

MEMORANDUM			
TO:	Jami Williams Debbie Jewell RRM Design Group	DATE:	April 27, 2022
FROM:	Roger Dale, Principal Alan Levenson, Senior Associate The Natelson Dale Group, Inc. (TNDG)	FILE:	#4165
SUBJECT:	Real Estate Market Overview and Long-range Demand Projections for El Segundo Downtown Specific Plan Update		

This memorandum and the attached data tables provide a summary of TNDG’s real estate demand projections for the Downtown Specific Plan (DTSP) area in El Segundo. The market overview is not intended to be a full-blown market study to define the feasibility of specific development projects, but provides a planning-level analysis of real estate absorption potentials in the study area. In particular, the analysis forecasts long term (20-year) development demand for the following land uses:

- Retail/restaurant
- General office
- Medical office
- Multi-family residential

The market forecasts are based on customized versions of TNDG’s demand projection models, and also reflect the existing downtown business mix in El Segundo (and in three comparison cities). For each land use, TNDG has forecasted potential citywide demand and then estimated the market shares or “capture rates” potentially achievable with the DTSP area.

Summary of Market Demand Projections

Summary Table A (on the next page) provides a brief overview of the market demand projections. Potential demand within the DTSP area (through 2040) is projected as follows (rounded):

- Retail/restaurant space – 70,000 to 170,000 square feet
- General office – 120,00 to 250,00 square feet
- Medical office – 25,000 square feet
- Multi-family residential – 200 to 375 units

Summary Table A
Overview of Market Demand Projections (through 2040)
El Segundo and Downtown Specific Plan Area

Land Use	Citywide Demand, through 2040		DTSP Demand, through 2040		Basis/Key Assumptions for Demand Scenarios	
	Baseline	Aggressive	Baseline	Aggressive	Baseline	Aggressive
Retail/restaurant (square feet)	465,000	1,045,000	69,500	166,500	El Segundo's percentage share of regional (5-mile trade area) demand will remain constant	El Segundo's percentage share of regional demand will grow over time
General office (square feet)	770,000	2,500,000	115,500	250,000	Baseline forecasts reflect modest employment growth projected by SCAG	Aggressive forecasts reflect a continuation of El Segundo's office absorption rates over past 10 years
Medical office (square feet)	160,000	160,000	24,000	24,000	Medical office demand is assumed to be the same for baseline and aggressive scenarios (since it is assumed to be primarily a resident-serving land use, with limited potentials to capture regional demand)	
Multi-family residential (dwelling units)	500	750	200	375	Citywide forecast generally corresponds to City's RHNA requirements	Baseline projections increased by 50% to reflect potential expansion in zoning capacity
Source: The Natelson Dale Group, Inc. (TNDG).						

Tables 1a and 1b on the next two pages provide an abbreviated summary of TNDG's 20-year demand projections for the DTSP area. Table 1a provides *baseline* projections and Table 1b provides more *aggressive* projections. Assumptions underlying the baseline and aggressive forecasts for each land use include the following:

- **Retail/restaurant.** The baseline scenario for retail/restaurant demand reflects the assumption that El Segundo's capture rates of demand from the regional trade area (defined for these purposes as a 5-mile radius) will remain constant over the next 20 years. Whereas the overall "pool" of regional demand will grow somewhat due to projected (relatively modest) population growth, El Segundo's *share* of total demand would remain constant in percentage terms. Under the aggressive retail/restaurant scenario, El Segundo's capture rates of local and regional demand are assumed to increase. Overall growth in regional demand would be the same as under the baseline scenario, but El Segundo's percentage shares would increase (as detailed in appendices A and B).
- **Office.** The baseline office demand projections are tied to the relatively modest employment growth rates projected for El Segundo in the Southern California Association of Governments (SCAG) regional demographic forecast for the period 2020-2045. The aggressive office demand forecasts assume that El Segundo would achieve an annual office absorption rate on par with recent historic (2010-2020) trends.
- **Residential.** The baseline residential demand projections reflect a relatively modest level of new housing development and are based on the Regional Housing Needs Allocation (RHNA) numbers for El Segundo. The aggressive residential demand projections have been derived by TNDG to reflect the more robust market conditions that would potentially exist with expanded residential zoning capacity in El Segundo.

Table 1a
Potential Demand for New Development, 2020-2040 (BASELINE SCENARIO)
El Segundo Downtown Specific Plan Area

Land Use	Citywide Demand (Rounded)	Potential Downtown Capture Rate	Total Downtown Demand
Retail (square feet)			
Restaurant	55,000	30%	16,500
Grocery	25,000	30%	7,500
GAFO (1)	275,000	10%	27,500
Hardware/Auto Parts	60,000	5%	3,000
Services	<u>50,000</u>	30%	<u>15,000</u>
Total	465,000		69,500
Office (square feet)			
General Office	770,000	15%	115,500
Medical Office	160,000	15%	24,000
Residential (dwelling units) (2)			
	500	40%	200
(1) GAFO = <u>G</u> eneral Merchandise, <u>A</u> pparel, <u>F</u> urniture, and <u>O</u> ther/Specialty retail sales categories.			
(2) The Pacific Coast Commons mixed-use project (with a total of 263 residential units) will absorb a significant portion of project citywide housing demand. This project (located outside the DTSP area) was approved by the El Segundo City Council on March 15, 2022.			

Source: TNDG.

Table 1b
Potential Demand for New Development, 2020-2040 (AGGRESSIVE SCENARIO)
El Segundo Downtown Specific Plan Area

Land Use	Citywide Demand (Rounded)	Potential Downtown Capture Rate	Total Downtown Demand
Retail (square feet)			
Restaurant	155,000	30%	46,500
Grocery	70,000	30%	21,000
GAFO (1)	660,000	10%	66,000
Hardware/Auto Parts	60,000	5%	3,000
Services	<u>100,000</u>	30%	<u>30,000</u>
Total	1,045,000		166,500
Office (square feet)			
General Office	2,500,000	10%	250,000
Medical Office	160,000	15%	24,000
Residential (dwelling units) (2)			
	750	50%	375
(1) GAFO = <u>G</u> eneral Merchandise, <u>A</u> pparel, <u>F</u> urniture, and <u>O</u> ther/Specialty retail sales categories.			
(2) The Pacific Coast Commons mixed-use project (with a total of 263 residential units) will absorb a significant portion of project citywide housing demand. This project (located outside the DTSP area) was approved by the El Segundo City Council on March 15, 2022.			

Key Market Conditions Influencing Downtown El Segundo’s Development Potentials

Future development opportunities within the Downtown Specific Plan area will be influenced by the following existing and foreseeable market conditions:

- Retail and office demand in El Segundo reflect the City’s unique status as a small residential community with a massive daytime employment population. Whereas the City’s resident population in 2019¹ was approximately 16,800 persons, in 2019 there were an estimated 73,800 jobs in the City. These numbers equate to approximately 4.4 jobs per resident. In contrast, the jobs-per-resident ratios in the neighboring cities of Culver City, Hermosa Beach, and Manhattan Beach were 1.9, 0.4 and 0.6, respectively (and the overall average for Los Angeles County was 0.5).

¹ The analysis uses 2019 as the base year for the retail demand analysis, in order to avoid distortions caused by the COVID-19 pandemic (and assumed to be temporary for purposes of the long-term forecasts).

- Due to El Segundo's extraordinary jobs/resident ratio, the City supports far greater retail sales and has far more office space than would be typical for a residential community of its size. Taxable sales in El Segundo in 2019 were \$36,500 per resident compared to the countywide average of \$12,000. Among the three comparison cities considered in this study, only Culver City had higher taxable sales per capita (\$39,900); per capita taxable sales in Hermosa Beach and Manhattan Beach in 2019 were \$12,200 and \$19,200, respectively.
- El Segundo has an existing inventory of 17.8 million square feet of office space, representing nearing 5% of all office space in Los Angeles County. In contrast, the City's population represents only 0.2% of the Los Angeles County total, which again underscores El Segundo's very strong market position for non-residential development. A key implication of this strong market position is that future retail and office development opportunities in El Segundo will not specifically be constrained by *resident* population growth (which is expected to be minimal, according to the official SCAG forecast), but will be more broadly support by regional population increases and growth in the larger Westside/South Bay economy.
- After gradually recovering from high-vacancy conditions during the Great Recession, the Los Angeles County office market has experienced significant new headwinds due to the COVID-19 pandemic. Countywide, these impacts have translated to lowered transaction volume, rising vacancy levels and slower rent growth (all of which discourage development of new space).
- The impact of the pandemic shutdown on the office market continues to take shape, and the extent to which reduced demand for office space will become a permanent condition (due to an increase in remote workers) is currently unclear. For planning purposes, the office market demand analysis summarized below (and detailed in Appendix C) assumes a gradual return to "normal" conditions of projected employment growth translating to demand for new office space. However, a more permanent "Work from Home" (WFH) workforce would clearly reduce the demand for new office space.
- Future housing demand in El Segundo (under the baseline and the aggressive scenarios considered in this analysis) is expected to be in the range of 500-750 units citywide over the next 20 years, representing growth of approximately 25-38 units per year. These annual levels of development would exceed recent historic growth rates (about 14 years per year between 2010 and 2020). In order to achieve these accelerated levels of development, the City will need to expand zoning capacity for higher-density housing.

Summary of Retail Demand Analysis (Appendices A and B)

Table 2a below provides a summary of TNDG's retail demand analysis for the *baseline* scenario. This scenario assumes that El Segundo's capture rates of demand from the regional trade area (defined for these purposes as a 5-mile radius) will remain constant over the next 20 years. Whereas the overall "pool" of regional demand will grow somewhat due to projected population growth, El Segundo's *share* of total demand would remain constant in percentage terms.

Table 2a
Net Demand for New Retail Space, 2025-2040 (BASELINE SCENARIO)
City of El Segundo

Retail Category (square feet by year)	2025	2030	2035	2040
GAFO	240,049	252,857	264,721	276,695
Food and Beverage (grocery stores)	21,614	23,544	25,165	26,798
Food Service and Drinking (restaurants)	44,578	47,956	51,114	54,303
Bldg. Matr. and Garden Equip. and Supplies	38,089	38,725	39,259	39,798
Auto Parts	21,737	21,938	22,107	22,278
Services Space @ 10% of Total	36,607	38,502	40,237	41,987
Grand Total	402,673	423,522	442,603	461,858

Source: TNDG.

Table 2b below provides a summary of TNDG's retail demand analysis for the *aggressive* scenario. This scenario assumes that El Segundo's capture rates of local and regional demand would increase slightly over time. Overall growth in regional demand would be the same as under the baseline scenario, but El Segundo's percentage shares would increase.

Table 2b
Net Demand for New Retail Space, 2025-2040 (AGGRESSIVE SCENARIO)
City of El Segundo

Retail Category (square feet by year)	2025	2030	2035	2040
GAFO	611,818	628,487	644,099	659,860
Food and Beverage (grocery stores)	65,450	67,861	69,968	72,093
Food Service and Drinking (restaurants)	142,073	146,469	150,620	154,812
Bldg. Matr. and Garden Equip. and Supplies	38,089	38,725	39,259	39,798
Auto Parts	21,737	21,938	22,107	22,278
Services Space @ 10% of Total	87,917	90,348	92,605	94,884
Grand Total	967,082	993,828	1,018,659	1,043,724

Source: TNDG.

Summary of Office Demand Analysis (Appendix C)

Table 3 below provides a summary of TNDG’s baseline demand projections for general and medical office space. Table 4 provides the aggressive office demand scenario. The baseline scenario is driven by SCAG projections for future employment growth in the City. The aggressive scenario reflects a continuation of El Segundo’s recent historic (2010-2020) absorption rate for office space.²

Table 3
Demand for New Office Space, 2020-2040 (BASELINE SCENARIO)
City of El Segundo

Variable	2020-2030	2030-2040	Total
Demand Projections (square feet)			
General Office	349,470	422,840	772,310
Medical Office (over and above general office demand)	73,389	88,796	162,185

Source: TNDG.

Table 4
Demand for New Office Space, 2020-2040 (AGGRESSIVE SCENARIO)
City of El Segundo

Variable	2020-2030	2030-2040	Total
Demand Projections (square feet)			
General Office	1,238,225	1,238,225	2,476,450
Medical Office (over and above general office demand) ³	73,389	88,796	162,185

Source: TNDG.

² Estimated at approximately 124,000 square feet per year (annual average for 2010-2020).

³ Demand for medical office space is projected to be the same for both the baseline and aggressive scenarios.

Housing Market Analysis

As a starting point for projecting potential housing demand in El Segundo, TNDG reviewed the most recent demographic forecasts for El Segundo from the Southern California Association of Governments (SCAG)⁴. The SCAG forecasts indicate that El Segundo will reach approximately 7,332 households by 2045. There are currently (as of 2020) 7,077 households⁵ in the city. Thus, based on the SCAG projections, El Segundo would experience a net increase of approximately 255 households. Assuming a standard housing vacancy factor of 5%, the 255 new households would translate to demand for construction of approximately 268 new housing units, or about *11 units per year* during the 2020-45 SCAG forecast period. In comparison, Table 5 shows that new residential development averaged about 14 dwelling units per year in the City for the 11-year period between 2010 and 2020 (according to U.S. Census residential permit data). Although the historical average is generally consistent with the SCAG forecast, it should be noted that this was a period without official State policy to strongly encourage new residential development.

Table 5
Residential Building Permit Unit Totals by Building Unit Size, 2010-2020
City of El Segundo

Building Unit Size	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	11-yr Avg
1 Unit	3	3	14	13	0	5	0	25	41	8	14	11.5
2 Units	0	8	0	6	0	0	0	0	0	0	0	1.3
3-4 Units	0	0	0	3	0	0	0	3	0	3	4	1.2
5+ Units	0	0	0	0	0	0	0	0	0	0	0	0.0
Total	3	11	14	22	0	5	0	28	41	11	18	13.9

Source: U.S. Census Bureau, Place Level Residential Building Permit Statistics; TNDG.

Given that a single planned development project (Pacific Coast Commons)⁶ will account for nearly all of the housing growth projected by SCAG for the next 20 years, TNDG believes that the SCAG forecasts significantly understate the amount of new housing development that could be captured in El Segundo under favorable market/policy conditions. In particular, the SCAG forecasts are largely informed by the scarcity of available land for new development. Thus, these official forecasts are likely to substantially underrepresent actual market demand given the potential to redevelop existing non-residential development into higher density residential development. Indeed, just meeting the City’s RHNA allocation requires the City to plan for the

⁴ Forecasts from the 2020-2045 Regional Transportation Plan (RTP) / Sustainable Communities Strategy (SCS), with adjustments from the 6th cycle RHNA Allocation Plan, March 4, 2021.

⁵ Official count from the 2020 U.S. Census.

⁶ Pacific Coast Commons was approved by the El Segundo City Council on March 15, 2022 and will include 263 multi-family residential units.

capacity to build 492 new dwelling units, which would represent annual development of about 20 units if spread over the 2020-45 SCAG forecast period.

TNDG believes that City’s RHNA target (approximately 500 units) represents a conservative baseline for the level of housing demand in El Segundo over the next 20 years. Given the potential to increase allowed residential densities in targeted areas (including development opportunities currently being considered for the Civic Center area within the DTSP), TNDG believes it is appropriate for planning purposes to also consider a more aggressive housing forecast in which 20-year development would exceed the baseline forecast by 50% (i.e., for a total of 750 units). Table 6 below summarizes the baseline and aggressive scenarios; the SCAG forecasts are also shown for context.

Table 6
Demand for New Residential Dwelling Units, 2020-2040
City of El Segundo

Forecast Scenario	Totals
<i>SCAG Forecast (for context)</i>	
2020-45 SCAG Forecasted Household Growth	255
Effective Dwelling Unit Growth @ 5% Vacancy	268
Projected Growth per Year	11
2020-40 Forecast New Dwelling Units	215
<i>Baseline Scenario</i>	
2020-45 RHNA Adjusted Dwelling Unit Growth	492
Projected Growth per Year	20
2020-40 Forecast New Dwelling Units	394
Allowance for market demand above RHNA requirement	<u>106</u>
Total potential demand, 2020-40	500
<i>Aggressive Scenario</i>	
Baseline forecast	500
Adjustment (50%) to account for potential new zoning capacity	<u>250</u>
Total potential demand, 2020-40	750

Source: TNDG; SCAG, 2020-45 regional forecast and 6th cycle RHNA.

Comparative Evaluation of Downtown Tenant Mix

As part of the process of evaluating the competitiveness of El Segundo’s downtown, TNDG compiled detailed inventories of all retail, entertainment and other “storefront” commercial tenants in El Segundo and three “comparison” downtowns. This information is summarized in Tables 7 and 8 below and detailed in Appendix D. The three comparison downtowns were: Culver City, Hermosa Beach and Manhattan Beach.

**Table 7
Summary of Storefront Land Uses by Major Category
Selected Downtowns**

Category	El Segundo	Culver City	Hermosa Beach	Manhattan Beach
Restaurants	53	38	47	41
Other Retail	21	17	33	63
Entertainment	1	1	1	-
Services/Offices	120	21	56	35
Automobile-related	2	-	-	-
Vacant Spaces	9	5	9	4
Grand Total, All Tenant Types	206	82	146	143

Source: TNDG

**Table 8
Percentage Breakdown of Storefront Land Uses by Category
Selected Downtowns**

Category	El Segundo	Culver City	Hermosa Beach	Manhattan Beach	Average (other towns)
Restaurants	25.7%	46.3%	32.2%	28.7%	34.0%
Other Retail	10.2%	20.7%	22.6%	44.1%	30.5%
Entertainment	0.5%	1.2%	0.7%	0.0%	0.5%
Services/Offices	58.3%	25.6%	38.4%	24.5%	30.2%
Automobile-related	1.0%	0.0%	0.0%	0.0%	0.0%
Vacant Spaces	4.4%	6.1%	6.2%	2.8%	4.9%
Grand Total, All Tenant Types	100.0%	100.0%	100.0%	100.0%	100.0%

Source: TNDG

Table 9
Number of Retail Tenants by Category
Selected Downtowns

Category	El Segundo	Culver City	Hermosa Beach	Manhattan Beach
Apparel	1	2	10	37
Eating & Drinking	53	38	47	41
Food	2	4	4	4
Furnishings & Appliances	3	1	1	4
Drugstores/Discount Stores	2	-	-	-
Hardware	2	1	1	-
Specialty	11	9	17	18
Grand Total, Retail	74	55	80	104

Source: TNDG

Table 10
Percentage Breakdown of Retail Tenants by Category
Selected Downtowns

Category	El Segundo	Culver City	Hermosa Beach	Manhattan Beach	Average (other towns)
Apparel	1.4%	3.6%	12.5%	35.6%	20.5%
Eating & Drinking	71.6%	69.1%	58.8%	39.4%	52.7%
Food	2.7%	7.3%	5.0%	3.8%	5.0%
Furnishings & Appliances	4.1%	1.8%	1.3%	3.8%	2.5%
Drugstores/Discount Stores	2.7%	0.0%	0.0%	0.0%	0.0%
Hardware	2.7%	1.8%	1.3%	0.0%	0.8%
Specialty	14.9%	16.4%	21.3%	17.3%	18.4%
Grand Total, Retail	100.0%	100.0%	100.0%	100.0%	100.0%

Source: TNDG

**Table 11
Number of Retail Tenants by Sub-Category
Selected Downtowns**

Category	El Segundo	Culver City	Hermosa Beach	Manhattan Beach
<u>Apparel</u>				
Women's Apparel	1	-	5	18
Men's Apparel	-	2	1	1
Children's Apparel	-	-	1	1
Other Apparel	-	-	2	14
Shoes	-	-	1	3
<u>Eating & Drinking</u>				
Fine Dining	-	-	1	5
Casual Dining	33	24	36	23
Upscale Fast Food	2	7	2	-
Other Fast Food	9	-	-	2
Bakery	1	-	-	3
Ice Cream/Yogurt/Juice	4	2	5	4
Coffee/Tea	2	4	4	5
Bar	2	1	-	4
<u>Entertainment/Recreation</u>				
Live Theater	1	-	1	-
Movie Theater	-	1	-	-
<u>Food Stores</u>				
Supermarket	-	-	-	1
Convenience Market	-	-	1	-
Wine/Gourmet	-	-	1	1
Liquor Store	1	-	2	-
Other Specialty Food	1	4	-	2
<u>Furnishings & Appliances</u>				
Appliance	-	1	-	-
Home Décor	3	-	1	4

Category	El Segundo	Culver City	Hermosa Beach	Manhattan Beach
<u>General Merchandise</u>				
Discount/Dollar Store	1	-	-	-
Drugstore	1	-	-	-
<u>Hardware/Building Materials</u>				
Lock & Key Store	2	1	1	-
<u>Service/Office</u>				
Bank	4	1	4	3
Health/Fitness (gyms, yoga)	11	2	6	-
Medical Office	27	3	5	5
Other Office	47	9	17	14
Salon/Spa/Barber/Nails	20	5	15	9
Other Storefront Service	11	1	9	4
<u>Specialty</u>				
Antiques	1	1	1	-
Art	3	1	-	4
Books	-	2	-	1
Florist	1	2	1	2
Jewelry	2	-	2	3
Other Specialty Retail	4	3	13	8
<u>Automobile Related</u>				
Gas Station	1	-	-	-
Automobile Service	1	-	-	-
<u>Other</u>				
Civic Buildings	9	5	4	4
Hotel	-	-	-	1
Church	2	-	-	-
GRAND TOTAL, STOREFRONT TENANTS	208	82	142	149

Category	El Segundo	Culver City	Hermosa Beach	Manhattan Beach
<i>Civic Uses in Downtown</i>				
City Hall	YES	YES	NO	YES
Library	NO	NO	YES	YES
Post Office	NO	YES	YES	NO
Fire Station	YES	YES	YES	NO
Police/Sheriff Station	YES	NO	NO	NO
Community/Senior Center	YES	NO	YES	NO

Source: TNDG

Appendix A
Retail Demand Calculations
(BASELINE SCENARIO)

Table A-1
Population Estimates and Projections
El Segundo Retail Trade Area

Area	2019	2020	2021	2025	2026	2030	2035	2040
Primary Market Area	17,209	17,272	17,297	17,399	17,425	17,553	17,682	17,812
Secondary Market Area	411,048	412,311	413,577	417,205	418,117	421,785	426,415	431,096
Total	428,257	429,583	430,874	434,604	435,542	439,338	444,097	448,908

Source: ESRI; Census 2020; SCAG; TNDG.

Table A-2
Per Capita Income Projections
El Segundo Retail Trade Area
In constant dollars

	2021							
Money income								
Primary Market Area			\$65,242					
Secondary Market Area			\$50,333					
Annual Increase Factor			5.00%	2019-2021 only				
Area	2019	2020	2021	2025	2026	2030	2035	2040
Primary Market Area	\$59,176	\$62,135	\$65,242	\$65,242	\$65,242	\$65,242	\$65,242	\$65,242
Secondary Market Area	\$45,654	\$47,936	\$50,333	\$50,333	\$50,333	\$50,333	\$50,333	\$50,333

Source: ESRI; TNDG.

Table A-3
Total Income and Potential Retail Sales Projections
El Segundo Retail Trade Area
In thousands of constant dollars

Area	2019	2020	2021	2025	2026	2030	2035	2040
<i>Percent of Income Spent on Retail:</i>								
Primary Market Area	34.3%	34.3%	34.3%	34.3%	34.3%	34.3%	34.3%	34.3%
Secondary Market Area	37.3%	37.3%	37.3%	37.3%	37.3%	37.3%	37.3%	37.3%
<i>Total Income:</i>								
Primary Market Area	\$1,018,378	\$1,073,200	\$1,128,513	\$1,135,152	\$1,136,818	\$1,145,184	\$1,153,611	\$1,162,100
Secondary Market Area	\$18,765,859	\$19,764,668	\$20,816,638	\$20,999,248	\$21,045,150	\$21,229,765	\$21,462,813	\$21,698,419
Total	\$19,784,237	\$20,837,867	\$21,945,151	\$22,134,400	\$22,181,968	\$22,374,949	\$22,616,424	\$22,860,519
<i>Potential Retail Sales:</i>								
Primary Market Area	\$349,806	\$368,637	\$387,637	\$389,917	\$390,489	\$393,363	\$396,257	\$399,173
Secondary Market Area	\$6,995,286	\$7,367,608	\$7,759,748	\$7,827,819	\$7,844,929	\$7,913,748	\$8,000,620	\$8,088,446
Total	\$7,345,091	\$7,736,245	\$8,147,384	\$8,217,736	\$8,235,419	\$8,307,110	\$8,396,877	\$8,487,619

Source: TNDG.

Table A-4
Distribution of Retail Sales by Retail Category
El Segundo Retail Trade Area

Retail Category	%Distribution 2019	%Distribution 2020	%Distribution 2021	%Distribution 2025	%Distribution 2026	%Distribution 2030	%Distribution 2035	%Distribution 2040
<i>Shopper Goods:</i>								
Clothing and Clothing Accessories	8.0%	8.0%	8.0%	8.0%	8.0%	8.0%	8.0%	8.0%
General Merchandise	12.0%	12.0%	12.0%	12.0%	12.0%	12.0%	12.0%	12.0%
Home Furnishings and Appliances	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
Specialty/Other	14.0%	14.0%	14.0%	14.0%	14.0%	14.0%	14.0%	14.0%
Subtotal	39.0%	39.0%	39.0%	39.0%	39.0%	39.0%	39.0%	39.0%
<i>Convenience Goods:</i>								
Food and Beverage	16.0%	16.0%	16.0%	16.0%	16.0%	16.0%	16.0%	16.0%
Food Service and Drinking	17.0%	17.0%	17.0%	17.0%	17.0%	17.0%	17.0%	17.0%
Subtotal	33.0%	33.0%	33.0%	33.0%	33.0%	33.0%	33.0%	33.0%
<i>Heavy Commercial Goods:</i>								
Bldg. Matrl. and Garden Equip. and Supplies	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%
Motor Vehicle and Parts Dealers	13.0%	13.0%	13.0%	13.0%	13.0%	13.0%	13.0%	13.0%
Gasoline Stations	9.0%	9.0%	9.0%	9.0%	9.0%	9.0%	9.0%	9.0%
Subtotal	28.0%	28.0%	28.0%	28.0%	28.0%	28.0%	28.0%	28.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: TNDG, based on historic trends (2019 taxable sales) reported by the California Department of Tax and Fee Administration for Los Angeles County and California.

Table A-5
Projected Demand for Retail Sales by Major Retail Category
El Segundo Retail Trade Area - Primary Market Area
In thousands of constant dollars

Retail Category	2019	2020	2021	2025	2026	2030	2035	2040
<i>Shopper Goods:</i>								
Clothing and Clothing Accessories	\$27,984	\$29,491	\$31,011	\$31,193	\$31,239	\$31,469	\$31,701	\$31,934
General Merchandise	41,977	44,236	46,516	46,790	46,859	47,204	47,551	47,901
Home Furnishings and Appliances	17,490	18,432	19,382	19,496	19,524	19,668	19,813	19,959
Specialty/Other	48,973	51,609	54,269	54,588	54,668	55,071	55,476	55,884
Subtotal	\$136,424	\$143,768	\$151,178	\$152,068	\$152,291	\$153,411	\$154,540	\$155,678
<i>Convenience Goods:</i>								
Food and Beverage	\$55,969	\$58,982	\$62,022	\$62,387	\$62,478	\$62,938	\$63,401	\$63,868
Food Service and Drinking	59,467	62,668	65,898	66,286	66,383	66,872	67,364	67,859
Subtotal	\$115,436	\$121,650	\$127,920	\$128,673	\$128,861	\$129,810	\$130,765	\$131,727
<i>Heavy Commercial Goods:</i>								
Bldg. Matrl. and Garden Equip. and Supplies	\$20,988	\$22,118	\$23,258	\$23,395	\$23,429	\$23,602	\$23,775	\$23,950
Motor Vehicle and Parts Dealers	45,475	47,923	50,393	50,689	50,764	51,137	51,513	51,893
Gasoline Stations	31,483	33,177	34,887	35,093	35,144	35,403	35,663	35,926
Subtotal	\$97,946	\$103,218	\$108,538	\$109,177	\$109,337	\$110,142	\$110,952	\$111,769
Total	\$349,806	\$368,637	\$387,637	\$389,917	\$390,489	\$393,363	\$396,257	\$399,173

Source: TNDG.

Table A-6
Projected Demand for Retail Sales by Major Retail Category
El Segundo Retail Trade Area - Secondary Market Area
In thousands of constant dollars

Retail Category	2019	2020	2021	2025	2026	2030	2035	2040
<i>Shopper Goods:</i>								
Clothing and Clothing Accessories	\$559,623	\$589,409	\$620,780	\$626,225	\$627,594	\$633,100	\$640,050	\$647,076
General Merchandise	839,434	884,113	931,170	939,338	941,392	949,650	960,074	970,614
Home Furnishings and Appliances	349,764	368,380	387,987	391,391	392,246	395,687	400,031	404,422
Specialty/Other	979,340	1,031,465	1,086,365	1,095,895	1,098,290	1,107,925	1,120,087	1,132,382
Subtotal	\$2,728,161	\$2,873,367	\$3,026,302	\$3,052,849	\$3,059,522	\$3,086,362	\$3,120,242	\$3,154,494
<i>Convenience Goods:</i>								
Food and Beverage	\$1,119,246	\$1,178,817	\$1,241,560	\$1,252,451	\$1,255,189	\$1,266,200	\$1,280,099	\$1,294,151
Food Service and Drinking	1,189,199	1,252,493	1,319,157	1,330,729	1,333,638	1,345,337	1,360,105	1,375,036
Subtotal	\$2,308,444	\$2,431,311	\$2,560,717	\$2,583,180	\$2,588,827	\$2,611,537	\$2,640,205	\$2,669,187
<i>Heavy Commercial Goods:</i>								
Bldg. Matrl. and Garden Equip. and Supplies	\$419,717	\$442,056	\$465,585	\$469,669	\$470,696	\$474,825	\$480,037	\$485,307
Motor Vehicle and Parts Dealers	909,387	957,789	1,008,767	1,017,616	1,019,841	1,028,787	1,040,081	1,051,498
Gasoline Stations	629,576	663,085	698,377	704,504	706,044	712,237	720,056	727,960
Subtotal	\$1,958,680	\$2,062,930	\$2,172,729	\$2,191,789	\$2,196,580	\$2,215,849	\$2,240,174	\$2,264,765
Total	\$6,995,286	\$7,367,608	\$7,759,748	\$7,827,819	\$7,844,929	\$7,913,748	\$8,000,620	\$8,088,446

Source: TNDG.

Table A-7
Potential Capture of Market Area Demand for Retail Sales Expressed in Percentages
El Segundo Retail Trade Area - Primary Market Area

Retail Category	2019	2020	2021	2025	2026	2030	2035	2040
<i>Shopper Goods:</i>								
Clothing and Clothing Accessories	70.0%	70.0%	70.0%	70.0%	70.0%	70.0%	70.0%	70.0%
General Merchandise	70.0%	70.0%	70.0%	70.0%	70.0%	70.0%	70.0%	70.0%
Home Furnishings and Appliances	70.0%	70.0%	70.0%	70.0%	70.0%	70.0%	70.0%	70.0%
Specialty/Other	70.0%	70.0%	70.0%	70.0%	70.0%	70.0%	70.0%	70.0%
<i>Convenience Goods:</i>								
Food and Beverage	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Food Service and Drinking	70.0%	70.0%	70.0%	70.0%	70.0%	70.0%	70.0%	70.0%
<i>Heavy Commercial Goods:</i>								
Bldg. Matrl. and Garden Equip. and Supplies	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Motor Vehicle and Parts Dealers	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Gasoline Stations	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: TNDG.

Table A-8
Potential Capture of Market Area Demand for Retail Sales Expressed in Percentages
El Segundo Retail Trade Area - Secondary Market Area

Retail Category	2019	2020	2021	2025	2026	2030	2035	2040
<i>Shopper Goods:</i>								
Clothing and Clothing Accessories	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%
General Merchandise	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Home Furnishings and Appliances	6.5%	6.5%	6.5%	6.5%	6.5%	6.5%	6.5%	6.5%
Specialty/Other	2.5%	2.5%	2.5%	2.5%	2.5%	2.5%	2.5%	2.5%
<i>Convenience Goods:</i>								
Food and Beverage	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Food Service and Drinking	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%
<i>Heavy Commercial Goods:</i>								
Bldg. Matrl. and Garden Equip. and Supplies	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Motor Vehicle and Parts Dealers	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gasoline Stations	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Source: TNDG.

Table A-9

Potential Capture of Market Area Demand for Retail Sales

El Segundo Retail Trade Area - Primary Market Area

In thousands of constant dollars

Retail Category	2019	2020	2021	2025	2026	2030	2035	2040
<i>Shopper Goods:</i>								
Clothing and Clothing Accessories	\$19,589	\$20,644	\$21,708	\$21,835	\$21,867	\$22,028	\$22,190	\$22,354
General Merchandise	29,384	30,965	32,561	32,753	32,801	33,042	33,286	33,531
Home Furnishings and Appliances	12,243	12,902	13,567	13,647	13,667	13,768	13,869	13,971
Specialty/Other	34,281	36,126	37,988	38,212	38,268	38,550	38,833	39,119
Subtotal	\$95,497	\$100,638	\$105,825	\$106,447	\$106,604	\$107,388	\$108,178	\$108,974
<i>Convenience Goods:</i>								
Food and Beverage	\$55,969	\$58,982	\$62,022	\$62,387	\$62,478	\$62,938	\$63,401	\$63,868
Food Service and Drinking	41,627	43,868	46,129	46,400	46,468	46,810	47,155	47,502
Subtotal	\$97,596	\$102,850	\$108,151	\$108,787	\$108,946	\$109,748	\$110,556	\$111,369
<i>Heavy Commercial Goods:</i>								
Bldg. Matrl. and Garden Equip. and Supplies	\$20,988	\$22,118	\$23,258	\$23,395	\$23,429	\$23,602	\$23,775	\$23,950
Motor Vehicle and Parts Dealers	45,475	47,923	50,393	50,689	50,764	51,137	51,513	51,893
Gasoline Stations	31,483	33,177	34,887	35,093	35,144	35,403	35,663	35,926
Subtotal	\$97,946	\$103,218	\$108,538	\$109,177	\$109,337	\$110,142	\$110,952	\$111,769
Total	\$291,038	\$306,706	\$322,514	\$324,411	\$324,887	\$327,278	\$329,686	\$332,112

Source: TNDG.

Table A-10

Potential Capture of Market Area Demand for Retail Sales

El Segundo Retail Trade Area - Secondary Market Area

In thousands of constant dollars

Retail Category	2019	2020	2021	2025	2026	2030	2035	2040
<i>Shopper Goods:</i>								
Clothing and Clothing Accessories	\$8,394	\$8,841	\$9,312	\$9,393	\$9,414	\$9,496	\$9,601	\$9,706
General Merchandise	0	0	0	0	0	0	0	0
Home Furnishings and Appliances	22,735	23,945	25,219	25,440	25,496	25,720	26,002	26,287
Specialty/Other	24,483	25,787	27,159	27,397	27,457	27,698	28,002	28,310
Subtotal	\$55,613	\$58,572	\$61,690	\$62,231	\$62,367	\$62,914	\$63,605	\$64,303
<i>Convenience Goods:</i>								
Food and Beverage	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Food Service and Drinking	41,622	43,837	46,170	46,576	46,677	47,087	47,604	48,126
Subtotal	\$41,622	\$43,837	\$46,170	\$46,576	\$46,677	\$47,087	\$47,604	\$48,126
<i>Heavy Commercial Goods:</i>								
Bldg. Matrl. and Garden Equip. and Supplies	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Motor Vehicle and Parts Dealers	0	0	0	0	0	0	0	0
Gasoline Stations	0	0	0	0	0	0	0	0
Subtotal	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total	\$97,234	\$102,410	\$107,860	\$108,807	\$109,045	\$110,001	\$111,209	\$112,429

Source: TNDG.

Table A-11

**Potential Capture of Market Area Demand for Retail Sales
El Segundo Retail Trade Area - All Market Areas Combined
In thousands of constant dollars**

Retail Category	2019	2020	2021	2025	2026	2030	2035	2040
<i>Shopper Goods:</i>								
Clothing and Clothing Accessories	\$27,983	\$29,485	\$31,019	\$31,229	\$31,281	\$31,525	\$31,791	\$32,060
General Merchandise	29,384	30,965	32,561	32,753	32,801	33,042	33,286	33,531
Home Furnishings and Appliances	34,978	36,847	38,786	39,088	39,163	39,487	39,871	40,259
Specialty/Other	58,764	61,913	65,147	65,609	65,725	66,248	66,835	67,429
Subtotal	\$151,109	\$159,210	\$167,515	\$168,678	\$168,971	\$170,302	\$171,783	\$173,277
<i>Convenience Goods:</i>								
Food and Beverage	\$55,969	\$58,982	\$62,022	\$62,387	\$62,478	\$62,938	\$63,401	\$63,868
Food Service and Drinking	83,249	87,705	92,299	92,976	93,146	93,897	94,758	95,628
Subtotal	\$139,218	\$146,687	\$154,321	\$155,362	\$155,624	\$156,835	\$158,159	\$159,496
<i>Heavy Commercial Goods:</i>								
Bldg. Matrl. and Garden Equip. and Supplies	\$20,988	\$22,118	\$23,258	\$23,395	\$23,429	\$23,602	\$23,775	\$23,950
Motor Vehicle and Parts Dealers	45,475	47,923	50,393	50,689	50,764	51,137	51,513	51,893
Gasoline Stations	31,483	33,177	34,887	35,093	35,144	35,403	35,663	35,926
Subtotal	\$97,946	\$103,218	\$108,538	\$109,177	\$109,337	\$110,142	\$110,952	\$111,769
Total	\$388,273	\$409,116	\$430,374	\$433,218	\$433,931	\$437,279	\$440,895	\$444,542

Source: TNDG.

Table A-12
Factor to Account for Daytime Spending of El Segundo Workforce
El Segundo Retail Trade Area

Retail Category	Factor
<i>Shopper Goods:</i>	
Clothing and Clothing Accessories	1.70
General Merchandise	1.00
Home Furnishings and Appliances	3.80
Specialty/Other	3.40
<i>Convenience Goods:</i>	
Food and Beverage	2.10
Food Services and Drinking	2.20
<i>Heavy Commercial Goods:</i>	
Bldg. Matrl. and Garden Equip. and Supplies	1.00
Motor Vehicle and Parts Dealers	1.00
Gasoline Stations	1.50

Source: TNDG.

Table A-13

Potential Capture of Market Area Demand for Retail Sales

El Segundo Retail Trade Area - Resident and Daytime Worker Demand Combined

In thousands of constant dollars

Retail Category	2019	2020	2021	2025	2026	2030	2035	2040
<i>Shopper Goods:</i>								
Clothing and Clothing Accessories	\$47,572	\$50,124	\$52,733	\$53,089	\$53,178	\$53,592	\$54,045	\$54,502
General Merchandise	29,384	30,965	32,561	32,753	32,801	33,042	33,286	33,531
Home Furnishings and Appliances	132,916	140,019	147,389	148,533	148,820	150,052	151,510	152,982
Specialty/Other	199,799	210,504	221,501	223,071	223,466	225,242	227,240	229,257
Subtotal	\$409,671	\$431,613	\$454,184	\$457,446	\$458,265	\$461,929	\$466,081	\$470,272
<i>Convenience Goods:</i>								
Food and Beverage	\$117,535	\$123,862	\$130,246	\$131,012	\$131,204	\$132,170	\$133,142	\$134,122
Food Service and Drinking	183,147	192,951	203,058	204,546	204,920	206,573	208,468	210,381
Subtotal	\$300,682	\$316,813	\$333,304	\$335,558	\$336,125	\$338,743	\$341,611	\$344,504
<i>Heavy Commercial Goods:</i>								
Bldg. Matrl. and Garden Equip. and Supplies	\$20,988	\$22,118	\$23,258	\$23,395	\$23,429	\$23,602	\$23,775	\$23,950
Motor Vehicle and Parts Dealers	45,475	47,923	50,393	50,689	50,764	51,137	51,513	51,893
Gasoline Stations	47,224	49,766	52,331	52,639	52,716	53,104	53,495	53,888
Subtotal	\$113,687	\$119,807	\$125,982	\$126,723	\$126,909	\$127,843	\$128,784	\$129,731
Total	\$824,040	\$868,233	\$913,471	\$919,727	\$921,298	\$928,515	\$936,475	\$944,507

Source: TNDG.

Table A-14

**Comparison of Potential Retail Demand with Estimated Sales
City of El Segundo
in thousands of constant dollars
(Using 2019 figures to avoid Covid distortions)**

Retail Category	2019 Demand	2019 Estimated Sales	Expected Less Actual	Percent Actual/ Expected
<i>Shopper Goods:</i>				
Clothing and Clothing Accessories	\$47,572	\$46,850	\$722	98.5%
General Merchandise	\$29,384	3,110	26,273	10.6%
Home Furnishings and Appliances	\$132,916	131,985	931	99.3%
Specialty/Other	\$199,799	191,483	8,317	95.8%
Subtotal	\$409,671	\$373,429	\$36,242	91.2%
<i>Convenience Goods:</i>				
Food and Beverage	\$117,535	\$118,044	(\$509)	100.4%
Food Service and Drinking	\$183,147	177,800	5,348	97.1%
Subtotal	\$300,682	\$295,843	\$4,839	98.4%
<i>Heavy Commercial Goods:</i>				
Bldg. Matrl. and Garden Equip. and Supplies	\$20,988	\$11,016	\$9,972	52.5%
Motor Vehicle and Parts Dealers	\$45,475	2,386	43,089	5.2%
Gasoline Stations	\$47,224	46,438	786	98.3%
Subtotal	\$113,687	\$59,840	\$53,847	52.6%
Total	\$824,040	\$729,112	\$94,928	88.5%

Source: CDTFA; TNDG.

Table A-15
Net New Supportable Retail Sales (based on 2019 existing sales)
City of El Segundo
in thousands of constant dollars

Retail Category	2019	2020	2021	2025	2026	2030	2035	2040
<i>Shopper Goods:</i>								
Clothing and Clothing Accessories	\$722	\$3,274	\$5,883	\$6,238	\$6,328	\$6,742	\$7,195	\$7,651
General Merchandise	26,273	27,855	29,451	29,643	29,691	29,932	30,175	30,420
Home Furnishings and Appliances	931	8,033	15,403	16,547	16,835	18,067	19,525	20,997
Specialty/Other	8,317	19,022	30,019	31,589	31,983	33,759	35,758	37,774
Subtotal	\$36,242	\$58,184	\$80,756	\$84,017	\$84,836	\$88,500	\$92,652	\$96,843
<i>Convenience Goods:</i>								
Food and Beverage	(\$509)	\$5,818	\$12,202	\$12,968	\$13,161	\$14,126	\$15,099	\$16,079
Food Service and Drinking	5,348	15,151	25,259	26,747	27,121	28,774	30,669	32,582
Subtotal	\$4,839	\$20,970	\$37,461	\$39,715	\$40,281	\$42,900	\$45,767	\$48,660
<i>Heavy Commercial Goods:</i>								
Bldg. Matrl. and Garden Equip. and Supplies	\$9,972	\$11,102	\$12,242	\$12,379	\$12,413	\$12,586	\$12,759	\$12,934
Motor Vehicle and Parts Dealers	43,089	45,537	48,007	48,303	48,378	48,751	49,128	49,507
Gasoline Stations	786	3,328	5,893	6,201	6,278	6,666	7,057	7,451
Subtotal	\$53,847	\$59,967	\$66,142	\$66,883	\$67,069	\$68,003	\$68,944	\$69,891
Total	\$94,928	\$139,121	\$184,359	\$190,615	\$192,187	\$199,403	\$207,363	\$215,395

Source: TNDG.

Table A-16
Sales Per Square Foot Standards
El Segundo Retail Trade Area
Expressed in Sales/Square Feet

Retail Category	Sales/Square Feet
GAFO*	\$350
Food and Beverage	\$600
Food Service and Drinking	\$600
Bldg. Matrl. and Garden Equip. and Supplies	\$325
Automotive Parts	\$200

*GAFO: General Merchandise, Apparel, Furniture/Appliances, Qther/Specialty

Source: Retail Maxim; Urban Land Institute (ULI); TNDG.

Table A-17
Net Demand for Retail Space
City of El Segundo
Expressed in Square Feet

Retail Category	2019	2020	2021	2025	2026	2030	2035	2040
<i>Shopper Goods:</i>								
GAFO	103,549	166,240	230,731	240,049	242,389	252,857	264,721	276,695
<i>Convenience Goods:</i>								
Food and Beverage	(848)	9,697	20,337	21,614	21,934	23,544	25,165	26,798
Food Service and Drinking	8,913	25,252	42,098	44,578	45,201	47,956	51,114	54,303
Subtotal	8,065	34,949	62,435	66,192	67,135	71,500	76,279	81,100
<i>Heavy Commercial Goods:</i>								
Bldg. Matrl. and Garden Equip. and Supplies	30,684	34,160	37,668	38,089	38,194	38,725	39,259	39,798
Automotive Parts*	19,390	20,492	21,603	21,737	21,770	21,938	22,107	22,278
Gasoline Stations	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Subtotal	50,074	54,652	59,271	59,825	59,964	60,663	61,367	62,076
Services Space @ 10% of retail subtotal	16,169	25,584	35,244	36,607	36,949	38,502	40,237	41,987
Grand Total	177,856	281,425	387,680	402,673	406,438	423,522	442,603	461,858

*Assumes that automotive parts stores account for 9% of sales in overall Automotive group category (based on statewide average).

Source: TNDG.

Appendix B
Retail Demand Calculations
(AGGRESSIVE SCENARIO)

**Table B-1
Population Estimates and Projections
El Segundo Retail Trade Area**

Area	2019	2020	2021	2025	2026	2030	2035	2040
Primary Market Area	17,209	17,272	17,297	17,399	17,425	17,553	17,682	17,812
Secondary Market Area	411,048	412,311	413,577	417,205	418,117	421,785	426,415	431,096
Total	428,257	429,583	430,874	434,604	435,542	439,338	444,097	448,908

Source: ESRI; Census 2020; SCAG; TNDG.

**Table B-2
Per Capita Income Projections
El Segundo Retail Trade Area
In constant dollars**

			2021								
Money income				2019	2020	2021	2025	2026	2030	2035	2040
Primary Market Area			\$65,242								
Secondary Market Area			\$50,333								
Annual Increase Factor			5.00%	2019-2021 only							
Primary Market Area	\$59,176	\$62,135	\$65,242	\$65,242	\$65,242	\$65,242	\$65,242	\$65,242	\$65,242	\$65,242	
Secondary Market Area	\$45,654	\$47,936	\$50,333	\$50,333	\$50,333	\$50,333	\$50,333	\$50,333	\$50,333	\$50,333	

Source: ESRI; TNDG.

Table B-3
Total Income and Potential Retail Sales Projections
El Segundo Retail Trade Area
In thousands of constant dollars

Area	2019	2020	2021	2025	2026	2030	2035	2040
<i>Percent of Income Spent on Retail:</i>								
Primary Market Area	34.3%	34.3%	34.3%	34.3%	34.3%	34.3%	34.3%	34.3%
Secondary Market Area	37.3%	37.3%	37.3%	37.3%	37.3%	37.3%	37.3%	37.3%
<i>Total Income:</i>								
Primary Market Area	\$1,018,378	\$1,073,200	\$1,128,513	\$1,135,152	\$1,136,818	\$1,145,184	\$1,153,611	\$1,162,100
Secondary Market Area	\$18,765,859	\$19,764,668	\$20,816,638	\$20,999,248	\$21,045,150	\$21,229,765	\$21,462,813	\$21,698,419
Total	\$19,784,237	\$20,837,867	\$21,945,151	\$22,134,400	\$22,181,968	\$22,374,949	\$22,616,424	\$22,860,519
<i>Potential Retail Sales:</i>								
Primary Market Area	\$349,806	\$368,637	\$387,637	\$389,917	\$390,489	\$393,363	\$396,257	\$399,173
Secondary Market Area	\$6,995,286	\$7,367,608	\$7,759,748	\$7,827,819	\$7,844,929	\$7,913,748	\$8,000,620	\$8,088,446
Total	\$7,345,091	\$7,736,245	\$8,147,384	\$8,217,736	\$8,235,419	\$8,307,110	\$8,396,877	\$8,487,619

Source: TNDG.

Table B-4
Distribution of Retail Sales by Retail Category
El Segundo Retail Trade Area

Retail Category	%Distribution 2019	%Distribution 2020	%Distribution 2021	%Distribution 2025	%Distribution 2026	%Distribution 2030	%Distribution 2035	%Distribution 2040
<i>Shopper Goods:</i>								
Clothing and Clothing Accessories	8.0%	8.0%	8.0%	8.0%	8.0%	8.0%	8.0%	8.0%
General Merchandise	12.0%	12.0%	12.0%	12.0%	12.0%	12.0%	12.0%	12.0%
Home Furnishings and Appliances	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
Specialty/Other	14.0%	14.0%	14.0%	14.0%	14.0%	14.0%	14.0%	14.0%
Subtotal	39.0%	39.0%	39.0%	39.0%	39.0%	39.0%	39.0%	39.0%
<i>Convenience Goods:</i>								
Food and Beverage	16.0%	16.0%	16.0%	16.0%	16.0%	16.0%	16.0%	16.0%
Food Service and Drinking	17.0%	17.0%	17.0%	17.0%	17.0%	17.0%	17.0%	17.0%
Subtotal	33.0%	33.0%	33.0%	33.0%	33.0%	33.0%	33.0%	33.0%
<i>Heavy Commercial Goods:</i>								
Bldg. Matrl. and Garden Equip. and Supplies	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%
Motor Vehicle and Parts Dealers	13.0%	13.0%	13.0%	13.0%	13.0%	13.0%	13.0%	13.0%
Gasoline Stations	9.0%	9.0%	9.0%	9.0%	9.0%	9.0%	9.0%	9.0%
Subtotal	28.0%	28.0%	28.0%	28.0%	28.0%	28.0%	28.0%	28.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: TNDG, based on historic trends (2019 taxable sales) reported by the California Department of Tax and Fee Administration for Los Angeles County and California.

Table B-5
Projected Demand for Retail Sales by Major Retail Category
El Segundo Retail Trade Area - Primary Market Area
In thousands of constant dollars

Retail Category	2019	2020	2021	2025	2026	2030	2035	2040
<i>Shopper Goods:</i>								
Clothing and Clothing Accessories	\$27,984	\$29,491	\$31,011	\$31,193	\$31,239	\$31,469	\$31,701	\$31,934
General Merchandise	41,977	44,236	46,516	46,790	46,859	47,204	47,551	47,901
Home Furnishings and Appliances	17,490	18,432	19,382	19,496	19,524	19,668	19,813	19,959
Specialty/Other	48,973	51,609	54,269	54,588	54,668	55,071	55,476	55,884
Subtotal	\$136,424	\$143,768	\$151,178	\$152,068	\$152,291	\$153,411	\$154,540	\$155,678
<i>Convenience Goods:</i>								
Food and Beverage	\$55,969	\$58,982	\$62,022	\$62,387	\$62,478	\$62,938	\$63,401	\$63,868
Food Service and Drinking	59,467	62,668	65,898	66,286	66,383	66,872	67,364	67,859
Subtotal	\$115,436	\$121,650	\$127,920	\$128,673	\$128,861	\$129,810	\$130,765	\$131,727
<i>Heavy Commercial Goods:</i>								
Bldg. Matrl. and Garden Equip. and Supplies	\$20,988	\$22,118	\$23,258	\$23,395	\$23,429	\$23,602	\$23,775	\$23,950
Motor Vehicle and Parts Dealers	45,475	47,923	50,393	50,689	50,764	51,137	51,513	51,893
Gasoline Stations	31,483	33,177	34,887	35,093	35,144	35,403	35,663	35,926
Subtotal	\$97,946	\$103,218	\$108,538	\$109,177	\$109,337	\$110,142	\$110,952	\$111,769
Total	\$349,806	\$368,637	\$387,637	\$389,917	\$390,489	\$393,363	\$396,257	\$399,173

Source: TNDG.

Table B-6
Projected Demand for Retail Sales by Major Retail Category
El Segundo Retail Trade Area - Secondary Market Area
In thousands of constant dollars

Retail Category	2019	2020	2021	2025	2026	2030	2035	2040
<i>Shopper Goods:</i>								
Clothing and Clothing Accessories	\$559,623	\$589,409	\$620,780	\$626,225	\$627,594	\$633,100	\$640,050	\$647,076
General Merchandise	839,434	884,113	931,170	939,338	941,392	949,650	960,074	970,614
Home Furnishings and Appliances	349,764	368,380	387,987	391,391	392,246	395,687	400,031	404,422
Specialty/Other	979,340	1,031,465	1,086,365	1,095,895	1,098,290	1,107,925	1,120,087	1,132,382
Subtotal	\$2,728,161	\$2,873,367	\$3,026,302	\$3,052,849	\$3,059,522	\$3,086,362	\$3,120,242	\$3,154,494
<i>Convenience Goods:</i>								
Food and Beverage	\$1,119,246	\$1,178,817	\$1,241,560	\$1,252,451	\$1,255,189	\$1,266,200	\$1,280,099	\$1,294,151
Food Service and Drinking	1,189,199	1,252,493	1,319,157	1,330,729	1,333,638	1,345,337	1,360,105	1,375,036
Subtotal	\$2,308,444	\$2,431,311	\$2,560,717	\$2,583,180	\$2,588,827	\$2,611,537	\$2,640,205	\$2,669,187
<i>Heavy Commercial Goods:</i>								
Bldg. Matrl. and Garden Equip. and Supplies	\$419,717	\$442,056	\$465,585	\$469,669	\$470,696	\$474,825	\$480,037	\$485,307
Motor Vehicle and Parts Dealers	909,387	957,789	1,008,767	1,017,616	1,019,841	1,028,787	1,040,081	1,051,498
Gasoline Stations	629,576	663,085	698,377	704,504	706,044	712,237	720,056	727,960
Subtotal	\$1,958,680	\$2,062,930	\$2,172,729	\$2,191,789	\$2,196,580	\$2,215,849	\$2,240,174	\$2,264,765
Total	\$6,995,286	\$7,367,608	\$7,759,748	\$7,827,819	\$7,844,929	\$7,913,748	\$8,000,620	\$8,088,446

Source: TNDG.

Table B-7
Potential Capture of Market Area Demand for Retail Sales Expressed in Percentages
El Segundo Retail Trade Area - Primary Market Area

Retail Category	2019	2020	2021	2025	2026	2030	2035	2040
<i>Shopper Goods:</i>								
Clothing and Clothing Accessories	70.0%	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%
General Merchandise	70.0%	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%
Home Furnishings and Appliances	70.0%	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%
Specialty/Other	70.0%	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%
<i>Convenience Goods:</i>								
Food and Beverage	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Food Service and Drinking	70.0%	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%
<i>Heavy Commercial Goods:</i>								
Bldg. Matrl. and Garden Equip. and Supplies	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Motor Vehicle and Parts Dealers	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Gasoline Stations	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: TNDG.

Table B-8
Potential Capture of Market Area Demand for Retail Sales Expressed in Percentages
El Segundo Retail Trade Area - Secondary Market Area

Retail Category	2019	2020	2021	2025	2026	2030	2035	2040
<i>Shopper Goods:</i>								
Clothing and Clothing Accessories	1.5%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%
General Merchandise	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Home Furnishings and Appliances	6.5%	8.0%	8.0%	8.0%	8.0%	8.0%	8.0%	8.0%
Specialty/Other	2.5%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%
<i>Convenience Goods:</i>								
Food and Beverage	0.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
Food Service and Drinking	3.5%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
<i>Heavy Commercial Goods:</i>								
Bldg. Matrl. and Garden Equip. and Supplies	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Motor Vehicle and Parts Dealers	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gasoline Stations	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Source: TNDG.

Table B-9

Potential Capture of Market Area Demand for Retail Sales

El Segundo Retail Trade Area - Primary Market Area

In thousands of constant dollars

Retail Category	2019	2020	2021	2025	2026	2030	2035	2040
<i>Shopper Goods:</i>								
Clothing and Clothing Accessories	\$19,589	\$23,593	\$24,809	\$24,955	\$24,991	\$25,175	\$25,360	\$25,547
General Merchandise	29,384	35,389	37,213	37,432	37,487	37,763	38,041	38,321
Home Furnishings and Appliances	12,243	14,745	15,505	15,597	15,620	15,735	15,850	15,967
Specialty/Other	34,281	41,287	43,415	43,671	43,735	44,057	44,381	44,707
Subtotal	\$95,497	\$115,015	\$120,943	\$121,654	\$121,833	\$122,729	\$123,632	\$124,542
<i>Convenience Goods:</i>								
Food and Beverage	\$55,969	\$58,982	\$62,022	\$62,387	\$62,478	\$62,938	\$63,401	\$63,868
Food Service and Drinking	41,627	50,135	52,719	53,029	53,107	53,497	53,891	54,288
Subtotal	\$97,596	\$109,116	\$114,740	\$115,415	\$115,585	\$116,435	\$117,292	\$118,155
<i>Heavy Commercial Goods:</i>								
Bldg. Matrl. and Garden Equip. and Supplies	\$20,988	\$22,118	\$23,258	\$23,395	\$23,429	\$23,602	\$23,775	\$23,950
Motor Vehicle and Parts Dealers	45,475	47,923	50,393	50,689	50,764	51,137	51,513	51,893
Gasoline Stations	31,483	33,177	34,887	35,093	35,144	35,403	35,663	35,926
Subtotal	\$97,946	\$103,218	\$108,538	\$109,177	\$109,337	\$110,142	\$110,952	\$111,769
Total	\$291,038	\$327,349	\$344,221	\$346,246	\$346,754	\$349,306	\$351,877	\$354,466

Source: TNDG.

Table B-10

Potential Capture of Market Area Demand for Retail Sales

El Segundo Retail Trade Area - Secondary Market Area

In thousands of constant dollars

Retail Category	2019	2020	2021	2025	2026	2030	2035	2040
<i>Shopper Goods:</i>								
Clothing and Clothing Accessories	\$8,394	\$17,682	\$18,623	\$18,787	\$18,828	\$18,993	\$19,201	\$19,412
General Merchandise	0	0	0	0	0	0	0	0
Home Furnishings and Appliances	22,735	29,470	31,039	31,311	31,380	31,655	32,002	32,354
Specialty/Other	24,483	41,259	43,455	43,836	43,932	44,317	44,803	45,295
Subtotal	\$55,613	\$88,411	\$93,117	\$93,934	\$94,139	\$94,965	\$96,007	\$97,061
<i>Convenience Goods:</i>								
Food and Beverage	\$0	\$11,788	\$12,416	\$12,525	\$12,552	\$12,662	\$12,801	\$12,942
Food Service and Drinking	41,622	62,625	65,958	66,536	66,682	67,267	68,005	68,752
Subtotal	\$41,622	\$74,413	\$78,373	\$79,061	\$79,234	\$79,929	\$80,806	\$81,693
<i>Heavy Commercial Goods:</i>								
Bldg. Matrl. and Garden Equip. and Supplies	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Motor Vehicle and Parts Dealers	0	0	0	0	0	0	0	0
Gasoline Stations	0	0	0	0	0	0	0	0
Subtotal	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total	\$97,234	\$162,824	\$171,490	\$172,995	\$173,373	\$174,894	\$176,814	\$178,755

Source: TNDG.

Table B-11

**Potential Capture of Market Area Demand for Retail Sales
El Segundo Retail Trade Area - All Market Areas Combined
In thousands of constant dollars**

Retail Category	2019	2020	2021	2025	2026	2030	2035	2040
<i>Shopper Goods:</i>								
Clothing and Clothing Accessories	\$27,983	\$41,275	\$43,432	\$43,741	\$43,819	\$44,168	\$44,562	\$44,959
General Merchandise	29,384	35,389	37,213	37,432	37,487	37,763	38,041	38,321
Home Furnishings and Appliances	34,978	44,216	46,544	46,908	46,999	47,389	47,853	48,321
Specialty/Other	58,764	82,546	86,870	87,506	87,666	88,374	89,184	90,003
Subtotal	\$151,109	\$203,426	\$214,060	\$215,588	\$215,972	\$217,694	\$219,640	\$221,603
<i>Convenience Goods:</i>								
Food and Beverage	\$55,969	\$70,770	\$74,437	\$74,911	\$75,030	\$75,600	\$76,202	\$76,809
Food Service and Drinking	83,249	112,759	118,676	119,565	119,788	120,764	121,896	123,039
Subtotal	\$139,218	\$183,529	\$193,114	\$194,476	\$194,819	\$196,364	\$198,098	\$199,849
<i>Heavy Commercial Goods:</i>								
Bldg. Matrl. and Garden Equip. and Supplies	\$20,988	\$22,118	\$23,258	\$23,395	\$23,429	\$23,602	\$23,775	\$23,950
Motor Vehicle and Parts Dealers	45,475	47,923	50,393	50,689	50,764	51,137	51,513	51,893
Gasoline Stations	31,483	33,177	34,887	35,093	35,144	35,403	35,663	35,926
Subtotal	\$97,946	\$103,218	\$108,538	\$109,177	\$109,337	\$110,142	\$110,952	\$111,769
Total	\$388,273	\$490,174	\$515,712	\$519,241	\$520,127	\$524,200	\$528,690	\$533,221

Source: TNDG.

Table B-12
Factor to Account for Daytime Spending of El Segundo Workforce
El Segundo Retail Trade Area

Retail Category	Factor
<i>Shopper Goods:</i>	
Clothing and Clothing Accessories	1.70
General Merchandise	1.00
Home Furnishings and Appliances	3.80
Specialty/Other	3.40
<i>Convenience Goods:</i>	
Food and Beverage	2.10
Food Services and Drinking	2.20
<i>Heavy Commercial Goods:</i>	
Bldg. Matrl. and Garden Equip. and Supplies	1.00
Motor Vehicle and Parts Dealers	1.00
Gasoline Stations	1.50

Source: TNDG.

Table B-13

Potential Capture of Market Area Demand for Retail Sales

El Segundo Retail Trade Area - Resident and Daytime Worker Demand Combined

In thousands of constant dollars

Retail Category	2019	2020	2021	2025	2026	2030	2035	2040
<i>Shopper Goods:</i>								
Clothing and Clothing Accessories	\$47,572	\$70,168	\$73,835	\$74,360	\$74,493	\$75,086	\$75,755	\$76,431
General Merchandise	29,384	35,389	37,213	37,432	37,487	37,763	38,041	38,321
Home Furnishings and Appliances	132,916	168,020	176,869	178,250	178,597	180,080	181,841	183,619
Specialty/Other	199,799	280,656	295,358	297,522	298,066	300,470	303,227	306,009
Subtotal	\$409,671	\$554,233	\$583,274	\$587,565	\$588,642	\$593,399	\$598,863	\$604,380
<i>Convenience Goods:</i>								
Food and Beverage	\$117,535	\$148,617	\$156,319	\$157,314	\$157,563	\$158,760	\$160,025	\$161,299
Food Service and Drinking	183,147	248,070	261,088	263,043	263,535	265,681	268,172	270,687
Subtotal	\$300,682	\$396,687	\$417,407	\$420,357	\$421,098	\$424,441	\$428,196	\$431,986
<i>Heavy Commercial Goods:</i>								
Bldg. Matrl. and Garden Equip. and Supplies	\$20,988	\$22,118	\$23,258	\$23,395	\$23,429	\$23,602	\$23,775	\$23,950
Motor Vehicle and Parts Dealers	45,475	47,923	50,393	50,689	50,764	51,137	51,513	51,893
Gasoline Stations	47,224	49,766	52,331	52,639	52,716	53,104	53,495	53,888
Subtotal	\$113,687	\$119,807	\$125,982	\$126,723	\$126,909	\$127,843	\$128,784	\$129,731
Total	\$824,040	\$1,070,728	\$1,126,663	\$1,134,645	\$1,136,649	\$1,145,683	\$1,155,843	\$1,166,097

Source: TNDG.

Table B-14

**Comparison of Potential Retail Demand with Estimated Sales
City of El Segundo
in thousands of constant dollars
(Using 2019 figures to avoid Covid distortions)**

Retail Category	2019 Demand	2019 Estimated Sales	Expected Less Actual	Percent Actual/ Expected
<i>Shopper Goods:</i>				
Clothing and Clothing Accessories	\$47,572	\$46,850	\$722	98.5%
General Merchandise	\$29,384	3,110	26,273	10.6%
Home Furnishings and Appliances	\$132,916	131,985	931	99.3%
Specialty/Other	\$199,799	191,483	8,317	95.8%
Subtotal	\$409,671	\$373,429	\$36,242	91.2%
<i>Convenience Goods:</i>				
Food and Beverage	\$117,535	\$118,044	(\$509)	100.4%
Food Service and Drinking	\$183,147	177,800	5,348	97.1%
Subtotal	\$300,682	\$295,843	\$4,839	98.4%
<i>Heavy Commercial Goods:</i>				
Bldg. Matrl. and Garden Equip. and Supplies	\$20,988	\$11,016	\$9,972	52.5%
Motor Vehicle and Parts Dealers	\$45,475	2,386	43,089	5.2%
Gasoline Stations	\$47,224	46,438	786	98.3%
Subtotal	\$113,687	\$59,840	\$53,847	52.6%
Total	\$824,040	\$729,112	\$94,928	88.5%

Source: CDTFA; TNDG.

Table B-15
Net *New* Supportable Retail Sales (based on 2019 existing sales)
City of El Segundo
in thousands of constant dollars

Retail Category	2019	2020	2021	2025	2026	2030	2035	2040
<i>Shopper Goods:</i>								
Clothing and Clothing Accessories	\$722	\$23,317	\$26,984	\$27,510	\$27,642	\$28,236	\$28,905	\$29,581
General Merchandise	26,273	32,279	34,103	34,322	34,377	34,652	34,930	35,210
Home Furnishings and Appliances	931	36,035	44,884	46,265	46,612	48,095	49,855	51,634
Specialty/Other	8,317	89,174	103,875	106,039	106,583	108,988	111,744	114,527
Subtotal	\$36,242	\$180,805	\$209,846	\$214,136	\$215,214	\$219,971	\$225,435	\$230,951
<i>Convenience Goods:</i>								
Food and Beverage	(\$509)	\$30,573	\$38,275	\$39,270	\$39,520	\$40,716	\$41,981	\$43,256
Food Service and Drinking	5,348	70,271	83,288	85,244	85,735	87,882	90,372	92,887
Subtotal	\$4,839	\$100,844	\$121,563	\$124,514	\$125,254	\$128,598	\$132,353	\$136,143
<i>Heavy Commercial Goods:</i>								
Bldg. Matrl. and Garden Equip. and Supplies	\$9,972	\$11,102	\$12,242	\$12,379	\$12,413	\$12,586	\$12,759	\$12,934
Motor Vehicle and Parts Dealers	43,089	45,537	48,007	48,303	48,378	48,751	49,128	49,507
Gasoline Stations	786	3,328	5,893	6,201	6,278	6,666	7,057	7,451
Subtotal	\$53,847	\$59,967	\$66,142	\$66,883	\$67,069	\$68,003	\$68,944	\$69,891
Total	\$94,928	\$341,616	\$397,551	\$405,533	\$407,537	\$416,571	\$426,731	\$436,985

Source: TNDG.

Table B-16
Sales Per Square Foot Standards
El Segundo Retail Trade Area
Expressed in Sales/Square Feet

Retail Category	Sales/Square Feet
GAFO*	\$350
Food and Beverage	\$600
Food Service and Drinking	\$600
Bldg. Matrl. and Garden Equip. and Supplies	\$325
Automotive Parts	\$200

*GAFO: General Merchandise, Apparel, Furniture/Appliances, Qther/Specialty

Source: Retail Maxim; Urban Land Institute (ULI); TNDG.

Table B-17
Net Demand for Retail Space
City of El Segundo
Expressed in Square Feet

Retail Category	2019	2020	2021	2025	2026	2030	2035	2040
<i>Shopper Goods:</i>								
GAFO	103,549	516,585	599,559	611,818	614,897	628,487	644,099	659,860
<i>Convenience Goods:</i>								
Food and Beverage	(848)	50,956	63,792	65,450	65,866	67,861	69,968	72,093
Food Service and Drinking	8,913	117,118	138,814	142,073	142,891	146,469	150,620	154,812
Subtotal	8,065	168,074	202,606	207,523	208,757	214,330	220,588	226,904
<i>Heavy Commercial Goods:</i>								
Bldg. Matrl. and Garden Equip. and Supplies	30,684	34,160	37,668	38,089	38,194	38,725	39,259	39,798
Automotive Parts*	19,390	20,492	21,603	21,737	21,770	21,938	22,107	22,278
Gasoline Stations	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Subtotal	50,074	54,652	59,271	59,825	59,964	60,663	61,367	62,076
Services Space @ 10% of retail subtotal	16,169	73,931	86,144	87,917	88,362	90,348	92,605	94,884
Grand Total	177,856	813,241	947,579	967,082	971,981	993,828	1,018,659	1,043,724

*Assumes that automotive parts stores account for 9% of sales in overall Automotive group category (based on statewide average).

Source: TNDG.

Appendix C

Office Demand Calculations

Table C-1
Employment Forecasts by Industry Group
Los Angeles County
2020-2040

Industry	2020	2025	2030	2035	2040
Natural Resources, Mining, & Construction	145,610	158,000	165,320	171,170	176,570
Manufacturing	338,300	312,690	299,400	289,620	281,150
Wholesale Trade	228,680	233,100	235,590	237,510	239,250
Retail Trade	431,950	445,370	452,980	458,900	464,250
Transportation, Warehousing & Utilities	191,400	203,410	210,390	215,900	220,960
Information	234,740	241,850	245,880	249,020	251,850
Financial Activities	222,340	225,550	227,350	228,740	229,990
Professional & Business Services	627,730	659,790	678,260	692,770	706,000
Educational & Health Services	836,320	930,930	988,010	1,034,190	1,077,320
Leisure & Hospitality	548,440	600,590	631,640	656,550	679,660
Other Services	158,680	165,670	169,670	172,800	175,650
Government	<u>587,590</u>	<u>601,480</u>	<u>609,320</u>	<u>615,390</u>	<u>620,870</u>
Total Nonfarm	4,551,780	4,778,430	4,913,810	5,022,560	5,123,520

Source: TNDG, based on Industry Employment Estimates and Projections, California Employment Development Department (EDD); Southern California Association of Governments (SCAG), 2020 RTP/SCS Growth Forecast.

Table C-2
Employment Forecasts by Industry Group
South Bay Cities
2020-2040

Industry	2020	2025	2030	2035	2040
Natural Resources, Mining, & Construction	3,220	3,270	3,330	3,380	3,460
Manufacturing	5,310	5,230	5,150	5,070	4,970
Wholesale Trade	5,890	5,910	5,930	5,960	5,990
Retail Trade	23,120	23,270	23,410	23,550	23,740
Transportation, Warehousing & Utilities	2,060	2,090	2,110	2,140	2,170
Information	900	910	910	920	920
Financial Activities	7,630	7,650	7,670	7,690	7,720
Professional & Business Services	12,220	12,340	12,460	12,580	12,750
Educational & Health Services	40,190	41,060	41,950	42,850	44,080
Leisure & Hospitality	22,970	23,400	23,820	24,260	24,850
Other Services	2,490	2,510	2,540	2,560	2,590
Government	<u>2,590</u>	<u>2,600</u>	<u>2,610</u>	<u>2,620</u>	<u>2,640</u>
Total Nonfarm	128,590	130,240	131,890	133,580	135,880

Source: TNDG, based on Industry Employment Estimates and Projections, California Employment Development Department (EDD); Southern California Association of Governments (SCAG), 2020 RTP/SCS Growth Forecast.

Table C-3
Allocation of Employment by Land Use Category
South Bay Cities

Industry	Office Space	Industrial Space	Other Space	Total
Natural Resources, Mining, & Construction	15%	20%	65%	100%
Manufacturing	15%	85%	0%	100%
Wholesale Trade	15%	85%	0%	100%
Retail Trade	5%	15%	80%	100%
Transportation, Warehousing & Utilities	5%	80%	15%	100%
Information	100%	0%	0%	100%
Financial Activities	100%	0%	0%	100%
Professional & Business Services	100%	0%	0%	100%
Educational & Health Services	60%	0%	40%	100%
Leisure & Hospitality	25%	0%	75%	100%
Other Services	25%	40%	35%	100%
Government	10%	0%	90%	100%

Source: TNDG.

Table C-4
Projected Employment by Land Use Category
2020-2040
South Bay Cities

Land Use Category	<i>Employment by Year:</i>				
	2020	2025	2030	2035	2040
Office	54,910	55,703	56,499	57,313	58,421
Industrial	16,276	16,290	16,300	16,320	16,341
Other	57,404	58,248	59,092	59,947	61,119
Total Nonfarm Employment	128,590	130,240	131,890	133,580	135,880

Source: TNDG, Tables B-2 and B-3

Table C-5
Projected Employment by Land Use Category
2020-2040
South Bay Cities

Land Use Category	<i>Change in Employment by Timer Period:</i>			
	2020-25	2025-30	2030-35	2035-40
Office	793	796	815	1,108
Industrial	14	10	21	21
Other	844	845	855	1,172
Total Nonfarm Employment	1,650	1,650	1,690	2,300

Source: TNDG, Tables B-4

Table C-6
Projected Demand for New Office Space
2020-2040
South Bay Cities

Square Feet per Employee - Office Space 200

		2020-30	2030-40	Total	Average Annual, 2020- 2040
Office Demand					
Demand for New Space		317,700	384,400	702,100	35,105
Construction Demand @	110%	349,470	422,840	772,310	38,616
<i>Medical Office Demand (over and above General Office demand):</i>				<i>162,185</i>	

Source: TNDG, Table C-5

Appendix D

Storefront Tenant Lists for Downtowns

(El Segundo, Culver City, Hermosa Beach, Manhattan Beach)

**Table D-1
Storefront Tenant List
Downtown El Segundo**

Street Name	Street Address	Business Name	Business Category	Major Category
Main (South Side)	500	Public parking lot	Civic - Parking Lot	Civic Buildings
	531	The Mail Box	Other Storefront Service	Service/Office
	529	Study Hut Tutoring	Other Storefront Service	Service/Office
	519	Hairlines	Salon/Spa/Barber/Nails	Service/Office
	521	Toroy Diaz Wellness	Medical Office	Service/Office
	525	El Segundo Medical Center	Medical Office	Service/Office
	533	El Segundo Eyecare	Medical Office	Service/Office
	507	Big Mike Subs	Other Fast Food	Eating & Drinking
	505	Easton Gym Company	Health/Fitness (gym, yoga, etc.)	Service/Office
	503	Kreaton Organic	Ice Cream/Yogurt/Juice	Eating & Drinking
	455	Bill Ruane Remax Estate Properties	Other Office	Service/Office
	455	Kaleka Dental	Medical Office	Service/Office
	455	Alternative Business Funding	Other Office	Service/Office
	455	Matt Crabbs Compass	Other Office	Service/Office
	439	Canton Low Chinese Resturant	Casual Dining	Eating & Drinking
	433	Wreck It Gym	Health/Fitness (gym, yoga, etc.)	Service/Office
	431	Beach City Brokers (real estate)	Other Office	Service/Office
	427	El Segundo Chamber of Commerce	City Hall	Civic Buildings
	425	Steve Guidone Dentistry	Medical Office	Service/Office
	425.5	Pilates on Main	Health/Fitness (gym, yoga, etc.)	Service/Office
	423	Pure Lux Medical	Medical Office	Service/Office
	421	Palm Reality Boutique	Other Office	Service/Office
	419	Bicycle Shop	Other Storefront Service	Service/Office
	417	Gelato-go	Ice Cream/Yogurt/Juice	Eating & Drinking
	415	Cigar & More	Other Speciality Food	Food
	413	Pho Dreams	Casual Dining	Eating & Drinking
	411	Hannes Resturant	Casual Dining	Eating & Drinking
	409	Heina Haru Sushi Bar	Casual Dining	Eating & Drinking
	407	Relaxation Nail Spa	Salon/Spa/Barber/Nails	Service/Office
	405	Create & Express	Other Speciality Retail	Speciality
	403	Kagura Tokyo Cuisine	Casual Dining	Eating & Drinking
	401	Industrial Lock & Securiry	Lock & Key Store	Hardware
361	Kirk Brown Reality	Other Office	Service/Office	
359	Lan's Hair and Nails	Salon/Spa/Barber/Nails	Service/Office	

**Table D-1
Storefront Tenant List
Downtown El Segundo**

Street Name	Street Address	Business Name	Business Category	Major Category
	357	The Grand Sushi	Casual Dining	Eating & Drinking
	353	Happy Baby	Health/Fitness (gym, yoga, etc.)	Service/Office
	351	Blue Butterfly Coffee Co.	Coffee/Tea	Eating & Drinking
	347	Bank of America	Bank	Service/Office
	343	Chipton Ross	Other Office	Service/Office
	337	The Jewelry Source	Jewelry	Speciality
	333	Canoe Hospitality	Other Office	Service/Office
	333B	S and D Design	Other Office	Service/Office
	325	David & Derosa Physical Therapy	Medical Office	Service/Office
	327	Pacific Physical Therapy	Medical Office	Service/Office
	323	Rinaldi's Italian Deli	Other Fast Food	Eating & Drinking
	321	Two Gun's Kitchen	Casual Dining	Eating & Drinking
	319	Labib Funk & Association	Other Office	Service/Office
	313	Eagle Cleaners	Other Storefront Service	Service/Office
	311	Alec Ferradas Dental Offices, DDS	Medical Office	Service/Office
	309	World Karate	Health/Fitness (gym, yoga, etc.)	Service/Office
	305	El Segundo Tailors	Other Storefront Service	Service/Office
	301	Body Doc Healing Center	Medical Office	Service/Office
	275	Citizens Business Bank	Bank	Service/Office
	255	Back for Yoga	Health/Fitness (gym, yoga, etc.)	Service/Office
	253	Gambucci clinic	Medical Office	Service/Office
	251	Chicken Dijon Rotisseri	Upscale Fastfood	Eating & Drinking
	249	Music on Main	Other Office	Service/Office
	247	The Donut	Other Fast Food	Eating & Drinking
	245	Blue Diamond Jeweler	Jewelry	Speciality
	243	Jetta Authentic Thai Cuisine	Casual Dining	Eating & Drinking
	241	Jame Enoteca	Casual Dining	Eating & Drinking
	229	Havana Sandwich Company	Other Fast Food	Eating & Drinking
	225	Small Cakes	Bakery	Eating & Drinking
	223	Vacant	Vacant	Vacant
	219	Sausal	Casual Dining	Eating & Drinking
	143	Rock & Brews	Casual Dining	Eating & Drinking
	137	Dornblasters	Salon/Spa/Barber/Nails	Service/Office
	135	Jeffery S. Rhind, DDS	Medical Office	Service/Office

**Table D-1
Storefront Tenant List
Downtown El Segundo**

Street Name	Street Address	Business Name	Business Category	Major Category
	123	The Tavern on Main	Casual Dining	Eating & Drinking
	117	Little Gourmet	Casual Dining	Eating & Drinking
	115	Insight Treatment Programs (mental health)	Medical Office	Service/Office
	111	Consulting.com HQ	Other Office	Service/Office
Main (north side)	130	I Love Teriyaki	Other Fastfood	Eating & Drinking
	136	Law Offices Sanford Jossen	Other Office	Service/Office
	136	Protection Law Group	Other Office	Service/Office
	140	El Segundo Brewing Company	Casual Dining	Eating & Drinking
	150	Bill Ruane Remax	Other Office	Service/Office
	200	Brewport Tap House	Casual Dining	Eating & Drinking
	208	ESMOA	Art	Specialty
	210	El Tarasco Mexican Food	Casual Dining	Eating & Drinking
	214	UPS Store	Other Storefront Service	Service/Office
	232	Chevron Gas Station	Gas Station	Automobile Related
	314	Fire Department	Fire Station	Civic
	348	Police Station	Police Station	Civic
	350	City Hall	City Hall	Civic
	400	Stuft Pizza	Casual Dining	Eating & Drinking
	402	Remax Bill Ruane	Other Office	Service/Office
	404	Holly Main Liquor	Liquor Store	Food
	408	Britt's BBQ and Catering	Casual Dining	Service/Office
	410	Fantastic Café	Upscale Fastfood	Eating & Drinking
	422	El Gringo	Casual Dining	Eating & Drinking
	424	Vacant	Vacant	Vacant
	426	Vacant	Vacant	Vacant
	428	Vacant	Vacant	Vacant
	432	Stacy Kaine on Main	Salon/Spa/Barber/Nails	Service/Office
	436	4Star Iron Works Gym	Health/Fitness (gyms, yoga, etc.)	Service/Office
	444	Colors Custom Furniture	Home Décor	Furnishings & Appilances
	446	Wilding Wall Beds	Home Décor	Furnishings & Appilances
	450	Tapizon	Casual Dining	Eating & Drinking
	500	Etzler Chiropractic	Medical Office	Service/Office
	502	State Farm Ed Barnhart	Other Office	Service/Office

**Table D-1
Storefront Tenant List
Downtown El Segundo**

Street Name	Street Address	Business Name	Business Category	Major Category
		506 Amazon, UPS, Fedex, USPS	Other Storefront Service	Service/Office
		508 All State	Other Office	Service/Office
		512 Active Media Interest, Suite 1	Other Office	Service/Office
		512 Miracle Mile Community Practice, Suite 2	Medical Office	Service/Office
		512 Gimlen Orthodontics, Suite 3	Medical Office	Service/Office
		512 Hutchinson Dental, Suite 4	Medical Office	Service/Office
		520 El Segundo Masonic Center	Senior/Community Center	Civic
		540 United Methodist Church	Church	Church
Richmond (south side)		361 St. Michael's Episcopal Church	Church	Church
		349 MindSet Collective Physical Therapy	Medical Offices	Service/Office
		347 Cadman Group Commercial Real Estate	Other Offices	Service/Office
		345 Natural Simplicity	Florist	Specialty
		343 World Gallery (vinyl books)	Other Specialty Retail	Specialty
		337 Studio Antiques	Antiques	Specialty
		333 Richmond St. Counseling Center	Medical Offices	Service/Office
		331 Touch Institute, Skin Therapy	Medical Offices	Service/Office
		327 Face Place and More	Salon/Spa/Barber/Nails	Service/Office
		323 Schofield Reality	Other Offices	Service/Office
		321 Tina's Nails and Spa	Salon/Spa/Barber/Nails	Service/Office
		319 Farmers Insurance	Other Offices	Service/Office
		315 Marz Construction	Other Offices	Service/Office
		305 About Space, LLC Interior Design	Other Offices	Service/Office
		225 Mama D's Italian Resturant	Casual Dining	Eating & Drinking
		223 Second City Bistro	Casual Dining	Eating & Drinking
		221 Purple Orchid	Bar	Eating & Drinking
		215 Transport Workers Union/TWU Local 502	Other Offices	Service/Office
		211 El Segundo Door Company	Other Offices	Service/Office
		209 Haydenshapes Surfboards	Other Offices	Service/Office
		203 Paragon Communities Inc/Real Estate	Other Offices	Service/Office
		Vacant corner lot/building under construction		
		145 Richmond Bar & Grill	Casual Dining	Eating & Drinking
		143 unmarked business		
		139 Metz & Harrison LLP	Other Offices	Service/Office

**Table D-1
Storefront Tenant List
Downtown El Segundo**

Street Name	Street Address	Business Name	Business Category	Major Category
	135	XTMA	Health/Fitness (gyms, yoga, etc.)	Service/Office
	127	Richmond Salon	Salon/Spa/Barber/Nails	Service/Office
	123	StrongProject (Modern Office Furniture)	Home Décor	Furnishings/Appliances
	117	The Traditional Barber	Salon/Spa/Barber/Nails	Service/Office
	115	The Old Town Patio	Bar	Eating & Drinking
Richmond (North side)	140	Old Town Music Hall	Live Theater	Entertainment/Recreation
	142	Boundary	Casual Dining	Eating & Drinking
	144	Studio Joseph Watts	Art	Specialty
	146	Art Studio	Art	Specialty
	200	Public Parking	Public Parking	Civic
	218	Kumon	Other Offices	Service/Office
	220	Eriss Salon	Salon/Spa/Barber/Nails	Service/Office
	222	George's Barber Shop	Salon/Spa/Barber/Nails	Service/Office
	300	99 Cent Store	Discount/Dollar Store	General Merchandise
Grand (East side)	302	El Segundo Optometry, Suite 1	Medical Offices	Service/Office
	302	Lara Priest, Suite 2	Medical Offices	Service/Office
	302	Linda Peterson & Associates, Suite 3	Medical Offices	Service/Office
	302	Clear View Financial Planning, Suite 4	Other Offices	Service/Office
	302	Peopleware Staffing, Suite 5	Other Offices	Service/Office
	302	Paul Hanson Engineering, Suite 6	Other Offices	Service/Office
	302	Verch Inserance, Suite 7	Other Offices	Service/Office
	302	Brian Mattson, MA, MFT, Suite 9	Other Offices	Service/Office
	302	Madama Performance Xpand, Suite 10	Health/Fitness (gyms, yoga, etc.)	Service/Office
	228	Aiport Cleaners	Other Storefront Services	Service/Office
	226	Vacant	Vacant	Vacant
	222	Queen Nails	Salon/Spa/Barber/Nails	Service/Office
	220	Valdes & Associates	Other Offices	Service/Office
	218	Robert F. Ashley	Other Offices	Service/Office
	210	Tonsoral Parlor	Salon/Spa/Barber/Nails	Service/Office
	208	Nicol	Other Offices	Service/Office
	206	Vacant	Vacant	Vacant
	204	Kelly's Beach Hut	Other Specialty Retail	Specialty
	200	El Segundo Doors & Windows	Other Specialty Retail	Specialty
	130	Slice and Pint	Casual Dining	Eating & Drinking

**Table D-1
Storefront Tenant List
Downtown El Segundo**

Street Name	Street Address	Business Name	Business Category	Major Category
Grand (West side)	120	The Powder Room Hair Salon	Salon/Spa/Barber/Nails	Service/Office
	118	Dipped Ice Cream	Ice Cream/Yogurt/Juice	Eating & Drinking
	116	Guaranty Escrow Inc.	Other Offices	Service/Office
	275	Citizens Business Bank	Bank	Service/Office
	110	Beach Cty Hair Design	Salon/Spa/Barber/Nails	Service/Office
	112	LPL Financial	Other Offices	Service/Office
	114	Vacant	Vacant	Vacant
	301	El Segundo Preschool Academy	Private preschool	Civic
	227	Flegenheimer International, Inc.	Other Offices	Service/Office
	219	Sweet Spot Media - advertising agency	Other Offices	Service/Office
	209	Studio Pilates	Health/Fitness (gyms, yoga, etc.)	Service/Office
	203	Frocks & Rocks	Women's Apparel	Apparel
	201	Alex Abad Real Estate Group	Other Offices	Service/Office
	131	Good Stuff Resturant	Casual Dining	Eating & Drinking
	131B	Calleros Dental	Medical Offices	Service/Office
	131	Metro Café Resturant	Casual Dining	Eating & Drinking
	121	Athletic Grace Dance Studio	Health/Fitness (gyms, yoga, etc.)	Service/Office
	111	Westside Websites Engineering Service	Other Offices	Service/Office
	109	Image Solutions (Data, Outreach, Web, Mail)	Other Offices	Service/Office
107	Wendy's Place Café	Casual Dining	Eating & Drinking	
105	Vacant	Vacant	Vacant	
350	City Hall	Civic Center	Civic	
205	City Cuts by Maggie	Salon/Spa/Barber/Nails	Service/Office	
Grand (East side)	203	South Bay Industrial Hardware	Lock & Key Store	Hardware
	204	WCK (doors and windows)	Other Storefront Services	Service/Office
	220	Rite Aid	Drug Store	General Merchandise
	310	Starbucks, Suite 113	Coffee/Tea	Eating & Drinking
	310	Ensenada's Surf & Turf, Suite 112	Casual Dining	Eating & Drinking
	310	Aristo Mediterranean Café, Suite 111	Casual Dining	Eating & Drinking
	310	Fantastic Sam's, Suite 110	Salon/Spa/Barber/Nails	Service/Office
	310	Vinny's Pizza, Suite 104	Casual Dining	Eating & Drinking
	310	Stix & Straws, Suite 100	Casual Dining	Eating & Drinking
	310	Door to Door Valet Cleaners & Tailors	Other Storefront Services	Service/Office
310	Grand Othodontics, Suite 106	Medical Offices	Service/Office	

**Table D-1
Storefront Tenant List
Downtown El Segundo**

Street Name	Street Address	Business Name	Business Category	Major Category
		310 St. Antony Pharmacy, Suite 105	Medical Offices	Service/Office
		310 Enterprise Rental Car, Suite 103	Automobile Service	Automobile Related
		310 El Segundo Modern Dentistry, Suite 102	Medical Offices	Service/Office
Standard (North side)		130 Chase Bank, Suite A	Bank	Service/Office
		130 Champion Vibes, Suite C	Salon/Spa/Barber/Nails	Service/Office
		130 Siam Bay Thai Food, Suite D	Other Fastfood	Eating & Drinking
		130 Blimpie American Sub Shop, Suite E	Other Fastfood	Eating & Drinking
		130 Cold Stone, Suite F	Ice Cream/Yogurt/Juice	Eating & Drinking
		130 Domino's Pizza, Suite G	Other Fastfood	Eating & Drinking
		130 Jing Spa, Suite H	Salon/Spa/Barber/Nails	Service/Office
		130 Coast Nails, Suite J	Salon/Spa/Barber/Nails	Service/Office
		130 Sushi Avenue, Suite K	Other Fastfood	Eating & Drinking
		130 Vacant (Suite F)	Vacant	Vacant
Standard (South side)		214 State Farm Insurance	Other Offices	Service/Office
		226 Standard Station Sports Bar & Grill	Casual Dining	Eating & Drinking
		208 Glentek (Solutions for Motion Control)	Other Offices	Service/Office
Eucalyptus		200 block El Segundo Pet Resort	Other Storefront Services	Service/Office

**Table D-2
Storefront Tenant List
Downtown Culver City**

Street Name	Street Address	Business Name	Business Category	Major Category	
Main (North side)	3806	The Ripped Bodice Books	Books	Speciality	
	3806	Main Street Salon	Salon/Spa/Barber/Nails	Service/Office	
	3808	Dry Bar Hair Salon	Salon/Spa/Barber/Nails	Service/Office	
	3812	The Massage Garage	Salon/Spa/Barber/Nails	Service/Office	
	3816	Playa Reality Boutique	Other Office	Service/Office	
	3826	Grand Casino	Casual Dining	Eating & Drinking	
	3830	Gratitude Market Artisan Food and Gifts	Other Specialty Food	Food	
	3838	Academy of Beauty Beauty School	Other Office	Service/Office	
	3840	Dr Katya S. Zelaya, OD Optometry	Medical Office	Service/Office	
	3842	Hearing Aid Professionals	Medical Office	Service/Office	
	3850	Piccalilli	Casual Dining	Eating & Drinking	
	3850	Janga by Derrick's Jamaican	Casual Dining	Eating & Drinking	
	Main (South side)	9400	Armand's Fireplace & BBQ (Venice Bl. Address)	Appliance	Furnishings & Appliances
		3809	Church Hill Antiques	Antiques	Speciality
		3815	Youth Fill Medspa	Salon/Spa/Barber/Nails	Service/Office
		3819	La Rocca's Pizza	Casual Dining	Eating & Drinking
3821		Color & Craft Salon on Main	Salon/Spa/Barber/Nails	Service/Office	
3825		Aldea Home & Baby, Nursery & Baby Store	Other Specialty Food	Service/Office	
3829		Ms. Chi Dumpling/Noodle Restaurant	Casual Dining	Eating & Drinking	
3833		Vamonos Tacos	Casual Dining	Eating & Drinking	
3835		Potatoe Chips Deli	Upscale Fastfood	Eating & Drinking	
3837		Novecento Pasta & Grill	Casual Dining	Eating & Drinking	
3839		Scoot Education Education Staffing Partner	Other Office	Service/Office	
3843		Rocco's Tavern	Casual Dining	Eating & Drinking	
3847		Upper Crust Pizza	Casual Dining	Eating & Drinking	
3849		Monty's Good Burger	Casual Dining	Eating & Drinking	
3851		Latea	Coffee/Tea	Eating & Drinking	
Culver (North side)	9290	Trader Joe's	Other Specialty Food	Food	
	9300	Vacant	Vacant	Vacant	
	9300	Sephora	Other Specialty Retail	Speciality	
	9300	Salt & Straw	Ice Cream/Yogurt/Juice	Eating & Drinking	

**Table D-2
Storefront Tenant List
Downtown Culver City**

Street Name	Street Address	Business Name	Business Category	Major Category
	8850	Vacant (closed bagel shop)	Vacant	Vacant
	9300	Philz Coffee	Coffee/Tea	Eating & Drinking
	9300	Public Parking Garage	Public Parking	Civic Buildings
	9400	Culver Hotel	Hotel	Other
	9512	Chipotle	Upscale Fastfood	Eating & Drinking
	9514	Cold Stone	Ice Cream/Yogurt/Juice	Eating & Drinking
	9516	Yalla Mediterranean	Casual Dining	Eating & Drinking
	9540	Fifty One Chinese Restaurant	Casual Dining	Eating & Drinking
	9546	Rush	Casual Dining	Eating & Drinking
	9552	Wise Sons Jewish Delectatessen	Upscale Fastfood	Eating & Drinking
	9600	Culver City Fire Department	Fire Station	Civic Buildings
	9696	Meralta Office Plaza	Other Office	Service/Office
	9770	City Hall	City Hall	Civic Buildings
	9900	Village Well Books & Coffee	Books	Speciality
	90232	US Post Office	Post Office	Civic Buildings
	10000	Sweet Flower	Florist	Speciality
	10054	Psychic Miss Molly	Other Storefront Service	Service/Office
	10052	Plant Mama	Florist	Speciality
	10054	Coffee Cyclery	Coffee/Tea	Eating & Drinking
Culver (South side)	9341	Kay n Dave's Mexican Cantina	Casual Dining	Eating & Drinking
	9343	Cava	Upscale Fastfood	Eating & Drinking
	9345	Chicas Nachos Burritos Bowls	Upscale Fastfood	Eating & Drinking
	9355	Citizen Public Market Food Court	Upscale Fastfood	Eating & Drinking
	9375	The Auld Fella Irish Joint	Bar	Eating & Drinking
	9415	Blank Spaces, Community of Entrepreneurs	Other Office	Service/Office
	9441	Timeless Treasures Ticktocker Thrift Shop	Other Specialty Retail	Speciality
	9453	Vacant (previously bank building)	Vacant	Vacant
	3865	Ugo Café (Cardiff Ave/corner)	Casual Dining	Eating & Drinking
	9517	Wonderful World Art Gallery/Animation Art	Art	Speciality
	9523	Tender Greens	Casual Dining	Eating & Drinking
	9531	Arth Bar & Kitchen Indian Restaurant	Casual Dining	Eating & Drinking
	9537	Honey's Kettle Fired Chicken	Upscale Fastfood	Eating & Drinking

**Table D-2
Storefront Tenant List
Downtown Culver City**

Street Name	Street Address	Business Name	Business Category	Major Category
	9543	Akasha	Casual Dining	Eating & Drinking
	9725	Sestina Pasta Bar	Casual Dining	Eating & Drinking
	9727	Meet in Paris, French Bistro	Casual Dining	Eating & Drinking
	9729	Sake House	Casual Dining	Eating & Drinking
	9739	City Tavern	Casual Dining	Eating & Drinking
	9755	Café Viola	Casual Dining	Eating & Drinking
Washington (South side)	9705	Alandale's	Men's Apparel	Apparel
	9703	State Farm	Other Office	Service/Office
	9707	Men's Clothing Store	Men's Apparel	Apparel
	9711	Soul Play Yoga	Health/Fitness (gyms, yoga, etc.)	Service/Office
	9715	Wild Child	Health/Fitness (gyms, yoga, etc.)	Service/Office
	9735	Vacant (offices)	Vacant	Vacant
	9801	Chase Bank	Bank	Service/Office
Washington (North side)	9718	Starbucks	Coffee/Tea	Eating & Drinking
	9724	Antunovich Associates/Architecture, Int. Design	Other Office	Service/Office
	9726	Lundeen's, (Gifts, Cards, Books, Baby)	Other Specialty Retail	Speciality
	9748	S & W Country Diner	Casual Dining	Eating & Drinking
	9810	Vacant (closed restaurant)	Vacant	Vacant
	9820	Kirk Douglas Theater	Movie Theater	Entertainment/Recreation
	10000	One Culver Parking	Public Parking	Civic Buildings
	10000	One Culver Office Building	Other Office	Service/Office
	10000	One Medical	Medical Office	Service/Office
	10000	Go Get Em Tiger (Food Delivery Service)	Other Specialty Food	Food
	10000	WeWork Office Space & Coworking	Other Office	Service/Office

**Table D-3
Storefront Tenant List
Downtown Hermosa Beach**

Street Name	Street Address	Business Name	Business Category	Major Category
Pier Avenue (East Side)	550	Public Library	Library	Civic Buildings
	540	Fire Station	Fire Station	Civic Buildings
	526	Stars Antique Market	Antiques	Specialty
	518	Bikram Yoga	Health/Fitness (gyms, yoga,etc.)	Service/Office
	506	Vacant	Vacant	Vacant
	440	Door to Door Vallet Cleaners	Other Storefront Service	Service/Office
	430	The Bike Shop	Other Storefront Service	Service/Office
	426	State Farm Insurance	Other Office	Service/Office
	424	Crème De La Crepe Resturant and Creperie	Casual Dining	Eating & Drinking
	424	Craft House & Gastro Pub	Casual Dining	Eating & Drinking
	418	The Rockefeller	Fine Dining	Eating & Drinking
	400	Marlin Equity Partners	Other Office	Service/Office
	338	Marlin Equity Partners	Other Office	Service/Office
	316	Fritto Misto Italian Café	Casual Dining	Eating & Drinking
	312	Marx Pier Ave	Salon/Spa/Barber/Nails	Service/Office
	308	Two Guns Espresso	Coffee/Tea	Eating & Drinking
	302	Uncorked Wine Tasting	Wine/Gourmet	Food
	240	Abe's Liquor	Liquor Store	Food
	238	Gum Tree Shop and Café	Casual Dining	Eating & Drinking
	200	Pier Conference Room	Other Office	Service/Office
	201	Hermosa Supply	Men's Apparel	Apparel
	202	Hermosa Barber Shop & Supply	Salon/Spa/Barber/Nails	Service/Office
	203	Details Shoes & Accessories	Shoes	Apparel
	204	Palm Reality Boutique	Other Office	Service/Office
	205	Bikini Junkie	Other Apparel	Apparel
	200	Amaloha Healing Arts	Other Specialty Retail	Specialty
	301	Hamilton Butler Jewels	Jewelry	Specialty
	140	Mike's Guitar Parlor	Other Specialty Retail	Specialty
	138	Maison Luxe Interior Design	Home Décor	Furnishings & Appliances
	136	Cultured Slice Sandwich Shop (Coming Soon)	Casual Dining	Eating & Drinking
	128	Curious... Still Curious Gift Shop	Other Specialty Retail	Specialty

**Table D-3
Storefront Tenant List
Downtown Hermosa Beach**

Street Name	Street Address	Business Name	Business Category	Major Category
		124 Sol Baby	Children's Apparel	Apparel
		120 Chamber of Commerce Visitor Center	Senior/Community Center	Civic Buildings
		118 Tacos el Goloso	Upscale Fastfood	Eating & Drinking
		116 Blue Rose	Women's Apparel	Apparel
		114 Beach Bound Sports	Other Storefront Service	Service/Office
		112 Fundamental Coast	Women's Apparel	Apparel
		1150 Zane's Restaurant (Hermosa Ave)	Casual Dining	Eating & Drinking
		90 Bank of America	Bank	Service/Office
		74 Robert's Liquor	Liquor Store	Food
		68 American Junkie	Casual Dining	Eating & Drinking
		52 Baja Sharkeez	Casual Dining	Eating & Drinking
		50 Patrick Molloy's	Casual Dining	Eating & Drinking
		50 Treasure Chest Souvenir Shop	Other Specialty Retail	Specialty
		36 Greenbelt	Casual Dining	Eating & Drinking
		34 Juiced	Ice Cream/Yogurt/Juice	Eating & Drinking
		30 Lighthouse Café	Casual Dining	Eating & Drinking
		22 Waterman's	Casual Dining	Eating & Drinking
		26 Surf City Hostel	Other Storefront Service	Service/Office
		20 Silvio's Craft Beer & BBQ	Casual Dining	Eating & Drinking
		8 Hennessey's Tavern	Casual Dining	Eating & Drinking
Pier Avenue (West Side)		565 U.S. Post Office	Post Office	Civic Buildings
		565 Miss Bee's Tutoring	Other Office	Service/Office
		555 Hermosa Professional Building	Other Office	Service/Office
		555 Hermosa Beach Law Offices	Other Office	Service/Office
		555 University Spine and Pain Center/Surgery	Medical Office	Service/Office
		555 Hermosa Beach Escrow, Inc.	Other Office	Service/Office
		555 FORM Pilates LA	Health/Fitness (gyms, yoga,etc.)	Service/Office
		555 Edward Jones Investments	Other Office	Service/Office
		555 Skin Medix Medical Spa/Laser Center	Medical Office	Service/Office
		555 Accudata Incorporated	Other Office	Service/Office
		555 Kinecta Federal Credit Union	Bank	Service/Office
		555 Deutsch Vera DDS	Medical Office	Service/Office

Table D-3
Storefront Tenant List
Downtown Hermosa Beach

Street Name	Street Address	Business Name	Business Category	Major Category
	515 Baker, Burton & Lundy	Law Offices	Other Office	Service/Office
	511 Wash & Surf	Laundry Mat	Other Storefront Service	Service/Office
	509	The Source Café	Casual Dining	Eating & Drinking
	507	The Solution/Personalized Nutrition Hydration	Medical Office	Service/Office
	507	True North Cryo	Salon/Spa/Barber/Nails	Service/Office
	505	Five Zero Five Salon	Salon/Spa/Barber/Nails	Service/Office
	439	Sosta Italian Restaurant	Casual Dining	Eating & Drinking
	433	Bow Wow Boutique	Other Storefront Service	Service/Office
	1729	The Hook and Plow (Catalina Ave)	Casual Dining	Eating & Drinking
	423	Hermosa Lock & Safe	Lock & Key Store	Hardware
	421	Sweet Bloom	Florist	Specialty
	419	Maximus	Salon/Spa/Barber/Nails	Service/Office
	415	Pier Medical Aesthetics: Douglas Mest, MD	Medical Office	Service/Office
	405	Mimosa	Salon/Spa/Barber/Nails	Service/Office
	337	El Tarasco	Casual Dining	Eating & Drinking
	327	Sand Spa	Salon/Spa/Barber/Nails	Service/Office
	323	Beck & Brix	Salon/Spa/Barber/Nails	Service/Office
	321	Kalihi	Women's Apparel	Apparel
	301	Becker Surfboards	Other Specialty Retail	Specialty
	239	Caskey & Caskey and Associates Real Estate	Other Office	Service/Office
	215	Critical Mass Group Llc Brand Accelerator	Other Office	Service/Office
	215	Beach Coast Insurance	Other Office	Service/Office
	205	Vacant	Vacant	Vacant
	157	Java Man	Coffee/Tea	Eating & Drinking
	145	Wicked+ A General Store	Other Specialty Retail	Specialty
	137	Royce Gracie Jiu Jitsu	Health/Fitness (gyms, yoga, etc.)	Service/Office
	135	Beach & Beverly	Women's Apparel	Apparel
	133	Jessica Rose	Salon/Spa/Barber/Nails	Service/Office
	131	Powers Reality	Other Office	Service/Office
	127	Psychic Readings by Michelle	Other Storefront Service	Service/Office
	117	Steak & Whisky American Tavern	Casual Dining	Eating & Drinking
	1200	Rok Sushi Restaurant	Casual Dining	Eating & Drinking

**Table D-3
Storefront Tenant List
Downtown Hermosa Beach**

Street Name	Street Address	Business Name	Business Category	Major Category
		81 Citi Bank	Bank	Service/Office
		73 The Brews Hall	Casual Dining	Eating & Drinking
		65 Spyder Surfboards	Other Specialty Retail	Specialty
		53 Tower 12 Café	Casual Dining	Eating & Drinking
		49 Skin Savvy Medical Spa	Salon/Spa/Barber/Nails	Service/Office
		49 The Baked Bar	Ice Cream/Yogurt/Juice	Eating & Drinking
		39 Palmilla Cocina y Tequilla	Casual Dining	Eating & Drinking
		25 Surf Store (closing)	Other Specialty Retail	Specialty
		19 Playa Hermosa Fish & Oyster Co.	Casual Dining	Eating & Drinking
Hermosa (South side)	1505	Bright Cleaners	Other Storefront Service	Service/Office
	1503	Delush	Salon/Spa/Barber/Nails	Service/Office
	1500	Chef Melbas Bistro	Casual Dining	Eating & Drinking
	1429	Office (unmarked)	Other Office	Service/Office
	1411	Vacant	Vacant	Vacant
	1409	Vacant	Vacant	Vacant
	1407	Vacant	Vacant	Vacant
	1403	C.ERA Apparel (Surf Shop)	Other Specialty Retail	Specialty
	1401	Bila Bila Skate (Skateboard Shop)	Other Specialty Retail	Specialty
	1325	Beach Market	Convenience Market	Food
	1309	Soo Good Snack Bar	Ice Cream/Yogurt/Juice	Eating & Drinking
	1305	Starbucks	Coffee/Tea	Eating & Drinking
	1227	Vacant	Vacant	Vacant
	1223	Chase Bank	Bank	Service/Office
	1031	Crafty Minds Brews + Bites	Casual Dining	Eating & Drinking
Hermosa (North side)	1342	Hermosa Brewing Co	Casual Dining	Eating & Drinking
	1332	Fox and Farrow	Casual Dining	Eating & Drinking
	1332	Pedone's Pizza	Casual Dining	Eating & Drinking
	1332	Decadance	Casual Dining	Eating & Drinking
	1320	Agave Azul Kitchen & Tequila Bar	Casual Dining	Eating & Drinking
	1314	Vacant	Vacant	Vacant
	1314	Japonica Sushi	Casual Dining	Eating & Drinking
	1312	Laser Away	Salon/Spa/Barber/Nails	Service/Office

Table D-3
Storefront Tenant List
Downtown Hermosa Beach

Street Name	Street Address	Business Name	Business Category	Major Category
	1248	Coastal Lane Nail Bar	Salon/Spa/Barber/Nails	Service/Office
	1246	Paradise Bowls	Ice Cream/Yogurt/Juice	Eating & Drinking
	1244	Vacant	Vacant	Vacant
	1242	Soho Yoga	Health/Fitness (gyms, yoga,etc.)	Service/Office
	1238	Dia De Campo	Casual Dining	Eating & Drinking
	1212	Scott Seymour Jewelers	Jewelry	Specialty
	1150	Zane's Restaurant (Hermosa Ave)	Casual Dining	Eating & Drinking
	1138	Lunara Gifts	Other Specialty Retail	Specialty
	1140	Costumes	Other Specialty Retail	Specialty
	1136	Flying Sirens Music Shop	Other Specialty Retail	Specialty
	1132	Paisanos New York Pasta & Pizza	Casual Dining	Eating & Drinking
	1128	Michelle's	Women's Apparel	Apparel
	1124	Vacant	Vacant	Vacant
	1120	Poke & Boba	Upscale Fastfood	Eating & Drinking
	1116	Nail Bay	Salon/Spa/Barber/Nails	Service/Office
	1112	Lucky 7 Coffee	Coffee/Tea	Eating & Drinking
	1106	The Yard Fitness Center	Health/Fitness (gyms, yoga,etc.)	Service/Office
	1048	Rose Cleaners	Other Storefront Service	Service/Office
	1046	Santo	Salon/Spa/Barber/Nails	Service/Office
	1040	Red & Louie's Pizzeria	Casual Dining	Eating & Drinking
	1038	F45 Training	Health/Fitness (gyms, yoga,etc.)	Service/Office
	1036	BestSwimwear	Other Apparel	Apparel
	1034	Paciugo Gelato	Ice Cream/Yogurt/Juice	Eating & Drinking
	1018	Comedy and Magic Club	Live Theater	Entertainment/Recreation

**Table D-4
Storefront Tenant List
Downtown Hermosa Beach**

Street Name	Street Address	Business Name	Business Category	Major Category
Highland (West side)	1419	Palm Reality Boutique Real Estate	Other Office	Service/Office
	1401	RE/MAX	Other Office	Service/Office
	1309	Uncle Bill's Pancake House	Casual Dining	Eating & Drinking
	1221	Ducha Beach Gift Shop	Other Specialty Retail	Specialty
	1217	Pacific Coast Gallery	Art	Specialty
	1215	Corcoran Global Living Real Estate	Other Office	Service/Office
	1209	Rockefeller grub and craft beers	Casual Dining	Eating & Drinking
	1203	by Musti	Jewelry	Specialty
	1201	Growing Wild	Florist	Specialty
	1147	Engel & Volkers Real Estate	Other Office	Service/Office
	1145	Palm Reality Boutique Real Estate	Other Office	Service/Office
	1141	Mbanc Mortgage Lender	Other Office	Service/Office
	1141	Bliss Nail Lounge	Salon/Spa/Barber/Nails	Service/Office
	1141	Musette	Women's Apparel	Apparel
	1133	The IZAKA-YA by KATSU-YA Japanese Resturant	Casual Dining	Eating & Drinking
	233	Starbucks	Coffee/Tea	Eating & Drinking
	232	Wrights, Suite A	Women's Apparel	Apparel
	232	Harry's Cleaners and Shoe Repair, Suite C	Other Storefront Service	Service/Office
	1103	Beach Cities Optometry	Medical Office	Service/Office
	Highland (East side)	1400	Manhattan Beach City Hall	City Hall
1320		Manhattan Beach Library	Library	Civic Buildings
1300		Highland Lofts, Work Lofts	Other Office	Service/Office
1300		Kreaton Organics, Suite 110	Other Specialty Food	Food
1300		Good Boy Bob Coffee Roasters, Suite 109	Coffee/Tea	Eating & Drinking
1300		Pure Men's Barber Shop & Essentials, Suite 108	Salon/Spa/Barber/Nails	Service/Office
1300		Vacant, Suite 107	Vacant	Vacant
1300		Birdwell Beach Britches	Women's Apparel	Apparel
1220		Mark Lowerre Attorney at Law	Other Office	Service/Office
1212		Bates Chiropractic	Medical Office	Service/Office
1213		Corcoran Global Living Real Estate	Other Office	Service/Office
1200		Bank Of America	Bank	Service/Office
1146		Ya Ya's Men's and Women's Assessories	Other Apparel	Apparel
1144		Vista Sotheby's International Realty	Other Office	Service/Office
1140		Current Events Magazines/Newspapers/PO Boxes	Other Storefront Service	Service/Office

**Table D-4
Storefront Tenant List
Downtown Hermosa Beach**

Street Name	Street Address	Business Name	Business Category	Major Category
Manhattan (North side)	1140	Un Caffé Altamura	Casual Dining	Eating & Drinking
	1138	The Kettle Resturant	Casual Dining	Eating & Drinking
	1148	Fishing with Dynamite	Casual Dining	Eating & Drinking
	201	Chase Bank	Bank	Service/Office
	1116	Manhattan Beach Creamery	Ice Cream/Yogurt/Juice	Eating & Drinking
	1116	Spyder Surfboards	Other Specialty Retail	Specialty
	1112	Vacant	Vacant	Vacant
	1108	Bo Bridges Gallery	Art	Specialty
	102	Vacant	Vacant	Vacant
	1100	Door to Door Vallet Cleaners	Other Storefront Service	Service/Office
	1020	The Shade Store Shades and Blinds	Home Décor	Furnishings & Appliances
	1016	Rolling Hills Flower Mart	Florist	Specialty
	1014	Kate Lester Home	Home Décor	Furnishings & Appliances
	1012	Margaret O'Leary	Women's Apparel	Apparel
	1012	Kalini	Women's Apparel	Apparel
	1010	Manhattan Shoe Repair	Other Storefront Service	Service/Office
	1008	Finders KeepHers Consignment Shop	Other Apparel	Apparel
	1006	Hush	Salon/Spa/Barber/Nails	Service/Office
	1000	All Yoo	Women's Apparel	Apparel
	1000	Uncorked The Wine Shop	Wine/Gourmet	Food
	920	Manhattan Denim	Other Apparel	Apparel
	916	Sotheby's Real Estate	Other Office	Service/Office
	912	Waverly Boutique	Women's Apparel	Apparel
	912	Fino Manhattan	Women's Apparel	Apparel
	904	Dan Deutsch Sunglasses	Other Specialty Retail	Specialty
	904	Pages Bookstore	Books	Specialty
	900	Sand Bar 66	Bar	Eating & Drinking
820	Rice	Casual Dining	Eating & Drinking	
808	Health Center & Spa	Medical Office	Service/Office	
808	John Post Gallery	Art	Specialty	
Manhattan (South side)	1203	Manhattan Barber Shop	Salon/Spa/Barber/Nails	Service/Office
	1201	Go Gently Nation	Other Apparel	Apparel
	1151	Bardot Salon	Salon/Spa/Barber/Nails	Service/Office
	1149	CorpoBonito Wear swimsuits	Other Apparel	Apparel

**Table D-4
Storefront Tenant List
Downtown Hermosa Beach**

Street Name	Street Address	Business Name	Business Category	Major Category
		1147 Dominic	Salon/Spa/Barber/Nails	Service/Office
		1145 Family Vision Care, Lori J. Clark O.D.	Medical Office	Service/Office
		1141 Slat Resturant	Fine Dining	Eating & Drinking
		1129 Mando Trattoria	Fine Dining	Eating & Drinking
		1128 Tacolicious	Casual Dining	Eating & Drinking
		1127 Dash Dashi Sushi Grill Sake Bar	Casual Dining	Eating & Drinking
		1125 Founded 1912	Women's Apparel	Apparel
		1121 Sketchers	Shoes	Apparel
	1100 Block	Sketchers Performance	Other Apparel	Apparel
		1111 Manhattan Grocery	Other Specialty Food	Food
		1101 Ercale's Mexican Resturant	Casual Dining	Eating & Drinking
		1025 Becker's Bakery & Deli	Bakery	Eating & Drinking
		1017 PA-DO Dumbling & Noodle Bar	Casual Dining	Eating & Drinking
		1009 Blue Diamond Jeweler	Jewelry	Specialty
		1007 Riley Arts, Fine Arts Gallery	Art	Specialty
		1005 El Sambrero Mexican Food	Casual Dining	Eating & Drinking
		1001 Slay Italian Kitchen	Fine Dining	Eating & Drinking
		919 Tabula Rasa Essentials Gift Shop, #A	Other Specialty Retail	Specialty
		919 Cielo A Boutique Salon, #C	Salon/Spa/Barber/Nails	Service/Office
		919 Paradise Bowls, #D	Other Fast Food	Eating & Drinking
		919 Nikau Kai Waterman Shop, #E	Other Apparel	Apparel
		903 The Arthur J Resturant	Fine Dining	Eating & Drinking
		815 Analytics WEST Econ, Forensic Accounting #E	Other Office	Service/Office
		815 Neolle Interiors Design House, #C	Home Décor	Furnishings & Appliances
		815 Cotton Cargo, #A	Women's Apparel	Apparel
		815 Bespoke by Chase #B	Men's Apparel	Apparel
Manhattan Beach Blvd (East side)	100 Block	Public Parking Lot	Public Parking (City owned)	Civic Buildings
		116 Shellback Tavern	Bar	Eating & Drinking
		120 Rock'n Fish Resturant	Casual Dining	Eating & Drinking
		124 Brew Co Resturant & Bar	Casual Dining	Eating & Drinking
		128 Mangiamo Resturant & Bar	Fine Dining	Eating & Drinking
		208 3rd Gallery Michael Stars	Women's Apparel	Apparel
		212 Harper And Harlow	Women's Apparel	Apparel
		228 Bob's from Sketcher's	Shoes	Apparel

**Table D-4
Storefront Tenant List
Downtown Hermosa Beach**

Street Name	Street Address	Business Name	Business Category	Major Category
	232	Wright's	Other Apparel	Apparel
	300	Free People	Women's Apparel	Apparel
	300	Marine Layer	Other Apparel	Apparel
	308	Gelato and Angels	Ice Cream/Yogurt/Juice	Eating & Drinking
	310	Pressed Juicery	Ice Cream/Yogurt/Juice	Eating & Drinking
	312	Katwalk	Women's Apparel	Apparel
	316	Cami	Women's Apparel	Apparel
	318	Scala	Shoes	Apparel
	320	Attamura Real Estate	Other Office	Service/Office
	320	BLVD	Women's Apparel	Apparel
	324	Gum Tree Gift Shop	Other Specialty Retail	Specialty
	324	Dinsmore & Sandelmann LLP Law Offices #201	Other Office	Service/Office
	328	Peet's Coffee & Tea	Coffee/Tea	Eating & Drinking
	330	Noah's Bagels	Bakery	Eating & Drinking
	400	Union Bank	Bank	Service/Office
	410	Vons	Supermarket	Food
Manhattan Beach Blvd (West side)	100	Public Parking Lot	Public Parking (City owned)	Civic Buildings
	117	The Strand House	Bar	Eating & Drinking
	133	Manhattan Pizzeria	Casual Dining	Eating & Drinking
	209	Everything But Water	Other Apparel	Apparel
	211	Vacant	Vacant	Vacant
	217	Pasha	Jewelry	Specialty
	223	Trendy Eyes Sunglasses	Other Specialty Retail	Specialty
	221	Wave's Manhattan Beach	Other Specialty Retail	Specialty
	225	Bella Beach	Children's Apparel	Apparel
	227	Hammitt	Other Specialty Retail	Specialty
	229	Simmzy's	Casual Dining	Eating & Drinking
	233	Starbucks	Coffee/Tea	Eating & Drinking
	309	Esperanza	Casual Dining	Eating & Drinking
	313	Hennessey's	Casual Dining	Eating & Drinking
	317	Love Salt	Casual Dining	Eating & Drinking
	321	Bluestone Lane	Coffee/Tea	Eating & Drinking
	327	Culture Brewing Co	Bar	Eating & Drinking
	329	Splendid	Other Apparel	Apparel

**Table D-4
Storefront Tenant List
Downtown Hermosa Beach**

Street Name	Street Address	Business Name	Business Category	Major Category
	333	Vuori	Other Apparel	Apparel
	401	Pitfire Artisan Pizza	Casual Dining	Eating & Drinking
	451	Vineyard Vine's	Other Apparel	Apparel
	451	Nordstrom Local	Other Apparel	Apparel
	451	Blue Star Donuts	Other Fast Food	Eating & Drinking
	451	Look Optometry	Medical Office	Service/Office
	451	LuLu's Novvella	Women's Apparel	Apparel
	451	Sweet Lady Jane	Bakery	Eating & Drinking
	451	Nick's Manhattan Beach	Casual Dining	Eating & Drinking
	451	Waterleaf Home and Gifts	Home Décor	Furnishings & Appliances
	451	Le Pain Quotidien	Casual Dining	Eating & Drinking
	451	Petros	Casual Dining	Eating & Drinking
	451	Trilogy Spa	Salon/Spa/Barber/Nails	Service/Office
	451	Lemonade	Ice Cream/Yogurt/Juice	Eating & Drinking
	451	The Beehive	Women's Apparel	Apparel
	451	Kasai Hair	Salon/Spa/Barber/Nails	Service/Office
Valley	1221	Shade Luxury Boutique Hotel	Hotel	Other