Making the Regional Vision a Reality

A Panel Discussion on Sub-regional Growth
To the
USC School of Policy, Planning and Development
Urban Growth Seminar Series
By
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LA's "INDUSTRIAL AREA"

**2+ MILLION PERSONS**

**AREA: 237 SQ. MILES**

**COG = 27 CITIES**
Q: HOW DID THE GATEWAY CITIES GET TO WHERE WE ARE TODAY?

A: PRODUCT OF TWO MAJOR DEMOGRAPHIC EVENTS OCCURRING OVER THE PAST 60 YEARS -- TWO “WAVES” OF MIGRANTS

- THE FIRST WAVE RAPIDLY CONVERTED A SEMI-DESERT INTO A NEW, SPRAWLING MOSAIC OF CITIES & FREeways THAT SOON PERSONIFIED THE “CALIFORNIA LIFE-STYLE”

- THE SECOND WAVE HAS CREATED A YOUNG, ENERGETIC, MULTI-CULTURAL SOCIETY THAT WILL LARGELY SHAPE THE GATEWAY CITIES’ FUTURE
General Consensus Today on How to Grow

- Brownfields Re-Use
- Transit Oriented Development
- Redevelopment of Deteriorated Arterial Commercial Corridors
- Adaptive Re-Use
Brownfields Re-Use Site
Brownfields Re-Use Site
Transit Oriented Development
Transit Oriented Development
Arterial Commercial Corridors
Typical Arterial Street Re-Use
Adaptive Reuse
Housing Initiatives
Member Cities:
Artesia  Avalon
Bellflower  Bell Gardens
Commerce  Compton
Downey  Hawaiian Gardens
La Habra Heights  Lakewood
Long Beach  Lynwood
Montebello  Norwalk
Pico Rivera  Santa Fe Springs
South Gate  Vernon
County of Los Angeles

Sub-regional Housing Implementation Strategy
Gateway Cities COG
PERCENT RENTERS PAYING 50+% OF INCOME IN RENT, 1999
(By Census Tract)

Source: U.S. Census Bureau, Census 2000

Diversa Consulting 100903
Gateway Cities COG
PERCENT SEVERE RENTER OVERCROWDING, 2000
(1.51 PERSONS OR MORE PER ROOM)
(By Census Tract)

Source: U.S. Census Bureau, Census 2000
Diversa Consulting 100903
Multi-Cities Funding Strategy to Promote Plan Implementation

- Need for advanced planning expertise or staffing resources within cities
- Need for advance housing site identification
- Need for in-fill housing permitting expertise or staffing resources within cities
- Need for expertise or staffing resources within cities to identify regulatory barriers
Multi-Cities Funding Strategy to Promote Plan Implementation

- Need for funding for pre-development activities, especially site environmental characterization
- Need for connecting in-fill developers with interested cities
- Need for community engagement and education in housing issues, options and desirability
Needed Funding Sources

“Funding Gaps In Public Policy”

- Transit Oriented Development
  - COG Authored Two Bill in State Legislation
- Sub-regional Sharing
  - Allocation of RHNA Units
  - Housing Set-A-Side Dollars
Gateway Cities Housing Trust Fund

Contributions from:
- Public Sources
- Private non-profit sources
- Private for-profit sources

Legislative advocacy for:
- Transit village funding
- Sub-regional sharing of housing set aside

Disbursements for:
- Site identification
- Advanced planning staff support
- Current planning and permitting staff support
- Review of regulatory barriers
- Community outreach
- Developer outreach
- Pre-development
Jobs/Housing Issue
Jobs/Housing Issue

Focus Groups

Gateway Cities Housing Consumers
Satisfied 11 Yes 2 No

Out of Area Commuters
Satisfied 16 Yes 1 No
General Consensus
On Sustaining a Livable Region
The Region:

- Needs more jobs as demonstrated by unemployment rates
- Needs more housing product types for people working in the region to live in the region
- Needs to increase the educational attainment and training of residents so they will qualify for local jobs
GATEWAY CITIES
COUNCIL OF GOVERNMENTS