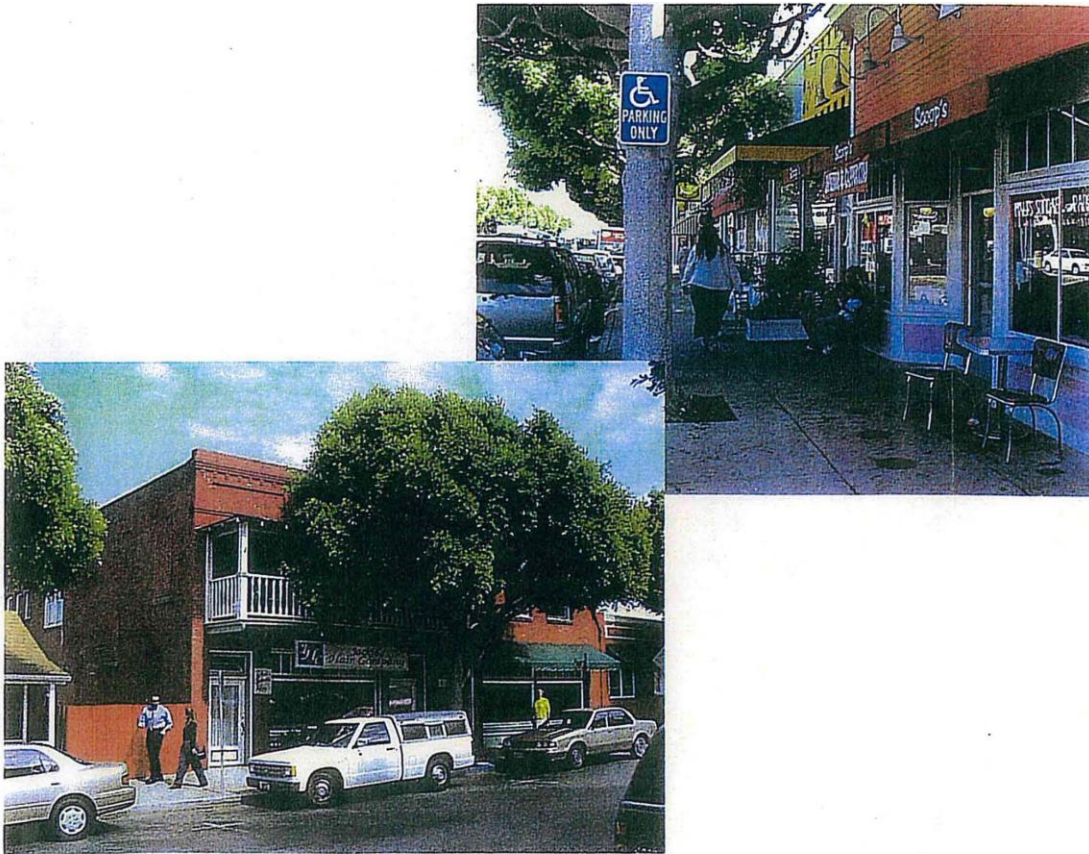


CITY OF EL SEGUNDO DOWNTOWN SPECIFIC PLAN



DEPARTMENT OF COMMUNITY, ECONOMIC AND DEVELOPMENT SERVICES



DOWNTOWN SPECIFIC PLAN

ENVIRONMENTAL ASSESSMENT EA NO. 474
GENERAL PLAN AMENDMENT GPA NO. 99-2
ZONE CHANGE NO. 99-2
ZONE TEXT AMENDMENT NO. 99-5

PREPARED BY:
CITY OF EI SEGUNDO

DEPARTMENT OF COMMUNITY, ECONOMIC
AND DEVELOPMENT SERVICES

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ADOPTED: August 1, 2000 | ORDINANCE NO. 1319

AMENDED BY:
ORDINANCE NO. 1336
RESOLUTION NO. 4339
ORDINANCE NO. 1368
RESOLUTION NO. 4347
RESOLUTION NO. 4382
ORDINANCE NO. 1387
ORDINANCE NO. 1400
RESOLUTION NO. 4599
ORDINANCE NO. 1429
ORDINANCE NO. 1447
ORDINANCE NO. 1421
ORDINANCE NO. 1549

Acknowledgements

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The City extends many thanks to the members of the Downtown Task Force. Without the tremendous time and energy contributed by this dedicated team of community leaders, this Plan would not be possible.

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APPENDICES (SEPARATE DOCUMENT)

- Appendix I: Downtown Specific Plan Concept Document -Approved by the Downtown Task Force, February 22, 2000.
- Appendix II: Developing a Vision for Downtown El Segundo -Submitted to the El Segundo City Council, November 8, 1998 by the El Segundo Downtown Task Force.
- Appendix III: Circulation Element Update Technical Report - Main Street/Downtown Commercial District Circulation Analysis - Prepared by Meyer, Mohaddes Associates, Inc. February, 2000.
- Appendix IV: El Segundo Downtown Demographic Data - Prepared by Keyser Marston Associates, Inc. November 8, 1999.
- Appendix V: Implementation Funding Options for Downtown Specific Plan - Prepared by Keyser Marston Associates, Inc. April/18 and 27, 2000.
- Appendix VI: Initial Study - Environmental Checklist Form and Mitigated Negative Declaration Prepared by the City of El Segundo, Community, Economic and Development Services Department, April 21, 2000.
- Appendix VII: City Council Ordinance No. Approving the Downtown Specific Plan, Adopted August 1, 2000.

I. INTRODUCTION

A. Specific Plan Project Description

The proposed project is a Specific Plan for the Downtown area of El Segundo. The Plan envisions a ten-year horizon for planning and development purposes. Although the Plan will not "expire" in ten-years, it is anticipated that the goals of the Plan will be achieved within the ten-year planning horizon, and that the Plan will be re-evaluated, updated and revised, if necessary, after ten years. The project includes a General Plan Amendment (GPA 99-2), a Zone Change (ZC 99-2) and a Zone Text Amendment (ZTA 99-5). The Downtown Specific Plan encompasses the majority of the Downtown Commercial (C-RS) Zone, as well as the Civic Center Complex, which is zoned Public Facilities (P-F). The Plan area is generally located west of Sepulveda Boulevard and north of El Segundo Boulevard (Exhibits 1-3). El Segundo's Downtown is the heart of the community. Due to its location within the community and distance from regional arterials, Downtown remains a small, distinct district approximately two blocks by five blocks in size.

The Plan area is currently developed with commercial, residential and public uses, and future development is anticipated to be similar in nature. The entire Specific Plan area is approximately 26.3 acres in size. The majority of the lots within the Specific Plan area are 25 feet wide by 140 feet deep, 3500 square feet in area, although many of the lots have been combined and developed under common ownership.

In general, the purpose of the Specific Plan is to provide the opportunity to implement the Vision of the community for the Downtown; to enhance the quality small town environment that the residents currently enjoy. The Plan provides this opportunity by the adoption of new development standards, design regulations, and other criteria. The City Council initiated the preparation of a Specific Plan in response to concerns and requests from the community to enhance the Downtown environment that the residents value so highly.

The Specific Plan will provide land use and development standards for the area including, but not limited to, standards for heights, setbacks, density, lot area, outdoor uses, landscaping, parking, loading, circulation and signage. Design standards will also be included within the Specific Plan to regulate site development, street configurations, streetscape (sidewalks, street furniture, bus stops, bicycles), landscaping, lighting (street and pedestrian, decorative and security), architecture and signage. The Specific Plan is divided into six Districts, each having distinct characteristics and standards. Two related projects, which are currently separately underway, are the update of the City's Circulation and Housing Elements.

The current and proposed development standards allow a commercial density or floor area ratio (FAR) of 1.0:1. An example of a FAR or density of 1.0:1 is a 3,500 square foot lot would allow a 3,500 square foot building. One strategic site, the City parking lot (17,500 square feet in area) on the northeast corner of Richmond Street and Franklin Avenue, in the 200 block of Richmond Street, is proposed to allow a 1.5:1 FAR. The Specific Plan area currently has approximately 560,000 square feet of commercial uses. For this evaluation, a ten-year horizon was used with an addition of 271,814 square feet of new commercial uses. This is 24% of the maximum 1,123,848 square feet of total build-out allowed by the current zoning and General Plan.

The current zoning allows a maximum of 276 dwelling units within the Plan area. This equates to one unit per 25 foot wide lot (12.5 dwelling units per acre), not including the Civic Center site. Currently there are approximately 87 residential units in the Plan area.

Two locations for plazas have been identified. One is the existing plaza fronting Main Street at the Civic Center and the other is located to the rear of the Pursell Building, (on the northwest corner of Main Street and Grand Avenue), across the alley from the Grand Avenue District (on the northeast corner of Richmond Street and Grand Avenue). Plazas are intensively used gathering places and serve as the hub for neighborhood activity. They are designed to accommodate resting, eating, strolling and people watching. Plazas are typically ringed by restaurants, galleries and other retail uses. Food service and goods from portable retail carts or wagons are often available within plazas.

As part of a zone change adopted in September 2005, the western boundary of the Downtown Specific Plan was expanded to include several properties on the north and south sides of West Grand Avenue between the alley west of Richmond Street and Concord Street to establish the new "West Grand Avenue Transitional District." The West Grand Avenue Transitional District is added to encompass several properties that are similar in nature to those within the Plan Area by moving the western boundary of the Plan Area to Concord Street. (Ord. 1387, November 15, 2005)

EXHIBIT 1 REGIONAL LOCATION

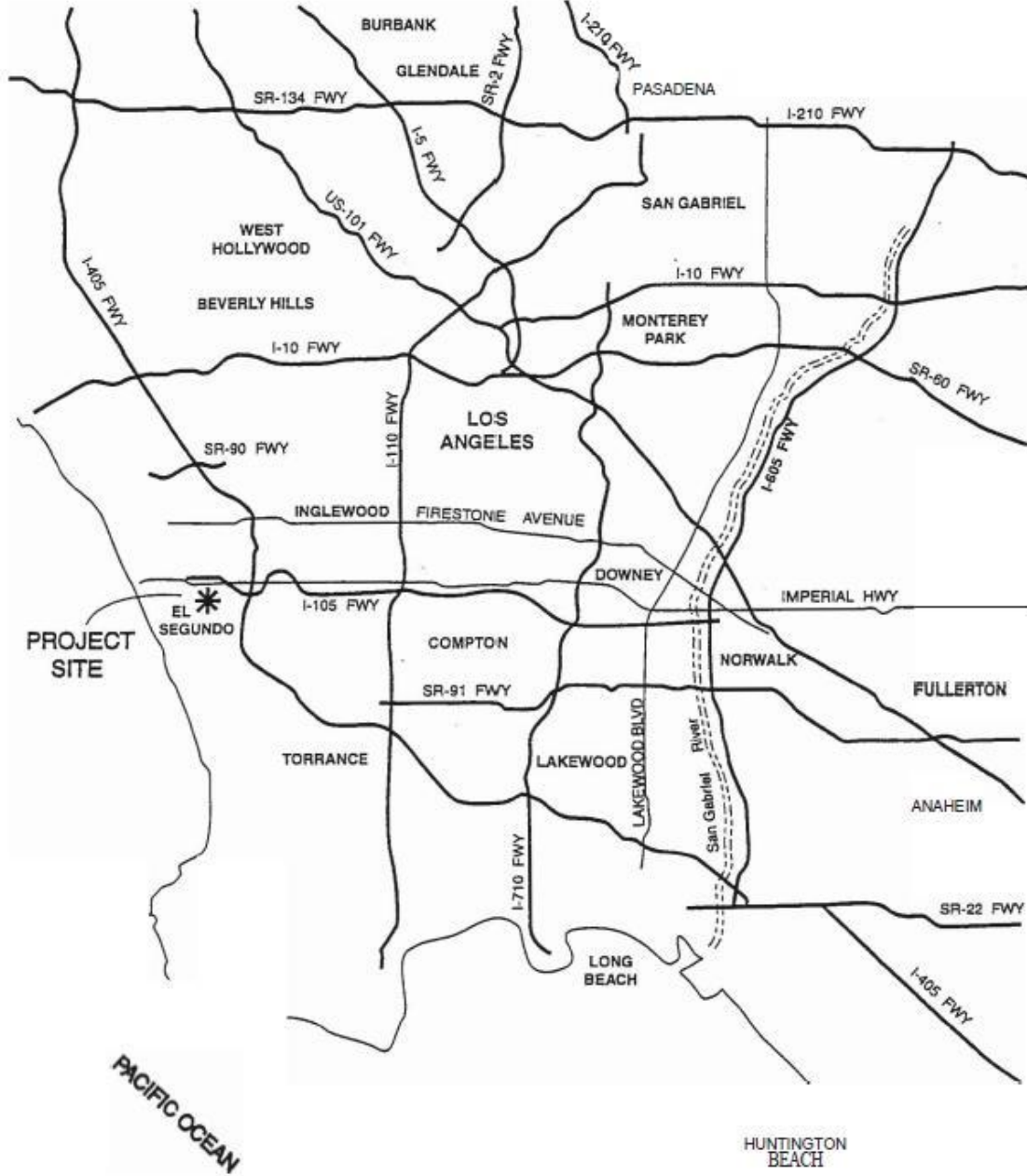


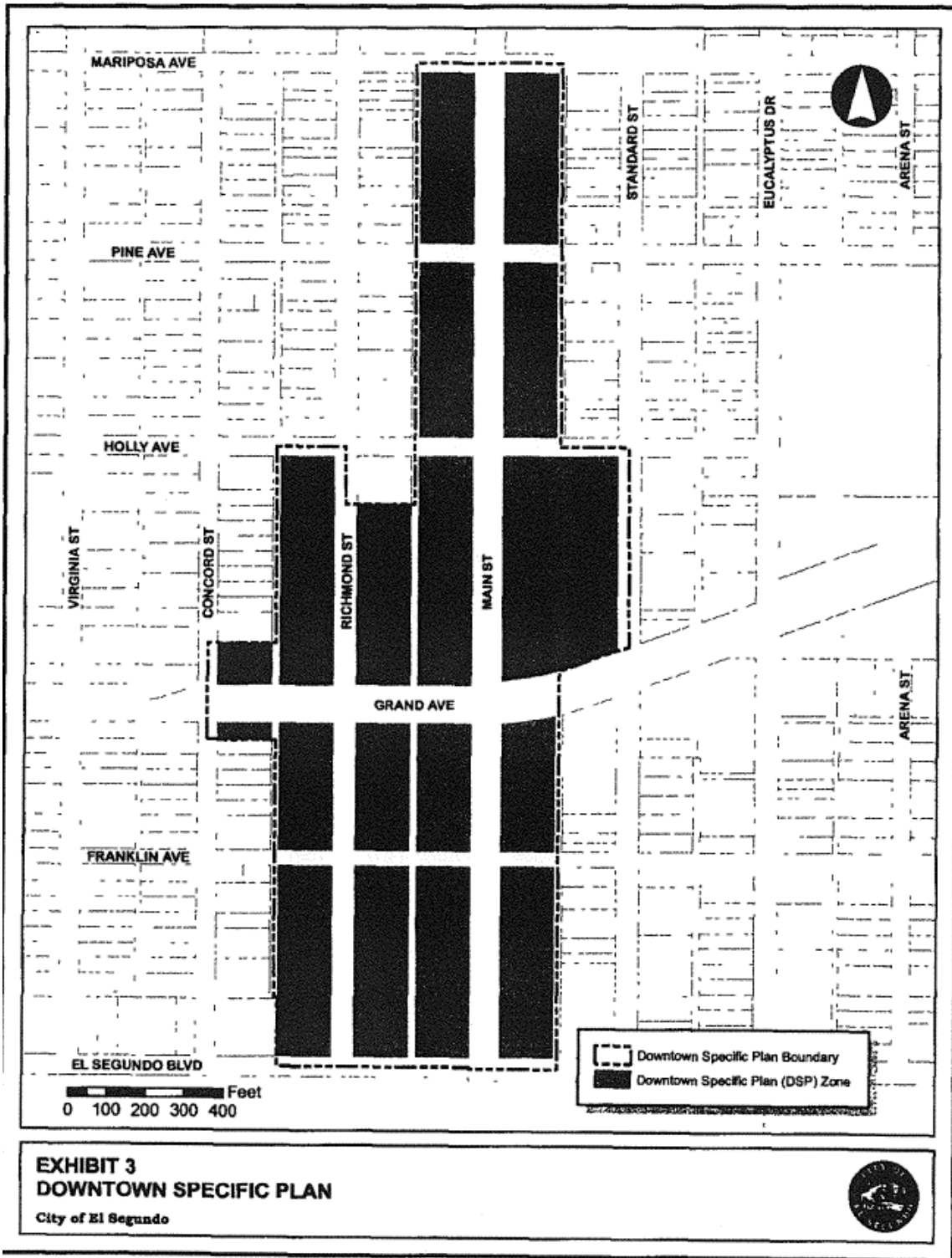
EXHIBIT 2 LOCAL VICINITY



Thomas Bros. Maps



EXHIBIT 3 DOWNTOWN SPECIFIC PLAN



(Ord. 1387, November 15, 2005)

B. Specific Plan Boundary

The Plan area includes the 100-500 blocks of Main Street, the 100-300 blocks of Richmond Street and the abutting property along Grand Avenue. The 200 block of West Grand Avenue between Concord Street and the alley west of Richmond Street was incorporated into the Specific Plan area in September 2005. The alleys to the east and west of Main and Richmond Street form the perimeter boundaries of the Plan area, with the exception of the 300 block east side of Main Street as the Civic Center Complex extends east to Standard Street. (Ord. 1387, November 15, 2005)

The Downtown is divided by three principal streets -Main Street, Grand Avenue, and El Segundo Boulevard. Additionally, three smaller streets-Franklin, Holly and Pine Avenues cross the Plan area, running in an east-west direction. Each of the three principal streets connects to major, region-serving arterials or freeways. El Segundo Boulevard, on the southern boundary of the Plan area, runs in an east-west direction and connects to the I-405 Freeway and to Sepulveda Boulevard. Grand Avenue, an east-west street, connects to Sepulveda Boulevard on the east and the beach to the west. Main Street runs north and south between El Segundo Boulevard and Imperial Highway, which borders Los Angeles International Airport (LAX). Main Street has an 80-foot right-of-way with 12-foot sidewalks and 56 feet of paving, curb to curb. Richmond Street, which runs in a north-south direction and is one block west of Main Street, has a 60-foot right-of-way, with 10-foot sidewalks and 40 feet of street, curb to curb. The I-105 Freeway is north of the Plan area, immediately north of Imperial Highway.

Grand Avenue is one of only two City streets that connects to the beach. It is the principal east-west street in Downtown El Segundo and crosses both Main and Richmond Streets. The portion of Grand Avenue addressed in the Downtown Specific Plan is between Main and Concord Streets. Beyond Concord Street, Grand Avenue crests the hill of an ancient sand dune and disappears from view toward the ocean. Grand Avenue to the west of Concord Street has recently been planted with Cajeput trees to provide a visual welcome to El Segundo.

Grand Avenue is one of the widest streets in the City, having formerly been the early alignment of one of the trolley cars that criss-crossed the region before falling victim to the automobile. The right-of-way is 100 feet in width with 10-foot sidewalks on both sides and an 18-foot center median, including a 4-foot median and 7-foot wide parallel parking areas on each side of the center island. Parallel parking is also provided on both curb lanes.

C. Specific Plan Vision

In November of 1998, a Downtown Task Force of community and business leaders appointed by the City Council presented a 7 page summary report entitled "Developing a Vision for Downtown El Segundo". In July, 1999, the City Council re-formed the Downtown Task Force to develop a Specific Plan and Vision Statement for future development of the Downtown area. The Downtown Task Force conducted numerous meetings, and at its final meeting on February 22, 2000 adopted a Specific Plan Concept Document including the following Vision Statement. The Planning Commission reviewed the draft Specific Plan Document, developed from the Task Force concepts, and in May, 2000 recommended approval of the Specific Plan, including the following Vision Statement, to the City Council. The following is the Vision Statement for the Downtown Specific Plan adopted by the Task Force:

Downtown is the heart of El Segundo. It is the focal point for the community and one of the cohesive elements that ties the community together. The Vision -for the Downtown is to:

- *Provide a better balance of uses.*
- *Create a more thoughtful and creative use of public space.*
- *Organize creative and consistent programming of events and public activities.*
- *Create a consistent public-private partnership to market El Segundo's assets to investors and customers.*
- *Strengthen commitment to the strategic use of key parcels in the Downtown.*
- *Create more attractive landscaping and street furnishings.*
- *Improve signage.*

D. Downtown Philosophy and Concept

The Downtown Task Force also adopted the following Downtown philosophy and concept, as part of the Specific Plan Concept Document which was adopted on February 22, 2000:

- Service residents, local employees and visitors.
- Maintain a safe and secure environment.
- Maintain architectural and economic diversity with a mix of retail, office, service and residential.
- Maintain and enhance pedestrian friendly environment.
- Enhance the "village" character.
- Enhance the "Midwest-feel" and the "Gaslamp" (San Diego) character.
- Consolidate retail to encourage synergy between businesses and to facilitate pedestrian access.
- Shrink Downtown retail area if supported by market analysis, converting non-core areas to a mix of offices and multi-family residential, to avoid the blight of vacancies.
- Encourage a mixture of uses and "target" uses at strategic sites through financial incentives and pro-active marketing and advertising.
- Encourage preservation of historically significant buildings on Richmond Street.
- Enhance Civic Center Plaza, as the focal point of Downtown.
- Continue to support and expand the farmers market.
- Use design review process to achieve aesthetic goals.
- Establish a Business Improvement District (B.I.D.) -300, 400 & 500 blocks Main Street only.

E. Statutory Authority

California Government Code Sections 65450 through 65457 provide the necessary authorization for the City of El Segundo to prepare and adopt this Specific Plan. Hearings are required by both the Planning Commission and City Council, after which the Specific Plan can be adopted by the Council either by resolution (as policy) or by ordinance (as regulation). This document has been adopted by ordinance as a regulation. In addition to the Planning Commission and City Council public hearings, two Downtown Task Forces of community residential and business representatives held numerous public meetings and provided the groundwork for the Vision Statement and concepts of the Plan.

The Downtown Specific Plan is a regulatory plan which will serve as zoning law for properties within the boundaries of the Plan. All proposed development plans or agreements, tentative or parcel maps, and any other development approvals must be consistent with this Specific Plan and with the General Plan.

The Downtown Specific Plan supersedes other regulations and ordinances of the City for the control of land use and development within the Specific Plan boundaries. The Specific Plan may be amended to further the systematic implementation of the General Plan.

II. OVERVIEW OF THE SPECIFIC PLAN SURROUNDING AREA

A. The Community

1. Location Context

The Downtown Specific Plan area is located in the northwest-quadrant of the City of El Segundo. Surrounding land uses in the area are generally residential in nature, one to three stories in height. The surrounding area and project area is a fully developed urban environment.

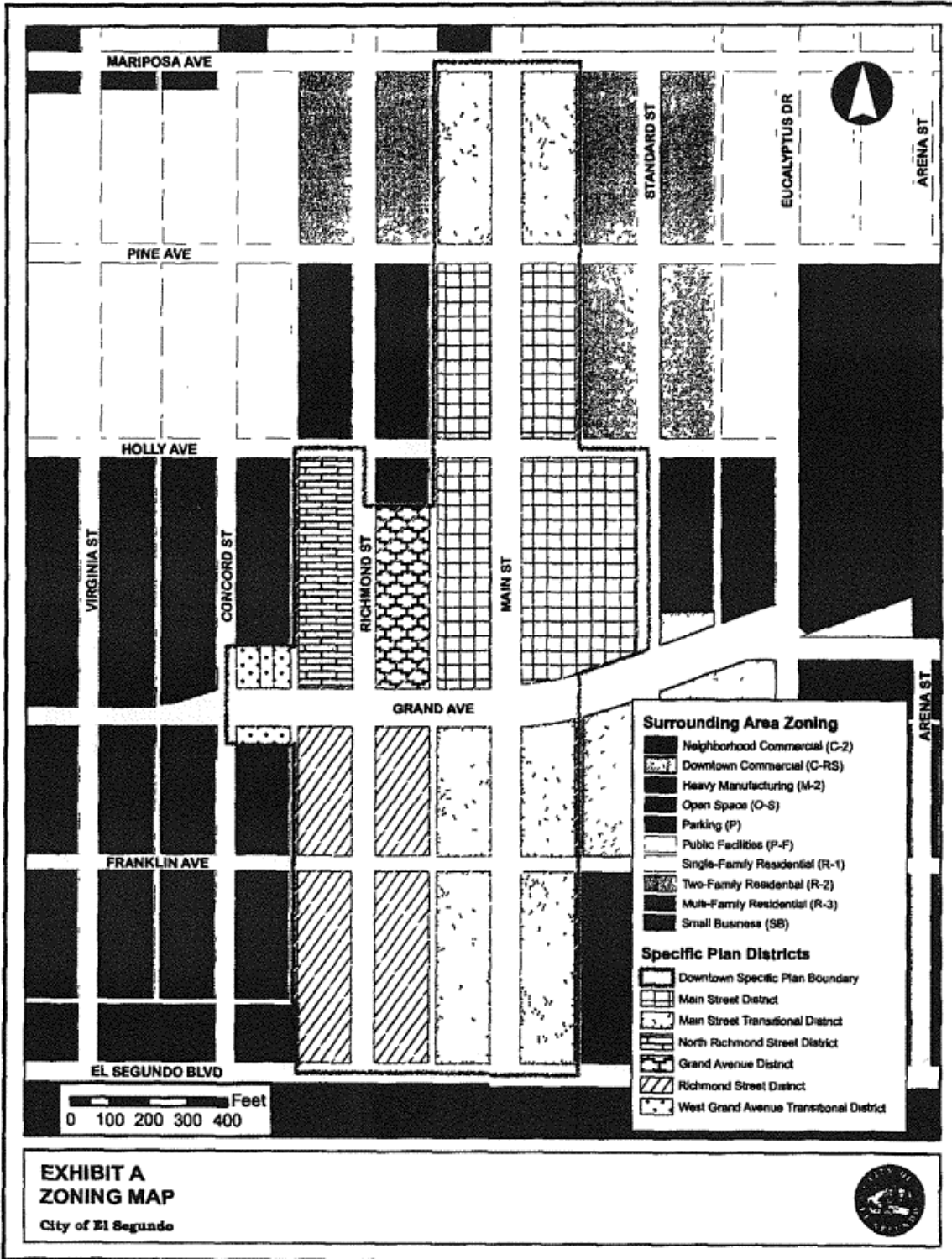
The El Segundo High School campus, the Library and Library Park are located north of the Specific Plan area on Main Street. To the east and west of the 500 block of Main Street is a Two-Family Residential (R-2) Zone, developed mainly with duplexes and two-family dwellings, on Richmond and Standard Streets. To the west of the balance of the Specific Plan boundary is mainly Multi-Family Residential (R-3) zoning, which is developed with small (3-12 unit) apartment and condominium complexes, on Richmond and Concord Streets. Further beyond the R-2 and R-3 Zones is Single-Family (R-1) Residential zoning and development, on Concord and Virginia Streets. (Exhibit 4)

To the west of the Specific Plan area there are a few parcels zoned Neighborhood Commercial on Grand Avenue and Parking (P) on El Segundo Boulevard. The development of these sites includes offices, apartments and a child day-care facility. To the east of the 400 block of Main Street is a Two-Family Residential (R-2) Zone on Standard Street, again developed consistent with the zoning designation. To the east of the 300 block of Main Street is largely Multi-Family Residential (R-3), developed similarly to the areas to the west of the Specific Plan boundary. Additionally, there are a few parcels zoned and developed as Parking (P), on Standard Street, and Downtown Commercial (C-RS), on Grand Avenue, similar to the west of the Plan area. To the east side of the 200 block of Main Street, on Standard Street, is an area that is also zoned and developed as Downtown Commercial (C-RS), again with similar commercial uses and densities. (Ord. 1387, November 15, 2005)

To the east of the 100 block of Main Street, on Standard Street, is a small industrial zone within the Smoky Hollow Specific Plan area with a zoning designation of Small Business (SB). The land uses in this area (light industrial, warehousing etc.) are consistent with the zoning. South of El Segundo Boulevard is the Chevron Refinery, which is zoned Heavy Industrial (M-2), consistent with the land use.

The majority of the 100 block of the east side of Richmond Street is a surface parking lot for the Chevron Refinery immediately to the south. Smaller Chevron parking lots also occupy the west side of Richmond and the 100 block of Main Street. There are four small City owned surface parking lots with a total of approximately 115 parking spaces, which are open and free to the public, within and immediately adjacent to the Plan area.

EXHIBIT 4 ZONING MAP



(Ord. 1387, November 15, 2005)

All of the Zoning designations on the surrounding properties are generally consistent with the General Plan land use designations. Residential and commercial construction dates from the early 1900's to the present day, offering a variety of architectural styles.

There are no known endangered plant species associated with the proposed Specific Plan area and none that are known to be associated with the immediate locale. Similarly, there are no known rare or endangered animal species associated with the area or its locale. No known animal life is located in the area. Further, there are no known agricultural, biological, or scenic resources of recognized value located within the Plan area nor in the immediate vicinity.

2. Demographics

The community served by the City of El Segundo's Downtown includes a very diverse population, representing the full spectrum of social, environmental and economic interests.

In 1998, El Segundo had an estimated population of 16,424 residents, a daytime population of approximately 75,000 and a total of 7,300 dwelling units. In 1999, the total residential population within a 1, 3, and 5-mile radius, using the Downtown Specific Plan area as a focal point, was 14,483, 70,647, and 400,618, respectively. The population within the 5-mile radius is projected to be 419,301 in the year 2004, with a growth rate of 4.66%.

During 1980 to 1995, El Segundo's population has increased by 11 %, while housing units have increased by 14%. In 1999, the number of households within the 1, 3, and 5-mile rings from the Specific Plan area, was 6,346, 30,311, and 154,392, respectively. From 1999 through 2004, the number of households is expected to grow by almost 5%. The average household income in 1999 within the same 1, 3, and 5-mile rings was \$72,200, \$99,000, and \$71,500, respectively.

3. Economic Context

Over the past seventy-five years, the City of El Segundo has established itself as a major employment center for a variety of industrial, aerospace, high-tech and airport-related businesses. In 1998, El Segundo boasted a daytime working population in excess of 75,000 persons. El Segundo is home to many major corporations including Chevron, Computer Sciences, Hughes, TRW, Mattel, Raytheon, Xerox, Aerospace, and Northrop Grumman. The City also provides approximately 2,048 hotel rooms and Los Angeles International Airport is located immediately to the north of the City. These factors provide market opportunities for the Downtown.

The City is aggressively marketing itself as a favorable business environment using the concept of a "Small Town for Big Business." The Downtown District offers a variety of neighborhood serving commercial uses that support residents, businesses and visitors to the City. El Segundo's Downtown is known for its "small town" atmosphere.

B. Land Uses

The majority of the Specific Plan area is developed with neighborhood service commercial uses, including uses such as beauty shops, drug, jewelry, and antique stores, restaurants, medical, dental and general offices, banks and similar uses. The Plan area also includes approximately B2 existing residential units, mainly small (1-B unit) apartments in mixed-use developments, with the primary use being commercial. The Civic Center, which includes the City Hall, and Police and Fire Stations, is also located in the Specific Plan area.

The existing development within the Plan area is largely 1 to 2 stories in height, with a few 3 to 4 story buildings, which step with the rolling topography. The current development standards allow 45 feet in height for construction. The proposed standards allow 30 foot building heights abutting streets and 45 feet at the rear of lots. The total square footage of existing commercial development within the Plan area is approximately 560,000 square feet with an average floor area ratio (FAR) of approximately 0.5 and a range of approximately 0.2 to 1.5 FAR. The current and proposed standards allow an FAR of 1.0:1, with the exception of one site which allows an FAR of 1.5:1.

C. Existing Utilities and Infrastructure

1. Water Service

Water service is provided by the City of El Segundo. City owned 6 and 8 inch water mains are available beneath the north-south alleys in the Specific Plan area from which service connections may be made. There are no water mains within Main and Richmond Streets. There is a water main within the right-of-way along the south side of Grand Avenue; The nearest reclaimed water service is within the 300-500 blocks Eucalyptus Drive and within Mariposa Avenue between Eucalyptus Drive and Virginia" Street.

2. Fire Protection

Fire Station 1, located on the northeast corner of Main Street and Grand Avenue within the Civic Center Complex is within the Specific Plan area. The provision of water for fire suppression is provided from existing hydrants throughout the Plan area; with at least one on each block. Projected occupancy loads in the Specific Plan Area, the potential of life hazard and the degree of fire hazard are all consistent with current conditions.

3. Sewer Service

Sanitary sewage from this area is treated by the Hyperion Wastewater Treatment Facility owned by the City of Los Angeles. Sewer service is available through City of El Segundo owned B-inch sewer mains within the north-south alleys in the area. Sewer service is also available from sewer mains within City streets with the exception of 300-400 blocks of Main Street, and 100-200 blocks of Richmond Street which only have alley sewers.

4. Gas/Electric/Telephone Service

These utilities are currently existing within the Plan area. Since the project development levels are only slightly above those already approved in the existing General Plan, it is anticipated that adequate facilities are available. Future development and implementation of the Plan would not exceed any regional population or growth assumptions.

5. Solid Waste Disposal

Solid waste disposal is provided to commercial users by a variety of private haulers. The City of El Segundo provides residential solid waste disposal service. Commercial development within the Specific Plan area would contract with a provider. Landfill capacity for the planning term (10 years) is adequate for assumed population and commercial growth within Los Angeles County. Future development and implementation of the Plan would not exceed any assumptions for either population or commercial growth in the region.

6. Public and Private Transportation

Currently there are three Los Angeles County Metropolitan Transportation Authority (MTA) bus lines that service the Downtown; Lines 124, 125 and 439. Line 124 operates from Compton to El Segundo along El Segundo Boulevard, Line 125 operates from La Mirada to El Segundo along Rosecrans Avenue and Line 439 operates from Redondo Beach to Downtown Los Angeles via El Segundo. The City of El Segundo operates a Dial-A-Ride service throughout the City as well as a summer beach shuttle.

III. RELATIONSHIP OF THE SPECIFIC PLAN TO THE EXISTING GENERAL PLAN

The Specific Plan is based on a ten-year outlook for development and growth. The Specific Plan envisions the continuation and expansion of the existing neighborhood serving commercial and residential uses, in an enhanced environment, maintaining the "small town" atmosphere with moderate density. The development will continue to serve the residents, local employees and visitors to the City. The Specific Plan policies and regulations are supportive of the Plans goals and Vision by creating a pedestrian-oriented environment with enhanced streets, streetscapes and building facades.

The following details the existing General Plan goals, objectives, policies, and programs which are applicable to the Downtown Specific Plan.

A. Economic Development

Goal ED3: Downtown Business Environment

To preserve and improve the business environment and image of Downtown El Segundo.

Objective ED3-1

To create an economically viable and stable Downtown area that uniquely contributes to El Segundo's commercial options.

Policy ED3-1.1

Strive to present a clear and consistent image of what the Downtown area is and how it can serve El Segundo's residential and business communities.

Policy ED3-1.2

Preserving the Downtown area's economic viability should be a priority.

Policy ED3-1.3

Encourage revitalization efforts that improve the appearance of Downtown area businesses.

Policy ED3-1.4

Augment the Downtown area's atmosphere and accessibility by addressing vehicle circulation, parking and streetscape issues.

Policy ED3-1.5

Encourage a mix of retail and commercial businesses that stimulate pedestrian traffic and meet the communities changing needs for goods and services.

The Downtown Specific Plan is clearly consistent with these Economic Development Goal, Objectives, and Policies of the General Plan. The Plan strives to preserve and improve the business environment, stabilize the economic viability of the Downtown, improve the appearance of Downtown, improve vehicular circulation, parking and streetscape and enhance the pedestrian environment while providing the opportunity for a mix of commercial services.

B. Land Use

Goal LU1: Maintenance of El Segundo's "Small Town" Atmosphere

Maintain El Segundo's "small town" atmosphere, and provide an attractive place to live and work.

Objective LU1-4

Preserve and maintain the City's Downtown and historic areas as integral to the City's appearance and function.

Objective LU1-5

Recognize the City as a comprehensive whole and create policies, design standards, and monumentation that will help create a sense of place for the entire City.

Policy LU 1-5.1

Encourage active and continuous citizen participation in all phases of the planning program and activities.

Policy LU1-5.2

Adopt a comprehensive sign ordinance which will regulate the quantity, quality and location of signs.

Policy LU1-5.3

Preserve existing street trees and encourage new ones consistent with the City Street Tree Program.

Policy LU1-5.4

Adopt action programs which will provide for planting of trees in all the City streets, landscaping of median strips in major and secondary highways, improvement and beautification of parking lots, railroad rights-of-way, unsightly walls or fences and vacant lots.

Policy LU1-5.5

Develop an active program to beautify the major entrances to the City. Landscaping and an attractive monument with the City's name and other design features would heighten the City's identification.

Policy LU1-5.6

Require all projects to adhere to the processing and review requirements found in the City Zoning Ordinance and the guidelines for the implementation of the California Environmental Quality Act (CEQA).

Policy LU1-5.9

Develop standards to address the potential impacts of drive-thru restaurants on residential uses.

The Downtown Specific Plan is consistent with the above detailed General Plan Land Use Goal, Objectives and Policies in that one of the Plan's goals is to maintain the "small town" atmosphere. The Plan also strives to preserve the Downtown's historic areas, create a sense of place, provide for citizen input through the Downtown Task Force, and Planning Commission and City Council public hearings, provide sign regulations, encourage street trees, landscaping, and entry statements, provide CEQA review and prohibit drive-thru restaurants.

Goal LU2: Preservation and Enhancement of El Segundo's Cultural and Historic Resources

Preserve and enhance the City's cultural heritage and buildings or sites that are of cultural, historical, or architectural importance.

Objective LU2-1

Maintain the distinct character of the existing areas of the City.

Policy LU2-1.1

New development adjacent to a building of cultural, historical, or architectural significance shall be designed with a consistent scale and similar use of materials.

Objective LU2-2

Encourage the preservation of historical and cultural sites and monuments.

Policy LU2-2.1

Take an active role in documenting and preserving buildings of cultural, historical, and architectural significance. This should include residential, non-residential, and publicly-owned buildings.

Program LU2-2.1A

The City shall conduct a thorough survey of all buildings of cultural, historical, or architectural significance within the City.

Program LU2-2.1 B

The City shall investigate methods for preserving historical buildings, including overlay zoning districts, historical designations and national register listings.

The Downtown Specific Plan is also consistent with the Goals, Objectives and Policies which encourage preservation and enhancement of the Downtown's cultural and historical resources, in that the Implementation and Design Standards sections of the Plan propose the establishment of Historic Preservation criteria for the 100 and 200 blocks of Richmond Street with incentives and disincentives to encourage the preservation and enhancement of the historical buildings in this area.

Goal LU4: Provision of a Stable Tax Base for El Segundo through Commercial Uses

Provide a stable tax base for the City through development of new commercial uses, primarily within a mixed-use environment, without adversely affecting the viability of Downtown.

Objective LU4-2

Create an integrated, complimentary, attractive multi-use Downtown to serve as the focal point for the civic, business, educational, and social environment of the community.

Policy LU4-2.1

Revitalize and upgrade commercial areas, making them a part of a viable, attractive and people-oriented commercial district. Consideration should be given to aesthetic architectural improvements, zoning and shopper amenities.

Policy LU4-2.2

The City shall participate in Downtown revitalization efforts through a commitment of staff time and technical assistance.

Policy LU4-2.3

Utilize public spaces for Downtown activities and special events.

Policy LU4-2.4

The City shall commit to maintaining and upgrading where necessary the public areas Downtown.

Policy LU4-2.5

The Downtown area will provide adequate parking, through both public and private efforts, to meet demand.

Program LU4-2.5A

Develop an on-going program to analyze the peak hour parking needs of the Downtown area.

Policy LU4-2.6

The Downtown area shall maintain and encourage low-scale architectural profile and pedestrian oriented features, consistent with existing structures.

Policy LU4-2.7

Investigate development of shuttle service to provide public transportation access to Downtown, as well as future commercial areas.

Policy LU4-2.8

Limit number of "fast food" (lunchtime) restaurants in the Downtown area, to address parking concerns at peak hours.

Policy LU4-2.9

Within one year after adoption of the General Plan, the City shall initiate the development of a Downtown Traffic Mitigation Plan, designed to mitigate traffic impacts associated with development at FAR 1.0.

The Specific Plan provides the opportunity to enhance and further stabilize the existing Downtown tax base within a mixed-use environment. The Plan strives to create Downtown as the focal point of the community, enhancing the aesthetic environment and upgrading public spaces for Downtown activities. The Plan addresses provisions for adequate parking, low-scale, pedestrian-oriented architecture and evaluation and mitigation of traffic impacts.

Goal LU7: Provision of Quality Infrastructure

Provide the highest quality public facilities, services and public infrastructure possible to the community.

Objective LU7-1

Provide the highest and most efficient level of public services and public infrastructure financially possible.

Policy LU7-1.3 Develop, adopt, and implement a street lighting plan which provides a uniform and high quality of streetlights in all areas of the City.

Objective LU7-2

Promote City appearance and cultural heritage programs.

Policy LU7-2.5

All public facilities and utilities should be designed to enhance the appearance of the surrounding areas in which they are located.

The Specific Plan is also consistent with the General Plan Goal, Objectives and Policies related to the provision of quality infrastructure in that improved sidewalks, streets, street lighting, and other streetscape infrastructure improvements are proposed.

C. Circulation

Goal C1: Provision for a Safe, Convenient and Cost Effective Circulation System

To provide a safe, convenient and cost-effective circulation system to serve the present and future circulation needs of the El Segundo community.

Objective C1-1

Provide a roadway system that accommodates the City's existing and projected land use and circulation needs.

Policy C1-1.6

Provide adequate intersection capacity to the extent possible on Major, Secondary and Collector Arterials to prevent diversion through traffic into local residential streets.

Policy C1-1.8

Provide a/l residential, commercial and industrial areas with efficient and safe access for emergency vehicles.

Policy C1-1.14

Within one year after adoption of the General Plan, the *City* shall initiate development of a Downtown traffic mitigation plan designed to mitigate impacts associated with development at FAR 1.0.

Objective C1-2

Provide a circulation system consistent with current and future engineering standards to ensure the safety of the residents, workers and visitors of El Segundo.

Policy C1-2.1

Develop and maintain a circulation system which shall include a functional hierarchy and classification system of arterial highways that will correlate capacity and service function to specific road design and land use requirements.

The Specific Plan is also consistent with the Circulation Element Goal, Policies, and Objectives detailed above in that the circulation system in the Downtown area is safe, convenient and cost effective. The three-lane proposal on Main Street has been evaluated and can accommodate the circulation needs with minor intersection improvements and the circulation system will continue to provide emergency vehicle access. Alternatively, a two-lane configuration with a left-turn pocket will also maintain an acceptable level of service.

Goal C2: Provision for Alternative Modes of Transportation

Provide a circulation system that incorporates alternatives to the single-occupant vehicle, to create a balance among travel modes based on travel needs, costs, social values, user acceptance, and air quality considerations.

Objective C2-1

Provide a pedestrian circulation system to support and encourage walking as a safe and convenient travel mode within the City's circulation system.

Policy C2-1.6

Encourage shopping areas to design their facilities for ease of pedestrian access.

Policy C2-1.7

Closely monitor design practices to ensure a clear pedestrian walking area by minimizing obstructions, especially in the vicinity of intersections.

Objective C2-2

Provide a bikeway system throughout the City to support and encourage the use of the bicycle as a safe and convenient travel mode within the City's circulation system.

Policy C2-2.1

Implement the recommendations on the Bicycle Master Plan contained in the Circulation Element, as the availability arises; i.e., through development, private grants, signing of shared route

Objective C2-3

Ensure the provision of a safe and efficient transit system that will offer the residents, workers and visitors of El Segundo a viable alternative to the automobile.

Policy C2-3.1

Work closely with the Southern California Rapid Transit District (SCRTD), the Los Angeles County Transportation Commission (LACTC), and the Rail Construction Corporation (RCC). Torrance Municipal Bus Lines, the El Segundo Employers Association (ESEA) and private businesses to expand and improve the public transit service within the adjacent to the City.

Policy C2-3.2 Ensure that transit planning is considered and integrated into all related elements of City planning.

Policy C2-3.4

Evaluate and implement feeder bus service through the City where appropriate. Feeder bus service could potentially take commuters from the fixed transit services (rail and bus) in the eastern portion of the City to the industrial and commercial areas to the west. In addition, midday shuttling of workers east of Sepulveda Boulevard to the Downtown retail area should also be considered.

One of the primary goals of the Downtown Specific Plan is to provide a pedestrian-oriented environment, which is consistent with the General Plan provisions for alternative modes of transportation. The widened and enhanced sidewalks will further enhance pedestrian activity. The Plan continues to provide bicycle and transit system access, consistent with the General Plan, while encouraging more bicycle parking facilities.

Goal C3: Development of Circulation Policies that are Consistent with other City Policies

Develop a balanced General Plan, coordinating the Circulation Element with all other Elements, ensuring that the City's decision-making and planning activities are consistent among all City departments.

Objective C3-1

Ensure that potential circulation system impacts are considered when the City's decision-makers and staff are evaluating land use changes.

Policy C3-1.1

Require all new development to mitigate project-related impacts on the existing and future circulation system such that all Master Plan roadways are upgraded and maintained at acceptable levels of service through implementation of all applicable Circulation Element policies. Mitigation measures shall be provided by or paid for by the project developer.

Policy C3-1.3

Ensure that transit planning is considered and integrated into a/l related elements of City planning.

Policy C3-1.7

Require the provision of adequate pedestrian and bicycle access for new development projects through the site plan review process.

Objective C3-2

Ensure the consideration of the impacts of land use decisions on the City's parking situation.

Policy C3-2.1

Ensure the provision of sufficient on-site parking in all new development.

Policy C3-2.2

Ensure that the City's parking codes and zoning ordinances are kept up-to-date.

Objective C4-3

Establish the City's short-term (5-year) Capital Improvement Program (CIP) consistent with the Circulation Element and the entire General Plan, and ensure that the CIP incorporates adequate funding for the City's circulation needs.

Policy C4-3.1

Identify and evaluate potential revenue sources for financing circulation system development and improvement projects.

The Specific Plan addresses the Circulation Element Goal, Objectives, and Policies related to the development of circulation policies that are consistent with other City policies. This section of the Specific Plan clearly indicates the consistency of the Plan with all of the applicable Elements (Economic Development, Land Use, Circulation, Conservation, and Noise). The Plan provides for the upgrading of streets to maintain the level of service, transit planning is addressed, pedestrian and bicycle access is enhanced, parking is managed and potential funding sources are identified.

D. Conservation

Goal CN5: Urban Landscape

Develop programs to protect, enhance and increase the amount and quality of the urban landscape to maximize aesthetic and environmental benefits.

Policy CN5-1

Preserve the character and quality of existing neighborhood and civic landscapes.

Policy CN5-2

Identify the characteristics and qualities of the urban landscape that are valued by the community.

The Downtown Specific Plan is also consistent with the urban landscape provisions of the Conservation Element. The Plan protects and enhances the quality of the urban landscape of the Downtown, particularly the characteristics and qualities identified by the community, through the Task Force, as being valued.

E. Noise

Goal N1: Provision of a Noise-Safe Environment

Encourage a high quality environment within all parts of the City of El Segundo where the public's health, safety and welfare are not adversely affected by excessive noise.

Objective N1-2

It is the objective of the City of El Segundo to ensure that City residents are not exposed to stationary noise levels in excess of El Segundo's Noise Ordinance standards.

Policy N1-2.1

Require all new projects to meet the City's Noise Ordinance Standards as a condition of building permit approval.

Program N1-2.1A

Address noise impacts in all environmental documents for discretionary approval projects to insure that noise sources meet City Noise Ordinance standards. These sources may include: mechanical or electrical equipment, truck loading areas or outdoor speaker systems.

The Downtown Specific Plan is also consistent with the applicable Noise Element Goal, Objective, Policy, and Program in that the Plan requires that the current noise regulations of the Municipal Code be adhered to which address and mitigate any potential noise conflicts.

IV. SPECIFIC PLAN DISTRICTS

A. Main Street District (300-400 Blocks Main Street)

The Downtown Specific Plan area is divided into five districts (Exhibit 5). The Main Street District is the Downtown *core*, the heart of the Downtown, and runs north and south along Main between Grand and Pine Avenues (Main Street 300-400 blocks). The City Hall and Civic Center are located on the east side of Main Street, between Grand and Holly Avenues and face onto a wide variety of commercial uses, including retail, services, offices and restaurants. This area is bounded by, the alleys to the east and west of Main Street, by Pine Avenue on the north and Grand Avenue on the south. The majority of development is built along or near the front property line, at one to two-story heights.

B. Main Street Transitional District (100-200 & 500 Blocks Main Street)

The Main Street Transitional District is located adjacent to the north and south ends of the Main Street District described above. At the south end, the District begins at El Segundo Boulevard and ends at Grand Avenue (100-200 blocks); at the north end, it includes the one block area between Pine and Mariposa Avenues (500 block). This area is seen as an extension of and transition to the Main Street District, with less pedestrian orientated development and fewer pedestrian amenities. This area also has a wider variety of uses, including a church, lodge, single-family residential uses, surface parking lots and light industrial uses, as well as some commercial uses. This area does not have the feel and character of the core of Main Street and it serves as a visual transition into and out of the Downtown core.

C. Richmond Street District (100-200 Blocks Richmond Street)

The Richmond Street District is the "entertainment center" of El Segundo and is comprised of an eclectic mix of antique stores, bars, restaurants and the Old Town Music Hall (Richmond Street 100-200 blocks). This street has a separate and distinct identity from Main Street. The oldest commercial buildings in the City, developed in the early 1900's and 1920's, are located along this street. This District is located one block west of and parallel to Main Street, from El Segundo Boulevard (south) to Grand Avenue (north). Development along the street is located at or near the front property line and is one to two stories in height.

The Richmond Street District and the Main Street District are alike in many ways, however these two districts are also dissimilar. First, Richmond Street is the older of the two and is distinctive in that regard. The area contains a number of small brick and wooden structures, the historic old jail, and the Old Town Music Hall Secondly, Richmond Street is narrower than Main Street and traffic flow is considerably lighter. Not having a direct connection out of the City confines this street to local use. Thirdly, this street contains small restaurants and bars rather than the extensive retail uses of Main Street, so this district's peak periods of activity differ from those of Main Street.

D. North Richmond Street District (300 Block west side Richmond Street)

The North Richmond Street District is a mixture of retail, residential, church, offices and service uses (Richmond Street 300 block west side). Being north of Grand Avenue and physically separated from the 100 and 200 blocks of Richmond, the development is distinctly different.

Additionally, the majority of the development in this northern area occurred in the 50's and 60's. While this block differs from the 100 and 200 blocks in that it is not historic, it is seen as having potential for similar type of businesses such as antiques, furniture, books, and clothing stores. This District immediately abuts Multi-Family Residential (R-3) uses and zoning to the west, across the alley.

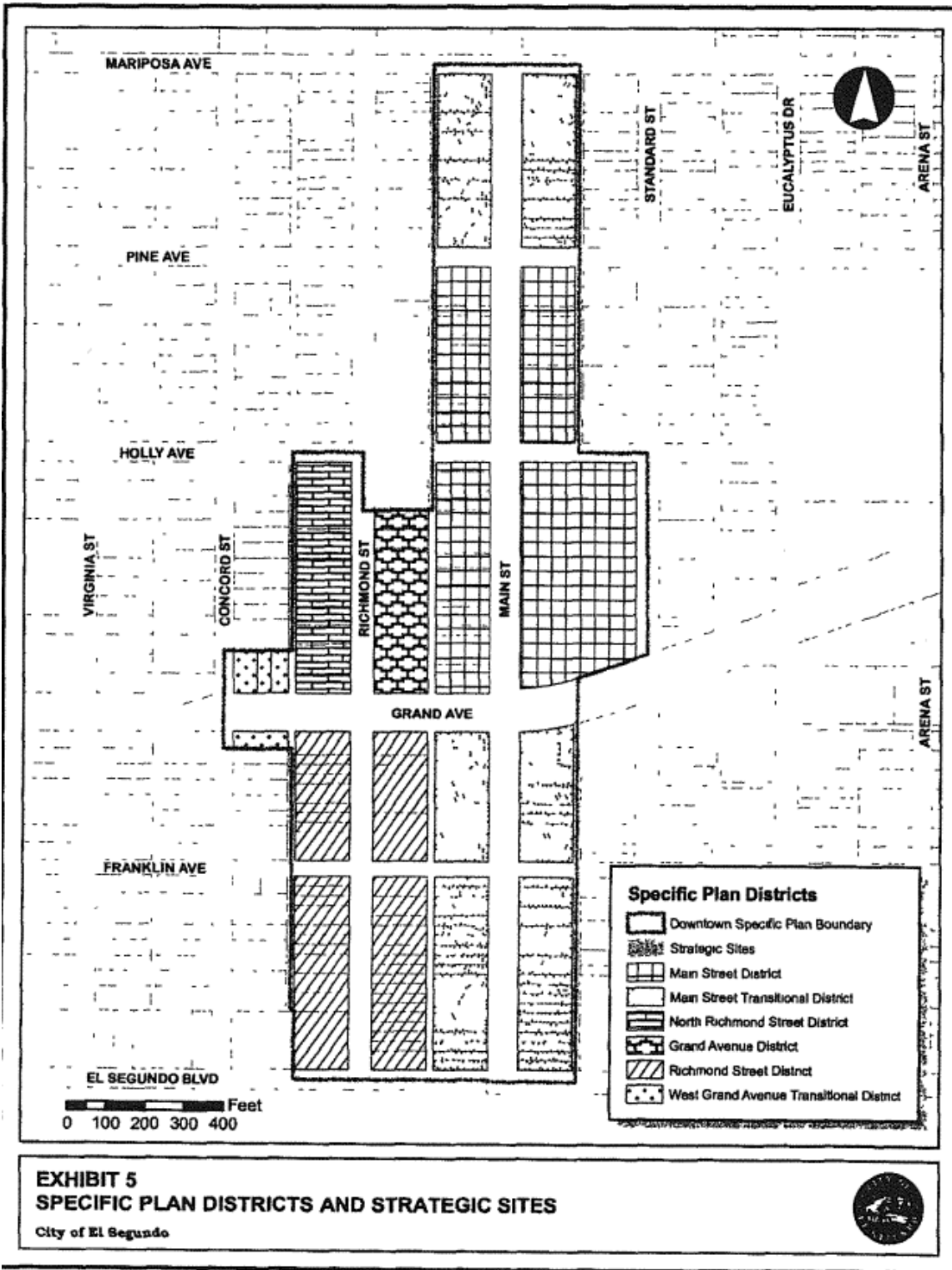
E. Grand Avenue District (300 Block east side Richmond Street -former Ralph's market and adjacent lots)

The Grand Avenue District is proposed for the east side of the 300 block of Richmond Street and is the site of a former "Ralph's Market". It also includes the parking lot and apartment building north of the Ralph's site. This district, about one and a half acres in size, is the only large contiguous parcel in Downtown that is suitable for the creation of a "village" atmosphere within the Downtown. The District is envisioned as a pedestrian-oriented, mixed-use center of community-serving retail, office, and community gathering and open space. This District could accommodate a small specialty market such as a health food store or one that serves neighborhood needs.

F. West Grand Avenue Transitional District (200 Block of West Grand Avenue from Concord Street to the alley ½ block west of Richmond Street)

The West Grand Avenue Transitional District encompasses the ½ block immediately east of Concord Street on Grand Avenue between Concord Street and the alley west of Richmond Street. This area is seen as a gateway from the west entry of the City of El Segundo to the Downtown core. This district is one half of an acre in size. The proposed West Grand Avenue Transitional District has neighborhood office, retail and service uses that complement the existing Downtown businesses in the area. The district is bounded by the Richmond Avenue District to the east, multi-family residential uses to the north and south and a mixture of commercial and multi-family residential uses to the west. The district adds variety to the mixed-use pedestrian-oriented character that is envisioned for the Downtown Specific Plan serving the neighborhood needs. (Ord. 1387, November 15, 2005)

EXHIBIT 5



(Ord. 1387, November 15, 2005)

V. ADMINISTRATION

A. Introduction

Sections 65450 through 65457 of the State Government Code define the criteria under which specific plans may be adopted. These sections require that a specific plan include land uses, infrastructure, development standards, implementation including financing, and a statement of the relationship of the specific plan to the general plan. The Downtown Specific Plan is administrated in accordance with the City Municipal Code, except as noted under Sections B and C below.

B. Specific Plan Administration

1. Administrative Determinations and Adjustments

Administrative Determinations must comply with Chapter 15-22 of the El Segundo Municipal Code (ESMC).

Adjustments must comply with Chapter 15-24 of the ESMC.

2. Development Standards Adjustments

The Director of Planning and Building Safety may grant adjustments related to development and design standards, provided any administrative relief does not exceed 10% of any development or design standard.

3. Authority to Inspect

Inspections must comply with ESMC Chapter 15-28.

4. Penalty

Penalties must comply with ESMC Chapter 15-28.

5. Authority to promulgate rules and regulations

The Director of Planning and Building Safety has the authority to promulgate rules and regulations, and to amend or add to them, for the implementation of this chapter.

C. Design Review Process

1. Purpose

The purpose of the design review process is to ensure that new development in the Downtown Specific Plan area complies with the Design Standards in Chapter VIII of the Specific Plan.

2. Levels of Review and Process

The following levels of review apply to development projects in the Downtown Specific Plan area:

- a) Ministerial. Ministerial review occurs during the building permit process. No discretionary permit and/or planning applications are required.

Applicability. Ministerial review applies to all projects that are not subject to Administrative or Planning Commission review and include, without limitation, the following development projects:

- i. Installation, replacement, or modifications to individual architectural building features, including, without limitation, windows, doors, awnings, lighting, siding material and colors, landscaping, and signs.

Review Authority. Planning and Building Safety Department staff.

- b) Administrative. Administrative-level review requires submittal of a Downtown Design Review (DDR) application to the Planning and Building Safety Department.

Applicability. Administrative-level review applies to the following development projects:

- i. Substantial exterior alterations. These include installation, replacement, modifications to multiple types of architectural building features, including, without limitation, windows, doors, awnings, lighting, siding material and colors, landscaping, and signs as determined by the Planning and Building Safety Director or his/her designee.
- ii. Changes to the size or location of building openings, such as windows and doors.
- iii. Outdoor retail uses and outdoor dining (including temporary dining).
- iv. An addition to a building that is up to a maximum of 500 square feet (gross) in size.

Review Authority. Planning and Building Safety Director or his/her designee. No public hearing or notification is required before the Director or his/her designee issues a decision. The Director's decisions are appealable to the Planning Commission.

- c) Planning Commission. Planning Commission-level review requires submittal of a Downtown Design Review (DDR) application to the Planning and Building Safety Department.

Applicability. Planning Commission-level review applies to the following development projects:

- i. New buildings
- ii. An addition to a building that is over 500 square feet (gross) in size.
- iii. Substantial exterior alterations or other development projects referred to the Planning Commission by the Planning and Building Safety Director.

Review Authority. Planning Commission. A public hearing and notification is required before the Planning Commission issues a decision. The public hearing and notice must comply with ESMC Chapter 15-27. A decision of the Planning Commission may be appealed to the City Council pursuant to ESMC Chapter 15-25.

Table No. 1 – Downtown Design Review (DDR) Process.

Review Level	Applicability / thresholds	Review Authority	Application / Public hearing Required	Decision method
Ministerial	<p>All projects that are not subject to Administrative or Planning Commission review and include, without limitation, the following:</p> <p>Installation, replacement, or modifications to individual architectural building features, including, without limitation, windows, doors, awnings, lighting, siding material and colors, landscaping, and signs.</p>	Planning and Building Safety staff	<p>No separate application.</p> <p>No public hearing</p>	Building Permit
Administrative	<p>Substantial exterior alterations. These include installation, replacement, or modifications to multiple architectural building features, including, without limitation, windows, doors, awnings, lighting, siding material and colors, landscaping, and signs as determined by the Planning and Building Safety Director or his/her designee.</p> <p>Changes to the size or location of building openings, such as windows and doors.</p> <p>Outdoor retail uses and outdoor dining (including temporary dining)</p> <p>Additions to buildings up to a maximum of 500 square feet (gross)</p>	Planning and Building Safety Director or designee	<p>DDR application required.</p> <p>No public hearing</p>	Director Letter
Planning Commission	<p>New buildings</p> <p>Additions to buildings over 500 square feet (gross)</p> <p>Substantial exterior alterations or other development projects referred to the Planning Commission by the Planning and Building Safety Director</p>	Planning Commission	<p>DDR application required.</p> <p>Public hearing required</p>	Planning Commission Resolution

D. California Environmental Quality Act Compliance

The Specific Plan was approved in accordance with the California Environmental Quality Act (CEQA), the State CEQA Guidelines (Guidelines), and City policies adopted to implement CEQA and the Guidelines.

CEQA clearance has been granted by the City as follows:

CALIFORNIA ENVIRONMENTAL QUALITY ACT COMPLIANCE

Land Use	Maximum Allowable Development under CEQA Clearance
A mixture of commercial uses (See Section VI. -Development Standards)	271,814 square feet additional net floor area

VI. DEVELOPMENT STANDARDS

A. Main Street District (300-400 Blocks Main Street)

1. Purpose

This district is the "core" of the Downtown. The area is intended to be resident serving, providing a pedestrian-oriented and pedestrian-friendly environment. Standards for the district are intended to maintain, enhance, and protect this character. Retail and service uses should serve the residents, local employees, and visitors to the City. A mixed-use environment is encouraged. Non-pedestrian oriented uses are limited to areas above and behind the street level, and off of alleys, with the exception that offices are allowed on the street-front.

2. Permitted Uses

- a. First floor street-front level, with a minimum building depth of 25 feet:
 - i) Retail sales and services
 - ii) Restaurants
 - iii) Recreational uses
 - iv) Governmental offices
 - v) Banks, not to exceed 500 square feet
 - vi) General offices
 - vii) Medical-dental offices
 - viii) Outdoor retail uses such as newsstands, coffee carts and flower stands, up to 200 square feet in area, subject to design review.
 - ix) Other similar pedestrian oriented retail-service uses and offices approved by the Director of Planning and Building Safety, as provided by Section V., Administration
- b. Above and behind street-front level, and adjacent to alleys:
 - i) All uses listed above in a.
 - ii) Schools
 - iii) Banks
 - iv) Other similar uses approved by the Director of Community Economic and Development Services, as provided by Section V., Administration
- c. Above street-front level:
 - i) All uses listed above in a. and b.
 - ii) Residential units
 - iii) Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration (Ord. 1447, October 5 2010)

3. Permitted Accessory Uses

- a. Any use customarily incidental to a permitted use
- b. Outdoor storage, subject to conformance with El Segundo Municipal Code § 15-2-8, Screening
- c. Indoor entertainment, dancing, and amplified sound, subject to compliance with El Segundo Municipal Code Chapter 4-8, Entertainment Regulations, and Chapter 7.2, Noise and Vibration Regulations
- d. Temporary Outdoor Retail Sales Events
- e. Temporary Outdoor Dining and Outdoor Dining, subject to design review and compliance with El Segundo Municipal Code §15-2-16, Outdoor Dining Areas
- f. Other similar accessory uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration

4. Uses Subject to an Administrative Use Permit – (Chapter 15-22 of the El Segundo Municipal Code)
 - a. On-site sale and consumption of alcohol at restaurants
 - b. Off-site sale of alcohol at retail establishments
 - c. Outdoor retail uses such as newsstands, coffee carts and flower stands, over 200 square feet in area, subject to design review
 - d. Video arcades with three or fewer machines
 - e. Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration (Ord. 1429, June 2 2009)

5. Uses Subject to a Conditional Use Permit - (El Segundo Municipal Code Chapter 15-23)
 - a. First floor street front level, with a minimum building depth of 25 feet:
 - i) Bars
 - ii) Outdoor entertainment and dancing
 - iii) Outdoor amplified sound, which exceeds more than four single events in one calendar year
 - iv) Video arcades with four or more machines
 - v) Other similar uses approved by the Director of Community, Economic and Development Services, as provided by Section V., Administration
 - b. Above and behind street-front level, and adjacent to alleys:
 - i) All uses listed above in a.
 - ii) Assembly halls

6. Prohibited Uses

All other uses which are not Permitted Uses, Permitted Accessory Uses, Uses Subject to an Administrative Use Permit or Uses Subject to a Conditional Use Permit are prohibited. Prohibited uses include, without limitation:

 - a. Drive-thru restaurants
 - b. Service stations
 - c. Tattoo parlors

(Ord. 1447, October 5 2010)

7. Site Development Standards

- a. General Provisions:
 - i) All uses shall be conducted within a fully enclosed building, except the outdoor uses detailed under Permitted, Accessory, Administrative, and Conditional Uses, and Outdoor Recreational uses.
 - ii) All provisions of Chapter 20.55, Developer Transportation Demand Management (TDM), of the El Segundo Municipal Code must be met.
 - iii) All provisions of Chapter 20.56, Employer/Occupant Transportation Systems Management (TSM), of the El Segundo Municipal Code must be met.
 - iv) All provisions of Chapter 20.12, General Provisions, of the El Segundo Municipal Code must be met.
 - v) All provisions of Section VIII, Design Standards must be met.
- b. Lot Area: A minimum of 3,500 square feet is required for new lots.
- c. Height: New structures may not exceed 30 feet (and two stories) in front. A 45-foot (and three-story) limit begins 25 feet from front property line. For ascending lots, height is measured from grade along front and street-side property lines; for descending lots, height is measured from existing grade directly below. Maximum height on corner lots shall be determined through the Downtown Design Review process.
- d. Setbacks:

- i) Front and Streetside -There shall be no setback between a building and the front and streetside property lines on the street level, except pedestrian-oriented plazas or architectural features, up to 10 feet in depth, may be placed between the building and the street, subject to design review. Parking is not allowed between the street and the building, except for handicapped parking, subject to design review.
 - ii) Side and Rear -Zero setback allowed.
 - e. Lot Width: A minimum of 25 feet is required for new lots.
 - f. Building Area (Density): The total net floor area of all buildings shall not exceed the total net square footage of the property, or a Floor Area Ratio, FAR, of 1.0:1.
 - i) Commercial. -The total net floor area of all buildings, excluding residential floor area, shall not exceed the total net square footage of the property, or a Floor Area Ratio, FAR, of 1.0:1.
 - ii) Residential -The maximum residential density shall not exceed one dwelling unit per 3,500 square feet of lot area. If the lot is less than 3,500 square feet, one unit is allowed.
 - g. Walls and Fences: All provisions of Chapter 20.12, General Provisions, of the El Segundo Municipal Code must be met.
 - h. Access: Safe and convenient pedestrian access shall be provided between buildings and sidewalks, or modes of transportation, and between buildings for multi-building projects.
 - i. Landscaping: All provisions of Section 20.12.170, Landscaping, of the El Segundo Municipal Code and Section VIII, Design Standards, must be met.
 - j. Parking and Loading: All provisions of Section VII, Parking must be met.
 - k. Signs: All provisions of Section VIII, Design Standards must be met.
- 8. Non-conformities
 - a. All provisions of Chapter 20.70, Nonconforming Buildings and Uses, of the El Segundo Municipal Code, except Sections 20.70.060 B. and C. shall apply.
 - b. A non-conforming use in a conforming or non-conforming building may only be replaced with a conforming use, except a non-conforming commercial use may be replaced with a similar or less intense non-conforming use only if the building, or the portion of the building occupied by the non-conforming use, has not been vacant or closed for business for more than six months.
- 9. Strategic Sites
 - a. Pursell Building (Northwest corner of Main Street and Grand Avenue):
 - b. The northeast corner of Main Street and Holly Avenue, north to the City parking lot: New target destination uses, such as a market, restaurant or similar use, may be provided with financial incentives, as provided in Section IX G, Development Incentives, for both Strategic Sites.

B. Main Street Transitional District (100-200 & 500 Blocks Main Street)

1. Purpose
This district serves as a transition and "gateway" to the Downtown Core, the Main Street District. This district is intended to link the retail Downtown Core with the Library, Park, High School and residential areas to the north, and the Chevron Refinery to the south, with common streetscape materials. Standards for this district allow for flexibility and a mixture of commercial uses serving the residents, local employees and visitors to the City.
2. Permitted Uses
 - a. First floor street-front level, above and behind street front level and adjacent to alleys:
 - i) Retail sales and services
 - ii) Restaurants
 - iii) Recreational uses
 - iv) Governmental offices
 - v) General offices
 - vi) Medical-dental offices
 - vii) Schools
 - viii) Banks
 - ix) Outdoor retail uses such as newsstands, coffee carts and flower stands, up to 200 square feet in area, subject to design review
 - x) Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration
 - b. Above street-front level:
 - i) All uses listed above in a
 - ii) Residential units
 - iii) Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration (Ord. 1447, October 5 2010)
3. Permitted Accessory Uses
 - a. Any use customarily incidental to a permitted use
 - b. Outdoor storage, subject to conformance with El Segundo Municipal Code § 15-2-8, Screening
 - c. Indoor entertainment, dancing and amplified sound, subject to compliance with El Segundo Municipal Code Chapter 4-8, Entertainment Regulations, and Chapter 7-2, Noise and Vibration Regulations
 - d. Temporary Outdoor Retail Sales Events
 - e. Temporary Outdoor Dining and Outdoor Dining, subject to design review and compliance with Section § 15-2-16, Outdoor Dining Areas, of the El Segundo Municipal Code
 - f. Other similar accessory uses approved by the Director of Planning and Building Safety, as provided by Section V. Administration
4. Uses Subject to an Administrative Use Permit-(Chapter 15-22 of the El Segundo Municipal Code)
 - a. On-site sale and consumption of alcohol at restaurants
 - b. Off-site sale of alcohol at retail establishments
 - c. Outdoor retail uses such as newsstands, coffee carts and flower stands, over 200 square feet in area, subject to design review
 - d. Video arcades with three or fewer machines
 - e. Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration

(Ord. 1429, June 2 2009)

5. Uses Subject to a Conditional Use Permit-(El Segundo Municipal Code Chapter 15-23)
 - a. First floor street-front level, with a minimum building depth of 25 feet:
 - i) Bars
 - ii) Outdoor entertainment and dancing
 - iii) Outdoor amplified sound, which exceeds more than four single events in one calendar year
 - iv) Video arcades with four or more machines
 - v) Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration
 - b. Above and behind street-front level, and adjacent to alleys:
 - i) All uses listed above in a.
 - ii) Assembly halls

6. Prohibited Uses

All other uses which are not Permitted Uses, Permitted Accessory Uses, Uses Subject to an Administrative Use Permit or Uses Subject to a Conditional Use Permit are prohibited. Prohibited uses include, without limitation:

- a. Drive-thru restaurants
 - b. Service stations
- (Ord. 1447, October 5 2010)

7. Site Development Standards

- a. General Provisions:
 - i) All uses shall be conducted within a fully enclosed building, except the outdoor uses detailed under Permitted, Accessory, Administrative and Conditional Uses, and Outdoor Recreational uses
 - ii) All provisions of Chapter 20.55, Developer Transportation Demand Management (TDM), of the El Segundo Municipal Code must be met.
 - iii) All provisions of Chapter 20.56, Employer/Occupant Transportation Systems Management (TSM), of the El Segundo Municipal Code must be met.
 - iv) All provisions of Chapter 20.12, General Provisions, of the El Segundo Municipal Code must be met.
 - v) All provisions of Section VIII, Design Standards must be met.
- b. Lot Area: A minimum of 3,500 square feet is required for new lots.
- c. Height: New structures may not exceed 30 feet (and two stories) or less in front. A 45-foot (and three-story) limit begins 25 feet from front property line. For ascending lots, height is measured from grade along front and street-side property lines; for descending lots, height is measured from existing grade directly below. Maximum height on corner lots shall be determined through the Downtown Design Review process.
- d. Setbacks:
 - i) Front and Streetside -There shall be no setback between a building and the front and streetside property lines on the street level, except pedestrian-oriented plazas or architectural features, up to 10 feet in depth, may be placed between the building and the street, subject to design review: Parking is not allowed between the street and the building, except for handicapped parking subject to design review.
 - ii) Side and Rear -Zero setback allowed
- e. Lot Width: A minimum of 25 feet is required for new lots.
- f. Building Area (Density): The total net floor area of all buildings, shall not exceed the total net square footage of the property, or a Floor Area Ratio, FAR, of 1.0:1.
 - i) Commercial: The total net floor area of all buildings, excluding residential floor area, shall not exceed the total net square footage of the property, or a Floor Area Ratio, FAR, of 1.0:1.

- ii) Residential: The maximum residential density shall not exceed one dwelling unit per 3,500 square feet of lot area. If the lot is less than 3,500 square feet, one unit is allowed.
 - g. Walls and Fences: All provisions of Chapter 20.12, General Provisions, of the El Segundo Municipal Code must be met.
 - h. Access: Safe and convenient pedestrian access shall be provided between buildings and sidewalks, or modes of transportation, and between buildings for multi-building projects.
 - i. Landscaping: All provisions of Section 20.12.170, Landscaping, of the El Segundo Municipal Code and Section VIII, Design Standards, must be met.
 - j. Parking and Loading: All provisions of Section VII, Parking must be met.
 - k. Signs: All provisions of Section VIII, Design Standards must be met.
8. Non-conformities
All provisions of Chapter 20.70, Nonconforming Buildings and Uses, of the El Segundo Municipal Code, shall apply.
9. Strategic Sites
- a. Strip Mall (Southwest corner of Main Street and Grand Avenue)
New target destination uses provided through adaptive re-use of the existing development, such as a market, restaurant or similar use, may be provided with financial incentives, as provided in Section IX G, Development Incentives, subject to design review.

C. Richmond Street District (100-200 Blocks Richmond Street)

1. Purpose

This district is the historic original Downtown. The area is intended to be resident serving, providing a pedestrian-oriented environment, while allowing for flexibility and a mixture of commercial and residential uses. Standards for the district are intended to maintain, enhance, and preserve the historical "Old Town" character of the area, and Historic Design Standards are also established to ensure this goal. Standards for this district also encourage and support filming and related uses, as well as uses which serve the residents, local employees, and visitors to the City, including antiques, arts and crafts, design and similar uses.

2. Permitted Uses

- a. First floor street-front level, above and behind street front level and adjacent to alleys:
 - i) Retail sales and services
 - ii) Restaurants
 - iii) Recreational uses
 - iv) Governmental offices
 - v) General offices
 - vi) Medical-dental offices
 - vii) Schools
 - viii) Banks
 - ix) Outdoor retail uses such as newsstands, coffee carts and flower stands, up to 200 square feet in area, subject to design review
 - x) Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration
- b. Above street-front level:
 - i) All uses listed above in a
 - ii) Residential units
 - iii) Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration (Ord. 1447, October 5 2010)

3. Permitted Accessory Uses

- a. Any use customarily incidental to a permitted use
- b. Outdoor storage, subject to conformance with El Segundo Municipal Code § 15-2-8, Screening
- c. Indoor entertainment, dancing and amplified sound, subject to compliance with El Segundo Municipal Code Chapter 4-8, Entertainment Regulations, and Chapter 7-2, Noise and Vibration Regulations
- d. Temporary Outdoor Retail Sales Events
- e. Temporary Outdoor Dining and Outdoor Dining, subject to design review and compliance with Section § 15-2-16, Outdoor Dining Areas, of the El Segundo Municipal Code
- f. Other similar accessory uses approved by the Director of Planning and Building Safety, as provided by Section V. Administration

4. Uses Subject to an Administrative Use Permit-(Chapter 15-22 of the El Segundo Municipal Code)

- a. On-site sale and consumption of alcohol at restaurants
- b. Off-site sale of alcohol at retail establishments
- c. Outdoor retail uses such as newsstands, coffee carts and flower stands, over 200 square feet in area, subject to design review
- d. Video arcades with three or fewer machines
- e. Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration (Ord. 1429, June 2 2009)

5. Uses Subject to a Conditional Use Permit-(El Segundo Municipal Code Chapter 15-23)
 - a. First floor street front level, with a minimum building depth of 25 feet:
 - i) Bars
 - ii) Outdoor entertainment and dancing
 - iii) Outdoor amplified sound, which exceeds more than four single events in one calendar year
 - iv) Video arcades with four or more machines
 - v) Other similar uses approved by the Director of Community, Economic and Development Services, as provided by Section V., Administration
 - b. Above and behind street-front level, and adjacent to alleys:
 - i) All uses listed above in a.
 - ii) Assembly halls

6. Prohibited Uses

All other uses which are not Permitted Uses, Permitted Accessory Uses, Uses Subject to an Administrative Use Permit or Uses Subject to a Conditional Use Permit are prohibited. Prohibited uses include, without limitation

- a. Drive-thru restaurants
- b. Service stations

(Ord. 1447, October 5 2010)

7. Site Development Standards

a. General Provisions:

- i) All uses shall be conducted within a fully enclosed building, except the outdoor uses detailed under Permitted, Accessory, Administrative and Conditional Uses, and Outdoor Recreational uses.
- ii) All provisions of Chapter 20.55, Developer Transportation Demand Management (TDM), of the El Segundo Municipal Code must be met.
- iii) All provisions of Chapter 20.56, Employer/Occupant Transportation Systems Management (TSM), of the El Segundo Municipal Code must be met.
- iv) All provisions of Chapter 20.12, General Provisions, of the El Segundo Municipal Code must be met.
- v) All provisions of Section VIII, Design Standards must be met.

b. Lot Area: A minimum of 3,500 square feet is required for new lots.

c. Height: New structures may not exceed 30 feet (and two stories) in front. A 45-foot (and three-story) limit begins 25 feet from front property line. For ascending lots, height is measured from grade along front and street-side property lines; for descending lots, height is measured from existing grade directly below. Maximum height on corner lots shall be determined through the Downtown Design Review process.

d. Setbacks:

- i) Front and Streetside -There shall be no setback between a building and the front and streetside property lines on the street level, except pedestrian-oriented plazas or architectural features, up to 10 feet in depth, may be placed between the building and the street, subject to design review. Parking is not allowed between the street and the building, except for handicapped parking subject to design review.
- ii) Side and Rear - Zero setback allowed

e. Lot Width: A minimum of 25 feet is required for new lots

f. Building Area (Density): The total net floor area of all buildings, excluding residential floor area, shall not exceed the total net square footage of the property, or a Floor Area Ratio, FAR, of 1.0:1, except as provided in Section 9, Strategic Sites.

- i) Commercial -The total net floor area of all buildings, excluding residential floor area, shall not exceed the total net square footage of the property, or a Floor Area Ratio, FAR, of 1.0:1.

- ii) Residential -The maximum residential density shall not exceed one dwelling unit per 3,500 square feet of lot area. If the lot is less than 3,500 square feet, one unit is allowed.
- g. Walls and Fences: All provisions of Chapter 20.12, General Provisions, of the El Segundo Municipal Code must be met.
- h. Access: Safe and convenient pedestrian access shall be provided between buildings and sidewalks, or modes of transportation, and between buildings for multi-building projects.
- i. Landscaping: All provisions of Section 20.12.170, Landscaping, of the El Segundo Municipal Code and Section VIII, Design Standards, must be met.
- j. Parking and Loading: All provisions of Section VII, Parking must be met.
- k. Signs: All provisions of Section VIII, Design Standards must be met.

8. Non-conformities

- a. All provisions of Chapter 20.70, Nonconforming Buildings and Uses of the El Segundo Municipal Code, except Sections 20.70.060 B. and C. shall apply.
- b. A non-conforming use in a conforming or non-conforming building may only be replaced with a conforming use, except a non-conforming commercial use may be replaced with a similar or less intense non-conforming use only if the building or portion of the building occupied by the non-conforming use, has not been vacant or closed for business for more than six months.

9. Strategic Sites

- a. Anthony's Music Store (Northwest corner of Richmond Street and Franklin Avenue) and;
- b. The City parking lot (Northeast corner of Richmond Street and Franklin Avenue) – New target uses, such as antiques, bookstores, arts and crafts, a market, or similar uses at the street level, and professional offices or design uses behind or above street level, may be provided with financial incentives, as provided in Section IX G, Development Incentives. Additionally, the City parking lot site may be developed with a Floor Area Ratio (FAR) of 1.5:1.

10. Historic Preservation

All provisions of Section VIII, Design Standards must be met.

D. North Richmond Street District (300 Block west side Richmond Street)

1. Purpose

This district is an eclectic mixed-use environment of commercial and residential uses. The area is intended to be resident serving, providing a pedestrian-oriented environment, while allowing for flexibility and a mixture of commercial uses, while excluding new residential uses. Standards for this district encourage antiques, arts and crafts, and mixed-use, serving the residents, local employees, and visitors to the City.

2. Permitted Uses

- a. First floor street-front level, above and behind street front level and adjacent to alleys:
 - i) Retail sales and services
 - ii) Restaurants
 - iii) Recreational uses
 - iv) Governmental offices
 - v) General offices
 - vi) Medical-dental offices
 - vii) Schools
 - viii) Banks
 - ix) Bed and Breakfast hotels
 - x) Artist and design studios
 - xi) Outdoor retail uses such as newsstands, coffee carts and flower stands, up to 200 square feet in area, subject to design review
 - xii) Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration
- b. Above street-front level:
 - i) All uses listed above in a.
 - ii) Residential units
 - iii) Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration

(Ord. 1447, October 5 2010)

3. Permitted Accessory Uses

- a. Any use customarily incidental to a permitted use
- b. Outdoor storage, subject to conformance with El Segundo Municipal code § 15-2-8, Screening
- c. Indoor entertainment, dancing and amplified sound, subject to compliance with El Segundo Municipal Code Chapter 4-8, Entertainment Regulations, and Chapter 7-2, Noise and Vibration Regulations
- d. Temporary Outdoor Retail Sales Events
- e. Temporary Outdoor Dining and Outdoor Dining, subject to design review and compliance with El Segundo Municipal Code § 15-2-16, Outdoor Dining Areas.
- f. Other similar accessory uses approved by the Director of Planning and Building Safety, as provided by Section V. Administration

4. Uses Subject to an Administrative Use Permit-(Chapter 15-22 of the El Segundo Municipal Code)

- a. On-site sale and consumption of alcohol at restaurants
- b. Off-site sale of alcohol at retail establishments
- c. Outdoor retail uses such as newsstands, coffee carts and flower stands, over 200 square feet in area, subject to design review
- d. Video arcades with three or fewer machines

e. Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration
(Ord. 1429, June 2 2009)

5. Uses Subject to a Conditional Use Permit-(El Segundo Municipal Code Chapter 15-23)

- a. First floor street-front level, with a minimum building depth of 25 feet:
 - i) Bars
 - ii) Outdoor entertainment and dancing
 - iii) Outdoor amplified sound, which exceeds more than four single events in one calendar year
 - iv) Video arcades with four or more machines
 - v) Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration
- b. Above and behind street-front level, and adjacent to alleys:
 - i) All uses listed above in a.
 - ii) Assembly halls.

6. Prohibited Uses

All other uses which are not Permitted Uses, Permitted Accessory Uses, Uses Subject to an Administrative Use Permit or Uses Subject to a Conditional Use Permit are prohibited. Prohibited uses include, without limitation:

- a. Drive-thru restaurants
- b. Service stations

(Ord. 1447, October 5 2010)

7. Site Development Standards

- a. General Provisions:
 - i) All uses shall be conducted within a fully enclosed building, except the outdoor uses detailed under Accessory and Administrative Uses,
 - ii) All provisions of Chapter 20.55, Developer Transportation Demand Management (TDM), of the El Segundo Municipal Code must be met.
 - iii) All provisions of Chapter 20.56, Employer/Occupant Transportation Systems Management (TSM), of the El Segundo Municipal Code must be met.
 - iv) All provisions of Chapter 20.12, General Provisions, of the El Segundo Municipal Code must be met.
 - v) All provisions of Section VIII, Design Standards must be met.
- b. Lot Area: A minimum of 3,500 square feet is required for new lots.
- c. Height: New structures may not exceed 30 feet (and two stories) in front. A 45-foot (and three-story) limit begins 25 feet from front property line. For ascending lots, height is measured from grade along front and street-side property lines; for descending lots, height is measured from existing grade directly below. Maximum height on corner lots shall be determined through the Downtown Design Review process.
- d. Setbacks:
 - i) Front and Streetside -There shall be no setback between a building and the front and streetside property lines on the street level, except pedestrian-oriented plazas or architectural features, up to 10 feet in depth, may be placed between the building and the street, subject to design review. Parking is not allowed between the street and the building, except for handicapped parking subject to design review.
 - ii) Side and Rear - Zero setback allowed
- e. Lot Width: A minimum of 25 feet is required for new lots.
- f. Building Area (Density): The total net floor area of all buildings shall not exceed the total net square footage of the property, or a Floor Area Ratio, FAR, of 1.0:1.
 - i) Commercial: The total net floor area of all buildings, excluding residential floor area, shall not exceed the total net square footage of the property, or a Floor Area Ratio, FAR, of 1.0:1.

- ii) Residential: The maximum residential density shall not exceed one dwelling unit per 3,500 square feet of lot area. If the lot is less than 3,500 square feet, one unit is allowed.
 - g. Walls and Fences: All provisions of Chapter 20.12, General Provisions, of the El Segundo Municipal Code must be met.
 - h. Access: Safe and convenient pedestrian access shall be provided between buildings and sidewalks, and modes of transportation, and between buildings for multi-building projects.
 - i. Landscaping: All provisions of Section 20.12.170, Landscaping, of the El Segundo Municipal Code and Section VIII, Design Standards, must be met.
 - j. Parking and Loading: All provisions of Section VII, Parking must be met.
 - k. Signs: All provisions of Section VIII, Design Standards must be met.
8. Non-conformities
- a. All provisions of Chapter 20.70, Nonconforming Buildings and Uses of the El Segundo Municipal Code, except Sections 20.70.060 B. and C. shall apply.
 - b. A non-conforming use in a conforming or non-conforming building may only be replaced with a conforming use, except a non-conforming commercial use may be replaced with a similar or less intense non-conforming use only if the building, or portion of the building occupied by the non-conforming use, has not been vacant or closed for business for more than six months.

E. Grand Avenue District (300 Block east side Richmond Street-former Ralph's market and adjacent lots)

1. Purpose

This district is a key block linking the Main Street District, the Downtown core, with the historic Richmond Street District. This area is intended to be created as a village atmosphere, being resident serving, providing a pedestrian-oriented and pedestrian friendly environment, preferably in a mixed-use development. Standards for the district are intended to maintain, enhance, and protect this character. Design review is required to ensure consistency with the goals of the district. Retail and service uses should serve the residents, local employees, and visitors to the City. Non-pedestrian oriented uses are limited to areas above and behind the street level, and off of the alley, with the exception that offices are allowed on the street-front.

2. Permitted Uses

- a. First floor street-front level and adjacent to pedestrian access ways, including internal access ways, with a minimum building depth of 25 feet:
 - i) Retail sales and services
 - ii) Restaurants
 - iii) Recreational uses
 - iv) Governmental offices
 - v) Banks, not to exceed 500 square feet
 - vi) General offices
 - vii) Medical-dental offices
 - viii) Bed and breakfast hotel
 - ix) Outdoor retail uses such as newsstands, coffee carts and flower stands, up to 200 square feet in area, subject to design review.
 - x) Other similar pedestrian oriented retail-service uses and offices approved by the Director of Planning and Building Safety, as provided by Section V., Administration
- b. Above and behind street-front level, and adjacent to alleys:
 - i) All uses listed above in a.
 - ii) Schools and daycare
 - iii) Banks
 - iv) Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration
- c. Above street-front level:
 - i) All uses listed above in a.
 - ii) Residential units
 - iii) Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration

(Ord. 1447, October 5 2010)

3. Permitted Accessory Uses

- a. Any use customarily incidental to a permitted use
- b. Outdoor storage, subject to conformance with El Segundo Municipal code § 15-2-8, Screening
- c. Indoor entertainment, dancing and amplified sound, subject to compliance with El Segundo Municipal Code Chapter 4-8, Entertainment Regulations, and Chapter 7-2, Noise and Vibration Regulations
- d. Temporary Outdoor Retail Sales Events
- e. Temporary Outdoor Dining and Outdoor Dining, subject to design review and compliance with El Segundo Municipal Code § 15-2-16, Outdoor Dining Areas
- f. Other similar accessory uses approved by the Director of Planning and Building Safety, as provided by Section V. Administration

4. Uses Subject to an Administrative Use Permit-(Chapter 15-22 of the El Segundo Municipal Code)
 - a. On-site sale and consumption of alcohol at restaurants
 - b. Off-site sale of alcohol at retail establishments
 - c. Outdoor retail uses such as newsstands, coffee carts and flower stands, over 200 square feet in area, subject to design review
 - d. Video arcades with three or fewer machines
 - e. Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration(Ord. 1429, June 2 2009)

5. Uses Subject to a Conditional Use Permit-(El Segundo Municipal Code Chapter 15-23)
 - a. First floor street-front level, with a minimum building depth of 25 feet:
 - i) Bars
 - ii) Outdoor entertainment and dancing
 - iii) Outdoor amplified sound, which exceeds more than four single events in one calendar year
 - iv) Video arcades with four or more machines
 - v) Other similar uses approved by the Director of Planning and Building Safety as provided by Section V., Administration
 - b. Above and behind street-front level, and adjacent to alleys:
 - i) All uses listed above in a.
 - ii) Assembly halls

6. Prohibited Uses
All other uses which are not Permitted Uses, Permitted Accessory Uses, Uses Subject to an Administrative Use Permit or Uses Subject to a Conditional Use Permit are prohibited. Prohibited uses include, without limitation:
 - a. Drive-thru restaurants
 - b. Service stations(Ord. 1447, October 5 2010)

7. Site Development Standards
 - a. General Provisions:
 - i) All new development shall be subject to design review to ensure consistencies with the Specific Plan, as detailed in Section VIII, Design Standards.
 - ii) All uses shall be conducted within a fully enclosed building, except the outdoor uses detailed under Permitted, Accessory, Administrative and Conditional uses, and Outdoor recreational uses.
 - iii) All provisions of Chapter 20.55, Developer Transportation Demand Management (TDM), of the El Segundo Municipal Code must be met.
 - iv) All provisions of Chapter 20.56, Employer/Occupant Transportation Systems Management (TSM), of the El Segundo Municipal Code must be met.
 - v) All provisions of Chapter 20.12, General Provisions, of the El Segundo Municipal Code must be met.
 - b. Lot Area:
Existing lots under common ownership should be developed under a common cohesive plan, as one parcel, not as each original 25-foot wide lot

- c. Height: New structures may not exceed 30 feet (and two stories) in front. A 45-foot (and three-story) limit begins 25 feet from front property line. For ascending lots, height is measured from grade along front and street-side property lines; for descending lots, height is measured from existing grade directly below. A variety of building heights must be provided throughout the site. Towers or appendages may be located on the corner of Grand Avenue and the alley, and the northwest side of the property abutting Richmond Street, and may be 45 feet (and two stories) tall. Maximum height on corner lots shall be determined through the Downtown Design Review process.
 - d. Setbacks:
 - i) Front and Streetside -There shall be no setback between a building and the front and streetside property lines on the street level, except pedestrian-oriented plazas or architectural features, up to 10 feet in depth, may be placed between the building and the street, subject to design review. Parking is not allowed between the street and the building.
 - ii) Side and Rear -Zero setback allowed
 - e. Lot Width: Existing lots under common ownership should be developed under a common cohesive plan, as one parcel, not as each original 25-foot wide lot
 - f. Building Area (Density):
 - i) Commercial -The total net floor area of all buildings, excluding residential floor area, shall not exceed the total net square footage of the property or a Floor Area Ratio, FAR, of 1.0:1.
 - ii) Residential: The maximum residential density shall not exceed one dwelling unit per 3,500 square feet of lot area. If the lot is less than 3,500 square feet, one unit is allowed.
 - g. Walls and Fences: All provisions of Chapter 20.12, General Provisions, of the El Segundo Municipal Code must be met.
 - h. Access: Safe and convenient pedestrian access shall be provided between buildings and sidewalks or modes of transportation, and between buildings -for multi-building projects. Uses adjacent to pedestrian access ways, both internal and external, shall be pedestrian oriented and have direct access to those access ways.
 - i. Landscaping: All provisions of Section 20.12.170, Landscaping, of the El Segundo Municipal Code and Section VIII, Design Standards, must be met.
 - j. Parking and Loading: All provisions of Section VII, Parking must be met.
 - k. Signs: All provisions of Section VIII, Design Standards must be met.
8. Non-conformities
- a. All provisions of Chapter 20.70, Nonconforming Buildings and Uses of the El Segundo Municipal Code, except Sections 20.70.060 B. and C. shall apply.

F. West Grand Avenue Transitional District (North 200 Block of West Grand Avenue between Concord Street and the alley West of Richmond Street)

1. Purpose

This district serves as a gateway to the Downtown core. Standards for this district allow for flexibility and a mixture of commercial uses serving the residents, local employees and visitors to the City.

2. Permitted Uses

- a. First floor street-front level, with a minimum building depth of 25 feet
 - i) Retail sales and services
 - ii) Restaurants
 - iii) Recreational uses
 - iv) Government offices
 - v) Banks
 - vi) General offices
 - vii) Medical-dental offices
 - viii) Schools
 - ix) Outdoor retail uses such as newsstands, coffee carts and flower stands, up to 200 square feet in area, subject to design review
 - x) Other similar pedestrian oriented retail-service uses and offices approved by the Director of Planning and Building Safety, as provided by Section V., Administration
- b. Above street-front level:
 - i) All uses listed above in subsection (a).
 - ii) Residential units
 - iii) Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration.

(Ord. 1447, October 5 2010)

3. Permitted Accessory Uses

- a. Any use customarily incidental to a permitted use
- b. Outdoor storage, subject to compliance with El Segundo Municipal Code § 15-2-8, Screening.
- c. Indoor entertainment, dancing, and amplified sound, subject to compliance with El Segundo Municipal Code Chapter 4-8, Entertainment Regulations, and Chapter 7-2, Noise and Vibration Regulations.
- d. Temporary Outdoor Retail Sales Events
- e. Temporary Outdoor Dining and Outdoor Dining, subject to design review and compliance with El Segundo Municipal Code §15-2-16, Outdoor Dining Areas
- f. Other similar accessory uses approved by the Director of Planning and Building Safety, as provided by Section V. Administration.

4. Uses Subject to an Administrative Use Permit - (El Segundo Municipal Code Chapter 15-22)

- a. On-site sale and consumption of alcohol at restaurants
- b. Off-site sale of alcohol at retail establishments
- c. Outdoor newsstands, coffee carts and flower stands, over 200 square feet in area, subject to design review and compliance with El Segundo Municipal Code § 15-2-16, Outdoor Dining Areas.
- d. Video arcades with three or fewer machines
- e. Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration.

(Ord. 1429, June 2 2009)

5. Uses Subject to a Conditional Use Permit - (El Segundo Municipal Code Chapter 15-23)

- a. First floor street-front level, with a minimum building depth of 25 feet:

- i) Bars
 - ii) Video arcades with four or more machines
 - iii) Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration.
 - b. Above and behind street-front level, and adjacent to alleys:
 - i) All uses listed above in a.
 - ii) Assembly halls
- 6. Prohibited Uses All other uses which are not Permitted Uses, Permitted Accessory Uses, Uses Subject to an Administrative Use Permit or Uses Subject to a Conditional Use Permit are prohibited. Prohibited uses include, without limitation:
 - a. Drive-thru restaurants
 - b. Service stations
 - c. Tattoo parlors
 - d. Outdoor entertainment and dancing
 - e. Outdoor amplified sound, which exceeds more than four single events in one calendar year

(Ord. 1447, October 5 2010)

7. Site Development Standards

- a. General Provisions:
 - i) All uses must be conducted within a fully enclosed building, except the outdoor uses detailed under Permitted, Accessory, Administrative, and Conditional Uses, and Outdoor Recreational Uses.
 - ii) All requirements of El Segundo Municipal Code Chapter 15-16, Developer Transportation Demand Management (TDM), must be met.
 - iii) All requirements of El Segundo Municipal Code Chapter 15-17, Employer/Occupant Transportation Systems Management (TSM), must be met.
 - iv) All requirements of El Segundo Municipal Code Chapter 15-2, General Provisions, must be met.
 - v) All provisions of Section VIII, Design Standards must be met.
- b. Lot Area: A minimum of 3,500 square feet is required for new lots.
- c. Height: New structures must be between 25-30 feet (two stories) in front. A 36-foot height limit begins 25 feet from front property line. For ascending lots, height is measured from grade along front and street-side property lines; for descending lots, height is measured from existing grade directly below. Maximum height on corner lots shall be determined through the Downtown Design Review process.
- d. Setbacks:
 - i) Front and Streetside-Setbacks between a building and the front and streetside property lines on the street level are prohibited except pedestrian-oriented plazas or architectural features, up to 10 feet in depth, may be placed between the building and the street subject to design review. Parking is not allowed between the street and the building, except for handicapped parking, subject to design review.
 - ii) Side—Zero setback allowed but 10' if abutting residential zone
 - iii) Rear—10' feet when abutting residential zone
- e. Lot Width: A minimum of 25 feet is required for new lots.
- f. Building Area (Density): The total net floor area of all buildings cannot exceed the total net square footage of the property, or a Floor Area Ratio, FAR, of 1.0:1.
 - i) Commercial. The total net floor area of all buildings, excluding residential floor area, cannot exceed the total net square footage of the property, or a Floor Area Ratio, FAR, of 1.0:1.
 - ii) Residential —The maximum residential density cannot exceed one dwelling unit per 3,500 square feet of lot area. If the lot is less than 3,500 square feet, one unit is allowed.

- g. Walls and Fences: All requirements of El Segundo Municipal Code Chapter 15-2, General Provisions, must be met.
 - h. Access: Safe and convenient pedestrian access must be provided between buildings and sidewalks, or modes of transportation, and between buildings for multi-building projects.
 - i. Landscaping: All requirements of El Segundo Municipal Code §15-2-14, Landscaping, and Section VIII, Design Standards, must be met.
 - j. Parking and Loading: All requirements of Section VII, Parking must be met.
 - k. Signs: All requirements of Section VIII, Design Standards must be met.
8. Non-conformities-
- a. All requirements of El Segundo Municipal Code Chapter 15-21, Nonconforming Buildings and Uses, except Sections 15-21-6 B. and C. apply.
 - b. Except as otherwise provided, non-conforming uses occurring in a building can only be replaced with a conforming use.
 - c. If a building, or a portion of a building, was used by a non-conforming commercial use not later than six (6) months before an application is deemed complete by the City, it can be replaced with a similar or less intense non-conforming commercial use.

(Ord. 1387, November 15, 2005)

G. West Grand Avenue Transitional District (South 200 Block of West Grand Avenue between Concord Street and the alley west of Richmond Street)

1. Purpose
This district serves as a gateway to the Downtown core. Standards for this district allow for flexibility and a mixture of commercial uses serving the residents, local employees and visitors to the City.
2. Permitted Uses
 - a. First floor street-front level, with a minimum building depth of 25 feet:
 - i) Retail sales and services
 - ii) Restaurants
 - iii) Recreational uses
 - iv) Government offices
 - vi) General offices
 - vii) Medical-dental offices
 - viii) Outdoor retail uses such as newsstands, coffee carts and flower stands, up to 200 square feet in area, subject to design review
 - ix) Other similar pedestrian oriented retail-service uses and offices approved by the Director of Planning and Building Safety, as provided by Section V., Administration.
 - b. Above street-front level:
 - i. All uses listed above in subsection (a).
 - ii Residential units
 - iii. Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration.
3. Permitted Accessory Uses
 - a. Any use customarily incidental to a permitted use
 - b. Outdoor storage, subject to compliance with El Segundo Municipal Code § 15-2-8, Screening
 - c. Indoor entertainment, dancing, and amplified sound, subject to compliance with El Segundo Municipal Code Chapter 4-8, Entertainment Regulations and Chapter 7-2, Noise and Vibration Regulations.
 - d. Temporary Outdoor Retail Sales Events
 - e. Temporary Outdoor Dining and Outdoor Dining, subject to design review and compliance with El Segundo Municipal Code § 15-2-16, Outdoor Dining Areas
 - f. Other similar accessory uses approved by the Director of Planning and Building Safety, as provided by Section V. Administration.
4. Uses Subject to an Administrative Use Permit - (El Segundo Municipal Code Chapter 15-22)
 - a. On-site sale and consumption of alcohol at restaurants
 - b. Off-site sale of alcohol at retail establishments
 - c. Outdoor retail uses such as newsstands, coffee carts and flower stands, over 200 square feet in area, subject to design review
 - d. Video arcades with three or fewer machines
 - e. Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration. (Ord. 1429, June 2 2009)
5. Uses Subject to a Conditional Use Permit - (El Segundo Municipal Code Chapter 15-23)
 - a. First floor street-front level, with a minimum building depth of 25 feet:
 - i) Bars
 - ii) Bed and Breakfast Inns
 - iii) Video arcades with four or more machines

- iv) Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration.
- b. Above and behind street-front level, and adjacent to alleys:
 - i) All uses listed above in a.
 - ii) Assembly halls.

6. Prohibited Uses

All other uses which are not Permitted Uses, Permitted Accessory Uses, Uses Subject to an Administrative Use Permit or Uses Subject to a Conditional Use Permit are prohibited. Prohibited uses include, without limitation:

- a. Drive-thru restaurants
- b. Service stations
- c. Tattoo parlors
- d. Outdoor entertainment and dancing
- e. Outdoor amplified sound, which exceeds more than four single events in one calendar year

(Ord. 1447, October 5 2010)

7. Site Development Standards

- a. General Requirements:
 - i) All uses must be conducted within a fully enclosed building, except the outdoor uses detailed under Permitted, Accessory, Administrative, and Conditional Uses, and Outdoor Recreational Uses.
 - ii) All requirements of El Segundo Municipal Code Chapter 15-16, Developer Transportation Demand Management (TDM), must be met.
 - iii) All requirements of El Segundo Municipal Code Chapter 15-17, Employer/Occupant Transportation Systems Management (TSM), must be met.
 - iv) All requirements of El Segundo Municipal Code Chapter 15-2, General Provisions, must be met.
 - v) All provisions of Section VIII, Design Standards must be met.
- b. Lot Area: A minimum of 3,500 square feet is required for new lots.
- c. Height: New structures must be between 25-30 feet (two stories). Height is measured from existing grade directly below. Maximum height on corner lots shall be determined through the Downtown Design Review process.
- d. Setbacks:
 - i) Streetside - Setbacks between a building and streetside property line along Grand Avenue on the street level are prohibited, except pedestrian-oriented plazas or architectural features, up to 10 feet in depth, may be placed between the building and the street, subject to design review. Parking is not allowed between the street and the building, except for handicapped parking, subject to design review.
 - ii) Front – A 15-foot setback is required along Concord Street.
 - iii) Side – 10 feet if abutting a residential zone
 - iv) Rear – 10 feet
- e. Lot Width: A minimum of 25 feet is required for new lots.
- f. Building Area (Density): The total net floor area of all buildings cannot exceed the total net square footage of the property, or a Floor Area Ratio, FAR, of 1.0:1.
 - i) Commercial – The total net floor area of all buildings, excluding residential floor area, cannot exceed the total net square footage of the property, or a Floor Area Ratio, FAR, of 1.0:1.
 - ii) Residential – The maximum residential density cannot exceed one dwelling unit per 3,500 square feet of lot area. If the lot is less than 3,500 square feet, one unit is allowed.
- g. Walls and Fences: All requirements of El Segundo Municipal Code Chapter 15-2, General Provisions, must be met.

- h. Access: Safe and convenient pedestrian access must be provided between buildings and sidewalks, or modes of transportation, and between buildings for multi-building projects.
 - i. Landscaping: All requirements of El Segundo Municipal Code § 15-2-14, Landscaping, and Section VIII, Design Standards, must be met.
 - j. Parking and Loading: All requirements of Section VII, Parking must be met.
 - k. Signs: All requirements of Section VIII, Design Standards must be met.
8. Non-conformities
- a. All requirements of El Segundo Municipal Code Chapter 15-21, Nonconforming Buildings and Uses, except ESMC §§ 15-21-6 B. and C. apply.
 - b. Except as otherwise provided, non-conforming uses occurring in a building can only be replaced with a conforming use.
 - c. If a building, or a portion of a building, was used by a non-conforming commercial use not later than six (6) months before an application is deemed complete by the City, it can be replaced with a similar or less intense non-conforming commercial use.

(Ord. 1387, November 15, 2005)

H. Definitions

The following are definitions of uses that are included in the Specific Plan. For definitions not included within this section, refer to Chapter 15-1-6, Definitions, of the El Segundo Municipal Code.

Artist and Design Studios

"Artist and design studios" means an establishment that provides work and retail sales and display space for artists, artisans, craftspersons, and designers.

Bank

"Bank" means an establishment that provides financial services to individuals, firms and other entities. The term includes savings and uses providing similar financial services.

Bar

"Bar" means an establishment primarily for the on-site sales and consumption of alcoholic beverages, generally without or with limited food service, as defined and licensed by the State of California, Department of Alcohol Beverage Control. Bars include cocktail lounges, nightclubs, taverns, pubs, saloons, and similar uses, but exclude restaurants.

Bed and Breakfast Hotel

"Bed and Breakfast Hotel" means an establishment containing 75 or fewer guestrooms, intended or designed to be used for sleeping purposes by guests, and provides breakfast to guests. The use may also contain "ancillary services such as meeting rooms, personal services, and food preparation and dispensing. Guest stays shall be limited to 30 consecutive days. One dwelling unit for the use of the proprietor shall be allowed.

City Parking Garage

"City parking garage" means the parking garage located at 121 West Grand Avenue.

Coffee cart

"Coffee cart" means a small self-contained outdoor structure for the retail sale of coffee, other beverages, snacks, and similar products. A seating or dining area may also be provided as an accessory use.

Flower stand

"Flower stand" means a small self-contained outdoor structure for the retail sale of flowers and related products.

Newsstand

"Newsstand" means a small self-contained outdoor structure for the retail sales of newspapers, magazines, periodicals, and similar products.

Offices, Governmental

"Offices, governmental" means an establishment maintained and used as a place of business by persons employed by the government including City, County, State, Federal and similar governmental businesses, whose business activity consists primarily of providing services to people.

Retail sales and service

"Retail sales and service" means an establishment that provides retail sales, rental, services processing, and repair of new merchandise, primarily intended for consumer or household use. Services provided include those of a personal convenience nature, and the cleaning, repair or sales of related products.

Recreational use

"Recreational use" means an establishment providing participant or spectator recreation, amusement, exercise, or entertainment services.

Tattoo parlor

"Tattoo parlor" means an establishment where the act or process of indelibly marking or coloring the skin of any person by the insertion of pigment under or in the skin or by the production of scars is conducted.

Temporary Outdoor Dining

"Temporary Outdoor Dining" means outdoor dining located within the City right of way pursuant to an encroachment permit and/or is required to secure off-site parking or other outdoor dining for which the property does not have the required number of on-site parking spaces. Temporary Outdoor Dining is only allowed in conjunction with a permitted restaurant and is only permitted to utilize Temporary Outdoor Structures/Facilities. Temporary Outdoor Dining requires a permit and is only allowed for such a time period commensurate with the time period that Temporary Use Parking is provided in accordance with Section VII.2.k. of this Specific Plan.

Temporary Outdoor Retail Sales Events

"Temporary Outdoor Retail Sales Events" means outdoor retail sales events conducted outdoors on the same premises as, and are consistent in character with an existing retail store use. These events require a permit and may be allowed up to a total of 30 days in any twelve month period. Temporary Outdoor Retail Sales Events can only be permitted to utilize Temporary Outdoor Structure/Facilities and must comply with the Temporary Use Parking requirements set forth in Section VII.2.k of this Specific Plan.

Temporary Outdoor Structure/Facilities

"Temporary Outdoor Structure/Facilities" includes awnings or canopies made of material or wood, tents, shade umbrellas, and similar types of structures that can be constructed and removed within a seven day period. Temporary Outdoor Structure/Facilities also include lighting and heating improvements that can be constructed and removed within a seven day period. Any applicant for Temporary Outdoor Structure/Facilities must sign an acknowledgement that the Temporary Outdoor Structure/Facilities can be removed within a seven day period. All Temporary Outdoor Structure/Facilities must meet all zoning, building, fire, health and other applicable codes.

(Ord. 1429, June 2 2009)

VII. PARKING

1. Purpose

The purpose of this section is to provide for adequate parking standards, to assure that parking spaces shall be suitably maintained and available for the use of the occupants of the site and to mitigate potential associated on-street parking and traffic circulation problems throughout the Downtown and surrounding areas.

2. General Provisions-

- a. No use or building shall be established, erected, enlarged or expanded unless parking facilities are provided and maintained as required by this Section.
- b. Parking facilities should be designed so that a car within a facility will not have to enter a street to move from one location to any other location within the same facility.
- c. Bumpers or tire stops a minimum 6 inches in height shall be provided in all parking areas abutting a building, structure, sidewalk, planting area, street or alley.
- d. All tandem parking spaces, where allowed, shall be clearly outlined on the surface of the parking facility.
- e. Parking facilities in all Districts shall be designed in such a manner that any vehicle on the property will be able to maneuver as necessary so that it may exit from the property traveling in a forward direction. However, cars may exit onto an alley traveling in a reverse direction.
- f. Where the application of the following cumulative parking schedules results in a fractional space of .5 or greater, the number of required parking spaces shall be rounded up to the next whole number.
- g. No vehicular use area, except driveway access to a property, for any residential use shall be located, in whole or in part, in any required front yard or front two-thirds of any required side yard.
- h. No person, company or organization shall fail to maintain the facilities required to be provided by this Section, or by any applicable provision of prior laws, variance, use permit, or precise plan heretofore or hereafter granted by the Planning Commission or City Council. No required parking shall be utilized in any manner so as to make it unavailable for the occupants, their clients or visitors of a building or use during the hours such building or use is normally occupied except for purposes of utilizing it for Temporary Outdoor Retail Sale Events or Temporary Outdoor Dining in accordance with the requirements of the DSP. This meaning shall not be construed to prohibit security devices.
- i. All permanent on-site parking, loading, or other vehicular use area shall be paved with approved concrete or asphalted concrete. On-site parking areas to be used for no longer than one year shall be surfaced and maintained with an impervious material acceptable to the Director of Planning and Building Safety so as to eliminate dust and mud. All on-site parking areas shall be graded and drained to dispose of all surface water in accordance with the Uniform Building Code.
- j. Any lights provided to illuminate any parking area shall be arranged so as to direct the light away from any residential dwelling unit.

- k. Temporary Use Parking. Outdoor Retail Sale Events and Temporary Outdoor Dining are required to provide parking based upon the parking requirements set forth in the DSP during the time period that such use is in operation. To the extent that the Outdoor Retail Sale Events or Temporary Outdoor Dining is located on parking spaces that are otherwise required for other uses located on the property, then in addition to the Temporary Parking spaces required for the Outdoor Retail Events or the Temporary Outdoor Dining the property owner or tenant is required to provide parking spaced to replace the parking spaces that are being utilized for the Outdoor Retail Sale Event or the Temporary Outdoor Dining. Parking requirements for Temporary Outdoor Retail Sale Events and Temporary Outdoor Dining may be fulfilled by providing sufficient on-site parking, parking through an offsite parking covenant, or by obtaining parking space permits for the City Parking Garage, or any combination of these three options. To utilize Temporary Outdoor Dining, the property owner and tenant, if applicable, must execute an acknowledgement to be recorded in the County Recorder's Office that the Temporary Outdoor Retail Sale Event or Temporary Outdoor Dining use will cease if at any time the parking requirements are not met, including in the event that parking space permits expire and are not re-issued for the City Parking Garage. (Ord. 1429, June 2 2009)

3. Parking Spaces Required-

The number of parking spaces required for the establishment of a building or use shall be provided and thereafter maintained at the following ratios; provided, however, that for any building or use enlarged or increased in capacity, additional parking facilities shall be required only for such enlargement or increase. Additional parking facilities need not be provided for enlargements or additions to existing residential units. Unless stated otherwise, parking shall be based on net floor area defined in Section 20.08.420 of the El Segundo Municipal Code.

a. Residential Uses:

- i) Dwelling units – 0.5 spaces per unit.

b. Nonresidential Uses:

- i) Bed and Breakfast Hotels -1 space for each of the first 100 rooms; % space for each of the next 100 rooms; and % space for each room above 200 rooms.
- ii) Retail, offices, commercial, video arcade, and food-to-go uses -1 space for each 300 sq. ft. for the first 25,000 sq. ft.; 1 space for each 350 sq. ft. for the second 25,000 sq. ft.; 1 space for each 400 sq. ft. for the area in excess of 50,000 sq. ft. No parking is required for outdoor retail uses including gathering areas (such as outdoor party areas), newsstands, coffee carts and flower stands, up to 200 square feet in area.
- iii) Restaurants - 1 space for each 75 sq. ft. of dining area, including outdoor dining areas exceeding 200 sq. ft. in area 1 space for each 250 square feet of non-dining areas. No parking is required for restaurants less than 500 sq. ft. which do not provide sit-down eating accommodations, or for outdoor uses including dining and gathering areas, up to 200 sq. ft. in area.
- iv) Bars - 1 space for each 75 sq. ft., including outdoor areas exceeding 200 sq; ft. in area.
- v) Medical/Dental offices and clinics -1 space for each 200 sq. ft.
- vii) Schools -Daycare, pre-school, elementary, middle school and junior high - 1 space for each classroom, plus 1 space for each employee.
- viii) Schools -High school -7 spaces per classroom plus auditorium or stadium parking requirements.
- ix) Schools -Adult, college, business and trade schools - 1 space for every 50 sq. ft. of gross floor area or 1 space for every 3 fixed seats -whichever is greater.

- x. Places of Public Assembly (including but not limited to, theaters, auditoriums, banquet facilities, meeting rooms, clubs, lodges and mortuaries) -With fixed seats-1 space for every 5 seats (areas having fixed benches or pews shall have 1 seat for each 18 inches of length. Dining areas shall have 1 seat for each 24 inches of booth length, or major portion thereof.) Without fixed seats-1 space for every 50 sq. ft. of floor area used for assembly purposes.

- b. Compact Parking:
 - Compact parking shall not be allowed, except parking spaces provided in excess of the required number may be compact size.
- c. Parking Reductions:
 - i) Parking Demand Study. The Director of Planning and Building Safety may modify the required number of parking spaces or approve joint use or off-site parking, for fewer than 10 spaces, based on the submittal of a parking demand study. Reductions of 10 or more spaces require Planning Commission approval. Additionally, for any use for which the number of parking spaces is not listed, the Director of Planning and Building Safety or Planning Commission will specify the required number of spaces based on a parking demand study. A parking demand study must include, without limitation, information specifying the number of employees, customers, visitors, clients, residents and owner-occupancy of residence and business (for existing legal non-conforming residential uses), shifts, deliveries, parking spaces, or other criteria established by the Director of Planning and Building Safety. The study may also include the use of valet or attendant parking.
 - ii) Parking In-Lieu Fees
 - a. The number of parking spaces required by this chapter due to the addition of area to an existing building or the construction of a new building may be reduced by the payment of a parking in-lieu fee established by the City Council resolution from time to time.
 - b. Any residential unit constructed after the adoption of this program, which is subsequently converted to a non-residential use is required to provide parking as required by this chapter for such use or pay a parking in-lieu fee for the floor area converted to the non-residential use.
 - c. Except as otherwise provided, the parking in-lieu fee must be paid before the City issues Certificate of Occupancy. Funds collected by the City from such payment must be deposited in a special fund and used only by the City to acquire and or develop additional parking and related facilities which are determined by the City Council to be necessary to serve the downtown. Funds paid to the City for in-lieu parking are non-refundable.
 - d. For good cause shown, as reasonably determined by the Director of Planning and Building Safety using objective criteria established by City Council resolution, the parking in-lieu fee may be paid over a period of time not to exceed twenty (20) years from the date the City issues a final Certificate of Occupancy. The obligation to pay such in-lieu fee must be secured with appropriate sureties identified by City Council resolution (including, without limitation, a restrictive covenant recorded against real property) and approved as to form by the City Attorney.

- e. Parking provided by the City will be developed within or adjacent to boundaries of the Downtown Specific Plan. Payment of a parking in-lieu fee does not provide or vest any property owner with a special right, privilege or interest of any kind in any parking facility that may result from the payment of the fee. There is no guarantee that the City will build parking at any particular time or that it will build parking in a location that will be of advantage to the property owner paying the fee.
 - f. The total in-lieu parking fee is based on the required number of spaces, rounded to the nearest whole number.
4. Mixed Occupancies-In the case of mixed uses in a building or on a site, the total requirements for parking facilities shall be the sum of the requirements for the various uses computed. Parking facilities for one use may be considered as providing required parking facilities for another use, if approved through a parking demand study, a joint-use agreement or another mechanism approved by the Director of Community, Economic and Development Services or the Planning Commission.
5. Parking Area Development Standards
- a. Stall sizes: Standard stalls shall be 8.5 feet wide by 18 feet deep; Dead-end parking stall or adjacent to an obstruction shall be 10 feet wide by 18 feet deep; compact parking spaces, only allowed for parking in excess of the Code requirements, shall be 8.5 feet wide by 15 feet deep.
 - b. Aisle widths: Aisle width for angled parking spaces shall not be less than the following:

Angles of Parking	Aisle Width Clear	Parking Stall Depth*
Parallel to 30 degrees	12 feet	16 feet
45 degrees	15 feet	19 feet
60 degrees	18 feet	20 feet
90 degrees	25 feet	18 feet

**Measured perpendicular to aisle*

- c. Tandem Parking: A maximum of 30% of the total required parking for commercial uses may be tandem. Greater than 30% tandem spaces may be allowed with approval of a parking demand study. Parking spaces provided in excess of the required number may be tandem.
- d. Parking of Licensed Recreational Vehicles and Habitable Vehicles:
 - i) Parking of any mobile home, camper, house trailer or other habitable vehicle outside of an authorized mobile home park or licensed recreational vehicle parking facility is **prohibited except** that such vehicles may be parked on any public property or right of way subject to any applicable parking restrictions, including Section 9.40.010 of the El Segundo Municipal Code.
 - ii) A habitable vehicle parked on private property may be occupied for residential purposes for no longer than 72 hours (outside of an authorized mobile home park) within any 30-day period. No habitable vehicle may be occupied for commercial purposes except as provided by Section 16.01.140 of the El Segundo Municipal Code.
- e. Entrances and Exits:

The location and design of all driveway entrances and exits shall be subject to the approval of the Director of Community, Economic and Development Services. Access must be from the alley or side street, except for access to handicapped parking stalls if approved through the design review process. Curb cut and driveway widths must be a minimum of 10 feet and a maximum of 30 feet in width.
- f. Handicapped Parking:

Handicapped parking shall be provided in accordance with Part 2 of Title 24 of the California Administrative Code.

6. Loading Standards

The following loading spaces, with the dimensions as listed, are required based on the net square footage of the building or use.

COMMERCIAL USES	
Building – Square Feet	Number of Loading Spaces
1-15,000	0
15,001-30,000	1
30,001-75,000	2
Each additional 100,000 sq. ft. or fraction thereof	1

BED & BREAKFAST HOTEL	
Building – Square Feet	Number of Loading Spaces
1,000-15,000	1
15,001-75,000	2
Each additional 100,000 sq. ft. or fraction thereof	1

DIMENSIONS	
Size	Feet
Width	12
Depth	25
Vertical Clearance	16

7. Plan Preparation and Permit Approval-

A proposed parking plan shall be submitted to the Director of Community, Economic and Development Services at the time of the application for the building permit for the building for which the parking is required, or at the time any required Planning application is submitted. The plans shall clearly indicate the proposed development, including location, size, shape, design, curb cuts, lighting, landscaping, and parking spaces in full compliance with code requirements. No building permit shall be issued until the applicant has presented satisfactory evidence to the Director of Community, Economic and Development Services that parking facilities required by this Section will be provided and maintained.

8. Joint Use and Off-Site Parking Facilities-

Parking spaces may be joint use or located off-site on a different lot or lots, subject to approval of a parking demand study and a parking agreement. The Director of Community, Economic and Development Services may approve a parking demand study for joint use and off-site parking for fewer than 10 spaces. The Planning Commission shall review any joint-use and off-site parking for 10 or more spaces. The agreement shall be recorded in the office of the County Recorder, prior to the issuance of a Building Permit. The agreement may include conditions as the Director of Community, Economic and Development Services or the Planning Commission deems appropriate.

9. Sites with Transportation Systems Management (TSM) and Transportation Demand Management (TDM) Plans- The number of required parking spaces may be further modified subject to approval of a Transportation Systems Management or Transportation Demand Management Plan, pursuant to the procedures and requirements of Chapters 20.55 and 20.56 of the El Segundo Municipal Code.

10. Existing Buildings with Permitted Uses

Existing uses in an existing building may change to any other use enumerated in the PERMITTED USES section of the applicable Specific Plan District without providing additional on-site parking spaces, provided that all existing on-site parking spaces provided in connection with the building or structure shall be continued and available for use with the subject building.

11. Failure to Maintain Required Parking-

In the event parking facilities required to be provided under this Section, or required pursuant to any application approved in accordance with this Section, are not maintained, the Director of Community, Economic and Development Services may revoke and cancel the certificate of occupancy issued for such structure. Prior to such revocation, the Planning Commission shall hold a public hearing in accordance with the public hearing procedures provided in Chapter 20.90, Procedures for Hearings, Notices and Fees, of the El Segundo Municipal Code. However, if it appears that failure to maintain such required parking was reasonably beyond the control of the person required to maintain the same, the certificate of occupancy shall not be revoked until the owner has had at least 90 days to reestablish the minimum required parking. In the event the certificate of occupancy is revoked, the premises covered thereby shall not be occupied or used for any purpose until a new certificate of occupancy has been issued.

VIII. DESIGN STANDARDS

These Design Standards focus on issues ranging in scale from district-wide land uses to commercial signage of individual shops. Standards include land use, site planning and architectural treatment regulations to shape the future development of the Downtown, consistent with the City's vision. These standards address urban design issues affecting both public and private spaces. Development projects are reviewed for conformance with these standards at the staff level through the plan check or similar administrative process.

Typically, pedestrian-oriented streets are flanked with one to three-story, multi-storefront buildings that create a public room at the street level. Preservation of the sense of enclosure and maintenance of the existing community context and character is the goal of these standards, which apply to both rehabilitation and new construction. The symbols -(C) or (S) refer to standards that are common (C) to all of Downtown or specific (S) to a particular street or district.

A. Main Street District - (300-400 Blocks Main Street)

The Main Street District (MSD) is the heart of Downtown and includes the primary retail shopping district, dining, the City Hall, and the Civic Center. The area addressed by this section is bounded by the alleys to the east and west of Main Street, by Pine Avenue on the north and Grand Avenue on the south. Main Street has an 80-foot right-of-way with 12-foot sidewalks and 56-feet of pavement, curb to curb, with no median. The majority of development is built along or near the front property line, at one-to-two story heights, giving the street a close knit and protected feel. (Photo 1)



(Photo 1 – Main Street)



(Photo 2 – Retail Uses)

1. Site Development and Planning -

a. Land Use:

- i) Retail and neighborhood services are encouraged at the ground floor level. Examples of acceptable uses include bakeries, restaurants, dry cleaners, nail and hair salons, florists, camera shops, gift shops and other retail uses. (See Section VI-Development Standards for list of permitted uses) (C) (Photo 2)
- ii) Uses that do not generate daily pedestrian traffic should not be encouraged. (C)
- iii) Sidewalks may be used for outdoor cafes, signage, or merchandise display. Such uses shall always keep a clear path of six feet for pedestrians, with a minimum of four feet where there are obstacles. (C) (Diagram 1)

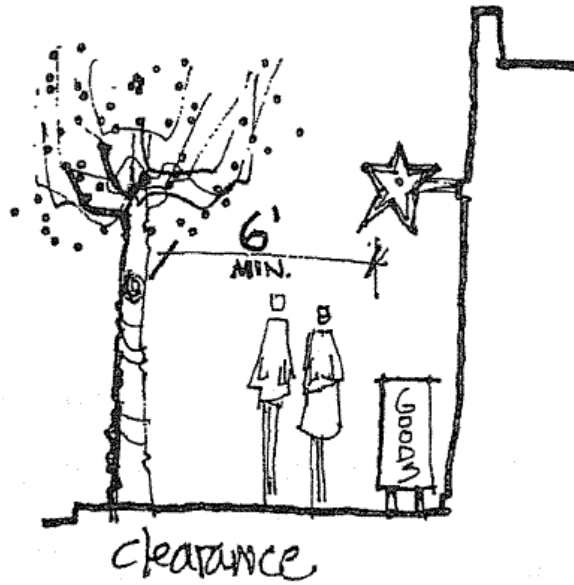


DIAGRAM 1

- iv) Uses that conflict with pedestrian activity or interrupt the current practice of locating the front wall at or near the property line shall not be allowed. (C)
 - v) Use of vacant or unleased space for temporary art galleries, exhibitions, and community space is encouraged. (C)
 - vi) Use of the upper floors for office uses is encouraged. Development of mixed-use projects is strongly encouraged. Office uses are allowed on the ground floor level. (C)
- b. Site Planning:
- i) New construction on the first floor shall be built to or near the front and streetside property lines throughout Downtown. (C) (Photo 3)



(Photo 3 – First floor constructed at Property line)



(Photo 4- Rear shop entrance)

- ii) New construction may be set back up to 10 feet from the property line where the setback is used for pedestrian activities such as sidewalk cafes, and where such a setback is consistent with the prevailing pattern of development. (C)

- iii) Primary building entries shall be located along the commercial street. Secondary entries may be located in the rear or, in the case of a corner lot, on the secondary street. (C)
 - iv) Buildings shall not be razed to create surface parking lots in the Downtown. (C)
 - v) Older buildings should be renovated and conserved, where economically feasible, in the Downtown. (C)
 - c. Parking:
 - i) Parking should be located behind the building or in off-site parking facilities, not within the front setback or in front of buildings". (C)
 - ii) Parking should be shared among tenants in the immediate vicinity. (C)
 - d. Parking Structures:
 - i) Parking structures are encouraged to be located on the periphery of Downtown and not face directly onto shopping streets. (C)
 - ii) If parking structures face a shopping street (Main, Richmond, and Grand) the following standards apply:(C)
 - aa. Ingress and egress should be taken from the alley and/or a side street.
 - bb. There should be no setback from the shopping street, unless the setback is used for pedestrian activities as stated elsewhere in the Specific Plan.
 - cc. Retail uses should front on the ground floor along the entire shopping street ~ frontage.
 - dd. The building facades shall comply with the standards stated elsewhere in the Specific Plan.
 - ee. The second floor of the street facade shall be detailed with windows and/or other architectural features in character with the rest of Downtown.
 - ff. Lots sloping down from the shopping streets are preferred so the natural grade can be utilized in the design and ramping of the parking structures and if possible allow for at least the ground level of parking to be below the shopping street level.
 - e. Rear of Buildings:

Treatments of rear building walls are as important as the fronts, particularly those facing public alleys and parking lots. Cleanliness and orderliness encourages use and provides a feeling of safety and security.

 - i) Outdoor storage and equipment shall be enclosed, matching or complementing the architecture or style of the" building on the lot. (C)
 - ii) Trash storage shall be screened from public view. (C)
 - iii) Rear entrances for shops should be encouraged and enhanced. (C) (Photo 4)
 - f. Alley Treatments:
 - i) Handprint Alley -This alley is strongly encouraged to be preserved and maintained as a major pedestrian access way to and from Main Street. (Photo 5)



(Photo 5 – Hand print Alley)



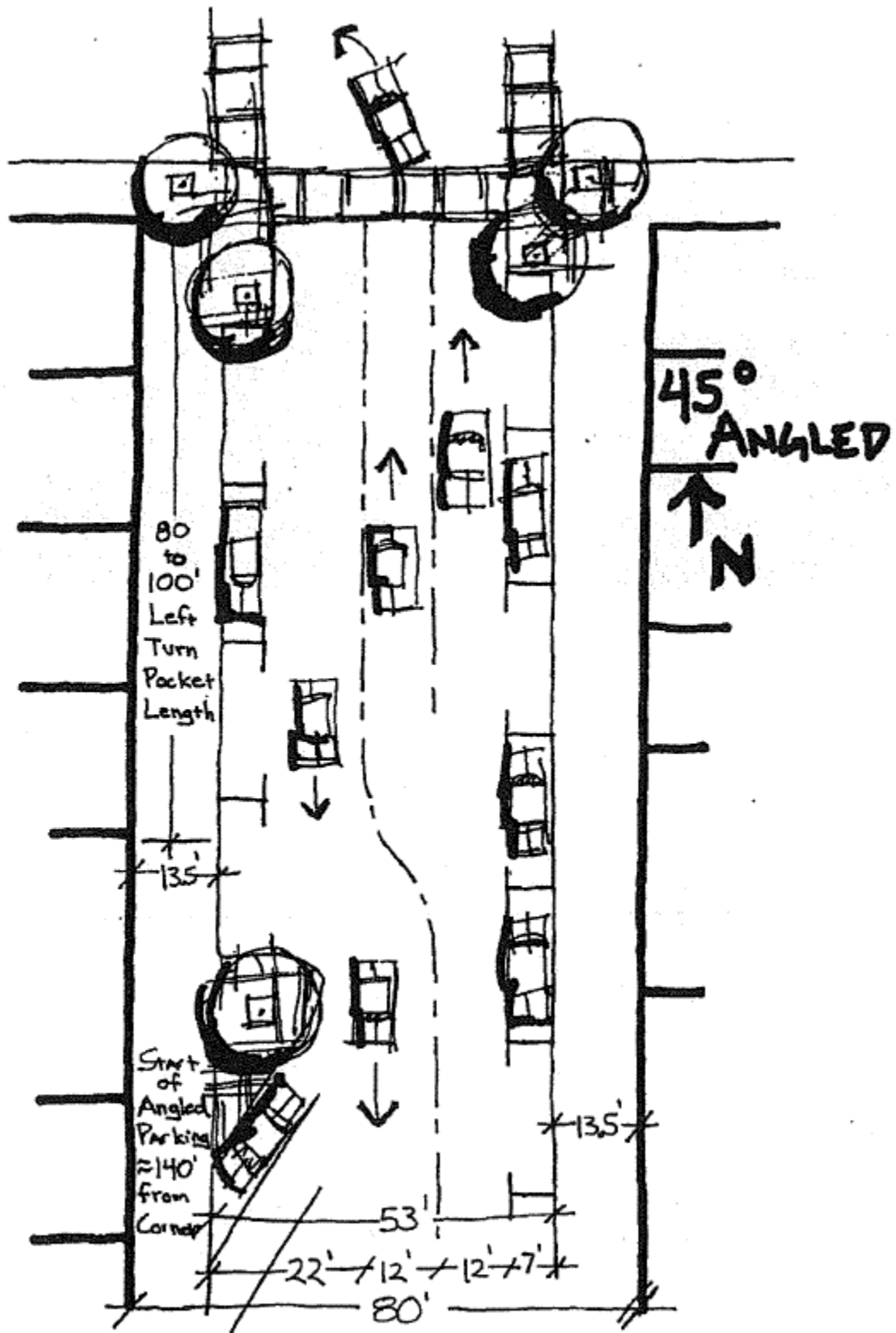
(Photo 6- Pursell Alley/Driveway)

- aa. The City Hall Plaza provides the *terminus* view from Handprint Alley. The renovated Plaza shall be oriented to provide a natural transition to Main Street at that connection, as well as the existing Main Street mid-block crosswalk shall be realigned with the alley. The westerly view from the alley is also strongly encouraged to be considered in the layout of parking spaces and parking lot landscaping. (S) (See also the "Plazas -Civic Center Plaza" section)
- bb. Pedestrian lighting is recommended for Handprint Alley. (S)
- cc. Signage to direct pedestrians to and from Handprint Alley should be provided. (S)
- ii) Pursell Alley/Driveway -This driveway serves as an alley and is strongly encouraged to be preserved as a pedestrian connection between Main Street and the Grand Avenue District. (Photo 6)
 - aa. The alley should orient itself to the proposed plaza behind the Pursell Building and to the Grand Avenue District across the north/south alley between Main Street and Richmond Street. (S)
 - bb. Pedestrian-serving uses, such as a newsstand should be encouraged in this alley. (S)
 - cc. Lighting is recommended for Pursell Alley. (S)
 - dd. Murals are strongly encouraged along this alley. (S)

2. Street Configuration

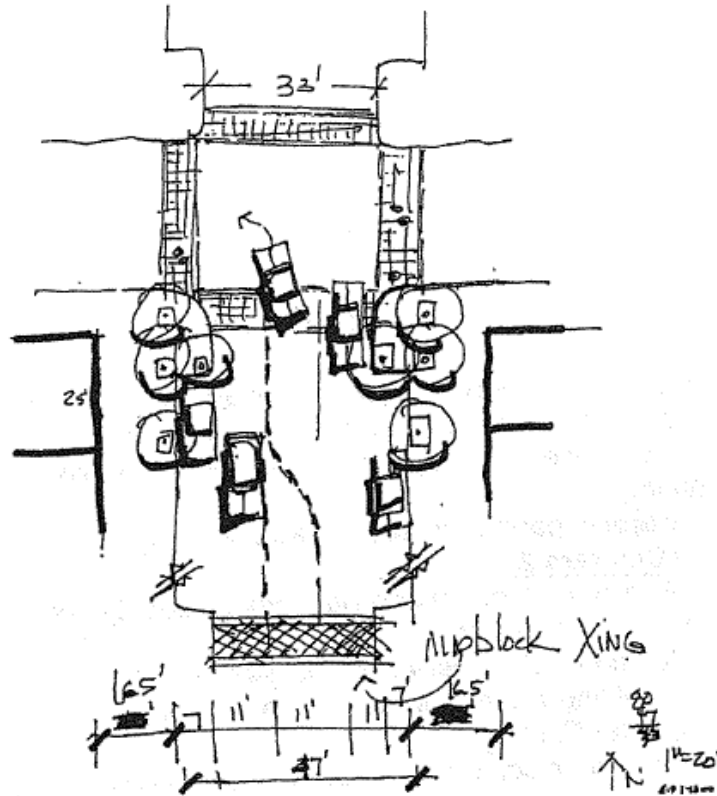
a. Streets:

- i) Main Street, between Grand and Pine Avenues, should be narrowed to two or three lanes -two driving lanes and a corner left-turn pocket with angled parking, or two driving lanes with a continuous left turn lane and parallel parking. (S) (Diagram 2)



TWO-LANE CONFIGURATION

Main Street - El Segundo
 • 2 Traffic Lanes
 • Left Turn Pocket
 • Parallel PKG - both sides



THREE-LANE CONFIGURATION

- a. Curb Extensions:
 - i) Curb extensions should be extended into the street at intersections and potentially at mid-block crosswalks. (C) (Diagram 3)

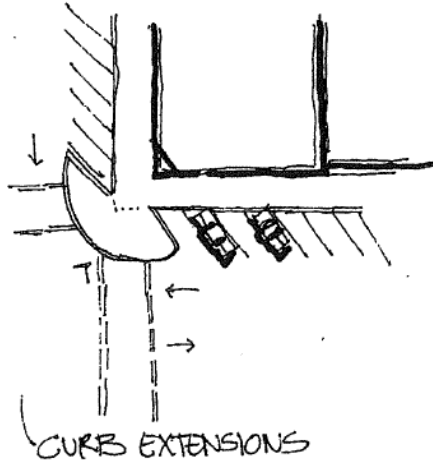


DIAGRAM 3

- i) Curb extensions should include special pedestrian paving, pedestrian amenities, and landscaping, as space permits. (C)
 - ii) Curb extensions should be well lit for 'nighttime use. (C)
 - c. Parking:
 - i) Parallel parking in both directions on Main Street should be maintained. (S) (Diagram 2)
 - ii) Angled parking on one side may be considered.
 - d. Mid-block Crossings:
 - i) A mid-block crossing of at least ten feet in width should be maintained, providing a direct linear connection between "Handprint" Alley and the Civic Center Plaza. (S)
 - ii) The mid-block crossing should have paving of a contrasting color and texture from the street. The mid-block crossing will be integrated into the Civic Center Plaza. (see Civic Center Plaza section below) (S)
3. Streetscape-
- Streetscape elements include paving, lighting, pedestrian amenities and signage. Standards include:
- a. Sidewalks:
 - i) Sidewalks on both sides of Main Street should be widened to approximately 16.5 feet. If angled parking is provided on one side, then sidewalks should be widened to approximately 13.5 feet. (S) (Diagram 2)

- ii) Decorative sidewalk paving trim, joints, and accents shall be encouraged. (C)
(Diagram 4)

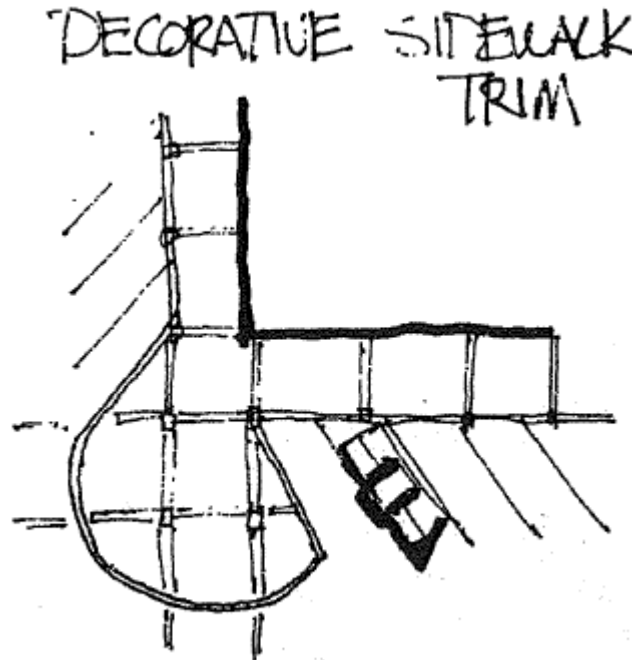


DIAGRAM 4

- iii) Old and historic paving (including decorative tiles and old contractor stamps and dates) shall be maintained and repaired rather than replaced with new paving, where feasible. (C)
- iv) New paving should have texture and relatively small-grained scoring and joint patterns. (C)
- v) Paving patterns should be simple and relate to the architecture of the building. (C)
- vi) Decorative paving, such as "terrazzo" accents, should be encouraged at the entry to buildings on private property as well as the public sidewalk. (C) (Diagram 5)

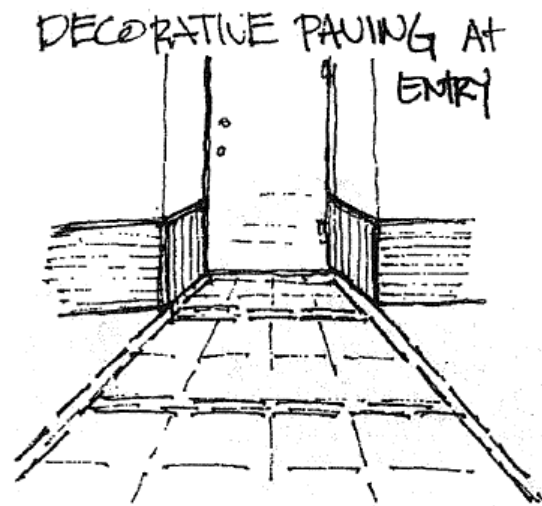


DIAGRAM 5

- viii) Driveways across sidewalks should be marked by a change in paving color and/or texture. (C)
- ix) Utilities shall be located underground. (C)
- x) Manhole covers, drain grates, and tree grates should be viewed as opportunities for public art. (C) (Photo 7)



(Photo 7 – Decorative tree gate)



(Photo 8 – Heritage Walk)

- xi) Heritage Walk should be maintained. (C) (Photo 8)
- xi) Sidewalks should be regularly cleaned and maintained. (C)
- b. Pedestrian Amenities:
 - i) Street Furniture -Many Downtown areas have paving and furnishings along the public right-of-way. Street furnishings provide comfort for pedestrians and foster opportunities for conversation and human interaction. Such items typically included benches, trash receptacles, and pedestrian lighting.
 - aa. A single, unified family of street furniture should be adopted. (C)
 - bb. The family of street furniture should be in context with the surrounding buildings and overall district character. (C) (Photo 9)



(Photo 9 – Family of Street Furniture)



(Photo 10 – Bus Stop)

- cc. Street furniture should be durable, easy to maintain, and graffiti-resistant. (C)
- dd. Amenities and signage should not impede pedestrian circulation. Six feet minimum pedestrian clearance area should be provided on all sidewalks; although a minimum of four feet may be provided in limited areas with physical obstructions. (C)
- ee. Newspaper boxes should be located at corners or in front of clusters of restaurants. Newspaper boxes should be grouped together to minimize visual and physical clutter along the sidewalk. (C)
- iv) Bus Stops -Pedestrian-oriented communities should be well served by public transportation, allowing a wide range of shopping alternatives and access to work and other needs via public transportation.
 - aa. At least one bus stop should be located in the middle of the Main Street District. (S)
 - bb. Bus stops should have seating, shelter, signage with route and schedule information and adequate nighttime lighting. (C) (Photo 10)
 - cc. Bus layovers should be avoided along pedestrian-oriented streets. (C)
- iii) Bicycles -Bicycling, like walking, is encouraged in pedestrian-Oriented communities. Bicyclists improve the quality of life for all by staying out of motor vehicles, thereby reducing traffic congestion, pollution, and the need for parking. Standards for bicycles on pedestrian-oriented streets include:
 - aa. Adequate bicycle parking should be provided, either on public or private property. (C) (Diagram 6)

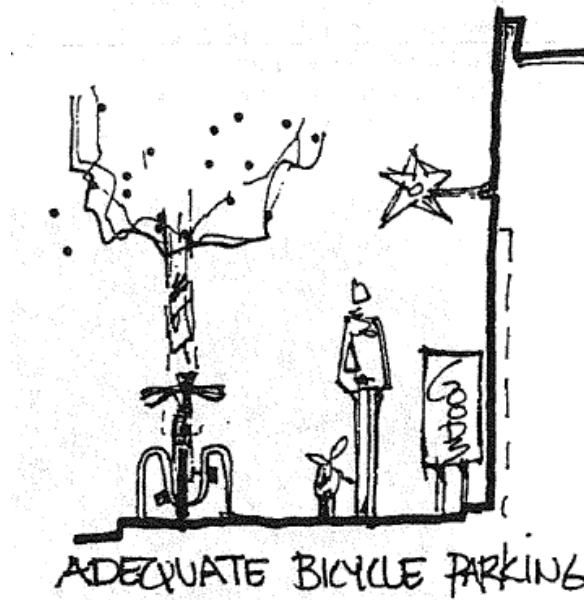
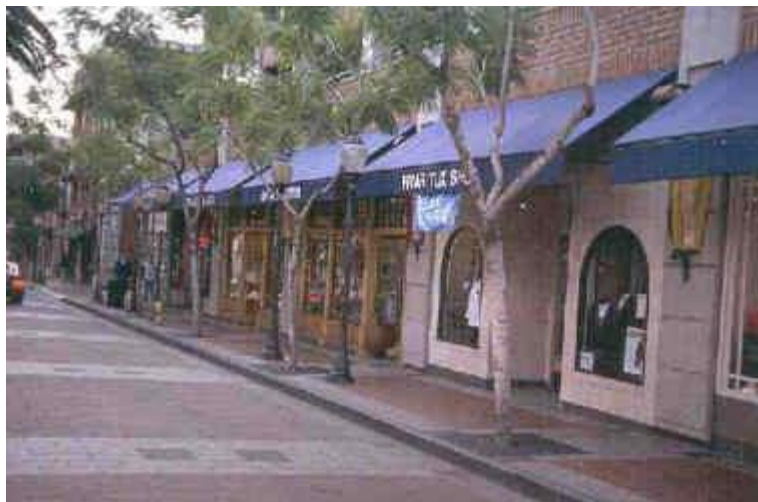


DIAGRAM 6

- bb. Bicycle parking should be plainly marked and rack designs with curves rather than sharp angles are strongly encouraged. (C)
- cc. Bicycle storage should be encouraged in parking lots. (C)
- dd. Bicycle parking should be located in well lit, and visible locations for security and usability. (C)

- c. Landscaping: Landscaping provides visual interest, shade, shelter, and a healthier environment. For streetscapes, landscaping includes street trees, sidewalk planters, and tree well plantings. Standards for landscaping in Downtown are presented below:
- i) Street Trees -
 - aa. Street trees should provide shade and a pedestrian canopy, but should not be so dense as to cover storefront signage or historical facades. (C) (Photo 11)
 - bb. In areas where shade is desirable, larger trees with denser foliage and canopies may be utilized. (C)
 - cc. Existing street trees should not all be removed at one time. Instead, a phased approach for the removal and replacement, as the budget and development dictate, should be used. (C)
 - dd. Both large, mature and smaller, less mature trees should be utilized. (C)
 - ee. Street trees should be low maintenance including limited shedding, disease resistant, and long-lived. (C)
 - ff. Tree grates should be used to enhance the pedestrian streetscape environment. (C)
 - gg. Street trees should provide visual interest as well as complement the streetscape and surroundings. (C)
 - hh. Permanent irrigation should be provided for all permanent landscaped areas. (C)
 - ii. New developments along pedestrian-oriented streets (Main Street, Grand Avenue, and Richmond Street) shall include street trees. (C)
 - jj. Street trees should be planted approximately one tree per 25 to 35 feet on center, depending on the tree selected and the location of street lights, driveways; and other physical elements located on the street. Trees (should be no closer than 20 feet on center. (S)
 - kk. The location of trees should be planned to allow openings for viewing store entrances and signage. (C) (Photo 11)



(Photo 11 – Tree placement for storefront visibility)

- ii) For areas with new street trees, structural soil should be used to encourage root spreading to minimize sidewalk displacement and curb, gutter, street and/or infrastructure damage. (C)

- v) Other Landscaping –
 - aa. Seasonal flowers and evergreen shrubs in raised planters are encouraged where there is sufficient sidewalk space. (C) (Diagram 7)



- bb. A variety of trees, shrubs and flowers should be used for accent and other unique functions in appropriate locations, such as at corners, mid-block crossings and gateways. (C)
 - cc. Parking lots adjacent to streets, if permitted, should be screened with landscaping to buffer the view of vehicles. (C)
 - dd. Continued planting of lantana (*Lantana spp.*), or similar flowering groundcover in tree wells is encouraged. (C)
 - d. Lighting:

Lighting can be an aesthetic element in Downtown as well as providing safety and security for pedestrians, bicyclists, and motorists. If Downtown is to continue to thrive, the continued safety of those in Downtown is paramount. Standards for lighting are presented below:

 - i) Street Lighting -
 - aa. The continued use of the bell-shaped lighting fixture on Downtown streets and alleys is recommended. (C) (Photo 12)



(Photo 12- Bell shaped street light)



(Photo 13 – Decorative Banners)

- bb. Street trees should be maintained so as not to reduce the effectiveness of the streetlights. (C)
- cc. Banners used for decorative and community events should be affixed to light poles. (C) (Photo 13)

ii) Pedestrian Lighting

- aa. Pedestrian level lighting should be provided where people congregate, near building entries, and along sidewalks. (C) (Diagram 8)

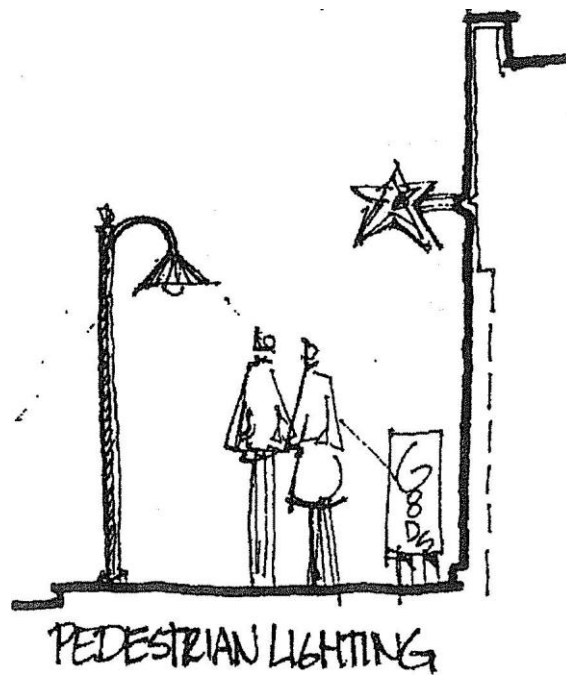


DIAGRAM 8

- bb. Pedestrian lighting should be provided throughout Downtown to maintain lighting levels of at least four foot-candles. (C)
- cc. Metal halide lamps are recommended. (C)
- dd. "Twinkle" or similar seasonal lights should be provided in street trees. (S)
- ee. Decorative and directional "architectural" lighting should be used to enhance the streetscape environment. (C)

4. Architecture -The Walls of the Public Room -

- a. Architecture: In lieu of endowing Downtown with a specific design theme such as the Spanish Revival look of Santa Barbara, the Scandinavian feel of Solvang, or the archetypes found at Disneyland, these architectural standards reflect the very character of Downtown El Segundo. That character is most manifest in the storefronts and sidewalks, the interaction of neighbors on the sidewalks, and the human scale of the architecture. There are a wide variety of architectural styles within the Downtown, with development spanning the entire 20th century. It is a goal of the Plan to maintain and enhance this eclectic architectural diversity. The core of the Downtown could be characterized as having a "Midwest" feel and the historic 100 and 200 blocks of Richmond Street have some of the characteristics found in "Gaslamp" type districts. These standards capitalize on the best physical, spatial, and social elements and are organized to reinforce the storefront character of Downtown.

For these standards to be cohesive, all of the elements must relate to the existing scale and character of Downtown. In these standards, the broad scale of Downtown remains the same while the pedestrian-oriented character is enhanced. Pedestrian oriented enhancements include new standards for signage, sidewalks, landscaping, facade treatments and other physical elements. Specific actions seek to improve the pedestrian-oriented scale by reducing the widths of streets, increasing sidewalk widths, creating new gathering spaces, enhancing connectivity, and strengthening the integrity of the storefront facades.

The Downtown will still retain its charm and other-century feel. Those feelings will be enhanced by recognizing what is good and building upon those values. The following photos are positive examples of the variety of architectural styles found within the Downtown. New construction and renovations should be compatible and contextual with these types of architectural features, including scale, rhythm and design.

MAIN STREET



Two examples of traditional storefronts establishing a clear allusion to the "Midwest" ethic prevail in Downtown.

MAIN STREET



Three buildings which couldn't be more different in architectural style and overall scale attest to the eclectic character of Downtown. These buildings nonetheless make a positive contribution to the streetscape. The two story Spanish/Moorish building makes a strong statement at a key gateway to Downtown, while the low slung, dormered "residence" set back from the street provides a refreshing break in the Main Street facade and the 2 story modern "Mediterranean" style building provides classic features, a courtyard and residential above.

MAIN STREET



Numerous recent facade remodels have blended contemporary forms and materials with the traditional older Downtown buildings. While architectural styles range from nearly Colonial to almost post-modern, the unifying element that all share is their pedestrian scale and general "openness" to the street as illustrated in the photos above, as well as the following page. Although a number of the uses within these buildings are offices, with their large windows fronting the street they could easily accommodate retail and pedestrian oriented uses.

MAIN STREET



i) Building Massing and Height

- aa. The architectural scale and rhythm, parapet wall height, and decoration of new or renovated buildings shall be compatible and contextual with surrounding buildings. (C) (Photo 14)



Photo 14 - Compatible architectural scale and rhythm

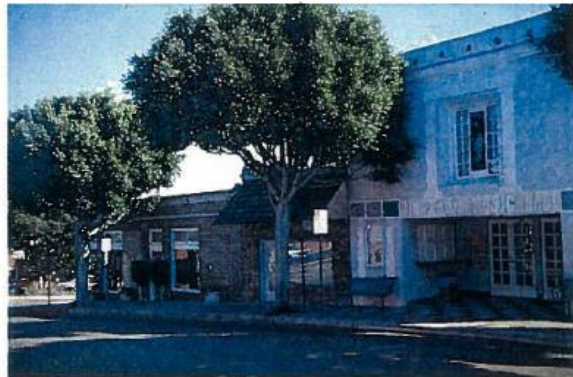


Photo 15 - Two-story facade

- bb. New construction at the front property line shall be no more than two stories tall at the street in order to maintain the general height and scale of structures. Three stories shall be allowed at the rear of the properties. (Photo 15) (C)

ii) Facades -

- aa. If parcels are aggregated, then the new building should maintain a facade that is differentiated as if each segment were a separate structure. (C)
- bb. New buildings must be compatible or contextual to the architecture, size, massing, roofline, cornice line, and details of the adjoining buildings. (C)
- cc. Storefront windows must be transparent glass, including tinted and colored glass, which must provide a minimum visible light transparency/transmittance level of 50 percent. Reflective glass is prohibited. Windows may be shaded by street trees, awnings and arbors. (C)
- dd. At least 75% of the facade between two and eight feet above the sidewalk must be transparent windows and doors (new or renovated structures). (C) (Photo 16)



Photo 16 - Clear window treatments



Photo 17 - Metal security door

- ee. Window displays should be encouraged (i.e., flower shop), but should provide transparency between the street and the store. Window displays may not block or completely obscure the building interior from the passerby. (S)
- ff. For all front windows, at least 75% of the glass area must be unobstructed by signage, including advertisements, screens, and window coverings. (S)
- gg. Metal garage doors, folding security screens or other security features, which detract from the street appearance, are not allowed. (C) (Photo 17).
- hh. Awnings, which complement the architectural character of the building or storefront, are encouraged. (Photo 18)”



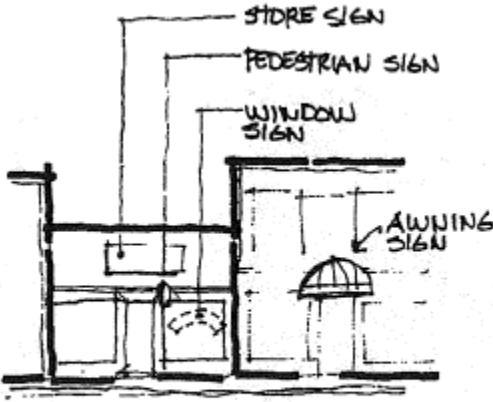
Photo 18 - Complementary awning



Photo 19 - Distinctive architectural features

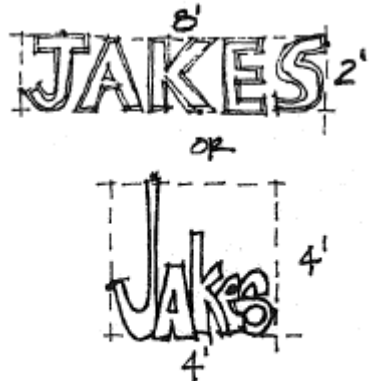
- ii. Continuous awnings, which conceal or conflict with the architectural character of the buildings (including the obscuration of important architectural elements), are discouraged. (e)
- iii) Materials -
 - aa. New buildings or renovations shall be constructed with materials consistent with those of the surrounding buildings. (C)
 - bb. For renovated buildings, distinctive existing architectural features such as windows tiles, and fenestration shall be preserved and restored. (Photo 19)
 - cc. Stucco coatings over older historic wooden and brick buildings is not allowed. (C)
- b. Lighting:
 - i) Decorative Lighting -
 - aa. Decorative lighting to denote building entries or architectural features is encouraged. (C)
 - ii) Security Lighting -
 - aa. Lighting should be directed so as not to shine in adjacent windows. Light shields are encouraged. (C)
 - bb. Lighting activated by motion sensors is encouraged. (C)
 - cc. Lighting activated by photovoltaic cells is encouraged. (C)
 - dd. Security lighting of private property should not spill over onto Downtown streets. (C)
- c. Signage:

Signs are significant features of shopping and entertainment districts as they serve as invitations for people to enter and patronize stores and restaurants. Unique, attractive signs signify quality establishments and products. A combination of storefront, window and perpendicular/pedestrian signs is allowed an area up to a maximum of 1 square foot per lineal foot of street frontage. If lots are aggregated, then a formula of 1.5 square feet per lineal foot of street frontage is used to determine maximum allowable signage. (Diagram 9)



TYPES OF SIGNS
DIAGRAM 9

- i) Storefront Signs -
 - Storefront signs are mounted parallel and directly onto the building facade.
 - aa. Storefront signs may be no more than 20 square feet. (C)
 - bb. Materials used must be in keeping with the character and charm of a pedestrian oriented downtown and consistent with surrounding signage. (C)
 - cc. Freestanding lettered/iconic signage (without background area) is encouraged and allowed. (C) (Diagram 10)



STOREFRONT SIGN (TYPICAL)
DIAGRAM 10

- dd. Signage on awnings is allowed. (C)
- ee. Signage may be lighted from another source such as gooseneck lamps. (C) (Diagram 11)

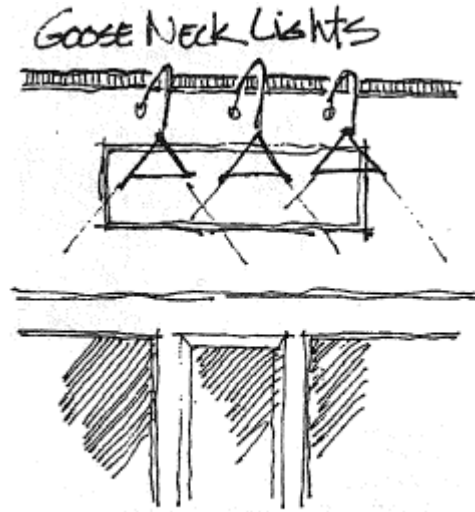


DIAGRAM 11

- ff. Internally illuminated canister signs are not allowed. (C)
 - gg. Pole or pylon signs are not allowed. (C)
 - hh. Roof signs are not allowed. (C)
 - ii. Neon signage should be discouraged. (C)
 - jj. Temporary signs are limited to no more than 15 percent of the window or storefront area for a maximum of 30 days per year. (C)
- ii) Window Signs -
- aa. Window signage may be no more than 16 square feet. (C)
 - bb. Window signage must be kept to a minimum. Lettering, such as painted script is encouraged, while signs with backgrounds are discouraged. (C)
 - cc. Advertisements placed in windows are not allowed. (C)
- iii) Perpendicular/Pedestrian Signs –
- Perpendicular/Pedestrian signs are mounted above eye-level, perpendicular to the building face and hang over the sidewalk.
- aa. Perpendicular/Pedestrian signs may be no more than nine square feet (double sided allowed). (C)
 - bb. Materials used must be in keeping with the character and charm of a pedestrian oriented downtown and consistent with surrounding signage. (C) (Photo 20)

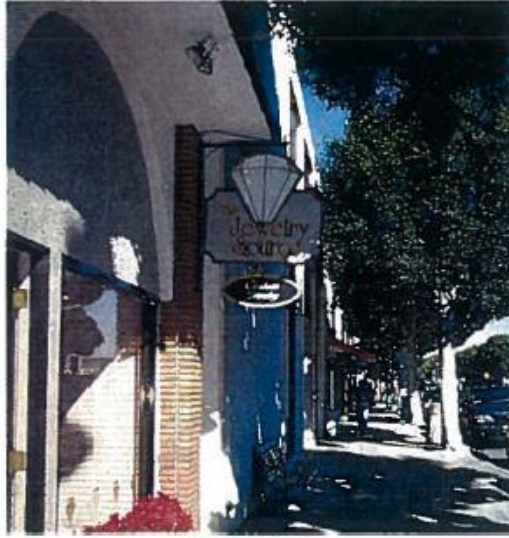
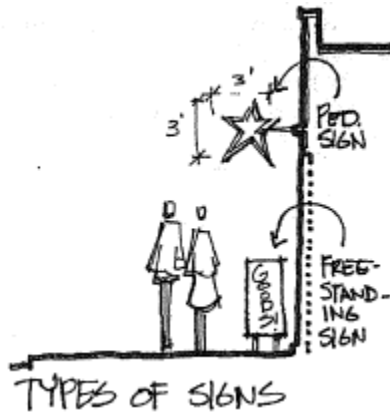


Photo 20-

Perpendicular/Pedestrian sign

- iv) Signs for Non-Street Front Uses -
 - aa. Perpendicular/Pedestrian signage may be used for non-street fronting businesses, provided such signage is no more than nine square feet. (C)
 - bb. In addition to allowed perpendicular/pedestrian signage, a maximum of two square feet of lettered/logo and/or icon painted directly onto the entrance (without a background) is allowed. (C)
 - cc. In addition, a directory sign identifying non-street fronting businesses within a building is allowed on non-street fronting building elevations (including elevations fronting on alleys). The directory sign may not exceed 12 square feet. (C)
- v) Address Signs - Address signs may be used to identify building location, but may not be used as primary signage. Size must be kept at the minimum necessary, as required by the Uniform Fire Code, to identify the address from the street. (C)
- vi) Sidewalk Signs - Sidewalk-oriented signs are designed to be visible by pedestrians on the sidewalk. They are movable, free standing signs.
 - aa. Freestanding signage (as in sandwich boards) along sidewalks is encouraged. Freestanding signs may not exceed four square feet in area on each side and must be designed so as not to obstruct the sidewalk or provide a place for a person to hide behind. (C) (Diagram 12)”



vii) Directional (Public Realm)

A comprehensive City signage program should be developed for City-owned parking lots and alley parking signage. (C) (Photo 21)

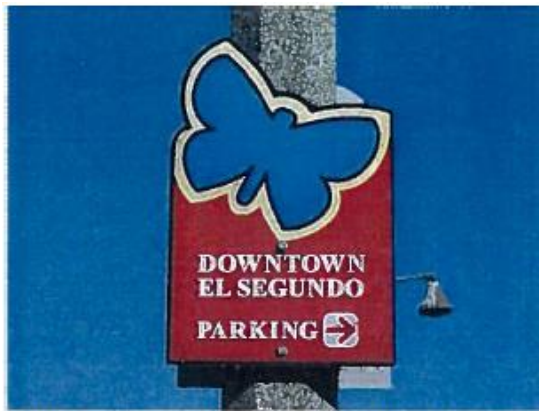


Photo 21 - City Signage Program

viii) Directional (Private)

- aa. A common signage theme shall be developed to standardize parking signage in shared private lots in the alleys behind Main Street. (S)
- bb. Parking signage should be minimized. (C)
- cc. Signage restricting parking to certain patrons should be discouraged. (C)

B. Main Street Transitional District - (100-200 & 500 Blocks Main Street)

The Main Street Transitional District (MSTD) is located adjacent to the north and south ends of the Main Street District described above. At the south end, the MSTD begins at El Segundo Boulevard and ends at Grand Avenue (100-200 blocks); at the north end, it includes the one block area between Pine and Mariposa Avenues (500 block). (Photos 22, 23, & 24)



Photo 22 – Main Street Transitional District



Photo 23 - Main Street Transitional District



Photo 24 - Main Street Transitional District

These blocks are transitional in character and include institutional, light industrial and residential uses and parking, as well as some limited commercial uses. They do not have the feel and character of the core of Main Street and so they should serve as visual transitions into and out of Downtown. Immediate standards include:

1. Street Trees -

These blocks of Main Street should place street trees at a spacing of 40 feet on center. Street trees should be the same as those in the Main Street District, but may be mixed with other appropriate trees.

For future long-term change, streetscape and urban design features similar to those proposed for the Main Street District (i.e., pedestrian amenities) are recommended for these transitional areas.

C. Richmond Street and North Richmond Street Districts (100-200 Blocks Richmond Street; 300 Block west side Richmond Street)

The Richmond Street and North Richmond Street Districts are located one block west of and parallel to Main Street, from El Segundo Boulevard (south) to Holly Avenue (north) (Richmond 100, 200, 300 blocks). Richmond Street has a 60-foot right-of-way, with 10-foot sidewalks and 40 feet of street curb to curb, with no median. Development along the street is located at or near the front property line and is one-to-two stories in height. (Photos 25 & 26)



Photo 25 - Richmond Street District



Photo 26 - North Richmond Street District

The west side of the 300 block of Richmond, between Grand and Holly is included in the North Richmond Street District. While this block differs from the 100 and 200 blocks in that it is not historic, it is seen as having potential for commercial mixed-use development. Future development is envisioned as maintaining the existing eclectic-artsy type businesses such as antiques, furniture, book, and clothing stores.

Other than the three characteristics described above, the Richmond Street and Main Street Districts are both part of Downtown and will be treated the same in terms of standards for the commercial options. However, Richmond Street itself is not recommended for changes in street configuration.

Listed below are specific standards for the Richmond Street and North Richmond Street Districts. Please note that only specific standards addressing these Districts will be called out, and will be marked with a (S). For the rest of the standards that are applicable to this area, please refer to the standards in the Main Street District, marked with (C), as listed previously.

1. Site Development and Planning
 - a. Land Use:
 - i) Continuation as a location for restaurants, small entertainment venues, and antique stores is recommended for this area. (S) (Photos 27 & 28)



Photo 27 - Mixed-use



Photo 28 - Antique stores

2. Street Configuration and Streetscape

a. Street:

- i) Richmond Street remains in the same configuration. (S) (Photo 29)



Photo 29 - Richmond Street

b. Sidewalks:

- i) Sidewalks on both sides of the street will remain the same. (S)

c. Parking:

- i) Parallel parking in both directions will remain. (S)

d. Pedestrian Amenities:

i) Bus Stops -

- aa. At least one bus stop should be located in the immediate vicinity of the Richmond Street District. (S)

e. Landscaping:

i) Street Trees -

- aa. The street tree along Richmond Street shall be the same as along Main Street to help create a unified Downtown area. (S)

3. Architecture -The Walls of the Public Room -

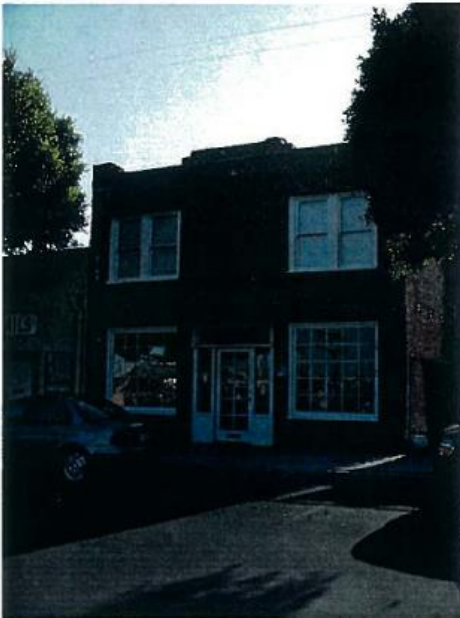
a. Architecture:

The Richmond Street District (100 and 200 blocks) contains numerous historic buildings constructed in the early 1900's. As this area of Richmond Street was the original Downtown for the City, much of the local history is embedded within this district. The character and history of the City are reflected in this cultural, historical and architectural heritage. It is particularly important to preserve, maintain and enhance these invaluable assets that the City possesses as part of its cherished heritage, so that future generations may have the opportunity to appreciate, enjoy and understand the heritage of the City.

As such, any construction in the Richmond Street District should not adversely affect the existing architectural features of the building or the special character, historical, architectural, or aesthetic interest of the building or the surrounding buildings. Construction on both new and existing buildings should be harmonious with the best examples of historic structures in the surrounding area. The prevailing use of brick construction should be continued and respected with both new construction and renovations. All of the architectural standards described in the Main Street District also apply to both of the districts on Richmond Street.

The following photos are positive examples of the variety of architectural styles found within the Richmond Street and North Richmond Street Districts. New construction and renovations should be compatible and contextual with these types of architectural features, including scale, rhythm, design and materials.

RICHMOND STREET



One of the dominant impressions of Richmond Street is the prevalent use of brick. It's likely that few of the original buildings on the street used any other material as their primary cladding. Today it's clear which buildings survived from the original "Main Street" construction era.



Both old and new facades share design elements more closely on Richmond Street than on Main Street. A more clearly defined design ethic permeates this street.

NORTH RICHMOND STREET



The construction in the North Richmond Street District is much more diverse than the Richmond Street District with a wide variety of eclectic architectural styles, spanning most of the 20th century.

- i) Facades
 - aa. Window displays shall be encouraged for retail uses (i.e., furniture shop), but shall provide transparency between the street and the store. Window displays shall not block or completely obscure the building interior from the passerby. (S) (Photo 30)



Photo 30 - Transparent window displays

- bb. For all front windows of retail uses, at least 75% of the glass area shall be unobstructed by signage, including advertisements, screens, and window coverings. (S)

D. The Grand Avenue District (300 Block east side Richmond Street-former Ralph's market and adjacent lots)

The Grand Avenue District is proposed for the 300 block of Richmond and is the site formerly known as "Ralph's Market." It also includes the parking lot and apartment building north of the former Ralph's property. (Photo 31)

Development in this district should have a pleasing facade on all four sides so that it would be in context with the rest of the Downtown. Development in a pedestrian-oriented environment is encouraged. The east side is an important point of access and visibility from the alley and from Main Street. The east side also faces the proposed plaza at the rear of the Pursell Building and would incorporate a similar open space opposite the Pursell plaza.

The south and west sides are street facing and should have street-fronting retail uses. A number of openings in the street wall along these streets should open up to the internal courtyard. The north side abuts residential uses and should be compatible.

Listed below are specific standards for the District. Please note that only specific standards addressing this district will be called out, and will be marked with a (S). For the rest of the standards that are applicable to this area, please refer to the standards in the Main Street District, marked with (C), as listed previously. These standards largely apply to the redevelopment of the site. Any reuse of the existing buildings and minor additions shall comply with these standards to the extent that they are applicable and are feasible. Standards include:

1. General-
 - a. All standards pertaining to the Main Street District shall apply. (S)
 - b. All standards pertaining to the Grand Avenue frontage apply. (S)
2. Grand Avenue and Richmond Street Facades-
 - a. Retail, community-serving and office uses shall be at the street front (ground) level along Grand Avenue and Richmond Street. (S)
 - b. The front facades shall be modulated to avoid a monolithic street facade. (S)
 - c. The corner of Richmond Street and Grand Avenue shall be an open courtyard leading into and out of the interior of the site, when the site is redeveloped. The courtyard should be a minimum of 20 feet in width, measured diagonally across the corner, to the interior of the property lines. (S) (Diagram 13)

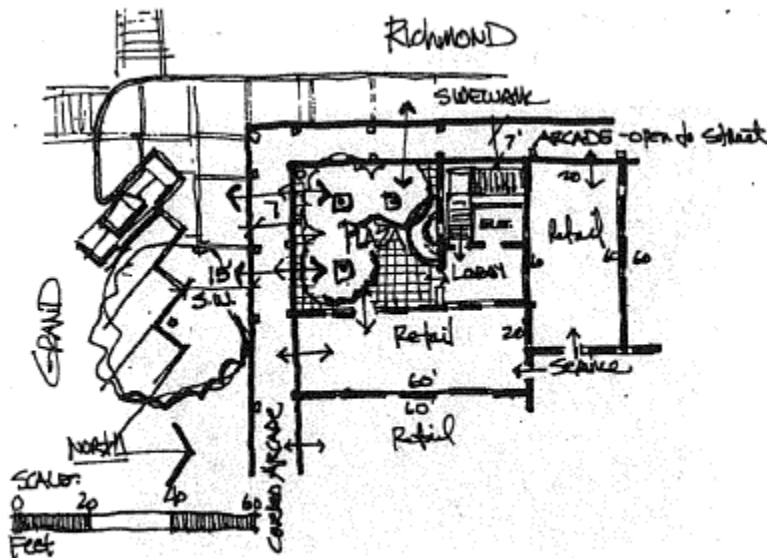


DIAGRAM 13

- d. Open and public access points to the interior of the site shall be located within 30 feet of the corner of Grand Avenue and the alley between Main and Richmond Streets, when the site is redeveloped. (S)
 - e. At least one open and public access point (in addition to the corner of Grand and Richmond) shall be located along the Richmond Street frontage. (S)
 - f. The ends of the structures at Grand Avenue and the alley, and the northern end of Richmond Street shall have a vertical tower or appendage rising above the average parapet wall height along those streets. (S)
3. Alley Frontage-
- The alley frontage is important because it faces the rear of the Main Street buildings, is adjacent to the proposed plaza behind the Pursell Building, and is visible from alleys connecting to Main Street. Standards include:
- a. All service shall occur from the alley. (S)
 - b. The alley facades shall be extensively landscaped, with mature landscaping including trees and shrubs with a minimum depth of five feet. (S)
 - c. Buildings and facades visible from the Pursell Alley shall follow standards for the Grand Avenue and Richmond Street facades. (S)
4. North Frontage-
- a. The north frontage shall be compatible with the residentially zoned property next door, as defined below. (S)
 - b. No service, outdoor storage, or access shall be located along the north side of the District. (S)
 - c. A landscaped buffer zone of approximately 10 feet with mature trees and shrubs is required between the District and the adjoining property. (S)
5. Interior-
- a. The interior shall be composed of linked courtyards and open spaces between structures. (S)
 - b. A minimum of 15% of the ground floor shall be landscaped (and hardscaped) open space excluding parking. (S)
 - c. Interior open space shall, be mainly open to the sky. (S)
 - d. Interior open space shall be accessible to all tenants within the District. (S)
6. Parking-

- a. Surface parking within the District shall be discouraged. (S)
- b. Adjacent and shared parking are encouraged. (S)
- c. Subterranean and/or semi-subterranean parking is highly recommended. (S)

E. West Grand Avenue Transitional District (200 Block of West Grand Avenue from Concord Street to the alley west of Richmond Street)

The West Grand Avenue Transitional District (WGATD) is located adjacent to the west end of the Richmond Street Districts at Grand Avenue. The WGATD extends from the mid-block alley to the intersection of West Grand Avenue and Concord Street. **(Photos 38 and 39).**

This block is transitional in character and includes retail uses serving the community and commercial office space. The uses are compatible with the uses in the balance of the Specific Plan Area. The WGATD serves as an introduction to the DSP area and as a gateway when approaching Downtown El Segundo from the west.



(Photo 38 Retail Uses)



(Photo 39 Commercial/Office Uses)

1. General
 - a. All common standards pertaining to the Main Street District must apply.
 2. North Frontage –
 - a. The north frontage of the parcels on the north side of Grand Avenue must be compatible with the residentially-zoned property next door as defined below.
 - b. No service, outdoor storage, excessive and large windows or access must be located along the north side of the District.
 - c. A landscaped buffer zone of 10 feet with mature trees and shrubs is required between the District and the adjoining property.
 3. West Frontage –
 - a. The west frontage of the parcel on the south side of Grand Avenue must be compatible with the adjoining residentially-zoned property as defined below.
 - b. A 15-foot setback must be maintained to minimize impacts to the adjoining residence to the south.
 4. South Frontage –
 - a. The south frontage of the parcel on the south side of Grand Avenue must be compatible with the residentially zoned property next door as defined below.
 - b. No service, outdoor storage, excessive and large windows or access must be located along the south side of the District.
 - c. A landscaped buffer zone of 10 feet with mature trees and shrubs is required between the District and the adjoining residentially-zoned property.
- (Ord. 1387, November 15, 2005)

F. Plazas

Two locations for plazas have been identified. One is the existing plaza fronting Main Street at the Civic Center and the other is proposed to be located to the rear of the Pursell Building, across the alley from the Grand Avenue District. Plazas are intensively used gathering places and serve as the hub for neighborhood activity. They are designed to accommodate resting, eating, strolling, and people watching. Plazas are typically ringed by restaurants, galleries and other retail uses. Food service and goods from portable retail wagons are often available within the plaza.

1. Civic Center Plaza – (Photo 32)



Photo 32 - Civic Center Plaza

The Civic Center Plaza is located at the Civic Center on the east side of the 300 block of Main Street. The City plans to redesign the Plaza in the near future. In order to have the Plaza integrate with the pedestrian-oriented character of Main Street the following standards apply:

- a. The plaza shall be open and oriented to Main Street. (S)
- b. The plaza shall encourage pedestrian-oriented uses. (S)
- c. The Plaza shall provide seating adjacent to the sidewalk, facing the street to maximize social interaction. (S)
- d. The paving of the plaza shall extend across the sidewalk, across the street, providing connection to the sidewalk on the other side. (S)
- e. The pedestrian crossing of Main Street shall link Handprint Alley with the plaza. (S)
- f. The pedestrian crossing shall be designed with the same or complementary paving materials as the plaza. (S)
- g. The plaza shall be designed so that a prominent element is the visual terminus of Handprint Alley. (S)
- h. The plaza shall provide lighting for nighttime activities, security, and aesthetic interest. (S)
- i. The plaza shall provide a sound system to accommodate outdoor concerts and other uses. (S)
- j. Landscaping and benches shall be provided to enhance and encourage pedestrian use of the plaza. (S)
- k. A stage area shall be provided for community events and activities. (S)

2. Pursell Plaza - (Diagram 14)

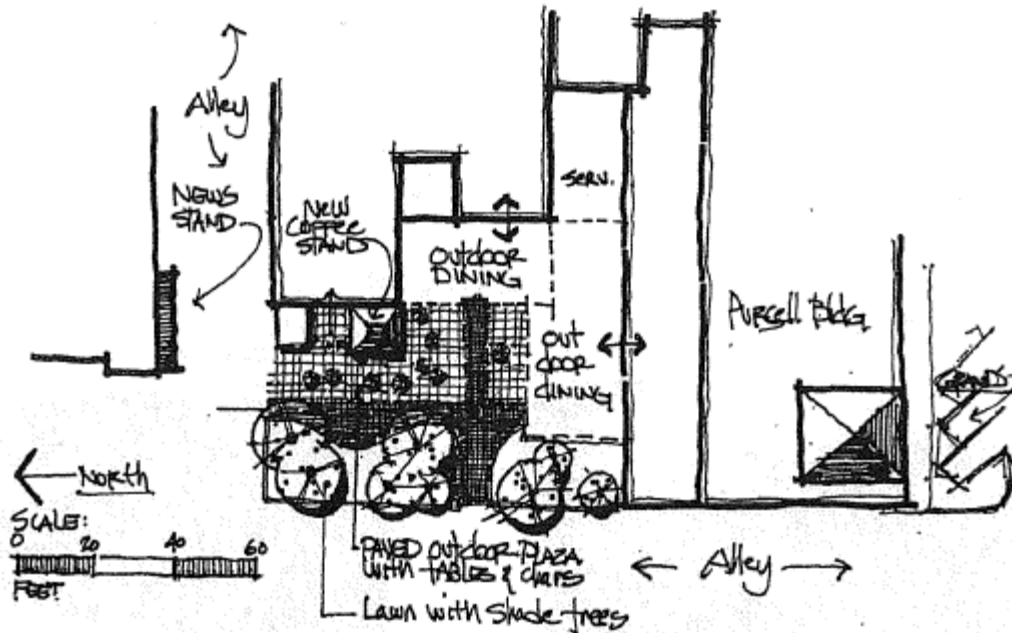


DIAGRAM 14

The Pursell Plaza is proposed to be located to the rear of the Pursell Building that is located at the northwest corner of Main Street and Grand Avenue. The proposed plaza is shielded from view from Grand Avenue and Main Street by the Pursell Building but is open to the alley and the Grand Avenue District west of the alley. The impetus for this plaza is the redevelopment of the Pursell Building into a mixed-use center with a major anchor tenant. This tenant will be able to take advantage of the proposed plaza in the rear of the building and with the proposed Grand Avenue District development across the alley to the west. Retail uses will continue along the Main Street and Grand Avenue street frontages. Standards for the plaza include:

- a. The plaza shall be demarcated from the alley by landscaping and low walls that provide protection from vehicles. (S)
- b. Outdoor storage shall be screened from the plaza. (S)
- c. The plaza shall be accessible from the Pursell Building and the alley. (S)
- d. The plaza may be used for commercial uses but limited to outdoor dining or displays accessible to the public. (S)
- e. Seating shall be provided. (S)
- f. The plaza shall consist of both landscape and hardscape materials. (S)
- g. The plaza shall be lighted for night use. (S)
- h. Some cover from the sun and the elements shall be provided but no more than 10 percent of the plaza shall have a permanent roof or cover. (S)

G. Grand Avenue

Grand Avenue is one of only two City streets that connects to the beach. Grand Avenue is the principal east/west street in Downtown El Segundo and crosses both Main and Richmond Streets. The portion of Grand Avenue addressed in these standards is between Main and Concord Streets. Grand Avenue east of Main Street is not proposed to be modified. Beyond Concord Street, Grand Avenue crests the hill of an ancient sand dune and disappears from view toward the ocean. Grand Avenue to the west of Concord has recently been planted with Cajeput trees to provide a visual welcome to El Segundo. Similarly, these standards recommend special treatment for "gateway" areas to mark the entrance into the Downtown.

Grand Avenue is one of the widest streets in the City, with a right of way of 100 feet in width with 10-foot sidewalks on both sides and a center median. Parallel parking is provided on both curb lanes and on both sides of the center median. (Photo 33)



Photo 33 - Grand Avenue



Photo 34 - Commercial uses

Like the standards for the Richmond Street District, only specific standards addressing this district will be called out, and will be marked with a (S). For the rest of the standards that refer to this area, please refer to the standards in the Main Street District, listed previously. Those common standards will be marked with a (C). The standards specific to Grand Avenue include:

1. Site Development and Planning
 - a. Land Use:
 - i) Retail and commercial uses are recommended for this area. (S) (Photo 34)
2. Street Configuration and Streetscape
 - a. Street:
 - i) Grand Avenue should be reconfigured so that the central median (and parking) is removed. (S) (Diagram 15)

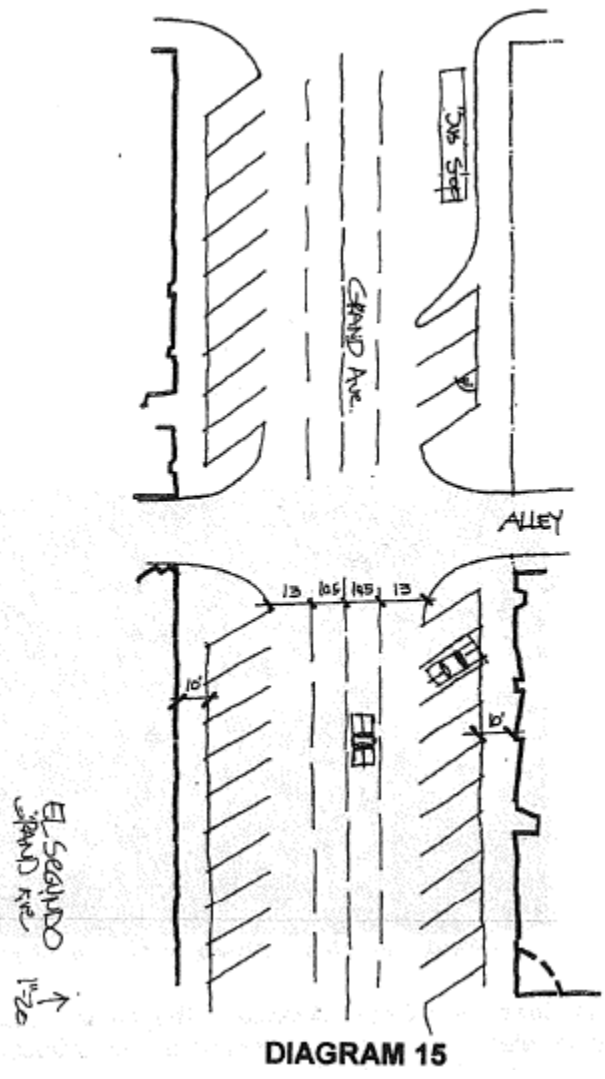


DIAGRAM 15

- ii) The new configuration should include four driving lanes, two in each direction. (S)
- b. Parking:
 - i) Parallel parking in both directions should be removed, including median parking and replaced with angled parking. (S) (Diagram 15)
- c. Sidewalks:
 - i) Sidewalks on both sides of the street should be maintained at 10 feet or widened to up to 15 feet. (S)
- d. Pedestrian Amenities:
 - i) Bus Stops -
 - aa. At least one bus stop should be located in the immediate vicinity of the Grand Avenue, not more than three blocks walking distance. (S)

H. Downtown Gateways

Gateways mark the passageway into or out of El Segundo's Downtown. These entry points, or gateways, should be indicated by their tall vertical elements and a richness of detail at the street level. Palm trees are proposed as the vertical element at three of these gateways, as they are regional in scale and serve to visually mark the location. The intersections themselves should be richly appointed and are meant to appeal to pedestrians, transit riders, and occupants of vehicles. In addition to the vertical Palms, elements of the Gateways should include street trees and other landscaping, enhanced street paving and striping, enhanced sidewalks, signage, architectural lighting and particular attention to the form and mass of buildings at the corners of the Gateway intersections.

Existing entryway signage exists at the intersections of El Segundo Boulevard and Main Street, and El Segundo Boulevard and Richmond Street. This signage is provided by the Chevron Oil Co. and while it has well served the Downtown up to now, it is felt a more formal signage program is needed for the Downtown.

Four intersections have been selected as Gateways and are described below:

1. Main Street and Grand Avenue - (Photo 35)



Photo 35 - Main Street and Grand Avenue

- a. Main Street and Grand Avenue is the primary intersection in Downtown. The special elements of the intersection are its adjacency to the Civic Center, the intersection of the wide Grand Avenue with busy Main Street, and the Pursell Building with its diagonal entrance and mini-tower at the corner. (Diagram is)

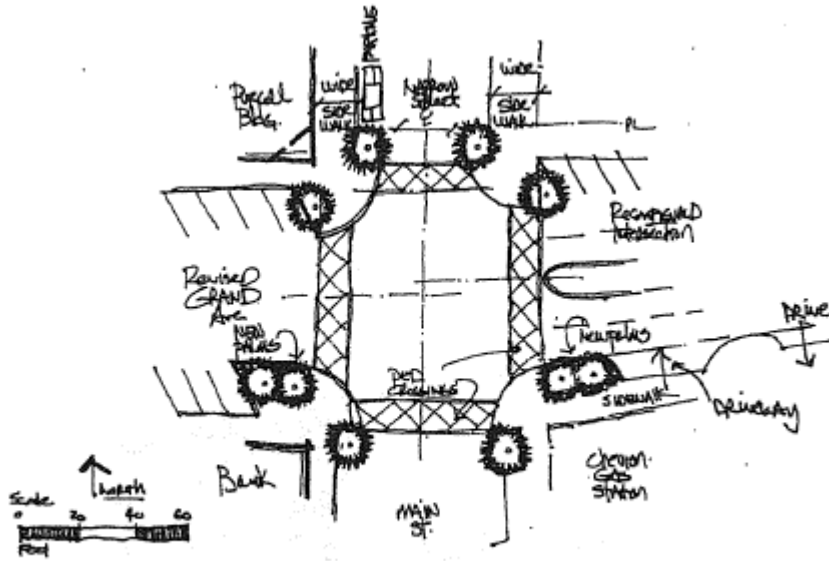


DIAGRAM 16

2. Concord Street and Grand Avenue

- a. The intersection of Concord Street and Grand Avenue is located at the crest of a hill west of the core of Downtown. The crest of the hill effectively creates a visual barrier, beyond which nothing is seen. As Grand Avenue is Downtown El Segundo's only street to and from the beach, this westerly entry is important in marking the boundaries of Downtown. (Diagram 17)

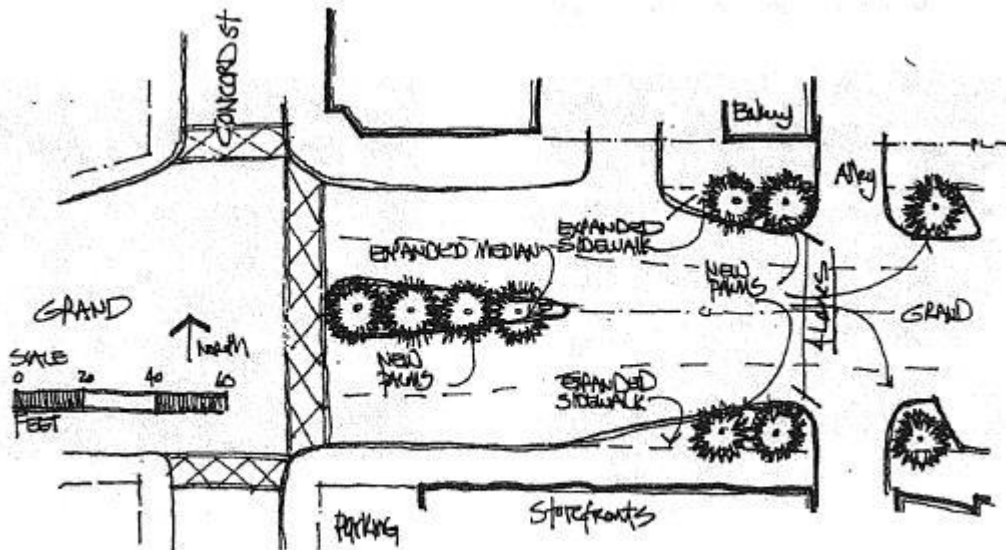


DIAGRAM 17

3. Main Street and Mariposa Avenue-
 - a. The intersection of Main Street and Mariposa Avenue marks the northern entry into Downtown. To the north of the intersection are the stately El Segundo High School and the City's Public Library. **(Diagram 18)**

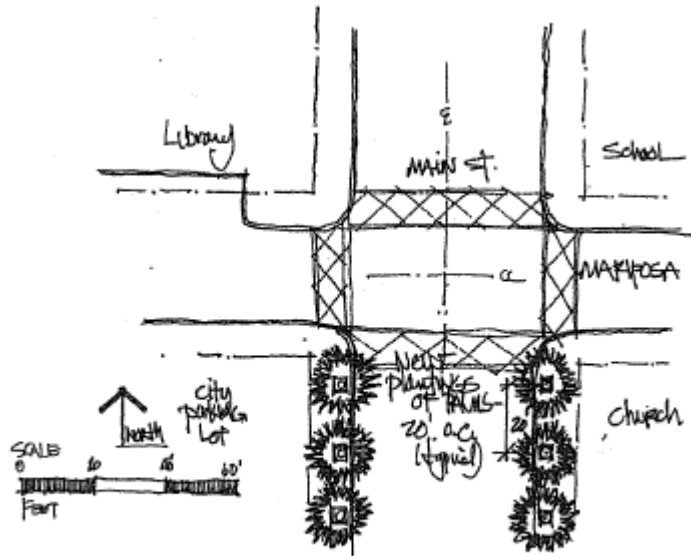


DIAGRAM 18

4. Grand Avenue and Eucalyptus Drive-
 - a. The intersection of Grand Avenue and Eucalyptus Drive is the easterly transition into the Downtown. This area has large mature Ficus trees in the median which are proposed to, remain at this time, which create an effective visual statement as an entry into the Downtown, so Palm trees are not proposed in this location. Other landscape treatments and entry signage could be used in this area to announce entry into the Downtown and create a cohesive theme. (Photo 36)



Photo 36 – Grand Avenue and Eucalyptus Drive



Photo 37 - Pursell building - Corner treatment

5. Site Planning-
- a. Corner Treatments: Buildings on corners form the walls of the intersection. The best example of how this is done in the City of El Segundo is the Pursell Building on the corner of Main Street and Grand Avenue. This structure was specifically designed as an important building on the most important corner in Downtown El Segundo. The building salutes the corner with its tower and diagonal entrance. Standards include:
- i) Corner Buildings - (Photo 37)
 - aa. Corner buildings shall be a minimum of two stories in height and be topped with an integral tower or cutout at the primary corner. (S)
 - bb. Entry to the corner building shall orient to the corner. (S)
 - cc. The building mass on the long sides of corner buildings is to be articulated into a series of 25-30 foot modules of retail space along the street face. The modulation is to extend to the upper floors as well. (S)
 - dd. The buildings are to comply with all other standards, as specified within the district in which they are located. (C)
 - ii) Landscaping -
 - aa. At least three *Washingtonia filifera* palms or similar tall vertical Palm trees, should be located at each corner of the entry point intersections (Main/Grand, Concord/Grand, and Main/Mariposa). (S)
 - bb. Street trees of the intersecting streets should be incorporated into the outer edge of the intersection design. (S)
 - cc. Special flowering or decorative trees should be located at the intersection in lieu of the regular street trees. (S)
 - dd. Low shrubs, ground covers, and colorful annual flowers are encouraged at the intersection. (S)
 - iii) Street Paving -
 - aa. Pedestrian crossings should be constructed of a contrasting material or color of the same paving material. (S)
 - bb. Pedestrian crossings should have a relatively small-grained texture. (S)
 - cc. Pedestrian crossings should be integrally designed with the rest of the intersection. (S)
 - iv) Sidewalks and Pedestrian Amenities -
 - aa. Sidewalk/curb extensions should be provided at the four corners of the intersection. (S)
 - bb. Please see "Street Configuration -Curb Extensions" for the Main Street District for additional guidelines. (C)
 - v) Signage -
 - aa. Unique entryway signage should be developed and placed strategically to announce gateways and attract pedestrians into the .Downtown. (C)

IX. IMPLEMENTATION AND FINANCING

One of the goals of the Downtown Specific Plan is to set clear standards for the Downtown. Under these standards, merchants and property owners can proceed with improvements in a timely fashion and residents can feel comfortable about downtown development. Nevertheless, it is unrealistic to assume that standards, once set, can remain the same for all time. Since circumstances can change, it is important to monitor the Downtown's evolution over time.

The adoption and implementation of the Downtown Specific Plan can provide a major impetus for Downtown revitalization. However, most communities involved with Downtown revitalization have found that focusing on land use, circulation and design can be most effective when coupled with an additional emphasis on pedestrian-oriented streetscape improvements, event programming, historic preservation, marketing and promotion and the creation of vibrant public spaces. Such activities are strongly encouraged by the City to be undertaken by the local business community on a voluntary basis, with assistance from the City as necessary.

A. Business Improvement District - (300-500 Blocks Main Street)

A "Business Improvement District" (BID) is a method for assessing and collecting fees that can be used to fund various improvements and activities within the district. Generally, their potential roles are broad, including parking improvements, sidewalk cleaning, streetscape maintenance, streetscape improvements (i.e., street furniture, lighting, planting, etc.), promotional events, marketing and advertising, security patrols, public art, trash pick-up, landscaping, and other functions.

A BID can be a means of attracting businesses that maintain Downtown's economic vitality. The BID is one mechanism that can accomplish a whole host of activities associated with the Downtown, from funding to monitoring to organizing.

There are several legal forms of "Business Improvement Districts" available under California law. The most common are districts formed under the Parking and Business Improvement Area Law of 1989 (California Streets & Highways Code section 36500 *et seq.*) Business Improvement Areas (BIA) formed under the 1989 law impose a fee on the business license of the businesses operating within its area, and that fee is used to pay for the improvements and activities specified in the formation documents.

The 1989 law is also a recommended choice because it has survived challenge under Proposition 218. The 1989 law requires a great deal of public participation, which is another reason for its popularity.

The Council may begin the process by appointing an advisory board to make recommendations on the expenditures of the revenue raised by the assessment, the classification of businesses in the area, and on the method and basis of levying the assessment. Adoption of a resolution of intent to establish a BIA and then a noticed public hearing before the City Council is required. The Council must hear and consider all protests at the public hearing. If written protests are received from business owners who will pay 50 percent or more of the assessment, then the proceedings must be stopped, and no further action may be taken for one year.

After the BIA is approved, the Council may order changes in the proposed activities to be funded by the BIA, reduce the proposed assessment (not increase), and may remove (not add) territory from the BIA.

For each annual assessment, the advisory board produces a report recommending the expenditures and activities of the BIA for that year. The Council then passes a resolution of intention to levy the assessment, followed by another public hearing, after which the new years' assessments are levied.

A similar assessment procedure was added in 1994 (the Property and Business Improvement District Law of 1994 (PBID), (California Streets & Highways Code section 36600 *et seq.*), though this procedure makes the assessment upon real property and not upon the business itself. Because of that difference, assessments under the 1994 law should comply with Proposition 218, and so can be blocked by a majority of property owners.

A BID for Downtown is recommended to include the 300, 400, and 500 blocks of Main Street. The 300, 400 and 500 blocks each have 24, 36, and 36 twenty-five foot wide lots, respectively, for a total of 96 lots not including the Civic Center and the City owned parking lots. There are approximately 32, 41, and 23 businesses within the 300, 400 and 500 blocks of Main Street, respectively, for a total of 96 businesses. The key roles initially for the BID are anticipated to include sidewalk cleaning, and streetscape improvements. It may include the construction and maintenance of a parking lot or structure, as required by the parking demand. It is estimated that sidewalk cleaning for the existing 12 foot wide sidewalks would cost approximately \$650-\$800 per block, if done one a month, for a total monthly cost of approximately \$1950-\$2400, for the 3 blocks. Sixteen foot wide sidewalks would cost approximately \$860-\$1060 per block, for a total monthly cost of approximately \$2580-\$3180. As the needs of the Downtown and the BID change, the scope of the roles of the BID could also change. It may be appropriate to create both a BIA and a PBID as the focus and roles of the two could differ and create a symbiotic relationship.

B. Streets and Streetscape

Modification and improvement of the existing streets and streetscape, particularly in the Main Street District, will greatly enhance the pedestrian environment in the Downtown. As the pedestrian atmosphere is enhanced, people tend to linger, stroll and enjoy the area more, spending more time and dollars in the Downtown. The following identifies improvements suggested for the Downtown as specified within Section VIII, Design Standards of this document. The cost estimates provided are very preliminary as none of the design work has begun.

1. Sidewalk widening/street narrowing-(300-400 Blocks Main Street)

Currently the sidewalks in the Main Street District are 12 feet in width, with 4-foot tree wells adjacent to the curb, leaving only 8 feet of sidewalk width in areas where there are trees. There are 7 foot wide parallel parking stalls and two 10foot 6-inch driving lanes on each side of the street. The total right-of-way width is 80 feet, with a 56 feet of curb to curb width. This current configuration leaves little room for outdoor retail activities such as outdoor dining, art displays, and sidewalk sales, or for pedestrians to stroll and enjoy the Downtown. Additionally, the excess street width tends to speed vehicles through the area instead of slowing them down and protecting the pedestrian environment. As these two blocks are the core of the Downtown, they are seen as the most critical in creating the desired pedestrian-oriented environment.

The proposed three-lane street configuration would widen the sidewalks to approximately 16.5 feet on each side. The existing parallel parking on each side of the street would be retained and two through driving lanes, one in each direction would be provided. Additionally, a center left-turn lane is key in order to avoid traffic congestion in the Downtown.

As an alternative, a two-lane configuration with angled parking on the west side and parallel parking on the east side, is proposed. Left-turn pockets, at the intersections only, could be provided due to the constraints of the right-of-way width. The sidewalks could be widened approximately 1.5 feet to 13.5 feet in width. In addition to the sidewalk widening, new colored stamped concrete decorative sidewalks and mid-block crosswalks or colored textured pavement accents are proposed. Approximately 8-10 on-street parking spaces would be lost with the three-lane configuration due to the dedicated right-turn only lanes at street intersections. Several more on-street parking spaces would be lost with the two-lane configuration.

Narrowing the street would also require reconstruction of the roadway, relocation of streetlights and fire hydrants, the relocation of traffic signals and loop detectors at the Grand and Holly Avenue intersections, and the installation of infrastructure (conduit) to accommodate future installation of modern high speed "bandwidth" and fiber optic cables. These modifications are seen as a permanent, Phase I approach, to creating a truly pedestrian-oriented environment in the core of the Downtown. A Phase I, short-term improvement plan for the 100-500 blocks of Main Street is discussed below.

Estimated Cost: \$776,000

Potential Funding Sources: General Fund (\$160,000 previously approved in 1999/2000 CIP budget, additional funding of \$320,000 could be reallocated from Civic Center Plaza budget-see discussion under Section C. of Implementation), Gas Tax, Prop C (with MTA approval), BID, and/or other assessment district.

2. Street Modifications-(100-500 Blocks Main Street)

As a Phase I approach, the existing roadway from El Segundo Boulevard to Mariposa Avenue, or just the portion from Grand to Pine Avenues, with the existing 56 foot curb to curb width, could be re-striped. The re-striping could accommodate the same roadway configuration, as the Phase II permanent approach discussed above, but without the sidewalk widening and with slightly different lane widths. The street would be slurry sealed and re-striped to provide a clean look.

A portion of these improvements have already been budgeted by the Public Works Department as part of a Citywide slurry seal project scheduled to begin in September, 2000, with the exception of the traffic signal loop detectors, the sandblasting and the design costs for the new three-lane configuration. The restriping would maintain the existing 56-foot curb to curb width and 12 foot sidewalk widths, as a temporary measure to analyze traffic and pedestrian movements. It is anticipated that the re-striping will help to slow vehicular traffic, without causing congestion, while creating a safer environment for pedestrians.

The three-lane configuration re-striping would provide one through lane in each direction, a center left-turn lane, and parallel parking on both sides of the street. As an alternative, a two-lane configuration with angled parking on the west side and parallel parking on the east side, is proposed. Left-turn pockets, at the intersections only, could be provided due to the constraints of the right-of-way width. Approximately 8-10 on-street parking spaces would be lost with the three lane configuration due to the dedicated right-turn only lanes at the intersections. Several more on-street parking spaces would be lost with the two-lane configuration. A bike lane could be accommodated in the 100-200 blocks of Main Street connecting to the bike route on Grand Avenue.

Estimated cost: \$22,765 if completed with the current budgeted CIP project. \$44,265 if project is separated from the current CIP project scheduled to begin in September, 2000. Funding Source: Gas Tax (previously approved in 1999/2000 CIP budget)

3. Street Modifications-(100-300 Blocks Richmond Street)

The only modification proposed for Richmond Street is the installation of infrastructure (conduit) to accommodate future installation of modern high speed "bandwidth" and fiber optic cables. Pacific Bell currently has fiber optic facilities in El Segundo Boulevard west to Whiting Street. The conduit on Richmond Street could tie in with these facilities or another provider if their facilities are located in proximity in the future. The conduit would provide expanded opportunities and encourage high tech offices and live/work uses.

Estimated Cost: \$184,200

Potential Funding Sources: General Fund, Gas Tax, Prop C (with MTA approval) BID, and/or other assessment district.

4. Street Modifications-(100-200 Blocks West Grand Avenue)

Currently Grand Avenue has a right-of-way width of 100 feet with 10-foot sidewalks on both sides, two driving lanes on each side and parallel parking on both curb lanes. The center island is 18 feet in width with a 4-foot median as well as 7-foot wide parallel parking on both sides of the median. This right-of-way width is the largest in the City west of Sepulveda Boulevard, as it originally accommodated the red car rail lines. The existing center street parking is awkward and not pedestrian friendly.

The proposed modifications would maintain the existing 10-foot wide sidewalks, or potentially widen them to as much as 15 feet, and remove the central island and parking. The existing parallel parking adjacent to the curb would be removed and replaced with angled parking to partially make up for the removed center parking. It is anticipated that the number of parking spaces would be approximately the same as currently exist. Eliminating the center island parking and creating more parking immediately adjacent to the curb will help facilitate safe and convenient pedestrian access. Four driving lanes, two in each direction could then be accommodated. The proposal would entail removing the existing center island, replacing the island with street pavement, relocation of street lights, slurry sealing and re-striping the entire street. Widening the sidewalks to as much as 15 feet and/ or installing a center landscaped median would increase the cost estimate.

Estimated Cost: \$80,000

Potential Funding Sources: General Fund, Gas Tax, Prop C (with MTA approval), BID, and/or other assessment district.

5. Streetscape improvements-(All Districts)

Currently there is a lack of pedestrian amenities in the Downtown. Additionally, the streetscape improvements that are provided have no continuity or consistency. The proposed improvements would provide high quality and consistent pedestrian amenities.

a. 300-400 Blocks Main Street-(600 and 450 feet in length. each block)

- Decorative street lights-10 and 8 per block (5 and 4 each side) 18 total-\$5000 each \$90,000

- Benches-12 and 10 per block (6 and 5 each side) 22 total-\$500 each \$11,000
- Trash receptacles, including accommodations for recyclable materials-12 and 10 per block (6 and 5 each side) 22 total-\$500 each \$11,000
- Bike racks-6 and 4 per block (3 and 2 each side) 10 total-\$500 each \$5000

Estimated Cost: \$117,000

b. 100-300 Blocks Richmond Street-(500, 335, and 600 feet in length, each block)

- Decorative street lights-8, 6 and 10 per block (4,3, and 5 each side) 24 total-\$5000 each \$120,000
- Benches-10, 8 and 12 per block (5, 4 and 6 each side) 30 total-\$500 each \$15,000
- Trash receptacles including accommodations for recyclable materials10,8 and 12 per block (5, 4 and 6 each side) 30 total-\$500 each \$15,000
- Bike racks-4, 4 and 6 per block (2, 2 and 3 each side) 14 total-\$500 each \$7000

Estimated Cost: \$157,000

c. 100, 200 and 500 Blocks Main Street-(500, 335, and 450 feet in length, each block)

No streetscape improvements are proposed in these blocks at this time, as they are transitional in nature. Future improvements are recommended to include the same type of amenities as detailed above, and costs would be comparable.

d. 100 and 200 Blocks West Grand Avenue-(300 feet in length, each block)

- Decorative street lights-6 per block (3 each side) 12 total-\$5000 each \$60,000
- Benches-8 per block (4 each side) 16 total-\$500 each \$8,000
- Trash receptacles including accommodations for recyclable materials8 per block (4 each side) 16 total-\$500 each \$8,000
- Bikeracks-4 per block (2 each side) 8 total-\$500 each \$4000

Estimated Cost: \$80,000

Total Estimated Cost: \$354,000

Potential Funding Sources: General Fund, Gas Tax, Prop C (with MTA approval), BID, and/or other assessment district.

6. Street Trees-(All Districts)

Currently all of the streets in the Downtown are planted with Ficus trees. These trees were planted approximately 30 to 50 years ago and stand approximately 25 to 30 feet in height with trunks that are 1-3 feet in diameter.

These street trees are located in 3 to 4 foot square tree wells, generally immediately adjacent to the curb. Trees are currently planted approximately 40 feet on-center. In the past, the trees were pruned very heavily, maintaining their height to approximately 10-15 feet with a very small, dense canopy. Over the past several years the trees have been allowed to grow up and out and pruning has been limited to removing lower branches to raise the canopy and thinning the branches.

The Ficus tree is a rainforest tree that naturally has many large surface roots. As the canopy of the trees has been allowed to grow, the trunk diameter of the trees, as well as the surface roots, have grown, making the trees too large for the space that they are confined to. Additionally, some of the merchants in the Downtown have expressed concern that the large very dense trees are blocking signage and building architecture.

Due to all of these factors, and the fact that the street is proposed to be reconfigured in the 300 and 400 block of Main Street, it is recommended that the existing Ficus street trees be removed and replaced with more appropriate street trees. There will potentially be a tremendous visual impact when these mature trees are removed and, in order to minimize this impact, trees in the Downtown should be removed in phases and replaced with mature box size trees. In some areas, removal and replacement may occur at a later date.

Additionally, "structured soil" is recommended to be used to protect the health of the new trees and the new infrastructure. Structured soil is a well-drained and aerated mixture of egg-sized granite quarry stone, clay loam soil, and hydrogel, a horticultural material that helps the soil adhere to the quarry stone. This unique soil structure composition enables optimum tree root and water penetration, allowing crucial oxygen, and nutrient delivery to the trees and optimal drainage. Structured soil has been specifically developed, tested, and designed for trees planted in sidewalks and areas with limited soil. Structured soil has been shown to decrease surface roots which cause the extensive damage described above. Trees are healthier, grow faster, stronger, and live longer with the ideal growing environment. Additionally, larger and faster growing tree species can be selected as street trees when structured soil is used, which enhances the aesthetics of the streetscape more quickly and gives more options for the types of trees that can be used. A larger area than is typical must be excavated (approximately 10 feet wide by 2 feet deep for the entire block) to accommodate the structured soil.

An irrigation system would also be recommended to ensure that the new street trees, as well as other landscaped areas, receive regular and adequate water which is particularly important during the first few years when the landscaping is becoming established. Reclaimed water could be utilized, as there is an existing reclaimed water main in the 300-500 blocks of Eucalyptus Drive and in Mariposa Avenue between Eucalyptus Drive and Virginia Street. Reclaimed water has been used successfully in both Library and Recreation Parks, and all nursery grown plant material is required to be irrigated with reclaimed water so the new plant material would be accustomed to reclaimed water. Decorative tree grates are also recommended to protect the trees and provide an attractive environment.

a. 300-400 Blocks Main Street-(600 and 450 feet in length, each block)

- Removal and replacement of existing street trees at an average of 30 feet on-center with 48-inch box trees with decorative metal tree grates-40 and 30 per block (20 and 15 each side) 70 total-\$2,100 each \$147,000
- Excavation and disposal of existing soil, and installation and compaction of structured soil. 10 foot wide by 2 foot deep strip, entire length of block (889 cy+667 cy =1556 cy) -\$70 per cubic yard. \$108,897
- Irrigation including main, remote control valves, sprinkler heads, and lateral connections on both sides of the block-\$60 per foot-(2100 feet total) \$126,000
- Water main connection with backflow device and irrigation controller with electrical service-\$7000 each-1 per block (2 blocks) \$14,000.

Estimated Cost: \$395,897

b. 100,.300 Blocks Richmond Street-(500, 335, and 600 feet in length, each block)

- Removal and replacement of existing street trees at an average of 30 feet on-center with 48-inch box trees with decorative metal tree grates-34, 22 and 40 per block (17, 11 and 20 each side) 96 total\$2,100 each. 36-inch box trees-\$1,400 each. 24-inch box \$850 each. \$81,600-(24-inch box) \$134,400-(36-inch box) \$201,600-(48-inch box)
- Excavation and disposal of existing soil, and installation and compaction of structured soil. 10 foot wide by 2 foot deep strip, entire length of block-\$70 per cubic yard (740 cy+496 cy+889 cy =2125 cy) \$148,750
- Irrigation including main, remote control valves, sprinkler heads, and lateral connections on both sides of the block-\$60 per foot-(2,870 feet total) \$172,200
- Water main connection with backflow device and irrigation controller with electrical service-\$7,000 each-1 per block (3 blocks) \$21,000

**Estimated Cost: \$423,550-(24-inch box trees)
 \$476,350-(36-inch box trees)
 \$543,550-(48-inch box trees)**

c. 100.200 and 500 Blocks Main Street-(500, 335. and 450 feet in length, each block)

- Removal and replacement of existing street trees at an average of 40 feet on-center with 48-inch box trees with decorative metal tree grates-26, 16 and 22 per block (13,8 and 11 each side) 64 total-\$2,100 each. 36-inch box trees-\$1,400 each. 24-inch box \$850 each.
\$54,400-(24-inch box)
\$89,600-(36-inch box)
\$134,400-(48-inch box)
- Excavation and disposal of existing soil and installation and compaction of structured soil 10 foot wide by 2 foot deep strip, entire length of block \$70 per cubic yard (740cy + 496cy + 667cy= 1903cy).
\$133,210

- Irrigation including main, remote control valves, sprinkler heads, and lateral connections on both sides of the block-\$60 per foot-(2570 feet total)
\$154,200
- Water main connection with backflow device and irrigation controller with electrical service-\$7000 each-1 per block (3 blocks)
\$21,000

Estimated Cost: \$362,810-(24-inch box trees)
\$398,010-(36-inch box trees)
\$442,810-(48-inch box trees)

d. 100 and 200 Blocks West Grand Avenue-(300 feet in length. each block)

- Removal and replacement of existing street trees at an average of 30 feet on-center with 48-inch box trees with decorative metal tree grates-20 per block (10 each side) 40 total-\$2,100 each. 36-inch box trees-\$1,400 each. 24-inch box \$850 each.
\$34,000.-(24-inch box)
\$56,000-(36-inch box)
\$84,000-(48-inch box)
-
- Excavation and disposal of existing soil, and installation and compaction of structured soil. 10 foot wide by 2 foot deep strip, entire length of block (888 cy) \$70. per cubic yard \$62,160
- Irrigation including main, remote control valves, sprinkler heads, and lateral connections on both sides of the block-\$60 per foot-(1,200 feet total) \$72,000
- Water main connection with backflow device and irrigation controller with electrical service-\$7000 each-1 per block (2 blocks) \$14,000

Estimated Cost: \$182,100-(24-inch box trees)
\$204,100-(36-inch box trees)
\$232,100-(48-inch box trees)

Total Estimated Cost: \$1,364,357(24-inch box trees-except 48-inch in Main Street District)
\$1,474,357 (36-inch box trees-except 48-inch in Main Street District)
\$1,614,357 (48-inch box trees)

Potential Funding Sources: General Fund (\$100,000 previously approved in 1999/2000 CIP budget for City-wide Street Tree Master Plan Tree Replacement), Gas Tax, Prop C (with MTA approval) BID, and/or other assessment district.

The following photographs and descriptions are examples of the types of open canopy trees that may be appropriate as street trees.

Ginkgo biloba

(Maidenhair Tree)
Ginkgoaceae (Ginkgo family)
 Origin: Eastern China

Species characteristics:

Form -Deciduous. Slow growing, long lived tree. Erratic growth sometimes asymmetrical, when young. Shape variable in maturity with height to 60', and occasionally more, and spread 20 -40'.

Trunk -Bark is light gray, turning darker and furrowed with age.

Foliage - Leaves are leather, light green, broad fan shaped 1-4" wide, turning golden in the fall. Persistent golden foliage then drops to form a golden carpet beneath the tree. Two-lobed leaves are shaped like those of Maidenhair Fern.

Cultivars -Specify male grafted or male cutting stock, as female tree produces large quantities of messy, foul smelling fruits. All cultivars are grafted male trees and should be used when uniformity is desired. 'Autumn Gold' is upright, evenly broad shaped. 'Fairmont' is slow growing to 45', with a moderately pyramidal crown. 'Princeton Sentry' has narrow growth form and a straight trunk. 'Lakeview' grows slowly to 45' and is narrowly pyramidal. 'Saratoga' is smaller than others and densely pyramidal. 'Shangri La' has a compact growth habit, dense, full crown and more rapid growth than most Ginkgos, has brilliant yellow leaves under most fall conditions.

No significant pest problems.

Site suitability:

Sunset zones -1 -24, 12 and 14 -24.

Clearances -Suitable for 5 -6' parkways or 5 x 5' cutouts

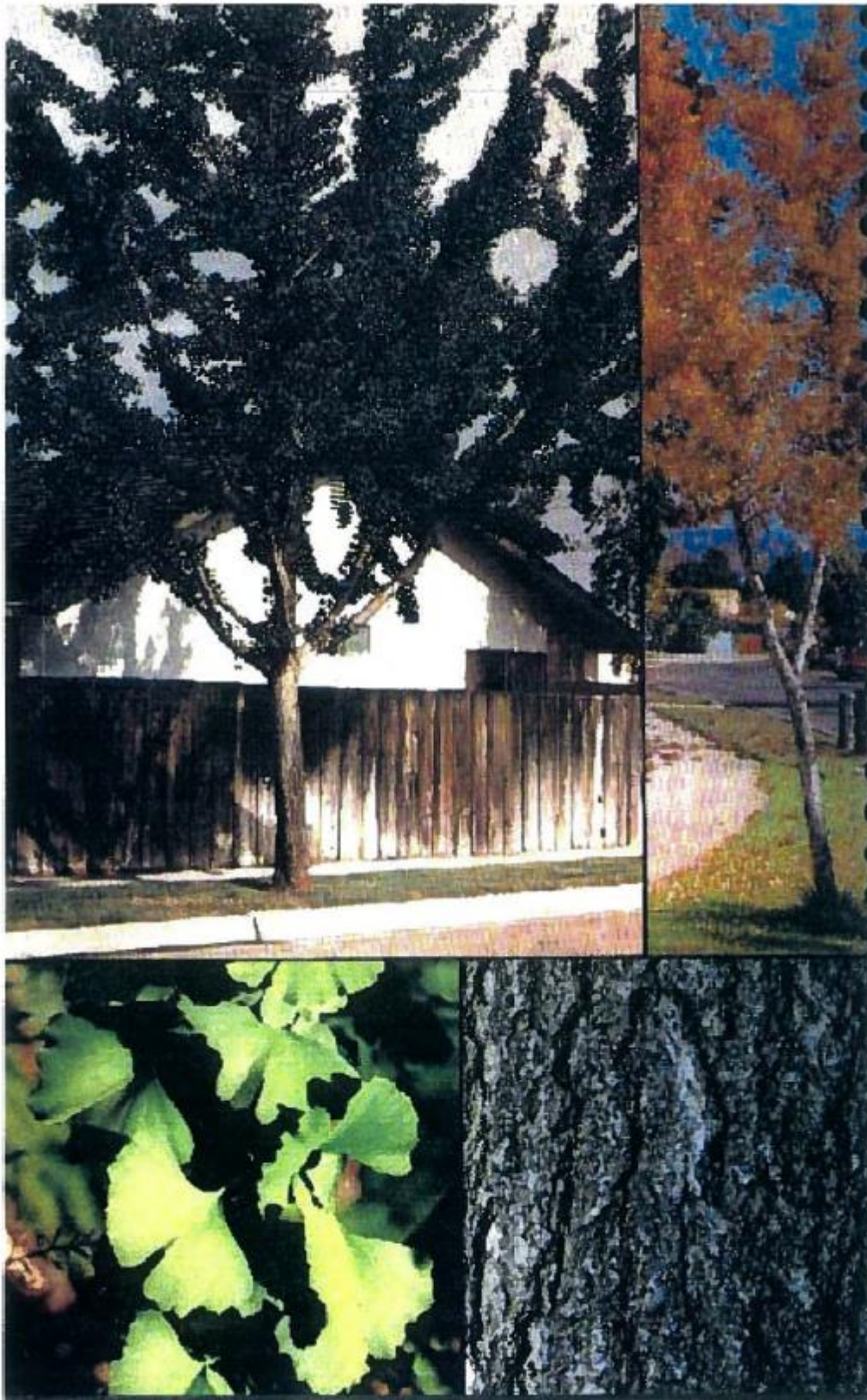
Good for streetsides, medians, parks and lawns.

Culture considerations:

Tolerant to all soils, air pollution, high wind and drought. Maximum growth in well drained soils.

Comments:

A grove is being successfully grown in a patio area at Kubota in Torrance, which has similar climate and conditions to Downtown El Segundo. There is also a Ginkgo at 811 Hillcrest.



Ginkgo biloba
(Maidenhair Tree)

Tabebuia chysotricha

(Golden Trumpet Tree)

Bignoniaceae (Bignonia family)

Origin: Argentina and Brazil

Species characteristics:

Form -Deciduous, or partially deciduous, just before late winter blooming. Fast in juvenile stages, later becoming a moderate growing small tree to 25' and almost as wide. Rounded and spreading, becoming graceful with age.

Trunk -Straight, smooth with light gray bark.

Foliage -Leaves are palmately compound. The five leaflets are smooth and shiny olive green on both surfaces. The lance shaped leaflets are 2-4" long by 1-2" wide with prominent veins, covered with tawny fuzz.

Flowers/fruits -Very showy, trumpet shaped golden yellow flowers with a maroon stripe in the throat, 3-4" long by 2" wide, are borne in rounded clusters *in* early spring, while briefly out of leaf. Blooms lightly at other times. Flowers become larger and more profuse as tree matures. Heavier flowering occurs in warmer areas. Foot long, hanging seed pods follow flowers and persist into winter.

No significant pest problems.

Site suitability:

Sunset zones -15, 16, 20 -24 and warmer 12 and 13.

Clearances -Suitable for 5. -6' parkways or 5 x 5' cutouts and under utility lines.

Good for streetsides, medians, parks and lawns.

Culture considerations:

Prefers well drained soils, especially sandy loam. Drought tolerant when mature.

Comments:

The City of Fullerton uses *Tabebuia avellanedae*, the Pink Trumpet Tree, in their Downtown on Harbor Boulevard;

GOLDEN TRUMPET TREE

Tabebuia chrysotricha



Tabebuia chrysotricha
(Yellow Trumpet Tree)

Platanus acerifolia

(London Plane Tree)

Platanaceae (Plane Tree family)

Origin: England

Species characteristics:

Form -Deciduous. Formal, moderate to fast growing to 60' with 30 -40' spread. Broad- open crown of spreading to slightly drooping branches and coarse foliage.

Trunk -Straight and stout. Variable bark, smooth in youth, becoming patch and shedding with age to reveal smooth cream colored bark along upper trunk and larger limbs.

Foliage -Glossy, 5 -7" long, 4 -10" wide, lobed maple-like leaves, which are bright green above and light green with wooly hair along raised veins beneath.

Flowers/fruit -Inconspicuous spring flowers, male and female on separate twigs. Brown, ball-like bristly seed clusters hang singly or in strings of 2 (rarely 3) on pendent stalks throughout the winter.

Cultivars -'Bloodgood' has some resistance to anthracnose. 'Yarwood' is somewhat resistant to powdery mildew.

Significant pest problems are anthracnose, powdery mildew, and spider mites.

Site suitability:

Sunset zones -2 -24.

Clearances -Suitable for 8 -12' parkways or 10 -20' medians.

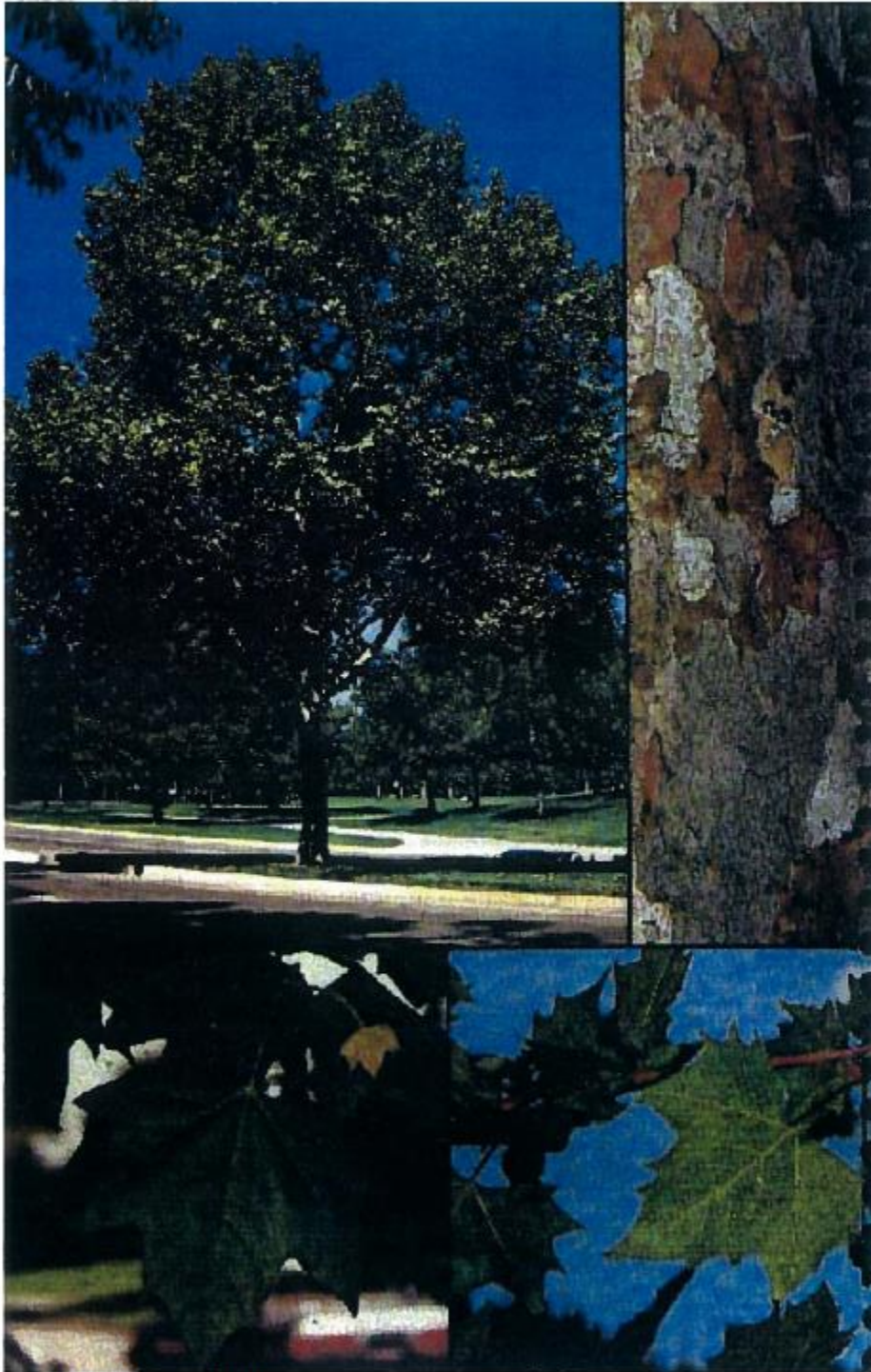
Good for streetsides, medians, parks and lawns.

Culture considerations:

Drought tolerant, but better with some deep watering in summer. Tolerates most soils, smog, soot, dust and reflected heat. Need to dispose of dead leaves and twigs since anthracnose can overwinter on them.

Comments:

There is one London Plane Tree in Library Park off of Palm Avenue in the turf, near the sidewalk by the parking lot that divides the school and the park.



Platanus acerifolia
(London Plane Tree)

***Fraxinus oxycarpa* 'Raywood'**

(Raywood Ash)

oleaceae (Olive family)

Origin: Arizona

Species characteristics:

Form -Deciduous. Fast growth to 35', with a 30' spread and a compact, rounded crown. Trunk -Rough, whitish bark.

Foliage -Pinnately compound leaves, 4 -8" long with 5 -7 glossy, medium green leaflets, 1 1/4 -2 1/4" long and 1" wide with irregularly toothed margins. Usually fine hairs on underside and on each leaf stalk. Purple red fall color.

Significant pest problems are mistletoe, powdery mildew, anthracnose, Verticillium wilt, aphid, whitefly, soft and armored scales.

Site suitability:

Sunset zones -3 -9, 14 -24.

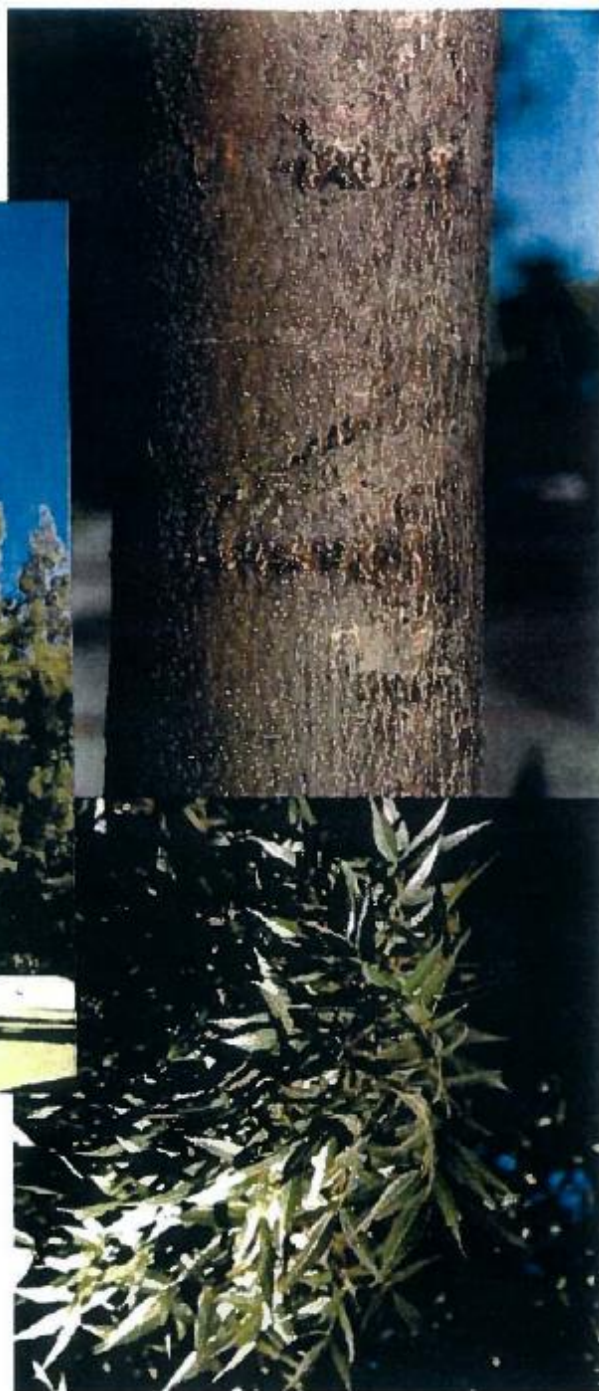
Clearances -Suitable for 8 -12' parkways or 10 -20' medians.

Good for streetsides, medians, parks and lawns.

Culture considerations:

Tolerant of saline and alkaline soils. Comments: A similar Ash, but much larger variety, is located in center field at Stevenson Field in Recreation Park.

RAYWOOD ASH
Fraxinlls o. 'Raywood'



Fraxinus oxycarpa 'Raywood'
(Raywood Ash)

7. Planters at curb-extensions/mid-block crosswalks -(300 -400 Blocks Main Street)

Curb-extensions into the streets at key intersections and at mid-block crosswalks also add to the pedestrian-friendly atmosphere by creating interesting nodes with landscaping, benches, and other pedestrian amenities where pedestrians can stop briefly and enjoy their Downtown. Extensions create a pedestrian safe zone, advising motorists that the pedestrian takes priority in the area. The extensions narrow the crosswalk length by bringing these amenities out into the street to the end of the on-street parallel parking, thereby not affecting vehicular circulation. These improvements are appropriate in the Main Street District where the street is proposed to be narrowed. The cost for raised planters and/or enhanced landscaping in these areas is detailed in this section. Other pedestrian amenities are included in the costs detailed in Section 3-Streetscape improvements.

Locations include: Main Street and Grand Avenue-2
Main Street and Civic Center Plaza-4 (Optional, Mid-block crosswalks)
Main Street and Holly Avenue-4
Main Street and Pine Avenue-2

\$5000 per location- 8 to 12 locations

Estimated Cost: \$40,000 to \$60,000

Potential Funding Sources: General Fund, Gas Tax, Prop C (with MTA approval) BID, and/or other assessment district

8. Gateway landscaping and signage-(Various locations)

Gateways mark the passageway into or out of the Downtown. These key entry points should provide tall vertical elements to emphasize their importance and street level landscaping should be rich in color and detail to create vibrant entry focal points. Palm trees and entry signage is proposed in these locations to mark these entryways. Entry signage only is proposed near the intersection of Grand Avenue and Eucalyptus Drive as the existing large mature Ficus trees in the median create an entry statement and they are proposed to remain at this time.

Locations include:
Main Street and Grand Avenue
Concord Street and Grand Avenue
Main Street and Mariposa Avenue
Grand Avenue and Eucalyptus Drive

\$20,000 per location-3 locations
\$5,000-entry signage only-1 location

Estimated Cost: \$ 65,000

Potential Funding Sources: General Fund, Gas Tax, Prop C (with MTA approval) BID, and/or other assessment district

The following photographs and descriptions are examples of the types of Palm trees that may be appropriate as entry gateway statements.

Arecastrum romanzoffianum

(Queen Palm)

Areaceae (Palmae) (Palm family)

Origin: Brazil

Species characteristics:

Form -Feather palm. Gracefully arching, medium sized, moderate to fast growth to 50' with a spread of 20'. More feathery than King Palm.

Trunk -Smooth and exceptionally straight. Scars are formed on trunk when frond sheaths drop, resulting in bands of light and dark gray.

Foliage -Many soft, gray-green graceful arching fronds, with blades attached to a central midrib, are borne in staggered whorls. Fronds, 10 -15' long are sparse and open.

Flowers/fruits -Small cream to yellow flowers turn into showy hanging clusters of green dates on 3' stalks. Fruits ripen in June and turn orange before falling.

Significant pest problem is pink bud rot.

Site suitability:

Sunset zones -12, 13, 15 -17, and 19 -24.

Clearances -Suitable for 2 -3' parkways or 3 x 3' cutouts.

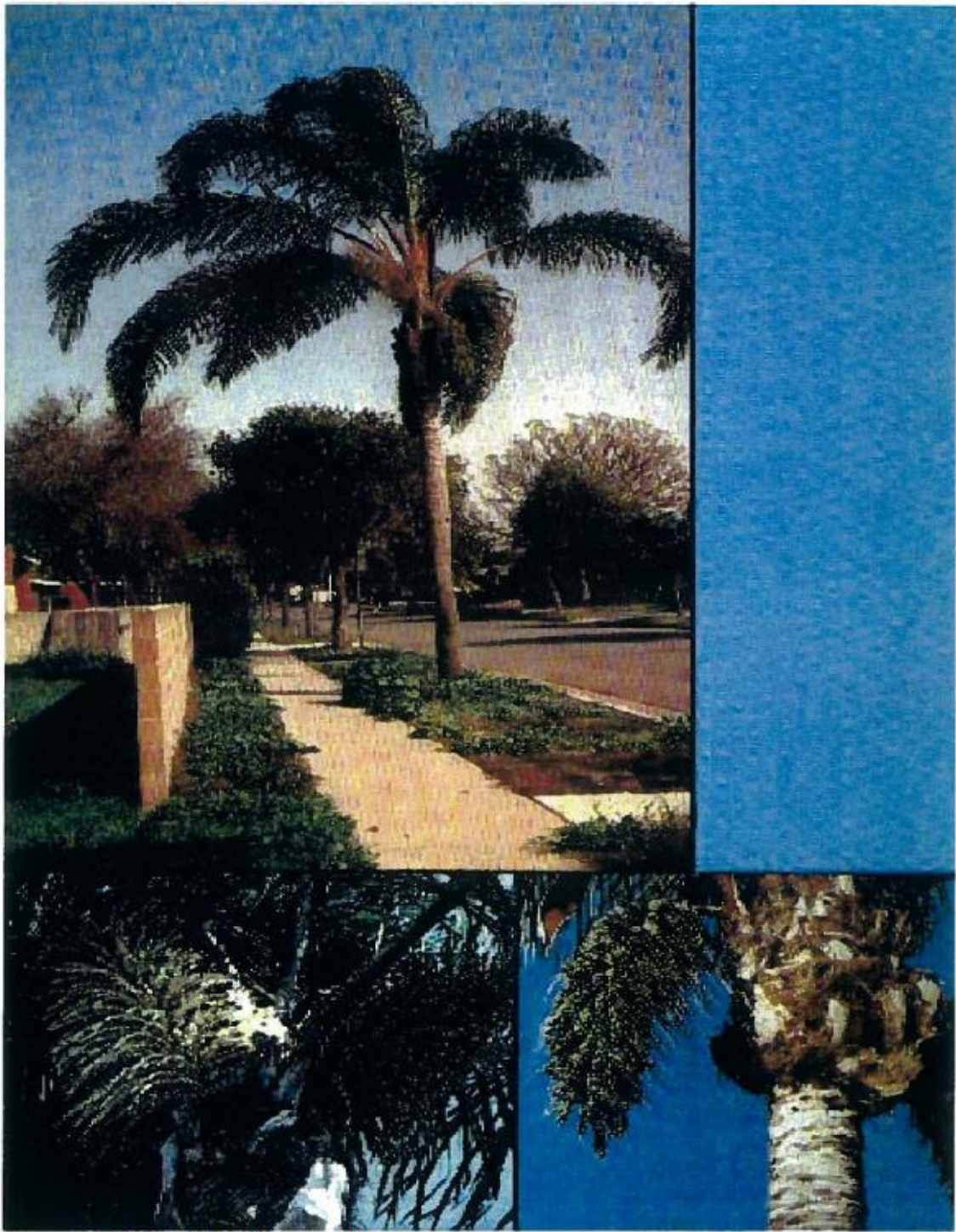
Good for streetsides, medians, parks and lawns and group plantings.

Culture considerations:

Drought tolerant, but responds to water and fertilizer in well drained soil. Tolerant of smog and seacoast exposure. Fronds subject to breakage in high winds. Fruit litter problems.

Comments:

The palms may be found in front of the Grand Tropez condominium complex on Grand Avenue between Center and Kansas Streets.



Arecastrum romanzoffianum
(Queen Palm)

Archontophoenix cunninghamiana

(King Palm)

Areaceae (Palmae) (Palm family)

Origin: Australia

Species characteristics:

Form -Feather palm. Moderate growth rate to 30 - 40' with a 10 -20' spread. More formal looking than Queen Palm. Handsome and stately. .

Trunk Dead fronds shed cleanly leaving a smooth gray trunk at maturity, with a smooth green shaft at the base of the fronds.

Foliage -The feathery fronds on mature trees are 8 -10' long green above and gray beneath.

Flowers/fruits -Prominent clusters of lavender flowers are bunched at the base of the crownshaft during spring and early summer, followed by colorful groups of small, waxy bright red fruits that are 3/8" long.

No significant pest problems.

Site suitability:

Sunset zones-21 -24.

Clearances -Suitable for 2 -3' parkways or 3 x 3' cutouts.

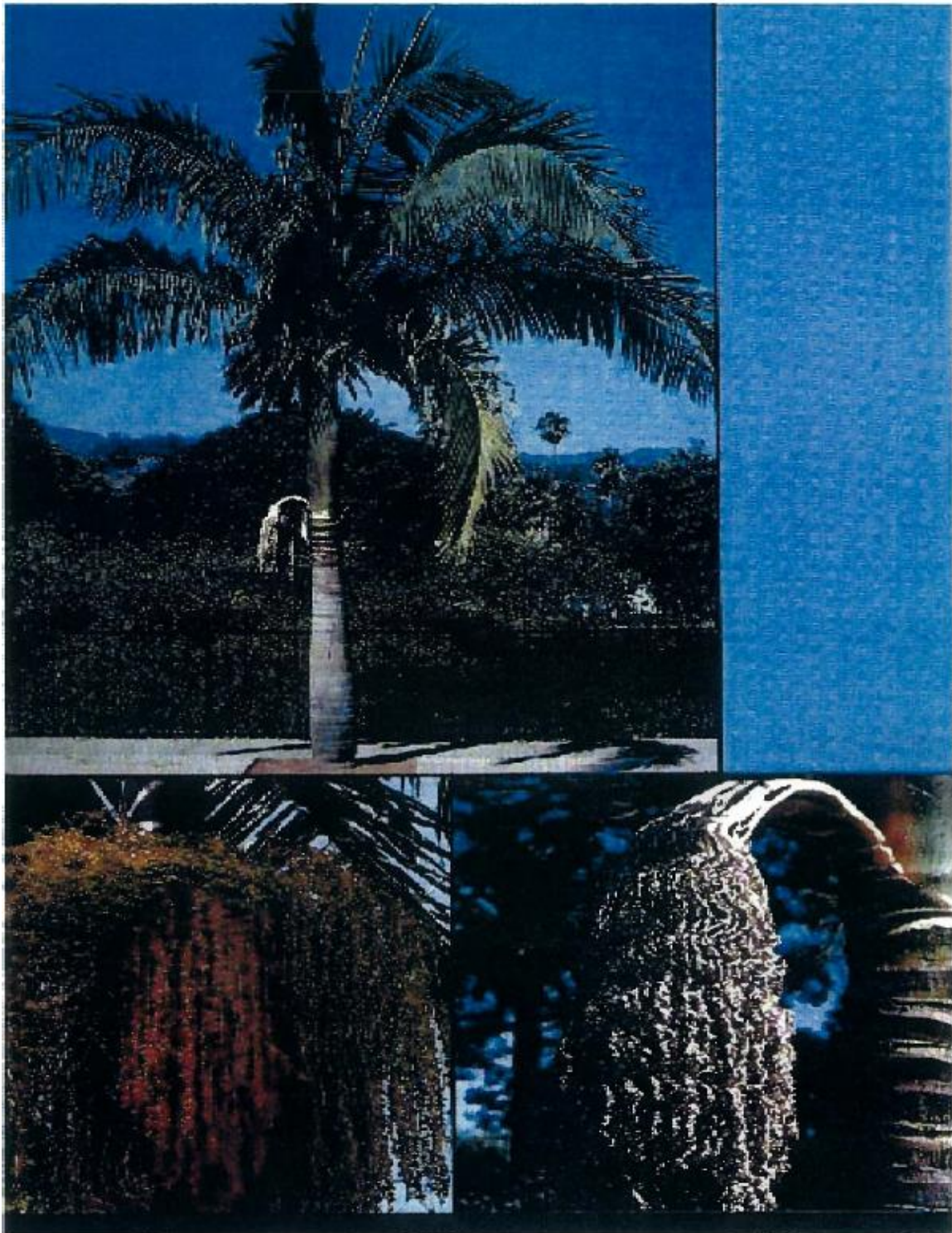
Good for streetsides, medians, parks and lawns. Excellent for group planting.

Culture considerations:

Avoid planting where future watering cannot be assured or in frost areas. Tolerates sun from an early age, as well as shade, and can grow for many years grouped under tall trees.

Comments:

The main (northern) entrance to the Manhattan Village on Sepulveda Boulevard has multi-trunk King Palms in the median.



Archontophoenix cunninghamiana
(King Palm)

Washington filifera

(California fan Palm)

Arecaceae (Palmae) (Palm family)

Origin: Southern California, Mexico

Species characteristics:

Form -Fan Palm. Very fast growing to 50', slender, erect.

Trunk-Brown frond stalks remain for many years, forming a skirt of thatch. When pruned, frond stalk bases form a distinctive series of vees along the whole trunk. When the lower portion drops off with age, the clean trunk is smooth and gray.

Foliage -Has deep glossy fronds with a saw tooth stalk and a reddish streak on lower sides. Long-stalked leaves stand well apart in open crown. As leaves mature, they bend down to form a petticoat of thatch which develops in straight lines, tapering inward toward trunk at lowest point of petticoat.

Flowers/fruits -Flowers are small, white to cream white, 1/4" in size, growing on long stalks in clusters 2 -3' long. A mature tree will produce many purplish blue fleshy fruits, each containing a 1/8" black seed.

No significant pest problems.

Site suitability:

Sunset zones -8, 9, 11 -24, and the warmer parts of 10.

Clearances -Suitable for 2 -3' parkways or 3 x 3' cutouts.

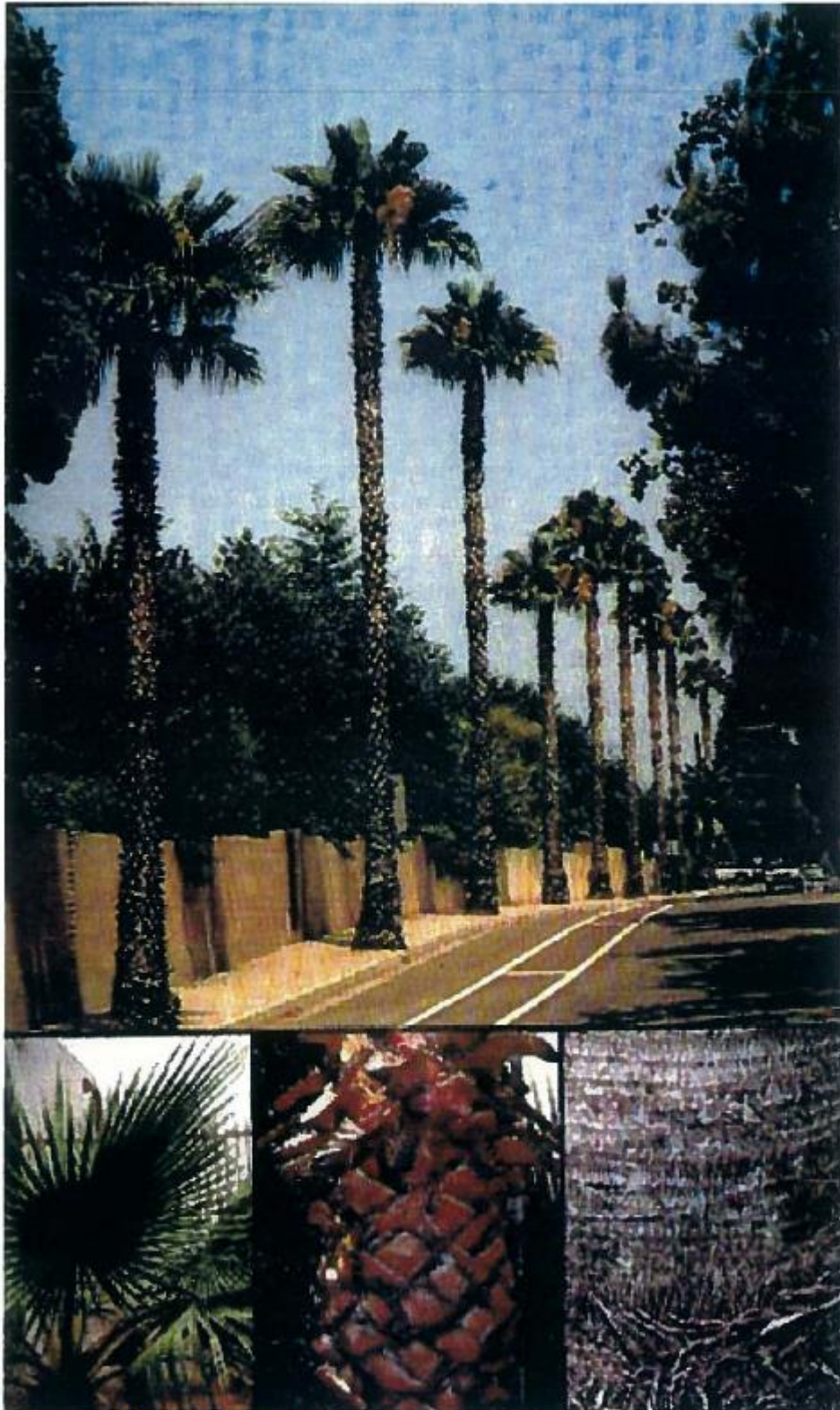
Good for streetsides, medians, parks and lawns as groups and accent trees.

Culture considerations:

The many fruits and self seeding can be a nuisance. Tolerates coastal exposure, drought and poor soils; however, will do pest in inland areas with heat.

Comments, notes:

This is the native California fan palm found in the canyons in Palm Springs. The trunk is more stout and the overall tree height is much shorter than the commonly used *Washingtonia robusta* -Mexican Fan Palm. (The photograph is the Mexican Fan Palm.)



Washington filifera
(California Fan Palm)

Note: This photograph shows *Washingtonia robusta* (Mexican Fan Palm), which is taller with a thinner trunk than the California Fan Palm.

9. "Twinkle" lights-(300 and 400 Blocks of Main Street)

"Twinkle" or other seasonal lights have been used very successfully in other downtown's to create an exciting atmosphere. Permanent lights using underground utilities, electrical outlets and transformer at each tree location, grounded outlets, weatherproof enclosures, GFCI circuits, and automatic on-off switching devices would be necessary to conform to Uniform Code requirements and for safety and durability. The necessary electrical service could be installed at the same time as the street improvements and the new street trees so that there would be minimal disruption. As an option, a cost estimate has been provided for lighting the existing street trees. The electrical outlets could also be used to service the lighting and other electrical needs of the farmers market, and other Downtown events.

Additionally, the lights will require on-going maintenance costs including replacement of burned out bulbs, adjustments of the lights as the trees grow, and replacement of other worn parts. Additionally, with the coastal environment it is expected that the strings of lights will need to be totally replaced approximately every 10 years.

Existing street trees-40 existing street trees-\$3000 to \$3700 each tree.

Estimated installation cost: \$120,000 to \$148,000

Estimated annual maintenance cost: \$8720- (\$218 per tree)

New street trees-After removal of existing street trees. Street trees at an average of 30 feet on-center with lights for each tree -40 and 30 trees per block (20 and 15 each side) 70 total-\$3000 to \$3700 each tree

Estimated installation cost: \$210,000 to \$259,000

Estimated annual maintenance cost: \$15,260. (\$218 per tree)

Potential Funding Sources: General Fund, Gas Tax, Prop C (with MTA approval) BID, and/or other assessment district

10. Parking structure or lot-(Holly Avenue-100 east Block, east of Main Street to the alley or southeast corner of Holly Avenue and Standard Street)

A two-level parking structure to accommodate approximately 70 parking stalls could potentially be located on Holly Avenue, east of Main Street. The structure could start at Main Street and be located in the Holly Avenue right-of-way and in the landscaped area north of the City Hall building on the City Hall property. The structure could extend east to the alley. Holly Avenue could be closed to street traffic in this area, but vehicular access to Holly Avenue east of the alley and to the alley could remain open. To accommodate 70 stalls, an area of approximately 100 feet by 140 feet would be required, 400 square feet per stall. Due to the constraints of such a small site, the cost for construction of a small structure would be approximately \$30,000 to \$40,000 per stall.

Another option could be to double-deck the existing City surface parking lot at the southeast corner of Holly Avenue and Standard Street. This lot has a significant grade change in that the alley on the east side of the lot is approximately 8 feet lower than the elevation on the west side of the lot abutting Standard Street. Access to an upper level open deck could be gained from Standard Street, while a semi-subterranean level could be accessed from the alley. This surface lot currently has 33 parking spaces. Double-decking would lose spaces in the circulation but gain in the additional level. Approximately 70 total spaces could be accommodated on the existing 100' by 140' lot. Again, due to the site constraints, the parking would cost approximately \$30,000 to \$40,000 per stall. If the portion of Standard Street between the existing surface parking lot and the surface lot on the west side of Standard Street which services City vehicles were closed, additional spaces could be accommodated.

The City's traffic engineer states in the Parking Demand Management section of the Specific Plan that currently there is adequate parking in the Downtown, and the potential construction of a parking structure or lot is seen as a long-term parking solution. A structure or lot would only need to be constructed when there is a demand for additional parking spaces, such as when there is construction of new square footage and/or a change in the mix of land uses in the area which increases the parking demand.

If a parking district, BID or other mechanism is established to collect parking fees, a fee "nexus" study would potentially be required (in accordance with AB 1600). In-lieu fees could be collected for the long-term construction of a lot or structure, and as an intermediate level solution, portions of the fees could be used for re-stripping and signage. These intermediate measures would consolidate and create more efficient parking. When there is a need, a lot or structure could then be constructed with the balance of the in-lieu fees. If there is no need for a new lot or structure after a certain time frame then the in-lieu fees would be refunded.

Total: \$2,100,000 to \$2,800,000

Funding Sources: General Fund, Gas Tax, Prop C (with MTA approval), in-lieu fees, BID, Parking District, and/or other assessment district.

11. One-way street-(Holly Avenue-100 east Block, one-way eastbound and Pine Avenue-100 east Block, one-way westbound)

Another option to increase available parking within the Downtown area would be to re-stripe existing two-way streets to one-way. The 100 block of east Holly Avenue is already striped with angled parking spaces on a portion of the south side of the block. The north side of the street is striped with parallel spaces. If the street were re-stripped as one-way eastbound from Main to Standard Street approximately 6 extra on-street parking spaces could be accommodated, on the north and south sides of the street.

The City's traffic consultant suggested that one-way streets should be designed as couplets to improve traffic flow. A couplet would involve installing two one-way streets, one eastbound and one westbound. The streets should be located in close proximity to each other.

The westbound street could be accommodated on Pine Avenue one block north of Holly Avenue. This street could be re-stripped as one-way westbound with angled parking on one side of the street. Pine Avenue is a narrow street and currently accommodates two-way traffic with parking on only the north side of the street due to the narrow street width. A one-way westbound street from Main Street to Standard Street would complete the one-way couplet. Angled parking could still only be accommodated on one only side of the street due to its narrowness, and approximately 4 extra on-street parking spaces could be provided.

The conversion to one-way streets would require traffic signal modifications at the Holly Avenue and Main Street intersection, signage and pavement marking modifications at the Pine Avenue and Main Street stop sign and re-stripping and signage for both streets. No curb or sidewalk modifications are anticipated or budgeted.

The City's traffic engineer states in the Parking Demand Management section of the Specific Plan that currently there is adequate parking in the Downtown, and the potential construction of one-way streets is seen as a mid-term parking solution. A one-way street configuration would only need to be constructed when there is a demand for additional parking spaces, such as when there is construction of new square footage and/or a change in the mix of land uses in the area which increases the parking demand. As discussed above, in-lieu fees could be used to finance these improvements.

Estimated Cost: \$16,500

Potential Funding Sources: General Fund, Gas Tax, Prop C (with MTA approval), in-lieu fees, BID, Parking District, and/or other assessment district

C. Civic Center Plaza

The Civic Center Plaza is a focal point for the Downtown, providing the opportunity for a vibrant public gathering spot. In recognition of the importance of this area, in December of 1998, the City Council considered an Action Plan to implement portions of the original Downtown Task Force's recommendations, which included renovation of the Downtown Civic Center Plaza. In January of 1999 the City staff returned to the Council and identified a more detailed action plan and funding sources for the improvements, which the Council subsequently approved. In May of 1999, the City hosted a design charette in an effort to maximize creativity and public participation in the redesign of the Plaza. A project coordinator was retained and facilitated the design competition between three firms. A design fair was held and the public was invited to review and voice their opinions on the three conceptual designs. The Council also held several public meetings to solicit input and the original Task Force reviewed and commented on the designs. In July of 1999, the City Council selected one of the architectural firms to work with the City to develop and refine a plan for the Plaza improvements.

The costs of the three designs that were submitted by the architectural teams range between \$539,000 to \$613,600, as the firms were given two preliminary budgets of \$250,000 and \$600,000. The original scope of the project was anticipated to include the demolition and removal of all of the existing concrete Plaza and the installation of landscaping, plaza furniture, and performance and public gathering areas. Recently the scope of the project has been further refined by the City Council's Downtown Subcommittee. The new scope does not include the removal of the concrete, but instead envisions working with the existing improvements to enhance the area and make it more functional and attractive. It is envisioned that the following elements will be included in the Plaza renovation: portable sound system, fixed lighting, potted landscaping, benches, relocation of existing central sculptures and re-use of the central raised planter area as a stage. It is anticipated that the improvements will not exceed \$225,000. The Council has already approved \$575,000 of Capital Improvement Program funds (1999/2004 budget) for the project and \$30,000 has been spent on the design charrette process. The balance of the unallocated Civic Center funds (\$320,000) are anticipated to be reallocated to Downtown streetscape improvements or other Downtown improvement projects or programs. Section VIII, E, 1, Design Standards, Plazas, Civic Center Plaza of this Specific Plan, provides more detailed information on the design of the Plaza.

D. Parking Management Program

1. Introduction/Summary

The City's traffic engineer states that at the present time, parking is not a critical issue in Downtown El Segundo, although there may be a perception by some Downtown shoppers that parking is inadequate. The parking supply and location of parking are generally adequate to serve the existing uses in the area. Downtown patrons may need to walk 1 or 2 blocks to their destination after locating a parking space, however this is typical in a pedestrian-oriented Downtown setting. The Downtown Specific Plan, however, will result in various changes to Downtown El Segundo. The changes may include a different mix of commercial businesses, higher densities, modified street layouts, modified on-street parking and other changes. The need for parking in the Downtown area will change as the Plan is implemented. The turnover in commercial uses, or the potential intensification of land uses, may result in higher parking demand. The location of the parking demand may also shift, and the number of on-street spaces may change due to the streetscape improvements that are ultimately included in the Plan.

A parking management plan for the Downtown area must be comprehensive and also flexible enough to respond to the parking challenges that arise as part of the plan. The following strategies are key to the implementation of the parking management plan:

- **Develop** a parking management plan that looks ahead to the ultimate build out of the Specific Plan area and considers the potential "worst case" parking demand scenario.
- **Phase in** parking modifications and improvements over time as the Specific Plan is implemented. Seek lower cost, high efficiency solutions first, followed by higher cost capital improvements when they are needed.
- **Work cooperatively** with area businesses and other stakeholders since they are the ultimate users of the parking system.

- **Consider** the potential impacts not only in the Downtown area but also on adjacent residential neighborhoods.

2. **Current Parking Conditions and Standards**

The Downtown area currently is served by surface parking that is a combination of on-street curb parking and off-street private and public parking in a series of lots. Off-street parking is primarily provided in back of businesses via alley access, with some lots also fronting Main and Richmond Streets, and Grand Avenue. There are a total of approximately 1,285 public and private off-street spaces in the Downtown Specific Plan area. In addition, there are approximately 370 public curbside spaces. Curb parking is mostly regulated by a two-hour maximum limit, from 8:00 A.M. to 6:00 P.M. that is enforced via tire marking. Additionally there are 20-minute maximum single spaces scattered throughout the Downtown, again with the 8:00 A.M. to 6:00 P.M. limit and in the 300 block of Main Street no parking is allowed from 2:00 P.M. to 8:00 P.M. to accommodate the farmers market. Blocks with the highest amount of off-street parking, all in private lots, include the 100 block of Richmond Street on the east side (200 spaces), the 100 block of Main Street on the east side (115 spaces) and the 300 block of Richmond Street on the east side (110 spaces). All other blocks have 95 or fewer spaces, with the lowest block containing 35 spaces. Seven percent of the off-street spaces are compact size and the remainder are standard size.

The current parking development standards for the Downtown area (CR-S Zone) include provisions for joint use parking, off-site parking, compact spaces, parking demand study reductions and tandem spaces. Additional parking is required for new square footage, however, the Zoning Code allows an existing building to change from one use to any other permitted use in the zone without increasing required parking, as long as all of the existing parking is retained. The majority of the existing buildings in the Plan area provide on-site parking: although generally it is limited to only 3 to 5 spaces per 25-foot wide lot. These current provisions allow some flexibility but need to be reviewed in the overall context of the Specific Plan, and revised to ensure that parking is being managed in an efficient manner. Additional flexibility, creative parking solutions, and administrative level of review is desirable to encourage new development within the Plan area, while still ensuring adequate parking facilities for new development.

3. **Elements of the Downtown Parking Management Program**

To be successful, a parking plan for the Downtown area must serve a variety of businesses, civic uses and residents. Each parking "user" group has different needs and therefore parking for each group must be considered differently. For example, employees of Downtown businesses use parking for extended periods throughout the day and they are able to park farther away from their destination than customers of the commercial businesses. Certain businesses generate high demand mid-day (office, some commercial retail uses) while others generate lunchtime and evening demand (restaurants for example). The parking management plan must accommodate each user group to most efficiently serve their needs without impacting the other groups.

The cost of developing surface off-street parking may include purchase of the land and construction of the parking area, driveways, signing, striping, drainage, landscaping, lighting etc. Subterranean or surface parking is more expensive due to the capital costs of the structures. Therefore, it is important to consider a wide range of parking solutions in addition to adding more parking. The types of parking improvements recommended for the Specific Plan include, but are not necessarily limited to, the following:

- **Parking management techniques** including better parking signage and information (brochures and maps), modifying time limits, consideration of parking meters and fees.

- **Parking services** such as a “joint” valet parking program for a series of adjacent businesses.
- **Cooperative parking solutions** such as shared use agreements among businesses in the Downtown area that would allow one business to use parking at another business during its off-peak hours.
- **On-street parking modifications** such as adding parking via the use of diagonal parking instead of parallel curb spaces (Grand Avenue and east-west side streets off of Main Street and potentially portions of Main Street).
- **Construction of off-street parking** in surface lots or structures with fee agreements for Downtown businesses that come into the area and require new parking.

The hallmark of this plan will be to phase in the necessary parking improvements over time, as needed, based on the changes occurring Downtown. Lower cost, less capital intensive improvements should be implemented first. However, the ultimate need for additional parking should be planned for at this time to allow adequate lead time to identify and obtain appropriate sites and finance the purchase of land (if required) and construction costs. A phased approach to parking improvement in the Downtown area is described.

4. **Parking Management Options**

The options presented in this section are oriented to the multiple user groups that park Downtown. It is not feasible, nor desirable to develop a parking management plan that simply addresses the needs of one user group at the expense of other user groups. For example, the plan must not add commercial parking without addressing resident concerns, or conversely create "resident only" parking without recognizing the need to maintain access for the public. Therefore, a series of options are presented that address the many parking related issues. Table 1 summarizes the options.

a. **Short-Term Parking Management Options- (implement upon adoption of the Specific Plan)**

Option: **Create Visitor Parking Information Guide/map**

Discussion: Many cities and Downtown districts have created user-friendly maps and parking guides that are oriented toward the Downtown visitor. The guide would include clear maps showing all public parking, as well as information regarding time limits and rates (if applicable).

The guide/map should be professionally prepared with high quality graphics and should be made available at public venues (City Hall, libraries, etc.) and distributed to all businesses that would be willing to make them available to customers (e.g., on the counter at stores, in offices and at restaurants).

Option: **Implement a Shared Use Parking Program**

Discussion: The most under-utilized parking throughout the Downtown is in off-street private parking lots. It is important to recognize that the use of private lots is not a universal solution to parking problems since it requires the cooperation of private land owners who may have specific reasons for not sharing parking. However, use of selected lots may be a method to help relieve the parking problem. Traditional impediments to the use of private parking include lot owners' concerns over liability, safety, vandalism and interference with their own business. While some of these concerns are well founded, some can be overcome through the use of negotiated agreements and common insurance policies that are obtained with the assistance of the City. Additionally, the City could enter into agreements with property owners of large parking lots with excess capacity (such as the Chevron parking lots) and "sublease" the spaces out to businesses in need of additional spaces. This recommendation will require the following initial actions by the City:

- survey private lot owners regarding the willingness to consider shared use of parking.
- investigate the availability of insurance coverage for public use of private lots and assist businesses in obtaining the insurance.
- consider police or private patrol to monitor the private lots.
- after identifying potential sites, secure agreements for use of the lots by adjacent businesses, determine parking fees (if any) to be charged, develop shared use parking contracts that specify hours of operation, maintenance, insurance requirements and other pertinent issues.
- develop signage and re-stripe private lots if needed on case-by-case basis.

Option: **Establish Baseline Parking Ratios for the Downtown as a Whole and Monitor over Time**

Discussion: Although each new business should not be required to provide parking on-site, the Downtown as whole will require new parking as development occurs. Therefore, the current parking surplus should be identified via detailed parking and land use surveys. The surveys will compare parking requirements based on standard parking ratios to the amount of parking available in the Downtown. Then, as new development occurs, the remaining surplus would be monitored on an on-going basis. New businesses or development~ that does not provide parking could pay into a parking "in-lieu" fund that would be used to develop joint parking areas when needed. When the parking demand gets within approximately 80 to 85 percent of the parking supply, then new parking should be provided. This type of parking "budget" would allow new businesses to come into the Downtown area without undue burdens to provide more parking by themselves.

Lot Utilization -approximately every six months conduct hourly surveys of the number of spaces utilized in key public and private lots and on-street for a weekday and Saturday. Also conduct regular monitoring of land uses added or subtracted and their associated parking requirements.

Land Use Patterns -Establish a database that is updated at least every six months that includes the type of business on each parcel, building area and amount of parking provided. A parking demand spreadsheet is also then updated bi-annually that will estimate the total parking demand for the Downtown, which is compared to the total parking supply.

Option: Enhance Directional Signage

Discussion: The signage is generally clear, consistent and covers most of Downtown. Some additional signs would help to further clarify the location of some Downtown lots, and to direct vehicles to alley access parking areas. A unified theme for directional signs should also be developed as part of the Specific Plan.

b. Mid-Term Parking Management Options-(implement when needed after Plan adoption)

Option: Implement Trial Period Shared Valet Parking Program During Peak Season

Discussion: As development and activity intensifies in the Downtown area, a peak season shared valet system would provide the convenience of on-street parking for business patrons and allow the use of more remote available parking. This service will only work with a minimum amount of activity generated by a group of nighttime attractions such as restaurants and shops. This measure is not recommended until the perceived demand is great enough to cover the costs of the service.

The valet would service a group of adjacent businesses. This may require the removal of a few on-street parking spaces during the time of valet operation.

It is recognized that some shopping trips require parking immediately adjacent to the business (dry-cleaners, take-out coffee, etc.), however, many visitors are willing to walk a few blocks during more extended visits.

For the valet service, there would be a fee charged per vehicle of approximately \$5 or \$6 (to be negotiated with the valet operator), which would cover all of the costs. If it was determined that this cost is *too* high for the customers, the City and/or businesses could subsidize the program, thereby reducing the fee to the valet patrons. All insurance, materials and other costs would be covered by the valet operator within the \$5 or \$6 per vehicle fee.

Option: Add Angled On-street Parking

Discussion: This option would add on-street parking where it would be most needed in the future as development occurs. Main Street only has sufficient width for angled parking on one side, however, angled parking may actually reduce the number of on-street parking spaces due to the elimination of parking at the corners to accommodate a left-turn pocket. Angled parking is feasible on Grand Avenue if the median parking area is removed. Also, it may be feasible to provide angled parking on one or more side streets, such as the 100 blocks east side of Holly and Pine Avenues, which connect to Main Street, by converting the streets to one-way flow. This option would be implemented in conjunction with other streetscape/design options as part of the overall Specific Plan.

c. **Longer Term Parking Management Options-(implement after short and mid term measures and as development warrants)**

Option: **Install Parking Meters to Manage Parking Turnover and Raise Revenues for Parking Improvements**

Discussion: One of the most effective parking management tools is pricing. Many persons using Downtown businesses will be willing to pay for parking depending upon the nature of the business they are visiting in the area. Local employees, for example, will be less likely to want to pay for metered parking. Therefore, prime curbside spaces can be reserved for customers via the use of meters and time limits. With reasonable rates and time limits, meters do not harm businesses while they help to properly allocate parking spaces to the various user groups. Obvious disadvantages to meters include aesthetics and the perception that they will drive away business patron customers.

Options: **While Implementing Parking Management Strategies, Continue to Investigate Costs and Feasibility of Added Parking**

Discussion: When considering potential growth patterns Downtown and given the City's Zoning Code which allows continued growth without providing more parking (for new businesses in existing buildings that maintain existing non-conforming parking), more general public parking will be necessary in the future if density increases without adding parking. The number of added parking spaces can be determined more precisely following implementation of the highest priority management strategies.

Building new parking will take several years due to the need for environmental clearances, environmental studies, design and construction. Therefore, the City should continue to investigate the engineering feasibility, costs and environmental consequences of adding parking Downtown at the same time that parking management strategies are being tested. Also, use of an in-lieu fee would provide funding for parking over time as businesses turn over or parcels are redeveloped.

EXHIBIT 6

SUMMARY OF PARKING MANAGEMENT OPTIONS

OPTIONS	DESIRED EFFECTS/ISSUES	Relative Cost to Implement H, M, L (1)
Short-Term Parking Management Options		
Create Visitor Parking Information Guide/Map	<ul style="list-style-type: none"> • increase awareness of parking opportunities • more effective use of available parking • need support of business community to circulate guide/map 	Low (approximately \$5,000 to \$10,000)
Implement a Shared Use Parking Program	<ul style="list-style-type: none"> • better utilize available private spaces • would require additional detailed analysis and coordination with private property owners 	Low (staff/administration costs)
Establish Baseline Parking Ratios for the Downtown as a Whole and Monitor Over Time	<ul style="list-style-type: none"> • identify current parking surplus • monitor development as it occurs and its impact on overall parking operations • add new parking or take other actions when supply reaches approximately 85% of demand, prior to reaching a critical point 	Moderate (staff/administration costs equivalent to several hours per week, after initial labor intensive inventory)
Enhance Directional Signage	<ul style="list-style-type: none"> • provide more clear and consistent signage • better utilize alley-access parking • enhance aesthetics 	Moderate
Mid-Term Parking Management Options		
Implement Trial Period Shared Valet Parking Program During Peak Season	<ul style="list-style-type: none"> • provide convenient customer parking • assist parking impacted business • need to analyze potential sites and select Contractor 	Low to Moderate (\$5,000 to \$15,000 per season for City support)
Add On-street Angle Parking	<ul style="list-style-type: none"> • provide more spaced via use of angle rather than parallel curb parking • slows traffic, promotes pedestrian use 	Moderate (costs for signing and striping)
<p>(1) Cost: H - High Cost associated with major capital expenditure, M - Moderate Cost for physical improvements and/or staff administrative costs, L - Low Cost reflecting limited staff time allocation or minor supplies/equipment cost.</p>		

Longer Term Parking Management Options		
Install Parking Meters on Selected Streets	<ul style="list-style-type: none"> • manage the parking supply, enhance turnover for businesses • prevent all-day parking by employees in prime spaces • raise revenues needed for parking expansions 	<p>Moderate to High (Initial cost, ultimately self supporting)</p>
While Implementing Parking Management Strategies, Continue to Investigate Costs and Feasibility of Added Parking	<ul style="list-style-type: none"> • provide added patron and employee parking • remove employee parking from adjacent residential streets • requires additional detailed analysis of economic factors 	<p>High to Very High (surface - \$1500 per space, structure approximately \$7,500 to \$15,000 per space, \$150,000 to \$1.5 million for 100 spaces) depending on surface or structure and other details</p>
<p>(1) Cost: H - High Cost associated with major capital expenditure, M - Moderate Cost for physical improvements and/or staff administrative costs, L - Low Cost reflecting limited staff time allocation or minor supplies/equipment cost.</p>		

E. Public Events, Activities and Programming

The ongoing scheduling, coordination and implementation of special events in the Downtown area are seen as a key component in the effort to revitalize the Downtown. Downtown events enhance the image that the Downtown is the center of activity in the community. In order to provide creative, diverse and high quality events and programs throughout the year in Downtown, the City retained an Events Coordinator/Facilitator in June of 1999. The events coordinator met with the Council Downtown Revitalization Subcommittee, DES I (the Downtown subcommittee of the local Chamber of Commerce), and the City's Event Coordination Steering Committee and developed a draft list of events. These include events such as a Main Street Bike Parade, June Jamboree-Food and Music Festival, Concierge Day, Annual West Fest, and Scavenger Hunt, designed to attract local and nearby residents to the Downtown year round. This will increase the awareness level of the types of shops and services that are available in the Downtown which will directly benefit local residents, merchants, and property owners by creating a broader and consistent customer base.

Many of the events include participation by and coordination with other groups and local service organizations such as the Chamber of Commerce, Rotary, and Kiwanis. The new events are intended to complement existing successful Downtown events (such as the Richmond Street Fair, Main Street Cruise, and the Holiday Parade) by coordinating new promotional programs around the existing schedule of events. In addition to developing, organizing and implementing various monthly events, the Coordinator also acts as a clearinghouse to coordinate the City of El Segundo Master Event Calendar. This central location for business owners and residents to access event information is seen as key to planning future events to eliminate potential date conflicts and to help ensure successful events with maximum participation. The Master Calendar includes maintaining a website calendar and issuing press releases.

The existing weekly farmers market in the 300 block of Main Street, initiated in July of 1999, is also one of the key Downtown events, being managed separately from the other Downtown events by the Recreation and Parks Department. The budget for the farmers market includes approximately \$35,000 of 1999/2000 General Fund monies. The farmers market generates approximately \$4000 a month during the 3 summer months and \$2000 a month during the balance of the year, a total of approximately \$30,000 in revenue annually.

The City Council approved \$20,000 of General Fund monies in both the 1998/1999 and 1999/2000 budget years for the Downtown Events Coordinator, although the 1998/1999 funds were not spent and were carried over to the 1999/2000 budget. An additional \$10,000 was allocated from the 1999/2000 Downtown marketing materials account and will be used for the Downtown Food and Music Festival, scheduled for June, 2000. Subject to City Council direction, it is anticipated that future budget years may have approximately \$30,000 annually in General Fund monies for Downtown Events.

F. Marketing, Advertising and Promotion

Marketing and promoting the Downtown to attract new businesses, retain existing quality businesses that meet the goals of the Plan, and advertise Downtown services, businesses and events, are key components to a successful Downtown.

The City Council approved retaining a retail recruitment firm in January, 1999 in an effort to place new highly desirable retail businesses in selected key locations Downtown. However, priorities were shifted and the \$35,000 approved in the 1998/1999 budget year from the General Fund was reallocated to the Downtown Events programming. Additional funds of \$14,500 were allocated in the 1999/2000 budget year, and \$10,000 of this was recently reallocated to the Downtown Food and Music festival (discussed above) and the balance will be used for banners to promote the farmers market. It is anticipated that in the 2000/2001 budget year, additional funds of approximately \$20,000 will be requested for retail recruitment. The firm selected will have to have proven success in placing businesses as part of successful downtown revitalization programs, and work closely with Downtown property owners.

Promotional materials prepared and distributed by the City include a Downtown Map with Points of Interest. This map was developed originally in 1998 and is regularly distributed to the Chamber of Commerce, area hotels, City Hall, Public Library, Downtown businesses, and new companies in town. The map provides general information about the Downtown and is keyed to a list of retail and restaurant uses in the Downtown. This map should be updated as part of the Downtown revitalization effort to ensure that it provides up to date and accurate information.

Another promotional program is the installation of banner poles, banners, and flags on Sepulveda Boulevard, a State highway with approximately 70,000 vehicle trips per day, to publicize City Events and promote the Downtown. Two types of banners are envisioned. The first would use the existing median light poles to install flags (approximately 3 feet by 8 feet) to publicize community events. There are 35 existing light poles on Sepulveda, which could accommodate two flags each, located on each side of the pole. The second type of banners would require the installation of two banner poles, with mounting hardware and cables at each location. Banners would be approximately 3 feet wide by 40 feet long and would hang over the middle of Sepulveda Boulevard. Installation and removal of the flags or banners would be an additional cost of approximately \$400 for each set of flags or banners for each installation and removal.

In February of 2000, the City Council approved re-allocating \$60,000 from the City "welcome monument" project, previously approved in the 1999/2000 Capital Improvement Program budget, to the banner project. The \$60,000 includes the installation of the banner poles only, (four poles at two locations) not the banners. General fund monies of \$4,500 are available for banners (Downtown marketing materials) and it is anticipated that this will be used for one large (3-foot by 40-foot) banner to advertise the Downtown Farmers Market. Other Farmers Market advertising which has been used, that could also be used for other efforts, includes cable television advertising in nearby communities, advertisements in area newspapers, and advertisements on internal e-mail networks for major corporations located in El Segundo. Any additional funds remaining from the banners will be used to promote other Downtown events, It is anticipated that the City Council will review a request for additional funds for other banners in the near future. In addition, it is anticipated that event sponsors and coordinators would pay to install banners to promote their individual events.

Other types of marketing could include advertisements, flyers, billboards, or other promotional materials.

A lunchtime shuttle to bring employees from the business center of El Segundo, west of Sepulveda Boulevard, to the Downtown has been explored in the past and could be analyzed further if desired. The Chamber of Commerce and a BID could also be involved with promoting and advertising the Downtown.

G. Development Incentives

Development incentives can be used as a tool to attract and retain quality businesses in the Downtown. Through the Business Attraction Program (Chapter 3.06 of the El Segundo Municipal Code) and the City's economic development program, the City currently offers numerous incentives for qualified target businesses throughout the City. The incentives apply to the Downtown area also, and are proposed to continue. These incentives include:

1. Expedited and reduced cost entitlements:

- Permit approvals may be expedited through the Community, Economic and Development Services application and permit processes at the request and the expense of the applicant.
- The City may enter into agreements that guarantee that permits will be reviewed within a certain time frame, as agreed to by the City and the applicant ahead of time. If the City does not review the plans within the established time frame then all associated City fees are refunded.
- Building Safety Division fees are negotiable and may be reduced as much as 50%.

2. Local tax credits and rates:

- Business License Tax: The business license tax can be reduced and/or eliminated if El Segundo is used as a point of sale. The tax will be offset by the amount of the sales tax generated to the City in the previous year, up to the point where zero fees are due to the City.
- Utility users tax: Gas, water, electric, and telephone taxes are negotiable, up to the point where zero tax is required. Currently these rates are 3% for gas, water, and electric, and 2% for telephone.
- Transient Occupancy Tax: The City's transient occupancy tax for hotel users is currently 8%, one of the lowest in Los Angeles County.

Additional incentives could be provided in the Downtown Plan Area such as the reduction, or elimination of traffic impact fees and the further reduction of Planning and Building Safety Division fees.

3. Removal of Nonconforming Signs:

The City finds that in order to enhance the environment of the Downtown it is desirable to encourage the removal of nonconforming signs at a rapid pace. Therefore, the City may offer owners of nonconforming signs the following incentives to hasten their removal.

In order to qualify for the nonconforming sign removal incentive, a sign proposed to be removed must meet the following requirements. The sign must have been a legal, conforming sign at the time of its placement. (In other words, the sign cannot be illegal). The sign must be located in the Main Street District (300-400 Blocks Main Street). The sign shall not be an abandoned sign at the time of application. In the granting of nonconforming sign removal incentives the City will apply the following priority ranking schedule: roof signs, pole signs (freestanding sign over 10 feet high), internally illuminated signs, and plastic signs. Owners of nonconforming signs may, at their discretion, choose to participate in the following sign removal incentive program. The City will select a number of applicants each year to participate in the program based on the priority of signs provided above and the availability of funds.

The nonconforming sign removal incentive program is a three-year program commencing on the effective date of this Specific Plan. The program is designed to encourage the rapid removal of the least desirable types of signs by providing larger incentives in the early years and tapering off to no incentives in the fourth year.

The incentives which may be provided are as follows:

- Years one and two
 - Free removal of nonconforming sign.
 - Free design service to provide conforming, attractive sign sketches. *
- Year three
 - Free removal of nonconforming sign

** Those participants availing themselves of the free design service must agree to utilize one of the alternative sketches provided and to erect a new sign within three months of receiving the sketch designs. If said new sign is not erected, the participant will be required to reimburse the City for the cost of the sign design service.*

The removal of non-conforming signs program could be financed through General Fund monies or a Business Improvement District (BID).

H. Historic Preservation

The City will provide incentives to owners of structures in the Richmond Street District (100-200 blocks Richmond Street) to maintain, preserve, and improve their historic properties on a completely voluntary basis. Eligible structures are not required to participate in the incentive programs. Only historically significant structures, as identified on the attached map, are eligible for these incentives.

The program is a two-part approach to encourage the preservation of El Segundo's historic past. The first part is a series of incentives (regulatory or financial) to encourage historically significant properties to continue to function without major structural alterations that would affect the historical features of the building. The second part is a strong "disincentive" to discourage demolition of historically significant structures by owners which had used any incentive. This second approach does not prohibit the demolition of a historic structure if the owner has not received regulatory or financial incentives from the City.

Protecting the cultural heritage and historical architectural resources that are found in the Richmond Street District is part of the overall goal/ for the revitalization of the area. This program seeks to give owners of eligible historic properties relief from the contemporary municipal codes, ordinances, taxes and laws levied on newer contemporary structures. By assisting the owners of historic properties, the authenticity of the character of Richmond Street can be preserved, thus improving the economic climate for all owners and merchants.

EXHIBIT 7 HISTORICALLY SIGNIFICANT STRUCTURES

GRAND AVE.	
200	🏠
225	🏠
223	🏠
221	🏠
215	
211-213	🏠
209	🏠
203	🏠

🏠 116-130
🏠 222
🏠 216-220
🏠

FRANKLIN AVE.	
147	
145	🏠
143	🏠
139	🏠
135	
131	🏠
123-129	🏠
121	
117	🏠
115	🏠

FRANKLIN AVE.	
🏠 146	
🏠 144	
🏠 142	
🏠 140	

RICHMOND ST.

EL SEGUNDO BLVD.



Historically Significant Structure

0 100 200 300 400 Feet



1. Regulatory Incentives

Historically significant properties are eligible "to apply for the following preservation benefits. The granting of any benefit shall be conditioned upon a written agreement between the City and property owner that ensures preservation of the building's historic character and strongly discourages future demolition. Government Code Section 37361 allows specific zoning criteria for historical buildings.

a. Parking

Commercial historic structures may be granted a reduction in parking requirements, to a maximum of 50 percent, based on a Parking Demand Study and the degree to which the historic character of the building is preserved and/or enhanced.

b. Building Permit and Planning Application Fees

All building permit and planning application fees for historically significant structures will be waived by the Director of Community, Economic and Development Services (subject to City Manager approval) for those proposed projects compatible with preserving the historic character of the subject building.

c. Business License Fees

Local business license tax fees will be waived or reduced for historically significant structures, by the Director of Community, Economic and Development Services, (subject to City Manager approval) for those projects that have completed construction that has renovated, improved, or preserved the historical character of the subject building.

d. Additions to Historic Commercial Structures

Historic commercial structures may add up to 50 percent of the existing floor area, not to exceed 500 square feet, without providing additional parking and without bringing other existing nonconformity's into compliance, except for permanent signs, with current Specific Plan Standards. The structures would still be required to comply with the floor area ratio (FAR) requirements of the district.

e. Setback Flexibility

Additions to historically significant structures may be allowed to maintain setbacks up to the line of existing encroachments, provided that all setbacks as required by the Uniform Building Code, are maintained for new construction.

f. State Historic Building Code

The California State Historic Building Code (SHBC) provides alternative building regulations for the rehabilitation, preservation, restoration or relocation of historically significant structures. The SHBC may only be used for officially designated historically significant structures, (cultural resources) or in official Historic Districts, in accordance with regulations detailed in Chapter 20.52, Historic Preservation, of the El Segundo Municipal Code.

These standards would be applied during the City's building permit procedure as this code would supplement or replace the Uniform Building Code (UBC) requirements.

g. Rehabilitation Tax Credit

A tax credit may be available for historically significant structures if work performed on the structure constitutes a "Certified Rehabilitation." The tax credit may only be used for officially designated historically significant structures, (cultural resources) or in official Historic Districts, in accordance with regulations detailed in Chapter 20.52, Historic Preservation, of the El Segundo Municipal Code.

h. Conservation or facade easements

A conservation or facade easement is a contract between private property owners and qualified non-profit organizations (which may be the City). The easements enable a property owner to preserve a historically significant building in perpetuity in return for certain tax benefits. The easement may only be used for officially designated historically significant structures, (cultural resources) or in official Historic Districts, in accordance with regulations detailed in Chapter 20.52, Historic' Preservation, of the El Segundo Municipal Code.

2. Financial Incentives

a. Mills Act Contracts-Property Tax reductions

As a preservation incentive, historic property agreements offer advantages to both the City and the property owner. These agreements, commonly referred to as "Mills Act contracts," provide for property tax relief for owners of qualified historic properties who agree to comply with certain preservation restrictions. The tax credit may only be used for officially designated historically significant structures, (cultural resources) or in official Historic Districts, in accordance with regulations detailed in Chapter 20.52, Historic Preservation, of the El Segundo Municipal Code.

For purposes of this Specific Plan, this section does not detail all of the tax and revenue information of the Mills Act. This section does not provide contracts, complete Government Code sections, or Tax Code information. Any individual interested in more details on a Mills Act contract for their historic property is urged to contact the State's Office of Historic Preservation for more information.

The use of Mills Act contracts gives the City the flexibility to deal with historic structure on a case by case basis. The City has the option to choose which properties are suitable for the incentive by evaluating various factors, such as the Significance of the building to the community, development pressures on the site, or the need for rehabilitation. These contracts can be used both as a tool to preserve an individual building and as part of the broader Specific Plan Implementation Program.

For owners of historic properties, Mills Act contracts offer several distinct advantages Participation on the part of the property owner is completely **voluntary**. In areas where land value represents a large portion of the market value, such as in commercial and residential districts, the Mills Act method of the lower assessed valuation adjusts the property tax to reflect the actual use on the site, and can offer significant reduction in taxes for owners of historic buildings.

Another important benefit of this incentive is that, since historic properties continue to be protected by the contract when the property is sold, the reduced property tax valuation is passed on to the new owner. Since sale of the property does not trigger a Proposition 13 reassessment on sale, the existence of a Mills Act contract can be a real selling point when the property is on the market.

The owner of an eligible historic property may apply to the City to enter into a historic property contract. If the City agrees to a contract, it has the discretion to set such terms as are "reasonable to carry out the purposes of preservation of the property." However, the statute does provide for a number of mandatory contract provisions which are set out in Government Code Sections 50281 and 50282. In order to allow Mills Act contracts, the City needs to first adopt an enabling ordinance which would be accomplished separately from the adoption of this Plan.

The minimum term of a Mills Act contract is ten years, and each year the contract is automatically renewed for an additional year on a specified date unless a notice of non-renewal is given. Either the property owner or the local government may elect not to renew for any reason. The effect of non-renewal is to terminate the contract at the end of the current ten-year term. The specific procedures for non-renewal are found in Government Code Section 50282.

As appropriate, the contract may provide for the preservation, restoration and rehabilitation of the property according to the standards of the State Office of Historic Preservation. Several of the cities that have prepared Mills Act contracts require the use of Secretary of Interior's standard for Rehabilitation. The contract may also provide for periodic examination of the property to assure compliance with the contract terms.

Under a Mills Act contract, the property owner is obligated to prevent deterioration of the property, in addition to complying with any specific restoration or rehabilitation provisions contained in the contract. Suggested restrictions might include prohibition of demolition or alteration except with City approval, or the requirement to seismically stabilize the historic structure.

In the case of breach of contract conditions by the property owner, including the duty to prevent deterioration, the City has the option of either bringing legal action against the owner for compliance, or canceling the contract. In the event that the contract is canceled, the owner is assessed a penalty of 12-1/2 percent of the market value of the property at this time of cancellation.

The statute also provides for recordation of the contract within 20 days of its execution. Although contracts may be entered into at any time, the new valuation will not take effect until the assessment date of March 1st in any given year. Mills Act contracts are binding on all successors in interest to the original owner, subject to the provisions stated above.

To summarize:

Mills Act Contracts:

- Are voluntary and flexible.
- Offer tax benefits to owners of historically significant properties.
- Can be used with income producing properties as well as private homes.
- Remain in effect upon a change of ownership.
- May encourage home buyers to purchase designated structures.
- Can provide for permanent maintenance of historic resources.

The money saved from the reduced property tax would be available to maintain and restore the property thereby benefiting the owner as well as Richmond Street District residents and merchants.

b. Facade Improvement Program

This project is not limited to historically significant structures in the Richmond Street District. The project will provide financial grants, loans and/or matching funds to eligible property owners and ground floor tenants to upgrade the appearance of storefronts. For detailed information see Section XIII, I Implementation and Financing, Facade Improvement Program, in this Specific Plan.

c. Rehabilitation Loans, Grants and Matching Funds

This program would be limited to historically significant structures in the Richmond Street District. Similar to the Facade Improvement Program, described above, this program would provide funds for rehabilitation of existing historically significant buildings. Funds could be used for structural and seismic retrofitting, improvements to bring the structure up to current Building Code requirements, or provide for the improvement and upgrading of deteriorated buildings.

3. Demolition "Disincentives"

Properties listed as historically significant are subject to demolition "disincentives". The "disincentives" are quite simple and straightforward.

Essentially, there are two categories of buildings designated as historically significant. There are the buildings which have taken advantage of the regulatory or financial incentives offered to them by the City, and there are the buildings which have not taken advantage of any City historic incentives.

If a property is listed as historically Significant and has taken-advantage of any incentive offered through this Specific Plan, and desires to demolish over 10% of the total building square footage, they must pay a \$5,000 Historic Demolition Permit Fee to fund the Facade Improvement Program or any other Richmond Street historic preservation needs.

If a property is listed as historically significant and has not taken advantage of any incentive offered through this Specific Plan, and desires to demolish any portion of the building, they may do so by obtaining the necessary permits from the Building Safety Division.

Any property owner that takes advantage of any of the financial or regulatory historical incentives will be required to enter into an agreement that is a contractual obligation with the City. The contract will detail the provisions of the financial obligations of the property owner if they decide to demolish the structure in the future.

I. **Facade Improvement Program**

The City of El Segundo, through a Facade Improvement Program, could provide no or low interest loans, grants, and/or matching funds to eligible property owners and tenants to upgrade the appearance of storefronts/building facades in order to help create a positive retail environment in Downtown El Segundo. Loans would have to be repaid to the City, grants would not be repaid, and matching funds could be a combination of loans or grants.

Improving and upgrading building facades with Downtown, especially in the Downtown core (the Main Street District), is one of the important goals' of this Specific Plan. The Facade Improvement Program seeks to bring new life to existing buildings, which do not conform to the Design Standards of this Specific Plan or are in need of a "facelift." By assisting property owners to upgrade the appearance of their buildings, the aesthetic environment of Downtown is enhanced, thus improving the economic climate for all merchants and the City as a whole.

To qualify, the building must be located in the Downtown Specific Plan area. New construction is not eligible for assistance. Buildings in the Main Street and Richmond Street Districts will be given priority. Buildings with existing multiple ground floor storefronts/businesses are eligible for more than one loan, grant or match. Applicants must be at a minimum both the business owner and the property owner. If a storefront is vacant, the property owner may be sole applicant.

A copy of the lease must be submitted with the application. The lease period should be at least two years from the date of the application. For those applicants that do not have an executed lease of a minimum of two years from the date of the application, the property owner may apply for loan funds if the property owner enters into an agreement with the current tenant not to raise rents more than 5% per year for a two year period from the date the storefront agreement is executed (where no lease currently exists) or for the time remaining in the two year period (when a lease is in effect) in order to receive a loan, grant or matching funds.

Applicants must verify that there are no code enforcement violations on the property. Any violations must be resolved prior to execution of the loan agreement.

If applicants have previously received business loans from the City, the payback of the loans must be up to date in order to be eligible for the Facade Improvement Program.

The tenant, the property owner, and the City will sign a contract before an applicant is eligible to receive loan funds. The applicant may not begin any work before the contract is approved and Signed by the City, and any required permits are obtained.

Types of improvements which are eligible with loan, grant or matching funds are:

- painting of entire building facade and sides of building visible from streets and alleys (all painted surfaces are required to be repainted)
- awnings
- marquees
- parapet walls
- doors
- windows
- arcade/canopy facade and display window lighting
- landscaping
- tile
- pavement between door and sidewalk
- signs • other facade improvements approved by the City
- Seismic retrofitting (structural upgrade) only on recognized historic masonry buildings.

All improvements must be approved by the City and must be consistent with this Specific Plan. Maintenance type improvements such as roofing, plumbing, and general structural (not seismic) upgrade improvements are not eligible for loans, grants, or matching funds. All interior improvements (except display window lighting) are ineligible.

No or low-interest loans, grants or matching funds may be made to eligible applicants to improve building facades. The repayment of the loans shall be made in accordance with the requirements established by the City Council. Matching funds require that the recipient invest an equal amount in improvement efforts, matching the City's investment.

Applicants are to designate one person who will be the applicant's contact person for this project. The contact person notifies all other applicants of the time and date for design meetings. All improvements must be approved in advance by the Department of Community, Economic and Development Services and the Planning Commission if a Historic building (cultural resource) is involved. Applicants of multiple storefronts within a building are encouraged to work together to receive one set of bids for an entire building. This will reduce the cost per storefront. The applicant is to receive two written bids from licensed contractors to construct the work. All work must be constructed by contractors licensed by the State of California. The applicant selects the contractor and is responsible for completing any agreements with the contractor for all improvements. Applicants are responsible for obtaining bids, selecting a contractor, and executing agreements with contractors. City staff will not provide assistance in obtaining bids, however, a list of qualified' contractors may be provided.

Painted buildings (which need repainting) with approved colors are required to be repainted under this program as the first improvement funded with loan, grant or matching funds. After painting, other eligible improvements can be funded with remaining funds.

The facade improvement program could be financed through General Fund monies, bonds, or a Business Improvement District.

I. Financing Options

The City's economic consultant for the Specific Plan, Keyser "Marston Associates, Inc. prepared two memos in which they discuss financing options for implementation of the Specific Plan. The consultant accurately indicates that the goal of the Plan is to enhance the area for the residents and employees within the City, while not desiring to draw regional visitors as the beach cities have done. Although some of the funding sources discussed are not appropriate or realistic for El Segundo, they were identified as common sources that have been used successfully in other communities. The following potential funding sources were identified:

1. Redevelopment funds

Several nearby cities have successfully used redevelopment funds for downtown rehabilitation and facade improvement programs (Torrance, Pasadena, and Santa Monica). Under the redevelopment law's current definition of "blight" it may be difficult to make the factual findings necessary to form a redevelopment area in the Plan area.

2. Property and Business Improvement District (PBID) and Business Improvement Area (BIA)

A PBID as well as a BIA, as discussed in Section A of Implementation and Financing, is suggested for funding a wide variety of activities. A summary of the key features of a BIA versus a PBID is provided in Appendix VII. The Montrose area of Glendale, East Village in Long Beach and numerous communities within the Cities of San Diego and Los Angeles, have created successful downtowns through the use of PBID's and BIA's.

3. Parking District

The consultant suggests that a district could help to organize existing parking in a more efficient manner, and create new centralized parking if necessary. New development could pay in-lieu parking fees to off-set the cost of consolidated parking and/or the costs of a future parking structure. Glendale has successfully restructured the parking in their Montrose area through a parking district.

4. Community Development Block Grant (CDBG) Funds

The total CDBG funds that the City receives annually are very limited. Of the current allocation of approximately \$120,000, the majority is spent on the Residential Sound Insulation Program.

In the current budget year there is approximately \$60,000 of unallocated funds that could be used for handicapped access and ADA improvements to the Downtown and Civic Center Plaza. CDSG funds could not be used for any other type of Downtown improvements as the area does not meet the CDSG low-income criteria and the job component requirements for the use of CDSG funds would most likely not be met.

5. Assessment District

An assessment district (other than a parking assessment district) is not considered to be a viable option. The cost of financing bonds for an assessment district with improvements that are less than 2 million dollars is generally considered to be inefficient. This is because the issuance cost is too large of a percentage of the total bond cost so the effective interest rate is quite high. The same finance issues also arise with certificates of participation.

6. Development Fees

Fees based on the square footage and type of use could be imposed on new development, similar to the City's existing traffic mitigation fee program. A "nexus" study would need to be undertaken for any new development fees, in accordance with AS 1600.

7. Loans or bonds

The City could take out a loan or issue bonds to provide the seed money for a facade improvement program. The City would pledge the facade loan payments for repayment of the loan, but would need to supplement the pledge with general funds. Funds from a local lender would be another option for financing a facade improvement program. This type of funding would provide loans on an as needed basis.

8. Corporate funding

Cities, as well as non-profit groups, have successfully used corporate funding for a variety of improvements and programs. Cultural facilities, special events, and economic development activities could be financed through corporate donors. Marketing and sponsorships is another growing area of potential use of corporate funds.