Ordinance No. 1116 Zoning Ordinance Text Amendment (ZOTA) No. 14



Home Gardens

City Council October 1, 2019

Request

Approve adoption of a ZOTA to regulate home gardens in R-1, R-2, and R-M zones and legal nonconforming residential properties in commercial & manufacturing zones



Background

- Resident raised the desire to allow planter boxes in the front setback at a recent Council meeting
- Paramount long history of supporting <u>urban agriculture</u>
 - Home gardens
 - Community gardens





Benefits of gardening

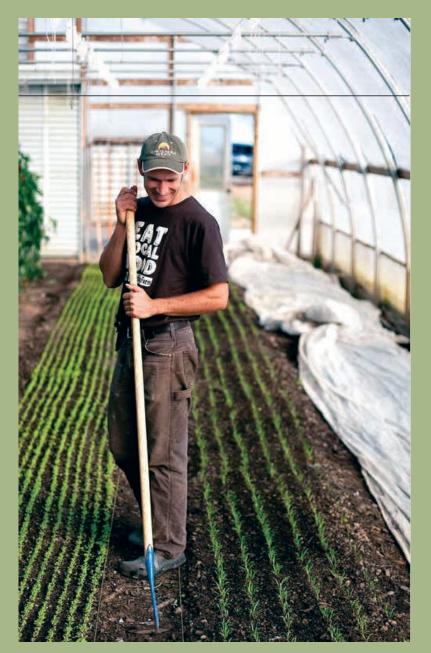
- Access to fresh food
- Open space
- Community resilience
- Encourages healthy eating habits
- Less chemical/microorganism contamination
- Combat food insecurity
- Fun social activity that positively engages a community





Proposed Amendments

- Greenhouses in rear yards
- Planter boxes in side yards in R-1 zones
 Not allowed in the front yard
- No home sales



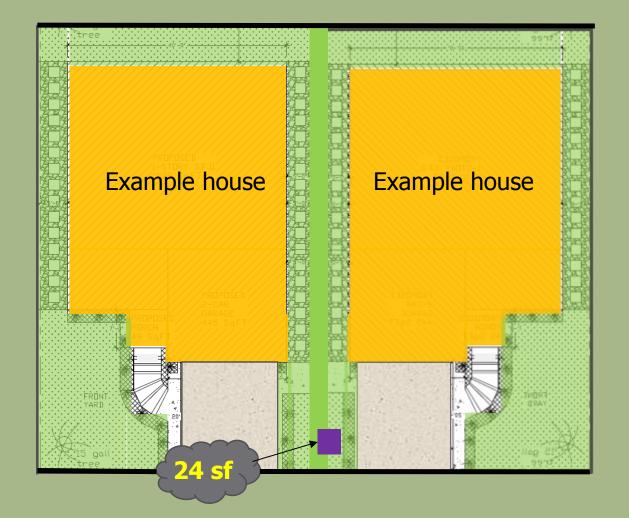
Proposed Amendments

- Allow raised garden beds in front & side yards in R-2 & R-M zones & nonconforming residential uses in commercial & industrial zones
- Front yard plant height
- Maintenance



Proposed Amendments

Front yard raised garden bed area



Planning Commission Discussion

- Discussion about expanding possible raised garden bed area to more than proposed 24 sq. ft.
- Consensus to approve as-is with recommendation to City Council for a 1-year review to reassess



Next steps

- 11/5/19 City Council adoption
- Staff will promote the regulations & provides handouts to the public (counter & post online)
- 1-year review if City Council accepts Planning Commission recommendation

Recommended Action

- Read by title only, waive further reading, introduce Ordinance No. 1116, and place it on the next regular agenda for adoption
- Consider 1-year review

Ordinance No. 1116 Zoning Ordinance Text Amendment (ZOTA) No. 14



Home Gardens

City Council October 1, 2019

PROFESSIONAL SERVICES AGREEMENT: ENVIRONMENTAL CONSULTANT – WORLD ENERGY CONVERSION PROJECT

BACKGROUND

- Professional services agreement with an environmental consultant to prepare an EIR for a conversion project at World Energy
- Cost \$243,330
 - To be reimbursed to the City by World Energy
 - Reimbursement agreement to be signed prior to start of EIR

PROJECT

- Amendment to CUP approved in 2014
- CUP allowed for production of renewable jet and diesel fuel
 - Produced from beef tallow and vegetable oil
- World Energy has not produced petroleum-based fuel or asphalt since production began on renewable fuels
- CUP amendment to go before the Planning Commission after completion of EIR
- Conversion project will permanently convert refinery from petrol-based production to renewable fuels

CONSULTANT

MRS Environmental has more than 30 years of experience

- EIRs
- Environmental studies
- Risk assessments
- Land use regulation
- Environmental monitoring
- MRS has worked on numerous gas and oil related projects throughout California
 - Extensive experience in the SCAQMD region

CONSULTANT

- MRS has worked on gas and oil projects in the following southern California cities
 - Hermosa Beach
 - Carson
 - El Segundo
 - Whittier
- City Attorney has approved the Professional Services Agreement
- Reimbursement Agreement to be signed prior to preparation of the EIR

Recommended Action

Approve the Professional Services Agreement with MRS Environmental to prepare an environmental impact report for the World Energy conversion project in the amount of \$243,330

PROFESSIONAL SERVICES AGREEMENT: ENVIRONMENTAL CONSULTANT – WORLD ENERGY CONVERSION PROJECT



Sales Tax Focus Group Update

City Council Meeting – October 1, 2019

1



Keeping our City Safe and Well-Maintained

In a recent survey, research showed that about 66% of residents believe Paramount provides a better quality of life than other neighboring cities.*

The City of Paramount is committed to providing:

- Public safety
- Well-maintained streets and roads
- Safe, clean parks and other public areas
- A vibrant local business climate
- Services that enhance quality of life for Paramount residents





Keeping our City Safe and Well-Maintained

The City of Paramount is a great place to live. Here are some exciting trends:

- A commitment to public safety led to drop in crime
 - Gang related crimes have dropped by 94% (10 yr. period)
- Unemployment down significantly since 2009
- Academic achievement up
 - Higher graduation rates
 - More college attendance

- Investment in our infrastructure has helped increase median home values by nearly 95% since 2012
 - Complete revitalization of Downtown
 - Expanded and remodeled Dills Park
 - Built Salud Park
 - Created Splash Zone



Protecting Our Quality of Life

Paramount's top priorities are maintaining quality of life and public safety of all our residents, while remaining committed to long-term financial stability.

Our City is thriving despite fiscal challenges that include:

- State takeaway of \$6 million per year by eliminating local redevelopment funds
- Rising cost of law enforcement
- Other contract increases





Tightening Our Belt

Number of Full-Time Employees per 1,000

City	Full-Time Positions	Population	Employees per 1,000
Bellflower	83	77,131	1.08
La Mirada	78	48,683	1.60
Paramount	90	54,387	1.65
Lakewood	169	80,140	2.11
Norwalk	245	105,120	2.33
Downey	405	112,269	3.61
Compton	363	96,617	3.76
South Gate	435	94,443	4.61
Cerritos	241	50,462	4.78
Santa Fe Springs*	165	17,832	9.25

- Staff reduction in 2012 (25% full-time positions eliminated)
- Organizational restructuring
- Efficiencies through innovation
- Employee pension reform
- Reduced employee benefits
- Building partnerships



Does the City need to do more to address Financial Challenges?

- While the City has successfully managed its budget, it needs a more long-term revenue enhancement to avoid a budget deficit of \$3 – \$4 million by 2025
- City is considering a 3/4 percent sales tax increase to ensure that we maintain our exemplary public safety and protect vital city services





Local Funding to Keep Paramount Safe and Well-Maintained

If approved by voters, additional locallycontrolled sales tax revenue would:

- Maintain levels of public safety, including Sheriff patrols and school safety officers
- Repair streets, sidewalks and potholes
- Address homelessness in our community
- Prevent cuts to youth violence prevention and after school programs
- Prevent cuts to senior programs



- Keep parks and other public areas safe and clean
- Provide quick responses to 911 emergencies
- Maintain programs to attract new businesses and restaurants



What Happens to our Sales Tax Today?





What Happens to our Sales Tax Today?



One cent! (\$0.01)

The City receives one cent for every dollar spent subject to sales tax.



What Happens to our Sales Tax Today?

Sales Tax Received by the City



100 = 1 100 = 10 100 = 10



Local Funds under Local Control

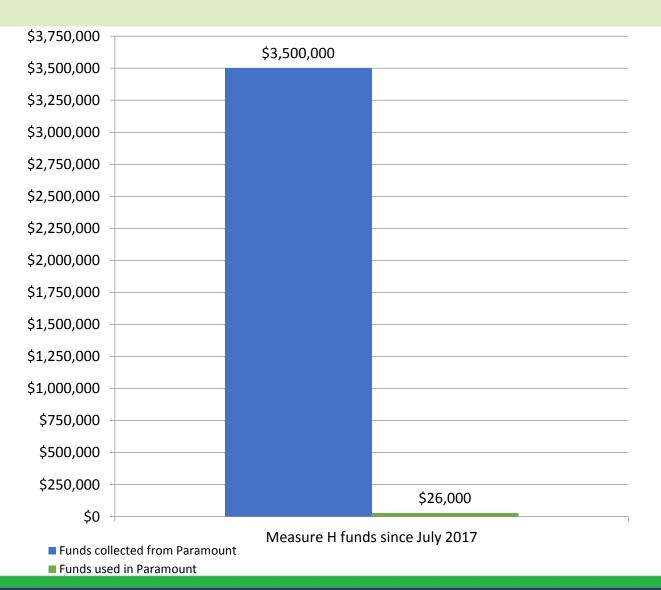
- A potential 2020 sales tax measure would ensure local sales tax stays in Paramount
- If we don't proceed to the ballot, what could happen to our local revenue?
- Los Angeles Metro Transportation
- South Coast Air Quality Management District (AQMD)
- County of Los Angeles





Keeping Local Revenue Local

- LA County's Measure H, passed in 2017 for homeless programs, has collected about \$3.5 million from Paramount point of sales since July 2017
- To date, we've only received about \$26,000 in return
- Current taxes are largely being used to benefit homelessness programs outside of Paramount





Common in Our Region

Sales Tax Rates for Area Cities

- Neighboring cities have already passed a sales tax increase and are benefiting from locallycontrolled revenue
- The cities of Lakewood, Bellflower and Norwalk are also currently considering a similar sales tax increase

City	Rate
Santa Fe Springs	10.50%
Compton	10.25%
Long Beach	10.25%
Lynwood	10.25%
South Gate	10.25%
Downey	10.00%
Bellflower	9.50%
Cerritos	9.50%
Lakewood	9.50%
Norwalk	9.50%
Paramount	9.50%



Fiscal Accountability and Transparency

- All funds from the measure will be used solely to fund city services here in Paramount
- By law, no money could be taken away by the State or the County
- Independent financial audits would guarantee all funds are spent as voters intended
- The sales tax measure will not be applied to groceries or prescription medicine





We Want to Hear from You!

- According to polling 77% of Paramount residents would support a sales tax measure, far above the 50%+1 votes required to pass
- Your input and feedback is critical in helping ensure our City has a long-term local funding source to help our community thrive
- Should City Council proceed with a 2020 sales tax measure?
- Please contact Public Information Officer, Chris Callard, at ccallard@paramountcity.com with questions or feedback





Focus Group Input

Focus Group participants:

- Ben Berg, Chamber of Commerce President
- John Berg, Rotary Club
- Barbara Crowson, Chamber of Commerce Exec. Dir.
- Vilma Cuellar-Stallings, Tepic Sister City
- Roy Gilham, Planning Commission
- Russ Hanson, Public Works Commission
- Moses Huerta, Public Safety Commission
- Grady Jones, New Commandment Baptist Church
- Jaylene Martinez, Youth Commission
- Jean Williams, Women's Club



Focus Group Input (cont'd)

- Focus Group pleased with City's direction:
 - Aesthetics/modernization
 - Attractive landscaping & infrastructure
 - New restaurants & housing
 - New businesses surprised by hominess & attractiveness of City
 - Educational/college culture
 - Business friendly
 - No negative thoughts expressed



City Manager John Moreno presenting at September 12th Focus Group Meeting



Focus Group Input (cont'd)

- Focus Group comments & questions:
 - Powerful message tax revenue to other agencies doesn't stay local (e.g., Measure H)
 - Keep tax revenues local
 - 77% survey response high; provide details
 - Residents want results from higher taxes
 - Current City sales tax revenue?
 - How much will sale tax increase generate for City?



September 12th Focus Group Meeting

• Recommend City Council approval of sales tax measure for March 2020



Next Steps

- City Council:
 - October 1, 2019 Review input from Focus Group
 - November 5, 2019 Consider Sales Tax Measure for March 2020 election
- Public Outreach:
 - Hire communications consulting firm (September 2019)
 - Public education campaign:
 - Presentations to service groups
 - Presentations to City Commissions
 - Social media messaging
 - Flyers
 - Mailer (to be reviewed at a future City Council meeting)
- Election:
 - March 3, 2020



Sales Tax Focus Group Update

City Council Meeting – October 1, 2019

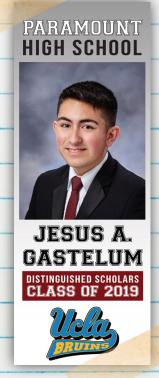


Boulevard of Heroes

- Started in 2016
- Located along Paramount Blvd. from Somerset to
 - Rosecrans Ave.
 - Honors Paramount
 - residents currently
 - serving in the Armed
 - Forces



Boulevard of scholars



- Started in 2018
- Located on Alondra
 - between Downey Ave.
 - and Paramount Blvd.
- Top 25 graduating
 - seniors (based on GPA)
- Banners include the
 - college they are
 - attending

Community service

- Started in 2019
 Honors top 5 graduating seniors that provided the most community service hours during their years attending Paramount High School.
- Located at the Civic
 Center parking area





BRANDON PASTELIN CLASS OF 2019 COMMUNITY VOLUNTEER AWARD

Momentum seniors



RUTH RIVERA CLASS OF 2019 MOMENTUM STUDENT AWARD

Started in 2019 Top 5 graduating seniors that overcame a variety of obstacles to become a successful **Paramount High School** graduate. Located at the Civic Center parking area

What about our paramount

athletes?

- Boys Soccer:
 - 3-peat CIF Champions (2010,
 - 2011, 2012)
 - 2012 and 2017 CIF State Regional Champions
- Wrestling:
 - 2011 CIF Runner-Up
- Boys Tennis:
 - 2012 first ever 4-peat in
 - League Championships

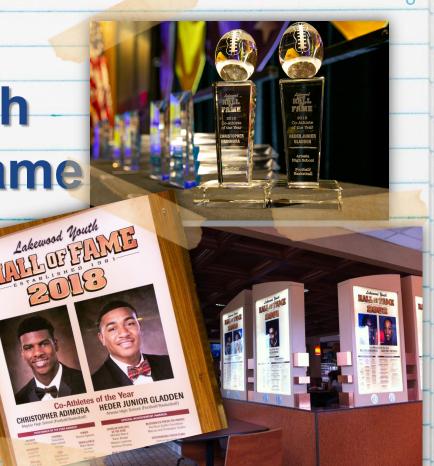
Paramount high school sports





Lakewood youth sports hall of fame

- Started in 1981
- Recognizes outstanding athletes and teams
- History of the Lakewood HOF is
 on display at the McDonald's on
 Woodruff Ave. and Del Amo
 Blvd.
- Local sports memorabilia
- Portraits of Athletes of the Year



Paramount Youth Sports Hall of fame

- In collaboration with PUSD and Horchateria Rio Luna
- For athletes that reside in the City of Paramount or attend Paramount High School
- Application process
- Paramount Youth Sport Hall of Fame Committee (PYSHOF) – minimum 10/maximum 20 members
- PYSHOF Committee will meet in January (annually) to select athletes to be inducted into the PYHOF

Paramount Youth Sports Hall of fame

The Paramount Youth Hall of Fame Committee will consist of the following:

- City of Paramount CS&R Director or designee
- Parks and Recreation Commissioner
- PHS Athletics representatives
- CIF Officials
- Horchateria representative
- YMCA representative
- Local sports media representatives
 - Community members

Paramount Youth Sports Hall of fame

Nominations

- Available on-line, a PHS (and private schools as needed), and City website
- Due in early December
- Committee will meet in January to make choices
- Winners will be notified early February

Paramount Youth Sports Hall of Fame Banquet

Banquet will take place the last Saturday of February (annually)

17

The categories to be recognized that night will be

the following:

- Athlete of the Year
- Performer of the Year (for each of the 18

sports)

- All-Round Performer
- Future Star Award
- Scholar-Athlete of the Year
- High School League Champions/CIF Champions

Paramount youth sports hall of fame

- Framed image of Athlete of the Year
- List of Performers of the Year & other category winners
- Placed at Horchateria Rio Luna



Lakewood Youth

Recommended Action

Approve or modify the proposed Paramount Youth Sports Hall of Fame Program

