



**Florence-Firestone Community Plan  
Florence-Firestone Chamber of Commerce  
Annual Walnut Park Summer Festival  
August 2, 2014**



**EVENT OBJECTIVE**

For the Department of Regional Planning (DRP) to engage stakeholders on the Draft Florence-Firestone Community Plan (Draft Plan) by conducting outreach at the annual Walnut Park Summer Festival.

**EVENT DESCRIPTION**

On the afternoon of Saturday, August 2, 2014, the Draft Plan project manager attended the annual Walnut Park Summer Festival in Walnut Park. The 3-day carnival drew 60,000 attendees from the Walnut Park and Florence-Firestone unincorporated communities, as well as residents from the cities of Huntington Park, South Gate, and Los Angeles. The communitywide event is hosted by the Florence-Firestone/Walnut Park Chamber of Commerce in collaboration with the Office of Supervisor Gloria Molina. On August 2nd, approximately 20,000 people attended the festival. The project manager's goals were to raise awareness about the Draft Plan, initiate a dialogue about the Draft Plan to new stakeholders, and develop connections for the project's Community Contact List.

**EVENT SUMMARY**

The festival took place along Pacific Boulevard between Florence Avenue and Grand Avenue in Walnut Park, just south of the Huntington Park border. The festival included carnival rides, food and beverage vendors, presenter booths (county, non-profit, healthcare, retail), a live music stage, and a wrestling ring for *Lucha Libre*-style wrestling. The warm and bright summer day contributed to the festival's high attendance.

The project manager staffed a booth next to hosts from the Chamber of Commerce. Having the location next to the event organizer maximized foot traffic at DRP's booth. The project manager spoke with approximately 50 attendees in English and Spanish at the booth. Chamber staff assisted with translation as needed. For each visitor, the Draft Plan 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 a 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 Community Plan. The Draft Plan is available for review and comment at our website: <http://planning.lacounty.gov/ffvp>. Community outreach will continue into the projected adoption year of 2015. Visitors were enthusiastic about the project and several signed up for email updates.

In addition to promoting the Draft Plan, the project manager explained city planning to visitors, distributed flyers for Zoning Enforcement and Yard Sales (English and Spanish), and directed visitors to other county resources, services, and programs upon request.

**NEXT STEPS**

- Add stakeholders to the Community Contact List
- Gain additional feedback from stakeholders



The Florence-Firestone/Walnut Park Chamber of Commerce Invites you

# August 1, 2 & 3

**WALNUT PARK SUMMER FEST**

Free Health Fair

Live Music

Food

More than 30 Carnival Rides

Rides of this Magnitude have never been seen locally!

# SUMMER FEST

## IN WALNUT PARK

6 Full Blocks of Family Fun

Pacific Blvd. from Florence Ave. to Grand Ave.

Text the words "Chamber WPfest" to 313131 to receive Festival & Artist info.

Get on **ALL RIDES \$20 BRACELET**  
 SAT-SUN 12pm-5PM  
 Acceso Ilimitado a Juegos Mecanicos  
 \$20 Brazalete  
 SAB-DOM 12pm-5pm

[www.facebook.com/FFWPChamber](http://www.facebook.com/FFWPChamber)

Sponsored By: LA County Supervisor Gloria Molina Information: 323-589-4222