

**Workforce Solution
Spotlight: El Segundo**

**One Local Approach to Business
Development is Becoming a Blueprint
for Post-Redevelopment Communities**

Workforce Solutions

WHILE California lawmakers continue to work toward reducing the state's budget woes, local municipalities are required to shoulder more responsibility with fewer resources. As a result, many municipalities have intensified their economic development efforts in hopes of driving increased business activity within their jurisdictions. In the past, redevelopment agencies were largely utilized to provide financial incentives to encourage business development throughout a vast majority of communities in California. With a recent California Supreme Court ruling handed down, redevelopment has been absolved. This state policy change has had a catastrophic effect on many local municipal budgets. Accordingly, many municipalities are now seeking new ways to attract, retain and grow their business base.

particular location, zoning, allowed uses and so forth. The open forum continues to provide applicants with a means of open dialogue with review staff, encouraging plans submission that is less likely to require resubmission. This open forum may also include outside permitting agencies to further accelerate the dialogue process and interagency collaboration.

El Segundo has an expedited permit review program in place, which can cut the review time by 50%. The program does have an added cost; however it is typically nominal in comparison with missing project. Currently, El Segundo review times are consistent with the

industry standard of approximately 4-6 weeks. The expedited option can be reviewed in as little as 2-3 weeks from the time of a complete submission.

El Segundo is committed to keeping your project moving throughout the entitlement and construction phases. In fact, building inspectors are available on an as needed basis to perform inspections after hours and on weekends, subject to timely requests. This allows construction to continue without untimely delays.

El Segundo recently committed to a formal economic development program by hiring a staff person that will focus on business attraction, retention and expansion.

Since January, the upstart program has interfaced with third party organizations to produce retail, hospitality and healthcare needs assessments based on the community demographic detail. Additionally, the Urban Land Institute was tasked to review existing development standards of the Smoky Hollow district and provide findings and recommendations. The recommendations are expected to accelerate revitalization and new development within the district.

To learn more about El Segundo, please contact Ted Shove at (310) 524-2359 or via email at econdev@elsegundo.org.

'The City of El Segundo has proven to be a pro-business community.'

**KEN COHEN, Tricorp Hearn Construction
(Hyatt Place Project)**

'We faced some significant challenges early on and City staff came to our facility and worked diligently with us to resolve those issues so we could focus on our operations!'

FREIDON RASTEGAR, Nano H2O

'El Segundo also has a program in place to allow for expedited plan review. Plan review requests have been submitted on multiple occasions for this project and expedited plan review has been required. This has also contributed to us meeting our project deadlines throughout. KPRS appreciates the pro-business attitude exuded for this project.'

**COREY EVANS, Superintendent, KPRS
(Stamps.com Corporate Headquarters Project)**


'The City of El Segundo has helped us meet the Project Schedule that has been required by our client. My experience has been very positive with the pro-business attitude that the city has had. The building inspectors have been out on weekends and after hours to insure we meet our deadlines.'

RALPH PATE, Time Warner Cable

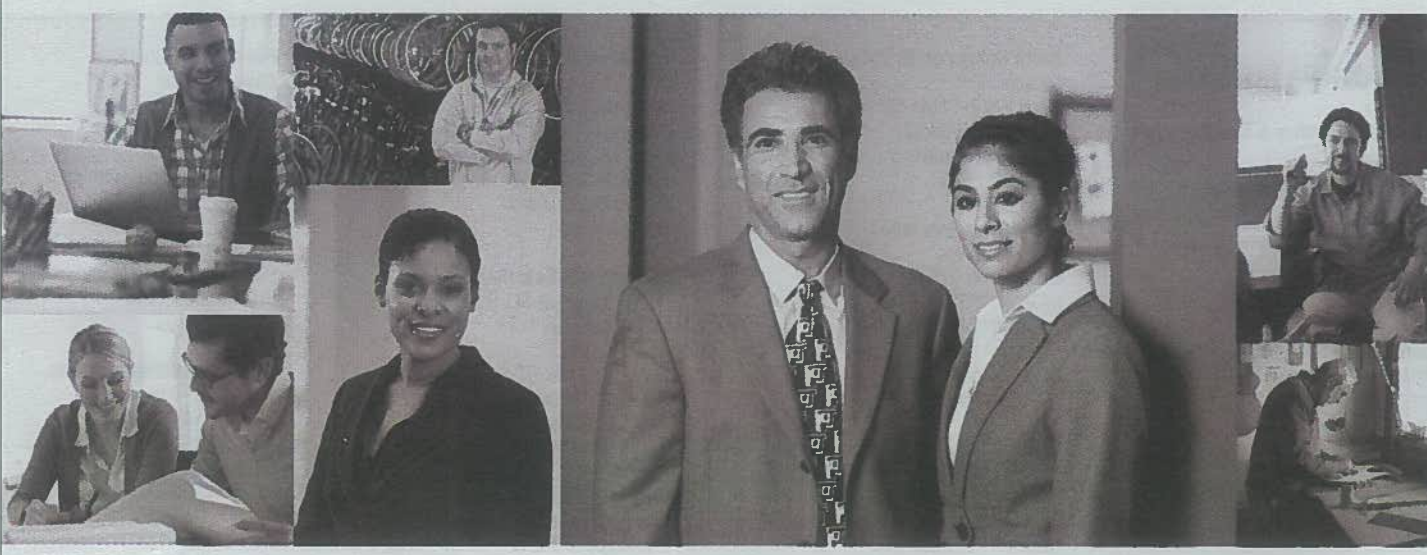
One community in the Greater Los Angeles area has developed a reputation for their pro-business approach — El Segundo. Strategically located just south of the Los Angeles International airport, its location only compliments this pro-business community. Aside from being among the lowest in the region for tax revenue collected from businesses, the City has and continues to encourage business growth through sustained economic development with the focus of reducing business start up and operational costs. Subsequently, it is no surprise that El Segundo is second only to San Francisco for the most Fortune 500 companies that are headquartered or maintain a strong corporate presence within California.

El Segundo is very proactive in ensuring the most challenging time for a business meets the least amount of resistance. In many cases, the most challenging time for a business is during relocation and construction when business operations are suspended. El Segundo recognizes these times pose significant challenges for business and have structured a number of programs to minimize the impact.

Prior to submitting plans, El Segundo will assemble essential staff in an open forum to discuss any questions about a




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El Segundo

The City That Invests In You!

From humble beginnings to corporate citizens that dominate their respective industries across the globe. El Segundo's sense of identity



is embodied in its family and community roots. A true Pro-Business community across the spectrum from incubators to Fortune 500 companies,

El Segundo continues to raise the bar for local government.

Please contact our Economic Development Department to get started today!

Ted Shove

tshove@elsegundo.org

(310) 524-2359

Come see what El Segundo has to offer you!

