



# EL SEGUNDO

Downtown Specific Plan Update

PLANNING COMMISSION

# Study Session

NOVEMBER 10, 2022

# Planning Commission Study Session Notification

- ❖ Special email bulletin to 1,600 subscribers (Oct. 14th)
- ❖ City Website homepage post (Oct. 26th)
- ❖ Ad placed in the paper with the flyer (Oct. 27th)
- ❖ City News – E-newsletter to 9500 subscribers (Nov. 1st)
- ❖ Handed out flyers at Farmers Market (Nov. 3rd)
- ❖ Weekly City Manager update bulletin to 500 subscribers (Nov 3rd)
- ❖ Social media posts (Nov. 4th)
- ❖ El Segundo School District – flyer distribution to students' families
- ❖ Announcement at weakly Rotary meeting earlier today





# *Project Team*



Presenter: Jami Williams, Principal



**The Natelson Dale Group, Inc.**  
Economic and Financial Consultants



*Welcome - thanks for joining us!*

## Virtual Meeting Etiquette



- ❖ This meeting is being **recorded**.
  - The recording will be available afterwards (*on the project website*).
- ❖ Your microphones are currently **muted** (*please remain muted when not speaking*).
  - Public comment will be taken at the end of the presentation. To speak, virtually raise your hand and you will be unmuted by the meeting host.



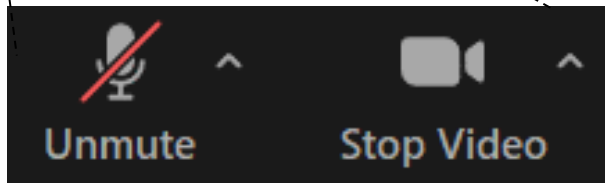
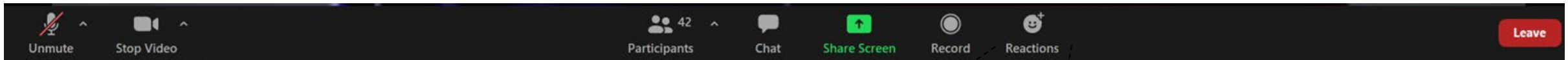
# Are you new to Zoom?

*Let us show you around...*

At the **top right corner** of your screen, you will see these options:

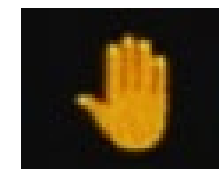
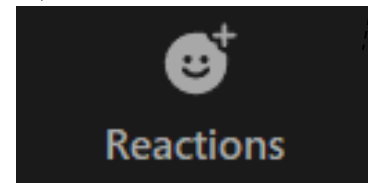
Toggle between speaker & gallery view by clicking on these icons  Speaker View  Gallery View

Along the **bottom of your screen**, you will see this toolbar of buttons:



microphone

or off



Click here to raise your hand

# Study Session Agenda

- ❖ Specific Plan Update Overview
- ❖ Summary of Community Engagement Process
- ❖ Market Demand & Downtown Districts 
- ❖ Key Concepts – Civic Center Area 
- ❖ Public Realm & Streetscape Improvements 
- ❖ Public Input



Pause for Planning Commission  
discussion after these slides

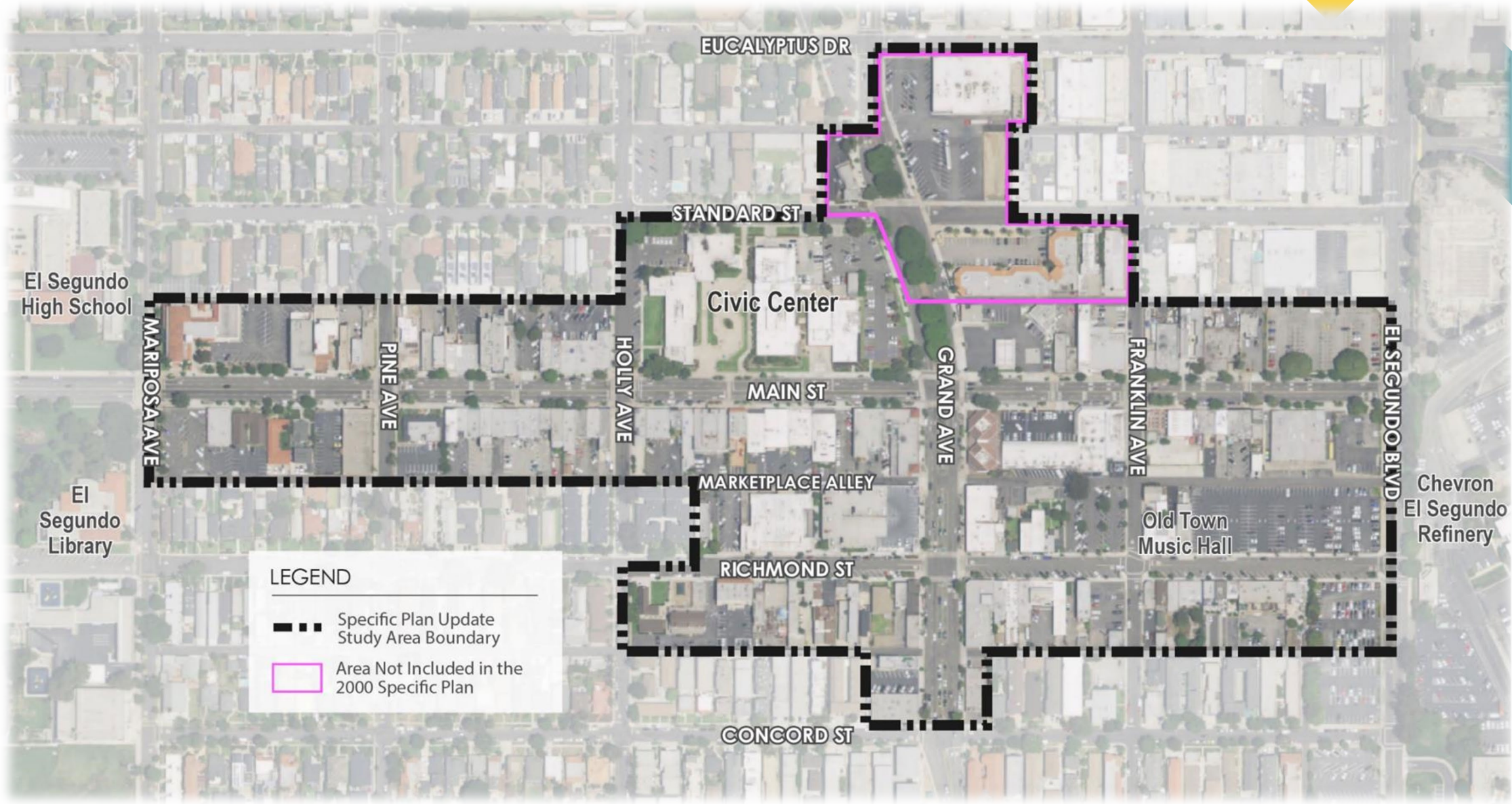


**EL SEGUNDO**  
Downtown Specific Plan Update



# *Specific Plan Update Overview*



# Specific Plan Update Boundary

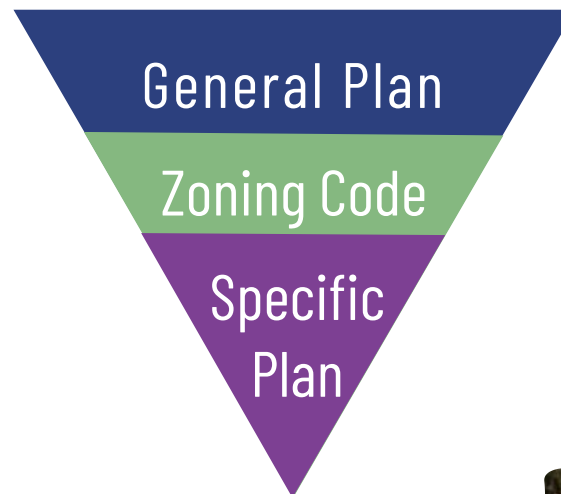


**LEGEND**

-  Specific Plan Update Study Area Boundary
-  Area Not Included in the 2000 Specific Plan



## Key Provisions of the Specific Plan Update



- ❖ A Specific Plan is regulatory tool that local governments use to implement the City's General Plan by customizing the land use regulations.
  - Provides a vision and direction for a specific area
  - Must be consistent with General Plan
  - Provides a customized regulatory framework
  - Takes precedence over standards set by the Zoning Code





**EL SEGUNDO**  
Downtown Specific Plan Update

# *Community Engagement*



# Community Engagement Process

- ❖ Stakeholder meetings
- ❖ Online questionnaire
- ❖ Community Workshop
- ❖ Interactive mapping tool
- ❖ Planning Commission Study Session – tonight

## DOWNTOWN SPECIFIC PLAN UPDATE

CITY OF  
EL SEGUNDO



**JOIN THE FUN!**  
**COMMUNITY WORKSHOP**

### Share your ideas for the future of Downtown

The current Specific Plan was adopted in 2000, and the City is looking to confirm and update the vision. The Plan will evaluate a balance of uses within the Downtown to reach its optimal potential. It will provide direction for streetscape beautification, improved mobility, and other enhancements that will enrich this community destination.

#### WHERE:

##### VIRTUAL WORKSHOP

JUNE 28 FROM 6:30 - 8:00 PM

A Zoom link will be provided on the City of El Segundo project website closer to the workshop date

#### FOR MORE INFO:

##### VISIT OUR PROJECT WEBSITE!

[elsegundo.org/downtownupdate](https://elsegundo.org/downtownupdate)

Questions?

Contact Paul Samaras at  
[PSamaras@elsegundo.org](mailto:PSamaras@elsegundo.org)

#### COMMUNITY QUESTIONNAIRE

Scan the QR Code with your phone or tablet or visit: <https://rrm.mysocialpinpoint.com/el-segundo-downtown-specific-plan>

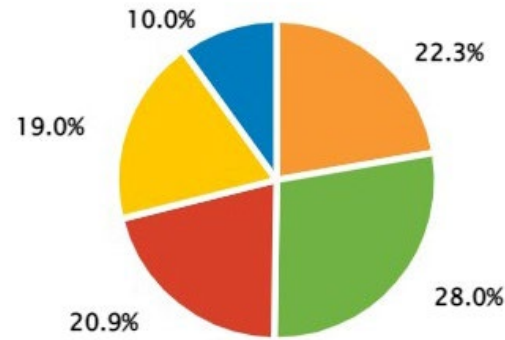
Share your thoughts on Downtown allowed uses, outdoor gathering spaces, parking, and mobility.





# Questionnaire & Interactive Map

- ❖ Questionnaire - 130 responses
- ❖ Interactive map - 237 comments
  - ❖ Allowed the community to "like" or "dislike" a comment



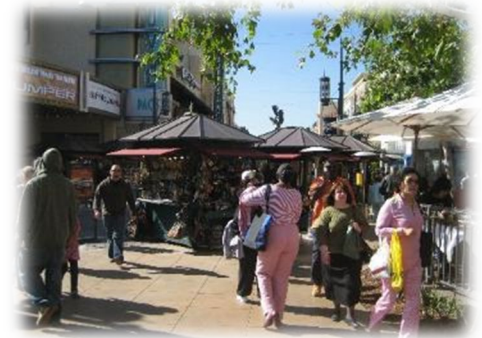
- Allowed Uses
- Gathering Spaces
- Mobility & Parking
- Other Comments
- Placemaking





# Community Feedback & Interests

- ❖ Outdoor gathering and dining areas
- ❖ Streetscape improvements - shaded seating areas, consistent landscaping, public art, special paving, and decorative lighting
- ❖ Enhanced Downtown entrances/gateways
- ❖ Improved walkability and dedicated bike paths
- ❖ Unified building signage and improved building appearance
- ❖ Increased office, retail, affordable residential on upper floors
- ❖ Restaurants, bars, and entertainment options that stay open later at night





# Community Feedback & Interests

- ❖ Improvements at the Civic Center with more **green space** and trees and an **outdoor stage or amphitheater**
- ❖ Richmond Street between Grand and Franklin permanently closed to vehicular traffic and redesigned as a **pedestrian promenade**
- ❖ 4 or more stories in height were most acceptable on **Grand Avenue** and the **Civic Center area**



# *Market Demand & Downtown Districts*



# Market Demand Highlights

- ❖ Downtown noted for “small town charm”
- ❖ Small residential community with a much **larger daytime employment population**, which also adds to sales and other tax base
- ❖ Trend of **strong office absorption** over past 10 years
- ❖ Pacific Coast Commons will expand residential market base near Downtown, and demonstrates **potential for accommodating additional population**
- ❖ City has **fewer types of retail stores Downtown**, in comparison with other cities in the region

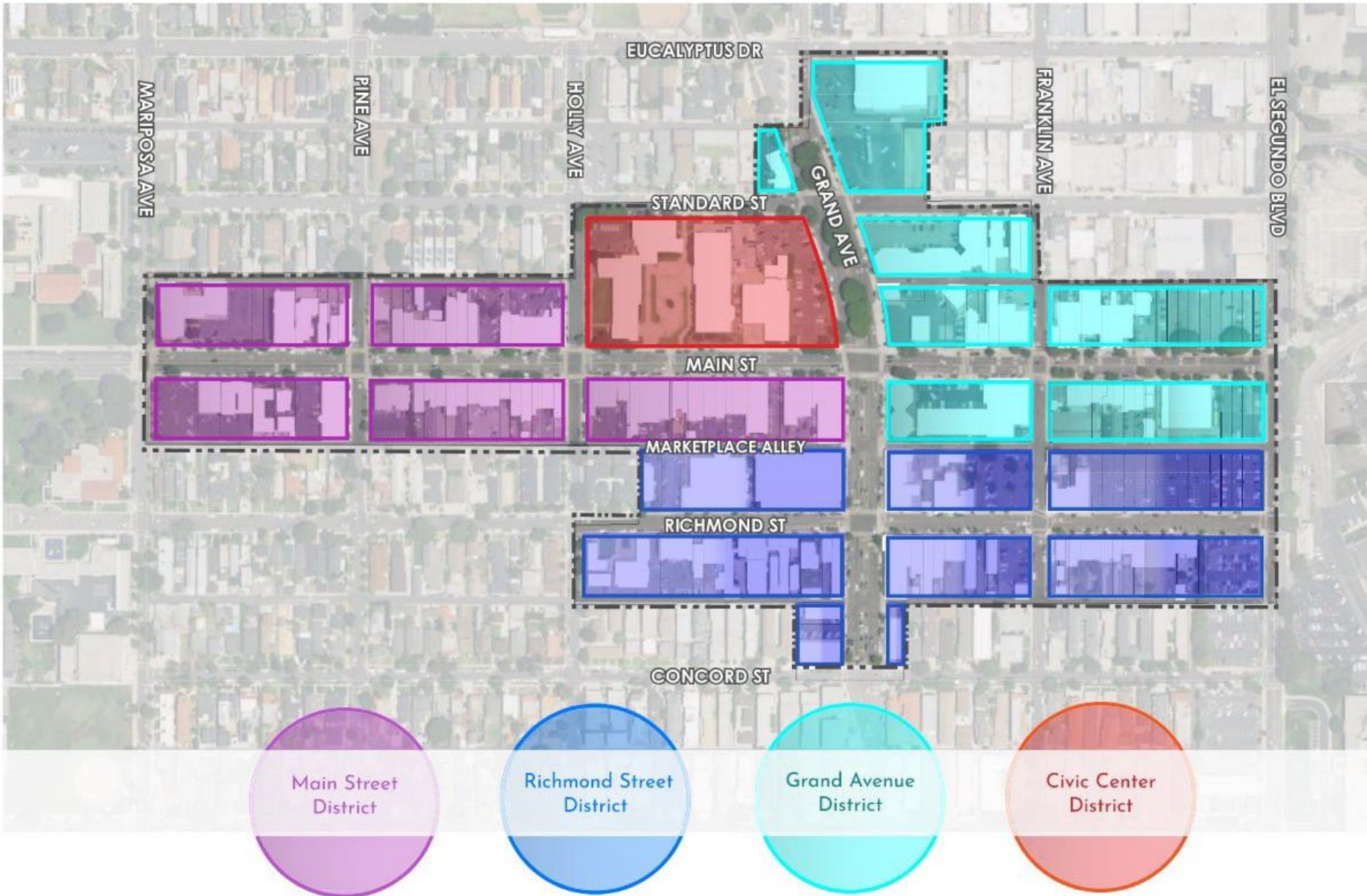


# Overview of Market Demand Projections through 2040



Land Use	Citywide Demand, through 2040		DTSP Demand, through 2040	
	Conservative	Aggressive	Conservative	Aggressive
Retail/restaurant (square feet)	465,000	1,045,000	69,500	166,500
General office (square feet)	770,000	2,500,000	115,500	250,000
Medical office (square feet)	160,000	160,000	24,000	24,000
Multi-family residential (dwelling units)	500	750	200	375

# District Map

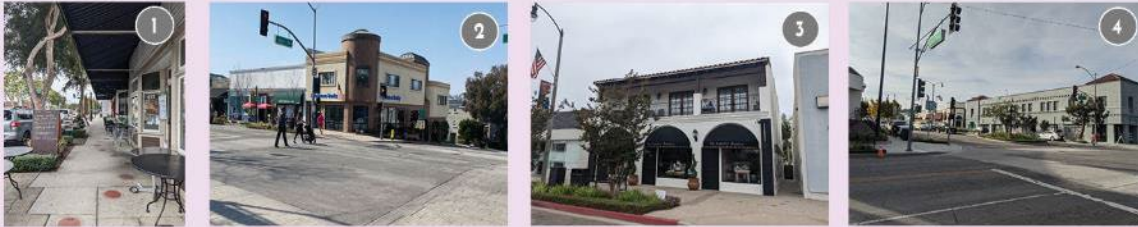


## Districts contain:

- Regulations and policies that apply to private property
- Permitted and prohibited land uses
- Development Standards – height, setbacks, pedestrian orientation, etc.

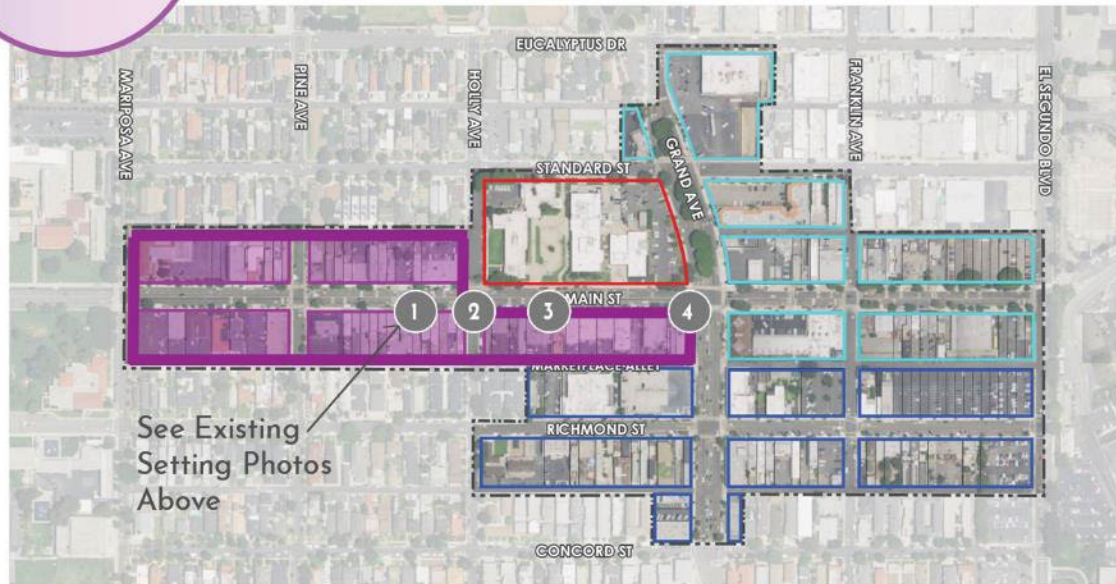


# Main Street District - Existing



*Existing Setting*

Main Street District



MAIN STREET DISTRICT KEY MAP

- ❖ Heart of the Downtown
- ❖ Consistent street edge and pedestrian orientation, variety of uses, and 2 public parking lots
- ❖ Lots are narrow and development is built along the front property line, at one to two-story heights
- ❖ Topography allows for additional development potential without impacting Main Street



# Main Street District - Vision

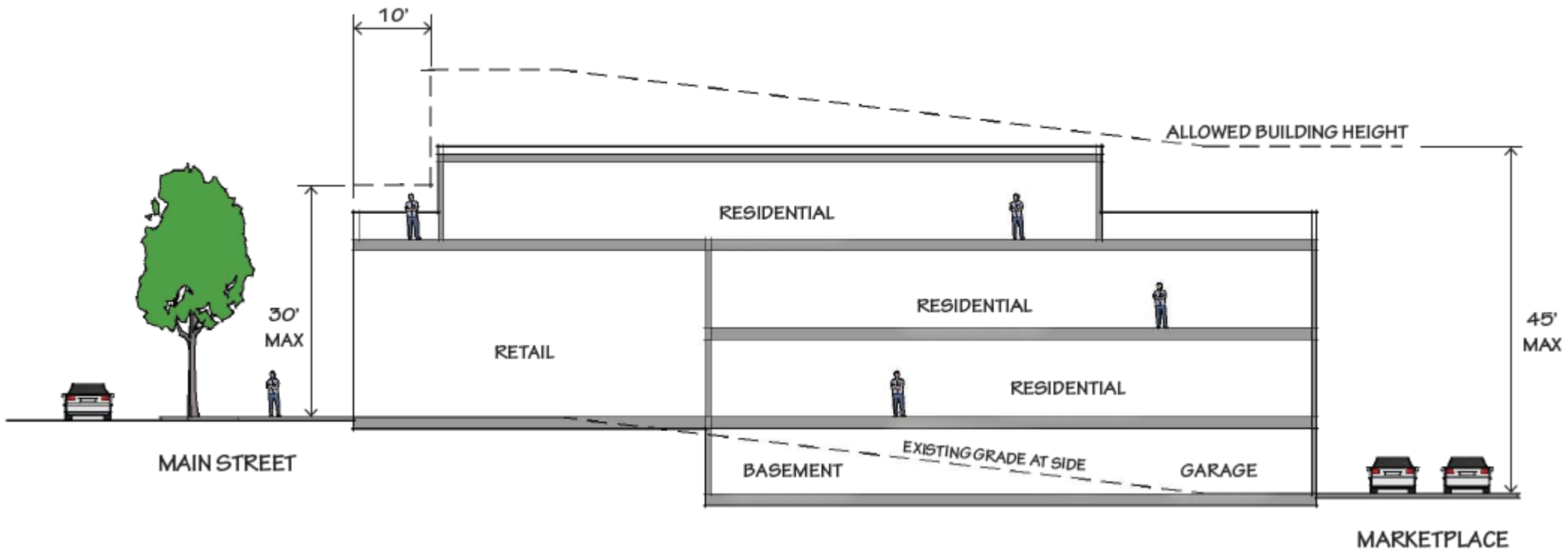
- ❖ Building form, massing and articulation standards to maintain historic small-town character
- ❖ Main Street pedestrian-friendly environment with outdoor dining
- ❖ Residential and office uses allowed above or behind Main Street retail
- ❖ Parking required to be accessed from alley
- ❖ All parking may be satisfied with in-lieu fees

*Proposed Character and Design Concepts*



# Height Standards

- ❖ Main Street – Maximum 30' at street edge & up to 35' with a 10' stepback from the front property line
- ❖ Alley Frontage - Maximum 45'





# Grand Avenue District - Existing



*Existing Setting*

Grand Avenue District



GRAND AVENUE DISTRICT KEY MAP

- ❖ Serves as a **gateway** to Downtown
- ❖ Contains **larger underutilized lots**, a wide range of uses, and Chevron parking areas
- ❖ Surrounding uses are **commercial and parking** rather than single-family residential
- ❖ Parking is located at the street edge

# Grand Avenue District - Vision

- ❖ Additional residential and office uses permitted in at higher densities and located on the ground floor - support a vibrant Downtown with people living, working, and playing in the area
- ❖ Buildings located at Grand Avenue and Main Street edge, and parking located behind
- ❖ Parking required on-site or in-lieu fees and accessed from alleys and side streets

*Proposed  
Character  
and  
Design  
Concepts*





# Grand Avenue District - Vision

## *Development Standards*



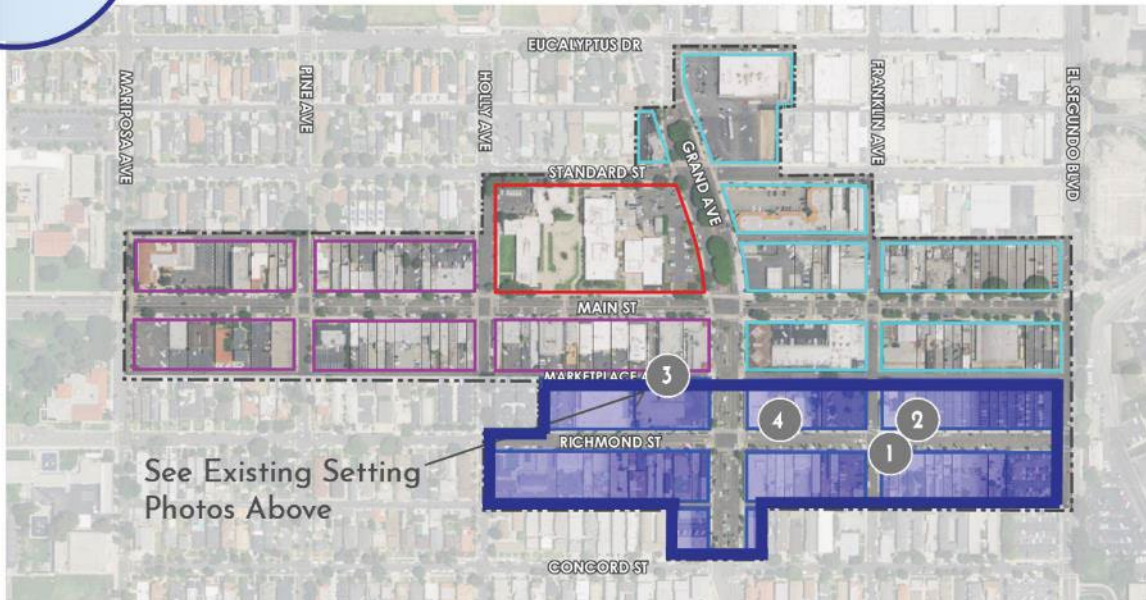
- ❖ Increase allowable height from 45' to 50' or 60'
- ❖ Pedestrian oriented ground floor design with **additional window and door transparency** required along Main Street
- ❖ **Publicly accessible open space**, enhanced pedestrian access in and around a site, and expanded sidewalks with planters, street trees and furnishings located at the street edge

# Richmond Street District - Existing



*Existing Setting*

Richmond Street District



**RICHMOND STREET DISTRICT KEY MAP**

- ❖ Contains the **oldest commercial buildings** plus the historic old jail, and the Old Town Music Hall
- ❖ **Adjacent to single-family residential** uses to the west and Marketplace Alley to east
- ❖ **Buildings located at the street edge**
- ❖ **Small narrow lots** and Chevron parking areas



# Richmond Street District - Vision

- ❖ Preserve the historical "Old Town" character of the area
- ❖ Upgrade street furnishings, landscaping, and amenities
- ❖ Professional office, real estate, and residential at the street edge
- ❖ Eliminate setback requirement, but keep max. **building height 45'**
- ❖ Parking required on-site or in lieu fees and accessed through alleys

*Proposed  
Character  
and  
Design  
Concepts*



# *Questions and Comments?*





# *Key Concepts - Civic Center Area*

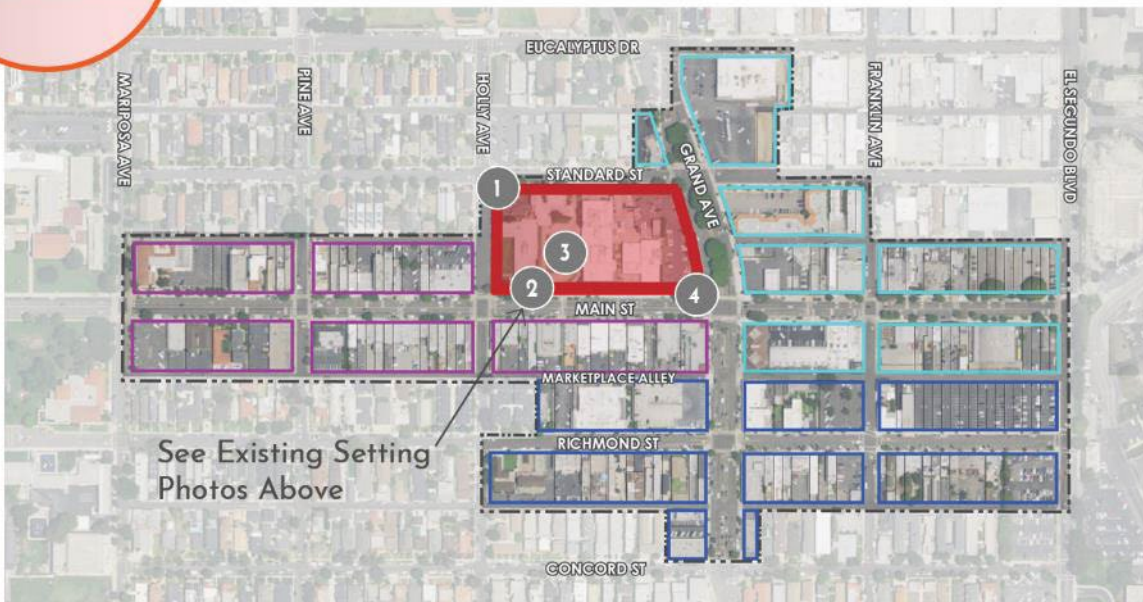
# Civic Center District - Existing



*Existing Setting*

**Civic Center District**

- ❖ Civic uses including City Hall, Police, and Fire
- ❖ Parking for City staff and visitors not Downtown patrons
- ❖ Under utilized existing gathering areas
- ❖ Lots of lawn which is a large consumer of water

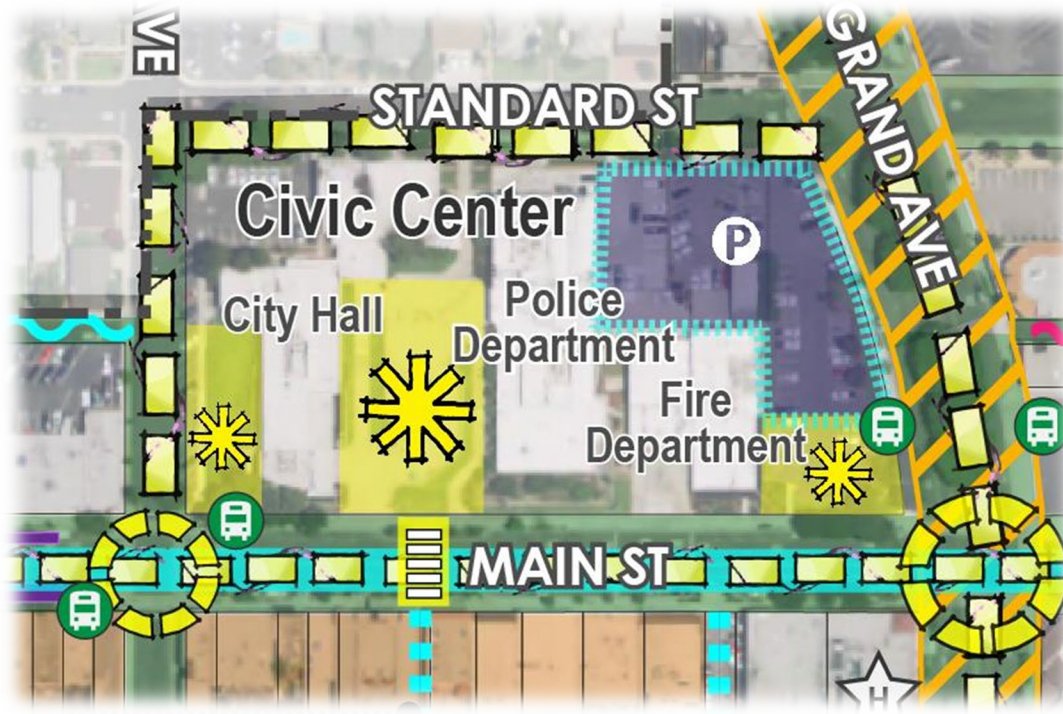


**CIVIC CENTER DISTRICT KEY MAP**





# Civic Center District - Vision



- ❖ Redesign **gathering spaces** for outdoor entertainment & events
- ❖ Reduce lawn areas & add **public uses & activities**
- ❖ Add a public **parking structure** to serve Downtown patrons, City Hall employees & visitors

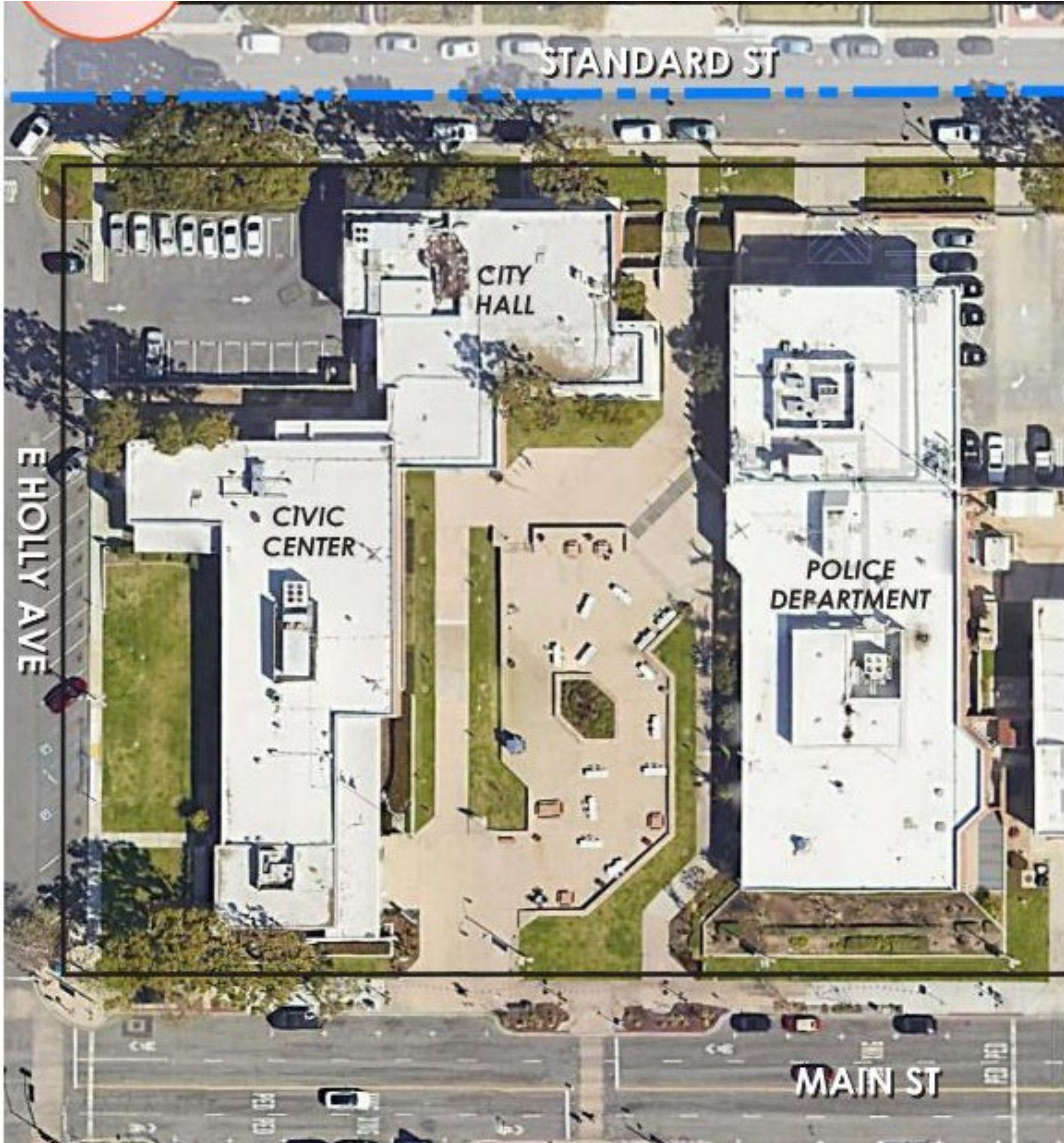
*Proposed  
Character  
and  
Design  
Concepts*





# Key Downtown Concepts

## *Civic Center Plaza*



Two options for the plaza:

- ❖ OPTION 1: Dining and Entertainment
- ❖ OPTION 2: Central Green

All options will include:

- Flexible multi-use entertainment options
- Focal points such as public art
- More landscape areas
- Secure bicycle parking areas
- Public restrooms and a drinking fountain
- A "Downtown El Segundo" sign



# Key Downtown Concepts

## *Civic Center Plaza*

### Option 1: Dining and Entertainment

- Focus on outdoor dining and gathering and provide shaded seating
- Integrate a “food hall” concept & allow pop ups from local restaurants
- Add kiosks & increase vendor space
- Add usable & inviting open space with public square feel
- Integrate an entry feature and/ or tower element
- Provide a water feature using recycled water that kids could play in
- Enhanced interim street closures for events and
- Improve existing bus stop & adjacent alley connections







# OPTION 1

## *Dining & Entertainment*





# Key Downtown Concepts

## *Civic Center Plaza*

### Option 2: Central Green

- Create a beautiful green space with **native and drought-tolerant plants** & signage to educate about plants
- Include **gazebos, benches and tables** & entice visitors to take a walk or picnic
- Provide **communal seating** like in plazas at the Pointe and Manhattan Village
- Allow for **passive and relaxing activities** (such as chess and reading) & **more active uses** (such as exercise equipment and/ or a small kid park)
- **Historical or cultural kiosk** with information about El Segundo

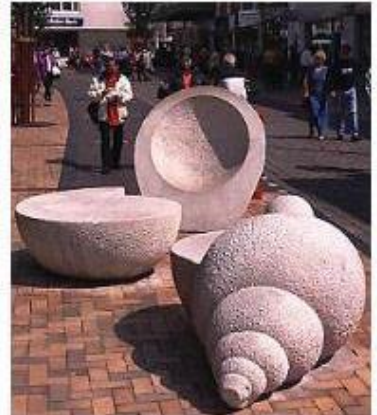






# OPTION 2

*Central Green*





# *Questions and Comments?*



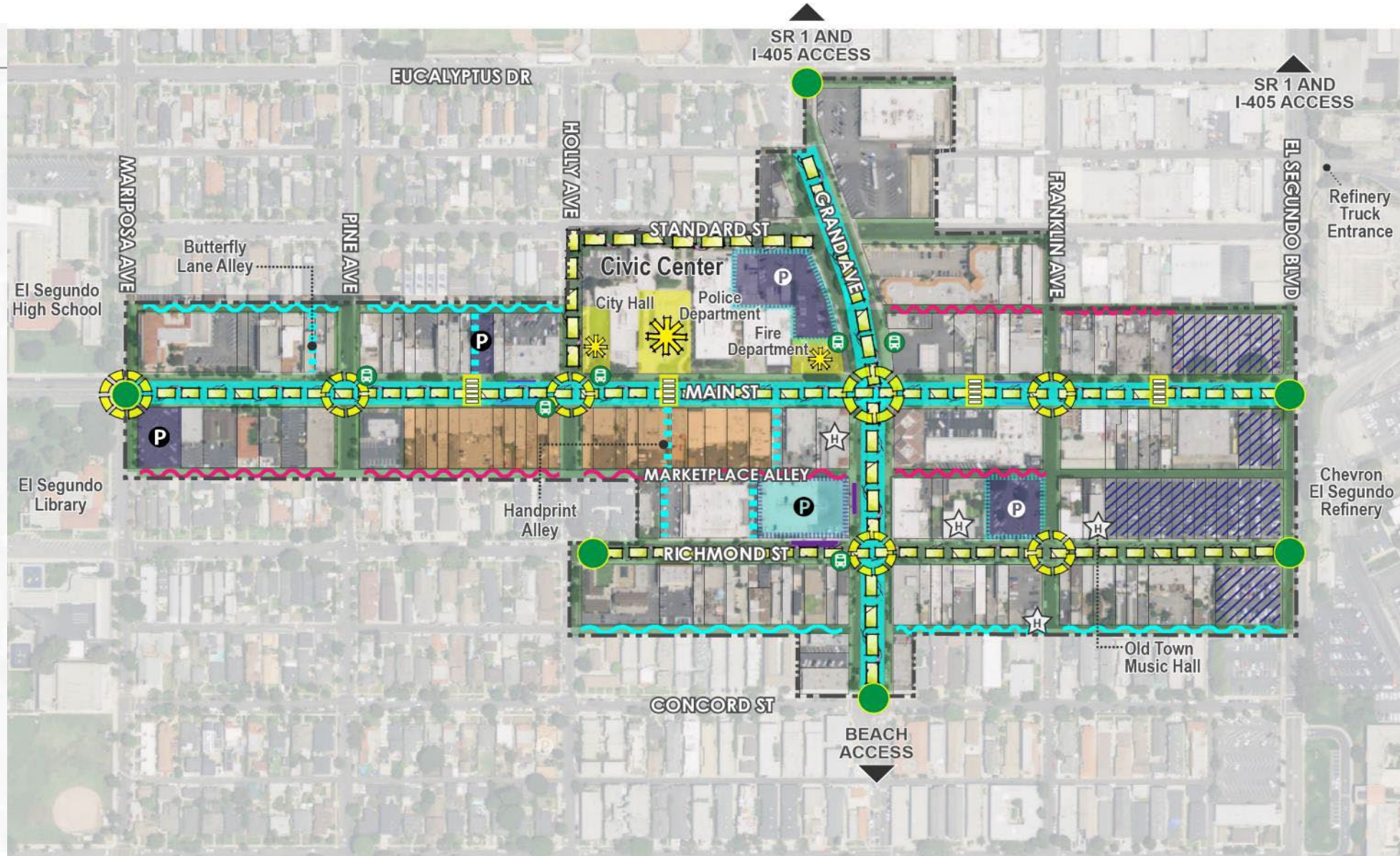
# *Public Realm & Streetscape Improvements*



# Opportunities Map

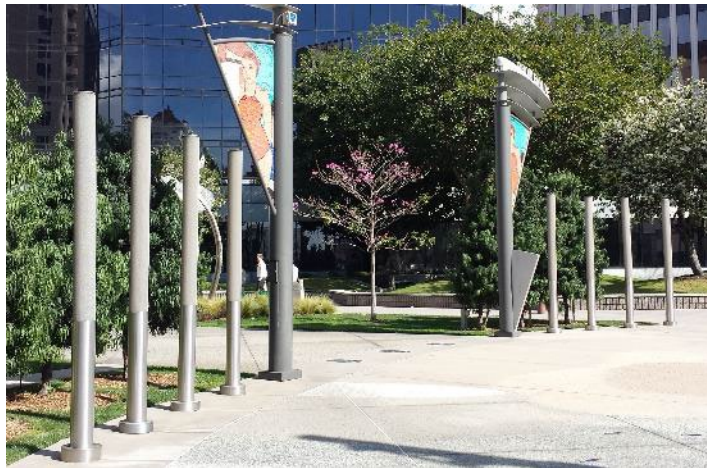
## LEGEND

- Specific Plan Update Study Area Boundary
- Area with Sloping Lots
- Streetscape and Alley Beautification
- Chevron Refinery Parking Areas
- Neighborhood Alley Enhancements
- Service Alley Enhancements
- Pedestrian Paseo Improvements
- P Existing Public Parking Lot
- P Existing Public Parking Structure
- P Existing Parking Lot/  
Potential Future Parking Structure
- New Pedestrian Lighting and Street Form
- P Enhanced Pedestrian Crossing
- Enhanced Mid-Block Crossing
- ✦ New Public Plazas
- Enhanced Downtown Gateway Signage
- Modify Parklets with Permanent Materials
- Potential Buffered Bike Lane  
(Replacing Existing Sharrowed Bike Route)
- H Potential Historical Resource
- B Bus Stop Improvements



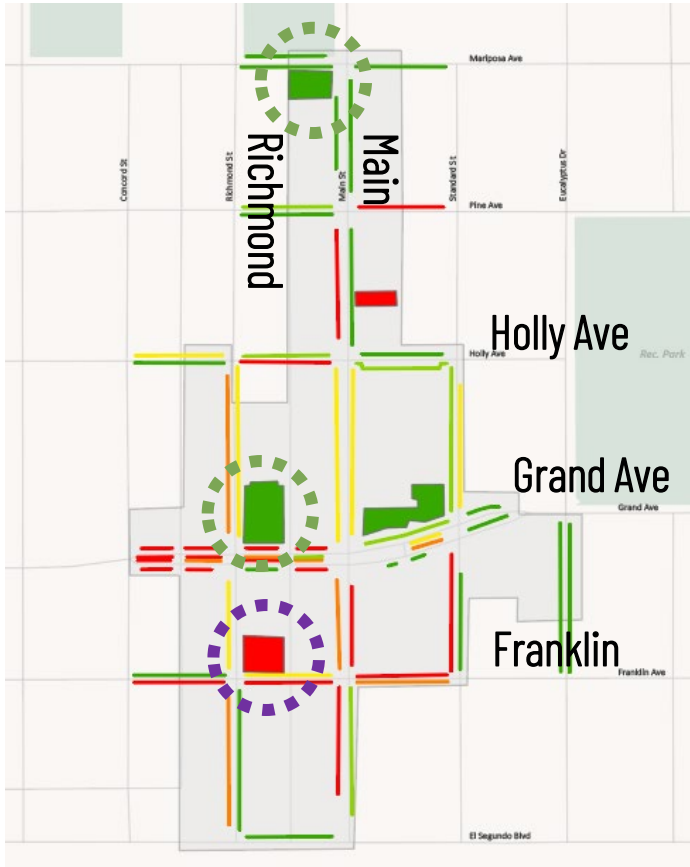


# Streetscape Improvements Downtown Gateway Concepts

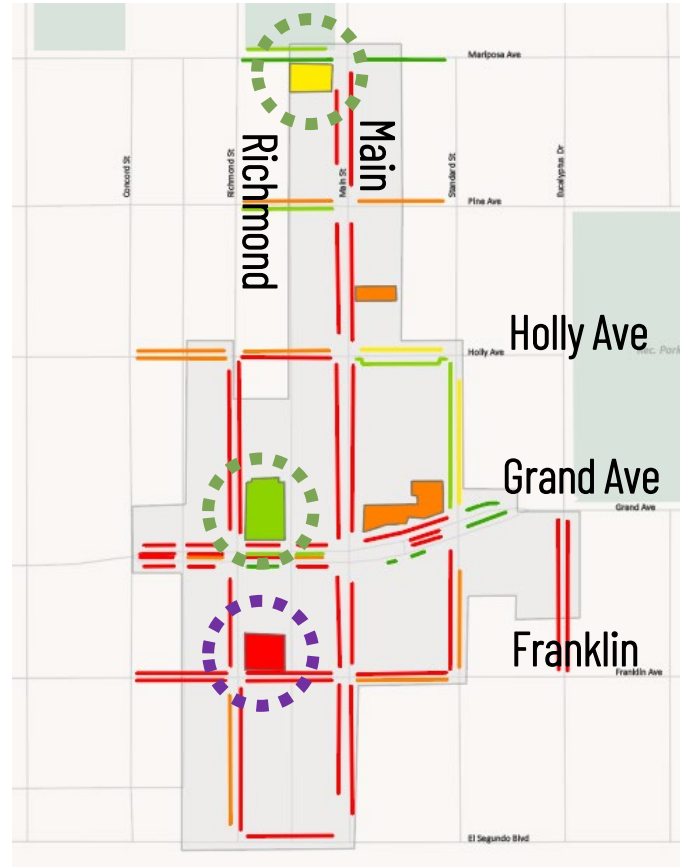




# Parking Analysis

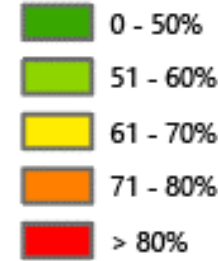


Existing Weekend Utilization



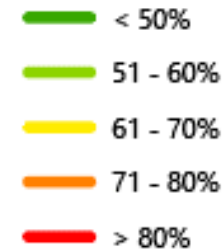
Existing Weekday Utilization

## OFF-STREET PARKING UTILIZATION



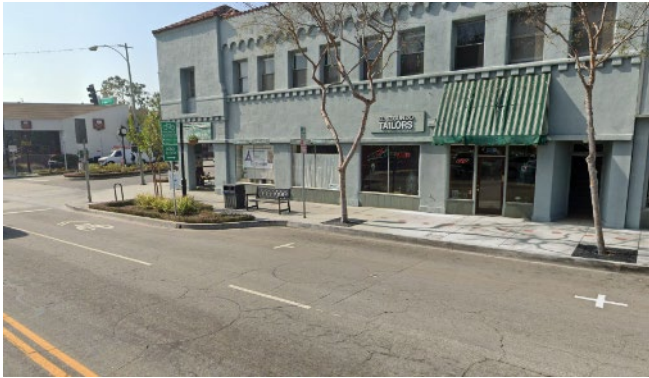
- Highest at the northeast corner of **Franklin Avenue & Richmond Street**
- Lowest at the northeast corner of **Grand Avenue & Richmond Street** and southwest corner of **Mariposa Avenue & Main Street**

## ON-STREET PARKING UTILIZATION



- Highest in the **southern portion** of DSP area (south of Holly Avenue)

## ON-STREET PARKING IMPROVEMENTS



- Re-stripe parallel parking spaces with delineation lines



- Add on-street parking meters to facilitate parking turnover

## OFF-STREET PARKING IMPROVEMENTS

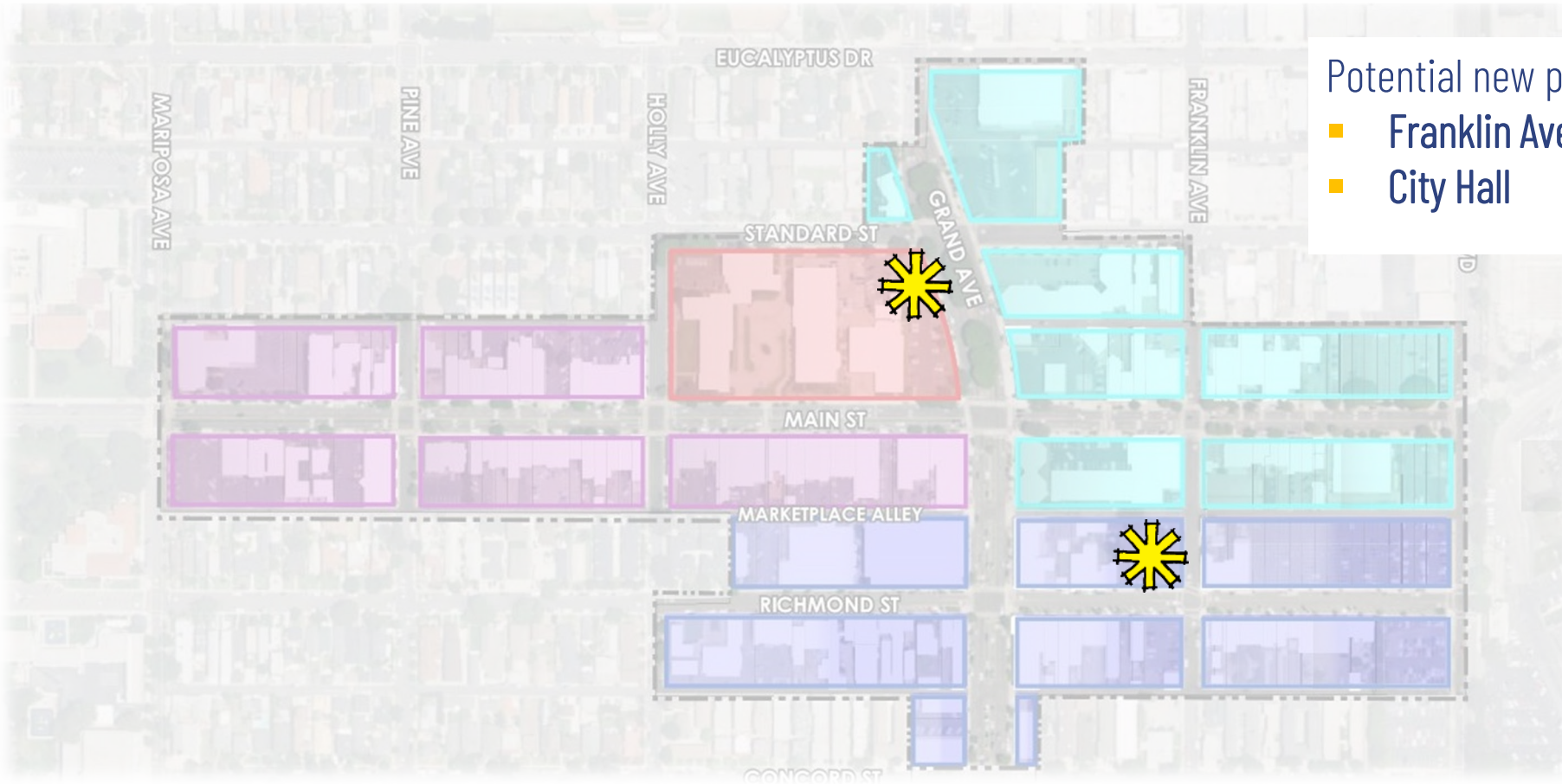


- Implement a shared-parking program for local businesses
- Develop informational programs for drivers – such as increased parking wayfinding signage or online maps parking



# Potential Parking Structures

## POTENTIAL ADDITIONAL PARKING STRUCTURES



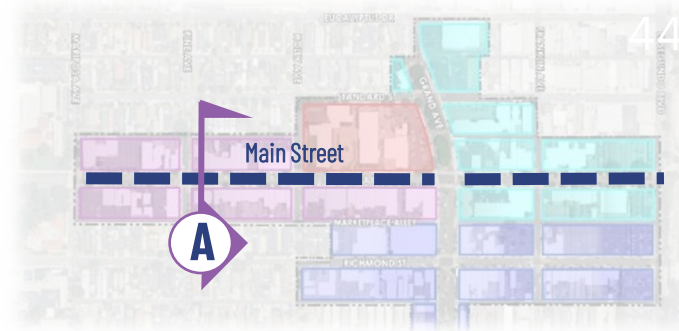
- Potential new parking structures at:
- Franklin Avenue & Richmond Street
  - City Hall

# Redesigned Streetscapes





# Redesigned Streetscape Main Street - Vision



Existing Section

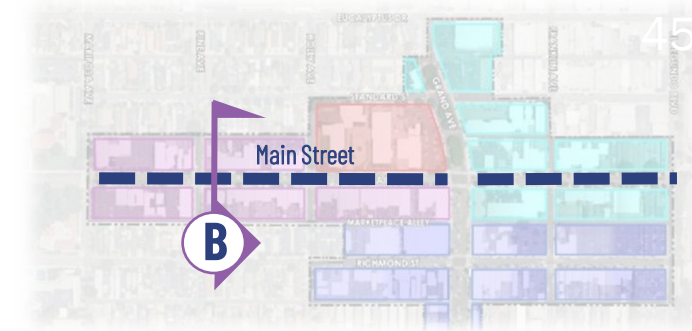


## OPTION A: Cycle Track

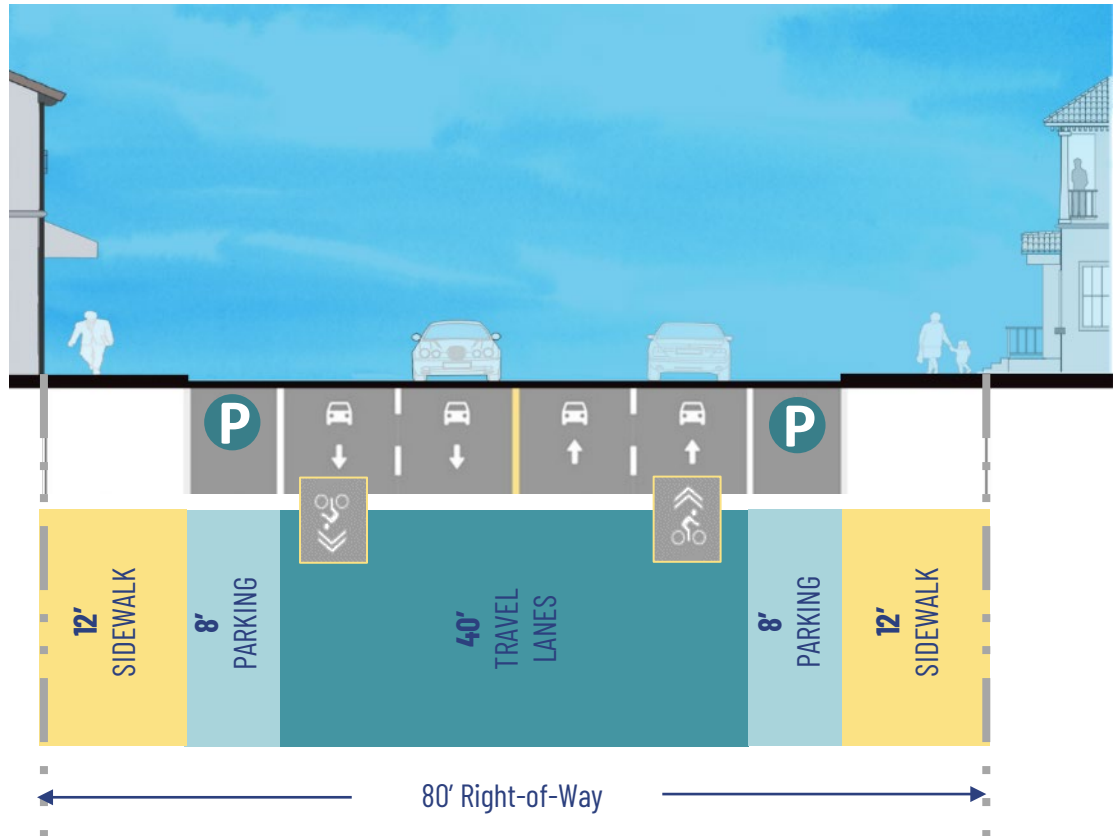
Proposed Section



# Redesigned Streetscape Main Street - Vision

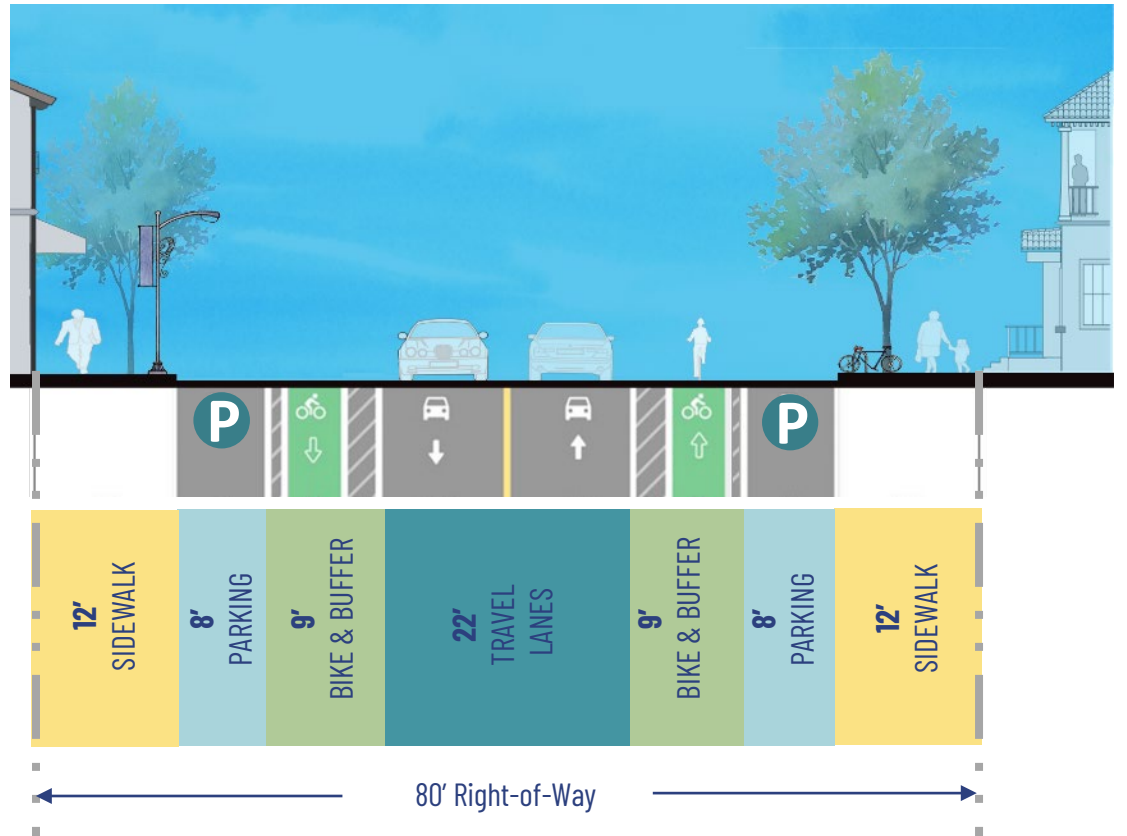


Existing Section



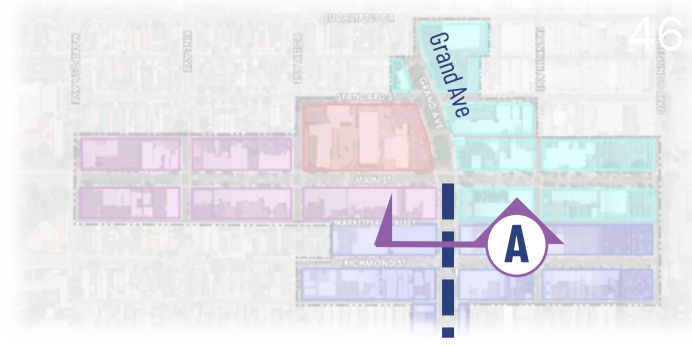
## OPTION B: Class 2

Proposed Section

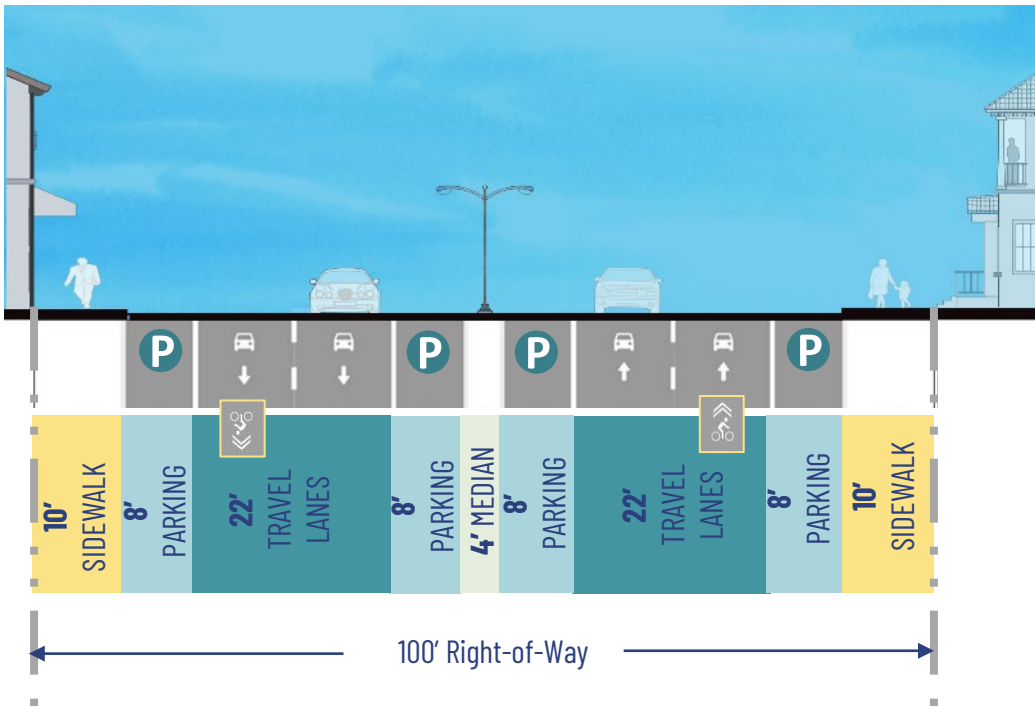




# Redesigned Streetscapes Grand Avenue (Main to Concord)

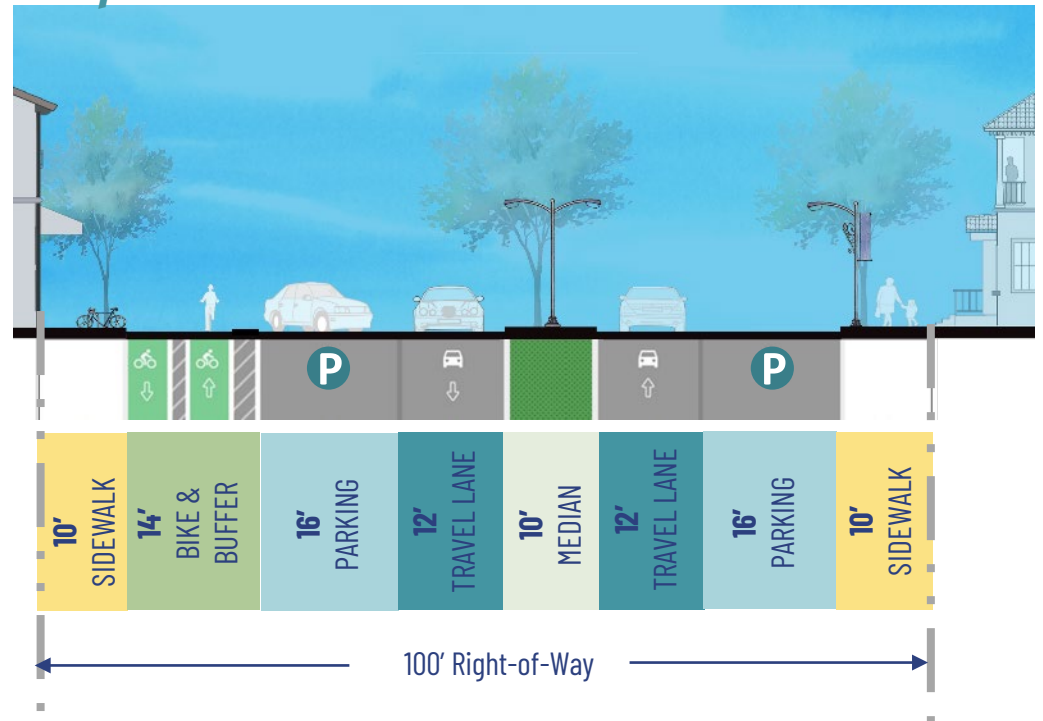


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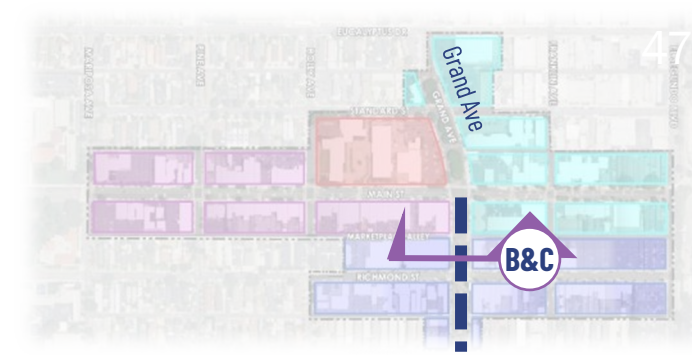


## OPTION A: Cycle-Track

Proposed Section

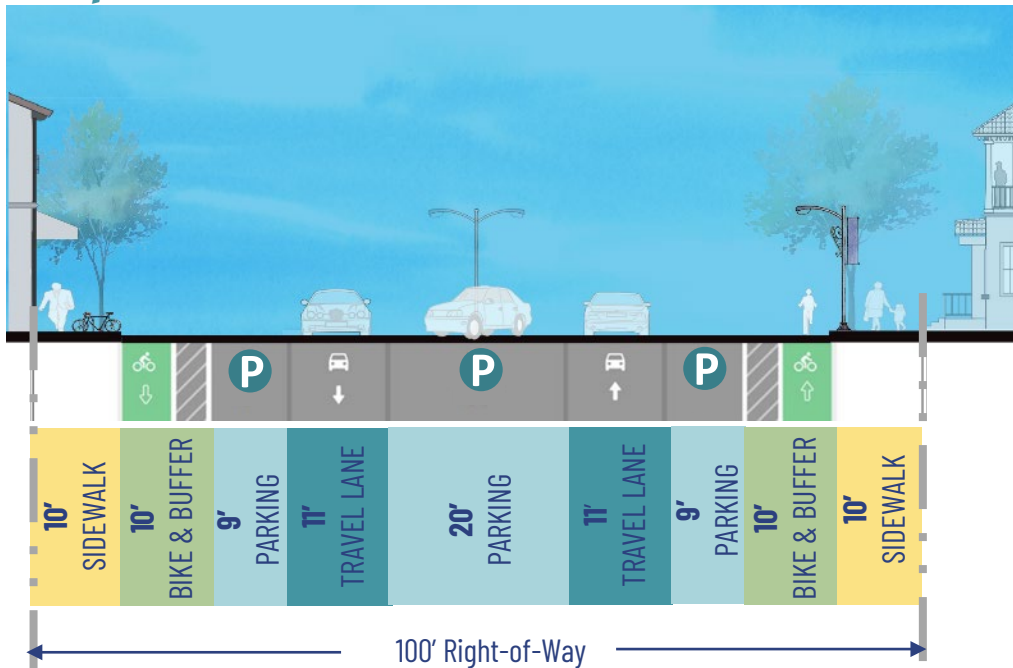


# Redesigned Streetscapes Grand Avenue - Vision



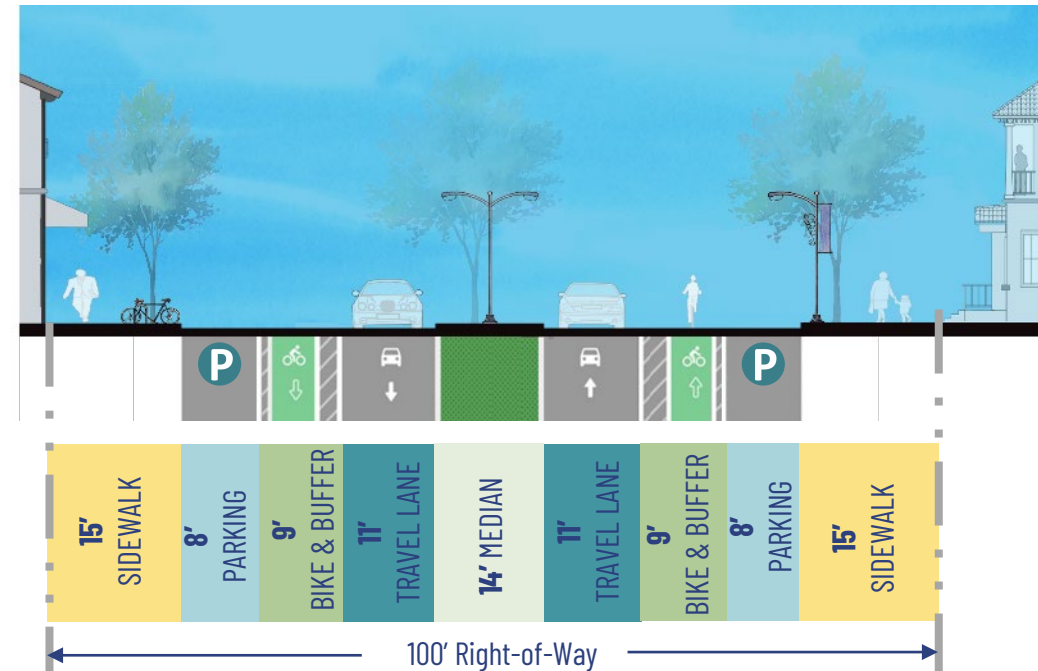
## OPTION B: Class 2 with Angled Parking

### Proposed Section



## OPTION C: Class 2 with Central Median

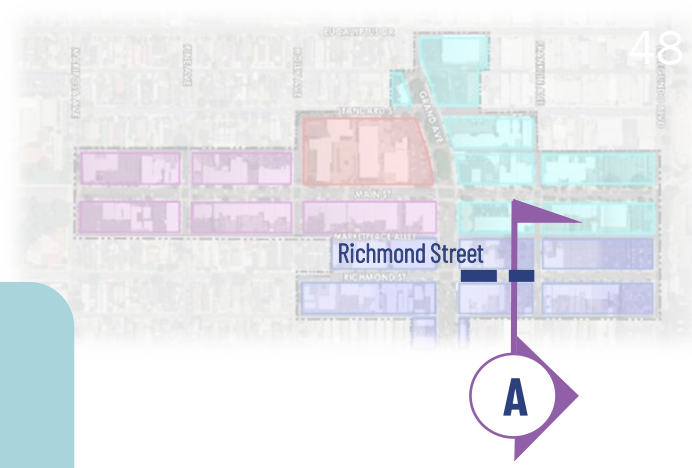
### Proposed Section





# Redesigned Streetscape

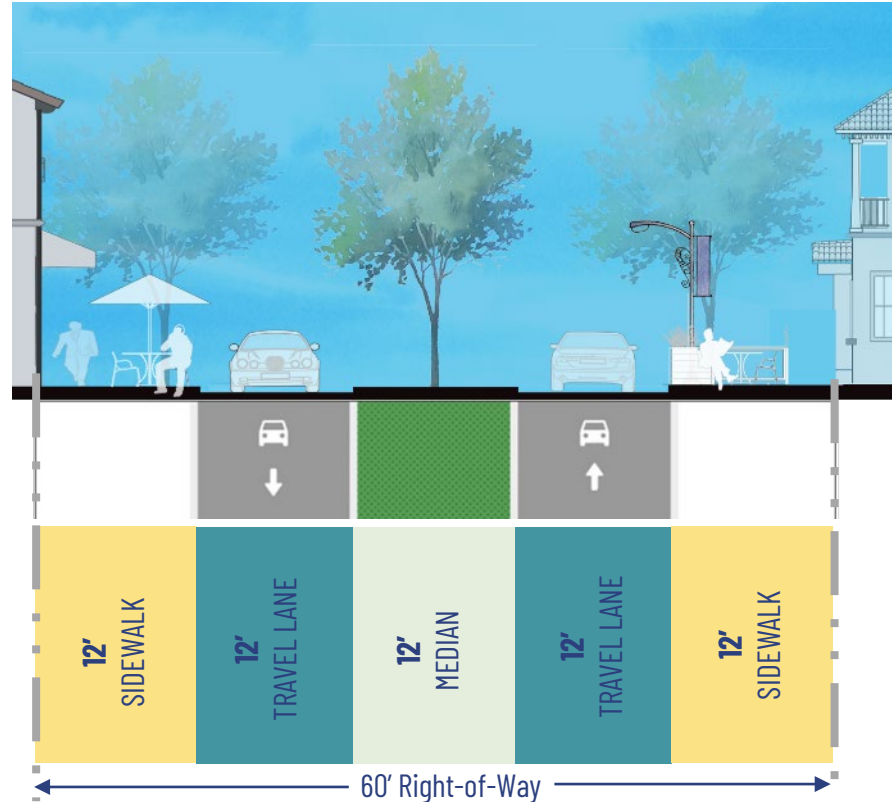
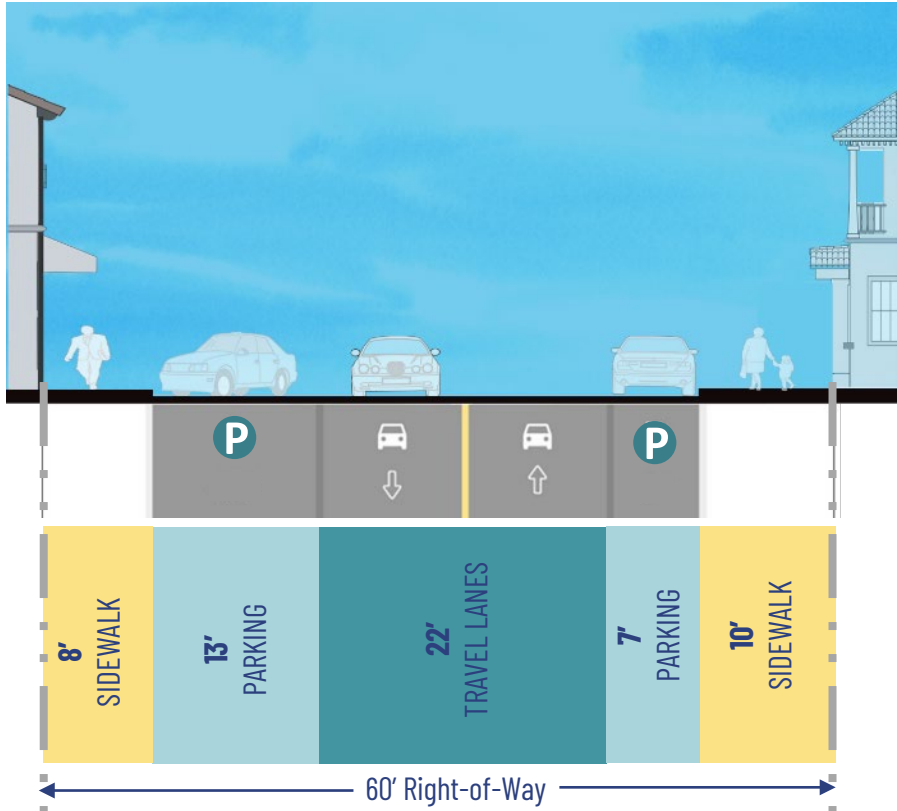
## Richmond Street - Vision



Existing Section

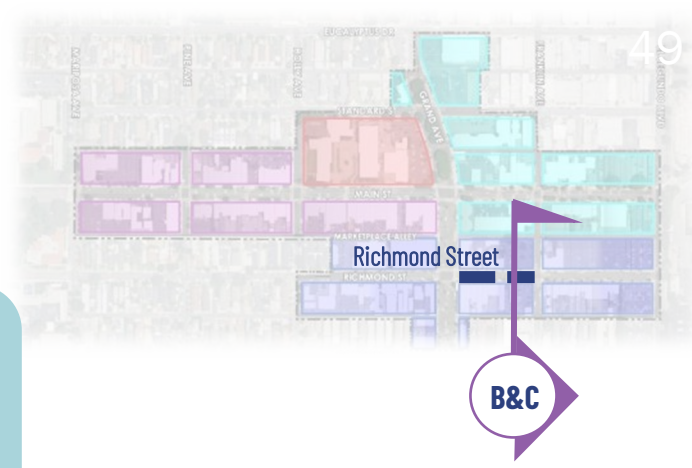
**OPTION A:  
Central Median**

Proposed Section



# Redesigned Streetscape

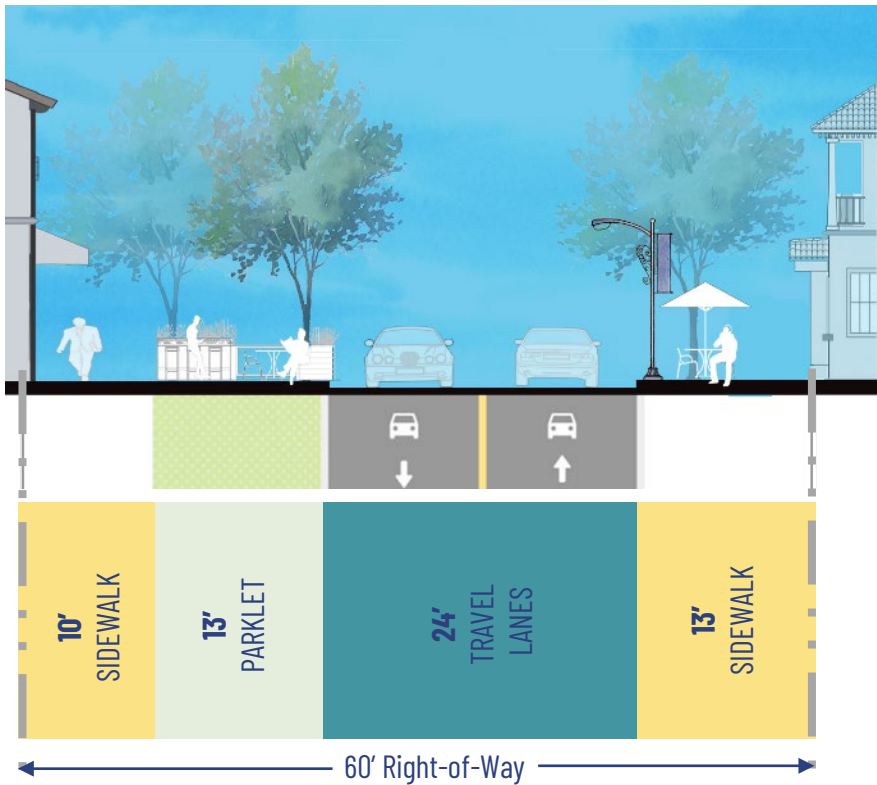
## Richmond Street - Vision



**OPTION B:  
 Sidewalk Parklets**

**OPTION C:  
 Pedestrian Only**

*Proposed Section*



*Proposed Section*

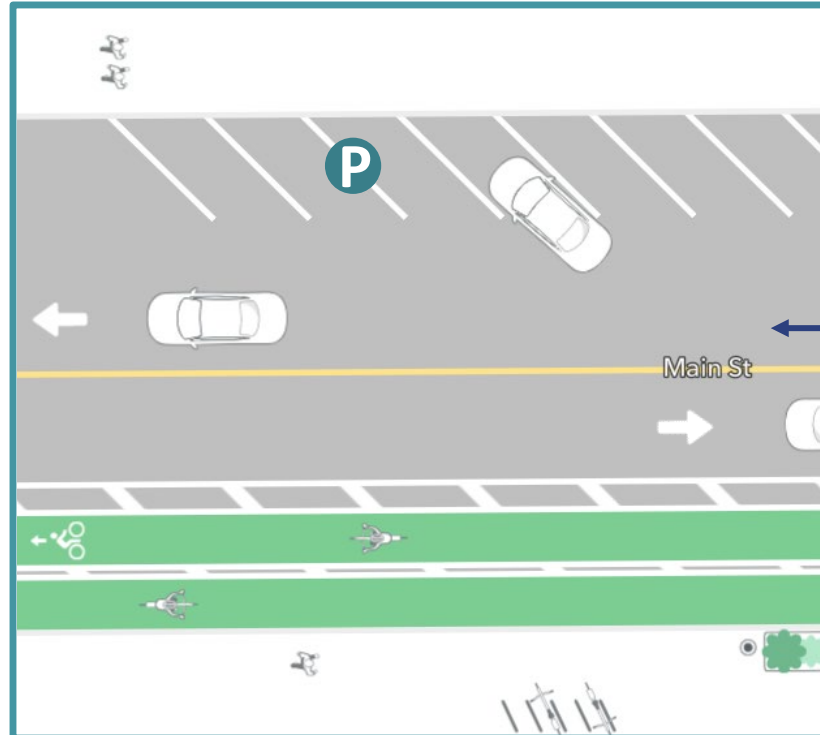






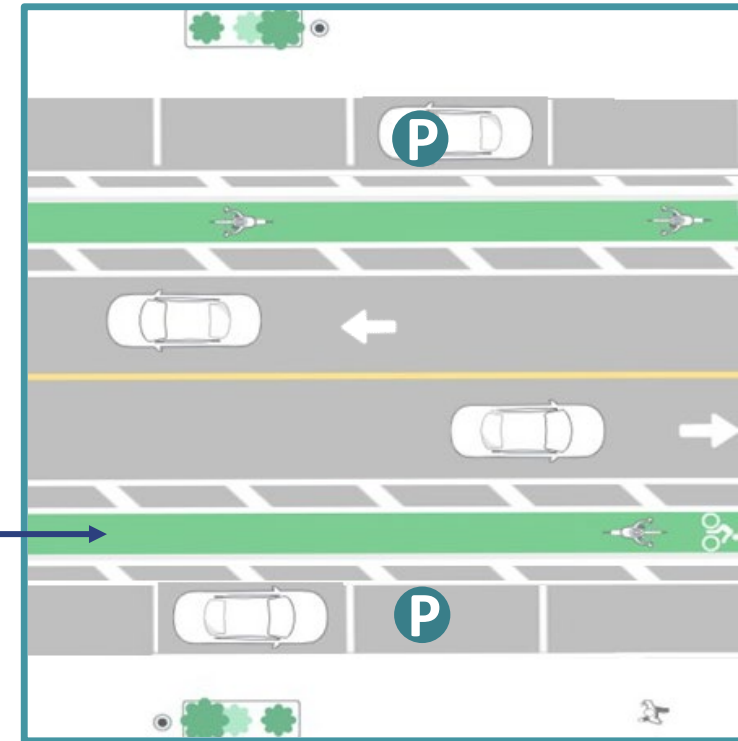
# *Feedback on Options*

# Redesigned Streetscape Main Street - Vision



Two options for Main Street:

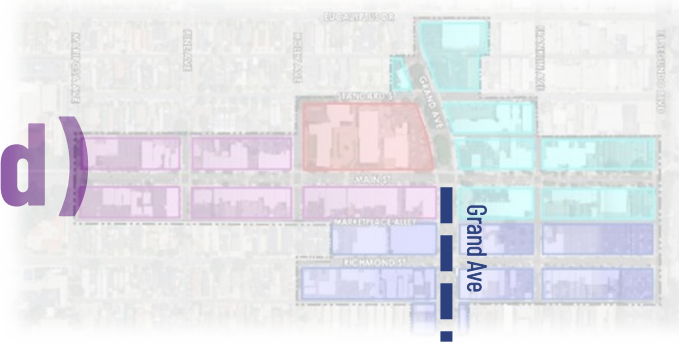
- ❖ OPTION A: Cycle Track  
 (one side of the street)
- ❖ OPTION B: Class 2  
 (both sides of the street)





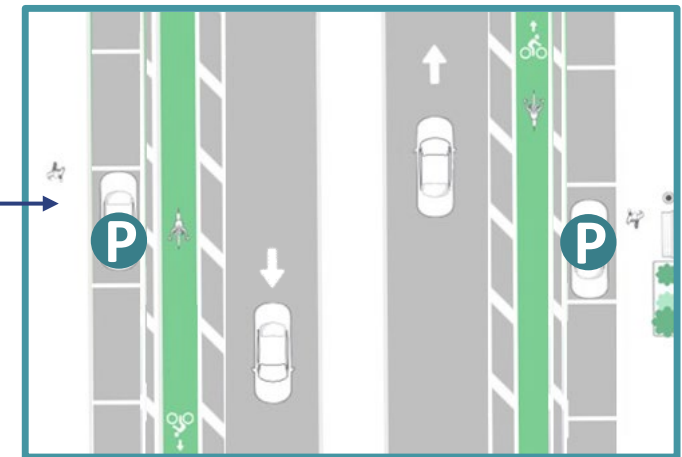
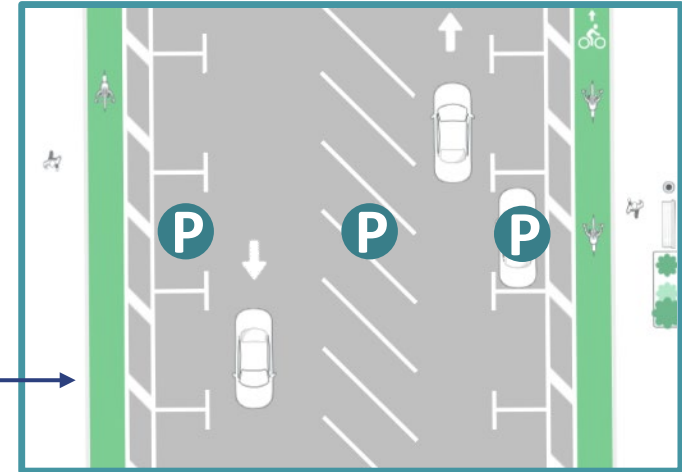
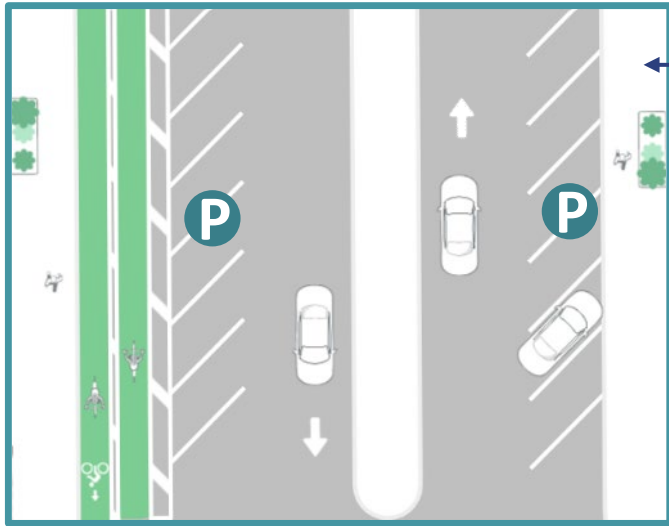
# Redesigned Streetscapes

## Grand Avenue (Main to Concord)

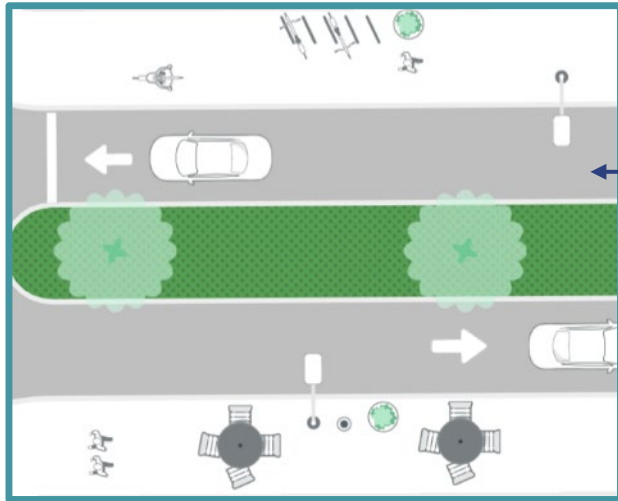


Three options:

- ❖ OPTION A: Cycle Track  
 (bikes one side/  
 angled parking)
- ❖ OPTION B: Class 2  
 (bikes both sides  
 parallel & center  
 parking)
- ❖ OPTION C: Class 2  
 (bikes both sides/  
 parallel parking)

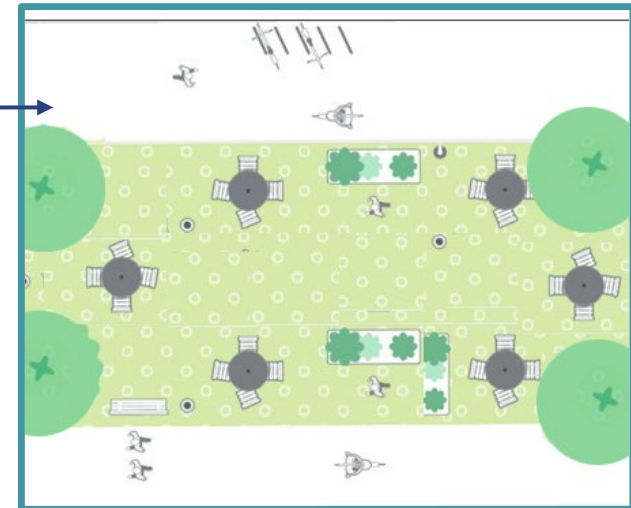
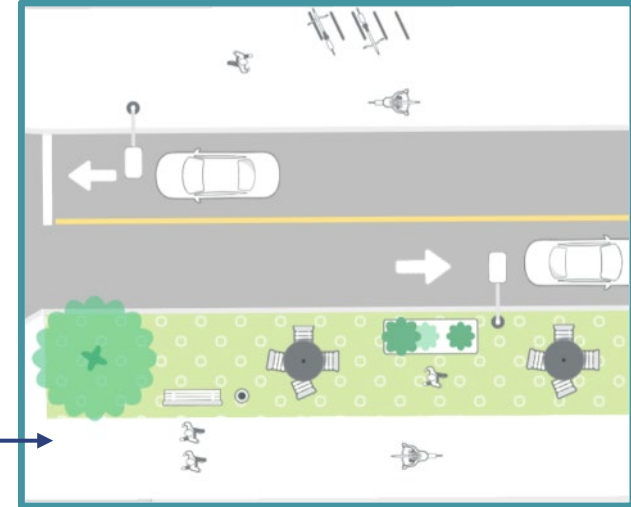


# Redesigned Streetscape Richmond Street - Vision



Three options for  
Richmond Street:

- ❖ OPTION A:  
Central Median
- ❖ OPTION B:  
Sidewalk Parklets
- ❖ OPTION C:  
Pedestrian Only





# *Questions and Comments?*





## *Other ways to provide feedback:*

- ❖ Visit our project website at [www.elsegundo.org/downtownupdate](http://www.elsegundo.org/downtownupdate)
- ❖ Send questions/comments about the project to [Paul Samaras at psamaras@elsegundo.org](mailto:psamaras@elsegundo.org)





# EL SEGUNDO

Downtown Specific Plan Update

*Thanks for being part  
of the conversation!*