

LA MIRADA REMAINS AMONG SAFEST CITIES



A recent crime analysis of surrounding communities in southeast Los Angeles County and northern Orange County revealed that La Mirada once again experienced the lowest number of Part 1 crimes in 2020. Part 1 crimes include homicide, rape, larceny, burglary, automobile theft, robbery, assault, and arson.

In 2020, there were 791 Part 1 crimes reported in La Mirada compared to 790 in 2019. Overall, the number of thefts, burglaries, robberies, and arsons decreased. No homicides were reported in 2019 or 2020.

Last year, La Mirada's Special Assignment Officer (SAO) Team served a key role in keeping La Mirada among the safest cities. The SAO Team prevented and suppressed criminal activity and nuisance issues in the community, conducted directed patrol and enforcement, served search warrants, conducted probation-related searches, and gathered intelligence.

There was a renewed focus in 2020 on reaching out to businesses and increasing participation in the La Mirada Business

Watch program. City staff met with over 100 business owners, established relationships, strengthened communication, and encouraged the use of crime prevention techniques and security measures. La Mirada Deputies and Public Safety Officers were also more visible in the community and proactively patrolled commercial centers when businesses were closed to prevent crime from occurring.

Virtual and, eventually, in-person Neighborhood Watch and Business Watch meetings will be held to educate residents and business owners on crime prevention techniques. The Public Safety Team will also continue its efforts to develop innovative ways to offer Public Safety programs, services and education through virtual conferencing platforms, social media, the City's website, and the My La Mirada smartphone app.

The Public Safety Team will continue its efforts to maintain a low crime rate. The SAO Team will monitor crime trends and work closely with patrol deputies and detectives to identify problem locations and possible suspects. The SAO Team will continue to create criminal suppression strategies to combat crime and nuisance issues.

For additional information on the annual crime report and the City's crime prevention efforts, contact the La Mirada Community Sheriff's Station at (562) 902-2334.



PROPERTY VALUES RISE IN LA MIRADA

Property values in La Mirada have grown by more than 8 percent during the past year according to a recent report by the Los Angeles County Assessor's Office. La Mirada's assessed value increase between 2019-20 and 2020-21 was \$575 million, and total citywide assessed value reached \$7.6 billion. The increase in value is attributed primarily to the Assessor's adjustment pursuant to Proposition 13 and re-assessments of properties that were sold during the past year. The new figures were part of the 2020 Assessment Roll released by the Assessor's Office.

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

BUSINESS RECOGNITION PROGRAM

The City of La Mirada established a Business Recognition Program to honor La Mirada's successful business community. The City recognizes businesses that demonstrate significant community involvement, show industry leadership, and those that are celebrating anniversary milestones or other special achievements unique to their industry. Through this program, businesses are invited to attend a City Council meeting to be recognized and are highlighted on the City's website and in the City Business Newsletter. Featured businesses must be located in La Mirada and hold a current business license to participate in the program.

Businesses are encouraged to contact the Economic Development Team at (562) 943-0131 or visit the City's website at cityoflamirada.org to learn more about this program.



GRAND OPENINGS



VONS CHICKEN

Vons Chicken is a new popular chain restaurant that is starting to expand throughout the U.S. and internationally with locations in Korea and Guam. The restaurant opened its La Mirada location at 12740 La Mirada Boulevard in January. Vons Chicken is best known for its Korean style fried chicken and classic deep-fried chicken. It also serves oven-baked chicken for those looking for a healthier alternative.

According to manager Elenora Hwang, a couple of the favorites include the crispy fried chicken and the crispy yangnyum chicken. Customers also enjoy trying the variety of styles and flavors the restaurant offers. This location is open Tuesday through Sunday from 11 am to 8:30 p.m. Lunch specials are offered Tuesday through Friday from 11 a.m. to 3 p.m. with generous portions for \$9.99.



HABIBI GRILL

The City welcomes Mediterranean-based Habibi Grill as one of the newest restaurants in the community, located at 15272 Rosecrans Avenue in the La Mirada Theatre Center. The restaurant serves authentic and flavorful Mediterranean food including chicken or beef in a variety of ways such as burgers, sandwiches, wraps, skewers, and plates that are served with delicious sides. Habibi Grill also has vegan options for customers who prefer a vegan diet.

With limited Mediterranean restaurants in the area, Habibi grill will serve as the center point for customers in southeast Los Angeles County and north Orange County. Habibi Grill opened in February and was in the soft opening phase to build relations with customers. An official opening is coming this spring.

BUSINESS WATCH MEETING 3/31

The City of La Mirada will be hosting a Business Watch meeting on March 31 at 4 p.m. via Zoom. The goal of the Business Watch program is to establish working relationships between business owners, managers, associates, and the Public Safety Team and reduce crime through policing and education.

The meeting will be held online using Zoom and may be viewed on any computer, laptop or mobile device. Users of tablets or smart phones will need to download the free Zoom app to participate. No cameras or microphones are needed, and participants will be able to ask questions via the text chat box.

Meeting ID # 895 1577 3269 Passcode 387232

If you are interested in the Business Watch Program, hosting a meeting, or receiving additional information on crime prevention, contact the La Mirada Public Safety Team at (562) 902-2986.



Welcome New Businesses

- Brasov & Erskine, A Professional Law Corporation
16700 Valley View Avenue Suite 300
- Cesar Ortiz Insurance Agency
15026 Imperial Highway
- Chang Wook Choi, CPA
14730 Beach Boulevard Suite 101
- E Solutions
16191 Phoebe Avenue
- Embedded Global
16900 Valley View Avenue
- Eureka Llc
14821 Northam Street
- Hair By Vicky
15268 Rosecrans Avenue Suite 110
- Healthy Essentials LLC
15836 Imperial Highway
- Hobbes Computer Network Accessories, Inc
15977 Heron Avenue
- La Nova Hair
15607 Heron Avenue
- Level 28 Media LLC
15004 Olive Lane
- Marc Stout, M.A. BCBA
14241 Firestone Boulevard #400
- Plycon Van Lines, Inc.
15525 Heron Avenue
- Protective Industrial Products, Inc.
16233 Heron Avenue
- Robin Hoops, Inc.
14752 Beach Boulevard Suite 234
- STL Global Inc.
15112 Matisse Circle
- S Y Shipping Corp.
16700 Valley View Avenue #260
- The Barber Ethos & Company
15268 Rosecrans Avenue #120
- Uswest Logistic Inc
16333 Phoebe Avenue

