements.
7. Invest in multimodal transportation and streetscape infrastructure along commercial corridors to improve commute experience between businesses.
8. Conduct and implement a branding study that is consistent with and reinforces the marketing efforts, streetscape improvements, and other initiatives described herein.
9. Implement marketing strategy to promote to attract visitors from neighboring jurisdictions.
10. Re-visit and implement strategies presented in Lomita's Downtown Vision Plan.

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GOAL ED-2 ECONOMIC DIVERSIFICATION

Promote job growth, economic stability, and fiscal sustainability with a strong and diversified economic base.

A diversified economy makes cities stronger and more resilient in the face of changing economic trends. Businesses in today's economy are highly mobile, and firms consider a variety of factors when deciding where to locate or re-locate. These factors include the ease with which a firm can establish itself and operate in the city, and the level of a city's investment in and responsiveness to its business community. Creating an attractive environment for businesses requires intentional work and coordination from the City. To foster a healthy economic climate, Lomita should position itself to accommodate and expand on its current strengths and industry clusters, while also finding opportunities to capture jobs in industries growing regionally that can improve job opportunities for residents.

ED-2 Policies

1. **Desirable Space and Locations.** Promote the development of space that serves the needs of smaller businesses, such as mixed-use projects that blend complementary retail and office uses with residential uses and create dynamic live/work/play environments.
2. **Expand Existing Strengths.** Leverage existing industry clusters in healthcare to drive future growth.
3. **Regional Growth Capture.** Target outreach to businesses in industry sectors that are growing regionally, particularly those with higher-paying jobs that can provide increased opportunity for Lomita residents.
4. **Infrastructure.** Identify and address infrastructure needs that support commercial development.

ED-2 Actions

1. Review and maintain a Development Code that supports investment and innovation in the city.
2. Use local revenue sources as well as state and federal grants and other financing tools to fund capital improvements and the redevelopment of targeted commercial areas.
3. Expand the development of medical office space and other associated land use types and engage in dialogue with regional healthcare businesses looking to expand.
4. Develop and implement strategies to attract regionally-growing higher-paying industries in sectors such as professional services, finance, and information to locate in the City, including outreach to targeted businesses and industry organizations.
5. Perform a baseline analysis to identify industry niches that are well-suited for the city and periodically update this analysis based on local and regional trends.
6. Identify market surpluses and leakages in the City's local economy to better understand which industries are present and/or absent compared to peer cities and to inform targeted business attraction activities.
7. Explore public-private partnerships and/or catalytic development projects to anchor and spur growth building on the City's existing assets.

8. Develop a five-year economic development strategic plan to design, manage, and implement short- and medium-term economic development priorities for the City.

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GOAL ED-3 BUSINESS COMMUNITY SUPPORT

Support, promote, and celebrate local business.

One of the City's most vital assets is its existing economic base. Supporting existing local businesses so that they can thrive, grow, and adapt to changing economic conditions will not only help those businesses and their employees, but also demonstrate to other businesses that the City is a desirable place to locate. This support extends to residents and workers who may be looking to establish or grow a small business in the City.

ED-3 Policies

1. **Partnerships.** Create and maintain avenues and forums through which Lomita's business community, elected officials, City staff, and civic organizations can discuss economic development issues.
2. **Processes.** Streamline support for local businesses and remove potential barriers to expansion.
3. **Resources.** Provide the business community with easily accessible information on available resources to support their growth and development, including those aimed at entrepreneurship and small businesses.
4. **Entrepreneurship.** Educate and support local and regional entrepreneurs in establishing and expanding small and local businesses.

ED-3 Actions

1. Meet regularly with representatives of the City's business community, including the Lomita Chamber of Commerce, to solicit feedback on how to improve the business environment, cement effective relationships, and help businesses overcome challenges.
2. Support collaborative partnerships and networks between and among businesses locally and regionally to create a robust business ecosystem.
3. Identify ways to simplify and streamline permitting for new and expanding businesses.
4. Maintain and regularly update the City's public-facing sources of information on economic development resources, including webpages, social media, and other platforms to offer accessible and up-to-date information for the business community, and explore opportunity for direct face-to-face assistance.
5. Create space and/or programs that support entrepreneurs and start-up businesses, such as business incubators and low-cost co-working space.

GOAL ED-4 WORKFORCE DEVELOPMENT AND RETENTION

Invest in the economic success of the community and our people.

The presence of a workforce aligned with the needs of the local economy, particularly growth sectors, is a major component in business retention and expansion and in building prosperity in the community. Currently, residents of Lomita earn slightly lower wages on average than South Bay residents overall, and also have lower levels of educational attainment than the region as a whole. The City should look to enhance education and workforce development opportunities for residents to help improve social mobility, grow community wealth, and bolster economic vibrancy. Aligning the resident workforce's skills with the needs of the businesses of today and tomorrow will have a critical impact on the expansion and diversification of the City's economy.

ED-4 Policies

1. **Workforce as an Economic Driver.** Pursue strategies and programs for enhancing education and workforce skills aligned with growing local and regional industries.
2. **Workforce as Social Mobility.** Promote training, education, and labor support programs that enhance the City's labor force skills, assist residents in obtaining new employment opportunities, and grow household incomes.
3. **Housing Choices.** Develop land use policies that facilitate development of housing affordable to a range of household types and incomes to diversify the local labor force and promote long-term residential stability.

ED-4 Actions

1. Partner with regional education institutions and local secondary schools to strengthen skills in the workforce pipeline, including job training and placement for the homeless.
2. Develop and implement strategies to attract higher-paying industries to locate in the city, including outreach to targeted businesses and industry organizations.
3. Convene major local and regional employers to solicit guidance on how the City can support partnerships and develop policies and programs to create a strong workforce pipeline.
4. Prepare for international events coming to the region such as the World Cup and the Olympics by creating associated events, promoting the use of local businesses, and enticing visitors to utilize Lomita accommodations.

GOAL ED-5 FISCAL SUSTAINABILITY

Pursue fiscal sustainability through sound financial management and diversification.

The fiscal health of the City is dependent on long-term sustainability of the City's revenue sources and management of its expenditures. The City's fiscal conditions impact its ability to plan, manage, and pay for public services and investments, including many of the economic development initiatives described herein. Lomita, like most cities in California, relies on a handful of revenues sources—such as sales tax, property tax in lieu of vehicle license fee, and property tax—to fund day-to-day municipal operations. A diverse set of revenue sources will help protect the City's budget from downturns in particular revenue-generating activities. Simultaneously, new development will generate additional needs for city services and infrastructure, and the City will need to plan for these needs through thoughtful and strategic financial management.

ED-5 Policies

1. **Retail Support.** Promote additional retail development to increase sales tax revenues and expand retail amenities available to residents, employers, and visitors.
2. **Hotels.** Identify target opportunity areas for new hotel development that can generate additional transient occupancy tax.
3. **Property Tax.** Identify redevelopment opportunities to increase the City's overall assessed property value and generate additional property tax.
4. **Impacts of New Development.** Pursue strategies that ensure new development adequately and fairly mitigates its impacts on City infrastructure and service costs.
5. **Funding.** Pursue a range of public, private, and non-profit funding sources to fund community revitalization and economic development activities.
6. **Cost Control.** Carefully manage City costs through judicious expansion of municipal services and infrastructure.

ED-5 Actions

1. Adopt plans and policies that support new development and/or the redevelopment and reuse of property that is underutilized.
2. Monitor market conditions, specifically along Pacific Coast Highway, to be ready to promote the development of new hotels when it is economically feasible.
3. Require analysis of fiscal implications of new development and request fiscal mitigations as needed to ensure adequate public service levels can be provided over the long term.
4. Conduct regular studies and updates of City's development impact fee levels to ensure that fees on new development are adequate to cover fair share of costs for future infrastructure needs.
5. Create a strategy to build City financial reserves to access during economic downturns.
6. Continue to investigate and pursue revenue sources, such as state and federal funding programs, that do not add to the tax burden of residents or local businesses.
7. Ensure a strong economic base through requirement of commercial and industrial uses along the city's corridors.