

INGLEWOOD GENERAL PLAN

GPAC Meeting #1 Summary (06/18)



Welcome and Opening Remarks

The meeting began with a brief introduction by Bernard McCrumby, Planning Manager for the City of Inglewood, who welcomed attendees to the inaugural General Plan Advisory Committee meeting. Mr. McCrumby then introduced members of the City's management team for opening remarks.

Mayor James T. Butts spoke about the city's transformation from near bankruptcy in 2011 to its current prosperity. He highlighted successful projects like the Forum and digital billboards that generate significant revenue. The Mayor also emphasized the importance of the general plan update, noting it hasn't been comprehensively updated in decades despite significant growth. He stressed that community involvement is crucial in planning Inglewood's future.

Councilman Alex Padilla (District 2) added that the city's success was possible because of community support and their belief in controlling their own destiny. He encouraged attendees to network with each other and continue improving Inglewood.

City Manager Louis Atwell thanked committee members for volunteering their time and mentioned upcoming major events in Inglewood, including the 2026 World Cup, 2027 NBA weekend, 2027 Super Bowl, and 2028 Olympic ceremonies, positioning Inglewood as an international city.

Project Team Introductions

Bernard McCrumby re-introduced himself as a native of Inglewood and expressed his passion for the project. He emphasized the historic opportunity to shape Inglewood's future.

Jonathan Nettler introduced himself as the Principal-in-Charge and Project Manager for PlaceWorks, a planning consulting firm that has helped more than 100 jurisdictions throughout California complete updates to their general plan. He introduced team members including Woodie Tescher (Principal Advisor), Cory Witter (Assistant Project Manager), Miguel Luna (from Urban Semillas), and mentioned other technical experts who will be involved in various aspects of the project including mobility, economics, biological and cultural resources, historic preservation, and infrastructure.

GPAC Introductions

Committee members were then asked to introduce themselves and share what they love about Inglewood, what they'd like to change, and what they'd like to see more of. Common themes included community pride, concerns about traffic, desires for better education, more green spaces, and high-quality retail and dining options.

Pastor Rikki Ferrell – Greater New Bethel Baptist Church (D1)

- Love the history
- Like to change the partnership / relationship with faith-based communities
- See more of how the church and city can come together to meet the needs of residents

Krystal Alexander – 77th Street Block Club President (D1)

- Love our growth
- Like to change traffic
- See more expressions of culture

Lidia Vazquez – District 3

- Love the childhood memories
- Like to change prosperity (already happening; moving forward)
- See more involvement between City and school district

Phyllis Thompson – Thomas Saffron & Associates (affordable housing property manager)

- Love the progress that's been made
- Like to see more community involvement
- See more public transportation (Inglewood based)

Greg Sneed – Financial services, literacy & education; Vice Chair of Board at First AME Church of Los Angeles

- Love the community
- Like to change education (improve)
- See more sushi restaurants

Patricia Sanchez – Commissioner for D2

- Love the activism
- Like to change: more healthy food options; parking
- Would like to see improved quality of life

Kip Rudd – Parking & Traffic commissioner (D2); retired city planner

- Love the location
- Like to change the undeserved perception
- More link between small businesses and large institutions (stadiums, etc); more housing mix

Ramon Quinones – District 2 director for Councilman Alex Padilla

- Love the progress made in such a short time
- Would like to see school improvement
- Would like to see more green space (parks / trees / etc) > health

Jacin Scott – Director of Strategic Partnerships for Center of Hope Church

- Love the pride that people have in being from Inglewood
- Like to change traffic; more interaction between faith-based communities and schools

Charisse Nicholson – District 1; Centinela Hospital

- Better education

Mari Morales Rodriguez – Commissioner for Mayor; founder of “One for All - OFAKIDS”

- Love the diversity
- Like to change the traffic; more involvement with students
- More high-end restaurants and markets

Cheryl Guinn – Century Heights Neighborhood Watch Association (conglomeration of block clubs; Century to 108th and Venice to Crenshaw)

- Love the community
- Like to increase support of small businesses; more high-end grocery stores
- See more younger families moving in (affordable housing)

Hervé Gordon – Century Heights Neighborhood Watch Association

- Love the views (out to ocean, back to hills)
- Like to change traffic control after events; parking enforcement
- More skilled trade centers (young people need alternate career pathways)

Valerie Felix – Board of Directors for townhome association in D3; project advocate for AARP

- Love the convenience and location
- Like to change traffic; more restaurants; improve image as a place for families to live (education system)
- See more green spaces (reprieve from City; enjoy being outdoors)

Anya Christiansen – Chair of Scholarship Committee; District 4

- Love the community
- Access to quality foods; green & mixed-use spaces
- See more affordable housing

Shuree Danyell – District 4; Micro-Cart: entertainment & micro transportation / last mile

- Love the culture; rich / deep; historic elements to city
- Like to change City's processes and systems; streamlined so people can do more awesome things
- Like to see culture preserved; honor people that built the Inglewood legacy

De Sean Coleman – Branch Manager for AAA Inglewood Ladera; President of 10th and 11th Ave block club

- Love the opportunities
- Like to change policy / process; get rid of graffiti (improve community image; slowly coming back)
- See more of the positive change that's already happening

Overview of Project Schedule

Mr. Nettler presented the overall project schedule, explaining that Phase One occurred from late 2023 through early 2025, and they are now embarking on Phase Two which will take about two years. The major segments of Phase Two include updating the city's land use plan, developing general plan elements (policy writing), and conducting an environmental impact analysis, with anticipated public hearings and adoption in 2027.

General Plan Overview

Mr. Tescher provided an overview of general plans, explaining they are comprehensive, long-term documents required by state law that serve as a city's "constitution." He detailed the required elements including land use, circulation, conservation, noise, open space, housing, safety, and environmental justice.

A [brief video](#) was shown explaining what a general plan is - a policy document that guides decisions on how the city will physically grow and change over the next 25 years. The video explained that the state requires eight elements in the general plan, and communities can include additional elements to address local priorities. It noted that elements of Inglewood's current general plan date back to 1987.

Roles and Responsibilities of GPAC Members

Mr. Nettler explained that committee members serve as conduits between the broader public and the planning process, both representing community interests and promoting awareness of the general plan project. He noted that meetings would follow the spirit of the Brown Act, being open to the public with agendas published in advance. Committee members were advised to represent community-wide interests rather than personal ones, provide feedback on information presented, help identify what might be missing, engage in constructive problem solving, and complete homework before meetings.

Mr. McCrumby emphasized the importance of committee members as ambassadors for the project, encouraging them to bring friends to community events and speak about the general plan when wearing their 'Next Level Inglewood' apparel. He stressed that the city is fully committed to making the general plan update a document written in the voice of Inglewood residents.

Meeting Schedule and Protocols

The committee will meet eight times in total, with this being the first meeting. Members were asked to attend all meetings and notify staff if unable to attend. Materials will be provided in advance with the expectation that members will review them before meetings. Members were encouraged to listen, learn, and consider other perspectives. Tentative meeting topics and dates

were presented, with meetings generally planned for the third Thursday of specified months through September 2026.

Recap of Phase One Work

Mr. Nettler recapped the outcomes of the first phase of work, which included two documents: an existing conditions report and a community profile (executive summary with infographics). The team conducted extensive public engagement including seven pop-up events, two workshops, an online survey, and focused group interviews. The City received over 1,200 comments addressing what people love about Inglewood, what they'd like to see change, and their vision for the future.

Vision Statement

A [video documenting the vision statement](#) developed from community input during the first phase of the general plan update was presented, describing Inglewood as a city with rich history and diverse culture whose success is attributed to residents, small businesses, and economic partners. The vision highlights Inglewood as an inclusive community with vibrant neighborhoods, diverse local services, and state-of-the-art venues that attract international visitors. It emphasizes providing housing choices, generating well-paying jobs, improving healthcare access, and developing practices grounded in environmental sustainability and social equity.

Overview of Phase Two Work Plan

Mr. Nettler outlined the upcoming phases of work, including reengaging with the public about the general plan project, developing recommendations for the updated land use plan in the second half of 2025, and then developing policies for the general plan elements in 2026, with environmental impact analysis proceeding in parallel. Various outreach activities are planned and will include workshops, digital tools, targeted stakeholder meetings, youth engagement, and presentations to the Planning Commission and City Council.

Comments / Questions from GPAC Members

Committee members requested that staff provide larger documents to GPAC 1-2 weeks ahead of meetings, to allow for adequate review time. Members also requested guiding questions to aid in their review and so they can arrive better prepared to answer questions.

The committee also asked if the GPAC would weigh in on issues / topics that the planning staff are currently grappling with. Mr. McCrumby explained that staff had recently held an interdepartmental meeting to gather input on programming needs for the general plan.

Finally, the committee asked for clarification on the difference between passionate advocacy vs. political posturing (prompted by the project team's urging that committee members not use the

GPAC as a political platform). Mr. Nettler boiled it down to being able to identify and separate one's personal opinion from shared community feedback.

Next Steps and Adjournment

The next meeting was scheduled for Thursday, July 24, where the GPAC will begin looking at land use and thinking about areas of the city to maintain or change. Mr. Tescher encouraged members to think about corridors like Century Boulevard, which are often challenging to plan. The meeting adjourned slightly past the two-hour target time.