



Florence-Firestone Community Plan All-American Cities Business Expo South Gate Auditorium July 25, 2014



MEETING OBJECTIVE

For the Department of Regional Planning (DRP) to engage new stakeholders on the Draft Florence-Firestone Community Plan (Draft Plan).

EVENT DESCRIPTION

On the afternoon of Friday, July 25, 2014, approximately 40 community members attended the All-American Cities Business Expo at South Gate Auditorium in the City of South Gate. The event was sponsored by the Florence-Firestone Merchants Association in partnership with the Southeast Area Source for Commerce and Industry. The expo brought together residents, small business owners, corporations, non-profit service providers, and county representatives to share community development resources in the Southeast Los Angeles region, which includes Florence-Firestone. The Draft Plan's project manager staffed a booth and provided information on the plan and other Regional Planning services.

MEETING SUMMARY

The meeting was held in the South Gate Auditorium located in bustling South Gate Park. The event drew 40 attendees including visitors from Florence-Firestone and other unincorporated communities. Invited vendors represented the public, private, and non-profit sectors and included financial planning advisors, national banks, local small businesses, and representatives from the Los Angeles County Assessor's Office and DRP. City Council Members from South Gate, Lynwood, and Cudahy delivered speeches.

The project manager spoke to 15 visitors about the Draft Plan at the DRP booth. For each visitor, the project was summarized as follows: The Florence-Firestone Community Plan provides a blueprint for growth and development in the Florence-Firestone community. In addition to policies and goals, the Draft Plan includes an update to the Community Standards District overlay zone and a required environmental analysis. The Community Plan will be tool to realize the community's vision outlined in the 2009 Florence-Firestone Vision Plan. Once adopted by the Board of Supervisors, the Community Plan becomes the official policy document against which all future development in Florence-Firestone is evaluated. DRP has worked closely with the community to develop the Plan. The Draft Plan is available for review at: <http://planning.lacounty.gov/ffvp>. Community outreach will continue into the projected adoption year of 2015.

Visitors received color handouts (8x10 format) of the Florence-Firestone Vision Plan poster summarizing the Draft Plan. Many visitors signed up to receive Draft Plan updates through the Community Contact List. Spirits were high and people were excited to learn about the project. Many asked about future outreach events and when the Community Plan would be finished and published. In addition to the Draft Plan, the project manager discussed DRP planning and permitting services, distributed business licensing information, and explained the roles of various county departments. Flyers for the 211 County Hotline, Zoning Enforcement and Yard Sales (English and Spanish) were also distributed.

Midway through the expo, the event organizer asked vendors to give an impromptu speech about their organization and services. The project manager took the opportunity to deliver a brief presentation about the Draft Plan and how it will benefit the Florence-Firestone community.

CONCLUSION

The All-American Cities Business Expo provided a fresh venue to promote the Draft Plan to new stakeholders in the Southeast Los Angeles region. Visitors to the DRP booth gained information about the Draft Plan and other County services. Several interested members were added to the plan's Community Contact List to stay in touch with project updates and future outreach events.

NEXT STEPS

- Update the Community Contact List
- Update the project website

<p>All American Cities Business Expo!</p> <p>Friday, July 25, 2014 5:00 pm to 8:00pm South Gate Auditorium 9615 Pinehurst Ave. South Gate, CA</p> <p>Everyone is Welcome!! Admission is FREE! Prizes, Contest & Tasty Food!</p> <p>For More Information Contact:</p> <p>Gloria Medina: (323) 229-7191 gloriamedina2859@yahoo.com</p> <p>Araceli Velasquez (323)559-3396 Sasci.org@gmail.com</p>	<p>All American Cities Business Expo!</p> <p>Viernes, Julio 25, 2014 5:00 pm to 8:00pm Auditorio de South Gate 9615 Pinehurst Ave. South Gate, CA</p> <p>Todos Son Bienvenidos! La Entrada Es Gratuita Premios, Concurso y Sabrosa Comida!</p> <p>Para Obtener Más Información Comuníquese Con:</p> <p>Gloria Medina: (323) 229-7191 gloriamedina2859@yahoo.com</p> <p>Araceli Velasquez (323)559-3396 Sasci.org@gmail.com</p>
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