



## PLANNING COMMISSION WORKSHOP #3

### COMMERCIAL SUBCOMMITTEE

March 23, 2005



## MEETING OBJECTIVES

- Review key commercial development facts
- Discuss current issues and perceptions
- Identify stable commercial areas
- Identify areas where change may occur over the life of the General Plan
- Receive community input



## COMMERCIAL DEVELOPMENT FACTS

- Torrance Demographics
- Economic Conditions and Trends
- Commercial Zones and Uses in Torrance
- Trip Generation

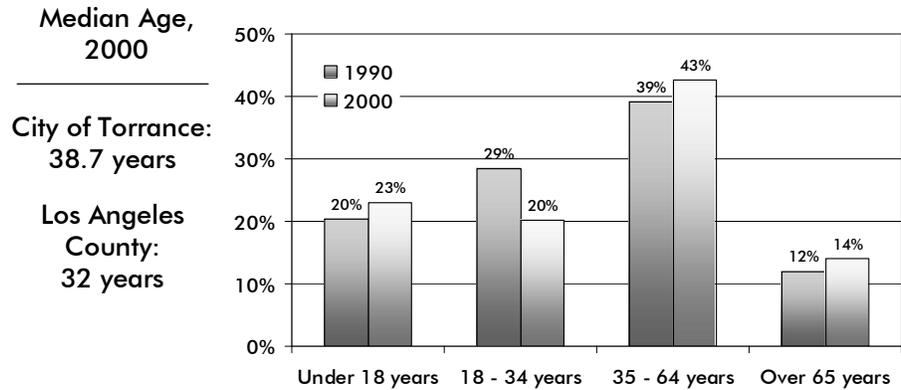


# Torrance Demographics



# AGE

- Torrance has a large working-age population
- Torrance's population is older than the county's

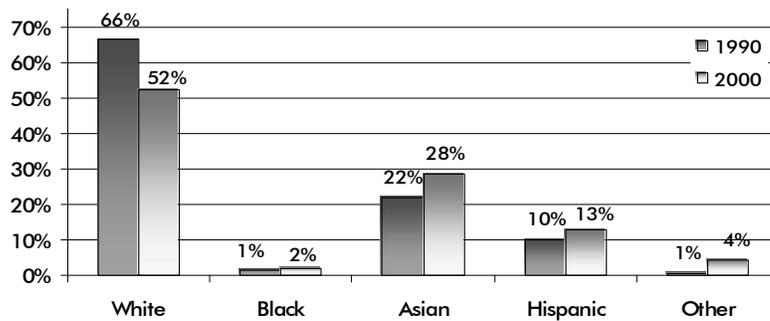


Sources: Stanley R. Hoffman Associates, Census 2000



# RACE AND ETHNICITY

- Torrance's population is primarily White (52%)
- Asians (28.4%) and Hispanics (12.8%) are the next largest groups
- Torrance has become more diverse since 1990



Sources: Stanley R. Hoffman Associates, Census 2000



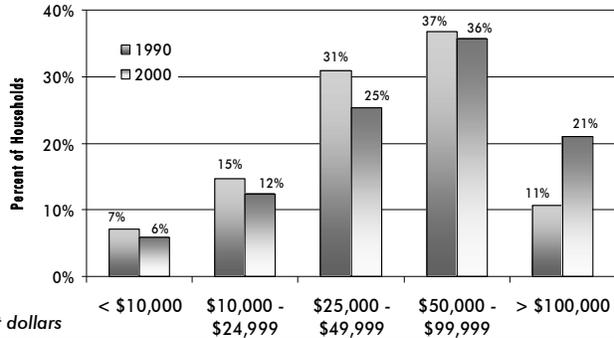
## HOUSEHOLD INCOME

- Torrance household incomes are generally higher than the county median
- Households with annual incomes of \$100,000 or more increased between 1990 and 2000

Median Household Income, 2000

City of Torrance:  
\$63,600

Los Angeles County:  
\$47,500



All figures are in 2004 constant dollars

Source: Stanley R. Hoffman Associates, Census 2000

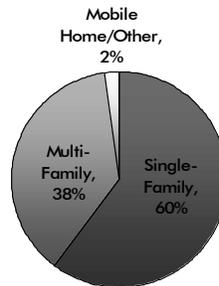
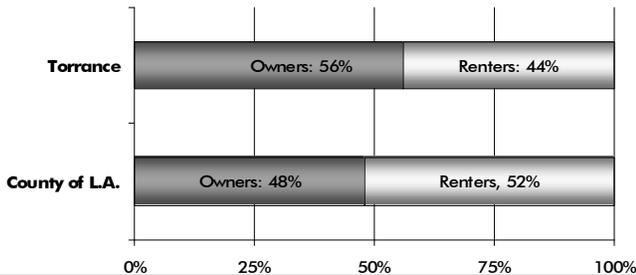


## HOUSING TENURE AND TYPE

Between 1990 and 2000:

- Tenure (owners/renters) remained stable
- Torrance's housing stock increased by 1.9%
- The County's housing stock increased by 3.4%

### Tenure



Housing Type

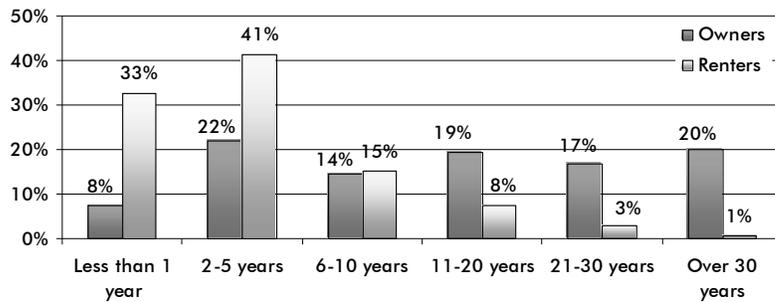
Figures are for 2000

Sources: Stanley R. Hoffman Associates, Census 2000



## TERM OF RESIDENCE

- Most of Torrance's homeowners have lived in their current residence for 11 or more years (as of 2000)
- Almost  $\frac{3}{4}$  of the City's renters have lived in their current residence for 5 or fewer years



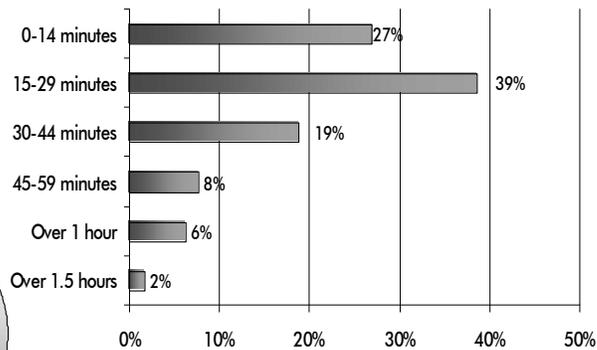
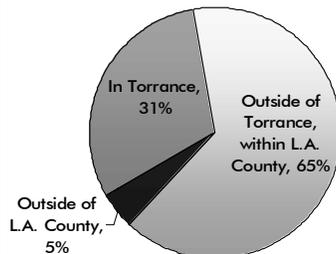
Source: Census 2000



## WORKPLACE AND COMMUTE

### Commute Time to Work

### Workplace Location



Source: Census 2000



## OTHER FACTS

- City residents age 25 years and older are more educated than residents countywide
- City residents predominantly work in Management and Professional occupations
- About 6.4% of Torrance's population was living in poverty in 2000
  - About 17.6% percent of the countywide population was living in poverty



## OTHER FACTS

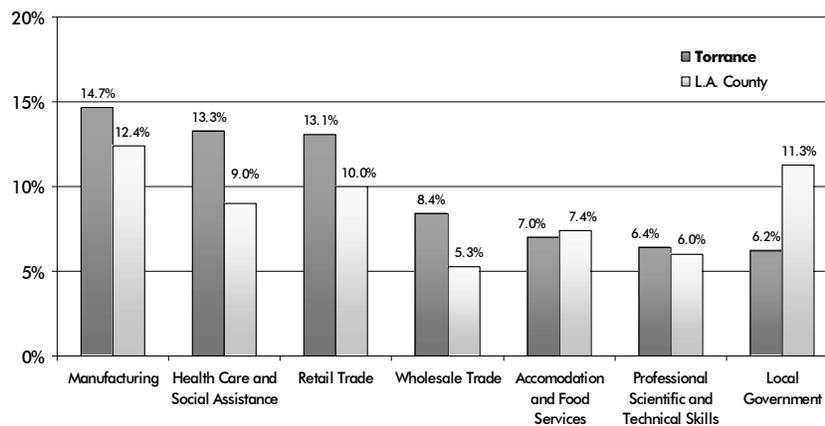
- Torrance's housing stock is aging
  - 71.5% of units were built prior to 1970
- Median housing prices increased nearly 62% between 1992 (\$338,967) and 2004 (\$550,250) (in constant 2004 dollars)
- SCAG projections suggest that Torrance will grow slowly over the next 20 years
  - About 0.7 percent annual population growth
  - Employment may grow faster than population



# Economic Conditions And Trends



## EMPLOYMENT BY INDUSTRY



Sources: Stanley R. Hoffman Associates, California Employment Development Department, 2004



## INDUSTRY TRENDS

### 2001-2003 Changes in Employment by Industry

#### Increases:

State Government (+ 60.0%)  
 Transportation and Warehousing (+ 27.7%)  
 Wholesale Trade (+ 22.3%)  
 Company/Enterprise Management (+ 7.3%)  
 Retail Trade (+ 6.4%)

#### Decreases:

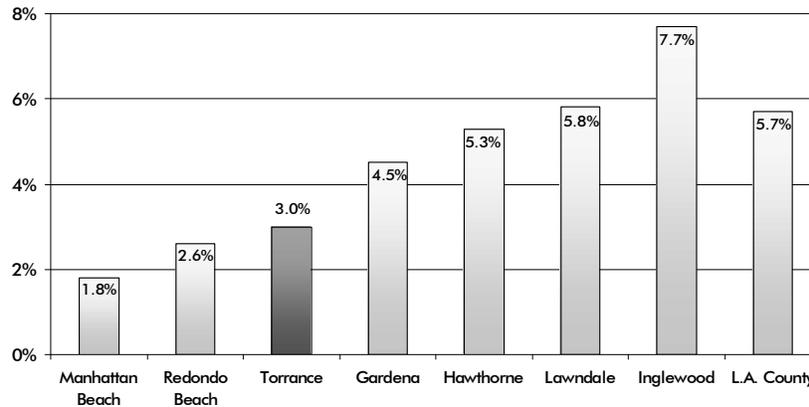
Information (- 43.6%)  
 Administrative/Support & Waste Management (- 14.2%)  
 Arts, Entertainment and Recreation (- 13.5%)  
 Construction (- 13.5%)  
 Local Government - 10.8%)

Sources: Stanley R. Hoffman Associates, California Employment Development Department, 2004



## UNEMPLOYMENT

### Unemployment Rate, December 2004



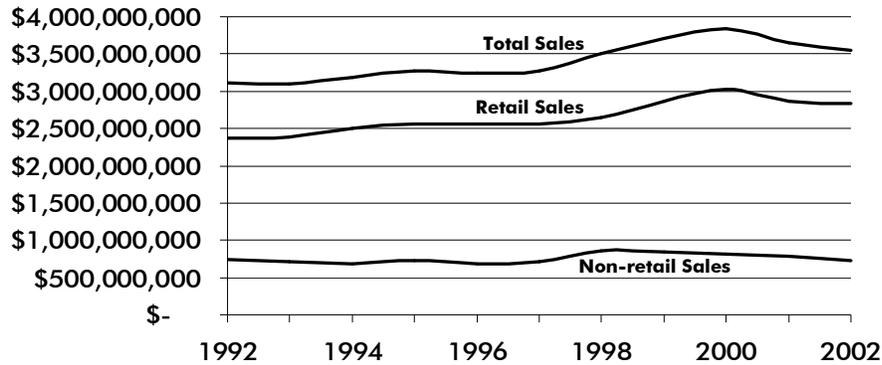
Los Angeles County and nearby cities with population over 25,000

Sources: Stanley R. Hoffman Associates, U.S. Bureau of Labor Statistics, 2004



## TAXABLE SALES

### Taxable Sales 1992-2002



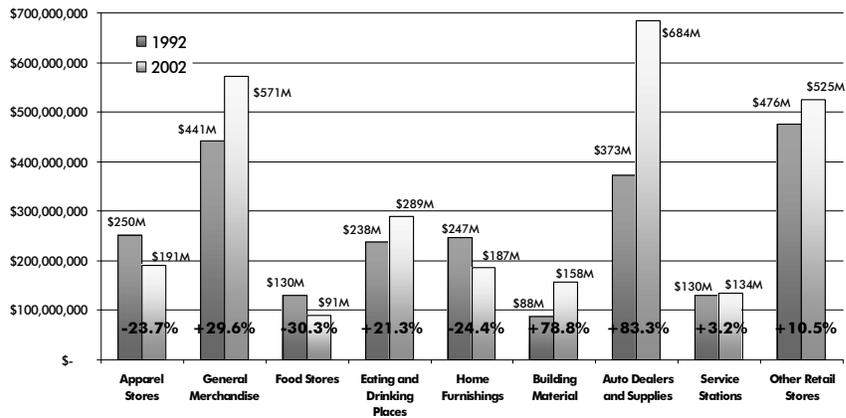
All figures are in 2004 constant dollars

Sources: Stanley R. Hoffman Associates, CA State Board of Equalization



## RETAIL SALES

### Retail Sales by Type 1992-2002



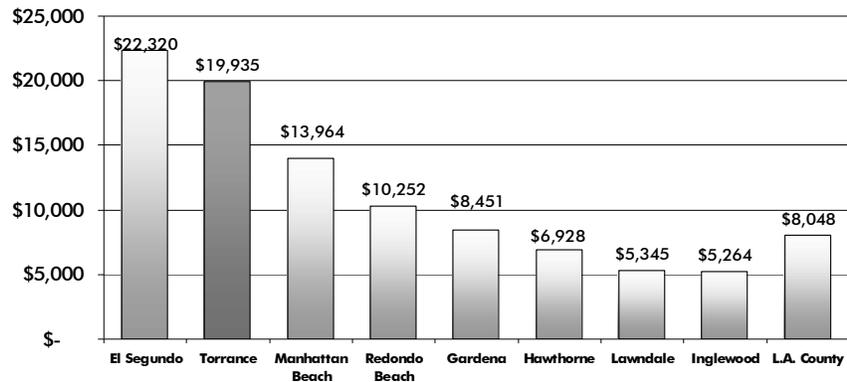
All figures are in 2004 constant dollars

Sources: Stanley R. Hoffman Associates, CA State Board of Equalization



## RETAIL SALES

### Per Capita Retail Sales, 2002



All figures are in 2004 constant dollars

Sources: Stanley R. Hoffman Associates, CA State Board of Equalization



## OFFICE SPACE MARKET

### South Bay Office Market 3<sup>rd</sup> Quarter 2004

Sub-Market	# of Buildings	Total Rentable SF	Total Available SF	Vacancy Rate
Central Torrance	56	4,170,471	663,365	15.9%
LAX/Century Blvd.	15	3,977,026	1,155,735	29.1%
El Segundo/Beach Cities	78	10,654,476	1,919,392	18%
190 <sup>th</sup> Street Corridor	30	3,282,249	591,287	18%
405 Fwy/Long Beach Airport	52	4,840,586	517,231	10.7%
Downtown Long Beach	21	4,128,997	500,679	12.1%
<b>South Bay Total</b>	<b>252</b>	<b>31,053,805</b>	<b>5,347,689</b>	<b>17.2%</b>

Sources: Stanley R. Hoffman Associates, Colliers Seeley Office Market Report, 3<sup>rd</sup> Quarter 2004.



# Trip Generation



## ITE TRIP GENERATION EXAMPLE

- Assumptions:**
- 10-acre lot (435,600 sf)
  - Weekday travel

### Trip Generation by Land Use:

**Residential Trip Generation:**

- Calculation yields trips per dwelling units

**Commercial and Industrial Trip Generation:**

- Calculation yields trips per 1,000 sf of floor area

**Open Space Trip Generation:**

- Calculation yields trips per acre

Source: Institute of Transportation Engineers, *Trip Generation*, 6<sup>th</sup> Edition 1997



## ITE TRIP GENERATION EXAMPLE

<b>Development Type</b>	<b>GP Land Use Category</b>	<b>Max Density/ FAR</b>	<b>Trips/ Unit*</b>	<b>Total Daily Trips</b>
Single-Family Detached Res.	Low Density	9 du/ac	9.57	861
Res. Condos/ Townhomes	Medium Density	28 du/ac	5.86	1,641
Low-Rise Apt. Building	Medium- High Density	44 du/ac	6.59	2,900
Shopping Center	General Commercial	0.30 FAR	42.92	5,609
Business Park	Industrial-Business Park	0.60 FAR	6.96	1,819
Regional Park	Public/Quasi- Public/Open Space	na	4.57	46

\*Trips/dwelling unit for residential uses, trips/1,000 sf for commercial and industrial uses, and trips/ acre for open space  
 Source: Institute of Transportation Engineers, *Trip Generation*, 6<sup>th</sup> Edition 1997; P&D Consultants, 2005



# Commercial Zones and Uses in Torrance



## COMMERCIAL USES

**C-1:** Retail Commercial District

**C-2:** General Commercial District

**C-3:** Solely Commercial District

**C-4:** Shopping Center District

**C-5:** Conditional Commercial District

**C-R:** Restricted Commercial District

**RP:** Residential Professional District

**PD:** Planned Development District



## COMMERCIAL USES

**LP:** Limited Professional Office District

- Intended to provide a zone for offices and professional services characterized by low volume customer contact
- Intended to encourage development compatible with surrounding or abutting residential districts by requiring suitable open space and landscaping



## COMMERCIAL USES

### **HBCSP:** Hawthorne Blvd. Corridor Specific Plan

- Plan to insure the economic competitiveness of one of the City's primary commercial and transportation corridor.
- Includes a detailed land use and transportation plan to enhance land uses and aesthetics, in balance with an effective transportation system.



## Key Commercial Issues and Perceptions



## ISSUES AND PERCEPTIONS

### **Medical Facilities**

Torrance's major medical institutions may need to expand.

### **Public Transportation**

Lack of regional connectivity prevents easy access to the commercial centers.

### **"Outsiders"**

Visitors provide for increased retail and hospitality opportunities, but they also increase congestion.



## ISSUES AND PERCEPTIONS

### **Fiscal Stability**

The City's finances are well managed. The City is highly dependent on revenues generated from the commercial sector.

### **Downtown**

Downtown is becoming a desirable location for small businesses, retail shops, and restaurants.

### **Torrance Airport**

Continue to balance jobs and revenue with impacts on quality of life.



## ISSUES AND PERCEPTIONS

### **Lack of Upscale Retail and Dining**

Growing demand and desire for more upscale retailers and restaurants

### **Mixed Use Projects**

Vertical mixed-use projects, of modest scale along major transportation corridors may provide some housing while minimizing traffic impacts.

### **Revitalization of the Del Amo Mall**

Potential to reposition the mall as an upscale center and re-establish Torrance as the center of the South Bay's retail market.



## Marking the Map Exercise