

# City's Booming Growth Will Continue



In New Post

Al R. Bellucci has been promoted to the position of vice president in charge of installation loans for Imperial Bank. He joined Imperial Bank in 1964 and has had 12 years of experience in banking. Bellucci and his wife have four children and live in Torrance.



Vice President

Roy C. Palmer, managing officer for the Westchester branch of Imperial Bank, has been promoted to vice president. He began his banking career 15 years ago and joined Imperial Bank in 1957 as an assistant vice president.



Newest Facility

Los Angeles Harbor's proposed new container facility site is part of Los Angeles Harbor's \$6.5 million modernization program to accommodate containerized cargo. It will provide 70 acres of backland, a 2,500-foot concrete wharf for four ships, shore-side cranes, and "break bulk" warehouses for container cargo distribution. The new facility is located in the port's West Basin and will have rail service as well as easy access to the freeway system.

It was founded in 1914 as an industrial city and 54 years later, Torrance has come to be all that its founding fathers hoped it would become—and a good deal more.

The city has become the hub of a great commercial and industrial center which spans the southwest section of Los Angeles County—from airport to ocean to freeway. More than 825,000 persons live in that area, and 140,000 of them are residents of the city of Torrance.

And the boom is just beginning.

The first great boom in Torrance came in the early 1950s as homes, schools, and new businesses were built in the city. The population of the city was approximately 22,000 in 1950. The first boom echoed across the southwestern area.

Now in the mid-1960s, another boom is under way. This one, however, is primarily commercial and industrial.

New industries have been moving to the city in near record numbers—locating in the Central Manufacturing District or along the newest mecca for industry, Lomita Boulevard. Others are expanding, increasing production facilities and payrolls and providing jobs for more and more people.

New businesses, too, are coming to the hub of the southwest. The Del Amo Financial Center and the entire 200-acre area surrounding the center is being developed, adding stores and banks and other services—creating new jobs and, in the process, a new city.

Assessed valuation in the city has climbed to \$388.7 million and is still growing. Building last year totaled \$28.6 million and the indications are that 1968 will be a record year—in the past five months, more than \$18 million in new building permits have been issued.

Sometime this year, the new Torrance Memorial Hospital will be started—at a cost of some \$6 million; the second phase of the Del Amo Financial Center is slated to begin late this

year—adding \$7 to \$8 million; and the Garrett Corp. will construct a new high-rise office complex at a cost of some \$7 million.

More than 2,000 businesses are now licensed in the city and sales tax revenue for the current year is expected to reach \$3.1 million.

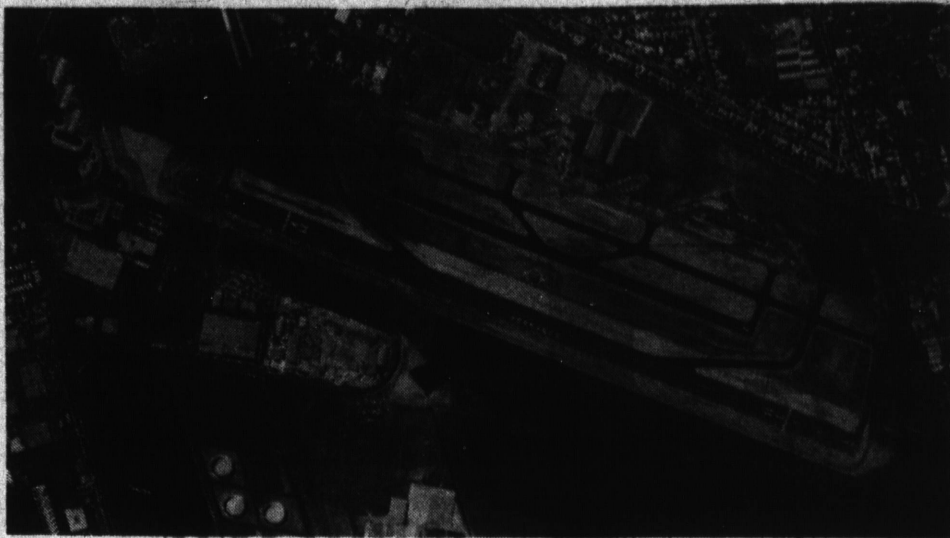
City officials have not been standing still while the city grows about them. A complete evaluation of the city charter already is under way. A final report is expected later this year and then public hearings on possible revisions will be held.

The new Torrance Municipal Library System is being developed, ending a 30-year contract arrangement with the Los Angeles County Library. Two branches are under city operation now and three others will be taken over by July 1. Some 117,000 books have been purchased and plans are afoot for a new central library at the civic center.

Five fire stations now serve the city—the newest in the Victor Precinct area was opened just last year. A new North Torrance fire station is planned near 182nd Street and Yukon Avenue.

New neighborhood parks have been opened in the Southwood area, in North Torrance, and in the area around Hickory School. Plans for a 55-acre regional park in North Torrance are being studied.

Other city departments, too, are working to meet the growing demands of residents, industrial plants, and businessmen.



City's Busy Airport

This aerial view of the Torrance Municipal Airport shows the full airport complex. The airport, used primarily by private pilots and by industrial firms in the city and surrounding areas, is one of the busiest in the nation in the number of take-offs and landings

recorded each year. Area to the west (right) is being developed as an airport-oriented industrial park with federal funds. Pacific Coast Highway runs along the southern boundary (at top) of the airport. (Photo by Aerial Photography Engineers)

A new sign ordinance is being studied, beautification plans are being developed, and major street improvements are scheduled this year.

Among the major street projects planned for the future are the extension of Anza Avenue across Pacific Coast Highway, the extension and improvement of

Madrona Avenue to provide a thoroughfare from Pacific Coast Highway to the northern city boundary; and the extension of Del Amo Boulevard as a major east-west highway.

The city's Airport Department is currently holding sessions to develop plans for the future growth and development of the Torrance Municipal Airport—

already one of the busiest airports in the nation.

Closely allied to airport development is the Meadow Park Redevelopment Project which will create a 55-acre industrial park adjacent to the airport. Some 80 per cent of the land has been acquired and plans for development of the industrial park are well under way.

Most recently, the city

has established an Underground Utilities Committee to develop plans for undergrounding all utilities in the city.

And, city officials proudly point out, the city has kept pace while watching the tax dollar. In the past seven years, councilmen have slashed 15 cents off the city tax rate.



Break Ground

City officials joined representatives of Corsaro Distributors for formal ground-breaking ceremonies Wednesday for the firm's new Torrance plant at 2740 California Ave. Pictured here are Mayor William Couleger of Redondo Beach; Peter W. Vasilien, vice president of the firm; Father Naoum Nitsiotis of St. Katherine's Greek Orthodox Church; Mayor Albert Isen of Torrance; Albert F. Corsaro, president; and Leonard Ensminger, Corsaro Distributors, distributors of Coors Beer, will move from Redondo Beach to the new Torrance Plant.

## Parrish & Wood Open New Office

Parrish and Wood, Inc., currently are doing business in an ultra-modern 30,000-square-foot store at 3611 Torrance Blvd. The firm moved to its present location last year after 19 years of doing business in downtown Torrance.

Owners of the firm are Darwin Parrish and Jim Wood. Wood said the new facility gives the firm more much needed space for display and warehousing. Parking for both customers and employees also has been improved.

The move to the Torrance Boulevard location, just two blocks east of Hawthorne Boulevard, was described by the partners as a "gamble."

The present facilities were acquired after a study was conducted for the firm by

a San Bernardino consulting firm which specializes in office products industry.

As a result of the survey, Parrish and Wood decided to move to large, more modern quarters, establish a "drive-in" concept, and provide ample off-street parking.

"We no longer have any qualms about the wisdom of our decision to change our concept of location or type of operation," Wood said. "Already it appears that our drop-in business has improved considerably and the larger ticket items are moving well."

Customer service has been improved and the additional space allows the firm to keep larger stocks, cutting down the number of back orders. Additional lines of merchandise also have been added.

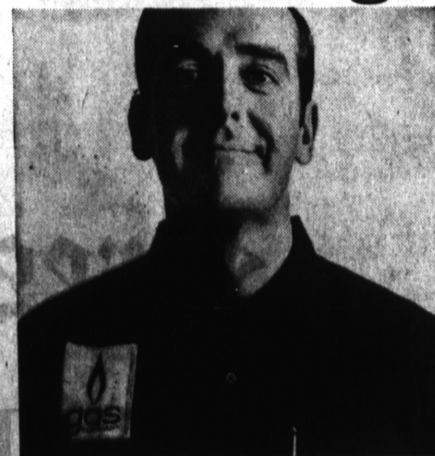
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