

MOTION

PUBLIC WORKS

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The Newland Hardware Store on Huntington Drive in El Sereno holds the honor of being the longest running business in El Sereno. Its relationship with the community started back in 1926 when Mr. Newland started a store which was originally located on the north side of Huntington Drive. Around that same time, an Italian family started a store called Tri-City Hardware in Illinois. Gaitano "Butch" ran the family shop where his son, Jimmy Orlandini Sr, was first exposed to the business of hardware. In 1951, When his first son, John, was born, Jimmy Orlandini Sr., a.k.a. "Vince", came out to California as a journeyman plumber. After sustaining a back injury, Orlandini bought the Newland hardware store in 1966, in an effort to pivot to a venture which was less physically demanding. At the time of purchase, the business focused on the sale of kitchenware and giftware. From the time Vince took over, the business expanded to selling plumbing supplies, electrical, cut glass, and screens. One of their more successful marketing campaigns, \$0.49 keys, brought lines of customers to their store from throughout L.A. County.

The Orlandini family not only provide an essential service to El Sereno, but have been active members of the community. The Orlandini family was a reliable presence in El Sereno's annual July 4th parade for decades, supporting the annual Queen of El Sereno contest through their participation in the Chamber of Commerce. Over the years, Vince and his son John Orlandini did their best to help keep local teens busy with jobs around the store, guiding them away from trouble and towards promising careers, with many becoming pillars of the community in their own right. Newland Hardware has also been a community hub for creativity. In the early 2000's, a teacher at Wilson Jr. High and their class an createdthe mural of Vince Orlandini and his red truck still visible on the west side of the store. The iconic neon sign over the storefront also inspired a Wilson High School woodshop project.

In 2003, Vince Orlandini passed away, but the values he has instilled since he took the helm back in 1966 still form the core of the business. This caring, service oriented approach is a hallmark of Newland Hardware's business and part of what makes this company such an asset to the community and worthy of their legacy status.

I THEREFORE MOVE that the intersection of Huntington Drive and Rosemead Avenue, in the El Sereno community, be named "Newland Family Hardware Square" and that the Department of Transportation be directed to erect permanent ceremonial sign(s) to this effect at this location.

PRESENTED BY:



KEVIN DE LEON  
Councilmember, 14th District

SECONDED BY:



ORIGINAL

SEP 03 2024