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TO:

*Discover Gardena
A Great Place for Business!*

Commercial Listings

Looking for office space or space for a new business? The City of Gardena provides a listing of available industrial, commercial, and office space on the City website, www.cityofgardena.org under Economic Development (Real Estate).

Additional information may be obtained by calling (310) 217-9645.

New Developments - 2017

Newfield Townhomes *Rosecrans & Normandie Aves.*
46 Unit Multi-Family Residential Project *Western Ave. & 135th St.*
Microbrewery w/Tasting Room *13723 Harvard Pl.*
101,680 Sq.Ft. Industrial Building *135th & Western Ave.*

Expansions:

Bebe Plaza Phase 3 *15420 S. Western Ave.*



Gardena 101

Creating Strong Community, Thriving Businesses

Volume 7

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*Gardena Community & Economic Development
Room 101, Gardena City Hall*

From Strawberry Farms To Top Businesses

From its early beginnings of strawberry farming in the 1900s to the 21st century, Gardena is now a city that points to upscale housing, nationally known business tenants, infamous entertainment, and eclectic cuisines. Yes – Gardena is a city in transition.

Like many smaller cities, Gardena has become a community where vacant land is scarce, making the attraction of new businesses a constant “work in progress.” Currently, the City of Gardena is home to over 2,500 businesses and provides employment to thousands of South Bay and Gardena residents.

Each business has its own

brand of service and/or products which contribute to the overall health and well-being of our community. The business mix includes a variety of products and services, a diverse venue of both adult and family entertainment, and a choice of housing that appeals to family, professional, and entrepreneurial home seekers.

Its manufacturing and industrial sector include companies such as *Avcorp*, *Hitco Carbon Composites*, *Southwest Offset Printing*, *Brek Manufacturing*, *Z-Gallerie*, *Zentis Sweet Ovarations LLC*, and others. Retail includes auto dealerships *Honda* and *Nissan*, retail giant *Target*, *Big 5 Sporting Goods*, and a state-of-the-art *Best Western Plus* Hotel. With its

45,000 square feet, *Marukai Forum* is home to the largest selection of Japanese products in the United States. Gardena’s accessibility to every major freeway makes movement of people and products between other South Bay cities and Los Angeles, a convenient advantage.

Gardena has a rich history that tells a fascinating story about its journey from cultivating strawberries to attracting national credit tenants and new technology. The best part of the story is that Gardena is a city that genuinely seeks and welcomes new businesses as it continues its transition throughout the twenty-first century.

For additional information about Gardena Business, please visit:
www.gardenacondev.com

Photo courtesy of Gardena Heritage Committee



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Young ladies picking berries on a Gardena farm in the early 1930s

Saving Energy Is Everyone's Responsibility



South Bay Cities Council of Governments, through its Environmental Services Center, is providing a number of tools to educate residents and small business regarding ways to save energy.

One of these tools is *Energy Upgrade California*. This program can help a resident and their home work together to save energy. *Energy Upgrade California* directs one to the *MyEnergy Upgrade*, which offers a one-stop experience for homeowners and small businesses to find easy ways to save energy. Just register for the tool, answer a

few simple questions about one's home or business, and it will provide a customized, detailed plan to make a home or small business smarter.

<http://myenergy.energyupgradeca.org/>

For South Bay customers, Southern California Edison (SCE) offers SCE *Save Power Days* that reward custom-



ers for saving energy during peak times. By reducing electricity use on scheduled *Save Power Days*, one can earn up to \$100 in bill credits. Enroll to receive text, phone, or email alerts the day before an event so you can prepare to reduce your energy usage:

<https://www.sce.co/wps/portal/home/residential/rebates-savings/save-power-day/>

The final piece of the Environmental Services Center education about energy savings involves individual responsibility. The following is recommended:

- Switch off lights when you leave a room
- Unplug appliances and gaming consoles when they are not in use
- Unplug "phantom" energy users around the house (including appliances not being used)

Visit the South Bay Environmental Services Center at www.sbec.com; one may also call the Center at (310) 371-7222



How To Get An Entry Level Worker For Your Business At No Cost

If you are a for-profit business located in LA County, you have the opportunity to take advantage of a program that provides you with workers 30-40 hours per week without employee overhead expense. This is possible through the *Transitional Subsidized Employment Program (TSE)* offered through South Bay Workforce Investment Board Career Centers.

TSE allows you to hire an employee(s)

and train them to meet your specifications for three months without the expenses of wages, employment taxes and Worker's Compensation Insurance. These expenses are all paid for under the TSE Program. After three months, your business becomes eligible for a subsidy payment of \$550 per worker, per month.

One of the greatest benefits of taking advantage of TSE, is that your business creates new jobs and adds to the LA

County economy. You will also have the satisfaction of knowing that your participation in TSE helped someone transition from public assistance into gainful employment.

There are a few more details to the TSE, and you are encouraged to contact the South Bay Work Investment Board (SBWIB):

Chris Cagle, at: (310) 213-5182
email: ccagle@sbwib.org



America's JobCenter of California™

You May Be Hidden From Your Customers

One of our Gardena residents recently recalled a frustrating experience she had with trying to locate a business that sold the exact item she was hoping to purchase as a birthday present for a close friend. She mentioned how she had driven a city block for fifteen minutes to find the business, and finally gave up. She kept asking herself, "Why isn't there an address on the front of any of the buildings in this block?" This short scenario is a classic example of what can happen when a potential customer or visitor cannot locate your business because there is no address on the front or the rear of your building.



Without approved address identification, the owner of the building or business is at a definite disadvantage in an Emergency Response (ER) situation. Every second counts in an emergency. If an ER vehicle has to search

for an address that is not on your building, it could mean the difference in saving your building from destruction by fire or other catastrophic event, or worse, that saving a human life may be at stake.



In Gardena, **all buildings** are required to have an approved address identification that is plainly legible and visible from the street or road fronting the property. City code requires that each address number shall be Arabic numerals or alphabetical letters and a minimum of 4 inches high with a minimum stroke width of 1/2 inch.

For houses, buildings, and structures which have access to an alley, the address numbers must be placed upon or immediately above the center of the garage door, gate, fence, door or wall to the rear of the property so it is readily visible from the alleyway.

If your building or business does not have an approved address identification that is visible from the street or road fronting the property, you may not only be losing business, but you

may also be hindering Emergency Response operations, placing your building in a very unsafe situation.



One of Code Enforcement's goals is to ensure that all properties display their address. Please assist us by placing your address on your building. If you have questions, please contact **Code Enforcement (310) 217-6171**.

For more details about **address identification**, please refer to the *2013 Building and Fire Code, Sections 501.2 and 505* respectively. For **alley address identification**, refer to *Section 18.42.180 of the Gardena Municipal Code*.



Annual Business License Renewals

Business Licenses for all existing businesses must be renewed at the beginning of each year. If a business hasn't renewed a business license yet, the City of Gardena encourages residents and businesses to renew their business license online at www.cityofgardena.org.

To use this service, one will need the

business license account number and security code. This information is pre-printed in the upper right hand corner of business license renewal notice. The deadline to renew a business license is **February 28, 2017**. The deadline for Residential Rental Property and Non-Residential Property business license renewals is **January 31, 2017**.

Friendly Reminder:

A 10% monthly penalty fee will apply each month after the deadline and will be added to your renewal business license tax. If you have any questions about the City of Gardena's business license renewal process, please call **(310) 217-9530**.