

CLAIMS vs TRUTH

Backers of a scheme aimed to gain sufficient signers to petition for a rezoning referendum on the 155-acre Marble Estate property, located on Crenshaw, south of Sepulveda, have authored a misleading fact sheet. Your City Council has approved the rezoning of the Marble property from industrial to residential.

The Committee of 212 Business and Professional Firms for Continued Progress in the City of Torrance has challenged the truthfulness of content in the statement as follows in this CLAIM VS. TRUTH expose. Become better informed on this issue before deciding to sign or not to sign the rezoning petition.

THEIR CLAIM

THE TRUTH

What - is this petition?
A means of giving the citizens of Torrance the power to decide whether 155 acres of the Marble property should be rezoned from industrial to residential use.

When - at the next regular municipal election in April, 1962.

Who - is sponsoring the petition?
A group of citizens which objects to paying higher property taxes, which objects to unwarranted change without adequate planning.

Why - should you oppose the rezoning?

- The Planning Commission, after a thorough investigation and several hearings, denied the proposed rezoning by a 6 - 1 vote.
- Your property taxes will be increased every year from now on. The amount depends on the assessed valuation of property you own.
- The reasons your property taxes will be increased:
 - a - The 155 acres are an important segment of the largest remaining undeveloped industrially zoned area in Torrance (see map). We have only about 1,100 industrial acres left and this affects 457 of those acres.
 - b - Developed industrially it has a potential assessed valuation of \$10,000,000.00 which means property taxes of almost \$900,000.00. Developed residentially it has a potential assessed valuation of \$2,500,000.00 which means property taxes of approximately \$225,000.00.
 - c - Developed industrially approximately \$150,000 will be paid in taxes for Torrance schools with no pupils to educate. Developed residentially approximately \$125,000 will be paid in taxes for Torrance schools with 1,000 pupils to educate and house at an approximate cost of \$400,000.00 per year.
 - d - The rezoning is a very real deterrent to industries which might otherwise locate in Torrance and to the expansion by firms already located here. Multiply the above example by several times and you get an idea of the impact this could have.
- Union Oil Co., whose property adjoins to the south, feels that their tank farm should have a 500 ft. buffer strip for safety and that the proposed subdivision is impractical. (see letter)
- Torrance needs a survey by professional planners to determine the proper usage of its remaining land.

THE TRUTH: Who are the citizens referred to? At no time have the petition-circulating leaders been named by name. Rather the group appears to be composed of a handful of ambitious political opportunists—along with some unsuspecting friends—involved in a selfish maneuver threatening the future growth of Torrance, now ranked among the top ten "bigger cities" in California.

1. THE TRUTH: The City Council—your own elected representatives—has approved the rezoning of the Marble Estate property from industrial to residential.

2. THE TRUTH: The petition group here is referring, no doubt, to a boost in school district taxes. But with our newly-elected school board already trimming costs and budget estimates in an efficient manner, there is nothing to fear from this line. The new board members have shown their ability to keep education costs at the absolute minimum.

3a. THE TRUTH: The Regional Planning Commission reported on September 14 that the Southwest area is blessed with more than 7,000 acres of industrially-zoned land than will be required to meet the population forecast through 1980. The \$40 million Del Amo Shopping Center is constructed within one-half mile of the Marble property. Its creation has brought the necessity of a decided change in planning the future use of properties surrounding it, especially the 155 acres being rezoned for residential use, not 457 acres as alleged.

3b. THE TRUTH: Careful analysis of city tax income sources shows that industry in Torrance is NOT paying its share per acre of holdings. It is the Torrance homeowners—you and your neighbors—who are carrying the tax load. While Hollywood-Riviera property owners, for example, have their tax base assessed on land valued at \$9,000 per acre, the industrial holdings average a land valuation of less than \$3,000 per acre. Some one has their figures jumbled. And this trick will snare hundreds of unsuspecting into signing the petitions now in circulation UNLESS WE ARE COGNIZANT OF ALL THE FACTS.

3c. THE TRUTH: This is a malicious, misleading statement. Any sensible citizen knows that these figures are fictional fancies. The increase, if any, would be pennies, not thousands of dollars. (Source: Torrance Unified School District Letter, May 16, 1961). The City of Torrance will be better off with homes and children.

DON'T SIGN!

Don't let political opportunists allow tumbleweeds to grow instead of beautiful homes..Refuse to sign costly rezoning referendum petitions.

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