

City of La Mirada Business News

WINTER 2017

New Eateries Coming to La Mirada

Four new dining establishments will soon be opening in La Mirada. Construction is nearing completion for a McDonald's on the northwest corner of Imperial Highway and Telegraph Road. McDonald's is expected to open by January and is currently recruiting to fill various positions. The Habit Burger Grill, which will be located at the southwest corner of La Mirada Boulevard and Imperial Highway, is currently completing façade improvements and is also expected to open by next month. Designs for McDonald's and The Habit will incorporate new, modern and attractive architectural elements as set forth in the City's Imperial Highway Specific Plan.

Shabuya, an all-you-can-eat shabu shabu/hot pot restaurant, will be located at the intersection of Rosecrans Avenue and La Mirada Boulevard in the La Mirada Theatre Shopping Center. Tenant improvements are currently underway and will include a 6,270 square foot dining area with 69 tables with individual electric heating elements for each customer. The City has also recently approved interior improvement plans for a new Piara Pizza restaurant at 13930 Imperial Highway within the Imperial Plaza Shopping Center.

"The City is looking forward to the opening of these new eateries," says Community Development Manager Alison Moore. "These restaurants will provide additional dining opportunities within La Mirada and generate new jobs for students and others in the local community."

For more information, contact the City's Economic Development Team at (562) 943-0131.



The City of La Mirada thanks shoppers who participated in this year's "Shop La Mirada Holiday Edition" program. The program's goal was to celebrate the energy, originality, and success of local business owners by encouraging holiday shopping in La Mirada.

More than 50 shoppers submitted over \$7,000 in receipts and received a free gift bag with gift cards and coupons from La Mirada restaurants and businesses. This program started on Small Business Saturday, November 26, in support of the local business community and was extended through December 18, 2016.

The City also thanks the following businesses and local restaurants that donated gift cards and coupons; 7 Eleven, Albertsons, All About Puppies, Amy's Café, Big 5 Sporting Goods, Cabo Taco Baja Grill, Clearman's North Woods Inn, Home Depot, Marisa's Mexican Restaurant, Menchie's Frozen Yogurt, Polly's Pies, Sizzler, The Cyclery Bike Shop, Tom's Jr. Burgers, La Mirada Plumbing and Dr. Laurie Nishikawa.

"Local businesses promote economic growth, create jobs for La Mirada residents, and generate sales and property tax revenues for City programs and services," says City Manager Jeff Boynton. "This program encourages residents to shop locally and support La Mirada businesses."

For more information, contact the City's Economic Development Team at (562) 943-0131.

Free Business Workshop Series



The City of La Mirada and the La Mirada Chamber of Commerce are offering a Free "Business Success Series" to small business owners and/or aspiring small business owners. Take advantage of the workshops presented by the Small Business Administration (SBA) Los Angeles District Office and Resource Partners.

The workshop series includes the following topics:

- 1st Workshop: Start Your Business/Forms of Ownership on Wednesday, January 18 from 9:30 to 11:30 a.m.
- 2nd Workshop: Access to Capital/Business Plan on Wednesday, January 25 from 9:30 to 11:30 a.m.
- 3rd Workshop: Lease Negotiations/Retail Space on Wednesday, February 1, from 9:30 to 11:30 a.m.
- 4th Workshop: Marketing/Targeting and Technologies on Wednesday, February 8 from 9:30 to 11:30 a.m.

All workshops will be held at La Mirada Resource Center, 13710 La Mirada Blvd. Early sign up is encouraged as space is limited. Free parking is available. Please register at the following Eventbrite link:

- 1st Workshop: www.eventbrite.com/e/start-your-businessforms-ownership-workshop-tickets-30180817638
- 2nd Workshop: www.eventbrite.com/e/business-success-series-access-to-capitalbusiness-plan-workshop-tickets-30228165256
- 3rd Workshop: www.eventbrite.com/e/business-success-series-lease-negotiationsretail-space-workshop-tickets-30228216409
- 4th Workshop: www.eventbrite.com/e/business-success-series-marketingtargeting-and-technologies-workshop-tickets-30228322727

For more information, contact Alison Moore, Community Development Manager at (562) 943-0131 or amoore@cityoflamirada.org



La Mirada Moves Forward Phase 3 of Measure I Improvements

Phase 3 of the Measure I neighbored street improvements will soon be underway in La Mirada. The City Council awarded the contract to RJ Noble, which submitted the lowest qualified bid, at its November 22 meeting.



Street improvements in Phase 3 are planned for the neighborhood streets bounded by Stage Road, Alondra Boulevard, Dalmatian Avenue, Barnwall Street, Ocaso Avenue, La Mirada Boulevard, Rosecrans Avenue, and Santa Gertrudes. Improvements include resurfacing of street pavement, installation of curb access ramps, rehabilitation of storm drains, and removal and replacement of damaged curbs, gutters and sidewalks.

Phase 3 is scheduled for completion in summer 2017. Phase 4 of Measure I is under design and is scheduled to begin construction in summer 2017. The first two phases of the Measure I neighborhood street improvements were completed in fall 2015 and spring 2016.

"We are continuing to meet the objectives of the City's robust Capital Improvement Projects program," says Public Works Director/city Engineer Mark Stowell. "Phases 3 and 4 are proceeding as planned and will provide modern infrastructure in the affected neighborhoods."

As construction approaches for capital improvement projects, the City strives to notify residents and businesses in advance of the work. To identify projects funded by Measure I, signs are posted in the area where a Measure I project is in progress.

For more information on La Mirada's capital improvement projects, contact the City's Public Works Department at (562) 902-2385.

La Mirada Completes Economic Development Action Plan

ECON Solutions

By HdL

The City recently completed a three-year Economic Development Action Plan (EDAP) with the assistance of ECON Solutions. The EDAP helps provide a framework for the City's vision for advancing economic development efforts over the short term.

The EDAP discusses the City's strengths and weaknesses and identifies focus areas of opportunity, such as Biola University, Imperial Highway Corridor, Rosecrans Avenue/ La Mirada Boulevard, the I-5 Corridor, research & development, logistics and light manufacturing and medical/healthcare.



The plan also discussed key action items to be taken by the City over the next three years to help achieve its vision for the business community.

"The Economic Development Action Plan is a management tool to help guide the City over the next three years," says City Manager Jeff Boynton. "It focuses on increasing business retention and expansion, business attraction, and support services."

For more information, contact the City's Economic Development Team at (562) 943-0131.

I-5 Construction Alert: Valley View Lane Reduction



Construction of the I-5 freeway widening project on the La Mirada segment has begun. Valley View Avenue will be reduced to one lane in each direction over the freeway crossing and the southbound I-5 freeway Valley View Avenue off-ramp will be closed beginning Wednesday, January 18, 2017. These restrictions will remain in place for approximately three years.

The Valley View Avenue southbound freeway on-ramp will remain open during this first phase of construction, but will be temporarily closed in about one year.

A portion of South Firestone Boulevard at Coyote Creek channel is currently closed for utility relocation for a period of 4-6 months. Work will be conducted Monday through Friday, between 6 a.m. and 4 p.m. Businesses along Firestone Boulevard will remain open and detour signs will be posted.

For more information on the I-5 freeway widening project, visit the Caltrans website at <http://www.dot.ca.gov/dist07/travel/projects/I-5/> or My5LA.com.

