



October 2014

APPENDIX A

Zoning Compatibility Matrix

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October 2014

Appendix A: General Plan / Zoning Compatibility Matrix

		General Plan Designations										
		Residential				Business			Community/ Public Facilities		Mixed Use	<i>Other</i>
		Rural Residential	Low Density Residential	Medium Density Residential	High Density Residential	Commercial	Light Industrial	General Industrial	Park/Open Space	Public Facilities	Mixed Use	<i>Other</i>
Zoning Districts	C-Z											Specific Plan
	P-F									•		
	M-U									•		
	E-S											
Public Facilities												
Overlays												

LEGEND

- - Zones that are consistent with General Plan Designations
- - Zones that may be consistent with General Plan designations in specific locations



October 2014

APPENDIX B

Pico Rivera Development Potential Methodology

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APPENDIX B

Pico Rivera Development Potential Methodology

This section describes the assumptions and methods used to project future population, housing and employment for the City of Pico Rivera General Plan Update. These projections are presented in **Table 3-3 General Plan Estimated Development Potential**.

Baseline Assumptions and Background

The projections included in Table 3-3 are estimates of the development potential of the General Plan in terms of dwelling units, population, non-residential building square footage and jobs. The Proposed Land Use Plan serves as a basis for these estimates. Table 3-3 provides two buildout scenarios including a “Maximum” and an “Assumed”.

A key assumption in understanding these estimates is that the “Maximum” represents a theoretical buildout of the entire City, rather than what is likely to appear on the ground on an individual parcel. The “Assumed” scenario makes adjustments based on a more realistic understanding of actual development intensity in areas not expected to change (such as existing residential neighborhoods and recently built commercial and industrial uses) as well as growth trends, market forces, and building and zoning restrictions that when applied to specific sites often dictate the construction of less than the maximum allowable development. Goals, Policies, and Implementation Actions

Limited Vacant Land and Slower Growth Rate

The City of Pico Rivera is largely built out. Vacant land within the city comprises approximately 53 acres, representing a relatively small portion of the community (less than 1 percent). Vacant parcels exist in areas where land uses are underutilized or older structures have been demolished and removed. Pico Rivera lacks large undeveloped sites, which are generally easier to develop than smaller sites or sites with existing development.

Most remaining vacant parcels in the City are relatively small and/or constrained by access issues or surrounding development. From this point forward, the realization of Pico Rivera’s growth potential will primarily require redevelopment of already developed properties. The General Plan identifies 16 Opportunity Areas where the potential exists for economic development and community enhancement. Many of the development opportunity areas are characterized by multiple land ownerships and smaller lots. Lot consolidation is just one of the obvious challenges for future redevelopment in these areas. In addition, the City of Pico Rivera experienced a population decline from 2000 to 2010 as reported by the U.S. Census. Due to the constraints on developable land and the recent decline in population, it can be reasonably assumed that Pico Rivera will experience a slower growth rate moving forward.

Acres

Acres are derived from GIS-based calculations of each land use category by assessor parcel. The assessor parcel data is provided by LA County. The acres have been provided for each land use designation and are adjusted gross acres, meaning that roads, railroads and flood control facilities are not included in each land use designation and instead accounted for separately. Railroads and flood control facilities are included in the Public Facilities land use designation.

Square Feet

To convert acres to square feet, acres are multiplied by 43,560 (the number of square feet in an acre)

Assumed Density/Intensity

Historically, local buildout levels have not achieved maximum allowable densities or intensity on every parcel. As a result, the assumptions used to calculate buildout generally represent an average level of density/intensity that will likely be achieved at buildout of each land use category.

Residential Assumptions

Estimates for the development potential of residential land use designations were calculated using the following assumptions:

Assumed Density/Intensity

To determine future development potential an assumed residential density is identified for each land use designation. The assumed density represents the number of units per acre that will likely be achieved at buildout within each land use designation's specified density range. The Rural Residential and Low Density Residential designations are assumed at the maximum end of their assigned density range as these areas are mostly built out and contain several Planned Unit Development areas that were allowed to develop with smaller lots sizes (at a higher overall density) than other areas within the designation. The Medium Density and High Density Residential areas assume buildout at a slightly higher than average density.

Units

Dwelling unit projections are estimated by multiplying the acres of each residential land use designation by the corresponding assumed density factor.

Persons per Household

This factor is used to estimate the population at buildout. The buildout estimate assumes 3.77 persons per household consistent with the 2014-2021 Adopted Housing Element and 2010 U.S. Census data.

Population

Population is determined by multiplying the projected number of dwelling units by the persons per household factor.

Specific Plan 301

This Specific Plan is developed and includes a 90 unit single-family development and a 69 unit senior housing development with 1 manager unit. The population for this area was calculated as follows:

Development	Units	Persons per Household
Single Family	90	3.77
Senior Housing	69	2
Manager Unit	1	1

Non-Residential Assumptions

Estimates for the development potential of non-residential land use designations were calculated using the following assumptions:

Floor Area Ratio (FAR)

Building intensities for the non-residential land uses are measured by floor area ration (FAR). FAR is the ratio of the total net floor area of a building on a parcel to the total adjusted gross square footage of that parcel. FAR calculations do not include floor areas for parking structures or outdoor storage.

Non-Residential Square Footage

Building square footage for non-residential land uses are calculated by multiplying the adjusted gross square feet of each land use designation by the corresponding FAR.

Assumed Density/Integrity

Non-residential designations identify a maximum FAR that can be achieved in each land use designation. To determine future buildout projections for business-oriented land uses an assumed FAR is identified for each non-residential designation. The assumed FARs represents the anticipated intensity for each different land use designation, which is typically lower than the maximum allowable. The adjustment provides a more realistic expectation of the square footage that is anticipated to be constructed on each site. The assumed and maximum intensities for non-residential land use categories are provided below:

Proposed GP Land Use Designation	Intensity	
	Maximum	Assumed
Commercial (C)	0.75	0.35
Light Industrial (LI)	0.5	0.40
General Industrial (I)	0.55	0.5
Public Facilities (PF)	1.0	0.35
Mixed-Use (HE Sites)	1.0 - 50% 30 du/ac - 50%	0.35 - 50% 30 du/ac - 50%
Mixed-Use (Other MU Sites)	1.0 - 50% 30 du/ac - 50%	0.75 – (Retail/Office) – 50% 20 du/ac – 50%
Specific Plan 400	Developed per Specific Plan	

Notes:

1. Recent Commercial Project - SP 400 Sub Area A = 0.26 FAR
2. Recent Light Industrial Project – SP 400 Sub Area B = 0.49 FAR
3. Recent Light Industrial Project – SP 400 Sub Area C = 0.26 FAR

Employees/1000 SF Factor

This factor indicates the number of employees per 1,000 square feet and is used to estimate the number of jobs in each land use category. These factors were derived from the Employment Density Study, Summary Report October 31, 2001, prepared for the Southern California Association of Governments.

Land Use Category	Assumed Job Type and % of Land Area	Employees/1,000 Square Feet
Commercial	Other Retail Services - 50%	1.7
	Regional Retail – 22%	1.0
	Hotel/Motel – 1%	0.6
	Low Rise Office – 7%	2.0
	Commercial Storage – 20%	0.8
Light Industrial	Light Manufacturing – 60%	1.0
	Warehouse - 40%	0.8
General Industrial	Light Manufacturing– 20%	1.0
	Warehouse- 80%	0.8
Public Facilities*	Government Office	1.0
Mixed-Use (HE Sites)	Other Retail Services – 50%	1.7
Mixed-Use (Other Sites)	Other Retail Services – 25%	1.7
	Low Rise Office – 25%	2.0
Specific Plan 400	Regional Retail – 628,953 sf	1.0
	Light Manufacturing -1193194 sf (40%)	1.0
	Warehouse – 1193194 sf (40%)	0.8
	R&D/Flex – 596597 sf (20%)	1.9

Notes:
 *This should not be applied to acreage for water, flood control, railroad and electrical power uses.

Jobs are calculated by dividing the total square footage by category for each land use category by 1,000 and then multiplying it by the appropriate Employee/1,000 square feet factor.

Limitations of Future Buildout Projections

Should population and employment growth be greater than the levels assumed, studies will need to be undertaken to correlate with the necessary supporting capital, facility, or service improvements and/or demand reduction programs. At the same time, the impacts of the additional level of growth must be found to be consistent with the findings of the Environmental Impact Report regarding their level of significance. Should additional potential impacts be identified, these would be subject to further environmental review in accordance with the CEQA.



APPENDIX C

Land Resources/ Sites Inventory

This appendix includes the following land resources/sites inventory documents:

1. Map of Current Residentially-Zoned Parcels
2. Table of Current Residentially-Zoned Parcels
3. Map of Sites to Accommodate 2014-2021 RHNA
4. Table of Sites to Accommodate 2014-2021 RHNA

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Exhibit A1
 Residentially Zoned Opportunity Areas

Source: ESA, 2013

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Table A1: Residentially-Zoned Opportunity Sites

AIN	Acres	Proposed GP Designation Description	Potential Unit Capacity
5272002901	0.13	High Density Residential (14-30)	3
6377002006	0.13	High Density Residential (14-30)	3
6377002007	0.12	High Density Residential (14-30)	3
6377002008	0.13	High Density Residential (14-30)	4
6382026008	0.06	High Density Residential (14-30)	1
6387012020	0.42	Low Density Residential (2-6)	2
8121001141	0.32	High Density Residential (14-30)	9
8121001138	0.55	High Density Residential (14-30)	5
6377008017	0.27	High Density Residential (14-30)	8
		Total Potential Unit Capacity	38

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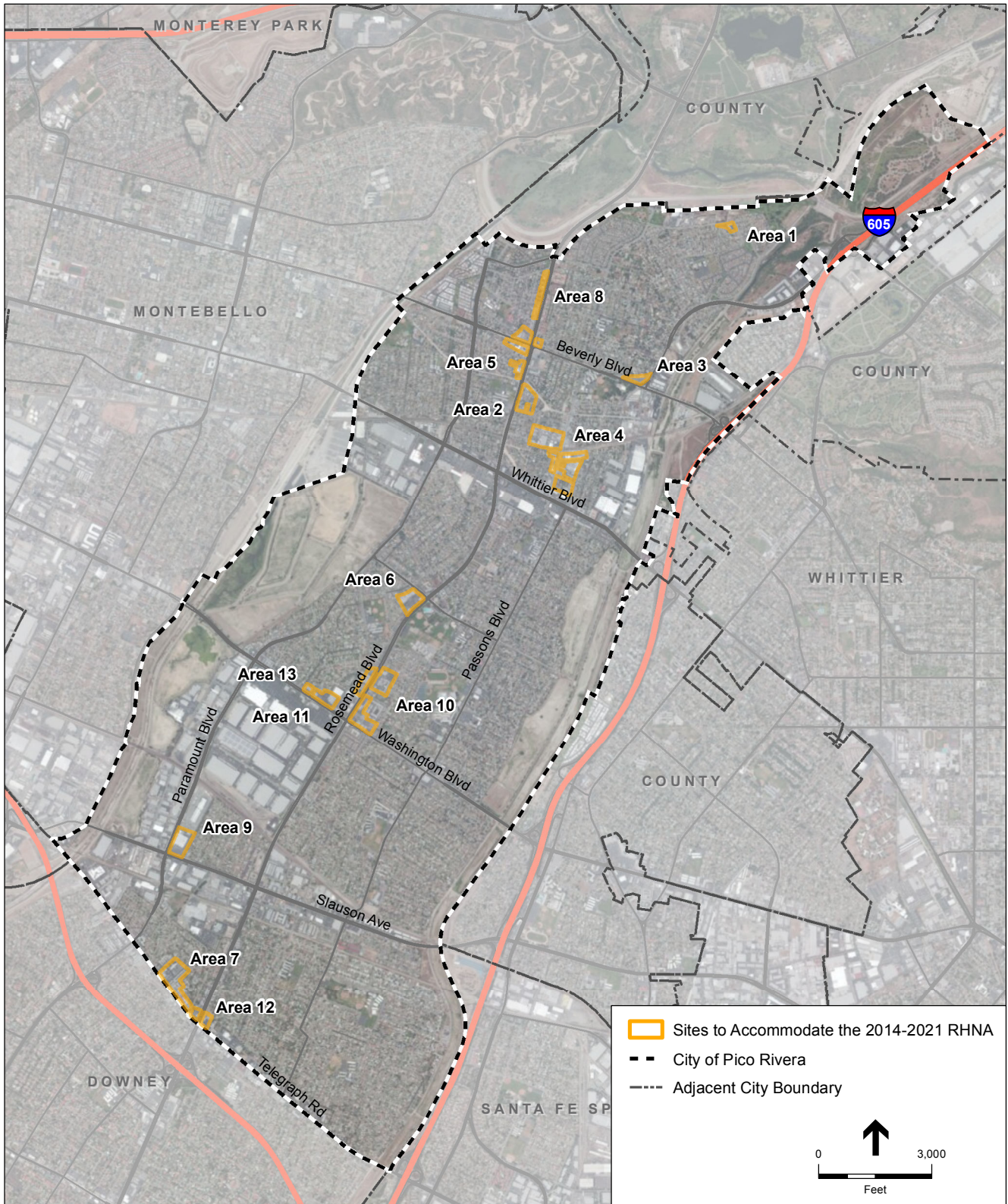


Exhibit A2
 Sites to Accommodate the 2014-2021 RHNA

Source: ESA, 2013

Table A2: Sites to Accommodate 2014-2021 RHNA

	AIN	Current Zoning	Future Zoning	Acres	Notes	Potential Unit Capacity for Consolidated Lots		
Area 1	8123002059	S-F	Medium Density Residential	0.94	Potential for lot consolidation	15		
	8123014053	S-F	Medium Density Residential	0.19				
			Potential Unit Capacity	15				
Area 2	6374001001	C-G/P/R-M	High Density Residential	0.85	Potential for lot consolidation	174		
	6374001002	R-M	High Density Residential	0.08				
	6374001003	C-G	High Density Residential	0.17				
	6374001004	C-G	High Density Residential	0.23				
	6374001007	C-G	High Density Residential	0.16				
	6374001008	C-G	High Density Residential	0.38				
	6374002001	C-G/P	High Density Residential	0.61				
	6374002002	C-G	High Density Residential	0.26				
	6374002003	R-M	High Density Residential	0.19				
	6374002004	R-M	High Density Residential	0.19				
	6374002005	R-M	High Density Residential	0.39				
	6374002007	R-M/P	High Density Residential	0.38				
	6374003002	C-G	High Density Residential	0.08				
	6374003005	C-G	High Density Residential	0.14				
	6374003006	R-M	High Density Residential	0.16				
	6374003007	R-M	High Density Residential	0.16				
	6374003008	R-M	High Density Residential	0.17				
	6374003009	R-M	High Density Residential	0.20				
	6374003011	R-M	High Density Residential	0.17				
	6374003012	R-M	High Density Residential	0.17				
6374003013	R-M	High Density Residential	0.17					
6374003014	R-M	High Density Residential	0.20					
6374003015	C-G	High Density Residential	0.16					
6374003016	C-G	High Density Residential	0.19					
			Potential Unit Capacity	174				
Area 3	8122013900	P-F	Mixed-Use Overlay	2.03				
			Potential Unit Capacity	30				
Area 4/Site 1	6374006002	I-L	Mixed-Use Overlay	4.72	Potential for lot consolidation	140		
	6374006003	I-L	Mixed-Use Overlay	0.79				
	6374006006	I-L	Mixed-Use Overlay	0.96				
	6374006007	I-L	Mixed-Use Overlay	0.86				
	6374006008	I-L	Mixed-Use Overlay	0.65				
	6374006015	I-L	Mixed-Use Overlay	0.96				
	6374006016	I-L	Mixed-Use Overlay	0.30				
	6374006017	I-L	Mixed-Use Overlay	0.95				
	6374015001	C-G	Mixed-Use Overlay	0.11			Potential for lot consolidation	27
	6374015002	C-G	Mixed-Use Overlay	0.10				
6374015003	C-G	Mixed-Use Overlay	0.21					
6374015009	C-G	Mixed-Use Overlay	0.36					
6374015002	C-G	Mixed-Use Overlay	0.75					
6374015012	C-G	Mixed-Use Overlay	0.21					
			Potential Unit Capacity	167				
Area 4/Site 2	6375014011	I-L	High Density Residential	2.53	Potential for lot consolidation	131		
	6375015002	I-L	High Density Residential	0.65				
	6375015003	I-L	High Density Residential	1.66				
	6375016008	R-M	High Density Residential	0.42				
	6375016011	I-L	High Density Residential	0.34				
	6375016012	I-L	High Density Residential	0.37				
	6375016013	R-M	High Density Residential	0.22				
	6375016014	R-M	High Density Residential	0.19				
	6375016020	I-L	High Density Residential	0.49				
	6375017007	R-M	High Density Residential	0.31			Potential for lot consolidation	116
	6375017008	R-M	High Density Residential	0.30				
	6375017012	R-M	High Density Residential	0.35				
	6375017013	R-M	High Density Residential	0.07				
	6375017015	R-M	High Density Residential	0.26				
6375017021	R-M	High Density Residential	0.75					
6375018003	R-M	High Density Residential	0.92					

	6375018013	R-M	High Density Residential	0.91		
			Potential Unit Capacity	322		
Area 5	5272017019	C-G	Mixed-Use Overlay	0.90	Potential for lot consolidation	42
	5272022014	C-G	Mixed-Use Overlay	0.31		
	5272022015	C-G	Mixed-Use Overlay	0.98		
	5272022016	C-G	Mixed-Use Overlay	0.61	Potential for lot consolidation	38
	5272023017	C-G	Mixed-Use Overlay	0.57		
	5272023024	C-G	Mixed-Use Overlay	0.43		
	5272023027	C-G	Mixed-Use Overlay	0.64		
	5272023028	C-G	Mixed-Use Overlay	0.25		
	5272023029	C-G	Mixed-Use Overlay	0.66	Potential for lot consolidation	15
	5272029010	C-G	Mixed-Use Overlay	0.28		
	5272029011	C-G/S-F	Mixed-Use Overlay	0.72	Potential for lot consolidation	16
	5272030024	C-G	Mixed-Use Overlay	0.26		
	5272030025	C-G	Mixed-Use Overlay	0.10		
	5272030028	C-G	Mixed-Use Overlay	0.72		
	8121003011	C-G	Mixed-Use Overlay	0.73		
			Potential Unit Capacity	122		
Area 6	6371001025	C-G	Mixed-Use Overlay	0.50	Potential for lot consolidation	85
	6371001026	C-G/P	Mixed-Use Overlay	2.65		
	6371001027	C-G/P	Mixed-Use Overlay	2.53		
			Potential Unit Capacity	85		
Area 7	6368017002	P-A	Mixed-Use Overlay	0.91	Potential for lot consolidation	138
	6368017003	P-A	Mixed-Use Overlay	1.87		
	6368017004	R-M	Mixed-Use Overlay	2.04		
	6368017005	P-A	Mixed-Use Overlay	1.36		
	6368017006	P-A	Mixed-Use Overlay	1.14		
	6368018015	R-M	Mixed-Use Overlay	1.74	Potential for lot consolidation	26
	6368018021	C-G	Mixed-Use Overlay	0.58		
	6368018022	C-G	Mixed-Use Overlay	0.46		
	6368018023	C-G	Mixed-Use Overlay	0.58	Potential for lot consolidation	22
	6368026012	C-G	Mixed-Use Overlay	0.30		
	6368026013	C-G	Mixed-Use Overlay	0.06		
	6368026039	C-G	Mixed-Use Overlay	0.69		
	6368026042	C-G	Mixed-Use Overlay	0.27		
			Potential Unit Capacity	186		
Area 8	5272014003	C-G	Mixed-Use Overlay	0.06	Potential for lot consolidation	17
	5272014006	C-G	Mixed-Use Overlay	0.12		
	5272014007	C-G	Mixed-Use Overlay	0.17		
	5272014024	C-G	Mixed-Use Overlay	0.11		
	5272014025	C-G	Mixed-Use Overlay	0.11		
	5272014026	C-G	Mixed-Use Overlay	0.17		
	5272014027	C-G	Mixed-Use Overlay	0.18		
	5272014028	C-G	Mixed-Use Overlay	0.17		
	5272015001	C-G	Mixed-Use Overlay	0.06	Potential for lot consolidation	15
	5272015002	C-G	Mixed-Use Overlay	0.11		
	5272015005	C-G	Mixed-Use Overlay	0.11		
	5272015006	C-G	Mixed-Use Overlay	0.11		
	5272015008	C-G	Mixed-Use Overlay	0.07		
	5272015011	C-G	Mixed-Use Overlay	0.07		
	5272015012	C-G	Mixed-Use Overlay	0.07		
	5272015023	C-G	Mixed-Use Overlay	0.06		
	5272015024	C-G	Mixed-Use Overlay	0.06		
	5272015025	C-G	Mixed-Use Overlay	0.07		
	5272015026	C-G	Mixed-Use Overlay	0.12	Potential for lot consolidation	10
	5272016001	C-G	Mixed-Use Overlay	0.11		
	5272016003	C-G	Mixed-Use Overlay	0.11		
	5272016007	C-G	Mixed-Use Overlay	0.11		
	5272016008	C-G	Mixed-Use Overlay	0.12		
	5272016030	C-G	Mixed-Use Overlay	0.11		
	5272016031	C-G	Mixed-Use Overlay	0.11		
	5272016032	C-G	Mixed-Use Overlay	0.11		
			Potential Unit Capacity	42		

Area 9	6369013008	I-G	Mixed-Use Overlay	6.93		
			Potential Unit Capacity	103		
Area 10	6370013014	P-A	Mixed-Use Overlay	0.64	Potential for lot consolidation	52
	6370013021	C-G	Mixed-Use Overlay	0.77		
	6370013032	P-A	Mixed-Use Overlay	0.72		
	6370013033	P-A	Mixed-Use Overlay	1.30		
	6378017001	C-G	Mixed-Use Overlay	1.96	Potential for lot consolidation	95
	6378017004	C-G	Mixed-Use Overlay	4.43		
			Potential Unit Capacity	147		
Area 11	6370025009	C-G	Mixed-Use Overlay	0.87	Potential for lot consolidation	64
	6370027014	C-G	Mixed-Use Overlay	0.58		
	6370027018	C-G	Mixed-Use Overlay	2.85		
	6378019019	C-G	Mixed-Use Overlay	0.62	Potential for lot consolidation	107
	6378019037	C-G	Mixed-Use Overlay	1.25		
	6378019052	C-G	Mixed-Use Overlay	0.54		
	6378019053	C-G	Mixed-Use Overlay	0.55		
	6378019058	C-G	Mixed-Use Overlay	0.72		
	6378019067	C-G	Mixed-Use Overlay	1.14		
	6378019071	C-G	Mixed-Use Overlay	0.69		
	6378019072	C-G	Mixed-Use Overlay	1.40		
	6378019073	C-G	Mixed-Use Overlay	0.01		
	6378019900	C-G	Mixed-Use Overlay	0.20		
			Potential Unit Capacity	171		
Area 12	6387025037	C-G/P	Mixed-Use Overlay	0.53	Potential for lot consolidation	25
	6387025038	C-G/P	Mixed-Use Overlay	0.42		
	6387025040	C-G/P	Mixed-Use Overlay	0.24		
	6387025041	C-G/P	Mixed-Use Overlay	0.13		
	6387025044	C-G/P	Mixed-Use Overlay	0.08		
	6387025042	C-G/P	Mixed-Use Overlay	0.13		
	6387025039	C-G/P	Mixed-Use Overlay	0.16		
			Potential Unit Capacity	25		
Area 13	6370024026	C-G	Mixed-Use Overlay	0.34	Potential for lot consolidation	14
	6370024033	C-G	Mixed-Use Overlay	0.63		
			Potential Unit Capacity	14		
			TOTAL POTENTIAL UNIT CAPACITY	1603		



Adopted October 2013

APPENDIX D

Emergency Shelter Overlay Zone

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APPENDIX E

Outreach

This appendix contains the following materials to illustrate the City's effort to conduct quality community outreach efforts with regard to the Housing Element update process:

1. Meeting flyers
2. Sample Stakeholder letter
3. List of Stakeholders contacted

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Pico Rivera General Plan Update



Public Workshop #1

ARE YOU INTERESTED IN PICO RIVERA'S FUTURE?



The City of Pico Rivera is planning its future for the next 20 years. This workshop is an opportunity for the community to provide input and assist in creating a plan to guide development. Your input regarding land use, housing, transportation, the environment, health and economic prosperity will be integrated into the process. Now is the time to provide your input!



Wednesday, March 21st at 6:00 p.m.

Pico Park

9528 Beverly Boulevard



To RSVP or learn more about this public workshop, or to be added to a contact list to receive notification of future meetings, please call (562) 801-4332.



If special accommodations are necessary and/or if program information is needed in a language other than english please call (562) 801-4332. Special requests must be made in a reasonable amount of time in order for accommodations to be arranged.

Your participation is critical to the success of the General Plan!

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City of Pico Rivera Housing Element

The City of Pico Rivera is in the process of updating the State-required Housing Element.



Please join us at the upcoming
community workshop event:



Workshop date:

Monday, March 18, 2013
6:00 pm

The event will be held at:

Pico Rivera City Hall
6615 Passons Boulevard
Pico Rivera, CA 90660

Included in this workshop will be:

- Purpose and intent of the Housing Element
- Why and how often the Housing Element is updated
- The contents of the Housing Element
- The process for adoption
- Benefits of Housing Element certification

If you have any questions or would like additional information, please contact Julia Gonzalez at (562) 801-4332 or visit the Community and Economic Development Department located in Pico Rivera City Hall.

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City of Pico Rivera Housing Element

The City of Pico Rivera is in the process of updating the State-required Housing Element.



Please join us at the upcoming
community workshop event:



Workshop date:

Monday, April 15, 2013
6:00 pm

The event will be held at:

Pico Rivera City Hall
6615 Passons Boulevard
Pico Rivera, CA 90660

Included in this workshop will be:

- Purpose and intent of the Housing Element
- Why and how often the Housing Element is updated
- The contents of the Housing Element
- The process for adoption
- Benefits of Housing Element certification

If you have any questions or would like to view a copy of the draft document, please contact Julia Gonzalez at (562) 801-4332 or visit the Community and Economic Development Department located in Pico Rivera City Hall.

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City of Pico Rivera Housing Element

La ciudad de Pico Rivera esta en el proceso de preparar el Elemento de Viviendas requerido por el estado.



Por favor acompáñenos en el próximo taller comunitario:



Fecha del taller:

Lunes, 15 de Abril 2013
6:00 pm

El evento se llevará a cabo en:

La ciudad de Pico Rivera
6615 Passons Boulevard
Pico Rivera, CA 90660

Se discutirá:

- El propósito y intención del documento
- Por qué y con qué frecuencia se actualiza
- El contenido del documento
- El proceso para la adopción
- Beneficios de la certificación por el estado

Si usted tiene preguntas o le gustaria ver una copia del documento, por favor llame a Julia González a (562) 801-4332 o visite el Departamento de Desarrollo Económico y Comunitario ubicado en la ciudad de Pico Rivera.

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You're Invited!

PICO RIVERA GENERAL PLAN UPDATE

Community Workshop



Please join the City and provide your input on Pico Rivera's future land uses and planning policies. What are your priorities? The meeting will also describe the environmental process and invites you to submit comments on the scope and content of the Environmental Impact Report.

April 29, 2014

6:00-8:00 pm

Pico Park Auditorium

9528 Beverly Boulevard, Pico Rivera
Pico Rivera, California 90660

Contact: Julia Gonzalez, Deputy Director and General Plan Update Project Manager
Call: (562) 801-4332 / Email: juliagonzalez@pico-rivera.org

For more information, visit the General Plan Update website at: <http://www.pico-rivera.org/depts/ced/planning/plan.asp>

City of Pico Rivera
Community & Economic Development Department
6615 Passons Boulevard
Pico Rivera, CA 90660

City of Pico Rivera
Community and Economic Development Department
Julia Gonzalez, Deputy Director
6615 Passons Boulevard
Pico Rivera, CA 90660

What is a General Plan?

A General Plan is a long-range planning document that addresses the key factors for a well functioning community. The General Plan provides a vision for the future of the community and includes policies for all aspects of development including land use, circulation, housing, community facilities, economic prosperity, environmental resources, safety, healthy communities and noise. These policies are translated into implementation tools or action programs such as zoning, rehabilitation programs, and beautification plans, to mention just a few. Together these policies and implementation tools provide the City and community partners with a basis for directing actions that can be taken to invest in the improvement of the community and increase the City's competitiveness in the regional economy.



Why Update the General Plan?

The last comprehensive update to the City's General Plan was completed in 1993. A General Plan is typically updated every 10-15 years. The update of the General Plan is necessary to ensure compliance with State law regulations that have emerged since the preparation of the previous General Plan, for consistency with changes in local and regional planning efforts, to refine goals and policies to reflect community needs and address new issues, and to ensure it is functional for residents, property owners and the business community.

Steps to the General Plan Update Process



One Step Closer to a New General Plan

Recognizing that the City's land use pattern is well established and the need to protect existing residential neighborhoods, there are limited opportunities to change existing land uses. Therefore, instead of creating multiple land use alternatives as would be typical for a General Plan Update, a list of "Opportunity Areas" was developed that identifies portions of the City where investment in design improvements or land use changes would improve economic prosperity and the visual quality of the community, while also meeting its future housing needs.



Pico Rivera's Vision for the Future

To help guide the General Plan Update process a Community Workshop, stakeholder interviews, and a meeting with the General Plan Advisory Committee (GPAC) were initiated to gather information regarding the community's interests, issues and concerns. Following initial community outreach, factual research of the City's existing conditions was conducted. Through this process the following themes emerged:

Social Well Being

- Dedication to educational excellence and achievement
- Access to affordable health and social services
- Protect the safety and security of residents, businesses, employees and visitors

A well-planned community

- Protect the character and quality of residential neighborhoods
- Broad range of employment generating uses
- Extensive recreational and educational facilities
- Places for community and civic activities
- Quality retail and service businesses
- Well designed development that is visually pleasing and reflective of the character and culture of Pico Rivera
- Safe, efficient and complete circulation system

Respect for the natural environment

- Minimize the impact of the urban activities on natural systems
- Utilize resources in a thoughtful manner
- Protect and restore features of the area's natural riparian habitats

Economic prosperity

- Cooperation between the private and public sectors to enhance economic vitality
- Provide a broad range of local employment opportunities
- Provide a positive setting for local business and expansion of entrepreneurial opportunities
- Generate sufficient revenue to provide a high level of needed services and facilities



You're Invited!

PICO RIVERA GENERAL PLAN UPDATE

Community Workshop



Come join the City's decision-makers in planning for Pico Rivera's future. The City invites you to a special meeting of the Planning Commission. The Planning Commission will be reviewing (1) the proposed Land Use Plan (2) priorities for 16 Opportunity Areas (3) new planning policies and (4) the proposed housing element rezonings. The meeting will also describe the environmental process.

Contact: Julia Gonzalez, Deputy Director and General Plan Update Project Manager
Call: (562) 801-4332 / Email: juliagonzalez@pico-rivera.org

July 21, 2014

6:00 pm

Pico Rivera Council Chambers

6615 Passons Boulevard

Pico Rivera, CA 90660

For more information, visit the General Plan Update website at: <http://www.pico-rivera.org/depts/ced/planning/plan.asp>

City of Pico Rivera

Community and Economic Development Department

6615 Passons Boulevard

Pico Rivera, CA 90660

What is a General Plan?

A General Plan is a long-range planning document that addresses the key factors for a well functioning community. The General Plan provides a vision for the future of the community and includes policies for all aspects of development including land use, circulation, housing, community facilities, economic prosperity, environmental resources, safety, healthy communities and noise. These policies are translated into implementation tools or action programs such as zoning, rehabilitation programs, and beautification plans, to mention just a few. Together these policies and implementation tools provide the City and community partners with a basis for directing actions that can be taken to invest in the improvement of the community and increase the City's competitiveness in the regional economy.



Why Update the General Plan?

The last comprehensive update to the City's General Plan was completed in 1993. A General Plan is typically updated every 10-15 years. The update of the General Plan is necessary to ensure compliance with State law regulations that have emerged since the preparation of the previous General Plan, for consistency with changes in local and regional planning efforts, to refine goals and policies to reflect community needs and address new issues, and to ensure it is functional for residents, property owners and the business community.

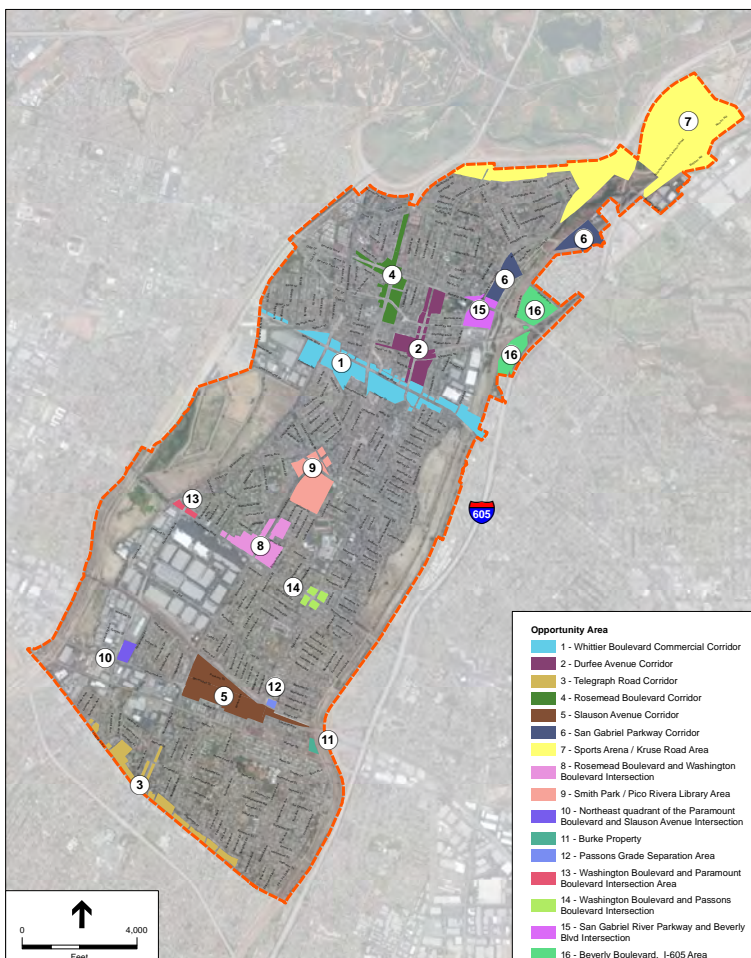
One Step Closer to a New General Plan

Recognizing that the City's land use pattern is well established and the need to protect and preserve established residential neighborhoods, open spaces and important non-residential uses, there are limited opportunities to change existing land uses. Therefore, the Proposed Land Use Plan is similar to the City's currently adopted General Plan – with a few exceptions – (1) it plans for development that will promote alternative modes of travel, including new mixed use development (2) it addresses land use incompatibilities (3) it targets growth and change in 16 Opportunity Areas (4) it provides housing element sites per the Adopted Housing Element and (5) cleans up outdated information.

16 Opportunity Areas

The General Plan proposes 16 opportunity areas that will accommodate much of the City's anticipated redevelopment and potential new growth. The General Plan organizes these areas into two broad categories: Corridors and Targeted Planning Areas. The General Plan provides broad policy direction and intent for each area. It is anticipated that more detailed plans will be prepared in the future to further define specific standards, strategies and actions for these areas.

Steps to the General Plan Update Process



February X, 2013

Subject: Community Workshop for the City of Pico Rivera 2014-2021 Housing Element Update

To Whom It May Concern:

The City of Pico Rivera cordially invites you to an upcoming community workshop to discuss and present the 2014-2021 Housing Element update. The community event is intended to provide information to the City Council, Planning Commission and the community about the General Plan Housing Element update, and to answer any questions regarding the update process. In addition, we would like to gather input from residents, City leaders, and interested stakeholders on housing issues and concerns that should be addressed in the Housing Element update. The workshop will be held during the Planning Commission meeting:

Planning Commission

Monday, March 18, 2013

6:00 p.m.

Pico Rivera City Hall
6615 Passons Boulevard
Pico Rivera, CA 90660

The Housing Element is one component of the City's General Plan, the City's long-range plan for land use in the community. The Housing Element identifies housing specific needs in Pico Rivera and describes the approaches the City will take to facilitate meeting those needs.

If you have questions or would like additional information, please contact Julia Gonzalez by telephone at (562) 801-4332, or visit the Community and Economic Development Department website at <http://www.ci.pico-rivera.ca.us/depts/ced/default.asp>.

If you cannot attend the meeting in person and would like to comment, please forward written comments to Julia Gonzalez in the Community and Economic Development Department, located at Pico Rivera City Hall, 6615 Passons Boulevard, Pico Rivera, CA 90660.

Enclosed with this letter is a flyer that provides information about the community workshop. Please distribute and post these flyers at your earliest convenience. Thank you.

Sincerely,

Julia Gonzalez
Deputy Director, Community and Economic Development Department

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Pico Rivera Stakeholder Community Outreach List

Title	Name	Title	Company	Address	City	State	Zip	Email
			American Red Cross	6706 Friends Ave.	Whittier	CA	90601	
Mr.	Michael Arnold	Executive Director	Los Angeles Homeless Services Authority (LAHSA)	811 Wilshire Blvd, Suite 600	Los Angeles	CA	90017	
Mr.	Carlos Gonzalez	Director of Programs	PATH (People Assisting the Homeless) Partners	340 North Madison Ave.	Los Angeles	CA	90004	
Ms.	Vanessa Ivie	Director, Community Benefit Development	Presbyterian Intercommunity Hospital (PIH)	12401 Washington Blvd.	Whittier	CA	90602	
			Women's & Children's Crisis Center Shelter	10007 Cole Rd.	Whittier	CA	90603	
			Salvation Army/Transitional Living Center	12000 E. Washington Blvd.	Whittier	CA	90670	
			Salvation Army Bell Shelter	5500 Rickenbacker Rd., 2A/B	Bell	CA	90201	
			Whittier First Day Coalition	14426 Whittier Blvd.	Whittier	CA	90602	
Ms.	Charlene Dimas-Peinhado	Chief Executive Officer	The Whole Child	10155 Colima Rd.	Whittier	CA	90603	
Mr.	Steve Brandt		Southern California Rehabilitation Services	7830 Quill Dr. Suite D	Downey	CA	90242	scrssteve@aol.com
			Southern California Alcohol and Drug Program	7348 Painter Ave.	Whittier	CA	90602	
			L.A. Center for Alcohol and Drug Abuse	11015 Bloomfield Ave.	Santa Fe Springs	CA	90670	
Ms.	Amy L. Catt	Executive Director	Interfaith Food Center	14545 Leffingwell Rd.	Whittier	CA	90604	
Monsignor	Greg Cox	Executive Director	Catholic Charities	123 E. 14th St.	Long Beach	CA	90813	
Mr.	Robert Dwelle	Real Estate Director	Habitat for Humanity	17700 Figueroa St.	Gardena	CA	90248	
Mr.	Scott Darrell	Resident Services Director for Housing with HEART	Jamboree Housing Corporation	17701 Cowan Ave., Suite 200	Irvine	CA	92614	
Mr.	Ben Phillips	VP/Regional Director of Housing Development	Mercy Housing California	1500 South Grand Ave., Suite 100	Los Angeles	CA	90015	
Ms.	Lori R. Gay	President and CEO	Neighborhood Housing Services of Los Angeles County	3926 Wilshire Blvd., Suite 200	Los Angeles	CA	90010	
			The Housing Rights Center	3255 Wilshire Blvd., Suite 1150	Los Angeles	CA	90010	
Mr.	Sean Rogan	Executive Director	Housing Authority of Los Angeles County	700 West Main Street	Alhambra	CA	91801	
Ms.	Sheryl Spiller	Director	L.A. County Public Social Services	12860 Crossroads Parkway South	Industry	CA	91746	
Mr.	Hunter Johnson	President and CEO	LINC Housing	110 Pine Avenue, Suite 500	Long Beach	CA	90802	
Mr.	Alan Greenlee	Executive Director	Southern California Association of Nonprofit Housing	501 Shatto Place, Suite 403	Los Angeles	CA	90020	
Ms.	Holly Benson	Vice President, Housing Development	Abode Communities	701 East 3rd Street, Suite 400	Los Angeles	CA	90013	
Ms.	Dora Leong Gallo	CEO	A Community of Friends	A Community of Friends	Los Angeles	CA	90010	
Ms.	Terri Ludwig	CEO	Enterprise Foundation	315 West 9th Street, Suite 801	Los Angeles	CA	90015	
Ms.	Nancy Halpern Ibrahim	Executive Director	Esperanza Community Housing Corporation	2337 S. Figueroa Street	Los Angeles	CA	90007	
Ms.	Mary Ann Bakotich	Executive Director	Pico Rivera Chamber of Commerce	5016 Passons Blvd.	Pico Rivera	CA	90660	

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October 2014

APPENDIX F

Economic Prosperity Report

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APPENDIX F

Economic Prosperity Report

Introduction

The Economic Prosperity report addresses the City of Pico Rivera's past, current and future economic conditions in order to inform the City's General Plan update and economic development strategy. It provides a description of key demographic and economic data regarding the City's existing population, housing, employment, business, retail, and real estate market characteristics, and the City's relevant position within Los Angeles County and State of California. This report also incorporates information collected from interviews with business leaders, a survey of small businesses and the community workshop as part of the General Plan update process. Based on an evaluation of the local and regional economic landscape and input from community stakeholders, this chapter concludes with Pico Rivera's economic opportunities, challenges and planning issues.

Household Characteristics

In 2010, the City had 17,000 households and an average household size of 3.8 persons per household. In comparison, the County and State have smaller average household sizes of approximately 3 persons per household.¹

As shown in [Table F-1](#), the median household income for Pico Rivera is slightly greater than for Los Angeles County as a whole, while both the County and City's median household incomes are less than the Statewide median. The City's median household income has also increased faster than the County's median household income over time. However, the City's per capita income is significantly

lower than both the County and the State, attributable in part to Pico Rivera's larger than average household size.

Table F-1

Median and Per Capita Income Trends, 1990-2010
Pico Rivera, Los Angeles County and California

	1990	2000	2010
Household Median Income			
Pico Rivera	\$34,383	\$41,564	\$55,774
Los Angeles County	\$34,965	\$42,189	\$54,878
California	\$35,798	\$47,493	\$57,708
Per Capita Income			
Pico Rivera ^a	\$10,454	\$13,011	\$17,770
Los Angeles County	\$16,149	\$20,683	\$26,988
California	\$16,409	\$22,711	\$28,551

^a The average household size for Pico Rivera is larger than the average household size for Los Angeles County and the State of California.

Source: U.S. Census Bureau, 1990. U.S. Census, 2000. U.S. Census, 2008-2010.

Resident Workforce

In 2013, a large proportion of Pico Rivera's population, approximately 26,700 or 42 percent of Pico Rivera's residents, were employed. Since 1990, Pico Rivera's resident workforce has experienced cyclical growth ([Table F-2](#)). In June 2014, Pico Rivera had a 7.6 percent unemployment rate which was slightly less than the County's unemployment rate of 8.2 percent and slightly higher than the State's unemployment rate of 7.3 percent.

Table F-2

Employed Residents in Pico Rivera, 1990-2013

	1990	2000	2010	2013
Pico Rivera	25,000	26,500	25,300	26,700

Source: California EDD

¹ Based on data from SCAG and U.S. Census.

Pico Rivera residents are employed in diverse sectors as shown in [Table F-3](#). The top sectors employing the most Pico Rivera residents include educational, health and social services; manufacturing; retail trade; transportation, warehousing and utilities; arts, entertainment, recreation, accommodation, and food services; and professional services. Except for manufacturing, these sectors have also been the fastest growing employment sectors for the City's residents from 2000 to 2010.

Table F-3
Resident Workforce Trends, 2010
Pico Rivera and Los Angeles County

Sector Groups	Percent of 2010 Resident Workforce	
	Pico Rivera	Los Angeles County
Educational, Health, and Social Services	18.8%	20.3%
Manufacturing	13.4%	11.2%
Retail Trade	12.8%	10.7%
Transportation and Warehousing, and Utilities	9.8%	5.3%
Arts, Entertainment, Recreation, Accommodation, and Food Services	8.1%	9.9%
Professional, Scientific, Management, Administrative, and Waste Management Services	8.1%	12.1%
Other Services (Except Public Administration)	6.1%	6.0%
Construction	5.8%	5.9%
Wholesale Trade	5.2%	3.7%
Finance, Insurance, Real Estate, and Rental and Leasing	4.6%	6.5%
Public Administration	4.3%	3.4%
Information	2.5%	4.4%
Agriculture, Forestry, Fishing and Hunting, and Mining	0.6%	0.5%
Total Employment	100.0%	100.0%

Source: American Community Survey 2008-2010.

Commute Patterns

Similar to many communities in southern California, the majority of Pico Rivera's employed residents commute outside of their city to work. Based on 2009 data, approximately 8 percent of Pico Rivera's employed residents work in Pico Rivera, and approximately 92 percent commute outside of the city to work ([Table F-4](#)).

Table F-4
Pico Rivera Resident and Worker Locations

	Pico Rivera	
	No. of Workers	Percent
Employed in Pico Rivera	16,129	
Living in Pico Rivera	24,426	
Living and Employed in Pico Rivera ^a	1,981	8%
Living in Pico Rivera but Employed Outside ^a	22,445	92%
Employed in Pico Rivera but Living Outside ^b	14,148	88%

^a Percent based on total number of workers living in Pico Rivera.

^b Percent based on total number of workers employed in Pico Rivera.

Source: OnTheMap Origin-Destination Database, 2009.

In comparison to the rest of the County, Pico Rivera's employed residents have shorter commutes. Of residents who commute, nearly 90 percent have a commute that is less than 25 miles, and over half travel less than 10 miles to work ([Table F-5](#)).

Pico Rivera's residents commute to various cities throughout southern California for work, as shown from the top work destinations in [Table F-6](#). Los Angeles is the largest employer of Pico Rivera residents followed by Pico Rivera, and Pico Rivera local employers employ about 2,000 of Pico Rivera's residents.

Table F-5

Resident Commute to Work Distance, 2009
Pico Rivera and Los Angeles County

Distance	Pico Rivera		Los Angeles County	
	Number of Workers	Percent	Number of Workers	Percent
Less Than 10 Miles	13,055	53.4%	1,971,313	51.4%
10 to 24 Miles	8,383	34.3%	1,131,421	29.5%
25 to 50 Miles	1,646	6.7%	412,867	10.8%
Greater Than 50 Miles	1,342	5.5%	320,443	8.4%
Total	24,426	100.0%	3,836,044	100.0%

Source: OnTheMap Origin-Destination Database, 2009.

Table F-6

Pico Rivera Resident Commute to Work Destination, 2009

Destination	Number of Workers	Percent
Los Angeles, CA	4,708	19.3%
Pico Rivera, CA	1,981	8.1%
Santa Fe Springs, CA	1,124	4.6%
Whittier, CA	918	3.8%
Commerce, CA	911	3.7%
Montebello, CA	670	2.7%
Downey, CA	547	2.2%
Industry, CA	532	2.2%
Vernon, CA	462	1.9%
Anaheim, CA	404	1.7%
All Other Locations	12,169	49.8%
Total	24,426	100.0%

Source: OnTheMap Origin-Destination Database, 2009.

Table F-7

Employed Trends in Pico Rivera
Pico Rivera Economic Prosperity Element

	1990	2000	2005	2010
Pico Rivera	19,185	22,809	16,063	14,890

Source: SCAG, 2011.

Business and Local Economy

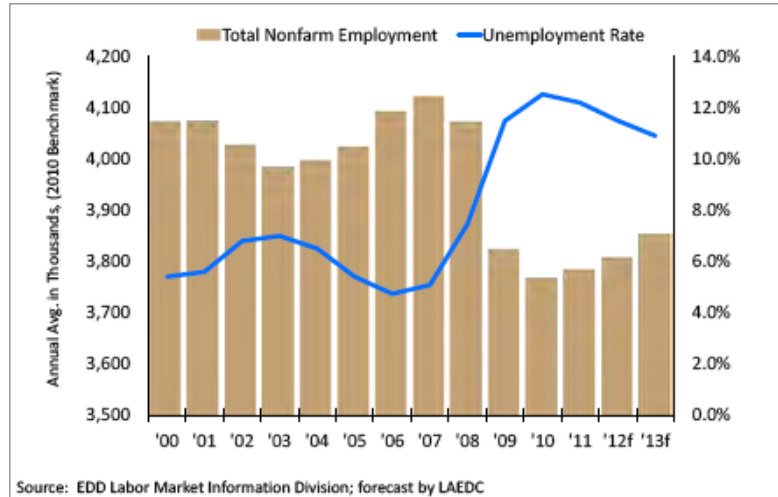
Overall Employment

The City of Pico Rivera currently has approximately 15,000 workers employed by local businesses.² As shown in [Table F-7](#), Pico Rivera’s employment declined between 1990 and 2010, largely attributable to the closure of the city’s largest employer in 2000, Northrop Grumman Corporation, an aerospace corporation. Northrop purchased and repurposed the former Ford automotive plant in the center of Pico Rivera in 1981, and had over 12,000 employees at its peak (Silverstein, 1999). After Northrop closed its 157-acre Pico Rivera facility in 2000, the site was redeveloped over the next few years into the Pico Rivera Business Park, Pico Rivera Commerce Center and Pico Rivera Towne Center. These centers include industrial, research and development, office and retail uses, and have helped the city weather the economic downturn after the closure of Northrop and the Great Recession which lasted between December 2007-June 2009.

² Bradstreet employment file, InfoUSA employment file, and the U.S. Census Transportation Planning Package journey to work data. Due to Pico Rivera’s small population, limited detailed employment data is available at the city level. Analysis in this report utilizes Local Employment Dynamics OnTheMap Origin-Destination database. This database is derived from Unemployment Insurance Wage Records reported by employers and maintained by each state for the purpose of administering its unemployment insurance system and other records from the state and Census Bureau.

During most of the past decade, the County had approximately 4 million nonfarm jobs and until 2007, its unemployment rate ranged between 4 and 7 percent (Figure F-1).³ Los Angeles County was hit hard by the economic slow down, losing over 350,000 jobs from its 2007 employment peak, with a resulting unemployment rate that reached nearly 13 percent in 2010. Since 2010, the County has seen modest economic gains, but economic recovery continues to be slow. The County added 15,600 jobs in 2011, equivalent to a 0.4 percent increase, and Los Angeles Economic Development Corporation (LAEDC) projects slight employment gains in 2012 and 2013, with total nonfarm employment projected to be 3.8 million in 2013.

Figure F-1
Los Angeles County Employment Trends and Projections, 2000 – 2013

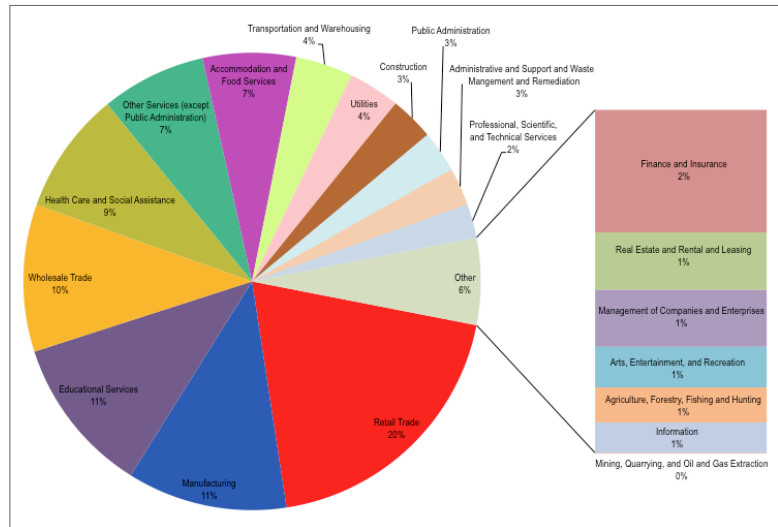


Economic Base

Pico Rivera’s local economy is centered around ten large sectors employing approximately 85 percent of the City’s workers in 2009 (Figure F-2). These top ten employment sectors (ranked by number of employees) are as follows:

1. Retail Trade
2. Manufacturing
3. Educational Services
4. Wholesale Trade
5. Health Care and Social Assistance
6. Other Services (excluding Public Administration)
7. Accommodation and Food Services
8. Transportation and Warehousing
9. Utilities
10. Construction

Figure F-2
Pico Rivera Economic Base, 2009



Source: OnTheMap, Origin-Destination Database, 2009.

³ Nonfarm jobs excludes self employed persons, unpaid family workers, agriculture and related workers, private household workers, and workers absent without pay.

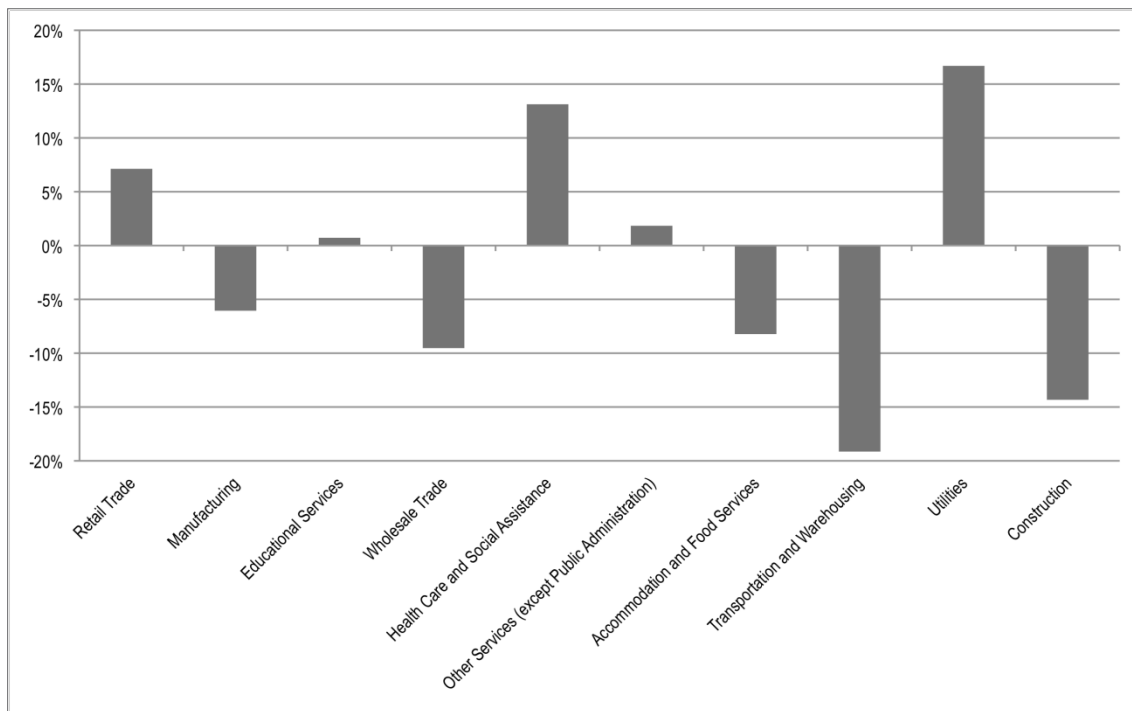
Half of the City's top ten employment sectors are reported to have reduced their number of employees between 2005 and 2009, while the other half gained employees (Figure F-3). Employment growth was highest in Retail Trade, Health Care and Social Assistance and Utilities, with average annual employment growth ranging from 7 to 17 percent. Wholesale Trade, Transportation and Warehousing, and Construction experienced the greatest job decreases among Pico Rivera's top ten employment sectors, likely as a result of the economic recession.

The City's economic base varies from the County's economic base in several key sectors (Figure F-4). The proportion of employment in retail sales, the City's largest employment sector, is double the County's rate, 20 percent and 10 percent respectively. In addition, the proportion of the City's employment in wholesale trade and utilities is significantly higher than in the County. In comparison, the County's proportions of employment in healthcare and social

assistance; administrative and support; professional, scientific, and technical services; finance and insurance, and information are notably larger than the City's employment levels. Overall, 35 percent of the County's employment is in sectors outside of the City's top 10 sectors.

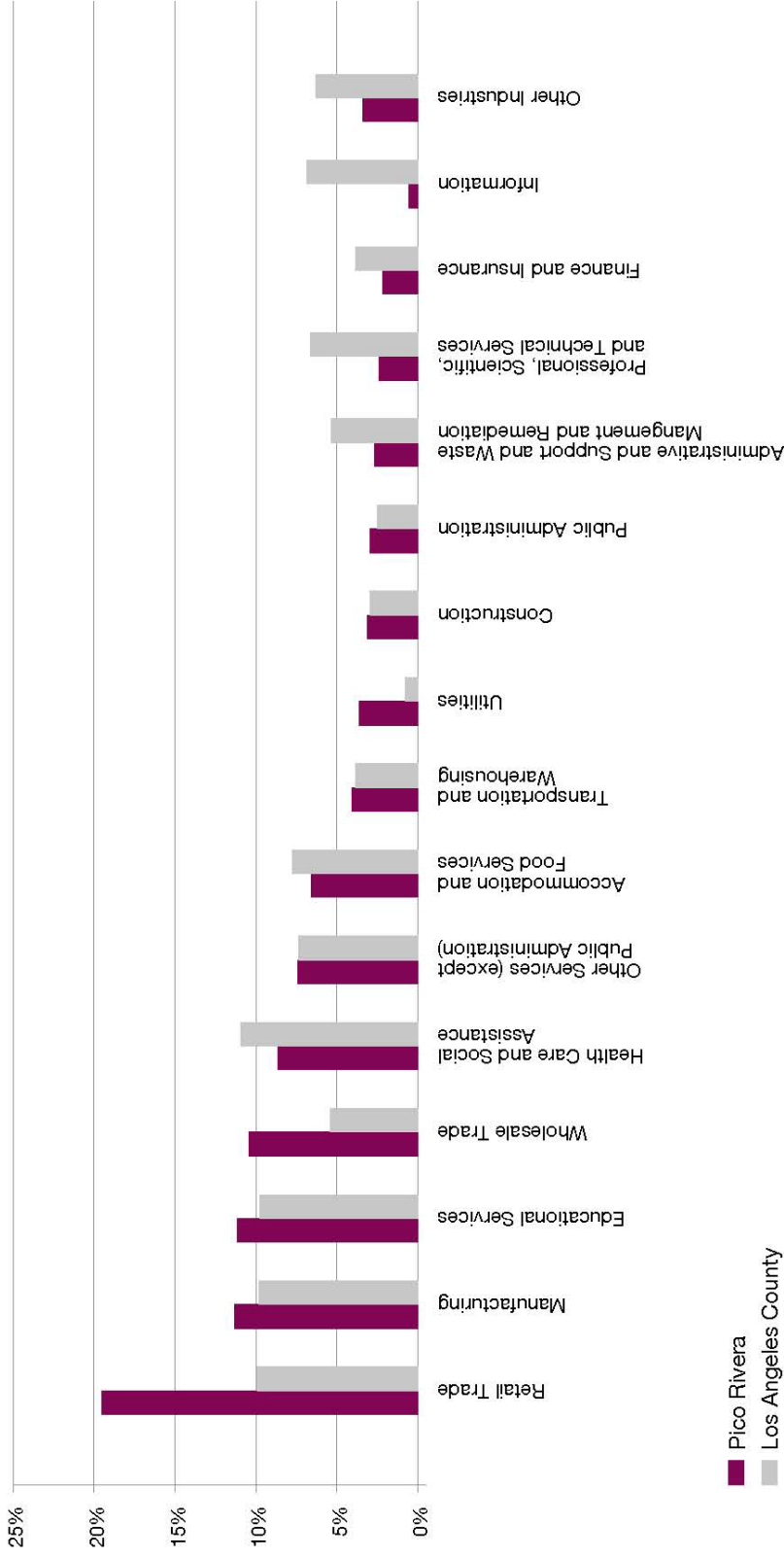
Within regional economies, critical clusters of complementary businesses located in geographic proximity to each other are referred to as industry clusters. Strong clusters lead to increased productivity and innovation, and they encourage growth in other businesses in the economy. According to data from the LAEDC, the County has a diverse economic base with several strong industry clusters. The largest industry cluster (Figure F-5) reflects the region's specialization in entertainment, of which motion picture and television production (MPTP) is the major contributor. The entertainment cluster also supports employment in other industries, such as food services, security, transportation and tourism. The

Figure F-3
Pico Rivera Average Annual Employment Growth Rate for Top 10 Sectors, 2005 to 2009



Source: OnTheMap Origin-Destination Database, 2009.

Figure F-4
Pico Rivera Base Economy in Comparison to Los Angeles County, 2009



- a. Other Services (except Public Administration) employment is primarily engaged in activities such as repairing equipment and machinery, promoting or administering religious activities, grant making and advocacy.
- b. Other Industries includes real estate and rental and leasing; management of companies and enterprises; arts, entertainment and recreation; agriculture, forestry, fishing, and hunting; and mining, quarrying and oil and gas extraction.

Figure F-5

Los Angeles County’s Largest Industry Clusters by Employment (2010)

**Leading Traded Clusters
(Traded clusters drive wealth creation in a region)**

1. Entertainment	159,900
2. Trade (transportation, logistics, distribution)	157,200
3. Business Services	143,200
4. Knowledge Creation	89,900
5. Fashion	68,500

Source: LAEDC, 2010.

trade cluster, consisting of transportation, logistics and distribution, reflects the importance of the Ports of Los Angeles and Long Beach to the regional economy. Most of the trade activity has recovered from the recent recession and is projected to increase at a moderate pace as the economy continues to improve. Other large industry clusters in the County include business services, knowledge creation and fashion, which continue to evolve and grow.⁴

Competitive Sectors

In order to understand the City’s competitive advantage relative to the County and the State, Pico Rivera’s base economy is compared to the County and State’s economies by comparing the City’s economic activity in a particular industry to that of the County and State. The results reveal the degree of the City’s specialization in each industry using location quotients (LQs), which are ratios that compare the City’s employment level within a particular sector to that of the County and State). If the LQ is between zero and one, the City is less specialized than the County or State, while location quotients greater than one indicate the City’s specialization in comparison to the County or State. **Table F-8** compares the City’s economic base to the County and State’s economies to identify employment concentrations by key sectors based upon a location quotient analysis.

⁴ The knowledge creation cluster includes private K-12 schools, job training institutions and universities.

Eight of the City’s top ten employment sectors have City-County and City-State LQ values greater than 1, indicating that these sectors are more concentrated within Pico Rivera as compared to the County and State. Furthermore, Retail Trade, Wholesale Trade and Utilities are the most highly concentrated sectors of the City’s top ten sectors, having LQ values of 1.5 or greater as compared to both the County and State. Of the top ten employment sectors, only two sectors are less concentrated as compared to the County and State: Health Care/Social Assistance and Accommodation/Food Services.

Wages

The average annual wage for all employees in Los Angeles County is about \$51,000 according to the California Employment Development Department (EDD). Three of the City’s top ten employment sectors with wages exceeding the countywide average are Manufacturing, Wholesale Trade and Utilities (**Table F-9**). Pico Rivera has low levels of local employment in many of the higher wage sectors, such as Professional, Scientific, and Technical Services, Finance and Insurance, Management of Companies and Enterprises, and Information. Retail Trade, the City’s largest job sector, has an average wage of \$30,800. In general, sectors that typically have the highest wages are not represented in the top 10 sectors of the City’s economic base.

Target Sectors

In order to further analyze the key business sectors in Pico Rivera, **Table F-10** groups the City’s sectors based on employment concentration (as measured by the City-County LQ value) and total employment.⁵ Sectors with high to moderate employment concentration and/or high employment levels overall within the City are likely to make the most impact on Pico Rivera’s economy whether they are expanding or declining. The sectors with the highest LQ values

⁵ Sectors with LQ values greater than 1.5 indicate high employment concentration in Pico Rivera in comparison to the County. LQ values between 1 and 1.5 indicate moderate employment concentration.

Table F-8

Pico Rivera Base Economy Specialization, 2009 – Pico Rivera, Los Angeles County and California

Sector Ranking ^a	Sectors ^b	Pico Rivera and LA County	Pico Rivera and California
9	Utilities	4.76	4.80
18	Agriculture, Forestry, Fishing and Hunting	3.22	0.29
1	Retail Trade	1.97	1.93
4	Wholesale Trade	1.92	2.30
11	Public Administration	1.17	0.87
2	Manufacturing	1.15	1.21
3	Educational Services	1.14	1.07
10	Construction	1.05	0.71
8	Transportation and Warehousing	1.05	1.30
6	Other Services (except Public Administration)	1.01	1.26
7	Accommodation and Food Services	0.85	0.78
5	Health Care and Social Assistance	0.79	0.77
16	Management of Companies and Enterprises	0.58	0.60
14	Finance and Insurance	0.57	0.58
15	Real Estate and Rental and Leasing	0.51	0.53
12	Administrative and Support and Waste Management and Remediation	0.50	0.50
13	Professional, Scientific, and Technical Services	0.36	0.34
17	Arts, Entertainment, and Recreation	0.33	0.31
19	Information	0.08	0.15
20	Mining, Quarrying, and Oil and Gas Extraction	0.06	0.04
Total Employment		1.00	1.00

^a Sector ranking is based on total employment.^b Sectors are listed by decreasing location quotient values in comparison to the County.

Source: OnTheMap Origin-Destination Database, 2009.

and overall employment are Retail Trade, Wholesale Trade and Utilities. Sectors with moderate LQ values and high overall employment include Manufacturing, Educational Services, Other Services, Transportation and Warehousing, and Construction. Many of the sectors with low overall employment levels in Pico Rivera and are less concentrated in the City as compared to the County typically have higher wage occupations.

Spatial Analysis of Pico Rivera's 50 Largest Businesses

Pico Rivera's 50 largest businesses, based on the reported number of employees to LAEDC and the City, are concentrated in 13 different sectors. The approximate locations of each business, its employment sector and size (as measured by number of employees), are mapped in [Figure F-6](#). In

order to show the relative size of each business, the colored circles on the map represent five categories of business size based on the number of employees, with each category representing about ten businesses. The number of employees per business range from 50 to nearly 3,000, and the median number of employees is 100 for the City's largest businesses.

The majority of the 50 largest businesses are located along Slauson Avenue and Paramount Boulevard south of Washington Boulevard. These businesses are involved in the Retail Trade, Wholesale Trade, Transportation/Warehousing, and Manufacturing sectors. A smaller business concentration is located between Beverly Boulevard and Whittier Boulevard, primarily along Whittier Boulevard. Most of the 50 largest businesses within this location are Retail Trade and Manufacturing companies.

Table F-9
Pico Rivera Average Annual Wage by Sector, 2011

Sector Ranking ^a	Sectors	2011 Average Annual Wage ^b
1	Retail Trade	\$30,800
2	Manufacturing	\$56,600
3	Educational Services	\$47,600
4	Wholesale Trade	\$54,100
5	Health Care and Social Assistance	\$49,000
6	Other Services (except Public Administration)	\$22,700
7	Accommodation and Food Services	\$19,800
8	Transportation and Warehousing	\$50,200
9	Utilities	\$87,600
10	Construction	\$52,600
11	Public Administration	\$61,200
12	Administrative and Support and Waste Mangement and Remediation	\$33,200
13	Professional, Scientific, and Technical Services	\$82,100
14	Finance and Insurance	\$88,200
15	Real Estate and Rental and Leasing	\$50,900
16	Management of Companies and Enterprises	\$90,700
17	Arts, Entertainment, and Recreation	\$69,100
18	Agriculture, Forestry, Fishing and Hunting	\$29,600
19	Information	\$88,200
20	Mining, Quarrying, and Oil and Gas Extraction	\$112,300
Average Annual Wage^c		\$51,433

^a Sectors ranking is based on total employment. Sectors are listed in descending order by employment.
^b Average wage is based on weekly average wage for the second quarter of 2011 for Los Angeles County.
^c Average Annual Wage is based on weighted average of total employment and wage by sector.

Source: OnTheMap Origin-Destination Database, 2011.

Table F-10
Target Sectors Categorized by Employment Concentration and Total Employment, 2009

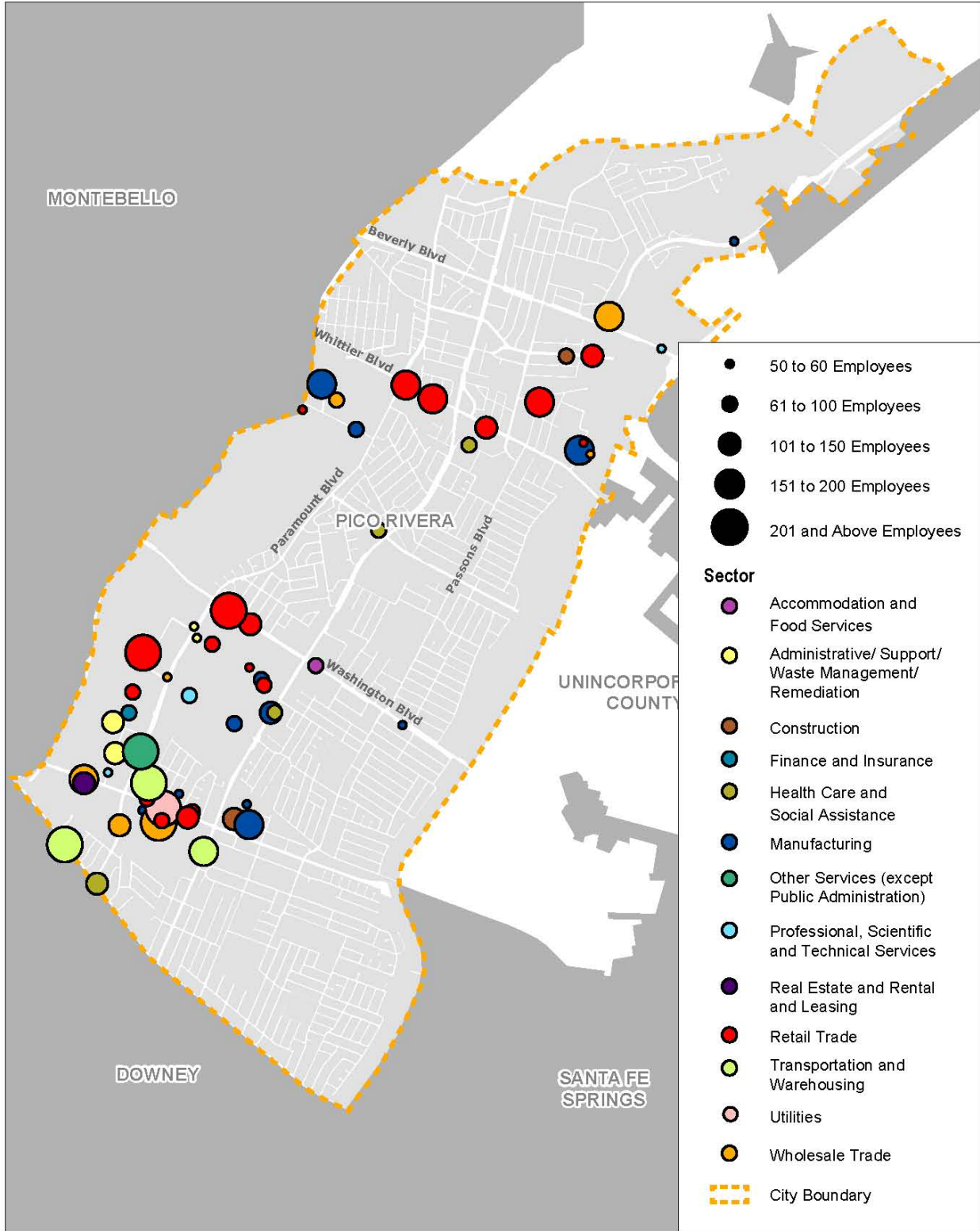
Level of Sector Concentration	Total Sector Employment in Pico Rivera ^a	
	500 or More Employees	Less than 500 Employees
High Concentration Location Quotient > 1.5	Retail Trade Wholesale Trade Utilities	Agriculture, Forestry, Fishing and Hunting
Moderate Concentration Location Quotient Between 1.0 and 1.5	Manufacturing Educational Services Other Services (except Public Administration) ^b Transportation and Warehousing Construction	Public Administration
Low Concentration Location Quotient < 1.0	Health Care and Social Assistance Accommodation and Food Services	Administrative and Support and Waste Management and Remediation Professional, Scientific, and Technical Services Finance and Insurance Real Estate and Rental and Leasing Management of Companies and Enterprises Arts, Entertainment, and Recreation Information Mining, Quarrying, and Oil and Gas Extraction

^a Sectors are ordered in descending order by the total number of employees.
^b Other Services (except Public Administration) establishments are primarily engaged in activities such as repairing equipment and machinery, promoting or administering religious activities, grant making, and advocacy.

Source: OnTheMap Origin-Destination Database, 2009.

Figure F-6

Map of Top 50 Businesses



Cost of Doing Business

Pico Rivera is a high cost city for conducting business according to the 2013 Kosmont-Rose Institute Cost of Doing Business Survey.⁶ The major factor contributing to the high cost of business is the City's 10 percent sales tax rate (2013), which is one of the highest in the state. Pico Rivera is one of three cities within Los Angeles County with a 10 percent sales tax rate. In comparison, 76 cities in Los Angeles County have sales tax rates of 9 percent and nine have rates of 9.50 percent. Cities in neighboring Ventura County and Orange County have lower sales tax rates by 1.5 to 2.5 percent. In addition to sales tax, the City's business taxes are based on a percentage of gross receipts, and the City's utility tax rate is 4.5 percent.

Retail Sales

Pico Rivera captures a small portion of the County's retail sales (0.5 percent) and less retail spending per capita compared to the County and State. [Table F-11](#) below compares retail spending per capita by retail category in Pico Rivera to countywide and statewide figures.

The City's retail sales have increased significantly since 2000, reducing the gap between the City and the State and County. Like the County and State, during the recent economic downturn, Pico Rivera's overall retail sales growth decreased by 4 percent annually on average from 2005 to 2009. However, from a longer term perspective, the City's retail sales growth increased by nearly 6 percent annually on average from 2000 to 2009, indicating that retail sales growth was strong prior to the recession. In 2009, the City's major retail sales generators were general merchandise stores, restaurants and bars, service stations, and building materials.⁷

In the future, the retail landscape will likely continue to shift from large format retailers to e-commerce (Lal and Alvarez, 2011). Music, video and book retailers have been the most affected by this shift, as evidenced by the closure of Border's in the Towne Center. However, many other retail sectors are experiencing growth in online sales with e-commerce now representing a 20 percent market share in electronics, toys and baby products categories (Lal and Alvarez, 2011). Apparel, greeting cards, party supplies, and office products have experienced a greater than 10 percent increase in online sales (Lal and Alvarez, 2011). Increasing online sales are challenging the productivity and viability of brick and mortar retailers, which in turn affects the demand for physical retail space.

Although Pico Rivera has lower average per capita sales than the County and the State, several retail categories are capturing the local market as well as attracting shoppers from outside the City (retail surplus). In addition, the City has retail sectors that have a greater demand by residents than is being satisfied by local businesses (retail gap). The City's top 5 retail categories experiencing a surplus or gap are listed in [Table F-12](#). Given the significant regional competition from other retail centers outside Pico Rivera, the City is unlikely to capture new department stores, electronics and appliance stores and home furnishings stores. However, Pico Rivera could capture smaller specialty store retailers and dinner restaurants if its population grows more rapidly in the future. The most important factor for growth in local retailing in the future will be the long-term growth and stability in the City's population and workforce.⁸

⁶ The annual survey uses comprehensive data about fees, taxes, and economic incentives to analyze the relative cost of doing business in 421 cities across the country. Each city receives a rating from very low to very high cost of doing business, depending on the carefully weighted aggregate of six criteria: business taxes, telephone taxes, sales taxes, property taxes, electric and utility taxes, and state and corporate income taxes.

⁷ General merchandise stores include larger scale retailers offering a broad range of consumer goods, such as apparel for all ages, furniture

and home furnishings, electric appliances, etc. Includes department stores, limited price variety stores, and discount stores.

⁸ Gap analysis is based on per capita County expenditures in the specific retail categories compared to per capita expenditures for Pico Rivera. The analysis is based on 2010 retail expenditures in Pico Rivera and was completed by HdL Companies. The retail sectors in [Table F-12](#) are listed in descending order.

Table F-11Retail Sales Trends, 2000 to 2009 (in thousands of dollars)
Pico Rivera, Los Angeles County and California

Retail Sales	Pico Rivera							
	2000		2005		2009		Annual Sales Growth	
	Sales	Establishments	Sales	Establishments	Sales	Establishments	2000 to 2009	2005 to 2009
General Merchandise	43,249	43	131,606	41	130,242	28	13.0%	-0.3%
Restaurants & Bars	40,467	112	70,272	139	79,476	156	7.8%	3.1%
Service Stations	32,835	15	68,064	16	59,495	15	6.8%	-3.3%
Build Materials	25,223	16	71,648	18	49,089	20	7.7%	-9.0%
Grocery	29,880	47	30,040	56	35,082	57	1.8%	4.0%
Other Retail Stores	29,967	420	132,090	634	33,398	780	1.2%	-29.1%
Home Furnishings & Appliance	1,877	25	5,963	42	28,114	43	35.1%	47.4%
Apparel Stores	5,751	102	22,380	149	27,275	85	18.9%	5.1%
Automobile Dealers & Supply	62,267	28	N/A	38	8,007	38	N/A	N/A
Total Retail Sales	271,516	808	532,063	1,133	450,178	1,222	5.8%	-4.1%
Population	63,428		64,635		63,095			
Per Capita Retail Expenditures	\$4,281		\$8,232		\$7,135			
Retail Sales	Los Angeles County							
	2000		2005		2009		Annual Sales Growth	
	Sales	Establishments	Sales	Establishments	Sales	Establishments	2000 to 2009	2005 to 2009
Restaurants & Bars	9,716,805	20,543	12,904,310	23,799	13,876,812	25,184	1.2%	1.8%
Automobile Dealers & Supply	14,215,978	6,577	18,959,638	8,234	10,801,444	8,379	0	-13.1%
Other Retail Stores	12,952,833	44,204	15,223,256	66,675	10,300,795	88,632	-3.0%	-9.3%
General Merchandise	10,577,863	3,936	13,176,715	5,531	10,059,028	6,656	7.9%	-6.5%
Service Stations	6,881,434	2,369	10,261,639	2,144	9,629,797	2,274	-2.7%	-1.6%
Apparel Stores	3,669,195	11,030	5,248,349	15,151	7,145,713	21,845	2.1%	8.0%
Build Materials	4,821,940	2,011	7,701,383	2,427	5,754,600	3,348	-3.0%	-7.0%
Home Furnishings & Appliance	3,272,358	6,353	4,263,142	8,554	5,464,973	10,895	2.0%	6.4%
Grocery	4,212,973	6,748	4,532,723	7,126	5,410,953	8,248	5.9%	4.5%
Total Retail Sales	70,321,379	103,771	92,271,155	139,641	78,444,115	175,461	1.2%	-4.0%
Population	9,519,330		9,816,153		9,801,096			
Per Capita Retail Expenditures	\$7,387		\$9,400		\$8,004			
Retail Sales	California							
	2000		2005		2009		Annual Sales Growth	
	Sales	Establishments	Sales	Establishments	Sales	Establishments	2000 to 2009	2005 to 2009
General Merchandise	45,829,364	12,206	56,787,153	16,606	54,166,597	15,024	-0.2%	-1.2%
Restaurants & Bars	35,461,731	74,598	46,412,847	86,393	49,921,543	90,797	3.2%	1.8%
Automobile Dealers & Supply	59,930,010	25,350	78,679,214	31,632	44,488,199	32,050	-3.3%	-13.3%
Service Stations	25,209,229	9,106	38,566,548	8,982	39,077,835	10,506	5.0%	0.3%
Other Retail Stores	53,334,112	170,382	61,980,847	230,493	29,529,205	332,222	-4.5%	-16.9%
Apparel Stores	12,847,000	29,646	18,712,125	41,596	25,641,272	60,999	6.7%	8.2%
Build Materials	22,488,577	9,320	36,152,218	11,342	23,978,313	16,335	0.7%	-9.8%
Grocery	18,374,398	24,299	21,128,469	25,220	22,546,285	28,205	2.3%	1.6%
Home Furnishings & Appliance	13,592,904	25,507	17,388,704	33,765	21,865,358	38,751	5.2%	5.9%
Total Retail Sales	287,067,325	380,414	375,808,125	486,029	311,214,607	624,889	0.9%	-4.6%
Population	33,873,086		35,869,173		36,966,713			
Per Capita Retail Expenditures	\$8,475		\$10,477		\$8,419			

^a Taxable Retail Sales categories and classifications changed between 2005 and 2009, which may account for some fluctuation.

Source: California State Board of Equalization, 2009.

Table F-12

Top 5 Retail Categories with a Retail Sales Surplus or Gap, 2010

Retail Surplus (Attraction)	Retail Gap (Leakage)
Discount Department Stores	Department Stores
Lumber and Building Materials	Specialty Stores
Office Supplies and Furniture	Restaurants with Liquor Licenses
Restaurants Without Liquor Licenses	Electronics and Appliance Stores
Service Stations	Home Furnishings

Source: HdL Companies, 2010.

City’s median sales price peaked in 2006 at approximately \$481,000 before dramatically decreasing between 2007 and 2009. In 2011, the City’s median sales price, approximately \$278,000, remained significantly lower than its peak. As shown in Figure F-7, the County and State also experienced dramatic decreases in median home sales prices between 2007 and 2009, and smaller decreases in 2010 and 2011. Pico Rivera has a lower median home sales price than the County and State overall, indicating that the City is relatively more affordable than other cities in the region.

Real Estate Market

Residential

Similar to other U.S. regions, the housing market downturn has affected the City of Pico Rivera, Los Angeles County and the State of California.

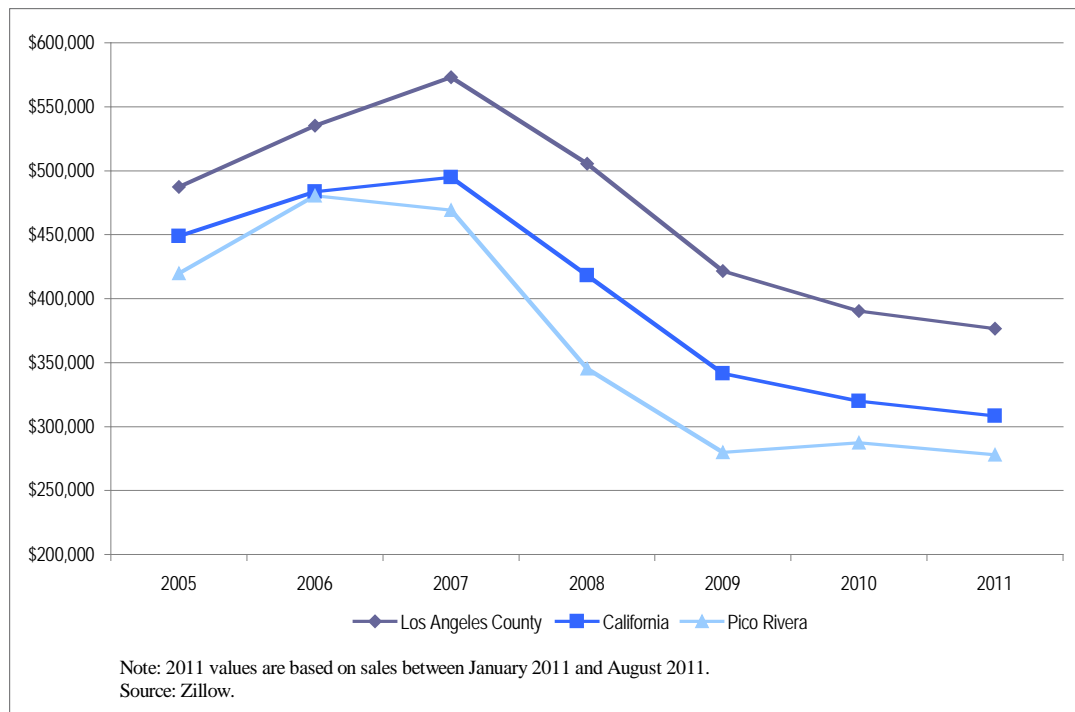
Figure F-7 compares single-unit home sales prices for the three geographies for 2005 to 2011. The

Office and Industrial

According to the LAEDC, the Los Angeles economy is past the bottom of the recession and is starting on the recovery path. As the economy recovers, demand for office and industrial space should improve. Most office space leasing is concentrated in renewals or in firms taking advantage of low lease

Figure F-7

Median Single Family House Sales Price Trends
Pico Rivera, Los Angeles County and California



rates and moving to higher quality space in more desirable areas. Leasing activity is expected to increase in 2012, but the impact on lease rates is expected to be minimal due to high vacancy rates. In the fourth quarter of 2011, office space in the Los Angeles market had an 18.3 percent total vacancy rate with an average lease rate of \$2.52 per square foot per month (Colliers International, 2011a). Approximately 1.0 million square feet of office space is under construction and an additional 11.0 million square feet of office space is planned (Colliers International, 2011a).

Southern California is a major center for manufacturing, international trade and logistics. The County is the nation's largest manufacturing center, and the combined Ports of Los Angeles and Long Beach have the nation's highest shipment volume. Demand for manufacturing and logistics space is strong and is expected to increase as the economy recovers. The industrial market in the fourth quarter of 2011 had a 5.2 percent vacancy rate with an average triple net per square foot rental rate of \$0.47 (Colliers International, 2011b). Over this time period, 29,900 square feet of industrial space was constructed with 1.3 million square feet under construction and 4.2 million square feet planned.

In Pico Rivera, office land uses are located along Rosemead Boulevard, and industrial land uses are located along Paramount Boulevard and Slauson Avenue. The market has a vacancy rate below 5 percent, and industrial lease rates range from \$0.42 to \$0.47 industrial gross per square foot (Commercial Real Estate Listings and Research, 2012). Four key business/industrial centers within the City include the following:

- Pico Rivera Commerce Center
- Pico Rivera Business Center
- Pacific Gateway Business Park
- Pico Rivera Industrial Center

Many national companies with multiple locations are consolidating their spaces for operational efficiency and cost containment; however, these companies typically require large industrial floorplates that are not available in the City. Pico Rivera's industrial spaces are defined by smaller floorplates ranging from 50,000 to 350,000 square feet, which are more suitable for local and regional companies. Potential industrial users also require proximity to freeways to avoid local congested roads. Although the City is surrounded by multiple freeways, many industrial properties are located along truck routes categorized as having D to F levels of service, delaying the flow of materials, goods and workers. In addition, many of the industrial buildings have older design standards for ceiling heights, fire sprinklers and loading yards that do not meet the current market's needs. Businesses from a variety of industries and sectors would be interested in locating in the City, including clothing, food, warehousing, distribution and logistics companies, if better designed and located spaces were available.⁹

Retail

Mirroring the rebound in other sectors, the leasing and occupancy of retail space is expected to improve as the economy recovers in the Los Angeles market. Overall, fewer retail stores closed in 2011 as compared to 2010, because most retailers have already closed underperforming stores. High vacancy rates are creating opportunities for non-traditional tenants, such as fitness centers, day care centers and churches, to move into high quality retail space. In the fourth quarter of 2011, total retail vacancy in the Los Angeles market was 5.7 percent with an average rent per square-foot of \$2.27 according to National Retail Properties, Inc. (NNN) (Colliers International, 2011b). During this period, 49,400 square feet of retail was completed, and an additional 445,100 square feet of retail was under construction/rehabilitation (Colliers International, 2011b). Within the retail sector, community/

⁹ Broker interview with Prism Realty in 2012.

neighborhood centers and strip centers had the highest vacancy rates at 7.0 percent and 8.5 percent, respectively (Colliers International, 2011b).

In Pico Rivera, key retail corridors include Washington Boulevard and Whittier Boulevard. Rents in power center shopping complexes range from \$2.25 to \$3.00 NNN per square foot, while rental rates at community/neighborhood centers and strip centers range between \$0.80 to \$1.00 NNN per square foot (Commercial Real Estate Listings and Research, 2012). The City's five major retail centers are:

- Pico Rivera Towne Center
- Pico Rivera Marketplace
- Pico Rivera Village Walk/Krikorian Theatre Complex
- Crossroads Plaza
- Pico Rivera Plaza

Many of the City's older commercial areas are experiencing high retail vacancy rates. In general, Pico Rivera lacks higher quality retail and visitor amenities, and it has more vacancies in class B and C retail spaces. As consumer demand changes, existing retail spaces that do not keep pace with modern retailing needs may become vacant or underutilized, which could present opportunities for reuse and redevelopment in the long term.

Lodging

LAEDC reported that lodging occupancy and revenues have been rising due to an increase in business travelers and tourists to the area and the improved economy. Although Pico Rivera is not a significant business traveler or tourist attraction destination, it has 12 lodging establishments and a total of 584 hotel rooms (Table F-13).

In Fiscal Year 2008/09, Pico Rivera's lodging establishments generated \$359,567 in transient occupancy taxes (TOT) as shown in Table F-14. The City ranked 45th out of 69 cities in Los Angeles County with TOT revenues.

Table F-13
Lodging Establishments in Pico Rivera

Name	Rooms
Angels Motel	50
Cloud 9 Motel	18
Days Inn	100
Econo Lodge	45
Guesthouse Inn & Suites	46
Lancer Motel	53
Rivera Motel	35
Royal Motel	20
Shangri Lodge	115
Tampico Motel	32
Towne House Motel	22
Travelodge	48
Total	584

Source: City of Pico Rivera, 2012.

Table F-14
Comparison of Pico Rivera to Top Ten Cities in Los Angeles County Based on TOT Generation

Rank in TOT Revenues	City	Fiscal Year 2008/09
1	Los Angeles	136,323,442
2	Santa Monica	31,265,176
3	Beverly Hills	24,001,879
4	West Hollywood	12,124,316
5	Long Beach	11,140,345
6	Torrance	6,903,988
7	Burbank	5,941,073
8	El Segundo	3,967,948
9	Manhattan Beach	3,507,775
10	Redondo Beach	3,485,290
45	Pico Rivera	359,567

Source: California State Controller, 2009.

Future Growth Potential

Projected Annual Growth for the City and County

As shown in Table F-15, Pico Rivera's population is projected to grow to 68,831 residents at buildout of the General Plan. If buildout is assumed in 2035, This is an annual average growth rate of approximately 0.36%, which is slightly less than Los Angeles County which is projected to grow at an annual average growth rate of 0.5% over approximately the same period. Over this same time period, the City's households are projected to grow slower than Los Angeles County. However, employment projections

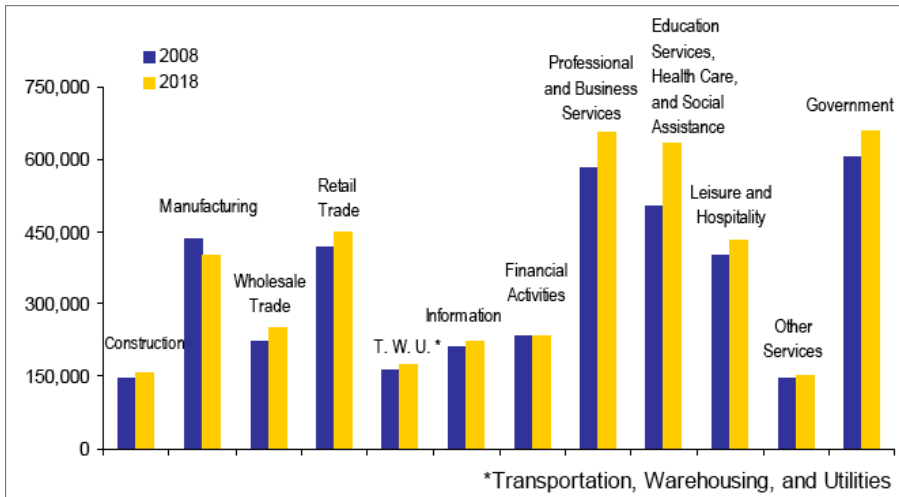
are projected to grow at about the same pace as Los Angeles County. According to the EDD, the County of Los Angeles is anticipated to gain approximately 430,000 jobs for the 2008-2018 period, which accounts for roughly 25 percent of all job growth for the State. **Figure F-8** shows industry employment levels for 2008 and 2018. The sectors with the largest job growth potential in the County are as follows:

- Education Services, Health Care, and Social Assistance – 130,700 potential jobs

- Professional and Business Services – 71,500 potential jobs
- Government (Public Administration) – 56,000 potential jobs
- Retail Trade – 32,500 potential jobs

These sectors account for 80 percent of the County’s overall projected non-farm employment growth (CA EDD, 2010).

Figure F-8
2008-2018 Industry Sector Employment Levels – Los Angeles County



Source: California EDD, 2010.

Development Opportunity Areas

As described in Chapter 2, Land Use and Community Development, 16 potential opportunity areas have been identified where the potential exists for economic development and community enhancement through introduction of new land uses, land use intensification, or establishment of design improvements. See Figure 3-3 in Chapter 3 of the General Plan for a map of these potential opportunity areas.

Many of the development opportunity areas are located within or near the City’s key areas of business concentration, as further described above. A significant portion of Pico Rivera’s largest employers are located south of Washington Boulevard and west of Passons Boulevard, while the second largest business concentration is located along and near Whittier Boulevard. Encouraging business expansion and providing improved access and public infrastructure in these opportunity areas will further enhance the City’s key employment areas.

Economic Opportunities and Challenges

Pico Rivera faces economic opportunities and challenges that may support or hinder the City’s future economic development. These are summarized in Table F-16 and are based on the data and analysis presented above, as well as input from stakeholder interviews and the community workshop.

The City’s location within Los Angeles County, an economically and socially diverse region, and its proximity to Downtown Los Angeles and other nearby economic/job centers make the City’s location advantageous for business growth.

Pico Rivera has excellent highway access and a robust arterial street grid that connects Pico Rivera to nearby cities, downtown Los Angeles, the ports and the State highway system. However, some roadways along high traffic corridors need to be

Table F-16
Summary of Economic Opportunities and Challenges
Pico Rivera

Opportunities	Challenges
<ul style="list-style-type: none"> • Stable economy located within LA County economic engine • Proximity and excellent highway access to economic/job centers, markets and ports • Future Gold Line extension • Strong local industrial base • Broad range of local businesses that offer a diverse set of employment opportunities • Concentrations of top employers in key areas of the city, including redeveloped business and retail centers • Reasonable housing prices and high home ownership rate • Positive community perceptions • Good quality public amenities and recreational programs • Underutilized properties and vacant buildings 	<ul style="list-style-type: none"> • Slow economic recovery • Recently reported population and employment declines; slow projected growth • Lack of local jobs in high paying, high growth regional employment sectors • Poor circulation on key roadways; inactive rail spurs • Poor quality and outdated commercial and industrial buildings • Inadequate public infrastructure • Overcrowded and older housing stock • Aging population; lower per capita income and educational attainment • Less positive City image and perception in region • Lack of central gathering places and higher quality retail and visitor amenities • High retail vacancy and parking deficiencies along key commercial corridors • Limited vacant land for development. • Constrained City finances and staffing

improved to increase access and circulation for residents and businesses. The City's inactive rail spurs and its rail corridors should be assessed to determine whether improvements could be made to enhance access to the national freight train network as well as to the ports. The proposed Gold Line extension and transit station at Washington and Rosemead in the center of Pico Rivera, along with improvement for other public transit modes, could further enhance the City's connectivity to key regional employment hubs and surrounding communities.

Pico Rivera's economy has been relatively stable compared to nearby cities and has been impacted by the recent downturn less severely than other areas. However, population and household growth have declined in recent years and are projected to grow at a slow pace. Pico Rivera's population is projected to shift in age with the most growth in the 55 to 64 year age group and additional growth in the senior population ages 65 and older. Employment growth is anticipated to keep pace with the County overall through buildout of the General Plan. However, the City, like other places, still faces a high unemployment rate at this time due to the slow economic recovery.

Pico Rivera has a number of large commercial, industrial and retail hubs, including centers and corridors, where many of the City's top businesses are located. These businesses provide jobs, key services to the larger community and tax revenue for governments. Parts of Pico Rivera's commercial and industrial areas are characterized by deteriorating building stock in need of rehabilitation and facade improvement. The City is also facing aging infrastructure that will impact the business community and residents.

Pico Rivera's employment declined between 1990 and 2010, but the redevelopment of the Northrop Grumman site into a business and commercial hub has helped the City retain businesses and employment. Between 2005 and 2009, likely as a

result of the economic recession, Wholesale Trade, Transportation and Warehousing, and Construction sectors experienced the greatest job decreases among Pico Rivera's top ten employment sectors. During the same period, the City benefited from significant job growth in Retail Trade, Health Care and Social Assistance and Utilities. The city has a strong industrial base; however, the City has low overall employment levels and low concentration in sectors that typically have higher wage occupations and have higher growth potential in the region.

Pico Rivera's residents benefit from reasonable housing prices compared to other parts of the County, and the City has a high rate of homeownership, which helps to enhance neighborhood stability. However, related challenges include an aging housing stock and a significant presence of overcrowded housing, particularly given the City's large average household size. Pico Rivera residents also have lower per capita income and educational attainment than the County as a whole.

Based on a recent survey, residents have positive perceptions of their city, highlighting the City's public amenities, recreational programs and strong community spirit. However, community stakeholders also note that Pico Rivera needs to improve its image within the broader region to attract business activity and visitors. Residents also indicated the city lacks central gathering places for community members as well as higher quality retail and visitor amenities, and gave strong support for commercial redevelopment. In addition, certain older commercial areas, such as along the north side of Whittier Boulevard, suffer from high commercial vacancy rates, parking deficiencies and poor site configuration and access.

The City will need to be flexible in its tools and strategies to implement these improvements and others, given the constraints on City finances and staffing. While vacant land for development is limited in Pico Rivera, underutilized properties and vacant buildings can be redeveloped. However, property

assembly, particularly of small parcels in multiple ownership, could be challenging.

Planning Issues

In addition to the economic opportunities and challenges discussed above, the following planning issues will be taken into consideration during the General Plan update process.

- More coordination and collaboration is needed between the City, the Chamber of Commerce and businesses to enhance the local economy. A better business to business (B2B) support network would encourage business growth and leverage synergies among local companies. Encouraging residents, businesses and government to buy local would help Pico Rivera businesses to expand their local market share. The City needs to establish more business-friendly policies and practices, particularly for companies that want to expand or locate in Pico Rivera.
- The City has a strong industrial base and Pico Rivera should build upon the strengths of its top employment sectors. The City should also encourage growth in sectors that typically have higher wage occupations and growth potential in the region, many of which are not included in the City's top ten sectors.
- A significant portion of Pico Rivera's largest employers are concentrated south of Washington Boulevard and west of Passons Boulevard, while the second largest concentration of top employers is located along and near Whittier Boulevard. Many of the City's key opportunity areas are located within these two concentrated areas. Encouraging business expansion and providing improved access and public infrastructure in these opportunity areas will further enhance the City's key employment areas.
- Limited access and slow circulation increases the costs of reaching regional, national and international markets for Pico Rivera businesses. Companies locate in the City due to its proximity to freeways and central location in the County; however, many of the City's roadways have heavy congestion, and levels of service at many intersections throughout the City are approaching design capacity. The railways in Pico Rivera are also currently less intensely utilized than in the past and could be enhanced to provide a cheaper and alternate mode of transporting goods for local businesses.
- Some of the industrial buildings, particularly those in the northern portion of the City, are of older design or are underutilized. Industrial land uses, such as those along Kruse Road and north of Whittier Boulevard east of Durfee Avenue, about residential uses and land use incompatibilities have been reported.
- Over 90 percent of Pico Rivera's employed residents currently commute outside the city for work. By providing increased business opportunities within the city, as well as better public transit linkages, more Pico Rivera residents will be able to work closer to their homes, improving the overall sustainability of the city and the region.
- Pico Rivera lacks higher quality retail and visitor amenities as well as central gathering places for the community. Older commercial centers along Whittier Boulevard, Beverly Boulevard, Slauson Avenue, Telegraph Road and Durfee Avenue generally lack modern commercial design standards and amenities and have limited off-street parking. Obsolete design and limited parking affect demand for retail spaces; and as a result some retail corridors are experiencing high vacancy rates.
- The City's population, household and employment growth have declined in recent years and are projected to grow at a slow pace in the future. The most important factor for growth in local retailing in the future will be the long-term growth and stability in the City's residents and workforce.
- As Pico Rivera's population ages, health care services as well as housing options for the elderly will be more in demand in the future. Health care services and related industries are expanding in the County; however, there are a limited number of medical facilities and housing options for the elderly within Pico Rivera.
- The City will have to be flexible in its tools and strategies to implement its economic development goals, given the constraints on City finances and staffing. Assembly Bill (AB) 26x, which dismantled the state's local redevelopment agencies, was

upheld by the State Supreme Court in December 2011. As a result, the city was required to dismantle its redevelopment agency and will no longer be able to rely on tax increment financing for redevelopment and economic development projects.

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October 2014

APPENDIX G

Noise Tables

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APPENDIX G

Noise

The findings of noise measurements taken in 2010 are shown in Table G-1 and G-2:

Table G-1:
Short-Term Noise Exposure (2010)

Receiver #	Location	Date	Time	Leq	Lmin	Lmax	dB Source
ST1 (9)	8934 Shenandoah Ave.	9/23/2010	9:36 a.m.	65.8	48.9	77.3	Traffic on Rosemead
		9/23/2010	12:05 p.m.	65.7	54.9	74.5	
		9/23/2010	4:26 p.m.	72.3	50.3	85	
ST2(8)	9571 Montana Calva Circle	9/23/2010	9:04 a.m.	62	51.1	72.5	Traffic on Whittier
		9/23/2010	11:35 a.m.	61.3	47.1	74.4	
		9/23/2010	3:46 p.m.	61.5	50.7	72.3	
ST3(J)	4215 Durfee	9/22/2010	10:25 a.m.	67.7	49.1	89.8	Traffic on Durfee
		9/22/2010	12:25 p.m.	64.1	48.4	79.1	
		9/22/2010	4:17 a.m.	63.1	47.6	77.1	
ST4(6)	4003 Aleman Ave	9/22/2010	9:31 a.m.	65.7	47.6	82	Traffic on San Gabriel River Pkwy
		9/22/2010	11:29 a.m.	64.1	44.1	78.3	
		9/22/2010	3:36 p.m.	64.6	50.1	75.2	
ST5(H)	Streamland Park at western Picnic Area	9/24/2010	10:02 a.m.	52.1	46.6	60.5	Traffic on Rosemead
		9/24/2010	12:00 p.m.	52.2	46.7	62.3	
		9/24/2010	4:02 p.m.	55.7	49.5	65.1	
ST6(12)	6738 Bollenbacher Drive	9/24/2010	8:50 a.m.	69.3	50.8	79.3	Traffic on Washington
		9/24/2010	11:32 a.m.	75.1	53.3	96	
		9/24/2010	4:32 p.m.	67.8	51.3	78.7	
ST7(11)	6415 Paramount Blvd	9/21/2010	9:17 a.m.	68.6	47.2	81.3	Traffic on Paramount
		9/21/2010	12:00 p.m.	69.8	47.7	83.9	
		9/21/2010	4:52 p.m.	70.1	49.3	84.2	
ST8(15)	9680 Wampler Street	9/21/2010	9:55 a.m.	57.2	50.6	70.7	Traffic on Washington and Route 605
		9/21/2010	12:31 p.m.	57.4	50.8	70.7	
		9/21/2010	5:35 p.m.	55.8	47.3	70.2	
ST9(A)	Birney Elementary (Across from 8555 Hasty Ave)	9/20/2010	9:56 a.m.	57.2	49.3	69.4	Traffic on Hasty
		9/20/2010	12:20 p.m.	54	48.2	66.1	
		9/20/2010	4:55 p.m.	52.6	47.8	64.2	
ST10(26)	8941 Songfest Drive	9/20/2010	9:13 a.m.	69.1	54.7	78.9	Traffic on Telegraph Road
		9/20/2010	11:50 a.m.	66.4	51	77.9	
		9/20/2010	4:39 p.m.	68.4	54	81.9	
ST11(C)	Rivera Library (SE corner of Slauson Serapis)	9/20/2010	9:35 a.m.	64.4	51.6	75.5	Traffic on Slauson
		9/20/2010	12:21 p.m.	63.1	51.4	75.3	
		9/20/2010	3:40 p.m.	65.3	55.1	79.8	
ST12(D)	St. Marianne de Paedres Elementary School	9/20/2010	10:30 a.m.	65.9	50.1	81.3	Traffic on Passons; Train movements and whistle from
		9/20/2010	1:00 p.m.	65.1	47.8	76.5	

Table G-1:
Short-Term Noise Exposure (2010)

Receiver #	Location	Date	Time	Leq	Lmin	Lmax	dB Source
		9/20/2010	4:22 p.m.	66.7	53.3	77.5	SPRR

Table G-1 (continued):
Short-Term Noise Exposure (2010)

Receiver #	Location	Date	Time	Leq	Lmin	Lmax	dB Source
ST13(22)	Songfest Drive cul-de-sac (Songfest Drive and Rex Road)	9/21/2010	8:15 a.m.	49.3	43.4	66.9	Traffic on SLAUSON; Train movements and whistle from SPRR
		9/20/2010	11:39 a.m.	53	63	66.7	
		9/20/2010	4:45 p.m.	53.5	41.8	68.1	
ST14(20)	8002 Maxine Street	9/21/2010	9:10 a.m.	56.2	46.4	70.1	Trucking operations at ABF facility
		9/21/2010	11:38 a.m.	54.9	45.5	71.4	
		9/21/2010	4:57 p.m.	53.6	47.1	63.7	
ST15(M)	Rio Hondo Park at end of Grape Street cul-de-sac	9/22/2010	9:30 a.m.	52.7	41.6	72.1	Local traffic from Grape Street & San Luis Potosi Place
		9/22/2010	11:35 a.m.	53.5	41.4	67.6	
		9/22/2010	3:34 p.m.	54.4	44.3	73.2	
ST16(L)	Pio Pico School (4211 Columbia Avenue)	9/22/2010	8:59 a.m.	54.1	43.5	76.2	Traffic from Paramount
		9/22/2010	12:15 p.m.	59.3	44.4	71.9	
		9/22/2010	4:04 p.m.	58.5	45.9	72.8	
ST17(10)	El Rancho School (6501 Passons Blvd)	9/23/2010	8:13 a.m.	66.1	48.9	81.4	Traffic on Passons
		9/23/2010	11:35 a.m.	66.1	49.7	79.4	
		9/23/2010	3:27 p.m.	66.8	55.3	84.6	
ST18(14)	9446 Mines (southwest corner of Mines & Cord)	9/22/2010	8:42 a.m.	59.3	43.3	72.5	Traffic on Mines
		9/22/2010	12:02 p.m.	62.6	42.7	77.1	
		9/22/2010	3:51 p.m.	63.8	45.6	81.6	
ST19(17)	Southwest corner of Rex Road & Rosemead Road	9/24/2010	9:51 a.m.	71.7	63.4	81.8	Traffic on Rosemead and train movements and whistle from BNSF RR
		9/24/2010	12:25 p.m.	70.7	63.2	82.1	
		9/24/2010	4:26 p.m.	71.7	62.5	80.8	
ST20(K)	Pico Park (9528 Beverly Blvd)	9/24/2010	8:32 a.m.	58.1	65.7	65.7	Traffic on Beverly Blvd
		9/24/2010	12:44 p.m.	57.7	68.5	68.5	
		9/24/2010	4:32 p.m.	58.5	70.3	70.3	

Table G-2
Long-term Noise Measurement Results

Measurement	Location	Noise Level (dBA CNEL)	Description of Area and Noise Source
LT1	8800 block of Railton Street	84.9	Residential – train movements on the UPRR
LT2	8800 block of Pico Vista Road	90.4	Residential – traffic on Route 605
LT3	8600 block of Warvale Street	99.8	Residential – train movements on the AT & SF RR
LT4	9000 block of Bradhurst Street	90.1	Residential – traffic on Rosemead

Source: HDR, 2010.

Future roadway noise exposure and contour distances based on development allowed under this General Plan are presented in Table G-3.

Table G-3
Project Buildout Roadway Noise Levels^a

Roadway Segment	Noise Level at 50 feet from Roadway Center Line (dBA CNEL)	Distance (feet) from Roadway Centerline to:		
		70 CNEL Noise Contour	65 CNEL Noise Contour	60 CNEL Noise Contour
Gallatin Road				
West of Rosemead Boulevard	62.8	9	30	94
East of Rosemead Boulevard	61.7	7	24	74
West of Durfee Avenue	60.7	6	19	59
Beverly Boulevard				
West of Paramount Boulevard	67.1	26	81	258
Between Paramount Boulevard and Rosemead Boulevard	70.4	55	173	548
Between Rosemead Boulevard and Durfee Avenue	72.3	84	266	841
Between Durfee Avenue and San Gabriel River Parkway	71.9	77	244	772
East of San Gabriel River Parkway	72.1	80	255	805
Whittier Boulevard				
West of Paramount Boulevard	68.7	37	118	373
Between Paramount and Rosemead Boulevard	68.3	34	108	340
Between Rosemead Boulevard to Durfee Avenue	68.0	32	101	318
Between Durfee Avenue to Passons Boulevard	68.0	31	99	312
East of Passons Boulevard	68.4	35	110	349
Mines Avenue				
Between Paramount Boulevard and Rosemead Boulevard	65.0	16	51	160
Between Rosemead Boulevard to Durfee Avenue	65.0	16	50	158
East of Passons Boulevard	60.5	6	18	57
Washington Boulevard				
West of Paramount Boulevard	70.6	57	180	568
Between Paramount Boulevard and Rosemead Boulevard	70.3	54	171	542
Between Rosemead Boulevard and Durfee Avenue	71.8	75	237	748
East of Passons Boulevard	72.2	82	260	821

Table G-3 (cont.)
Project Buildout Roadway Noise Levels^a

Roadway Segment	Noise Level at 50 feet from Roadway Center Line (dBA CNEL)	Distance (feet) from Roadway Centerline to:		
		70 CNEL Noise Contour	65 CNEL Noise Contour	60 CNEL Noise Contour
Rex Road				
Between Paramount Boulevard and Rosemead Boulevard	54.2	1	4	13
Between Rosemead Boulevard to Durfee Avenue	60.3	5	17	54
East of Passons Boulevard	60.1	5	16	51
Slauson Avenue				
West of Paramount Boulevard	70.7	59	186	588
Between Paramount Boulevard and Rosemead Boulevard	71.1	64	203	641
Between Rosemead Boulevard and Durfee Avenue	72.0	78	248	785
East of Passons Boulevard	72.2	83	262	829
Telegraph Road				
West of Paramount Boulevard	69.1	41	129	407
Between Paramount Boulevard and Rosemead Boulevard	70.3	53	169	534
Between Rosemead Boulevard and Durfee Avenue	72.7	93	295	934
East of Passons Boulevard	70.7	59	187	590
Paramount Boulevard				
North of Beverly Boulevard	67.8	30	96	303
Between Beverly Boulevard to Whittier Boulevard	69.9	49	153	485
Between Whittier Boulevard to Mines Avenue	70.4	55	174	550
Between Mines Avenue and Washington Boulevard	70.1	51	161	508
Between Washington Boulevard and Rex Road	72.0	80	252	798
Between Rex Road and Slauson Avenue	72.2	83	263	831
Between Slauson Avenue and Telegraph Road	71.2	65	207	655
South of Telegraph Road	72.2	83	262	828

Table G-3 (cont.)
Project Buildout Roadway Noise Levels^a

Roadway Segment	Noise Level at 50 feet from Roadway Center Line (dBA CNEL)	Distance (feet) from Roadway Centerline to:		
		70 CNEL Noise Contour	65 CNEL Noise Contour	60 CNEL Noise Contour
Rosemead Boulevard				
North of Gallatin Road	72.4	87	276	874
Between Gallatin Road and Beverly Boulevard	71.8	76	239	756
Between Beverly Boulevard and Whittier Boulevard	71.0	62	198	625
Between Whittier Boulevard and Mines Avenue	69.6	45	143	452
Between Mines Avenue and Washington Boulevard	71.2	66	208	659
Between Washington Boulevard and Rex Road	71.2	65	207	653
Between Rex Road and Slauson Avenue	71.1	64	202	639
Between Slauson Avenue and Telegraph Road	71.6	72	228	720
South of Telegraph Road	73.1	102	323	1,021
Durfee Avenue				
North of Gallatin Road	60.2	5	16	52
Between Gallatin Road and Beverly Boulevard	60.4	5	17	54
Between Beverly Boulevard and Whittier Boulevard	62.3	9	27	86
Between Whittier Boulevard and Passons Boulevard	61.0	6	20	64
Passons Boulevard				
North of Whittier Boulevard	58.7	4	12	37
South of Whittier Boulevard	60.2	5	16	52
North of Mines Avenue	62.2	8	26	83
Between Mines Avenue and Washington Boulevard	63.5	11	35	111
South of Washington Boulevard	62.5	9	28	89
North of Slauson Avenue	62.3	9	27	86
South of Slauson Avenue	62.6	9	29	92
North of Telegraph Road	58.8	4	12	38
South of Telegraph Road	54.9	2	5	15
San Gabriel River Parkway				
North of Beverly Boulevard	67.9	31	98	311
South of Beverly Boulevard	63.6	11	36	113

^a The term buildout refers to the number of potential residential units and amount of non-residential square footage (i.e., commercial, industrial, etc.) that is assumed to be developed under the General Plan Update. These buildout estimates of the proposed General Plan by 2035 are used as the basis for the analysis of this EIR.