



NEW BUSINESS WELCOME PACKET

WELCOME TO GARDENA



OFFICE of the MAYOR

1700 WEST 162nd STREET / GARDENA, CALIFORNIA 90247-3732 / WWW.CITYOFGARDENA.ORG / PHONE (310) 217-9507

Dear Business Owner,

Thank you for considering the City of Gardena for the location of your business operation. This information packet is to help make your transition as smooth as possible and to help your business get started on the right foot. Gardena staff is available to assist you with your business needs and to make Gardena a better place to live, work, play, and conduct business.

Gardena California, a growing city located in the South Bay trade region of Los Angeles, offers exciting new opportunities for business relocations and new development. Gardena is centrally located and holds the keys to the Los Angeles freeway system. We provide travelers and commuters access to all major freeways, the Los Angeles International Airport, and both the Los Angeles and Long Beach Ports. Gardena's largest bonus is that the City is only 20 minutes away from the new So-Fi Stadium, Silicon Beach and entertainment districts.

Enclosed in this packet, you will find general information about Gardena, important phone numbers, permits and license processes, ribbon cutting opportunities, and resources that we hope will be beneficial to you.

We welcome you to Gardena and look forward to working with you to select an appropriate Gardena site that meets your business needs.

Welcome to the City of Gardena.

Tasha Cerda
Mayor

WELCOME TO GARDENA!



WHY BUSINESSES CHOOSE GARDENA

Located in the heart of the South Bay, along with some of the strongest densities and strong per capita retail sales within the region, it is no wonder that Gardena is known as a quality business environment. Gardena's foundation was built on the strength of its business industry and continues to thrive under the current leadership.

AN ESTABLISHED BUSINESS COMMUNITY

Gardena provides services to its business community in a "unique" hometown atmosphere. Gardena strives to attract high quality businesses that want to grow, be successful and who will partner with the City to create jobs, provide services to its residents, and improve the overall quality of life. Gardena's retail sector includes plenty of national credit tenants and several nationally recognized manufacturers that produce a wide variety of products. The City is host to one of the largest printing companies in California and home to one of the oldest continuous provider of carbon composites in the United States.

BUSINESS SERVICES

To provide support for businesses and to promote a thriving local economy, the City offers:



Streamlined Permit
Processing



Business Friendly
Staff



Business Outreach
Programs



Site Selection
Assistance

Contact the Economic Development Department at (310) 217-9533 or economicdevelopment@cityofgardena.org to discuss opportunities in Gardena for your business.

PERMITS & LICENCES

Alarm System Permit

Any business with an alarm system must have a permit on file with the City. The City of Gardena has contracted with Alarm Program Systems LLC to administer the City of Gardena's Alarm Program. If you need assistance or require additional information, please visit www.gardenaca.citysupport.org or call (424) 254-7520.

Building Permit

Most commercial and industrial construction and demolition work whether it be new construction, remodels or alteration require a building permit. For example: signs, banners, fences, re-roofs, electrical upgrades, plumbing upgrades, window change outs all require a permit. For additional information regarding the building permit process can be found at www.cityofgardena.org or the Building & Safety Division at (310) 217-9500.

Business Certificate of Occupancy

It is unlawful for any person to commence any business within a building without first having obtained a zoning clearance and a Certificate of Occupancy from the City. Before a Certificate of Occupancy can be issued for that business, the premises must be inspected by a building inspector to ensure there are no major life safety issues and all inspection fees must be paid. The Certificate of Occupancy is also required BEFORE a Business License can be granted.

Business License

Any person who conducts any business, trade, profession, enterprise, establishment or occupation within the City of Gardena is required to obtain a license whether or not the physical business address is in or outside of the City. If you have specific questions on how to obtain a business license, call the Business Licensing at (310) 217-9518, email cddlicenseandpermitcenter@cityofgardena.org, or schedule an appointment to speak with a Business License staff member.

Development Permit

Examples of project activities that require a Development Permit include: conditional use permit, site plan review, variance, zone change or land division. Before starting a project, applicants should make an appointment with a planner to discuss their project, required development permits, applicable development standards, fees, submittal package and other entitlements and requirements and environmental documentation that will be applicable to a proposed development project. To learn more about the process, please review "Opening A Business Gardena" on Page 4 of this packet. To schedule an appointment online at <https://cityofgardena.org/schedule-an-appointment/>. For questions, you may call (310) 217-9524 or email CDDPlanningandZoning@cityofgardena.org.

PERMITS & LICENCES

Sign Permit

Signs and banners are regulated by City ordinance as to size, number, location and height. This ensures compatibility between signs and other structures and reduces possible detrimental effects. Prior to installing, altering or moving a new or existing sign, plans must be first submitted to and approved by the Community Development Department. For further information, contact the Planning Division at (310) 217-9524 or email CDDPlanningandZoning@cityofgardena.org.

In-Person Counter Visits

The Building and Safety Department is now accepting appointments for Over-the-Counter Permits and payment of fees. Individuals who schedule an appointment through QLess will be able to visit the Community Development Department in-person to receive select services. Please visit <https://cityofgardena.org/schedule-an-appointment/> or contact the department at (310) 217-9530.

Scan the QR Code below to make your appointment online.



OPENING A BUSINESS IN GARDENA

To make the process of opening your business in Gardena as easy as possible, it is best that City regulations be understood early on. Please use this flowchart to familiarize yourself with the City's regulatory process. Staff is here to assist you with the opening of your business and to navigate you through the city process.



RIBBON CUTTING CEREMONY

**"Congratulations!
You have made it to your Grand Opening!"**

The City of Gardena can help you launch your business with a ribbon cutting. The ribbon cutting will help you celebrate this important moment in your business's history, but more importantly, it is also a great way to announce the arrival of your business to the community.

Here are some of the ways the ribbon cutting ceremony will support your business:

- A forum to assemble and recognize all the people who were integral to getting your business open.
- An event that you can advertise in the local press, as well as through all of the City's media outlets.
- A celebratory event to invite the public to your business location and to orient them to your physical location, products, and services.
- Generate possible leads from attendees.
- Make contacts with key members of the community including City elected officials, Gardena Economic Business Advisory Council (GEBAC), and other community leaders, and other businesses.
- Photo opportunities that can lead to post event media coverage of your business's opening.

To arrange a no cost ribbon cutting event, contact the City of Gardena's Economic Development Office at (310) 217-9533 or by email at economicdevelopment@cityofgardena.org. Staff will facilitate the inclusion of these key community leaders in the event and will assist with the noticing of the event with the local media and Gardena community at-large.

BUSINESS RESOURCES



South Bay Workforce Investment Board (SBWIB)

The South Bay Workforce Investment Board (SBWIB) has operated the One-Stop Business and Career Center – Gardena, help employers find workers and job seekers find employment and provide those services at NO COST. For more information, please call the Gardena One Stop at (310) 538-7070 or visit <https://www.southbay1stop.org/gardena-1-stop>.

Small Business Development Center (SBDC) - Los Angeles

SBDC is one of the state's primary resource partners for small business development with a mission of providing new or existing businesses with confidential, one-on-one advising and expert training at NO COST. For more information, please call SBDC at (310) 225-8277 or visit <https://southbaysbdc.org/>.



Gardena Economic Business Advisory Committee (GEBAC)

GEBAC's mission is to promote economic opportunities by establishing and preserving a business and job friendly environment to attract and retain businesses, industry, and commerce, that will enhance Gardena's economic viability, financial stability, and improve the overall quality of life of its residents.

GARDENA DIRECT



Gardena provides a wide variety of ways for the public to stay informed and to participate in what is going on in the community. The City of Gardena Official App (Gardena Direct) connects you directly with Gardena City Hall. There is a function for service requests (potholes, graffiti, dangerous conditions, etc.), which can be instantly submitted to the correct administrator in the appropriate division. In addition, there are features to connect you to City of Gardena news, programs, and resources.

Scan the QR Codes to download the app on your iOS or Android phone.



SOCIAL MEDIA

"Follow us on social media to stay connected!"


City's Official

 Cityofgardenaca


 Gardenacityhall

<https://cityofgardenaca.org/>

Economic Development


 discover_gardena

Citywide Events/Program


 GardenaEvents

 GardenaEvents

G-Trans

 Ridegtrans

 RideGTrans

 @Ridegtrans

<http://ridegtrans.com/>

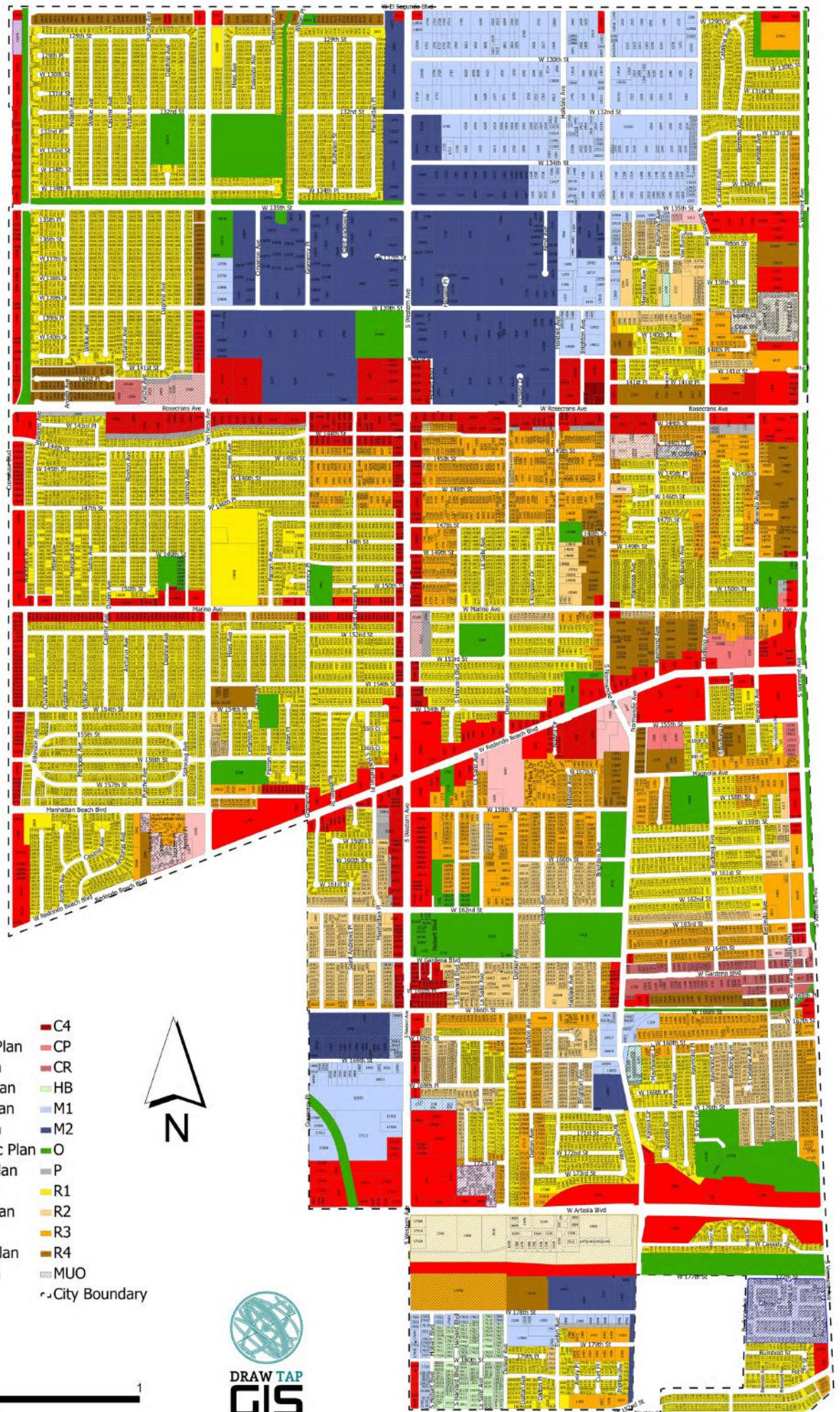
Gardena Police

 GardenaPolice

<http://www.gardenapd.org/>

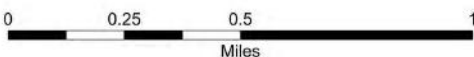


Zoning 2021



-  Normandie Place Specific Plan
-  Platinum Row Specific Plan
-  Emerald Square Specific Plan
-  Artesia Corridor Specific Plan
-  Cottage Place Specific Plan
-  Normandie Estates Specific Plan
-  Redondo Village Specific Plan
-  Ascot Village Specific Plan
-  Gardena Village Specific Plan
-  Carnelian Specific Plan
-  Western Avenue Specific Plan
-  Gardena TOD Specific Plan
-  C2
-  C3

■ C4
 ■ CP
 ■ CR
 ■ HB
 ■ M1
 ■ M2
 ■ O
 ■ P
 ■ R1
 ■ R2
 ■ R3
 ■ R4
 ■ MUO
 ■ City Boundary





APPLICATION FOR BUSINESS LICENSE

DEPARTMENT of COMMUNITY DEVELOPMENT

1700 WEST 162nd STREET / GARDENA, CALIFORNIA 90247-3732 / WWW.CITYOFGARDENA.ORG / PHONE (310) 217-9530

- ☐ New License ☐ Change of Address
☐ Ownership Change ☐ DBA Change ☐ Other

ACCOUNT NO: _____

Business Name (DBA)					Business Start Date in Gardena	
Business Address		UNIT	CITY	STATE	ZIP	Business Phone No.
Mailing Address			CITY	STATE	ZIP	Email address
Corporate Name					Corp. Phone No.	
Corporate Address			CITY	STATE	ZIP	
Service Address if Different than Home Address* Address			CITY	STATE	ZIP	
Home Address			CITY	STATE	ZIP	
Business Activity				Number of employees		Do you have an Alarm System?
Name of Owner/Officer			SSN/ CDL No./CA ID No./or Individual Taxpayer ID No			Cell Phone No,
Federal Tax ID No.		Driver's License No.			Seller's Permit # (if applicable)	
State Contractor's # (if applicable)		Contractor's Classification (if applicable)				
Ownership: <input type="checkbox"/> Qualified Joint Venture <input type="checkbox"/> Sole Ownership <input type="checkbox"/> Partnership <input type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> LLC						
Name of Officer or Partner		Title		Home or Service Address*		Phone No.
1.						
2.						
Are you sharing this location with another business? <input type="checkbox"/> No <input type="checkbox"/> Yes If yes, name and address of business:						Business Square Footage
In case of police or fire emergency, give two names and emergency contact numbers						
1.				Phone No.		
2.				Phone No.		
I declare under penalties of perjury that this application has been examined by me, and to the best of my knowledge and belief is a true, correct, and complete statement of facts. I further certify that if the application is for a licensed contractor, the above-named Business/Applicant is licensed under the State of California and that such license is in full force and effect.						
Signature and Title					Date	
Veteran Status: <input type="checkbox"/> Special Disabled Vet <input type="checkbox"/> Vietnam Vet <input type="checkbox"/> Recently Separated Vet <input type="checkbox"/> Other Protected Vet						
Payment By: <input type="checkbox"/> Cash <input type="checkbox"/> Check or Money Order <input type="checkbox"/> Credit Card (see next page)						

PERMIT# 100

*Service address may be different than Home Address which will then remain confidential. Service Address shall be the person's home address or an address where the person consents to receive service of process, including a P.O. Box or Private Mailbox that complies with Business & Professions Code sec. 17538.5. If the applicant is using a P.O. Box or Private Mailbox, the applicant must also file copies of the US Postal Service Form 1583 that was filed with the US Postal Service and the acknowledgment form authorizing the commercial mail receiving agency to act as the agent for service of process with the City.

Highlighted items are not subject to disclosure without a judicial warrant, subpoena, or court order – only applies to home address if service address is provided.

For City Use Only				Assessor's Parcel No.	
Bus Type		Zoning		Planning	<input type="checkbox"/> Approved <input type="checkbox"/> Disapproved
NAICS		Permit Fee		Remarks:	
License		Scanning			
City Inspection		AB 1379			
Fire Inspection		Total Rcvd			
Inspection Date		Record #		By:	Date:
Inspection Time	<input type="checkbox"/> AM <input type="checkbox"/> PM	C of O Issued	<input type="checkbox"/> Yes <input type="checkbox"/> No	Building Inspector	<input type="checkbox"/> Pass
Scheduled By		Bus Occ		Remarks:	
				By:	Date:

GARDENA POLICE DEPARTMENT DISTRICT POLICING



DISTRICT 1

Lieutenant Christopher Cuff
(El Segundo Blvd to Rosecrans Ave)

(310) 217-9636

ccuff@gardenapd.org



DISTRICT 2

Lieutenant Mark Thompson
(Rosecrans Ave to Redondo Beach Blvd)

(310) 217-6128

mthompson@gardenapd.org



DISTRICT 3

Lieutenant Alex Rivera
(Redondo Beach Blvd to 182nd St)

(310) 217-6183

arivera@gardenapd.org

CONNECT WITH SCE BUSINESS CUSTOMER SOLUTIONS



ABOUT

To learn about SCE programs and resources for your business.

- Energy Efficiency
- Demand Response
- Rates
- My Account Benefits
- Electric Vehicles
- Outage Communications
- Economic Development Services

SCAN QR CODE OR TEXT SCEBIZ TO 90407 OR GO TO SCEBIZ.INFO



JOIN US ON FACEBOOK, TWITTER, AND LINKEDIN TO GET THE LATEST INFORMATION.



SCE Business &
Community Partnerships



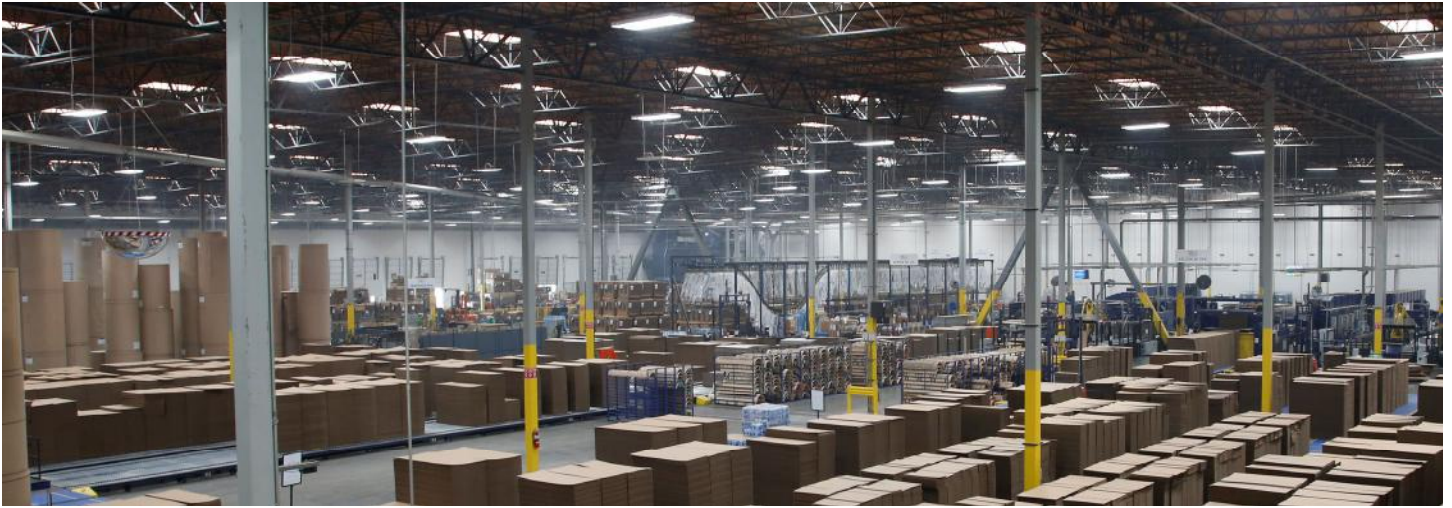
@SCE_Business



SCE Business

Economic Development Rate Program

Helping to Bring Down Your Cost of Doing Business



The Economic Development Services (EDS) team at Southern California Edison is available to assist your business and help you grow in Southern California. We offer an energy discount through our Economic Development Rate (EDR) program to attract, retain, or expand your business operations in our service territory versus out of state. Specifically, the program offers a 12% discount on your energy bill over a 5-year period.

The EDR program discount is available to SCE Bundled Service, Direct Access**, and Community Choice Aggregation** business customers. As an eligible business customer, you may benefit from one of the following five-year discount options that are applied to your electric bill:

How to Qualify for the EDR

Your business must meet the following criteria to be eligible for the EDR Retention (EDR-R), Expansion (EDR-E), or Attraction (EDR-A) rate schedules:

- Minimum load requirement must be 150 kilowatts (kW) or more (either individually or in the aggregate across accounts at the same physical facility).
- Options are also available for small businesses using less than 150 kW combined load.
- Your business is not identified as a residential, state, or local government customer.
- You must provide a business case demonstrating your critical need for the EDR program and present a viable out-of-state option or facility closure.
- The California Office of Economic Development must perform an independent review that is separate from SCE.
- You must sign an affidavit attesting that “But-For” this rate, your business would not retain or add its energy load within California.

The EDR program is available until the 200 MW program cap is met.

Becoming an EDR Candidate

In order to be an EDR program candidate, you'll need to:

- ⇒ Have a business where electricity costs are a primary cause for seeking alternatives (including closure), that is sensitive to electricity rates, and insensitive to production location.
- ⇒ Have real and viable out-of-state location alternatives with excess capacity or similar alternatives that would be the preferred choice “But-For” the incentives afforded under SCE’s EDR program.

Four Key EDR Questions and Answers to Help You Proceed with Confidence

1. What do you mean by the requirement to demonstrate “critical need”?

Critical need means that “But-For” the EDR discount itself, or in combination with other incentives, your company cannot continue to operate within or locate to California. Documentation that supports the “But-For” scenario is required for service under the EDR.

2. Can my business have multiple qualified Service Accounts?

Yes. If your business has multiple Service Accounts located at the same physical facility, you may apply for the EDR program as a combined energy load.

3. Does my demand increase have to be maintained at or above 150 kW?

Yes. However, for the EDR-R rate schedule, you must maintain a monthly demand that is the greater of 75% of your historic peak demand usage or at least 150 kW^{***}. For EDR-E and EDR-A rate schedules, your minimum demand must be at least 150 kW of expanded load or new load on a monthly basis, whichever applies^{***}. Program discounts are suspended if minimum load requirements are not met in any three months within a contract year. Discounts are suspended for the balance of that contract year, and such suspension starts in the month of the third occurrence.

4. What is the difference between the retention, expansion, and attraction EDRs?

EDR-Retention: Minimum load demand of 150 kW^{***}. Applicable to existing customers who show that relocation of their entire operations—or a qualified portion of their operations, which consists of load of at least 150 kW (either individually or in the aggregate across accounts at the same physical facility)—to a site outside of California is a viable alternative or that closure of the customer’s existing facilities is otherwise imminent.

EDR-Expansion: Minimum load demand of 150 kW^{***}. Applicable to existing customers who increase load by at least 150 kW over their current Maximum Demand (either individually or in the aggregate across accounts at the same physical facility), as established in their Base Period Usage. Such increase must represent load that is new to California and is intended to expand load in California relative to out-of-state options.

EDR-Attraction: Minimum load demand of 150 kW^{***}. Applicable to new customers who locate their facilities within SCE’s service territory. Such load (either individually or in the aggregate across accounts at the same physical facility) must be new load to California and is intended to attract load to California relative to out-of-state options.

All three EDR options must also attest that, “But-For” this discount, either on its own or in combination with a package of incentives made available to the customer from other sources, they would not have retained or added their load within California.



Call us for Economic Development Assistance Today

For more information regarding our EDR program, contact a Southern California Edison Economic Development Consultant:

Michael Curley: (626) 633-4856
Michael.Curley@sce.com
San Bernardino and Riverside
Counties, San Gabriel Valley

Tod Sword: (310) 508-2166
Tod.Sword@sce.com
South Bay, Westside, Gateway Cities,
Orange County

Jey Lacey
(559)967-2136
Jey.Lacey@sce.com
Northern regions of SCE’s territory

This Q&A is meant to be an aid to understanding SCE’s rate schedule tariffs. It does not replace the Commission-approved rate schedule tariffs. Please refer to the individual rate schedule tariffs of interest for a complete listing of terms and conditions of service, which can be viewed online at sce.com.

** For Direct Access and Community Choice Aggregation customers, EDR discount is limited to the “Distribution” portion of the energy bill. No discount will be applied to the “Generation” portion of the energy bill.

*** With the exception of small business customer accounts as defined with energy loads below 150 kW.

Los Angeles Regional
Small Business Development Center Network

BE OUR NEXT SUCCESS STORY

Are you starting or growing your small business?

Take advantage of the no-cost resources at the Small Business Development Center (SBDC) at El Camino College. Our business experts provide confidential, one-on-one advising in:

- business planning
- branding and marketing
- finance and accounting
- obtaining capital

We're here to help entrepreneurs like you and your small business start, grow, and succeed.

Start your success story at SBDC | El Camino College.



Call 310.225.8277 or visit www.southbaysbdc.org

The SBDC at El Camino College is a member of the Los Angeles Regional Small Business Development Center Network. The Los Angeles Regional SBDC Network is offered to the community through Long Beach City College, and operates 8 centers throughout Los Angeles, Santa Barbara, and Ventura Counties. Funded in part through a cooperative agreement with the U.S. Small Business Administration.



Bentley Adams Tile, Santa Monica • Est. 2016
bentleyadamstile.com



Milkfarm, Los Angeles • Est. 2014
milkfarmla.com



Aura by Murti, LLC, Torrance • Est. 2010
auraseating.com



Click & Carry, Los Angeles • Est. 2008
clickandcarry.com



CITY OF GARDENA

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